

# Adults' Media Use and Attitudes Report 2020 – June 2020

**Produced by:** Critical Research

**Fieldwork:** September to November 2019

# Digital media take-up and use

Since 2018 there has been an increase in access to and use of a smart TV and smart speakers with decreased access to and use of computers.

### Access to and use of devices by age: 2019

	All adults		16-24		25-34		35-44		45-54		55-64		65-74		75+	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
<b>Mobile phone</b>		95%		99%		99%		99%		99%		95%		88%		75%
<b>Tablet</b>	70%	62%	75%	65%	79%	69%	78%	73%	76%	67%	70%↑	61%↑	59%	50%	41%	36%
<b>Computer</b>	66%↓	59%↓	72%	65%	66%	60%	75%↓	69%↓	70%	62%↓	66%	60%	61%	56%	36%	30%↓
<b>Standard TV set</b>	59%	54%	62%	52%	48%	42%	49%	45%	58%	52%	61%	56%↓	68%	64%↓	83%	81%
<b>Smart TV</b>	58%↑	56%↑	57%	54%	67%	64%	74%↑	71%↑	65%	63%	56%↑	55%↑	45%↑	43%↑	22%	22%
<b>Radio set (DAB or otherwise)</b>	54%	44%	39%	21%	37%	28%	45%	39%	53%	42%	68%	59%	69%	60%	81%↑	71%
<b>DVR/ Digital Video Recorder</b>	48%↓	42%↓	42%	34%	49%	42%	54%	48%	56%	49%	53%	45%	41%↓	38%↓	35%	29%
<b>Games console /games player</b>	41%	25%	64%	52%	56%	39%	52%	29%	54%	24%	22%	9%	11%	7%↑	4%	1%
<b>Streaming device*</b>	25%	20%	32%	25%	30%	26%	34%	29%	25%	18%	24%	19%	16%	13%	5%	3%
<b>Smart speaker</b>	25%↑	21%↑	32%↑	26%↑	22%	19%	36%↑	32%↑	34%↑	28%	21%↑	19%↑	12%	9%	3%	3%
<b>Wearable technology</b>	18%	13%	28%	15%	20%	14%	29%	24%	18%↓	14%↓	15%	11%	6%	4%	2%	1%
<b>Smart home technology*</b>	10%	8%	12%	9%	11%	10%	14%	11%	13%	11%	7%	6%	3%	2%	1%	1%
<b>ANY TV</b>	97%	94%	95%	90%	94%	88%	96%	94%	98%	96%	98%	95%	99%	97%	99%	97%

Source: Ofcom Adult Media Literacy Tracker 2019

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+ (1883 aged 16+, 225 aged 16-24, 286 aged 25-34, 308 aged 35-44, 289 aged 45-54, 290 aged 55-64, 225 aged 65-74, 260 aged 75+)

Arrows show significant changes (95% level) between 2018 and 2019. \*Streaming Device and Smart home technology were included for the first time in 2019 so no trend data is available.

While adults in DE households are more likely to have access at home to smart TVs and smart speakers, take-up continues to be lower than average for most devices.

## Access to and use of devices by socio-economic group and gender: 2019

	All adults		AB		C1		C2		DE		Male		Female	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
Mobile phone		95%		97%		96%		96%		89%↓		93%		96%
Tablet	70%	62%	82%	73%	78%↑	70%	68%	59%	51%	44%	66%	58%	74%	66%↑
Computer	66%↓	59%↓	88%	81%	70%	65%	58%↓	52%	45%↓	38%↓	67%↓	61%↓	64%	58%
Standard TV set	59%	54%	53%↓	48%↓	59%	52%	59%	53%	65%	62%	61%	56%	58%↓	53%↓
Smart TV	58%↑	56%↑	71%↑	67%	61%	58%	57%	56%	44%↑	42%↑	58%	55%	59%↑	57%↑
Radio set (DAB or otherwise)	54%	44%	67%	55%	53%	42%	49%	39%	47%	39%	55%	44%	54%	44%
DVR/ Digital Video Recorder	48%↓	42%↓	59%↓	51%↓	51%	43%↓	50%	43%	33%↓	29%	50%↓	43%↓	47%	41%
Games console /games player	41%	25%	44%	26%	42%	25%	41%	25%	35%	22%	42%	33%	39%	17%
Streaming device*	25%	20%	36%	29%	27%	23%	22%	17%	16%	12%	26%	22%	25%	19%
Smart speaker	25%↑	21%↑	39%↑	33%↑	23%	19%	22%	20%↑	15%↑	12%↑	27%↑	23%↑	23%↑	19%↑
Wearable technology	18%	13%	30%	21%	22%	16%	12%	10%	8%	4%	17%	12%	19%	14%
Smart home technology*	10%	8%	18%	15%	9%	8%	7%	6%	4%	3%	10%	8%	9%	8%
ANY TV	97%	94%	96%	93%	96%	92%	97%	95%	97%↑	94%	97%	93%	97%↑	95%

Source: Ofcom Adult Media Literacy Tracker 2019

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+ (1883 aged 16+, 410 AB, 575 C1, 376 C2, 522 DE, 913 male, 968 female)

Arrows show significant changes (95% level) between 2018 and 2019 \*Streaming Device and Smart home technology were included for the first time in 2019 so no trend data is available.



# Four in five adults use a smartphone, unchanged compared to 2018.

## Mobile phone use, by age: 2010 - 2019

■ Uses a smartphone      ■ Uses a non-smartphone



Source: Ofcom Adult Media Literacy Tracker 2019

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

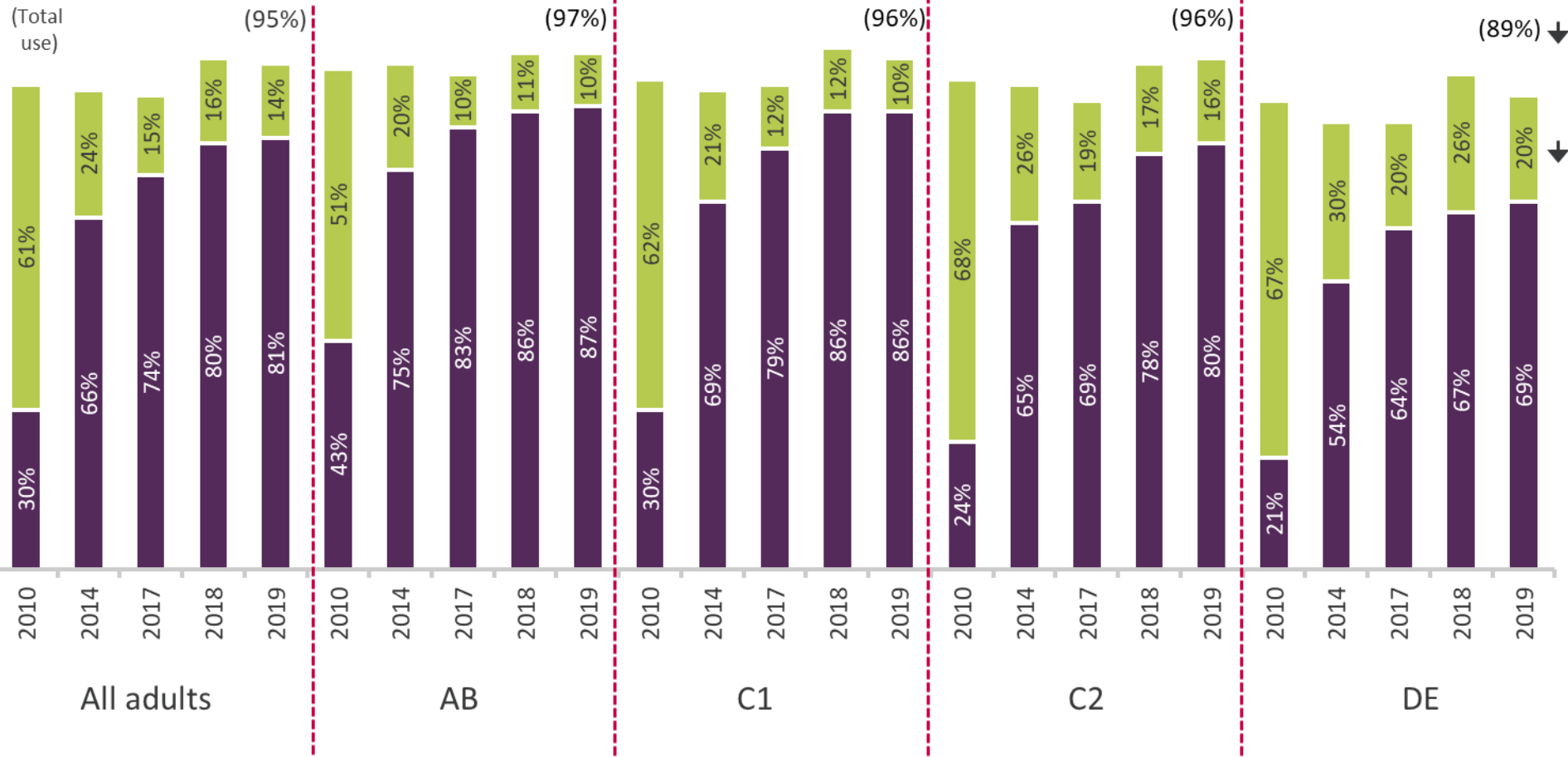
Base: All adults aged 16+ (1883 aged 16+, 225 aged 16-24, 286 aged 25-34, 308 aged 35-44, 289 aged 45-54, 290 aged 55-64, 225 aged 65-74, 260 aged 75+)

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

# Adults in DE households continue to be less likely than average to use a smartphone.

## Mobile phone use, by socio-economic group: 2010-2019

■ Uses a smartphone ■ Uses a non-smartphone



Source: Ofcom Adult Media Literacy Tracker 2019

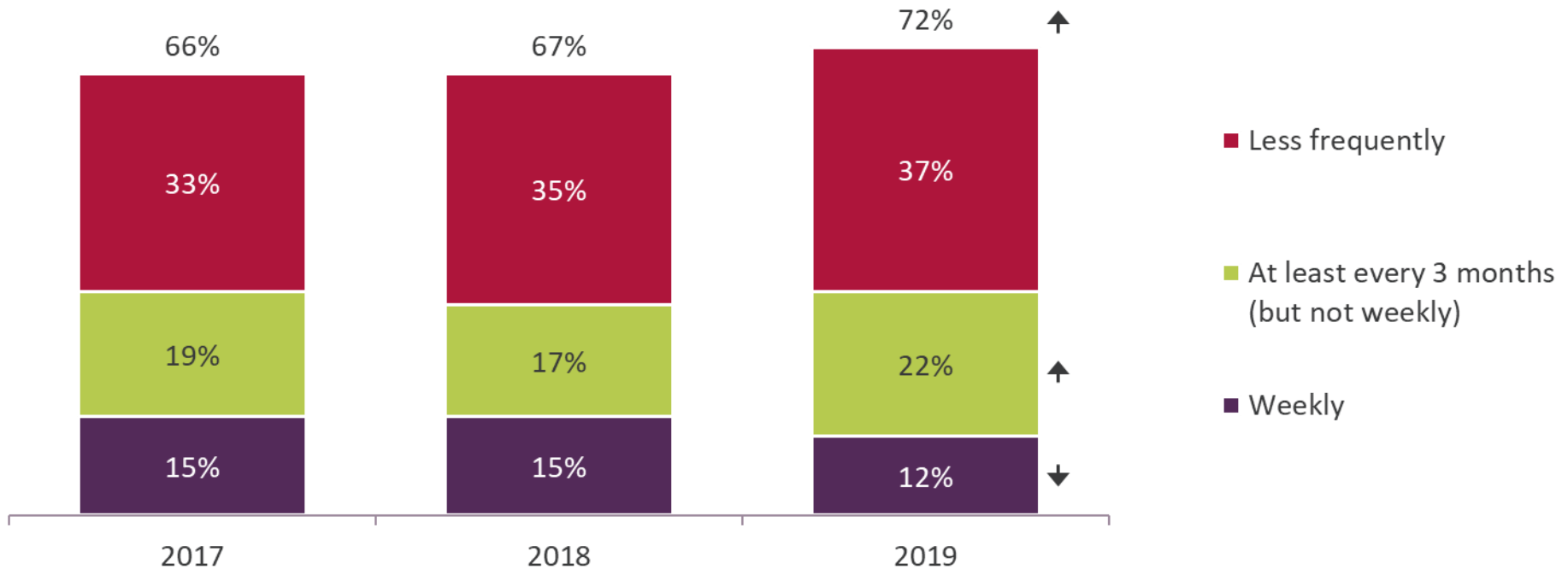
A3. Do you personally use a mobile phone? (prompted responses, single coded)/ A4. Is this a smartphone? (prompted responses, single coded)

Base: All adults aged 16+ (1883 aged 16+, 410 AB, 575 C1, 376 C2, 522 DE)

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

# Close to three-quarters of smartphone users have ever used their phone to complete a form or application.

## Use of a smartphone for completing a form or application: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

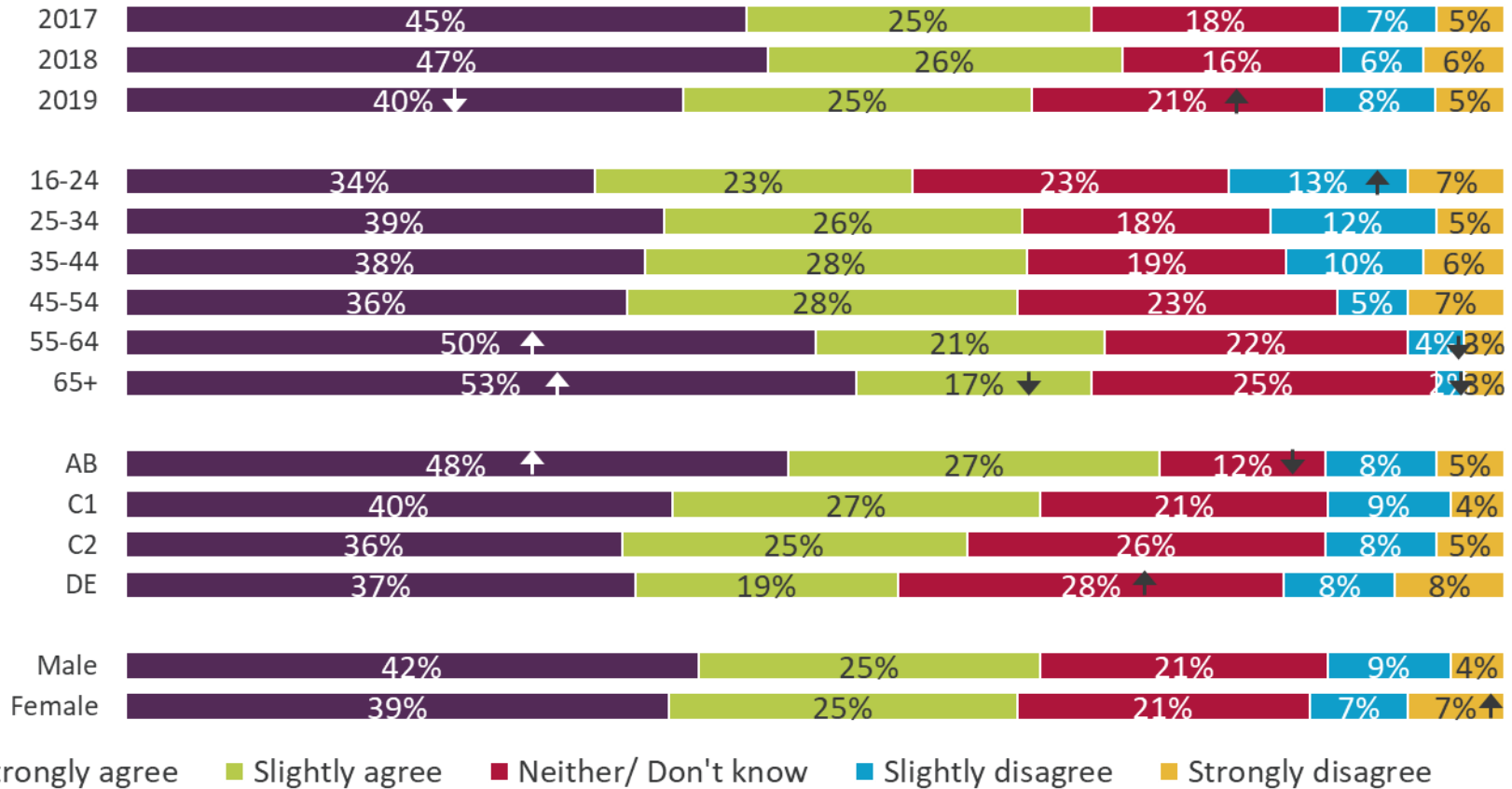
M7. Using this card please tell me how often you complete a form or an application for something on your mobile phone (prompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1289 in 2017, 1429 in 2018, 1454 in 2019)

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

# Smartphone users are less likely than in 2018 to agree that completing forms or working on documents is easier on a computer.

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: 2017-2019



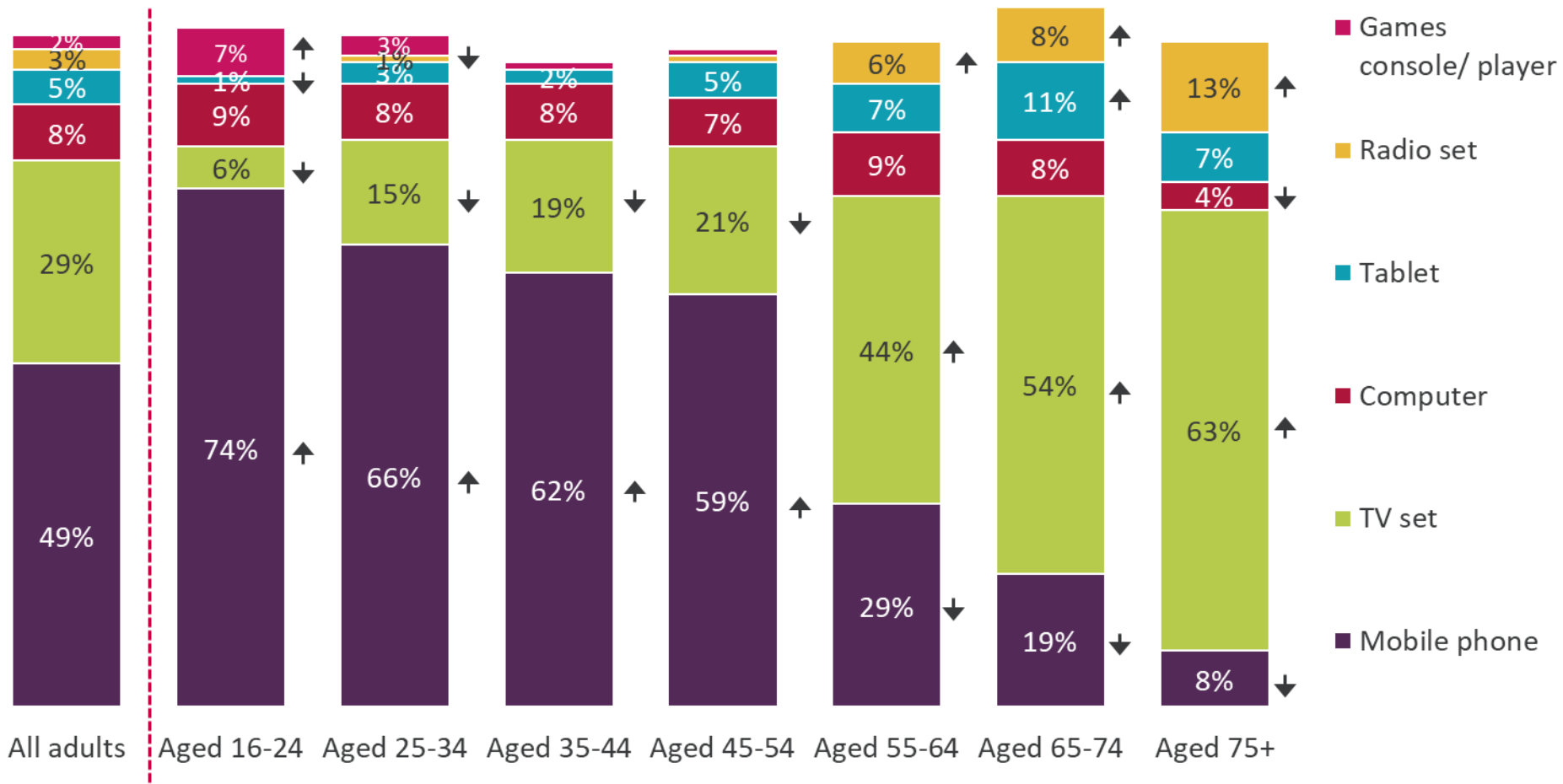
Source: Ofcom Adult Media Literacy Tracker 2019

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 (1454 aged 16+, 219 aged 16-24, 278 aged 25-34, 286 aged 35-44, 267 aged 45-54, 223 aged 55-64, 181 aged 65+, 336 AB, 486 C1, 290 C2, 342 DE, 687 male, 765 female). Arrows show significant differences (95% level) between 2018 and 2019 at the overall level, and by age / socio-economic group compared to all smartphone users and males compared to females

Mobile phones continue to be the most-missed media device among 16-54s, while TV is still the most-missed among those aged 55 and over.

### Most-missed device, by age: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

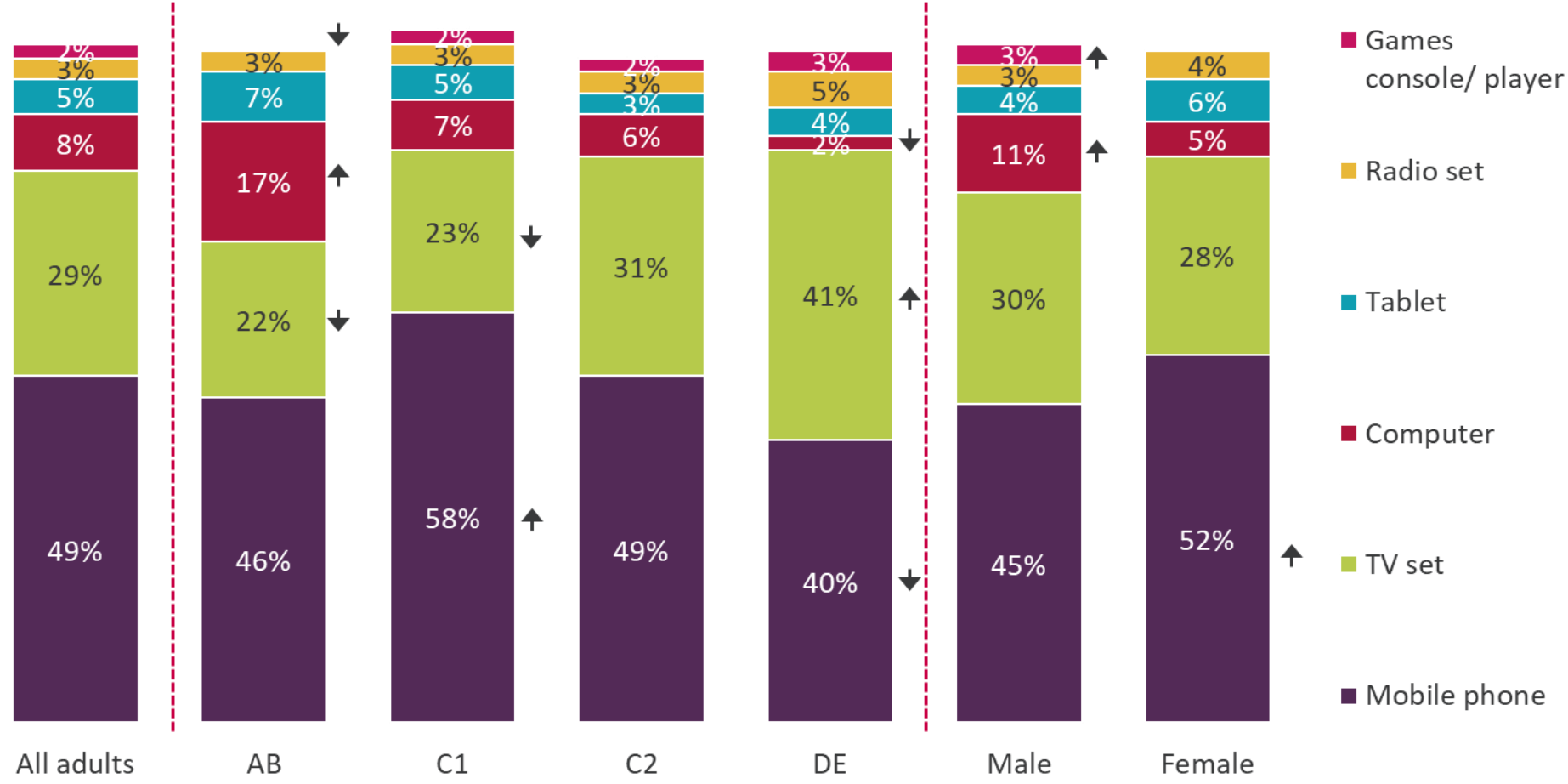
Base: All adults aged 16+ (1883 aged 16+, 225 aged 16-24, 286 aged 25-34, 308 aged 35-44, 289 aged 45-54, 290 aged 55-64, 225 aged 65-74, 260 aged 75+)

Showing responses by >1% of all adults

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

While adults in DE households are as likely to miss their mobile phone as they are to miss their TV set, compared to the average adult, they are less likely to miss their mobile phone and are more likely to miss their TV set.

Most-missed device, by socio-economic group and gender: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

A5. Now using this next card, which one of the things you use would you miss the most if it was taken away? (prompted responses, single coded)

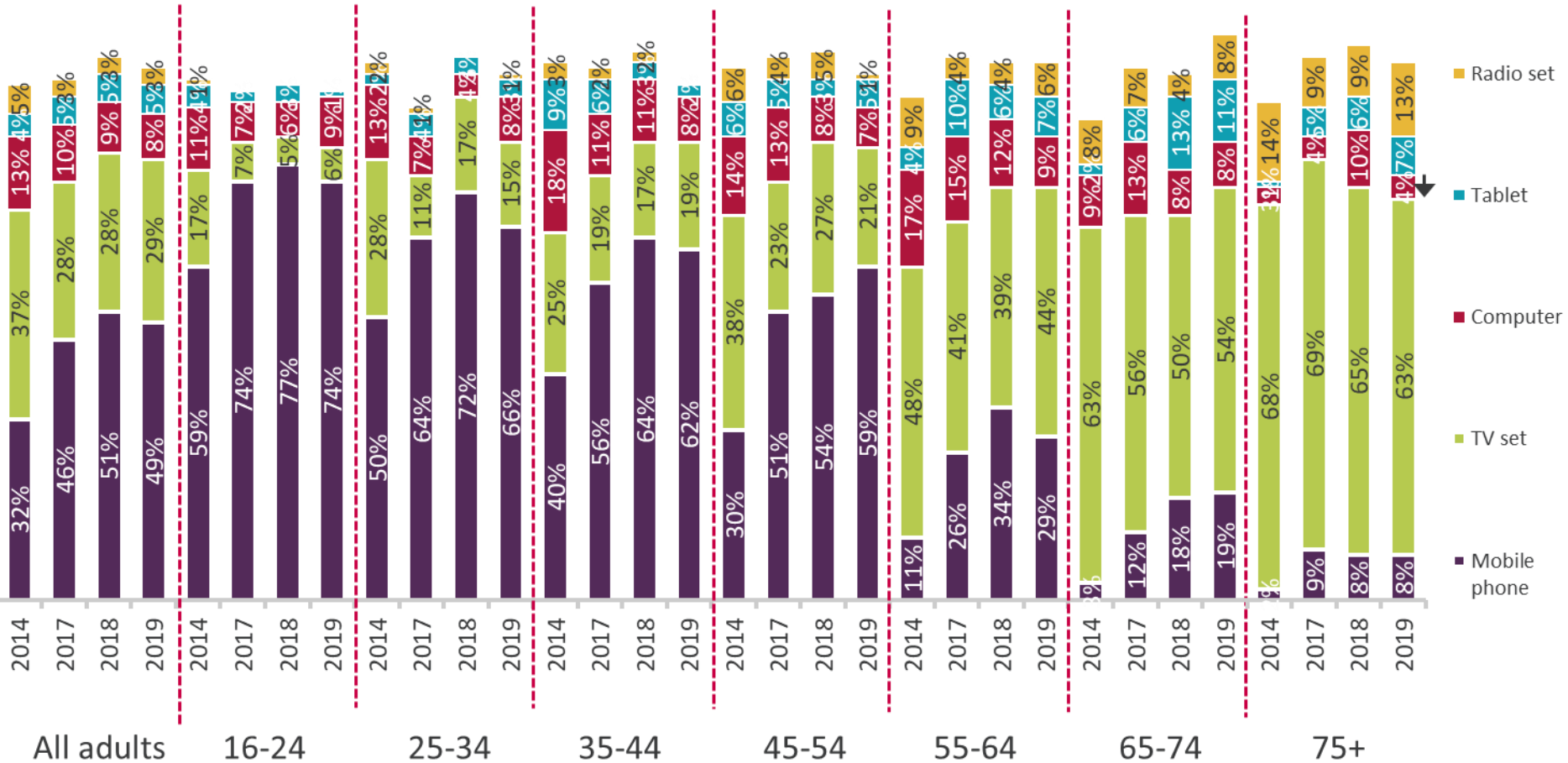
Base: All adults aged 16+ (1883 aged 16+, 410 AB, 575 C1, 376 C2, 522 DE, 913 male, 968 female) Showing responses by >1% of all adults

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

# In recent years there has been very little change in affinity with media devices among adults.



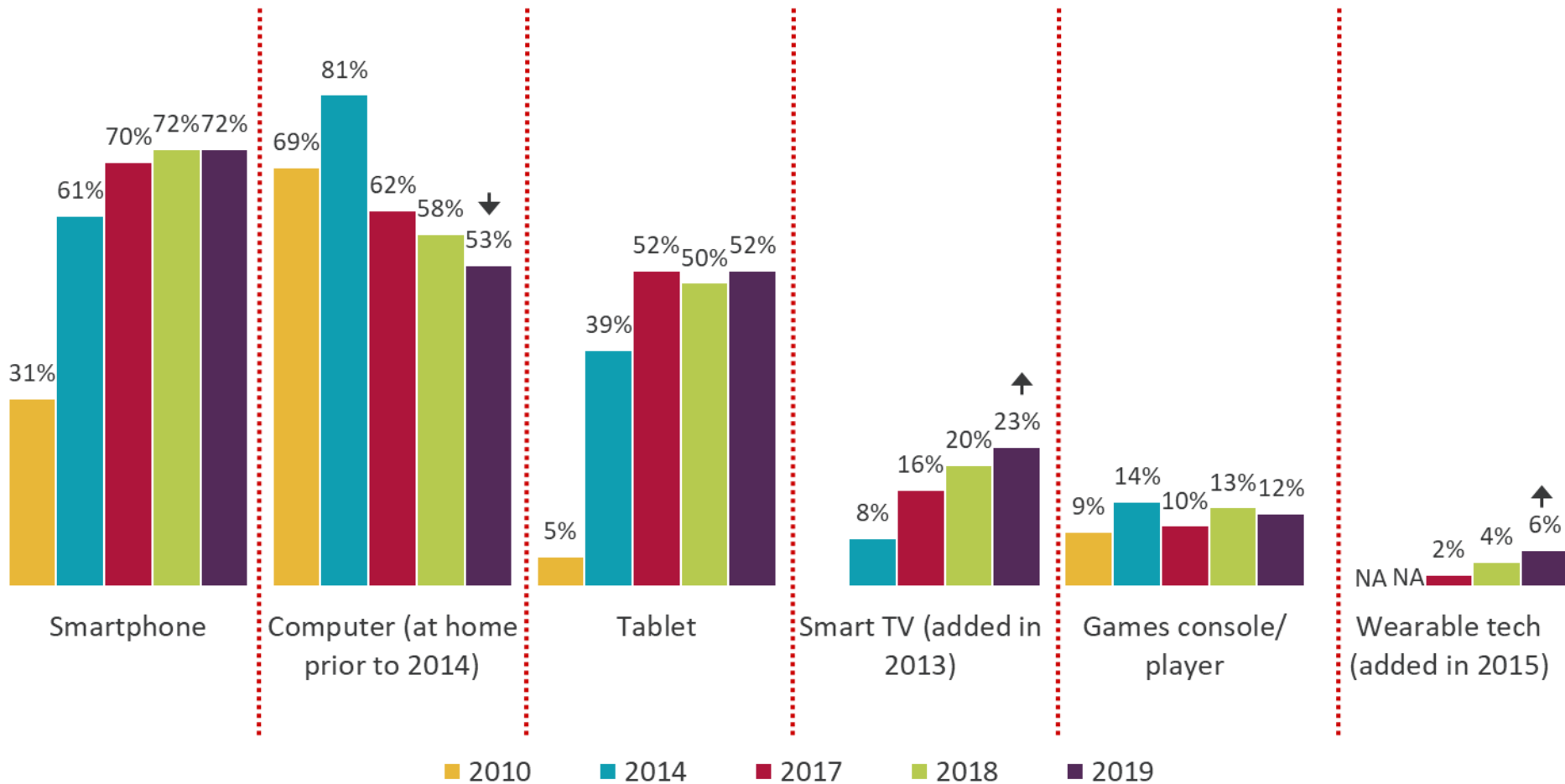
Most-missed media device, by age: 2014-2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 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+ (1883 aged 16+, 225 aged 16-24, 286 aged 25-34, 308 aged 35-44, 289 aged 45-54, 290 aged 55-64, 225 aged 65-74, 260 aged 75+)  
 Showing responses by >2% of all adults in 2019  
 Arrows show significant changes (95% level) between 2018 and 2019

Use of a smartphone to go online is unchanged while use of a smart TV and wearable tech has increased and use of a computer continues to drop.

Devices used to go online: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

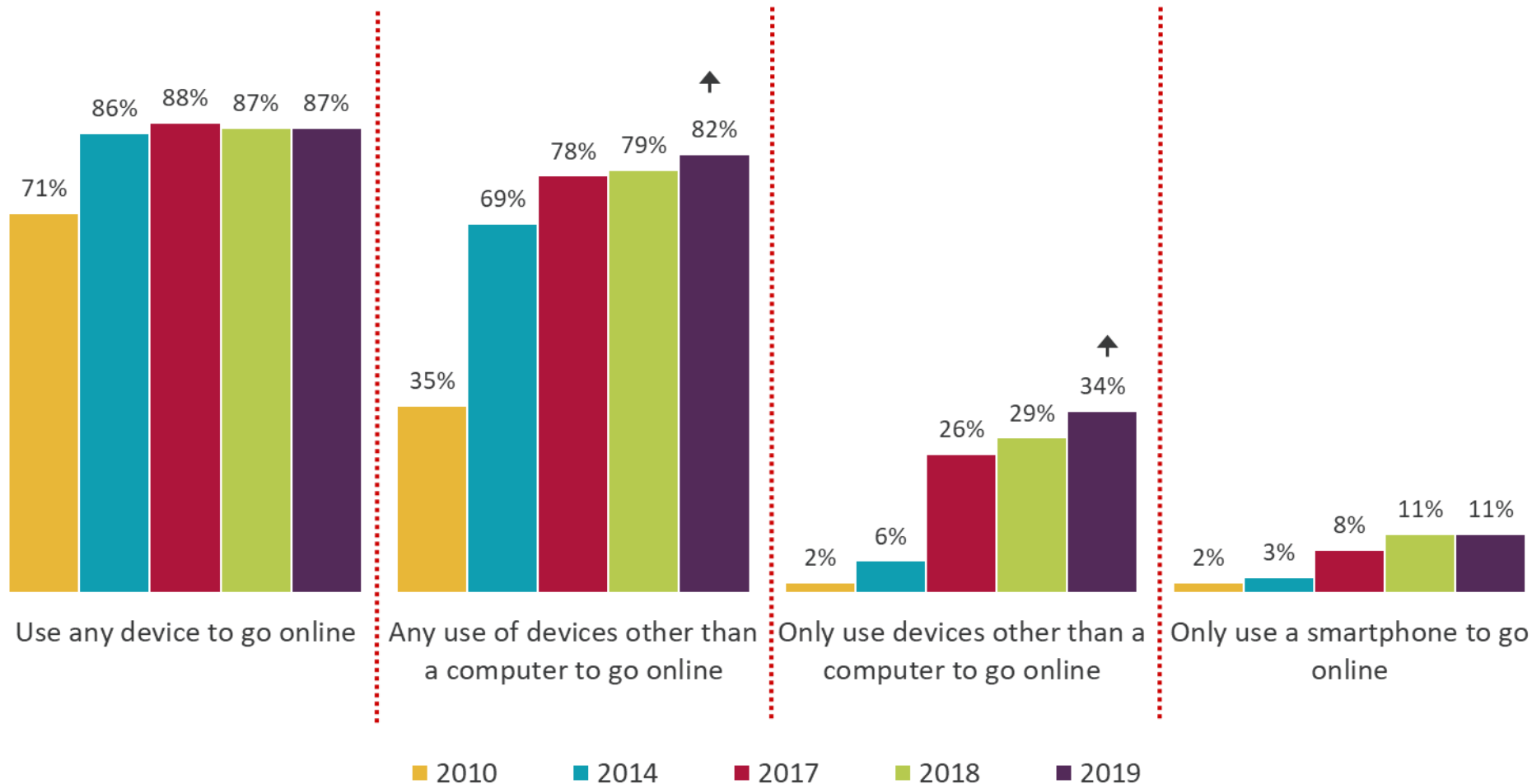
Base: All adults aged 16+ (1875 in 2017, 1882 in 2018, 1883 in 2019)

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



# One third of adults only use devices other than a computer to go online.

Use of devices other than a computer to go online: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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, 1883 in 2019)

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

In 2019, those aged 75 and over are less likely than in 2018 to use a computer to go online.

### Devices used to go online, by age of user: 2019

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Smartphone	72%	96%	94%	91%	83%	62%	32%	14%
Computer	53%↓	55%	51%	66%	56%	56%	46%	26%↓
Tablet	52%	51%	54%	65%	56%	52%↑	41%	29%
Smart TV	23%↑	27%	29%	36%	26%↑	20%↑	6%	2%
Games console/ player	12%	37%	20%	10%	10%	2%	1%	0%
Smart Speaker	12%	15%	9%	19%	16%	13%	3%	1%
Wearable tech	6%↑	7%	7%	13%↑	4%	5%	1%	0%
<b>Goes online</b>	87%	98%	100%	98%	93%	83%	70%	49%
<b>Only use devices other than a computer to go online</b>	34%↑	43%	48%	32%	37%↑	27%	24%	23%↑
<b>Only uses a smartphone to go online</b>	11%	16%	20%	10%	13%	6%	3%	3%

Source: Ofcom Adult Media Literacy Tracker 2019

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+ (1883 aged 16+, 225 aged 16-24, 286 aged 25-34, 308 aged 35-44, 289 aged 45-54, 290 aged 55-64, 225 aged 65-74, 260 aged 75+)

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

Coloured boxes show differences (95% level) in 2019 by age compared to the average

## Two in five adults in DE households only use devices other than a computer to go online.

Devices used to go online, by socio-economic group and gender: 2019

	All adults	AB	C1	C2	DE	Male	Female
Smartphone	72%	79%	78%	70%	60%	70%	74%
Computer	53%↓	76%	59%	45%	30%↓	56%↓	50%
Tablet	52%	67%	60%	45%	32%	48%	55%
Smart TV	23%↑	35%↑	26%	18%	13%	25%	21%↑
Games console/ player	12%	16%	13%	12%	9%	18%	7%
Smart Speaker	12%	19%	11%	12%	6%	13%	11%
Wearable tech	6%↑	12%	8%	2%	2%	5%	7%↑
<b>Goes online</b>	87%	96%	93%	86%	73%	86%	89%
<b>Only use devices other than a computer to go online</b>	34%↑	20%	34%	41%	43%↑	29%↑	39%↑
<b>Only uses a smartphone to go online</b>	11%	2%	8%	15%	19%	9%	13%

Source: Ofcom Adult Media Literacy Tracker 2019

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

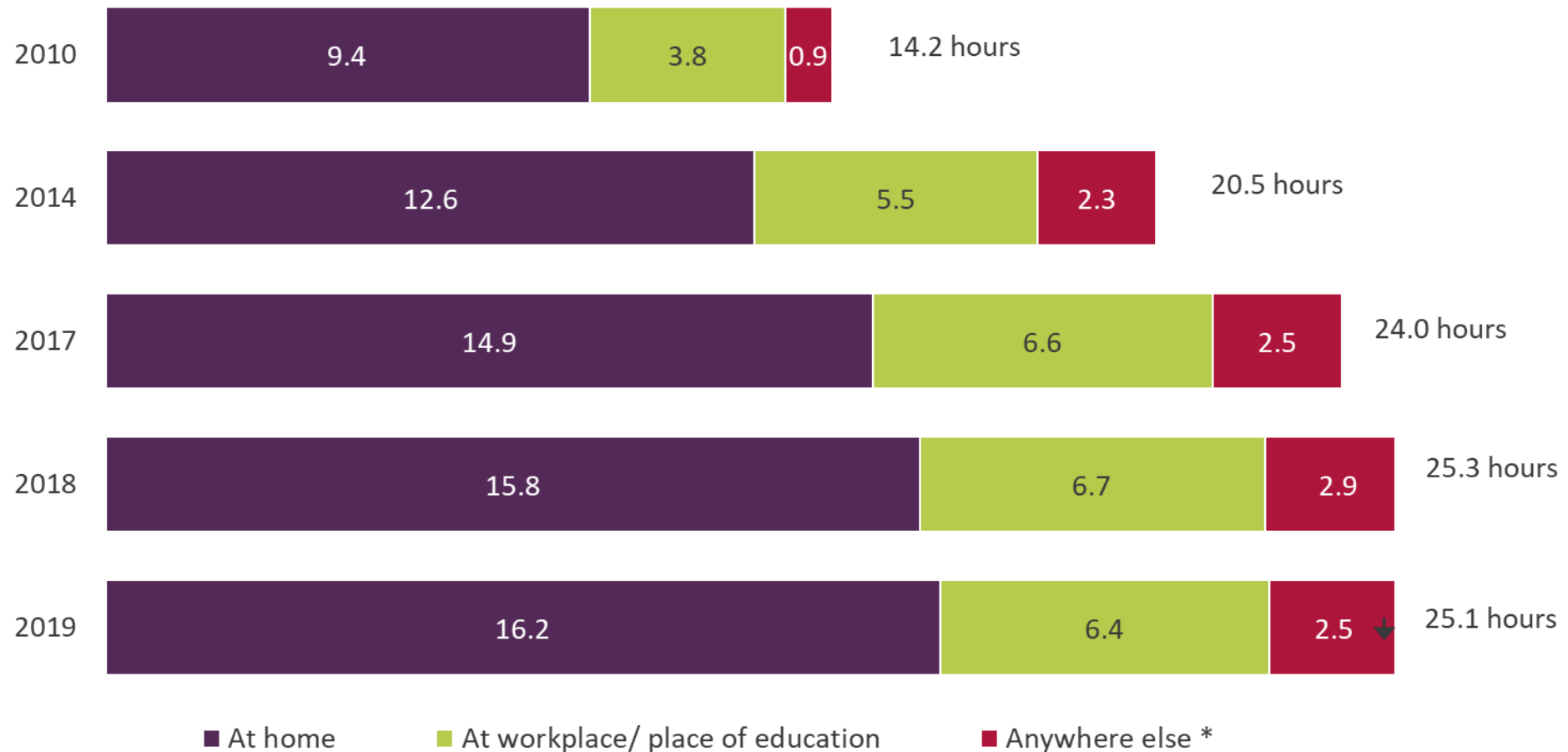
Base: All adults aged 16+ (1883 aged 16+, 410 AB, 575 C1, 376 C2, 522 DE, 913 men, 968 women)

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

Coloured boxes show differences (95% level) in 2019 by SEG compared to the average and between men and women

## Adult internet users estimate they spend an average of 25 hours online per week, unchanged compared to 2018 or 2017.

### Volume of internet use per week: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

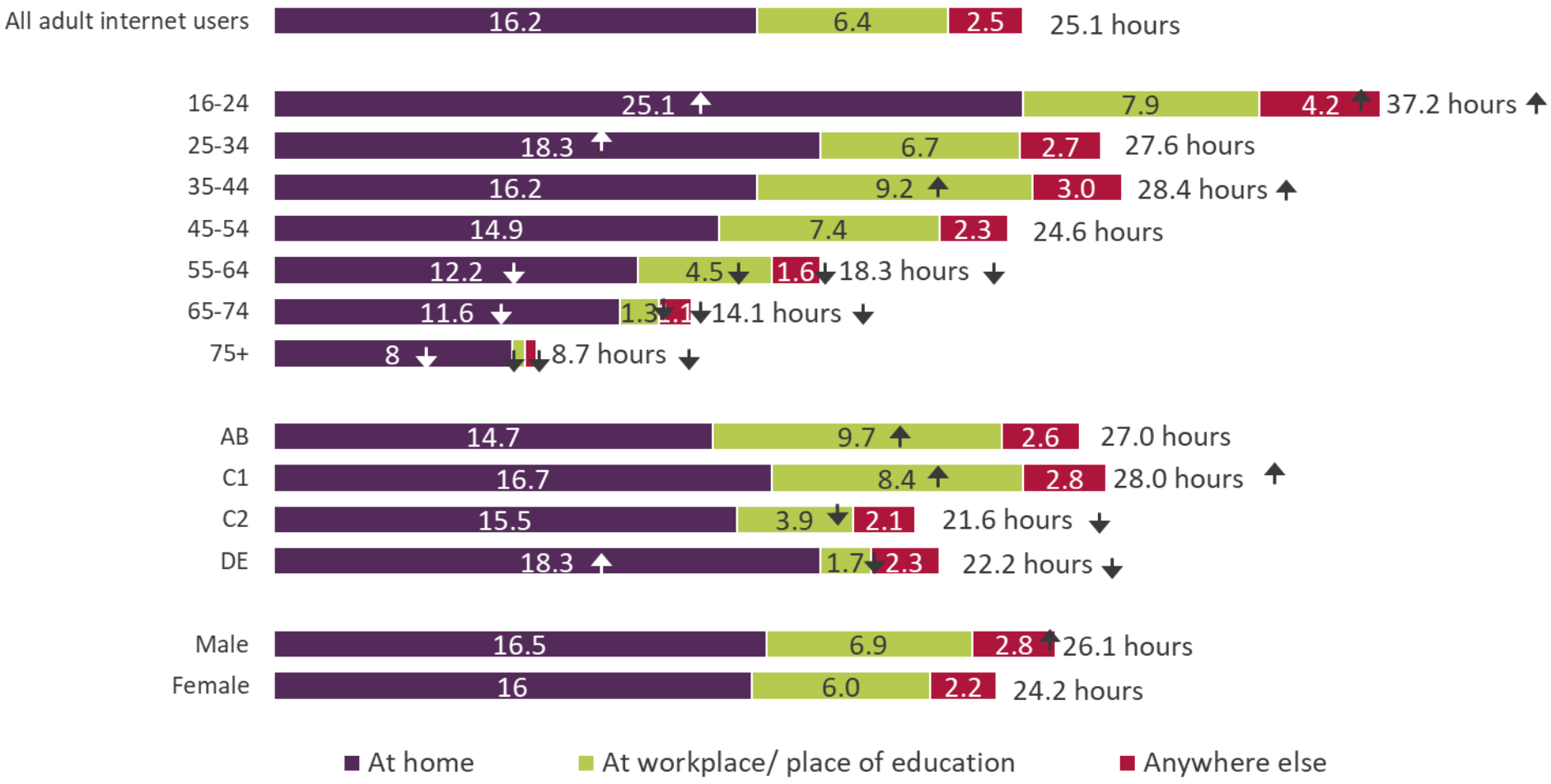
Base: All adults aged 16+ who go online (1570 in 2017, 1602 in 2018, 1601 in 2019)

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



# 16-24s estimate they spend 37 hours per week online, more than four times higher than those aged 75+.

Volume of internet use per week, by age, socio-economic group and gender: 2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 IN5A-C. How many hours in a typical week would you say you spend online at home /at your workplace or place of education/ anywhere else? (unprompted responses, single coded) Base: All adults aged 16+ who go online (1601 in 2019, varies by demography)  
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users and males compared to females

As in previous years the following three activities are undertaken by most internet users in the previous week: email, communications and banking.

Activities the internet is used for, by category

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

Source: Ofcom Technology Tracker 2020

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

Base: All adults aged 16+ who go online (3422 in 2020)

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

Category	Individual activities included in category
<b>Watch TV content</b>	<ul style="list-style-type: none"> <li>• Watching TV programmes or film content online (e.g. Netflix, BBC iPlayer, or Sky Go)</li> <li>• Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player</li> </ul>
<b>Radio/ Audio services</b>	<ul style="list-style-type: none"> <li>• Listening to live radio through a website or app</li> <li>• Listening to catch-up or on-demand radio through a website or app</li> <li>• Streamed audio services e.g. Spotify or Deezer or Apple Music</li> </ul>
<b>Health</b>	<ul style="list-style-type: none"> <li>• To find information on health related issues</li> </ul>
<b>Government services</b>	<ul style="list-style-type: none"> <li>• Using local council/ Government sites e.g. to find information, to complete processes such as tax returns, to contact local MP</li> </ul>
<b>Games</b>	<ul style="list-style-type: none"> <li>• Playing games online or interactively</li> </ul>
<b>Upload/ add content</b>	<ul style="list-style-type: none"> <li>• Uploading/ adding content to the internet e.g. photos, videos, blog posts</li> </ul>
<b>Remote</b>	<ul style="list-style-type: none"> <li>• Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud</li> </ul>
<b>Online dating</b>	<ul style="list-style-type: none"> <li>• Online dating sites/ apps</li> </ul>

Source: Ofcom Technology Tracker 2020

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

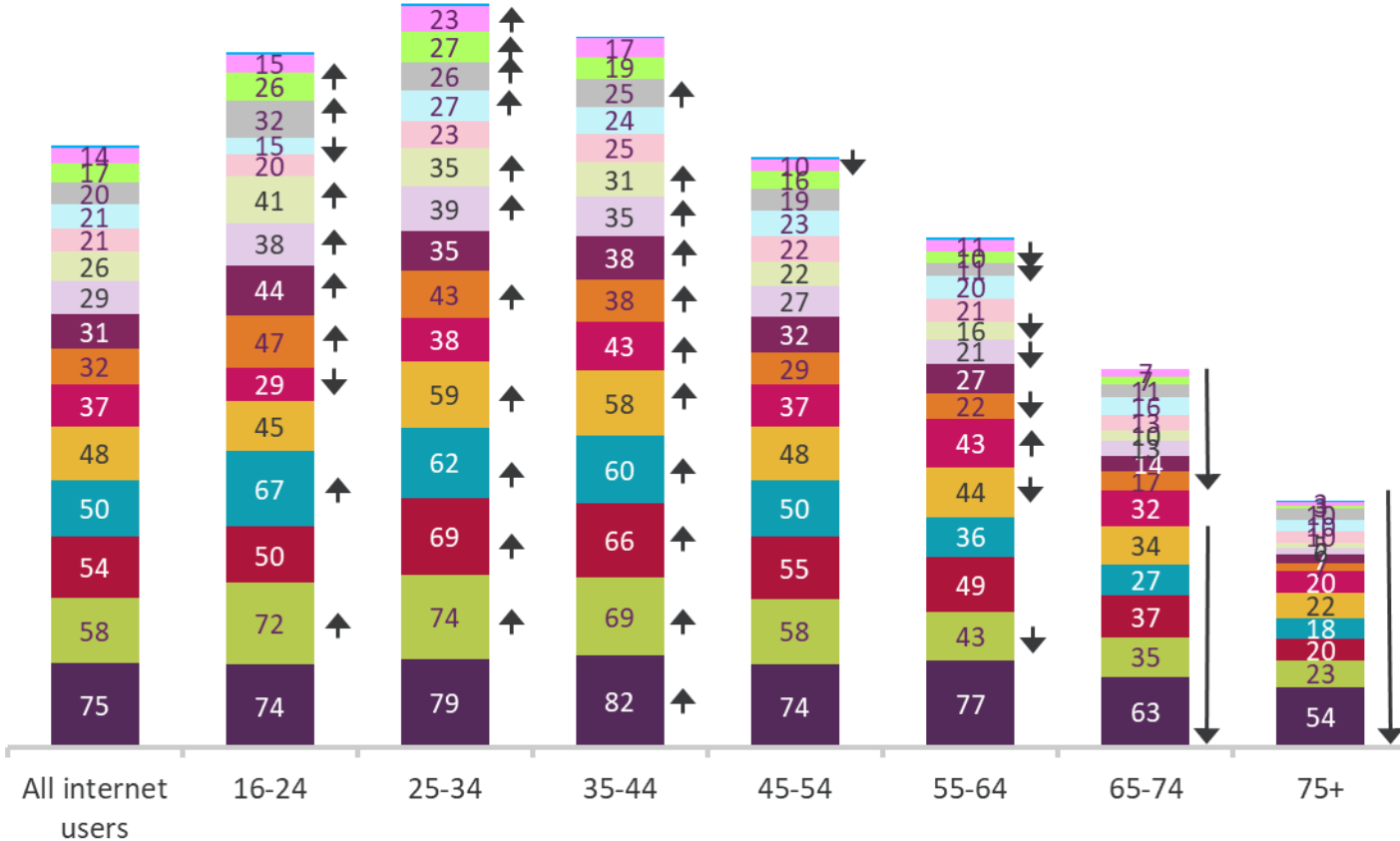
Base: All adults aged 16+ who go online (3422 in 2020)

Compared to the average internet user, in the previous week, 16-44s conducted more activities online and those aged 65+ conducted fewer activities.



Activities the internet has been used for in the previous week, by age: 2020

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



Source: Ofcom Technology Tracker 2020

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 (3422 in 2020, 511 aged 16-24, 544 aged 25-34, 610 aged 35-44, 580 aged 45-54, 534 aged 55-64, 383 aged 65-74, 260 aged 75+)

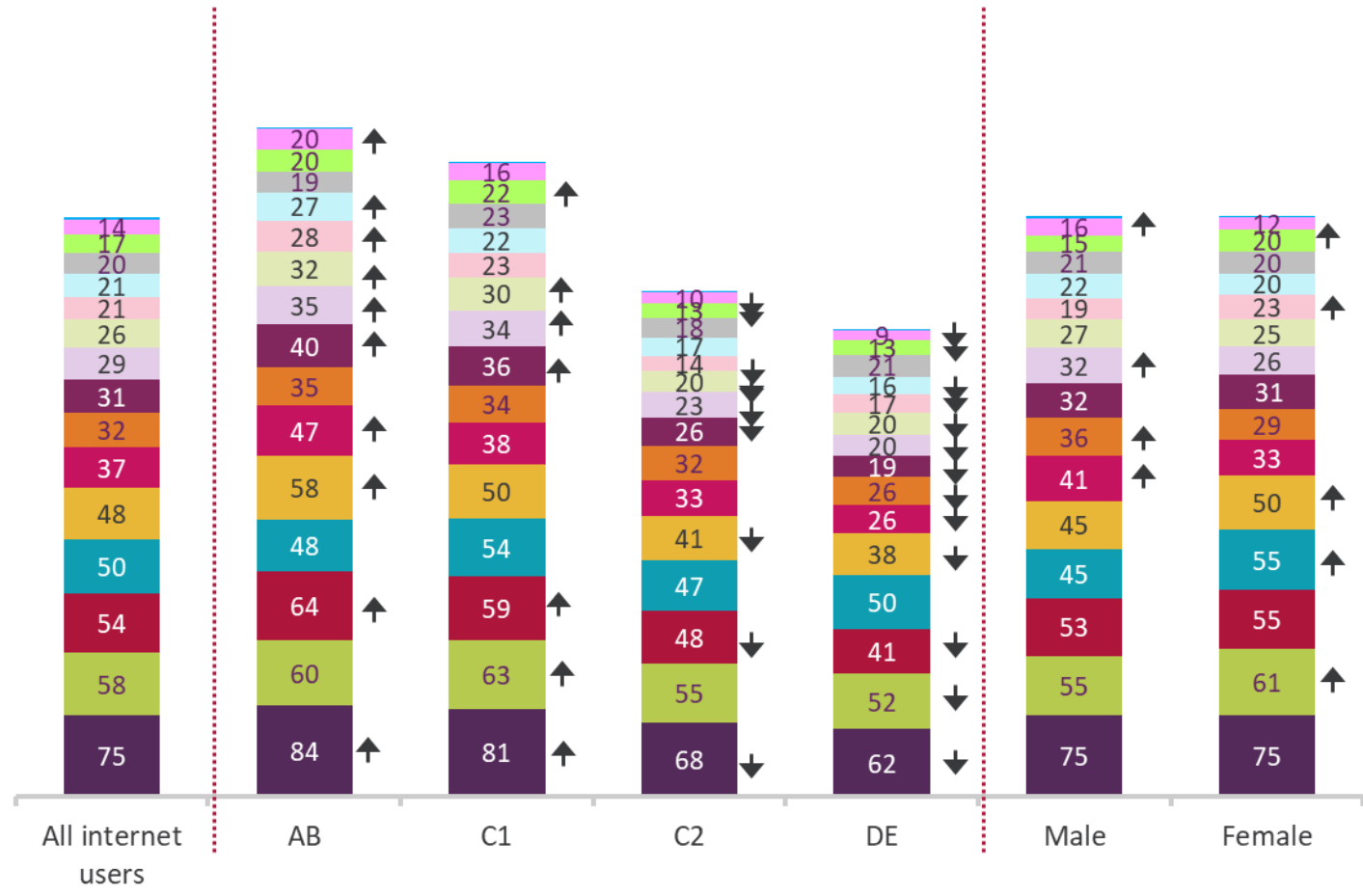
Arrows show significant differences (95% level) by age compared to all internet users



# Those in the AB socio-economic group continue to have a broader weekly internet use.

Activities the internet has been used for in the previous week, by socio-economic group and gender: 2020

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



Source: Ofcom Technology Tracker 2020

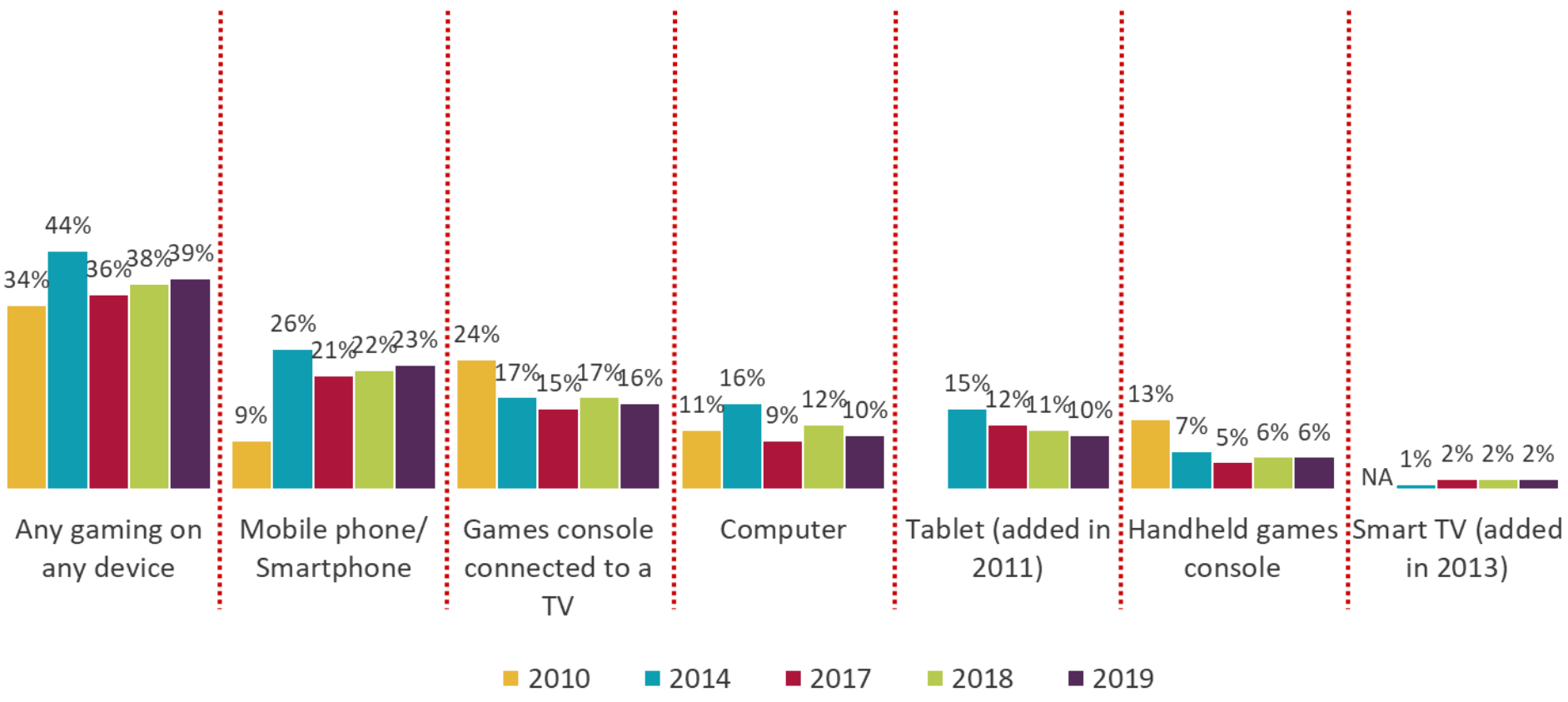
QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults who go online (3422 in 2020, 786 AB, 1034 C1, 711 C2, 888 DE, 1641 male, 1775 female)

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

There has been no change in the level of game playing among adults compared to 2017 or 2018.

Devices used for gaming at home or elsewhere: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 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 2019  
 Base: All adults aged 16+ (1875 in 2017, 1882 in 2018, 1883 in 2019)

Most 16-34s play games and 16-24s are more likely than average to play games on six of the eight devices they were asked about.

### Devices used for gaming by age: 2019

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Any gaming on any device	39%	73%↑	52%↑	41%	40%	24%↓	21%↓	12%↓
Mobile phone/ smartphone	23%	47%↑	32%↑	27%	24%	11%↓	7% ↓	3% ↓
Games console connected to a TV	16%	45%↑	29%↑	17%	10%↓	4% ↓	1% ↓	1% ↓
Computer (Desktop / laptop/ netbook)	10%	23%↑	9%	11%	9%	7%	8%	3% ↓
Tablet	10%	14%	11%	10%	10%	9%	8%	6% ↓
Handheld games console	6%	16%↑	9%	8%	4%	1% ↓	3% ↓	0% ↓
Smart TV	2%	5% ↑	3%	1%	2%	0%	0% ↓	0% ↓
VR gaming headset/ device	1%	4% ↑	3%	1%	1%	0%	1%	0% ↓
Wearable technology	0%	1%	0%	1%	1%	0%	0%	0%

Source: Ofcom Adult Media Literacy Tracker 2019

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

Base: All adults aged 16+ (1883 aged 16+, 225 aged 16-24, 286 aged 25-34, 308 aged 35-44, 289 aged 45-54, 290 aged 55-64, 225 aged 65-74, 260 aged 75+)

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

In 2019, there is no variation in playing games by household socio-economic group, compared to the average. Men continue to be more likely than women to play games.

Devices used for gaming, by socio-economic group and gender: 2019

	All adults	AB	C1	C2	DE	Male	Female
Any gaming on any device	39%	37%	41%	39%	39%	46% ↑	32%
Mobile phone/ smartphone	23%	20%	25%	23%	24%	26% ↑	20%
Games console connected to a TV	16%	17%	16%	16%	16%	24% ↑	9%
Computer (Desktop / laptop/ netbook)	10%	15% ↑	11%	8%	6% ↓	13% ↑	7%
Tablet	10%	11%	13%	7%	9%	10%	10%
Handheld games console	6%	7%	7%	6%	6%	9% ↑	4%
Smart TV	2%	3%	2%	1%	1%	2%	1%
VR gaming headset/ device	1%	2%	1%	1%	1%	2% ↑	1%
Wearable technology	0%	1%	1%	0%	0%	1%	0%

Source: Ofcom Adult Media Literacy Tracker 2019

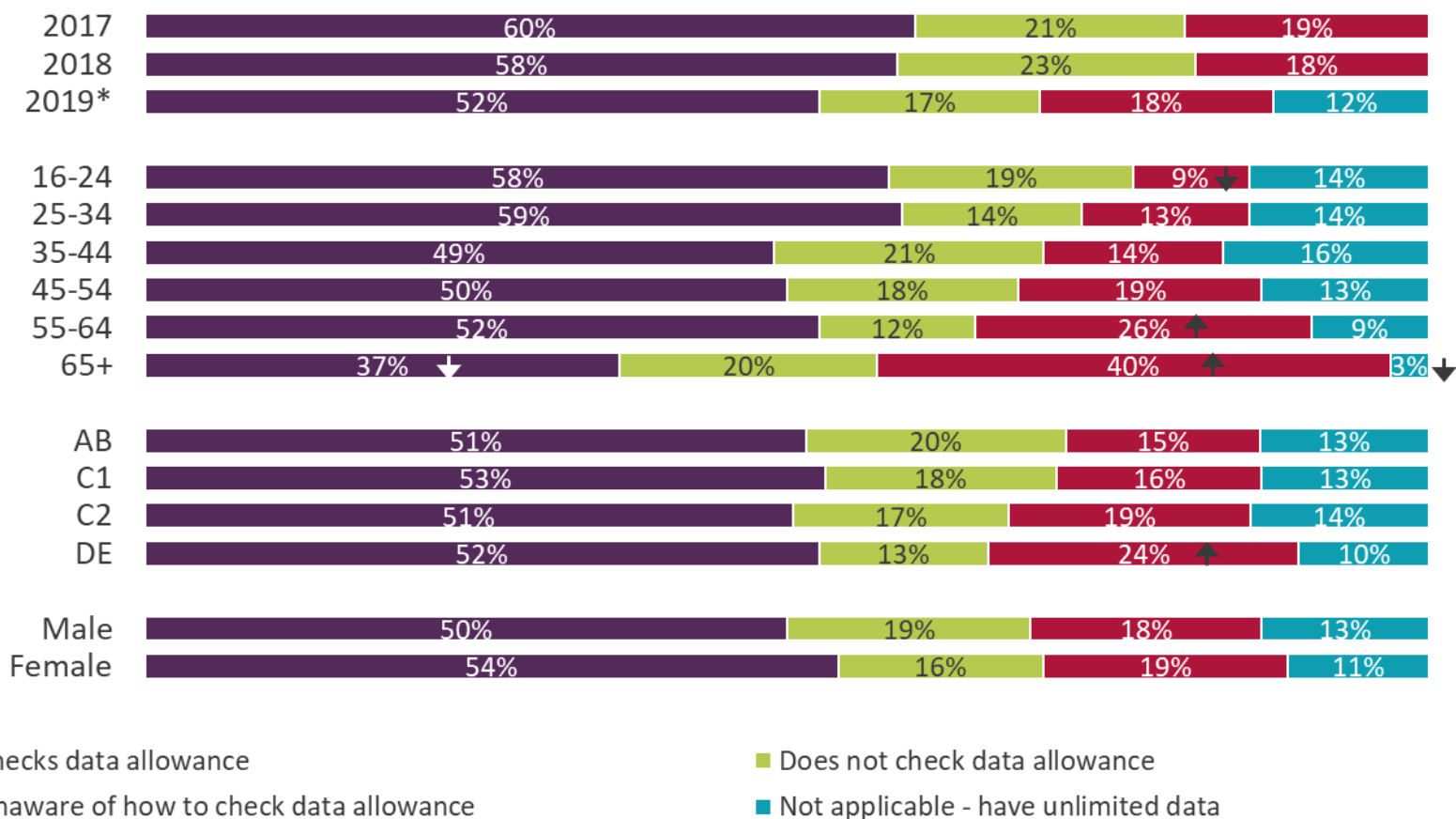
G1. Do you ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded)

Base: All adults aged 16+ (1883 aged 16+, 410 AB, 575 C1, 376 C2, 522 DE, 913 male, 968 female)

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

## Four in five smartphone users that need to check their data allowance are aware of how to do this and three in five ever do this.

Smartphone users checking mobile data allowance, by age, gender and socio-economic group; and by year: 2017-2019



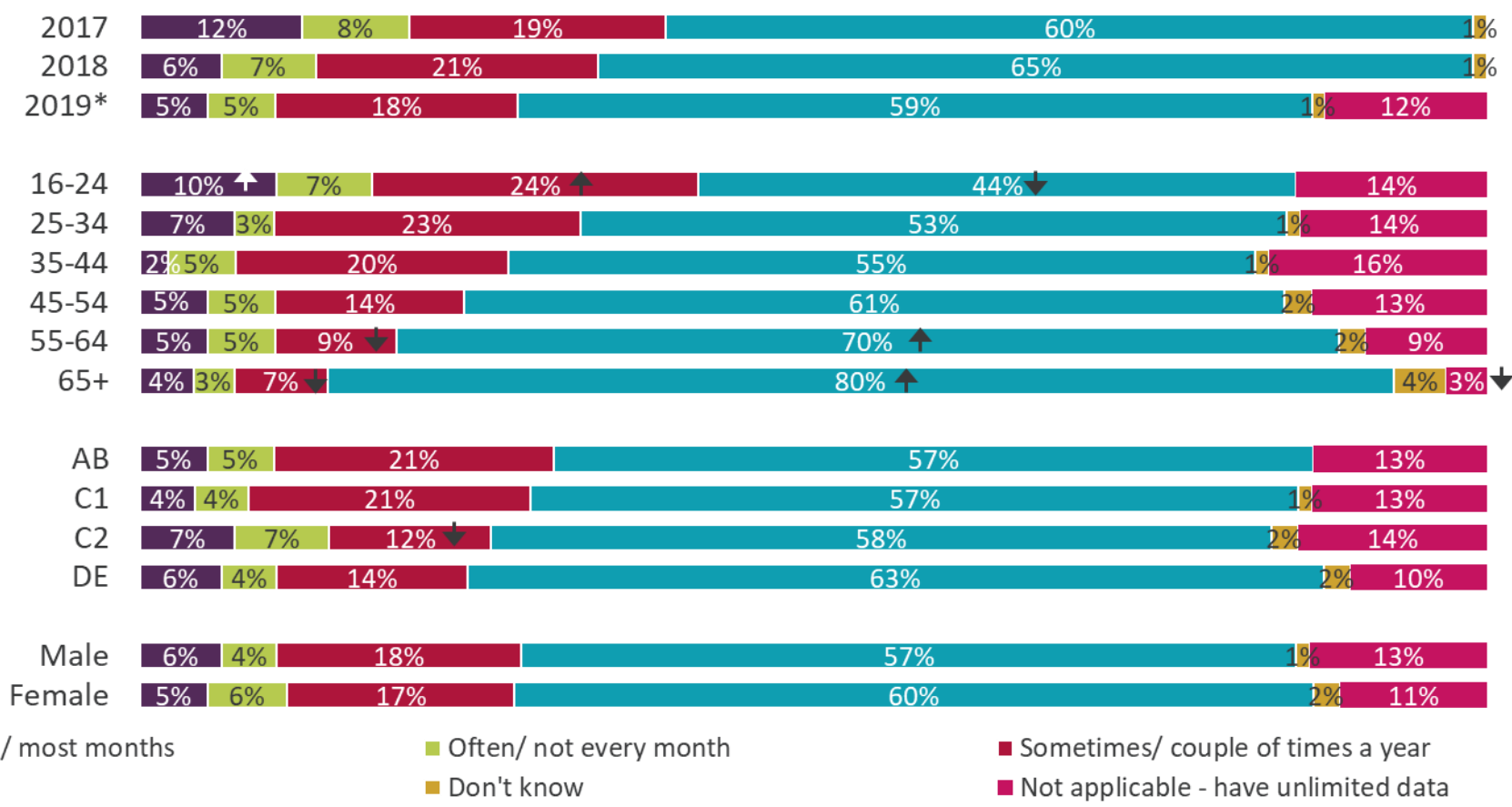
Source: Ofcom Adult Media Literacy Tracker 2019

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 (1454 aged 16+, 219 aged 16-24, 278 aged 25-34, 286 aged 35-44, 267 aged 45-54, 223 aged 55-64, 181 aged 65+, 336 AB, 486 C1, 290 C2, 342 DE, 687 male, 765 female). Arrows show significant differences (95% level) by age/ socio-economic group compared to all smartphone users and males compared to females \*Due to amends made to the question in 2019 the time series data has not been tested for statistical significance.

# Around three in ten smartphone users say they ever use up their data allowance.

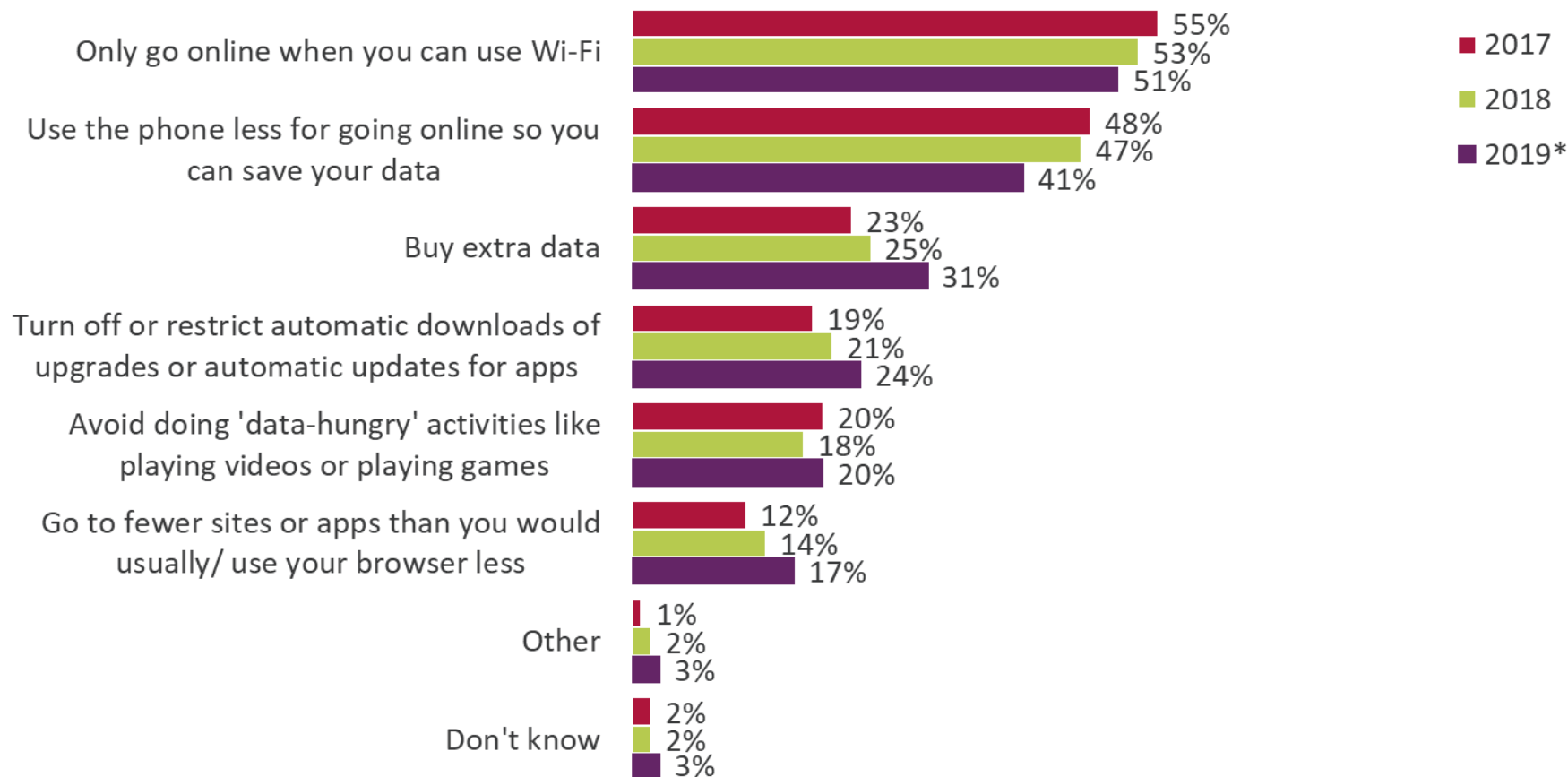
Frequency with which smartphone users use up their data allowance, by age, gender and socio-economic group and by year: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 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 (1454 aged 16+, 219 aged 16-24, 278 aged 25-34, 286 aged 35-44, 267 aged 45-54, 223 aged 55-64, 181 aged 65+, 336 AB, 486 C1, 290 C2, 342 DE, 687 male, 765 female). Arrows show significant differences (95% level) by age/ socio-economic group compared to all smartphone users and males compared to females \*Due to amends made to the question in 2019 the time series data has not been tested for statistical significance.

## Three in ten 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: 2017-2019



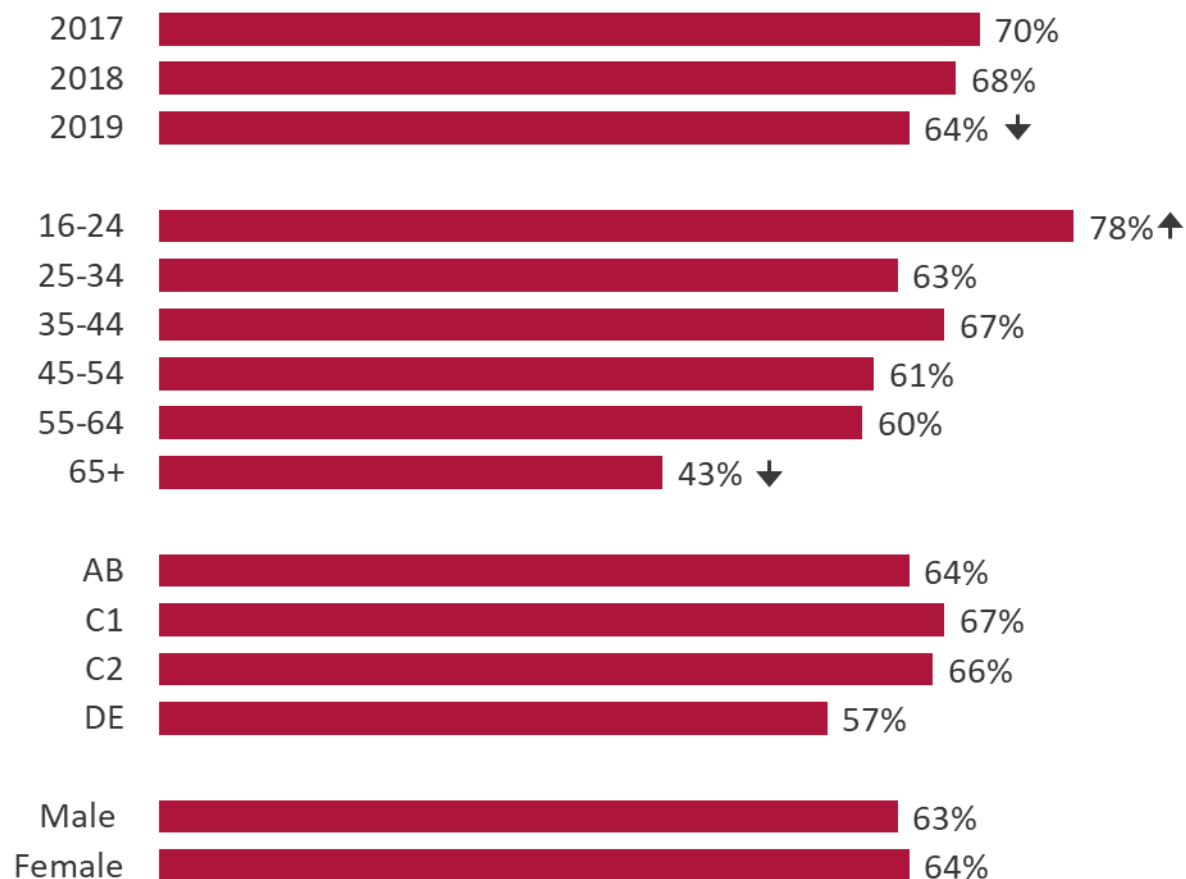
Source: Ofcom Adult Media Literacy Tracker 2019

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, 382 in 2019) \*Due to amends made to the question in 2019 the time series data has not been tested for statistical significance.

## Smartphone users are less likely to say they ever use public wi-fi, compared to 2018.

Use of public wi-fi by age, gender, socio-economic group; and by year: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

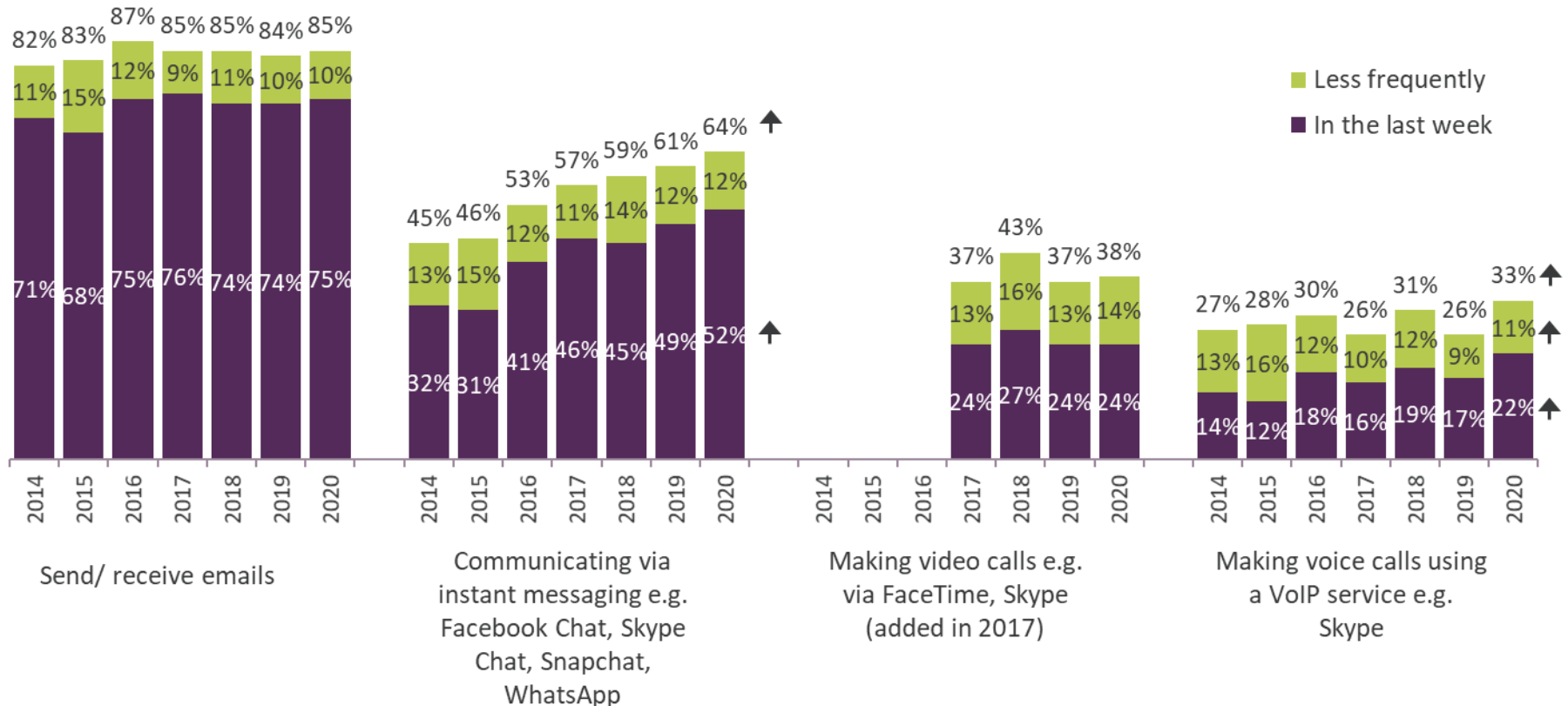
Base: All adults aged 16+ who use a smartphone (1454 aged 16+, 219 aged 16-24, 278 aged 25-34, 286 aged 35-44, 267 aged 45-54, 223 aged 55-64, 181 aged 65+, 336 AB, 486 C1, 290 C2, 342 DE, 687 male, 765 female). Arrows show significant differences (95% level) between 2018 and 2019 at the overall level, and by age / socio-economic group compared to all smartphone users and males compared to females



# Engagement and participation

Compared to 2019, more internet users now use instant messaging services.

## Communicating online: 2014-2020



Source: Ofcom Technology Tracker 2014-2020

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

Base: All adults aged 16+ who go online (3346 in 2019, 3422 in 2020)

Arrows show significant changes (95% level) between 2019 and 2020

In 2020, internet users aged 35-44 are more likely than average to have communicated online in the previous week in each of the four ways about which we asked; the reverse is true among those aged 65 and over.

Communicating online in the previous week, by age, socio-economic group and gender: 2020

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Send/ receive emails	75%	74%	79%	82% ↑	74%	77%	63% ↓	54% ↓
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	52%	68% ↑	69% ↑	61% ↑	50%	39% ↓	30% ↓	18% ↓
Make video calls e.g. via FaceTime, Skype	24%	33% ↑	35% ↑	31% ↑	23%	11% ↓	10% ↓	4% ↓
Make voice calls e.g. via FaceTime, Skype	22%	28% ↑	31% ↑	29% ↑	22%	11% ↓	7% ↓	8% ↓

	All internet users	AB	C1	C2	DE	Male	Female
Send/ receive emails	75%	84% ↑	81% ↑	68% ↓	62% ↓	75%	75%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	52%	54%	57% ↑	51%	46% ↓	49%	56% ↑
Make video calls e.g. via FaceTime, Skype	24%	28% ↑	25%	18% ↓	22%	22%	26% ↑
Make voice calls e.g. via FaceTime, Skype	22%	26% ↑	25%	18% ↓	17% ↓	22%	22%

Source: Ofcom Technology Tracker 2020

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

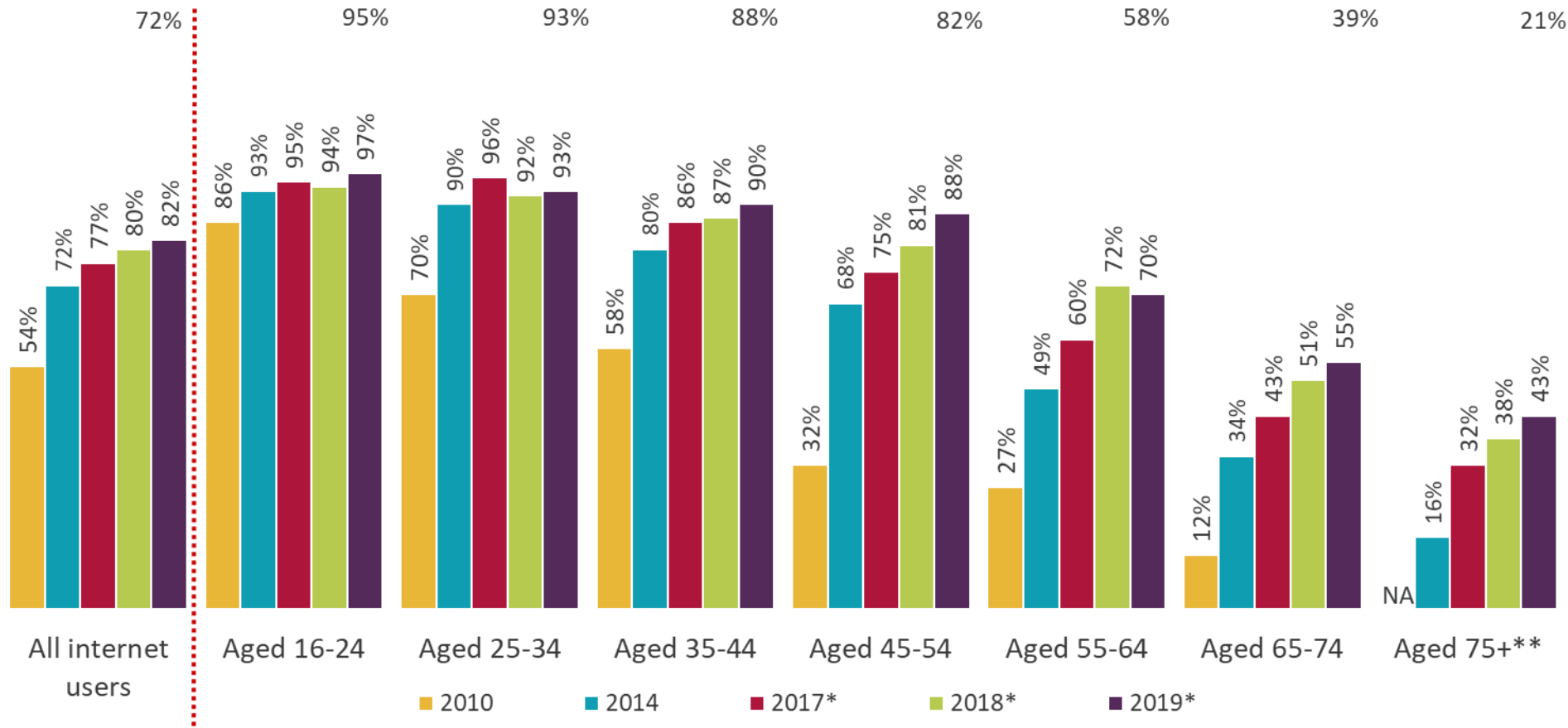
Base: All adults aged 16+ who go online (3422 aged 16+, 511 aged 16-24, 544 aged 25-34, 610 aged 35-44, 580 aged 45-54, 534 aged 55-64, 383 aged 65-74, 260 aged 75+, 786 AB, 1034 C1, 711 C2, 888 DE, 1641 male, 1775 female)

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 of internet users (seven in ten of adults) have a social media or messaging profile/ account. Most internet users aged 16-74 now have at least one profile/account.

### Incidence of having a social media profile/ messaging account among internet users, by age: 2010-2019

Expressed as a % of all adults (2019)



Source: Ofcom Adult Media Literacy Tracker 2019

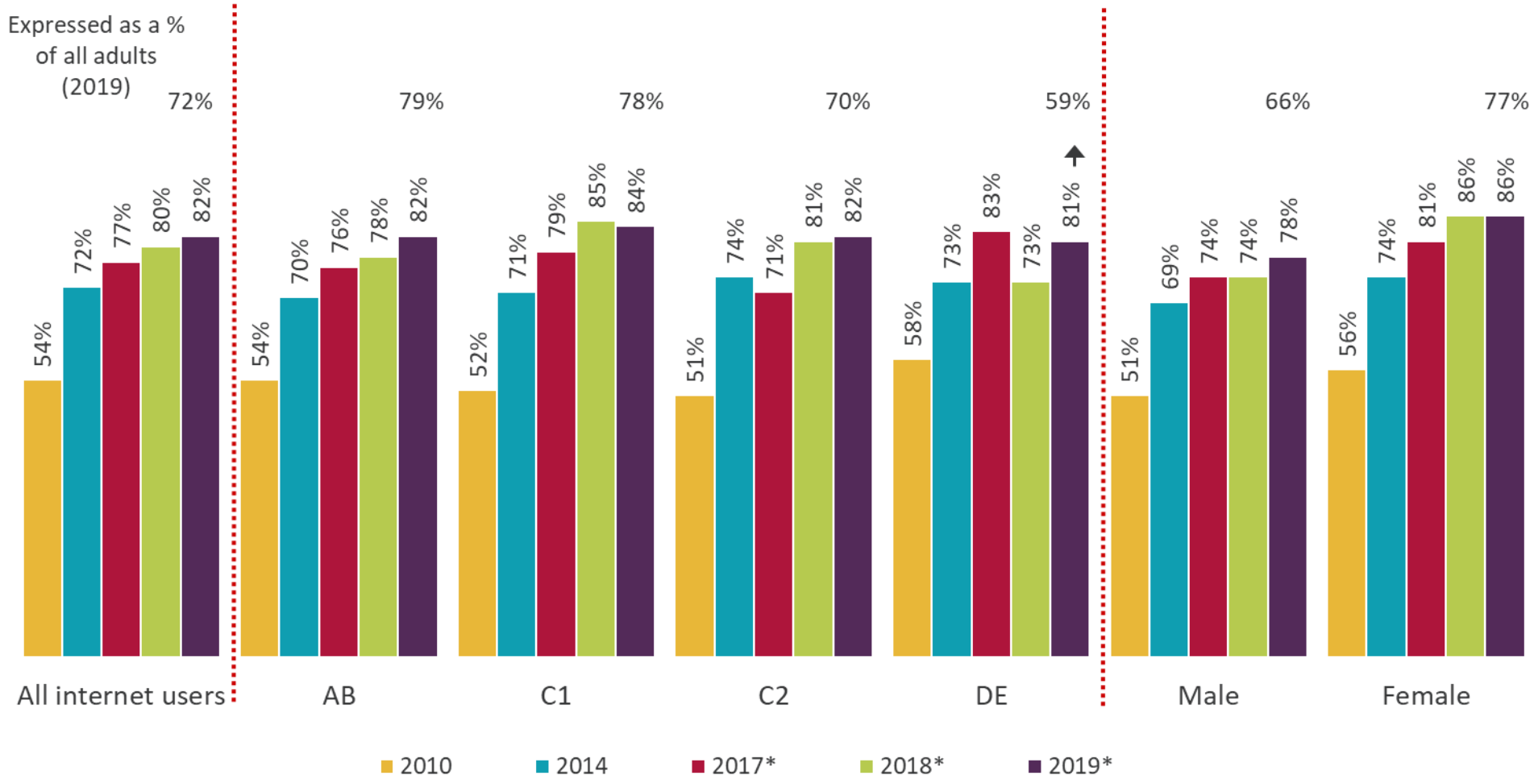
IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps – so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (prompted responses, single 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 (1601 aged 16+, 222 aged 16-24, 281 aged 25-34, 299 aged 35-44, 271 aged 45-54, 245 aged 55-64, 138 aged 65-74, 145 aged 75+ in 2019)

\*\*Base too low to report for those aged 75+ in 2010

In 2019, as in previous years, women who go online continue to be more likely to have a profile/ account, compared to men, with no change in these incidences compared to 2018 for either gender.

Incidence of having a social media profile/ messaging account among internet users, by SEG and gender: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019

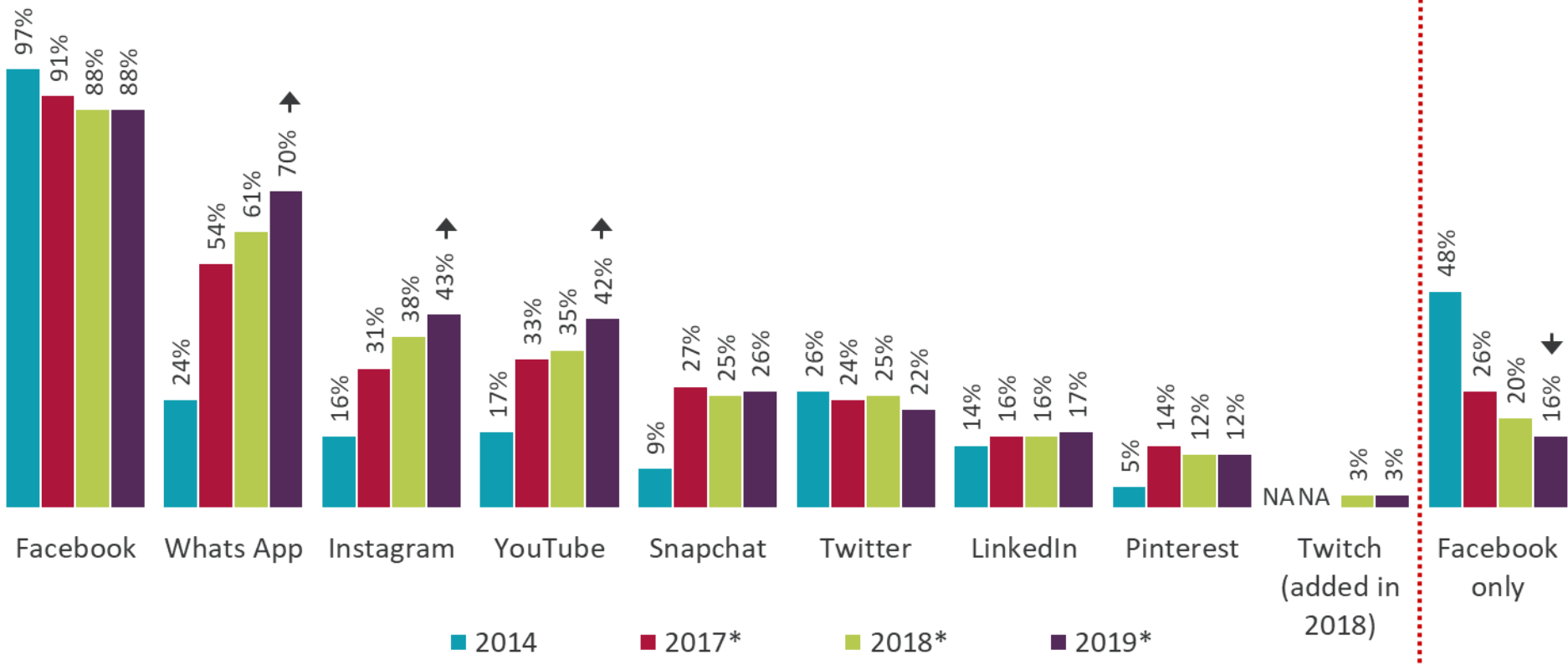
IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps – so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (prompted responses, single 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 (1601 aged 16+, 387 AB, 529 C1, 317 C2, 368 DE, 756 men, 843 women)

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

# Social media/ messaging site users are more likely than in 2018 to have a profile or account on WhatsApp, Instagram or YouTube.

Social media/ messaging sites or apps used: 2014-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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 2019 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, 1260 in 2019).

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

## Use of Facebook does not vary by age compared to the average social media site user. Use of certain sites is lower than average among those aged 45+.

Social media/ messaging sites or apps used, by age: 2019

	All with a social media profile/ messaging account	16-24	25-34	35-44	45-54	55-64	65+
Facebook	88%	88%	90%	86%	89%	84%	86%
WhatsApp	70%	71%	75%	74%	71%	66%	50%
Instagram	43%	72%	49%	49%	35%	19%	7%
YouTube	42%	61%	45%	48%	36%	29%	17%
Snapchat	26%	61%	38%	19%	12%	3%	0%
Twitter	22%	34%	18%	29%	21%	16%	5%
LinkedIn	17%	12%	15%	25%	20%	19%	2%
Pinterest	12%	16%	11%	16%	10%	5%	5%
Twitch	3%	8%	3%	2%	1%	0%	0%
TikTok	2%	8%	3%	2%	0%	0%	0%
Reddit	2%	7%	4%	1%	0%	0%	0%
Tumblr	2%	6%	0%	1%	1%	1%	0%
<b>Facebook only</b>	16%	5%	10%	14%	19%	23%	39%

Source: Ofcom Adult Media Literacy Tracker 2019

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 2% or more of adults in 2019 aged 16+ with a social media profile / account.

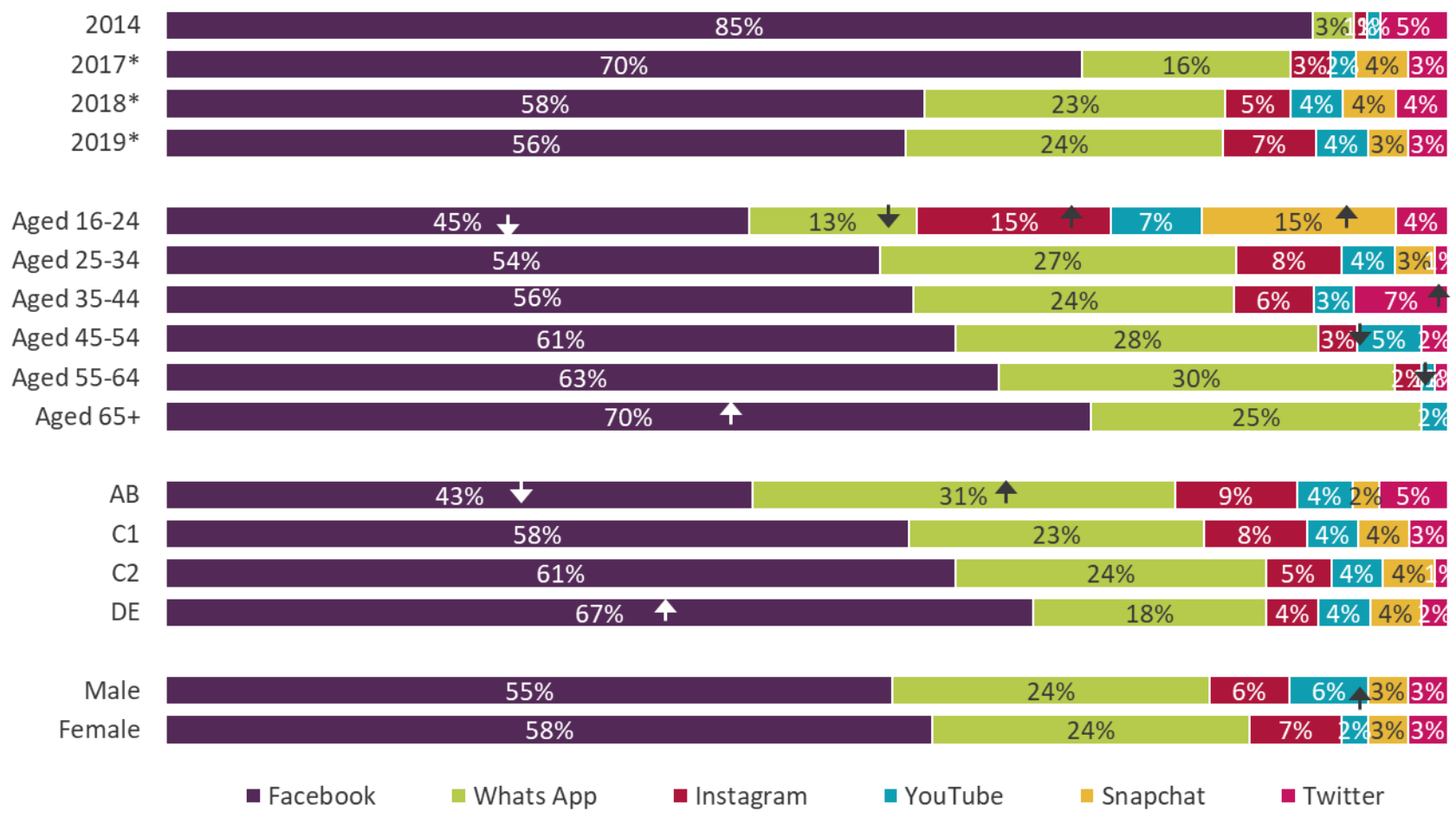
Base: All adults aged 16+ with a profile or account on a social media or messaging site/app (1260 in 2019, varies by demography).

Coloured boxes show differences (95% level) in 2019 by age compared to the average

# Social media/messaging site users in DE households are more likely than average to consider Facebook to be their main account.



Main social media/ messaging site or app, by age, socio-economic group and gender; and by year: 2014-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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)

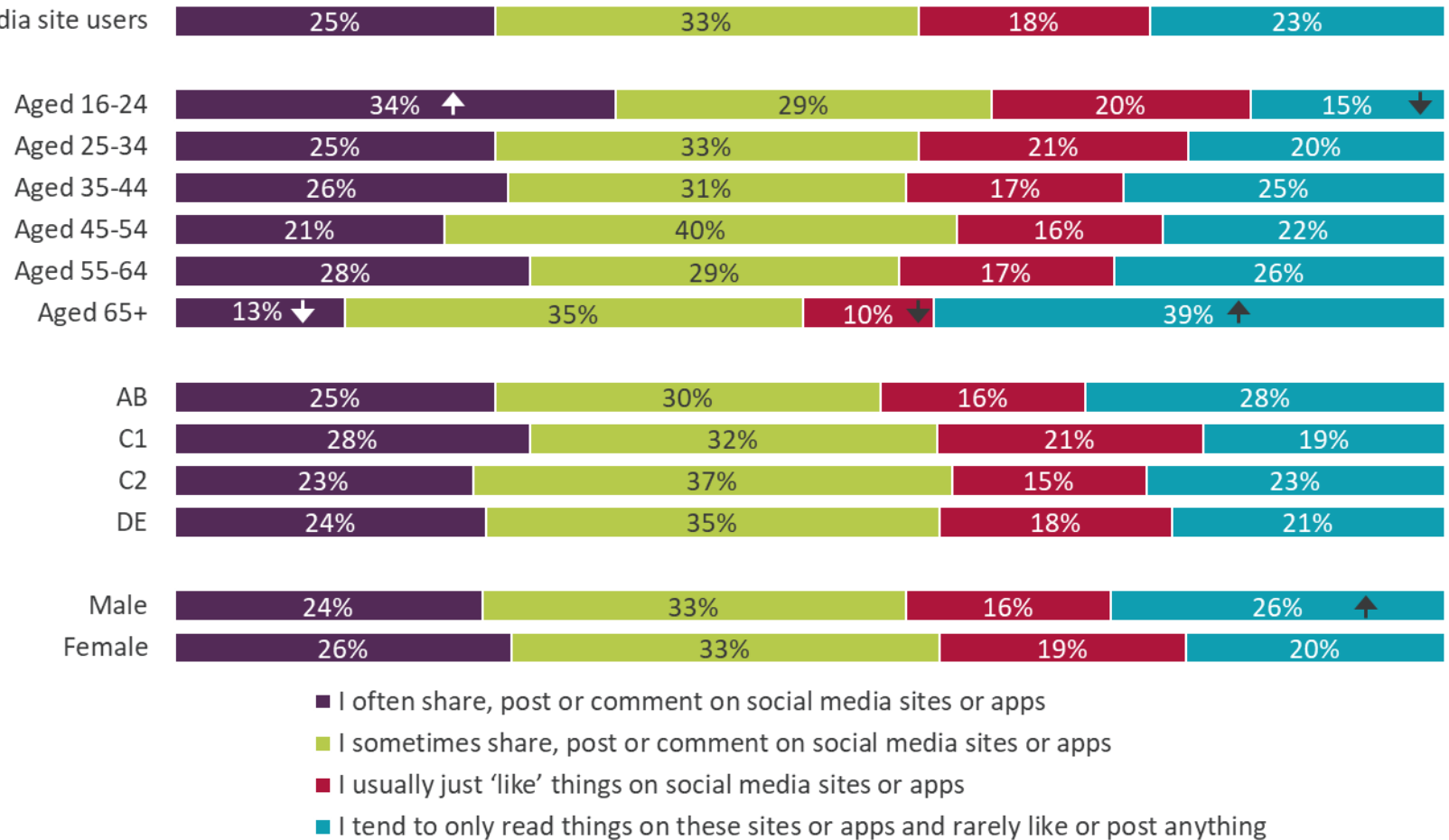
Base: All adults aged 16+ with a profile or account on a social media or messaging site/app (1260 aged 16+ in 2019, varies by demographic). Showing responses of >1% in 2019 among all adults with a profile/ account. \* NB – definition expanded since 2017 to also include messaging sites or apps, previously just asked about social media. Arrows show significant differences (95% level) between 2018 and 2019 at the overall level, and by age / socio-economic group compared to all with a social media profile/ account and males compared to females



# A majority of social media users say they often or sometimes post content on these sites.



## Type of use of social media: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

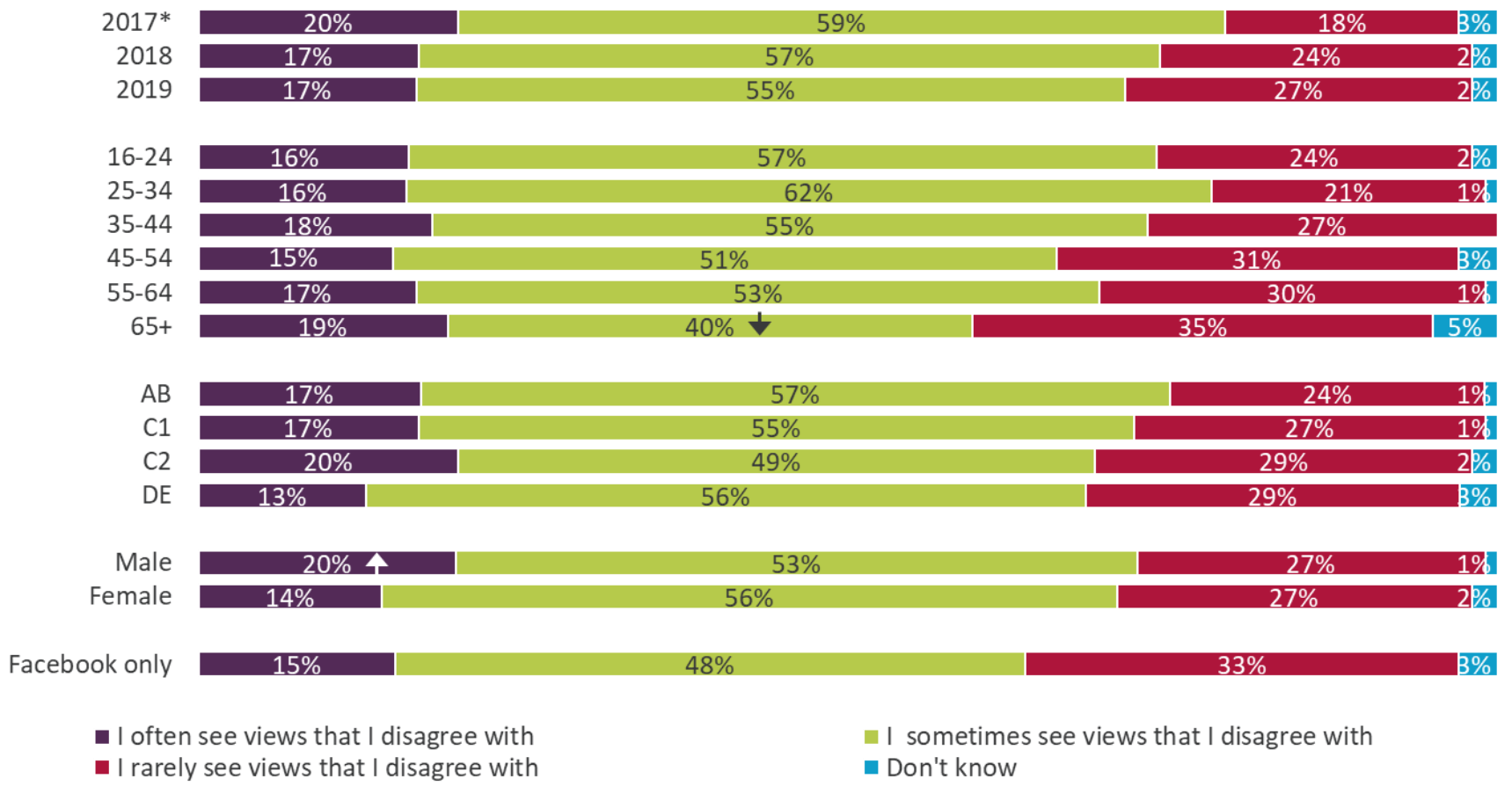
Base: All adults aged 16+ with a profile or account on a social media site/app (1208 aged 16+ in 2019, varies by demographic).

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



One third of those that only have a profile on Facebook say they rarely see opinions on social media they disagree with – higher than those that say they often see these types of opinion.

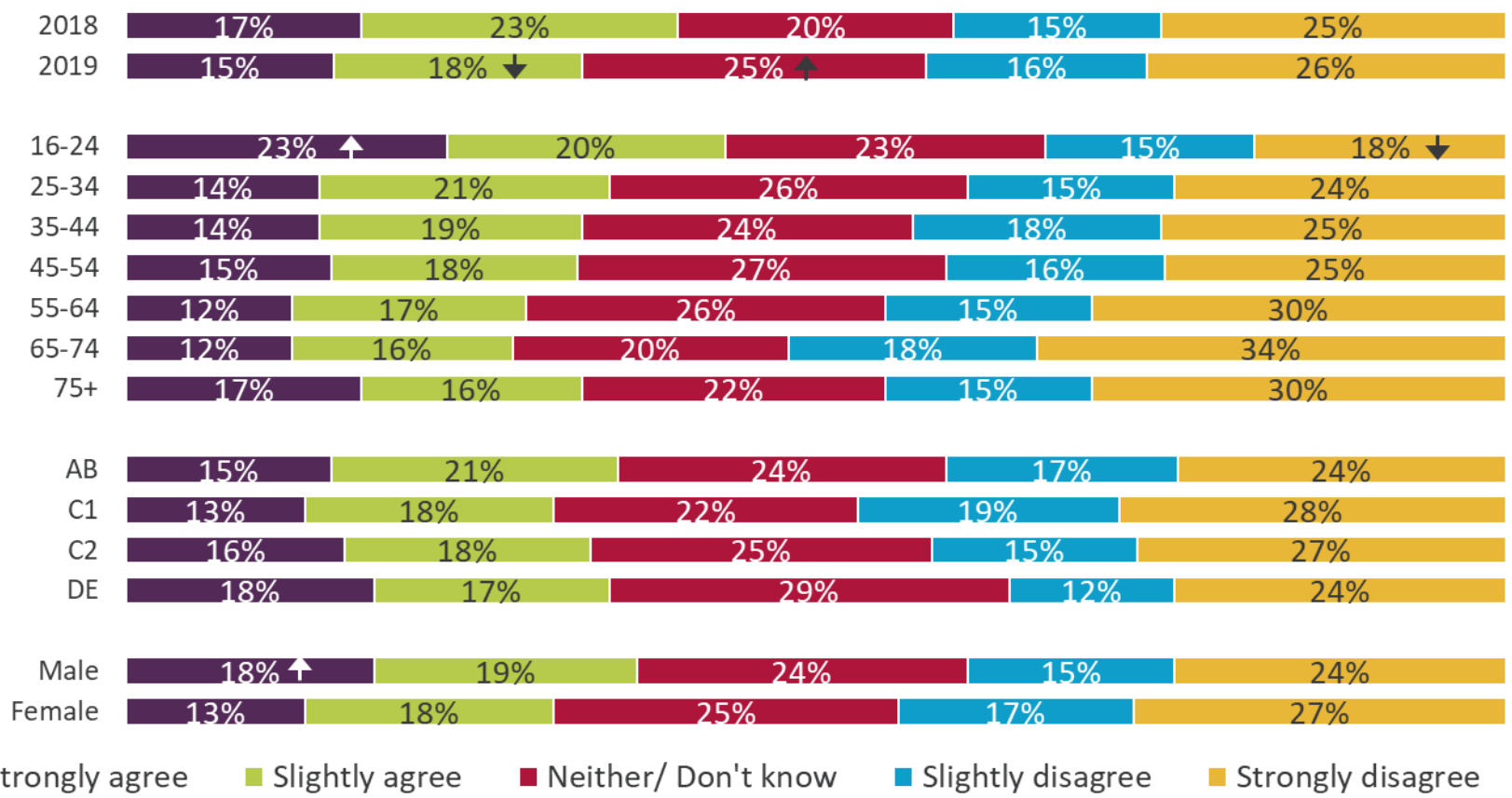
Extent to which people see views on social media that they disagree with, by age, socio-economic group and gender; and by year: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 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 (1260 aged 16+, varies by demographic)  
 Arrows show significant differences (95% level) between 2018 and 2019 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 2018, internet users are less likely to agree that people should be able to hide their identity online to express their views anonymously.

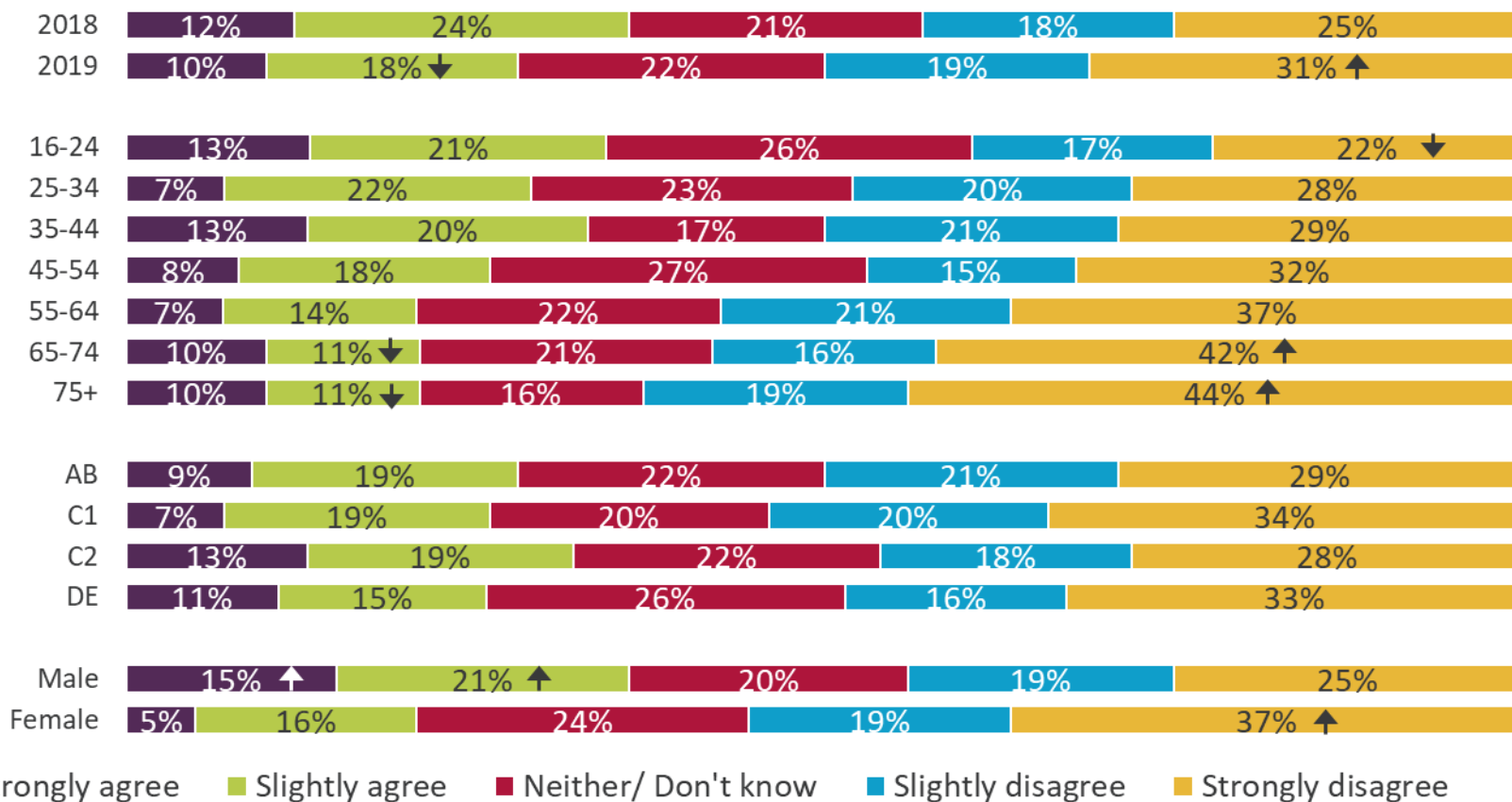
Agreement with the statement: 'I think people should have the right to hide their identity online in order to express their views anonymously', by age and demographic group: 2018-2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 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 (1601 aged 16+, varies by demographic).  
 Arrows show significant differences (95% level) between 2018 and 2019 at the overall level, and by age / socio-economic group compared to all internet users and males compared to females

Three in ten internet users disagree strongly that people should be allowed to say what they want online, even if it is controversial or hurtful – higher than in 2018.

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: 2018-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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.

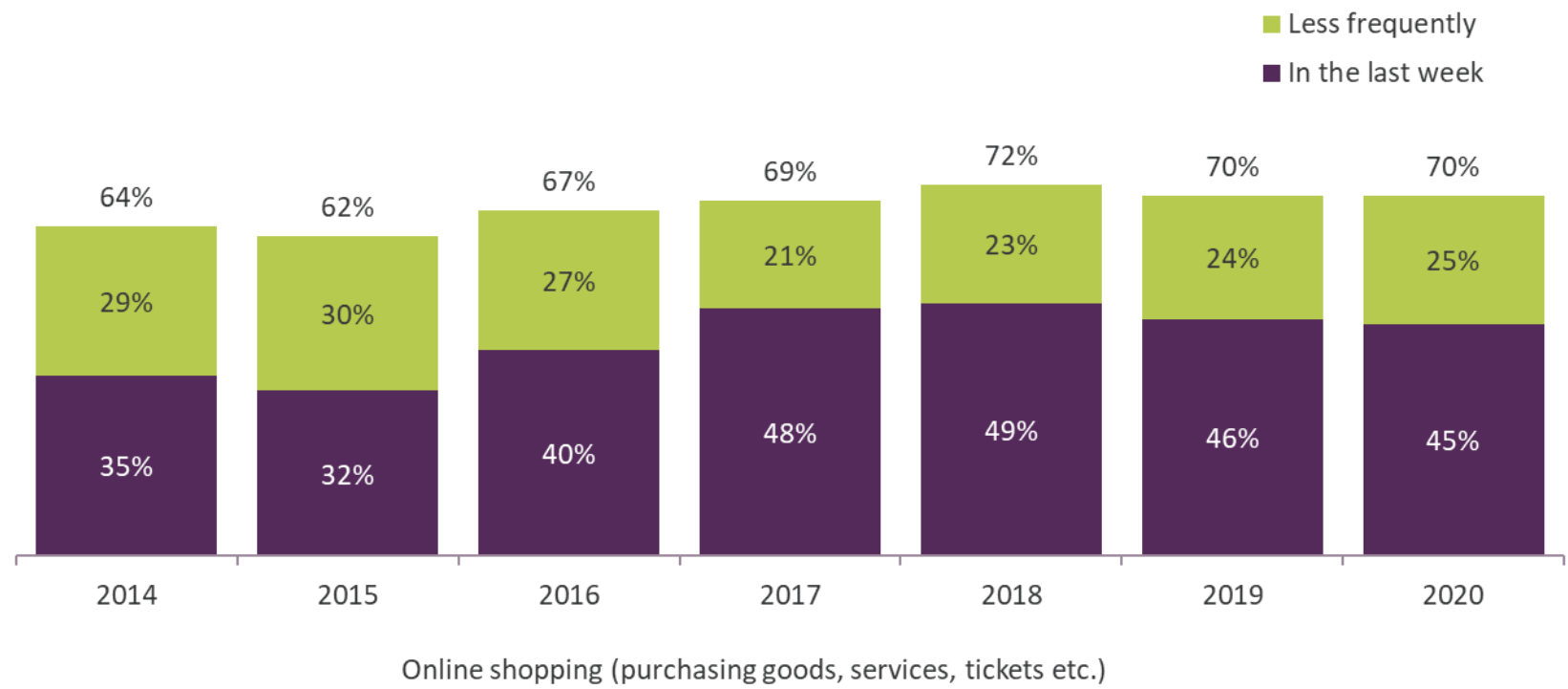
Base: Adults aged 16+ who go online (1601 aged 16+, varies by demographic).

Arrows show significant differences (95% level) between 2018 and 2019 at the overall level, and by age / socio-economic group compared to all internet users and males compared to females

As in 2019, seven in ten adult internet users have ever been online to shop.



Transacting online: 2014-2020



Source: Ofcom Technology Tracker 2014-2020

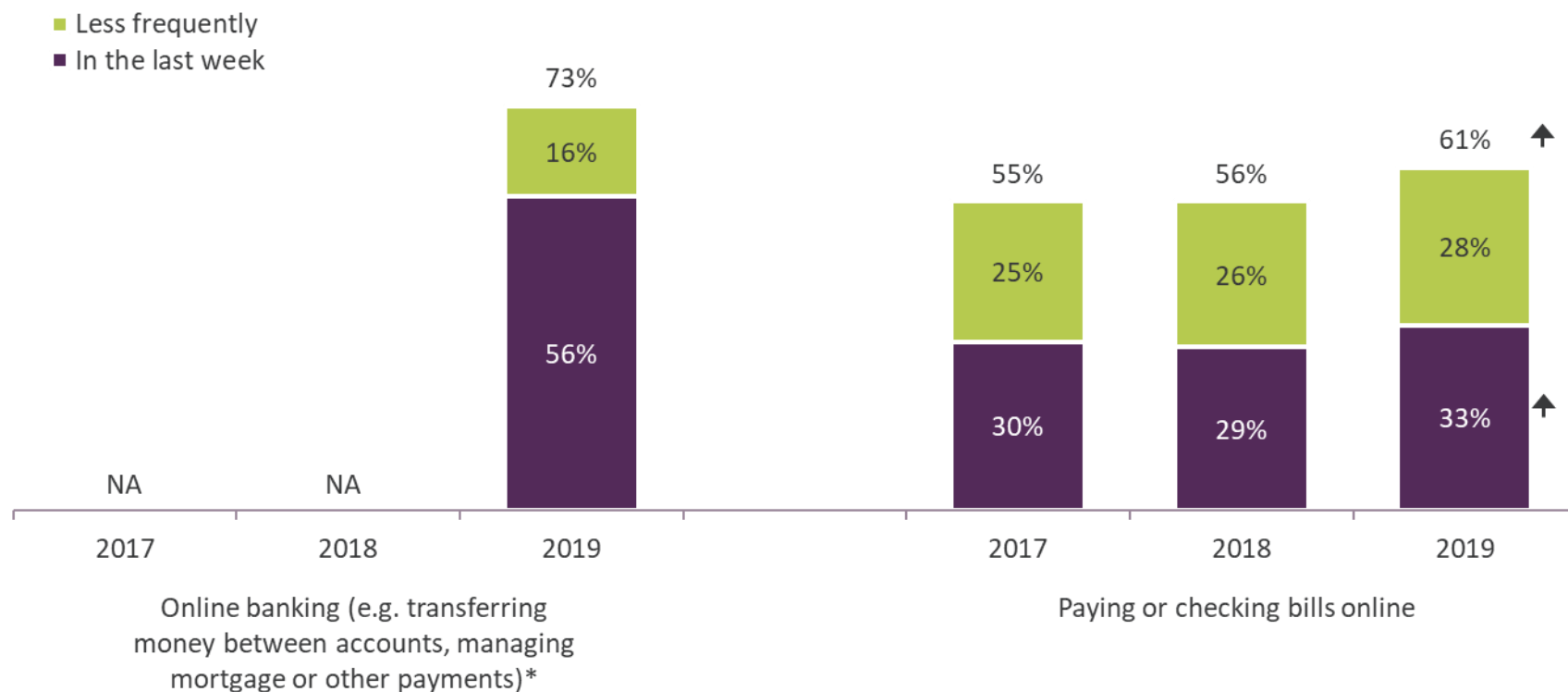
QE5A/ QE5B. Which, if any, of these do you do online? / And which, if any, of these activities have you done online in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (3346 in 2019, 3422 in 2020)

Arrows show significant changes (95% level) between 2019 and 2020

# More internet users now say they go online to pay or check bills and three quarters have ever used online banking.

Transacting online: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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, 1601 in 2019)

Arrows show significant changes (95% level) between 2018 and 2019 \* Online banking added in 2019

Internet users aged 35-44 are more likely than average to say they have banked online and paid/ checked bills online in the previous week while those aged 65 and over are less likely to have done each of these activities in the previous week.

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

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Online banking (e.g. transferring money between accounts, managing mortgage or other payments)	56%	52%	61%	68% ↑	58%	55%	40% ↓	29% ↓
Paying or checking bills online	33%	22% ↓	38%	43% ↑	35%	37%	23% ↓	13% ↓

All internet users		AB	C1	C2	DE	Male	Female
Online banking (e.g. transferring money between accounts, managing mortgage or other payments)	56%	64% ↑	59%	52%	46% ↓	55%	57%
Paying or checking bills online	33%	36%	36%	31%	29%	33%	34%

Source: Ofcom Adult Media Literacy Tracker 2019

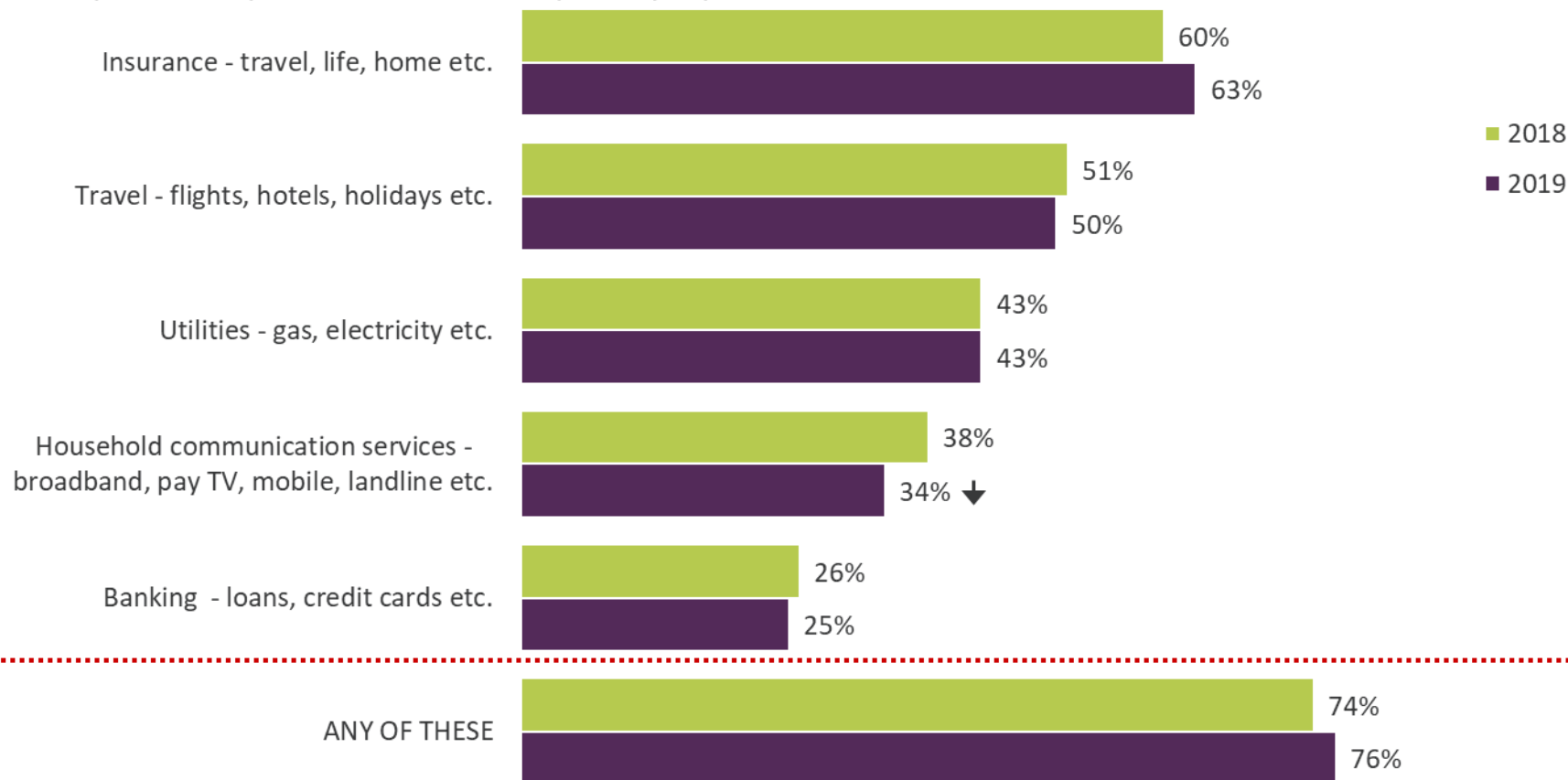
IN14. And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1601 aged 16+, 222 aged 16-24, 281 aged 25-34, 299 aged 35-44, 271 aged 45-54, 245 aged 55-64, 138 aged 65-74, 145 aged 75+, 387 AB, 529 C1, 317 C2, 368 DE, 756 male, 843 female)

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

One third of internet users say they have used a price comparison website to look for information about household communication services – lower than in 2018.

### Use of price comparison websites, by category: 2018-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

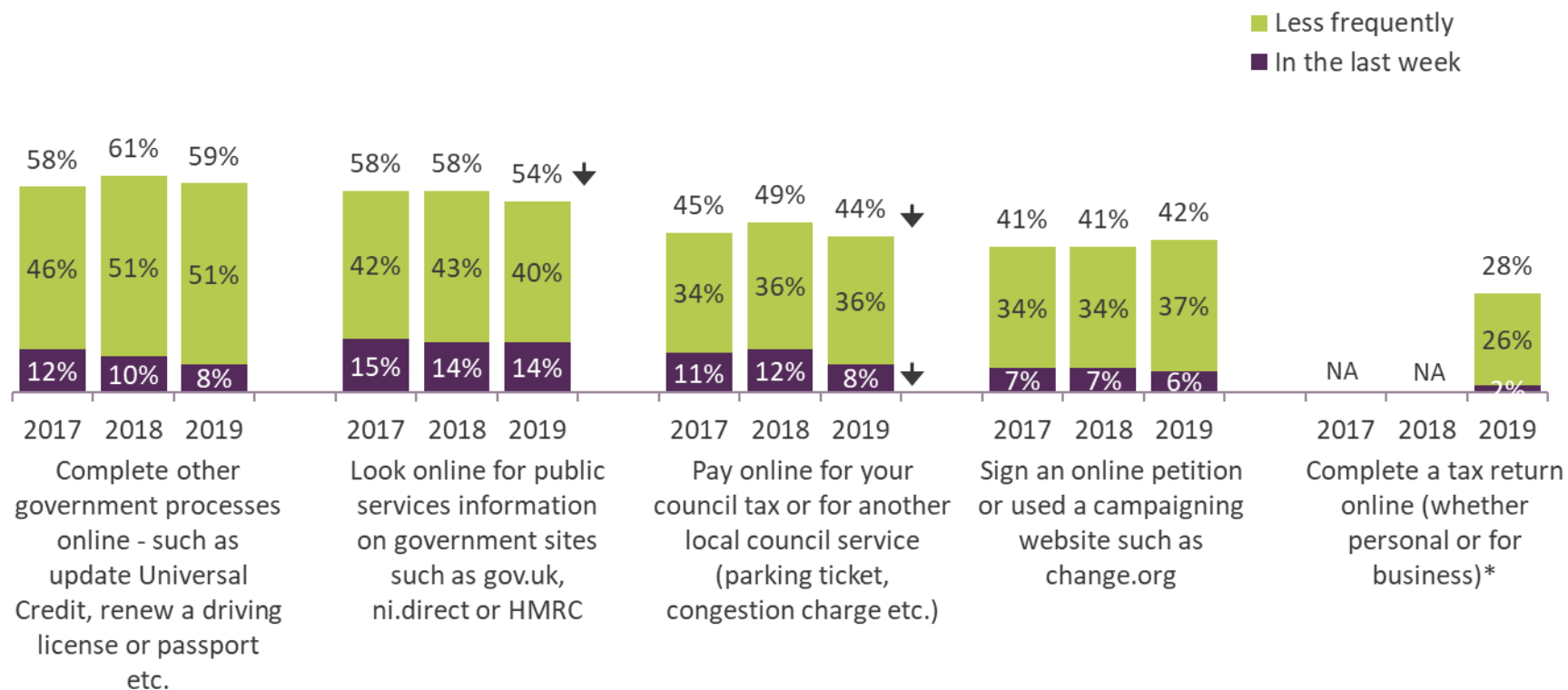
Base: All adults aged 16+ who go online (1602 in 2018, 1601 in 2019)

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



## In 2019, internet users are slightly less likely to say they have ever undertaken some public or civic activities online.

### Use of public or civic services online, by activity type: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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, 1601 in 2019)

Arrows show significant changes (95% level) between 2018 and 2019 \*Complete a tax return online added in 2019

Internet users aged 35-44 are more likely than average to have undertaken all five online public or civic activities asked about and those aged 75+ are less likely to have done each.

## Use of public or civic services online, by age: 2019

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Complete other government processes online – such as update Universal Credit, renew a driving licence or passport etc.	59%	45% ↓	67% ↑	71% ↑	58%	61%	44% ↓	44% ↓
Look online for public services information on government sites such as gov.uk, ni.direct or HMRC	54%	40% ↓	54%	63% ↑	57%	64% ↑	45%	37% ↓
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	44%	23% ↓	48%	61% ↑	50%	48%	25% ↓	24% ↓
Sign an online petition or used a campaigning website such as change.org	42%	38%	43%	50% ↑	42%	46%	36%	24% ↓
Complete a tax return online (whether personal or for business)	28%	16% ↓	28%	39% ↑	31%	31%	16% ↓	12% ↓

Source: Ofcom Adult Media Literacy Tracker 2019

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

Base: All adults aged 16+ who go online (1601 Aged 16+, 222 aged 16-24, 281 aged 25-34, 299 aged 35-44, 271 aged 45-54, 245 aged 55-64, 138 aged 65-74, 145 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 five public or civic activities 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: 2019

	All internet users	AB	C1	C2	DE	Male	Female
Complete other government processes online – such as update Universal Credit, renew a driving licence or passport etc.	59%	72%↑	61%	53%	47%↓	59%	59%
Look online for public services information on government sites such as gov.uk, ni.direct or HMRC	54%	72%↑	55%	45%↓	39%↓	54%	54%
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	44%	59%↑	44%	39%	30%↓	45%	44%
Sign an online petition or used a campaigning website such as change.org	42%	57%↑	42%	33%↓	33%↓	38%	46%↑
Complete a tax return online (whether personal or for business)	28%	37%↑	29%	25%	16%↓	32%↑	24%

Source: Ofcom Adult Media Literacy Tracker 2019

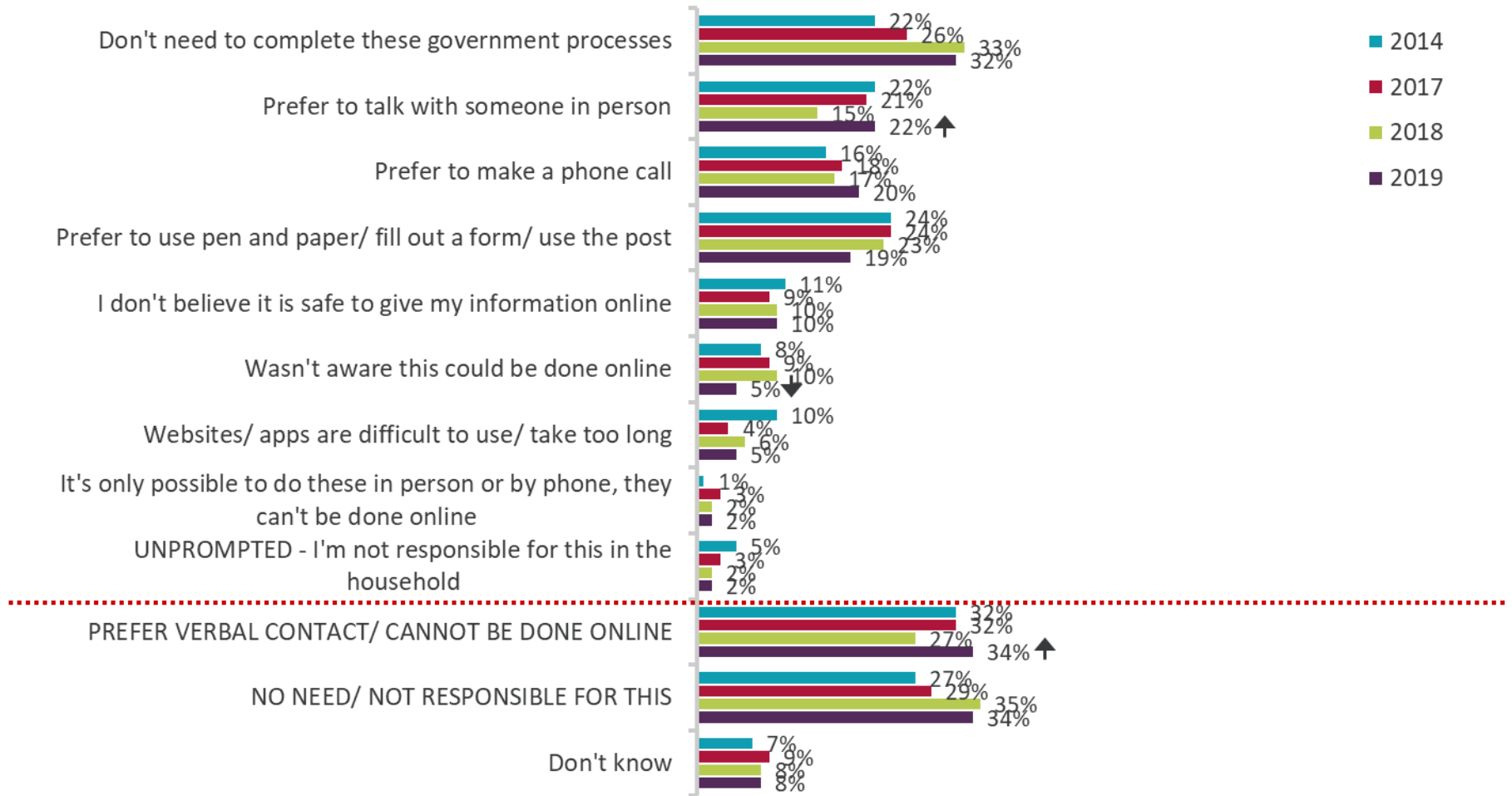
IN13. Which if any of these activities have you ever done online? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1601 aged 16+, 387 AB, 529 C1, 317 C2, 368 DE, 756 male, 843 female)

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

Compared to last year, those that do not complete government services online are less likely to say it is because they are unaware that these things can be done online.

### Reasons for not completing Government processes online: 2014-2019



Source: Ofcom Adult Media Literacy Tracker 2019

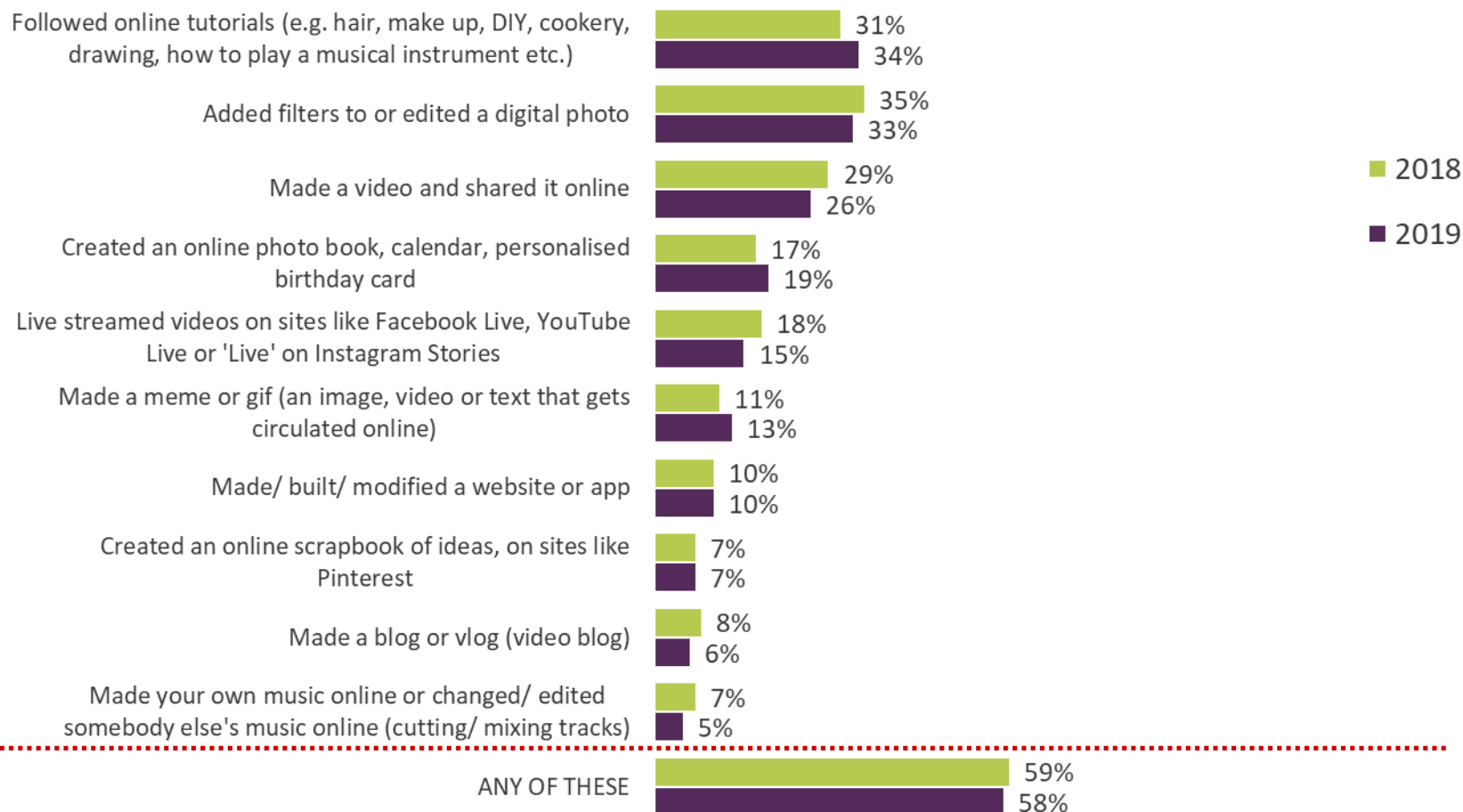
IN15. You said earlier that you don't go online to complete Government processes such as updating Universal Credit, renewing a driving licence or a passport. Which of these are reasons why you don't do this online? (prompted responses, multi-coded)

Base: Adult internet users aged 16+ who have never completed Government processes online (731 in 2018, 671 in 2019)

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

As in 2018, three in five internet users say they have ever undertaken any of the ten creative activities they were asked about.

### Creative activities undertaken online: 2018-2019



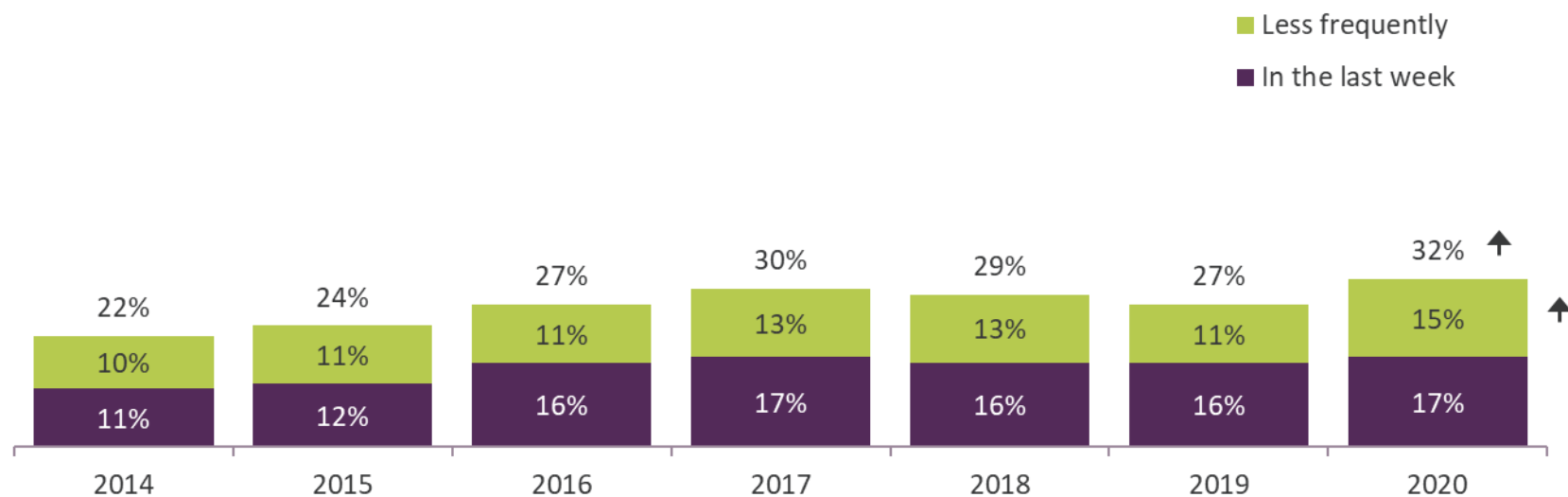
Source: Ofcom Adult Media Literacy Tracker 2019

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 in 2018, 1601 in 2019)

# One third of internet users have uploaded content online, higher than in 2019.

Uploading content online: 2014 - 2020



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

Source: Ofcom Technology Tracker 2014-2020

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

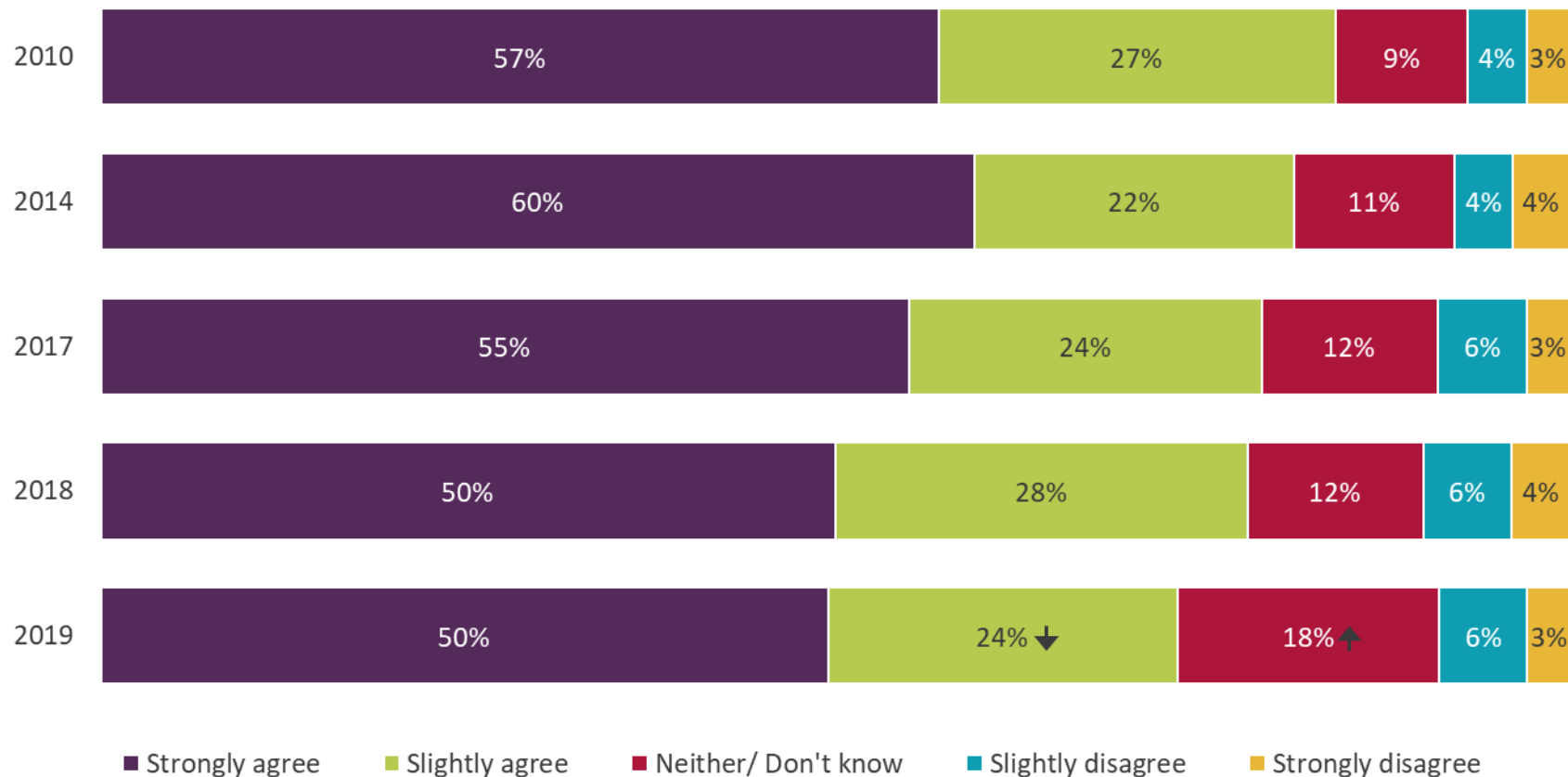
Base: All adults aged 16+ who go online (3346 in 2019, 3422 in 2020)

Arrows show significant changes (95% level) between 2019 and 2020

# Content

In 2019, internet users are less likely than in 2018 to agree that people 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 - 2019



Source: Ofcom Adult Media Literacy Tracker 2019

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)

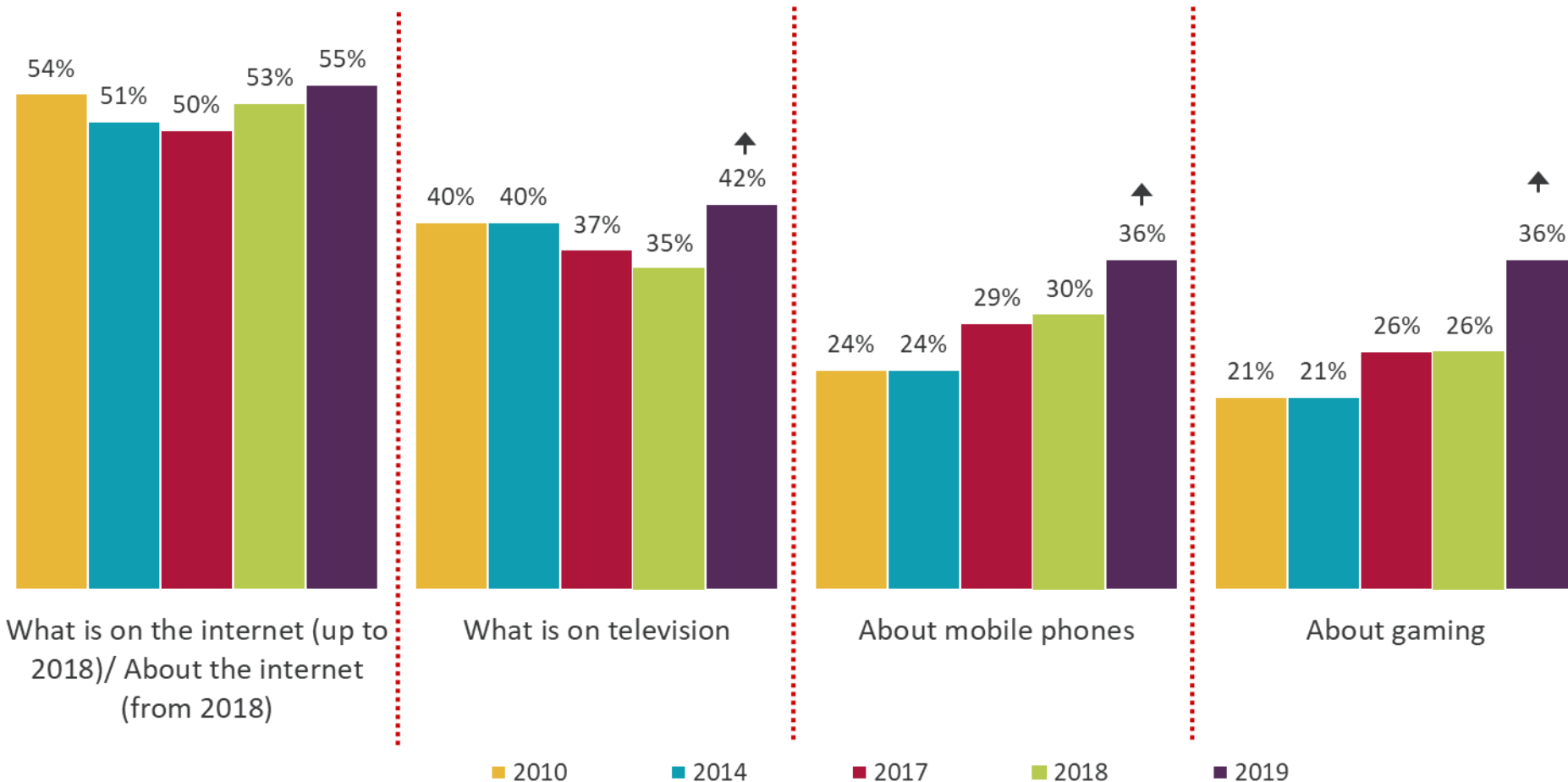
Base: Adults aged 16+ who go online (1602 in 2018, 1601 in 2019)

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



## Concerns about what is on TV, about mobile phones and about gaming are all higher among users of these media compared to 2018.

Concerns about media among users: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019

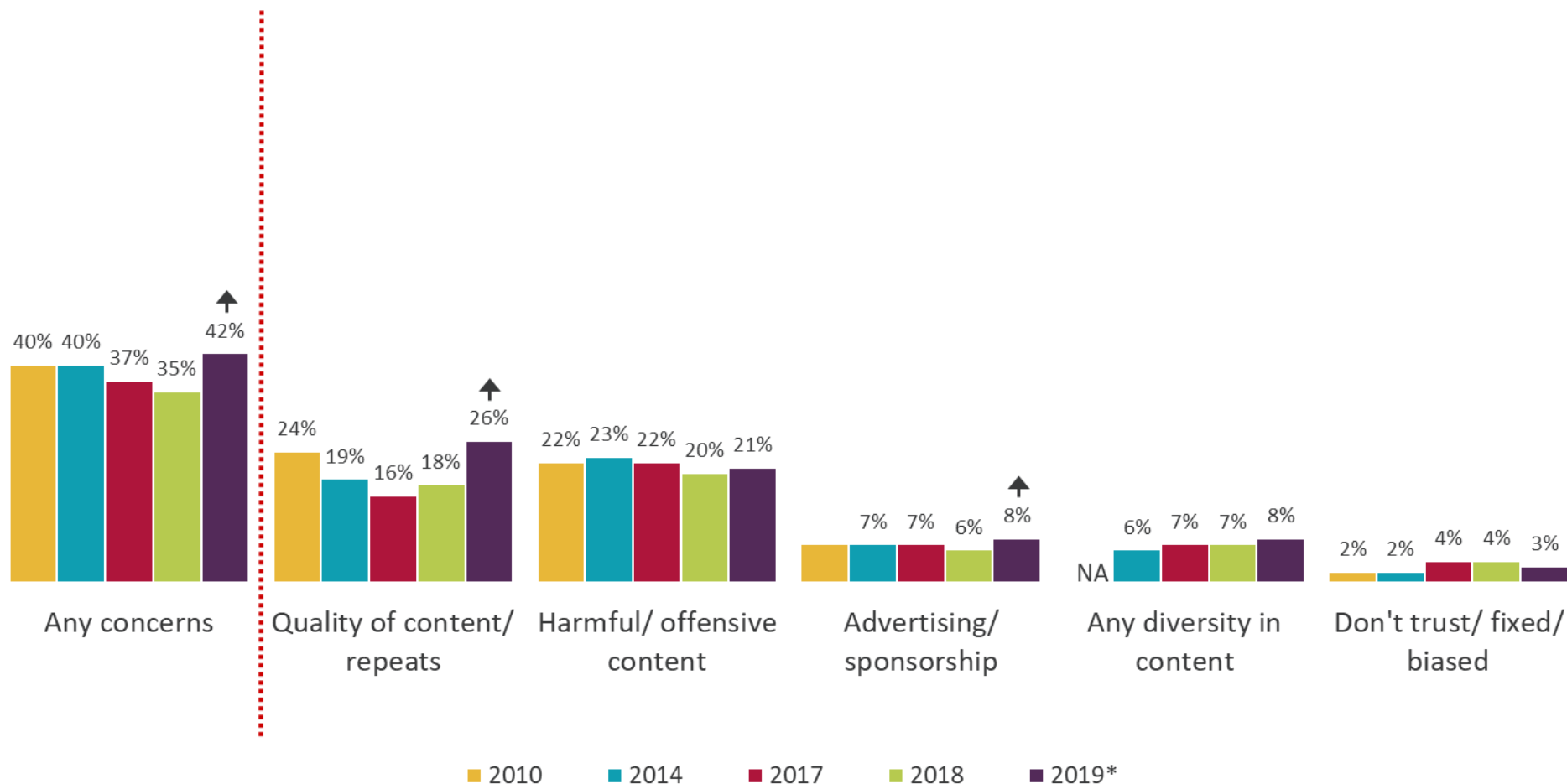
IN17/ T7/ M1/ G2. Can you tell me if you have any concerns about the internet/ about what is on TV. Do you have any concerns about mobile phones/ gaming? (unprompted responses, multi-coded)

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

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

## Concerns about poor quality of television content or repeats are higher than in 2018.

Concerns about what is on television among users: 2010-2019\*



Source: Ofcom Adult Media Literacy Tracker 2019

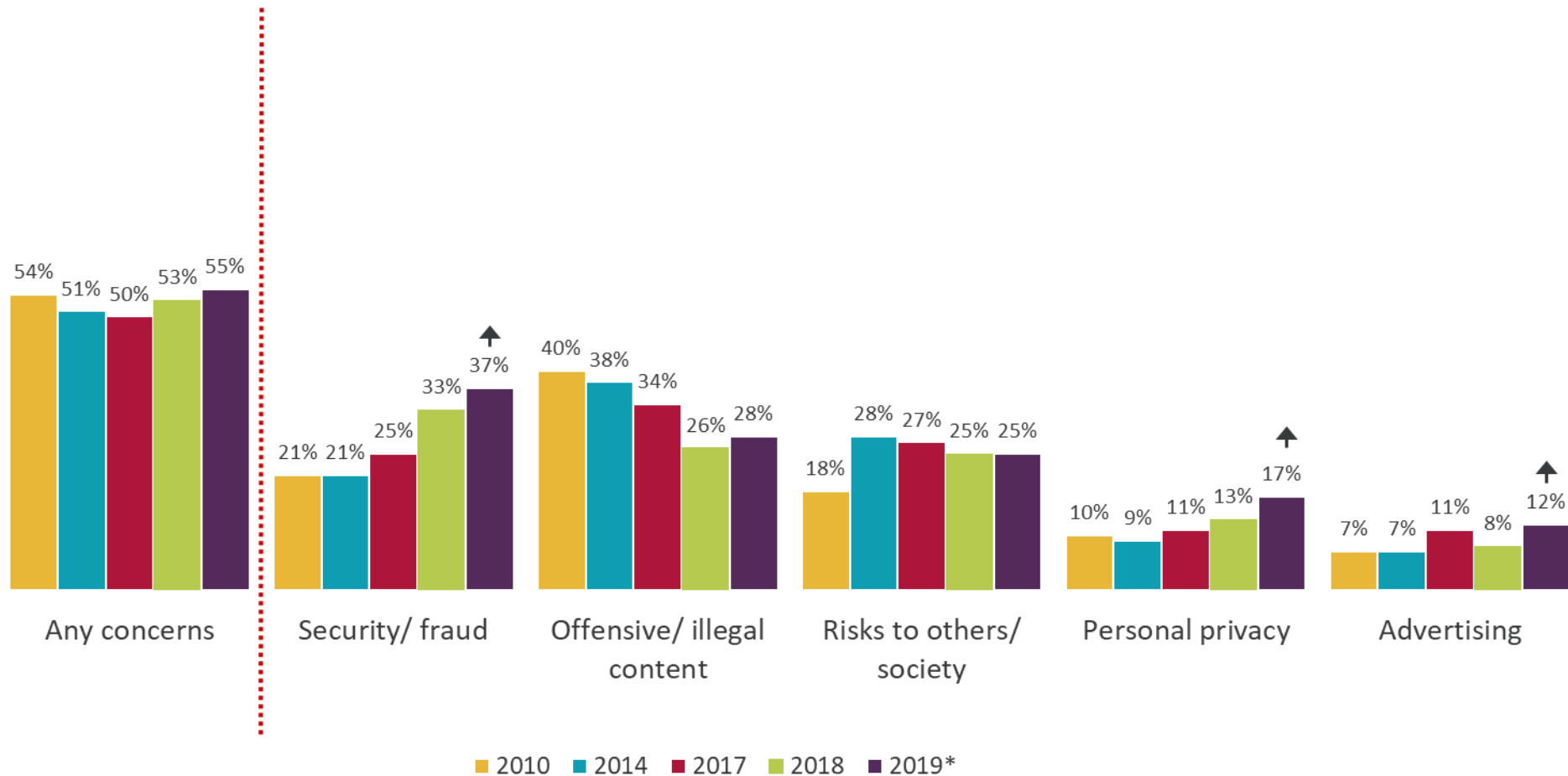
T7. Can you tell me if you have any concerns about what is on TV? (unprompted responses, multi-coded)

Base: Adults aged 16+ with any TVs in the household (1830 in 2017, 1815 in 2018, 1826 in 2019)

Arrows show significant changes (95% level) between 2018 and 2019. \* In 2019 the codeframe was amended which may account for the differences shown

# More than half of internet users continue to be concerned about the internet.

Concerns about the internet among users: 2010-2019\*



Source: Ofcom Adult Media Literacy Tracker 2019

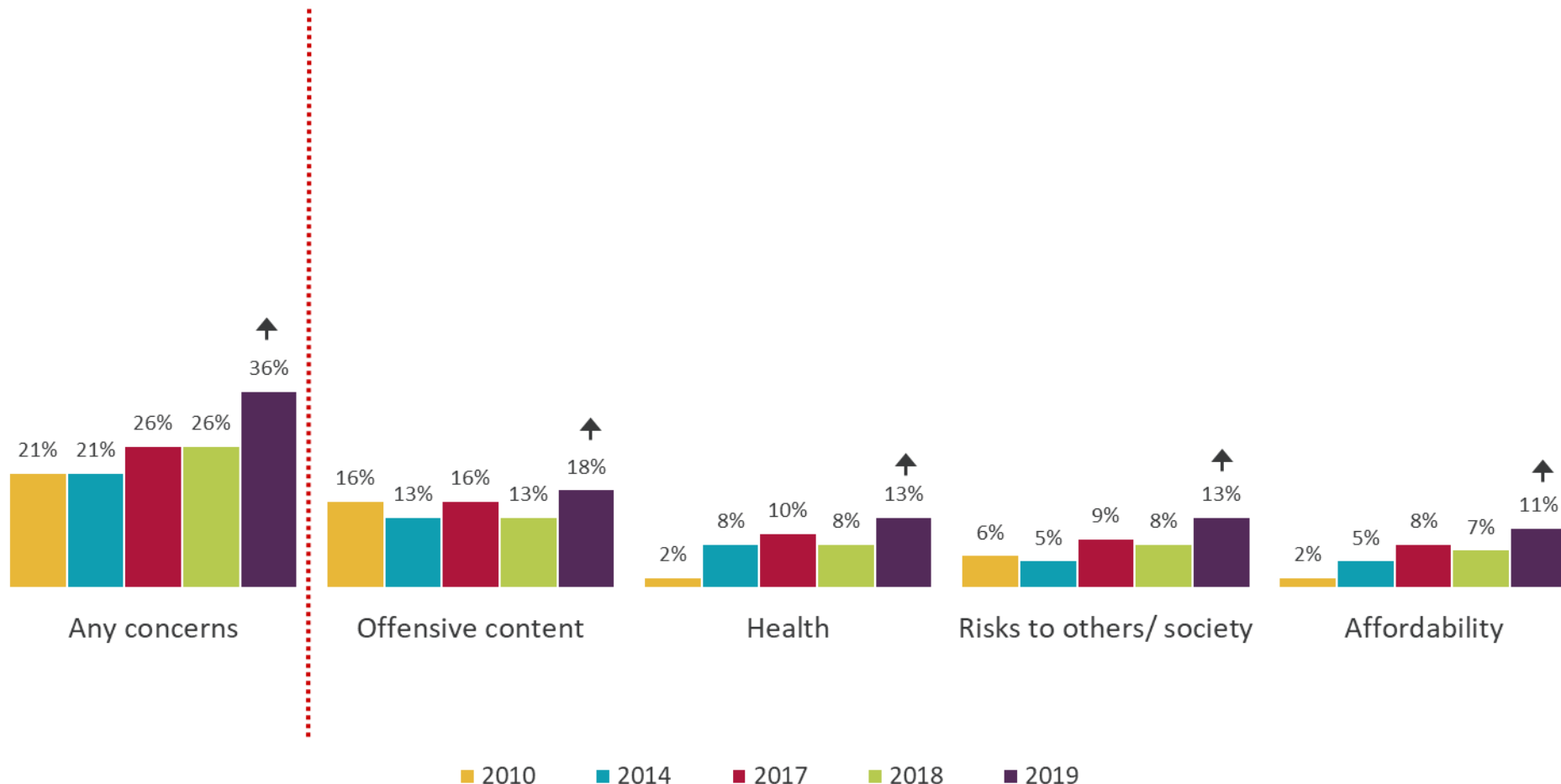
IN17. Can you tell me if you have any concerns about what is on the internet (up to 2018)/ Can you tell me if you have any concerns about the internet (since 2018)? (unprompted responses, multi-coded).

Base: Adults aged 16+ who go online (1570 in 2017, 1602 in 2018, 1601 in 2019).

Arrows show significant changes (95% level) between 2018 and 2019. \* In 2019 the codeframe was amended which may account for the differences shown

Compared to 2018 there has been an increase in concerns about gaming, not only at the overall level, but also by type of concern.

Concerns about gaming among users: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019

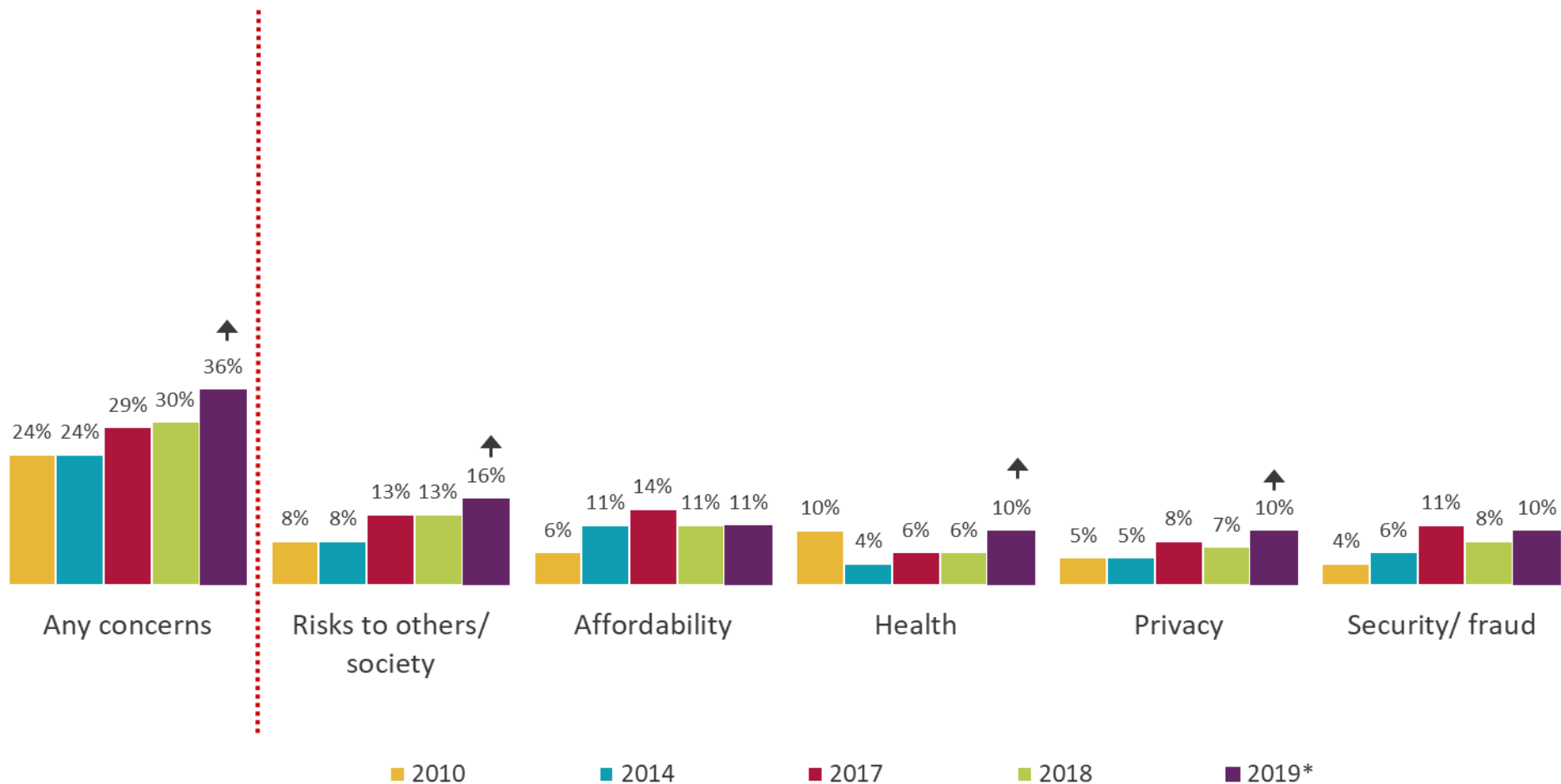
G2. Can you tell me if you have any concerns about gaming? (unprompted responses, multi-coded)

Base: Adults aged 16+ who play games (632 in 2017, 649 in 2018, 695 in 2019).

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

## Concerns about mobile phones are higher among users compared to last year.

### Concerns about mobile phones among users: 2010-2019\*



Source: Ofcom Adult Media Literacy Tracker 2019

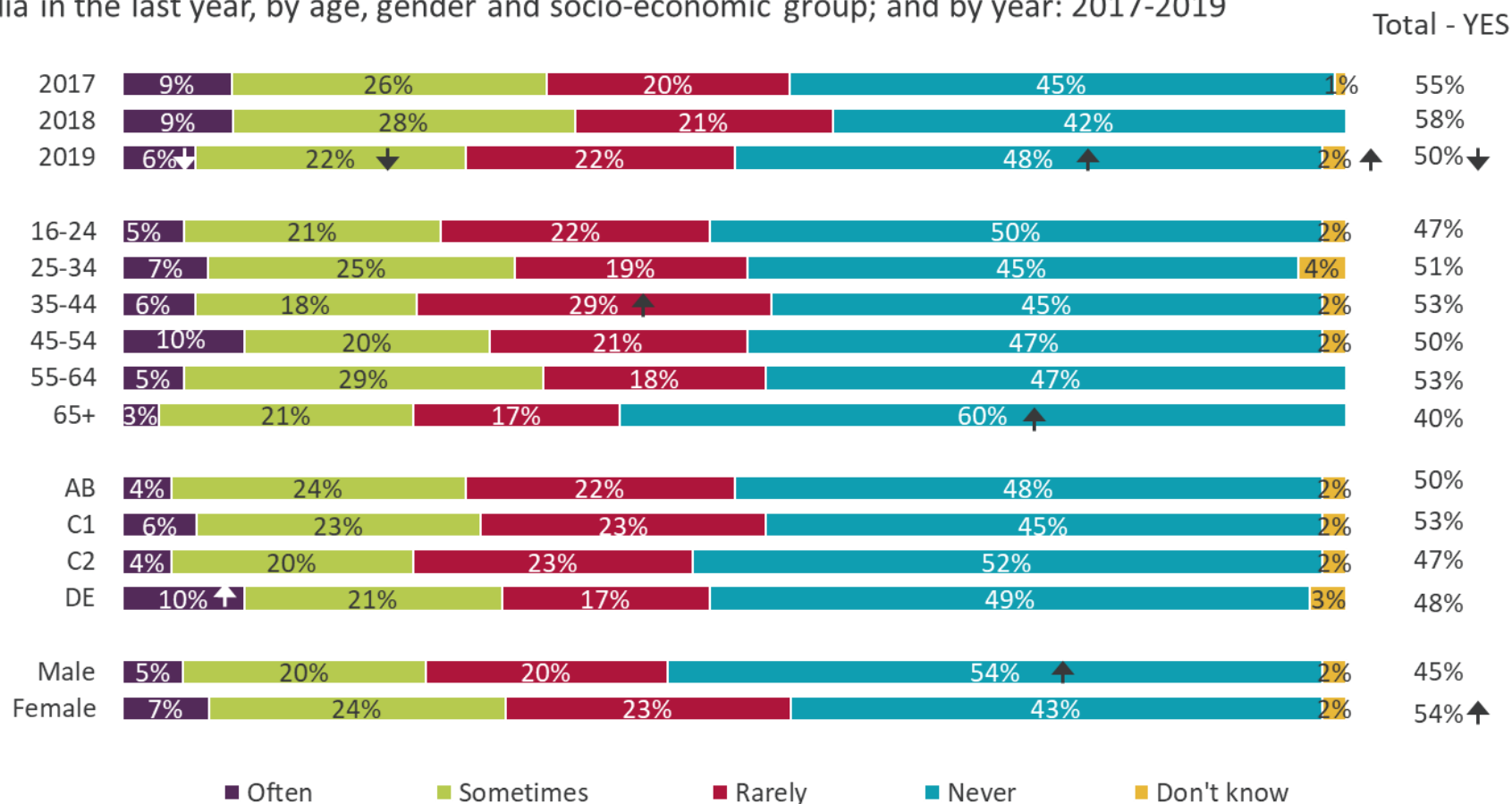
M1. Can you tell me if you have any concerns about mobile phones? (unprompted responses, multi-coded)

Base: Adults aged 16+ who personally use a mobile phone (1623 in 2017, 1785 in 2018, 1762 in 2019)

Arrows show significant changes (95% level) between 2018 and 2019. \* In 2019 the codeframe was amended which may account for the differences shown

## Half of social media/ messaging site users say they have seen something that upset or offended them on social media in the previous 12 months – lower than in 2018.

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: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

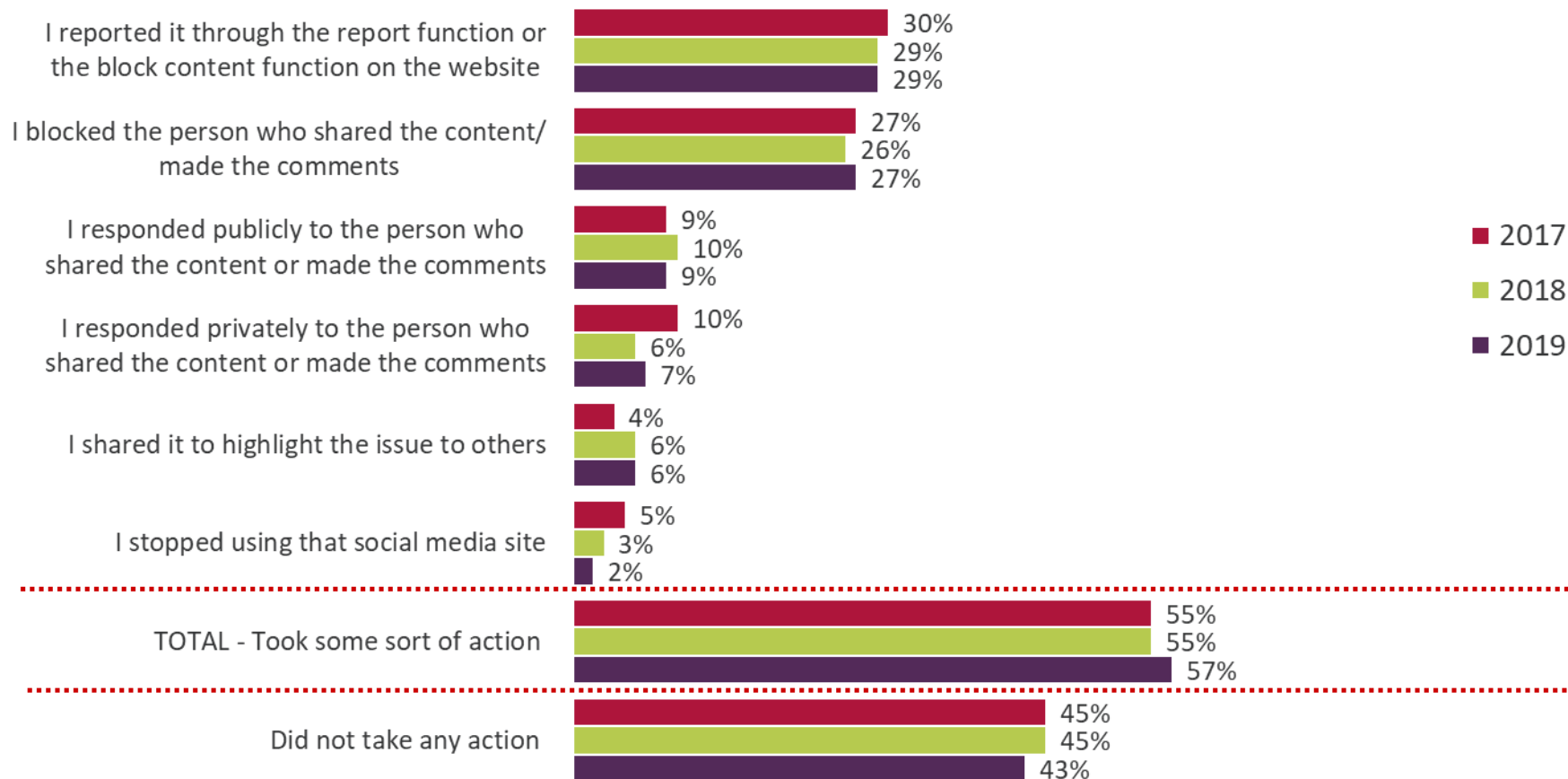
IN30A. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use? (prompted responses, single coded) .

Base: All with a profile or account on a social media or messaging site/ app (1260 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2018 and 2019 at the overall level and by age/ socio-economic group compared to all with a social media profile/ account and males compared to females

## There has been no change in the action taken as a result of seeing the upsetting or offensive content on social media sites in the past two years.

Action taken as a result of seeing something upsetting or offensive on social media/messaging sites or apps in last year: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

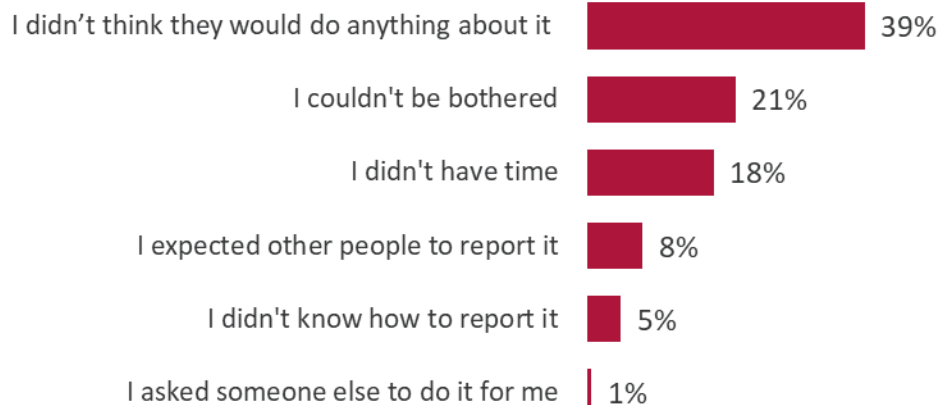
IN30B. Did you take any of the following actions as a result of seeing this upsetting or offensive content? (prompted responses, multi-coded)

Base: All who have seen something upsetting or offensive on the social media/ messaging sites they use in the past 12 months (644 in 2017, 702 in 2018, 621 in 2019)

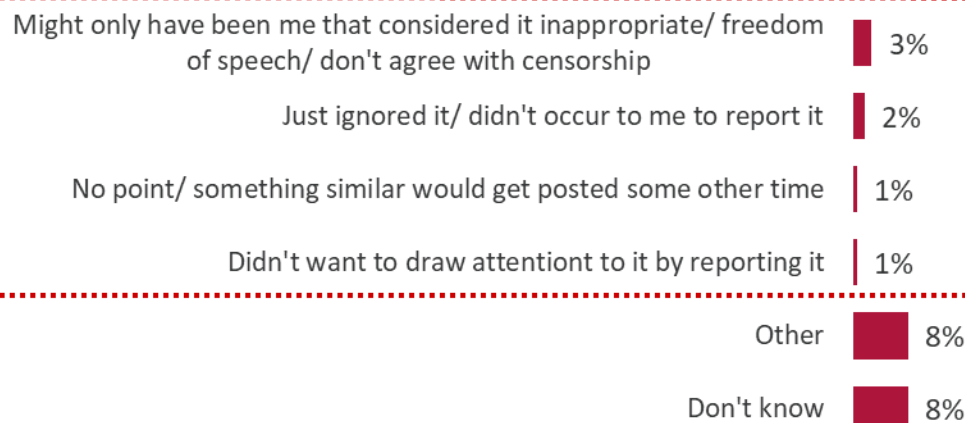
Two in five social media/messaging site users who had not taken any action over the upsetting or offensive content said it was because they didn't think anything would be done about it.

## Reasons for not taking any actions as a result of seeing the content on social media/ messaging sites: 2019

### Prompted responses



### Unprompted responses



Source: Ofcom Adult Media Literacy Tracker 2019

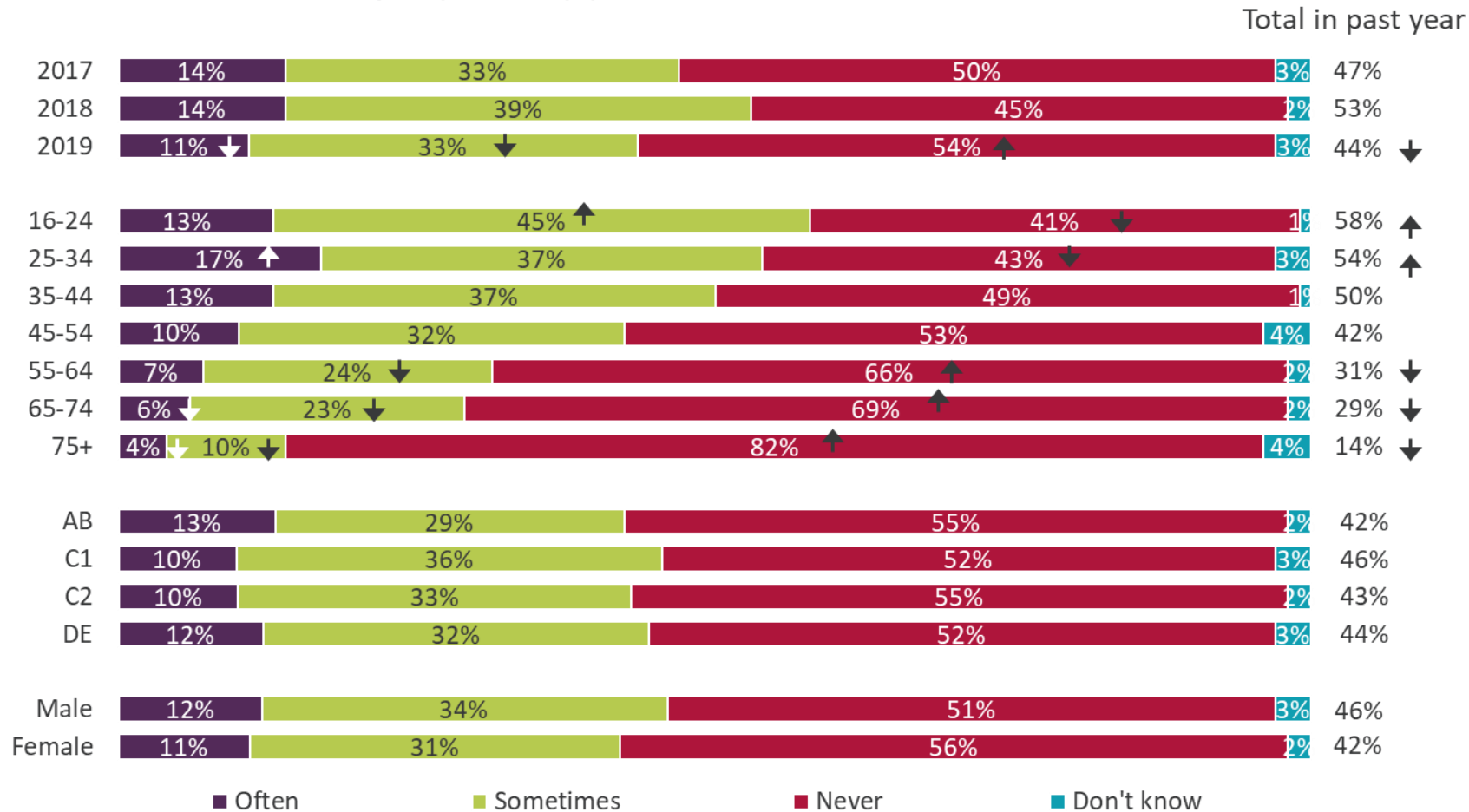
IN30C. Can I please ask if any of the following reasons apply as to why you didn't take any action about the upsetting or offensive content? (prompted responses, multi-coded)

Base: All who have seen something upsetting or offensive on the social media/ messaging sites they use in the past 12 months that did not report it (261 in 2019)



# A minority of internet users say they have encountered hateful content online in the past year.

Internet users who say they have encountered hateful content online in the last year, by age, gender and socio-economic group; and by year: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

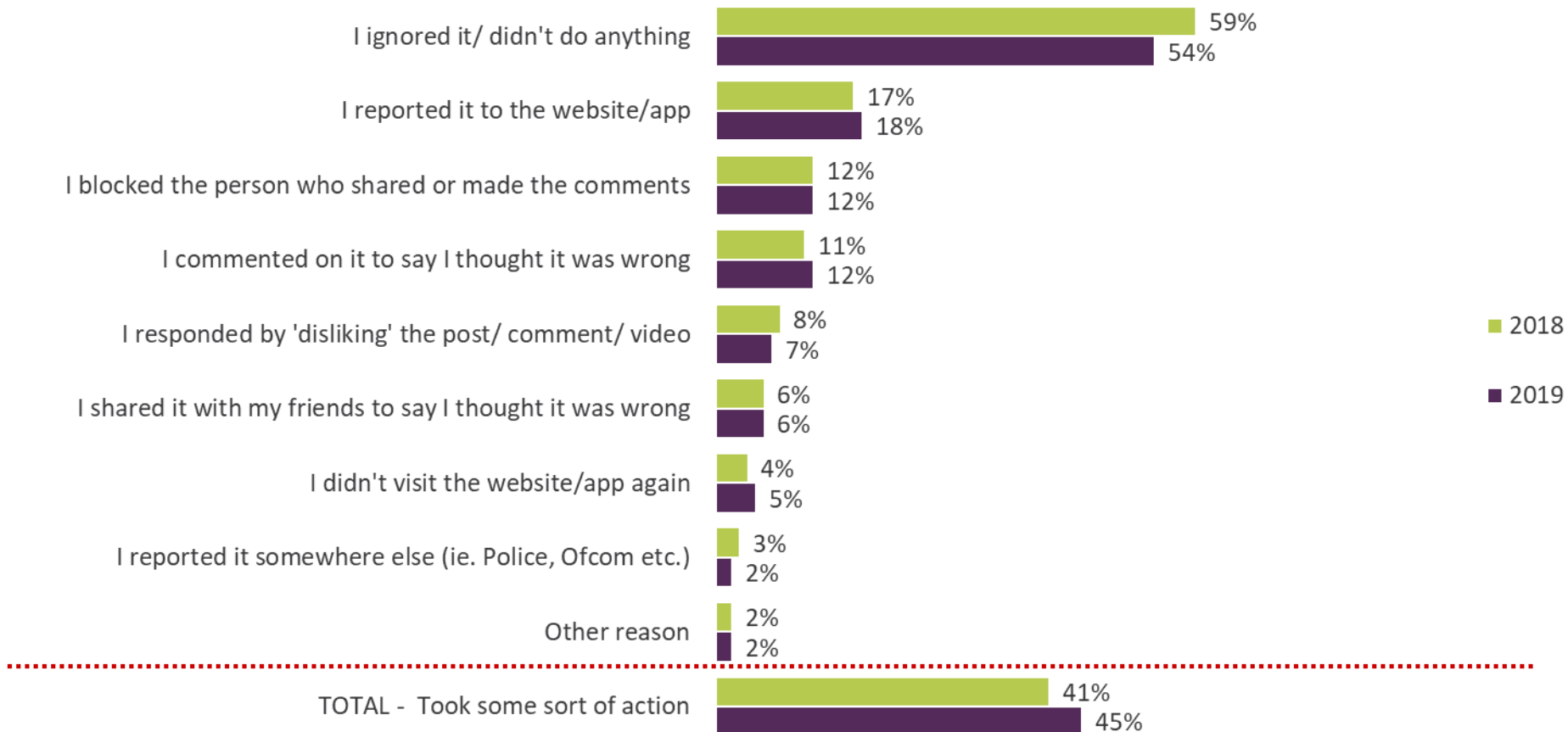
IN18A. In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be cruel or hateful comments or images that have 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 (1601 aged 16+ in 2019, varies by demographic)

Arrows show significant differences (95% level) between 2018 and 2019 at the overall level and by age/ socio-economic group compared to all internet users and males compared to females

## As in 2018, 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 the last year: 2018-2019



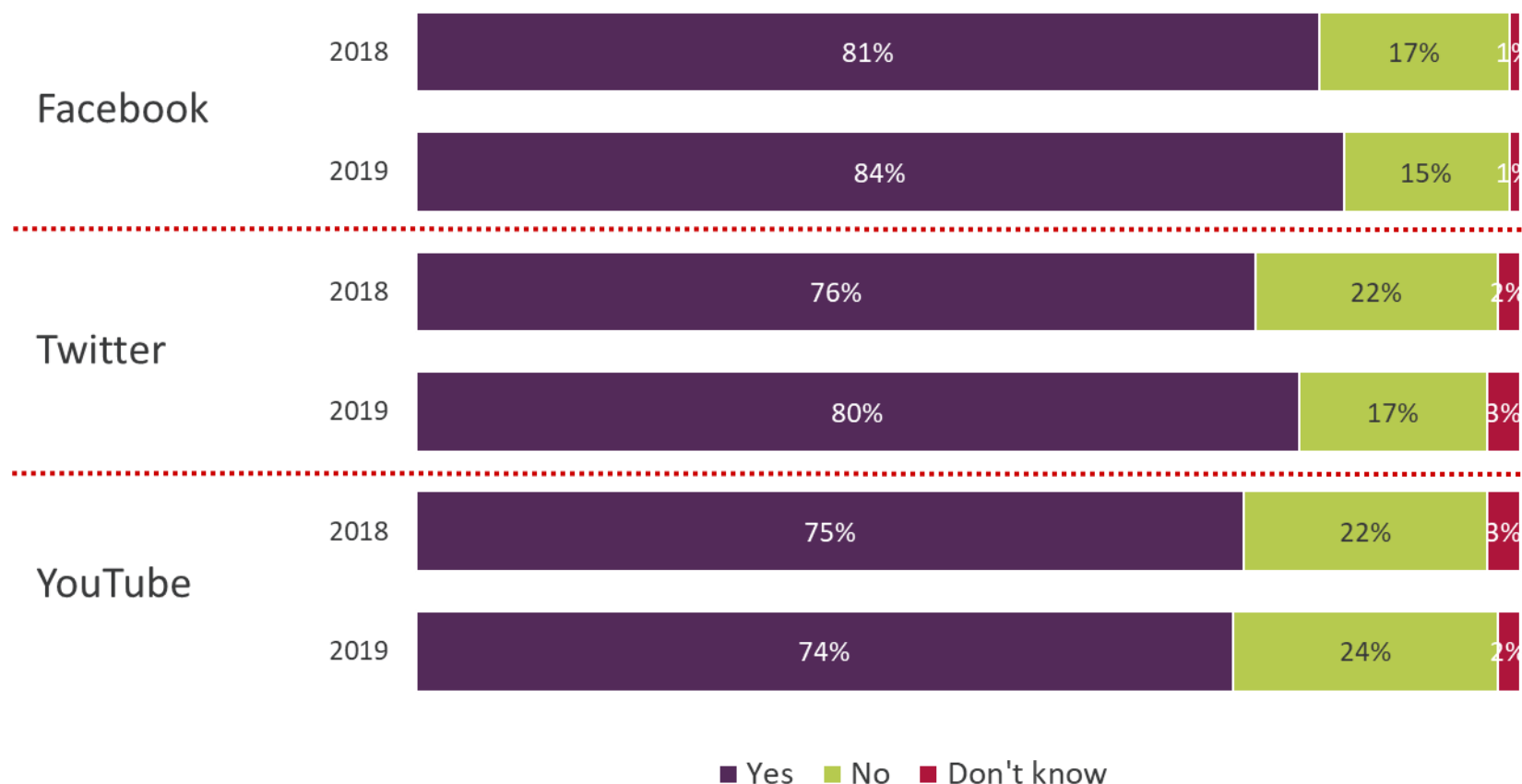
Source: Ofcom Adult Media Literacy Tracker 2019

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, 676 in 2019)

As 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- 2019



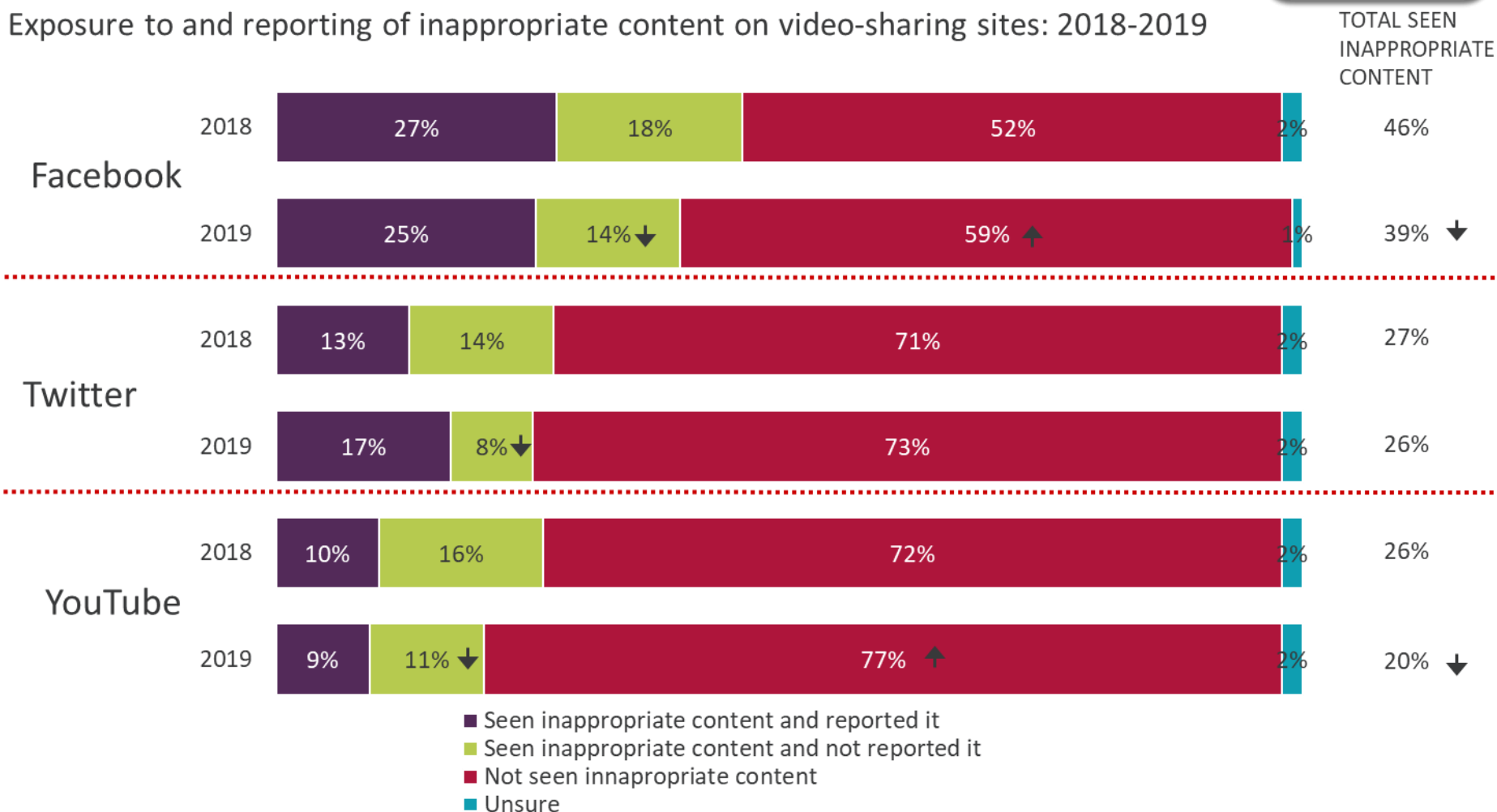
Source: Ofcom Adult Media Literacy Tracker 2019

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 in 2018, 1126 in 2019) / using Facebook (1103 in 2018, 1107 in 2019)/ Twitter (289 in 2018, 259 in 2019). Arrows show significant changes (95% level) between 2018 and 2019.

# Compared to 2018, Facebook users and YouTube users are less likely to say they have ever seen inappropriate content on these sites or apps.

## Exposure to and reporting of inappropriate content on video-sharing sites: 2018-2019



Source: Ofcom Adult Media Literacy Tracker 2019

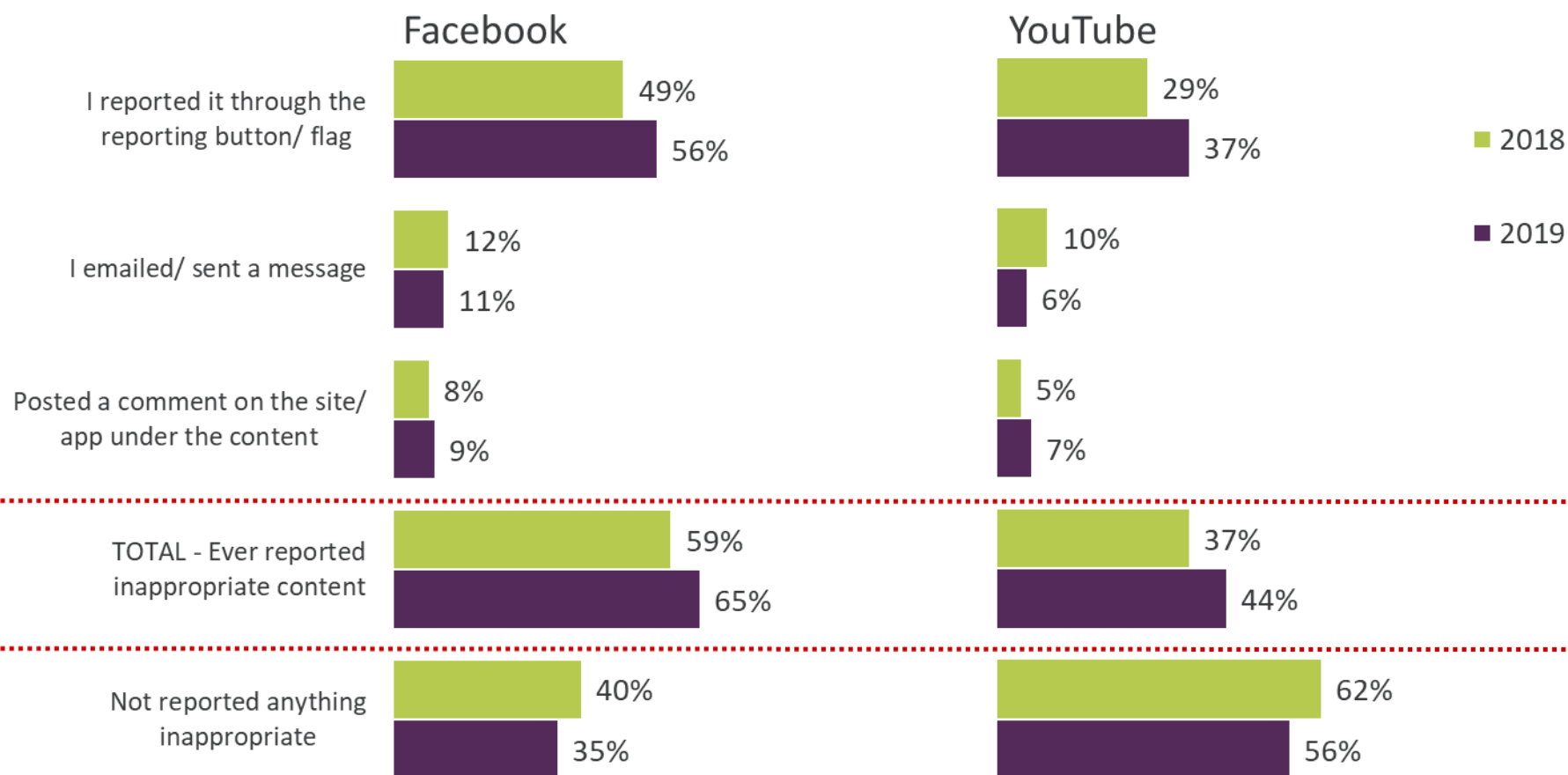
IN58B/ IN59B/ IN60B. Have you ever seen something on YouTube/ Facebook/ Twitter that you considered inappropriate? (prompted responses, single coded)

IN61/ IN62/ IN63. Have you ever reported inappropriate content to YouTube/ Facebook/Twitter?

Base: Adults aged 16+ using video-sharing sites like YouTube (1179 in 2018, 1126 in 2019) / using Facebook (1103 in 2018, 1107 in 2019)/ Twitter (289 in 2018, 259 in 2019). Arrows show significant changes (95% level) between 2018 and 2019.

## More than half of those who have seen inappropriate content on Facebook reported it through the reporting button or flag.

### Method of reporting inappropriate content to Facebook and YouTube: 2018-2019



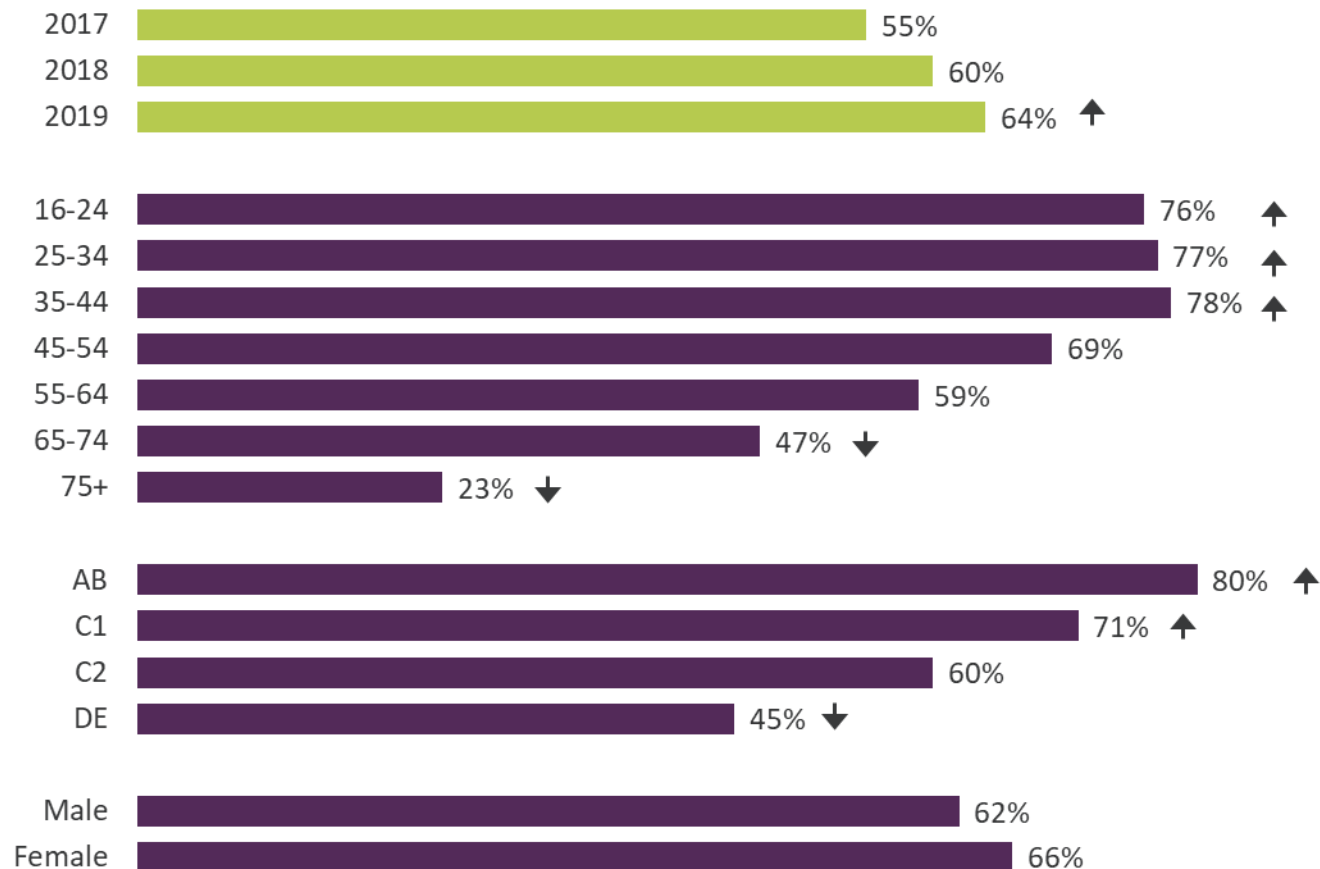
Source: Ofcom Adult Media Literacy Tracker 2019

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 (442)/ on video-sharing sites like YouTube (222) . NB Base too low (<100 interviews) to show results for Twitter

## Compared to 2018, adults are more likely to watch on-demand or streaming content.

Incidence of watching on-demand or streaming content, by age, gender and socio-economic group; and by year: 2017-2019



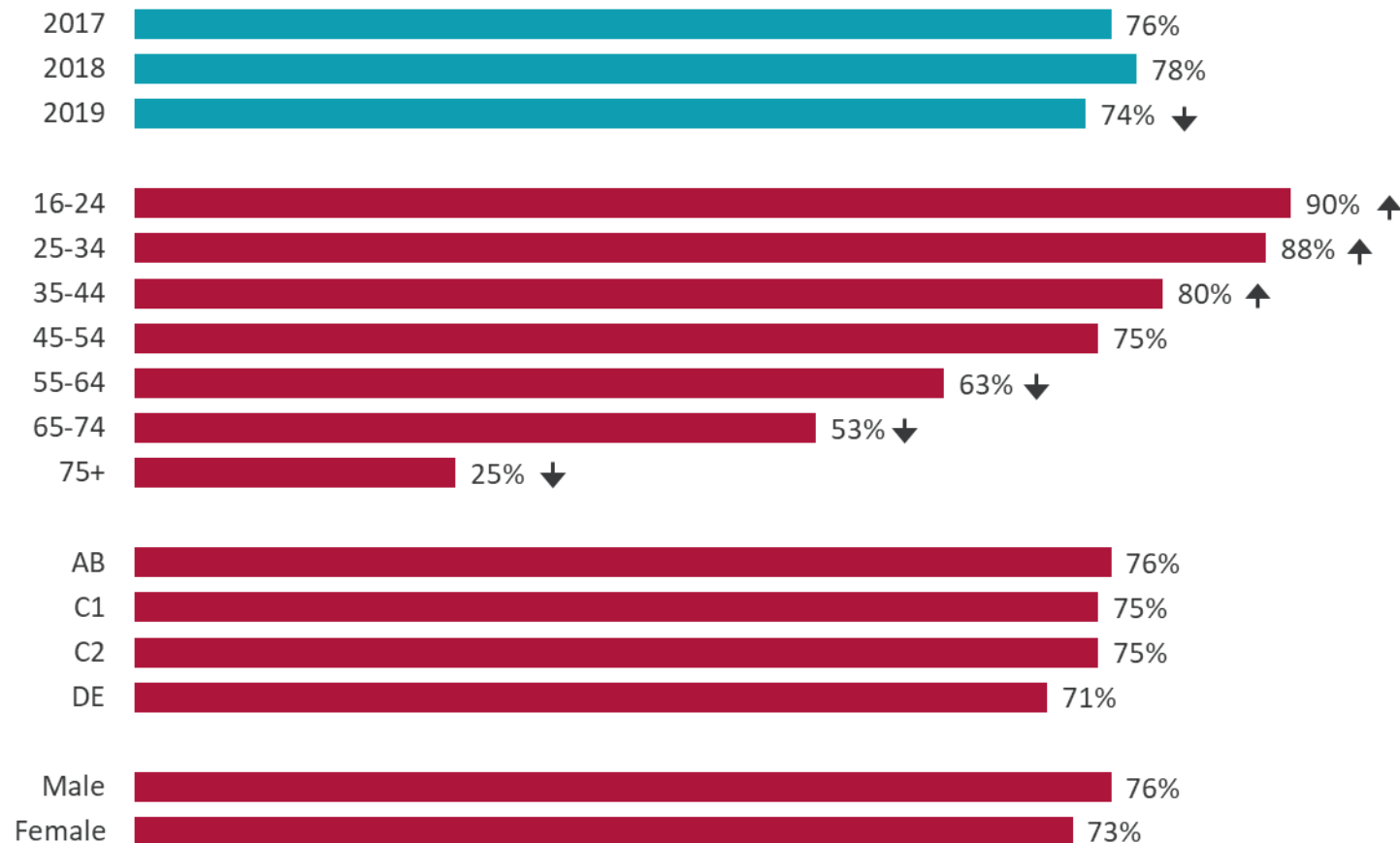
Source: Ofcom Adult Media Literacy Tracker 2019

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, ITV Hub, 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).

Base: All adults aged 16+ (1875 in 2017, 1882 in 2018, 1883 in 2019 varies by demographic). Arrows show significant differences (95% level) between 2018 and 2019 at the overall level and by age/ socio-economic group compared to all adults and males compared to females

## Three quarters of internet users say they watch content on video-sharing sites; this is more likely than average for 16-44s.

Incidence of watching content on video-sharing sites, by age, gender and socio-economic group; and by year: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

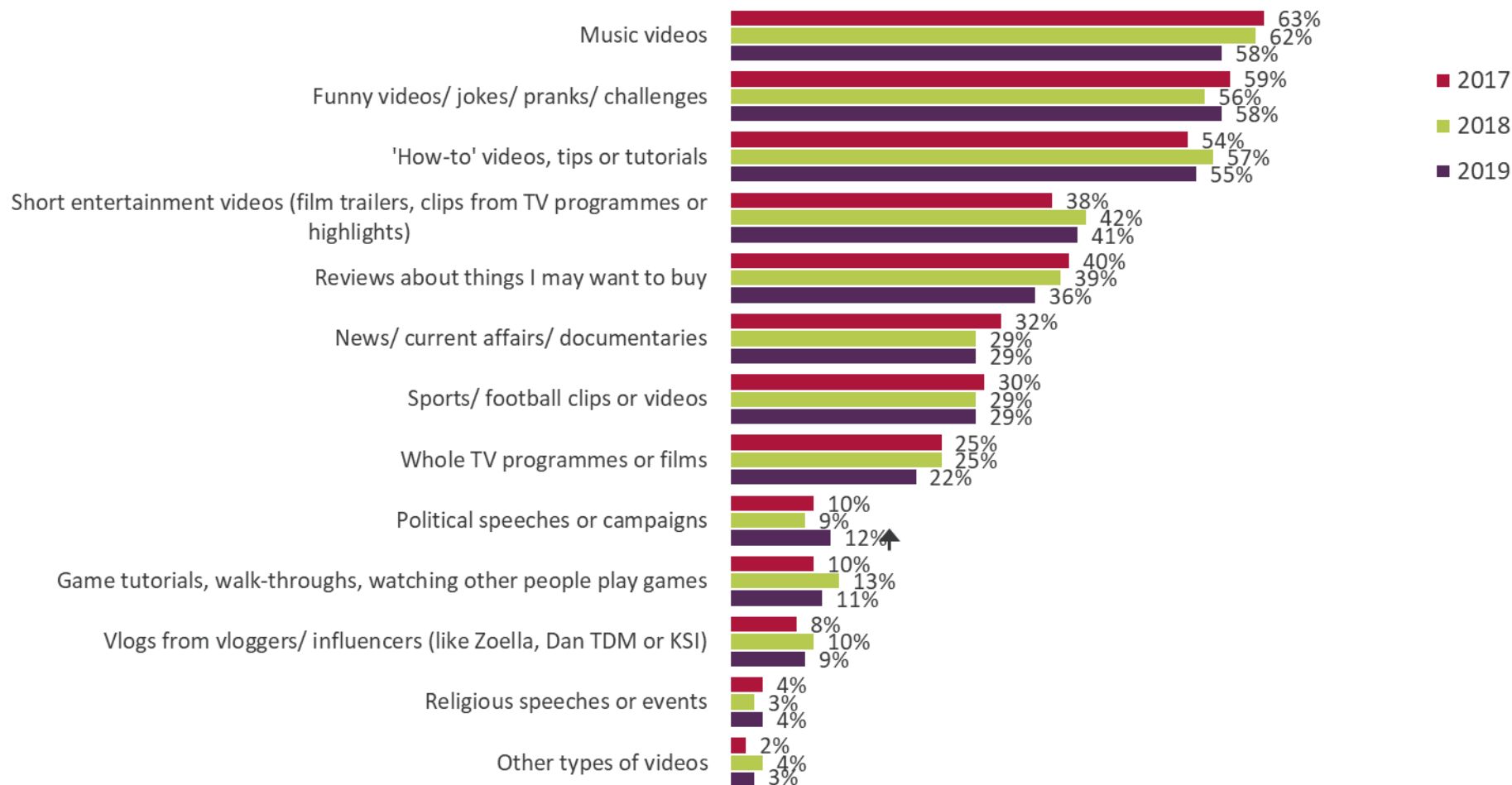
IN19A. Do you ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1570 in 2017, 1602 in 2018, 1601 in 2019, varies by demographic).

Arrows show significant differences (95% level) between 2018 and 2019 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 more likely than in 2018 to say they use these sites to watch political speeches or campaigns.

Type of content watched on video-sharing sites: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

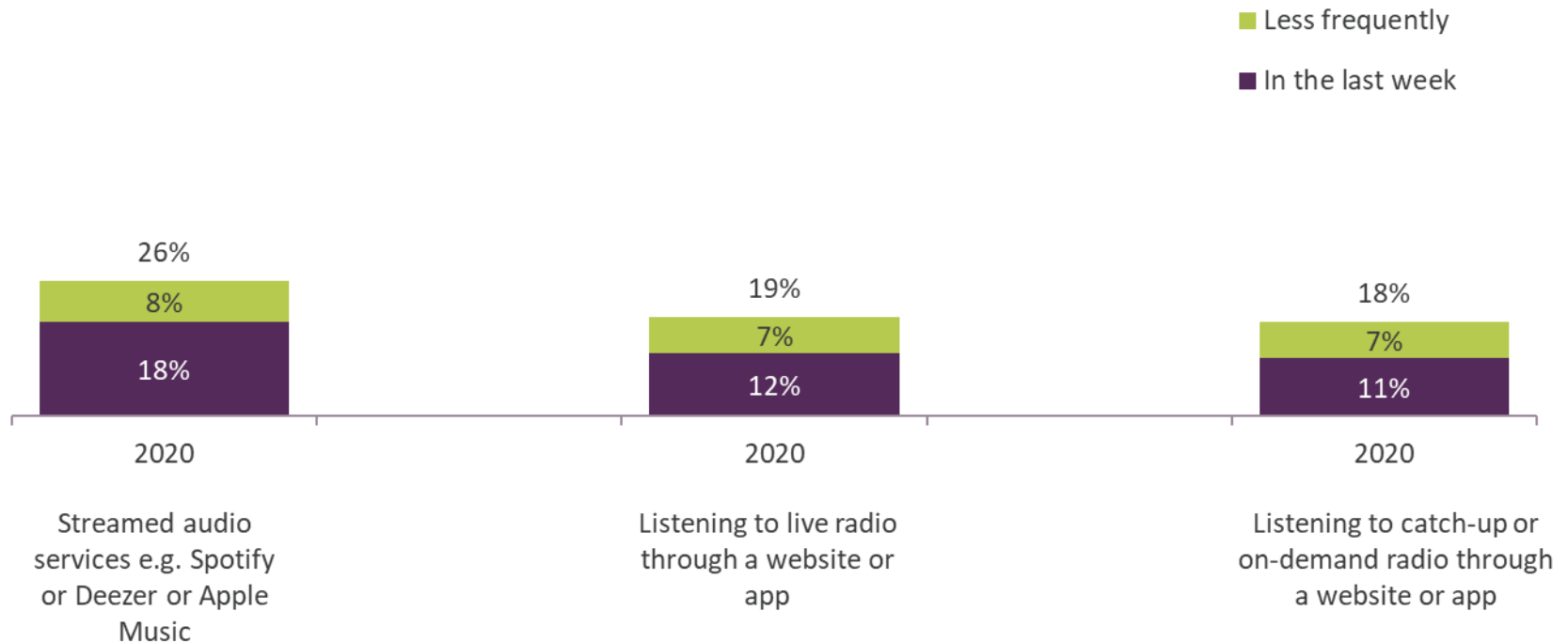
Base: All aged 16+ who ever watch content on video sharing sites (1161 in 2017, 1179 in 2018, 1126 in 2019)

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



# In 2020, one quarter of internet users go online to listen to streamed audio services.

Listening to audio services online: 2020



Source: Ofcom Technology Tracker 2020

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

Base: All adults aged 16+ who go online (3346 in 2019, 3422 in 2020)

Compared to the average internet user, in 2020, those aged 16-34 are more likely to have used streamed audio services in the previous week while those aged 45 and over or those in DE households are less likely.

Listening to audio services online in the previous week, by age, socio-economic group and gender: 2020

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Streamed audio services e.g. Spotify or Deezer or Apple Music	18%	36% ↑	29% ↑	19%	14% ↓	8% ↓	3% ↓	1% ↓
Listening to live radio through a website or app	12%	10%	15%	15% ↑	11%	10%	8% ↓	4% ↓
Listening to catch-up or on-demand radio through a website or app	11%	12%	15% ↑	15% ↑	12%	6% ↓	4% ↓	1% ↓

	All internet users	AB	C1	C2	DE	Male	Female
Streamed audio services e.g. Spotify or Deezer or Apple Music	18%	21%	21%	14%	14% ↓	19%	17%
Listening to live radio through a website or app	12%	15% ↑	13%	8% ↓	9%	12%	11%
Listening to catch-up or on-demand radio through a website or app	11%	17% ↑	12%	7% ↓	5% ↓	12%	10%

Source: Ofcom Technology Tracker 2020

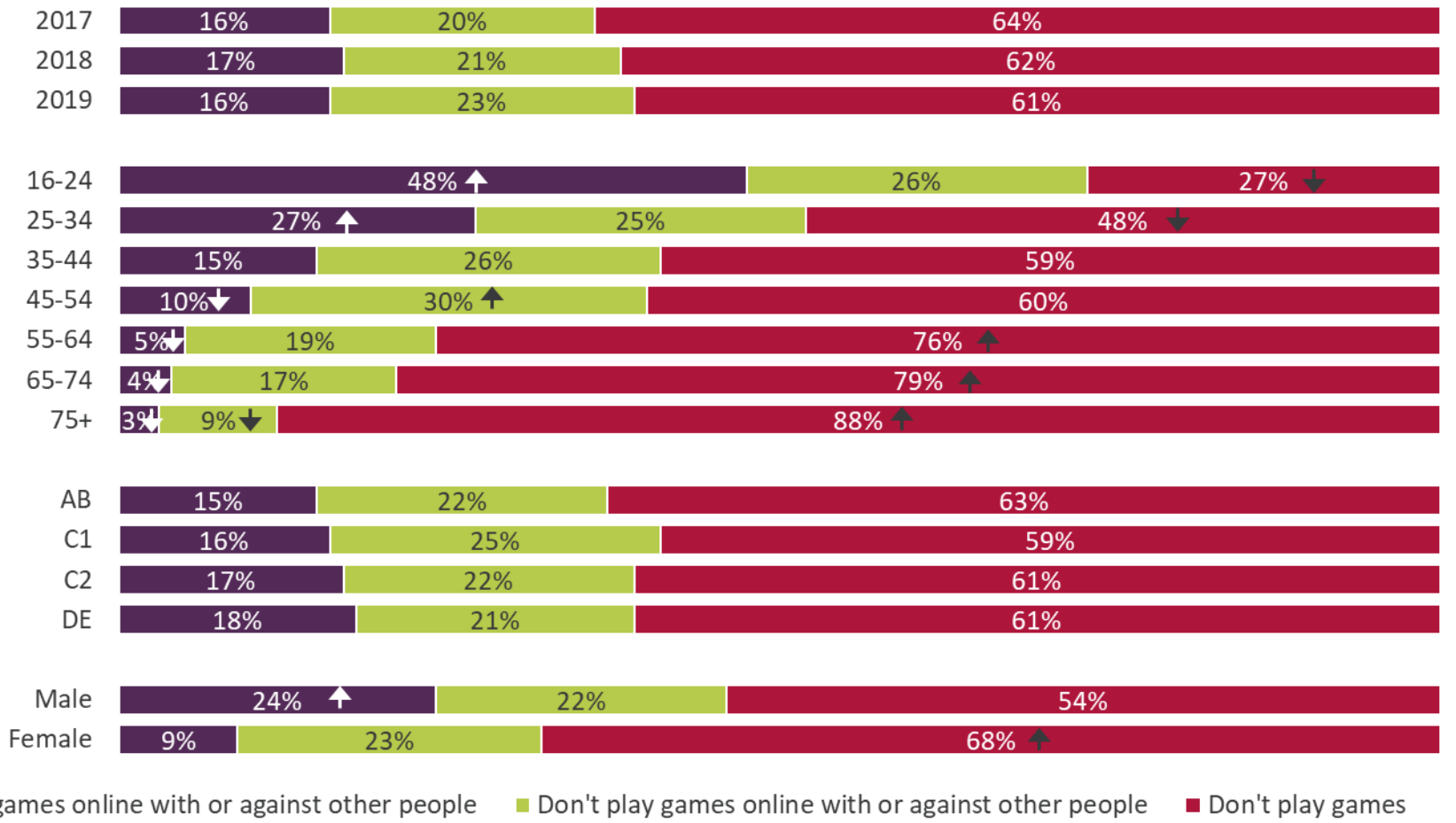
QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (3422 aged 16+, 511 aged 16-24, 544 aged 25-34, 610 aged 35-44, 580 aged 45-54, 534 aged 55-64, 383 aged 65-74, 260 aged 75+, 786 AB, 1034 C1, 711 C2, 888 DE, 1641 male, 1775 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 and 2018, one in six adults play games online with or against other people.

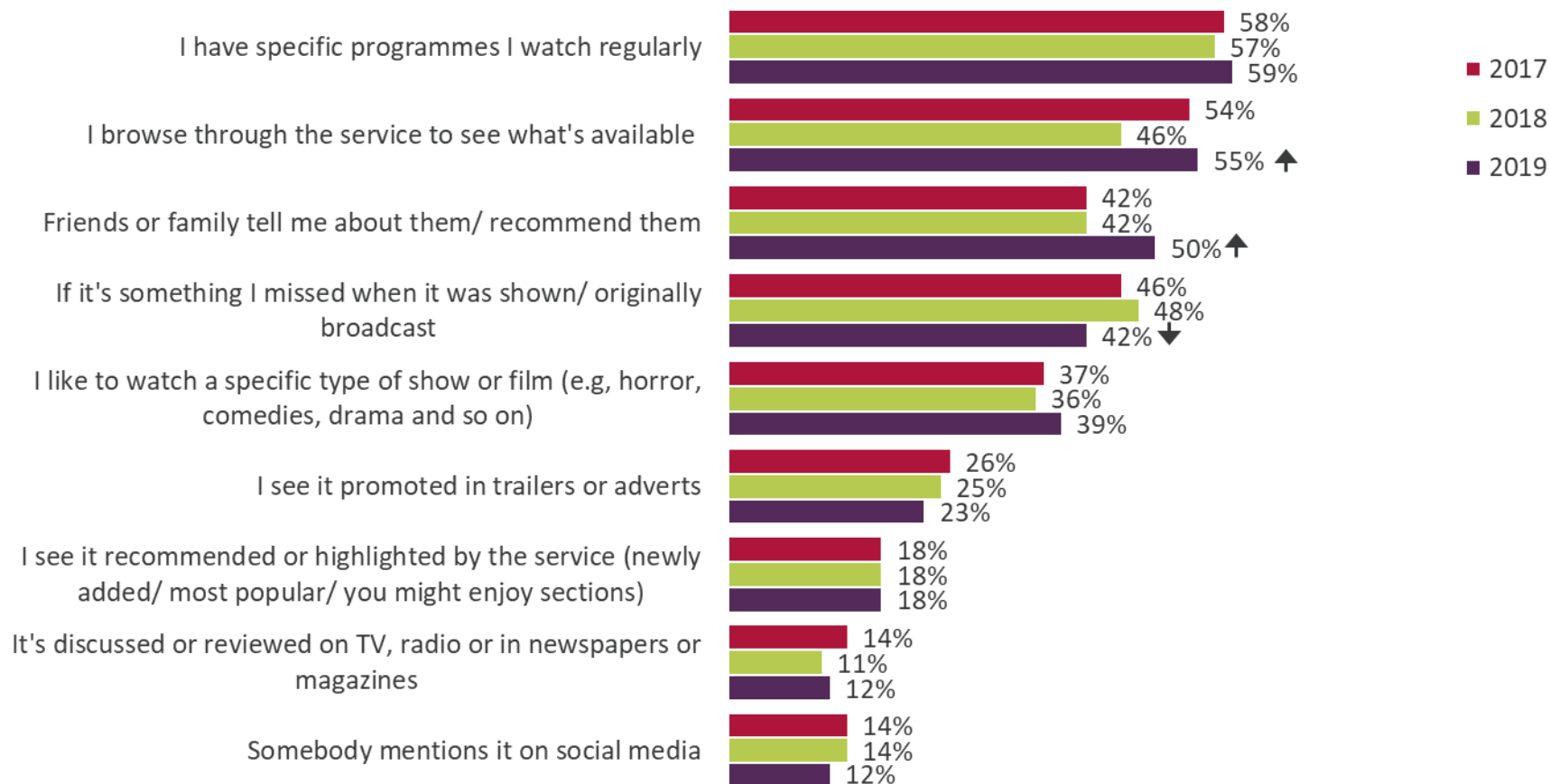
Playing games online with or against other people, by age, gender and socio-economic group and gender; and by year: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 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+ (1883, varies by demographic)  
 Arrows show significant differences (95% level) between 2018 and 2019 at the overall level and by age/ socio-economic group compared to all internet users and males compared to females

Compared to last year, viewers of on-demand/ streaming content are more likely to say they discover content through word of mouth recommendations from friends and family.

Ways in which on-demand or streaming content is chosen/ discovered: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

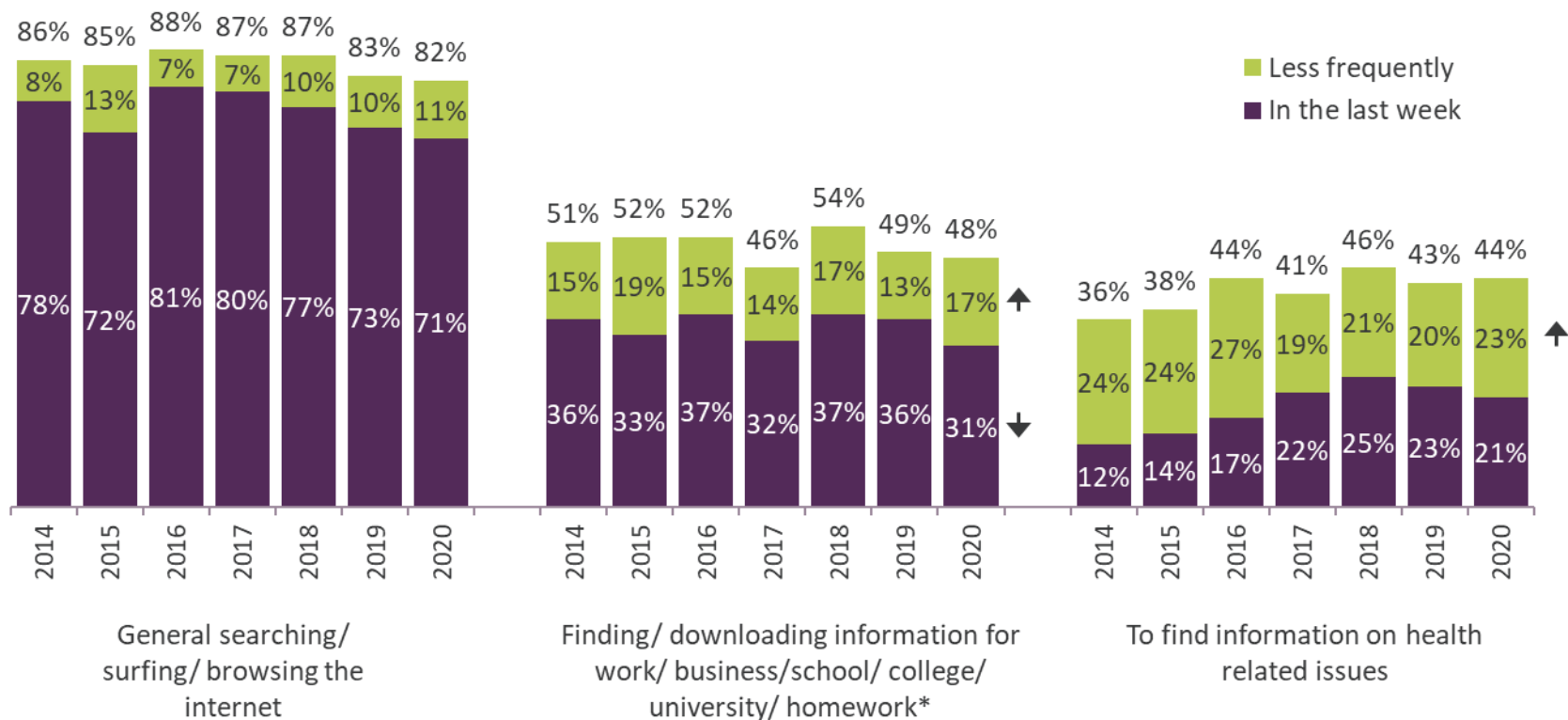
T2. How do you choose what TV programmes or films to watch via on-demand or streaming services? (prompted responses, multi-coded)

Base: All adults who ever watch on-demand or streaming content (974 in 2017, 1059 in 2018, 1149 in 2019)

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

In 2020, internet users are less likely than in 2019 to have been online in the previous week to find or download information for work, business, school, college, university or homework.

## Finding information online, by activity type: 2020



Source: Ofcom Technology Tracker 2014-2020

QE5A/ QE5B. Which, if any, of these do you do online? / And which, if any, of these activities have you done online in the last week? (prompted responses, multi-coded) \* NB – prior to 2017 finding information for work or business was asked separately to finding information for school /college/ university/ homework so for 2014-2016 the figures shown are net measures.

Base: All adults aged 16+ who go online (3346 in 2019, 3422 in 2020). Arrows show significant changes (95% level) between 2019 and 2020

In 2020, internet users in DE households and those aged 65 and over are less likely than average to have looked for information online in the previous week in each of three ways they were asked about.

### Finding information online in the previous week, by age, socio-economic group and gender: 2020

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
General searching/ surfing/ browsing the internet	71%	75%	71%	76% ↑	72%	70%	63% ↓	52% ↓
Finding/ downloading information for work/ business/school/ college/ university/ homework	31%	44% ↑	35%	38% ↑	32%	27%	14% ↓	7% ↓
To find information on health related issues	21%	20%	23%	25%	22%	21%	13% ↓	10% ↓
All internet users		AB	C1	C2	DE	Male	Female	
General searching/ surfing/ browsing the internet	71%	75%	72%	70%	66% ↓	72%	70%	
Finding/ downloading information for work/ business/school/ college/ university/ homework	31%	40% ↑	36% ↑	26% ↓	19% ↓	32%	31%	
To find information on health related issues	21%	28% ↑	23%	14% ↓	17% ↓	19%	23% ↑	

Source: Ofcom Technology Tracker 2020

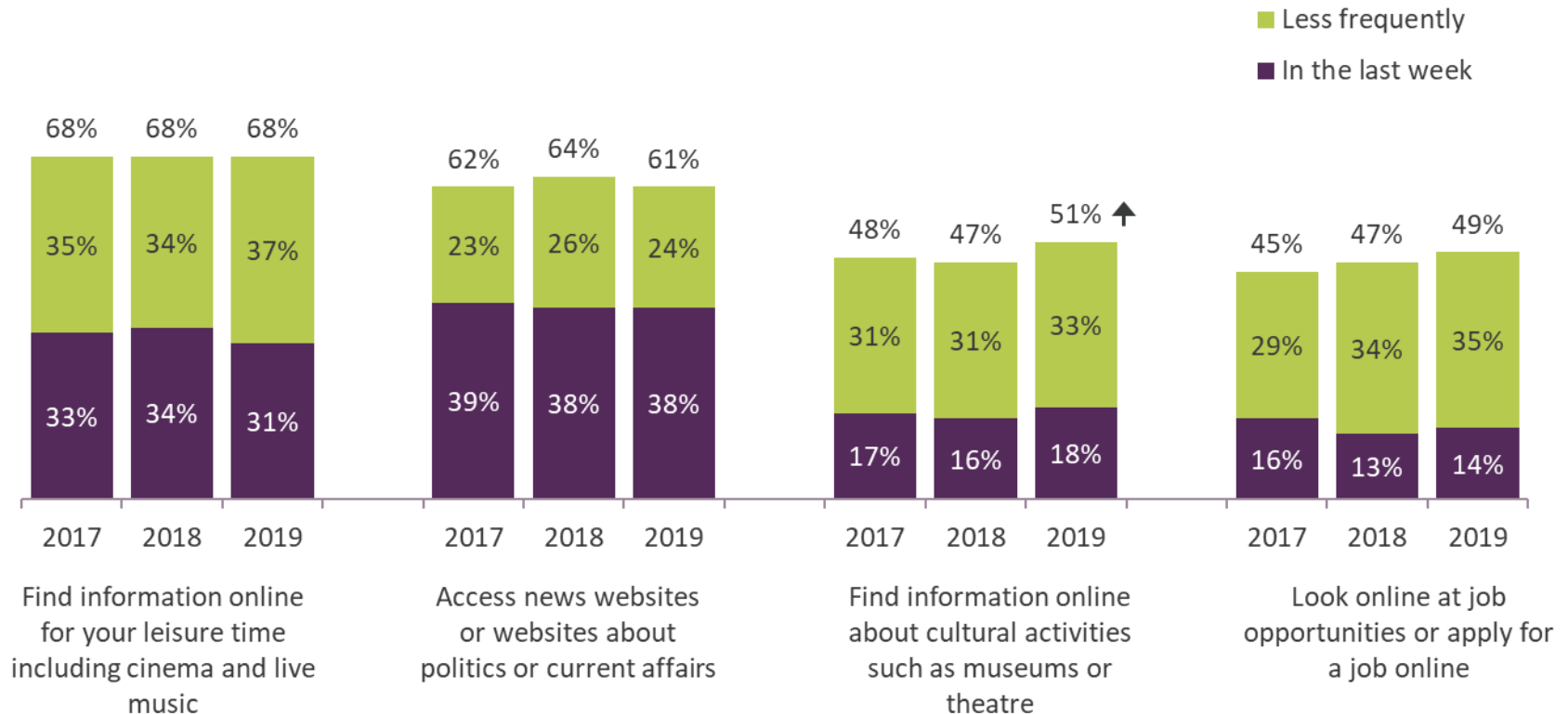
QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (3422 aged 16+, 511 aged 16-24, 544 aged 25-34, 610 aged 35-44, 580 aged 45-54, 534 aged 55-64, 383 aged 65-74, 260 aged 75+, 786 AB, 1034 C1, 711 C2, 888 DE, 1641 male, 1775 female)

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

# Internet users are more likely than in 2018 to have been online to find information for cultural activities such as museums or the theatre.

## Finding information online, by activity type: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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, 1601 in 2019)

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

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

### Finding information online in the previous week, by age: 2019

	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%	28%↓	34%	47%↑	38%	44%	36%	21%↓
Find information online for your leisure time including cinema and live music	31%	39%↑	32%	36%	29%	28%	19%↓	19%↓
Find information online about cultural activities such as museums or theatre	18%	14%	18%	20%	15%	26%↑	11%↓	11%↓
Look online at job opportunities or apply for a job online	14%	28%↑	15%	17%	14%	7%↓	0%↓	0%↓

Source: Ofcom Adult Media Literacy Tracker 2019

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 (1601 Aged 16+, 222 aged 16-24, 281 aged 25-34, 299 aged 35-44, 271 aged 45-54, 245 aged 55-64, 138 aged 65-74, 145 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 three of the four 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: 2019

	All internet users	AB	C1	C2	DE	Male	Female
Access news websites or websites about politics or current affairs	38%	51% ↑	37%	33%	26% ↓	41% ↑	34%
Find information online for your leisure time including cinema and live music	31%	41% ↑	33%	24% ↓	23% ↓	32%	30%
Find information online about cultural activities such as museums or theatre	18%	28% ↑	17%	13%	11% ↓	17%	18%
Look online at job opportunities or apply for a job online	14%	15%	14%	11%	16%	16% ↑	12%

Source: Ofcom Adult Media Literacy Tracker 2019

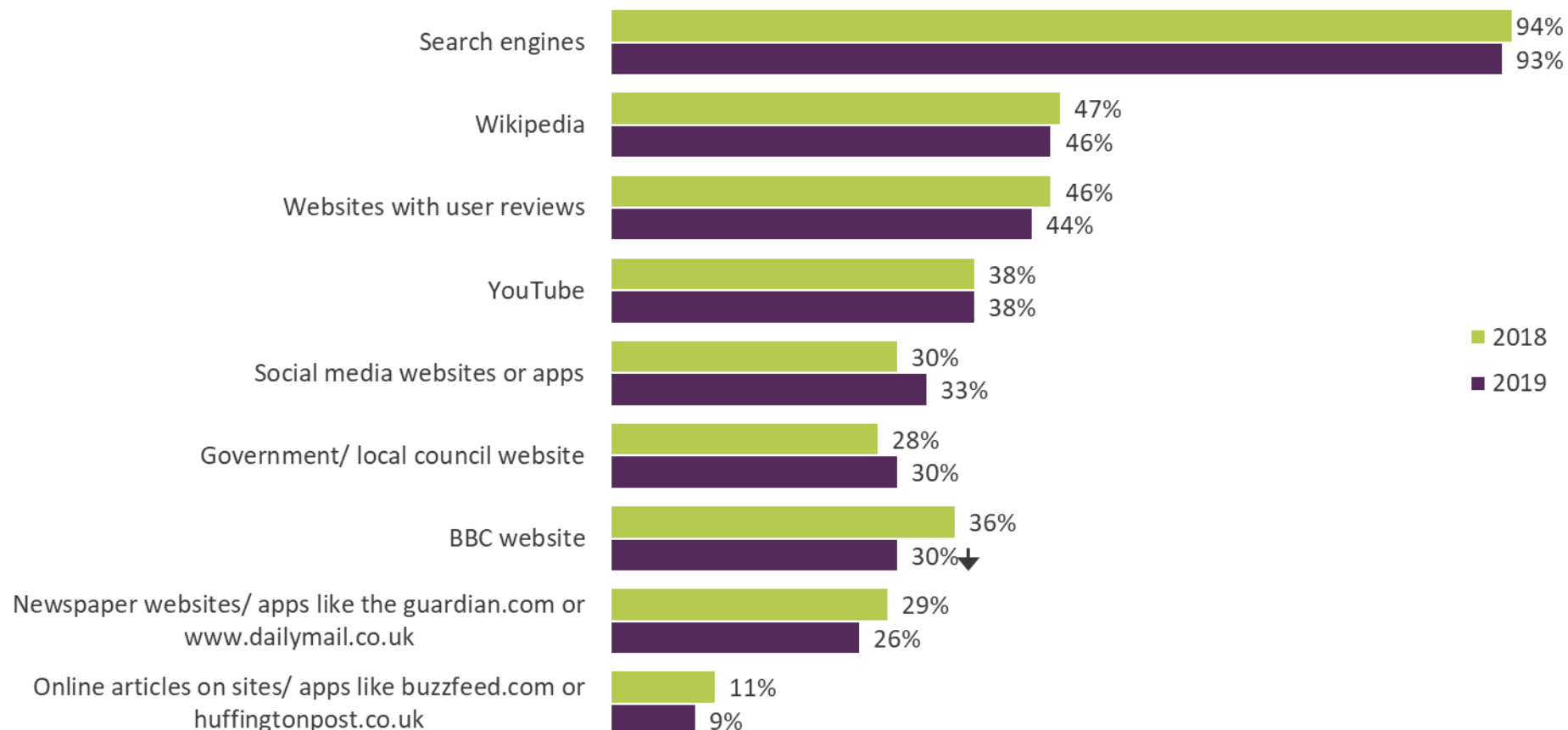
IN14. And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1601 aged 16+, 387 AB, 529 C1, 317 C2, 368 DE, 756 male, 843 female)

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

## Use of the BBC website as an online information source is lower compared to 2018.

Sources used to look for information online: 2018-2019



Source: Ofcom Adult Media Literacy Tracker 2019

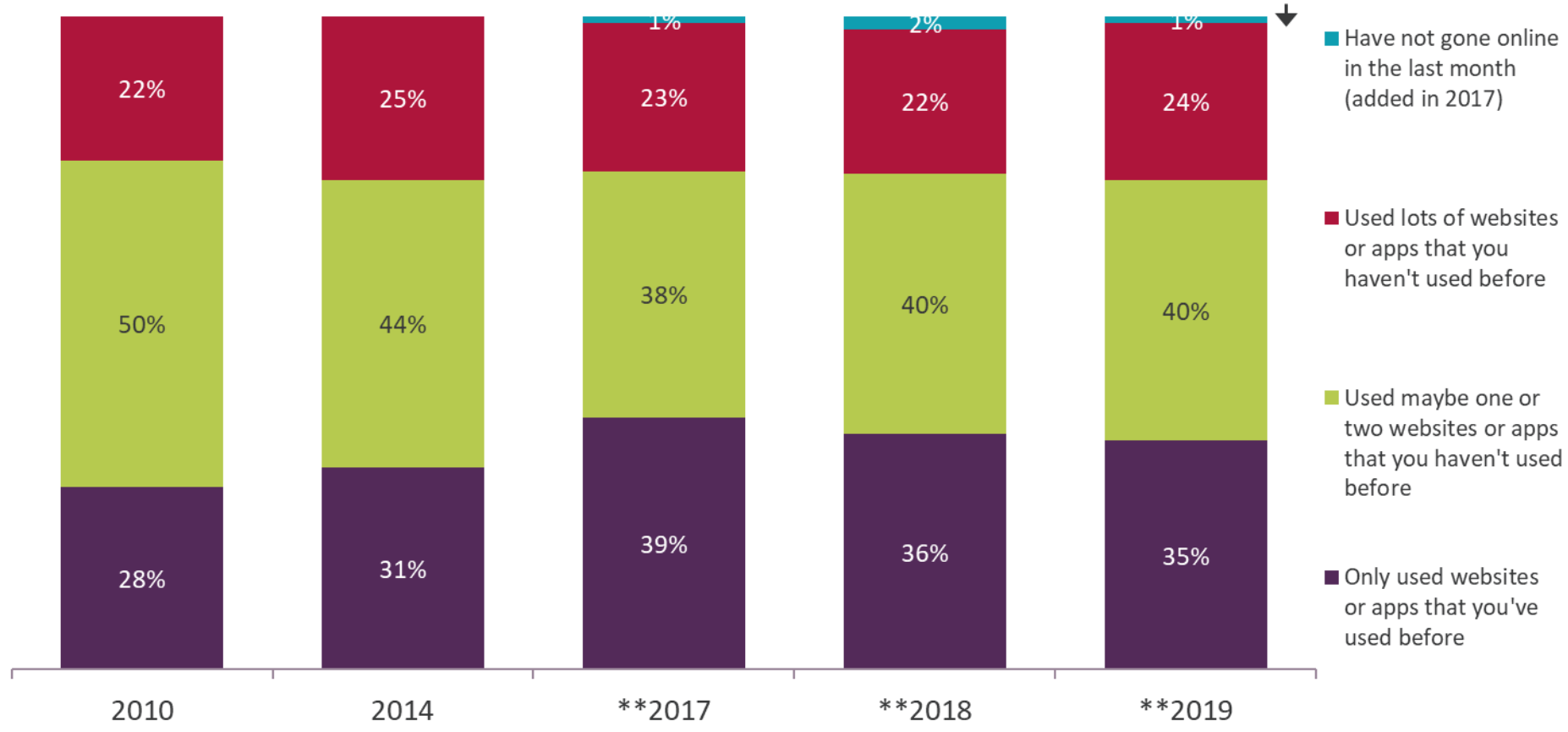
IN41. Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online (1602 in 2018, 1601 in 2019)

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

# One quarter of internet users say that in the past month they have used lots of websites or apps they haven't used before.

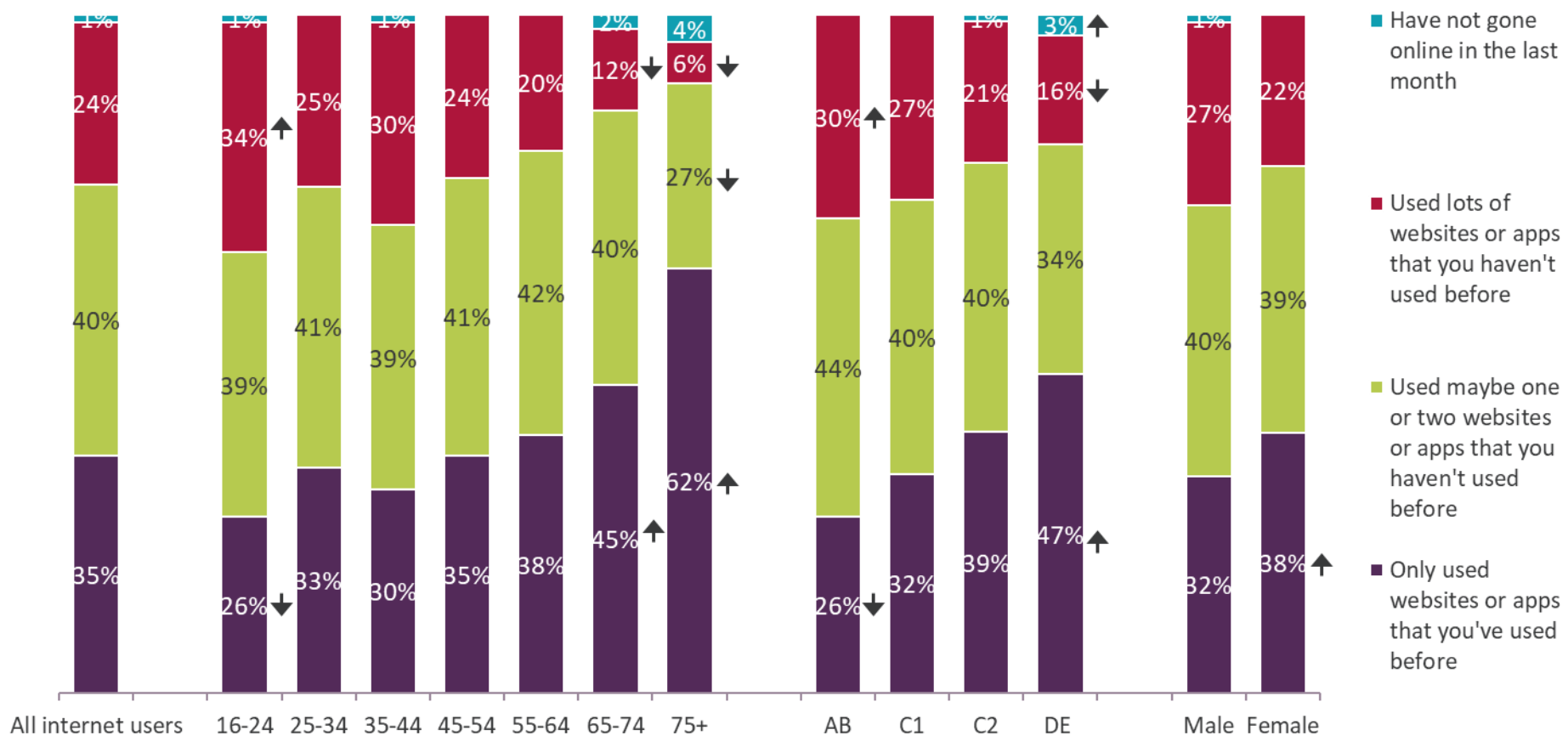
Use of websites or apps in the last month, not used before: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 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, 1593 in 2019)  
 Arrows show significant changes (95% level) between 2018 and 2019

# More than three in five internet users aged 75 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: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

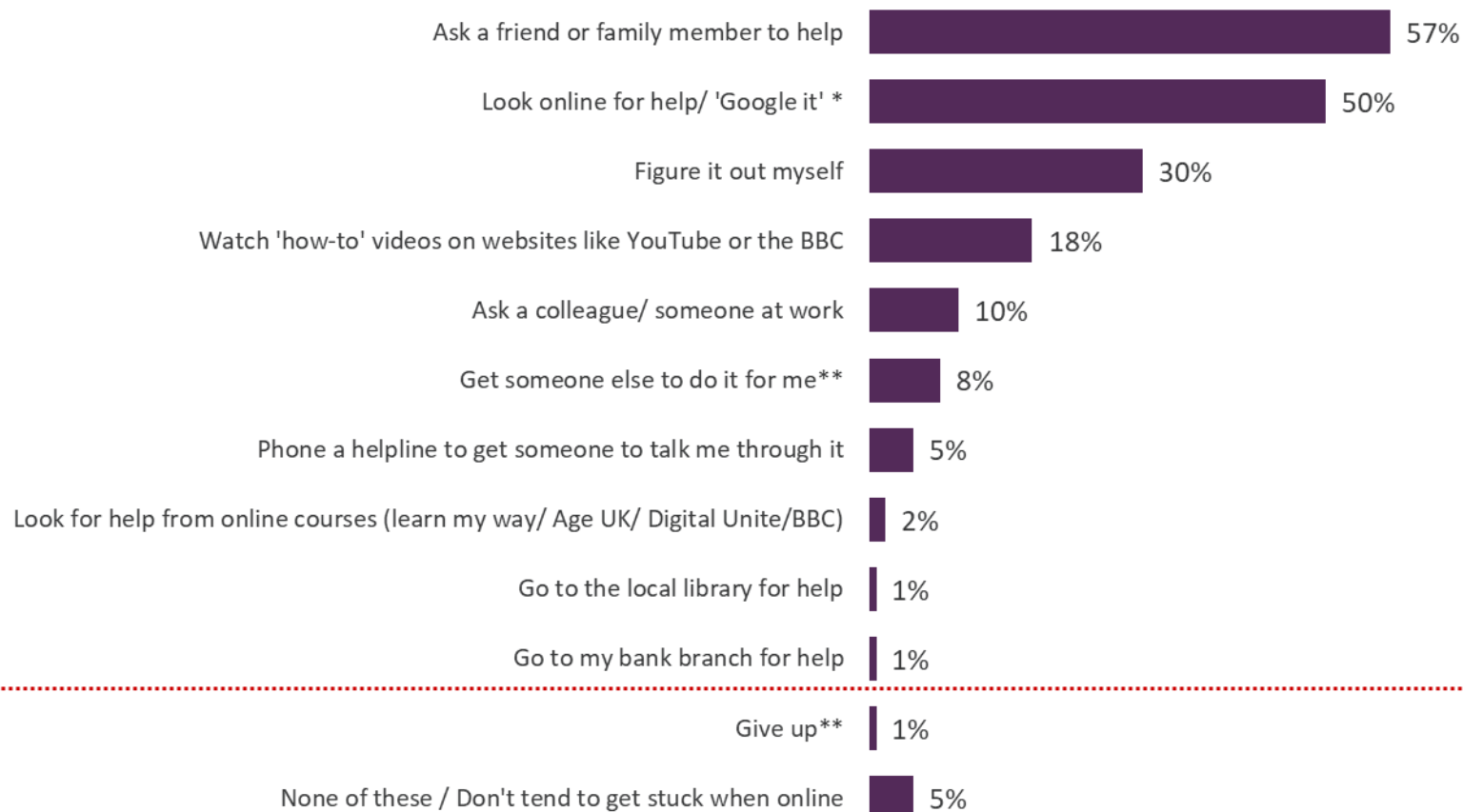
IN12. In the last month, when you have gone online, have you ..... (prompted responses, single coded)

Base: All adults aged 16+ who go online (1593 in 2019, 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, most adults would ask a friend or family member to help – with this being more likely for those aged 55+ and women.

## Sources of assistance when unsure of how to do something online: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

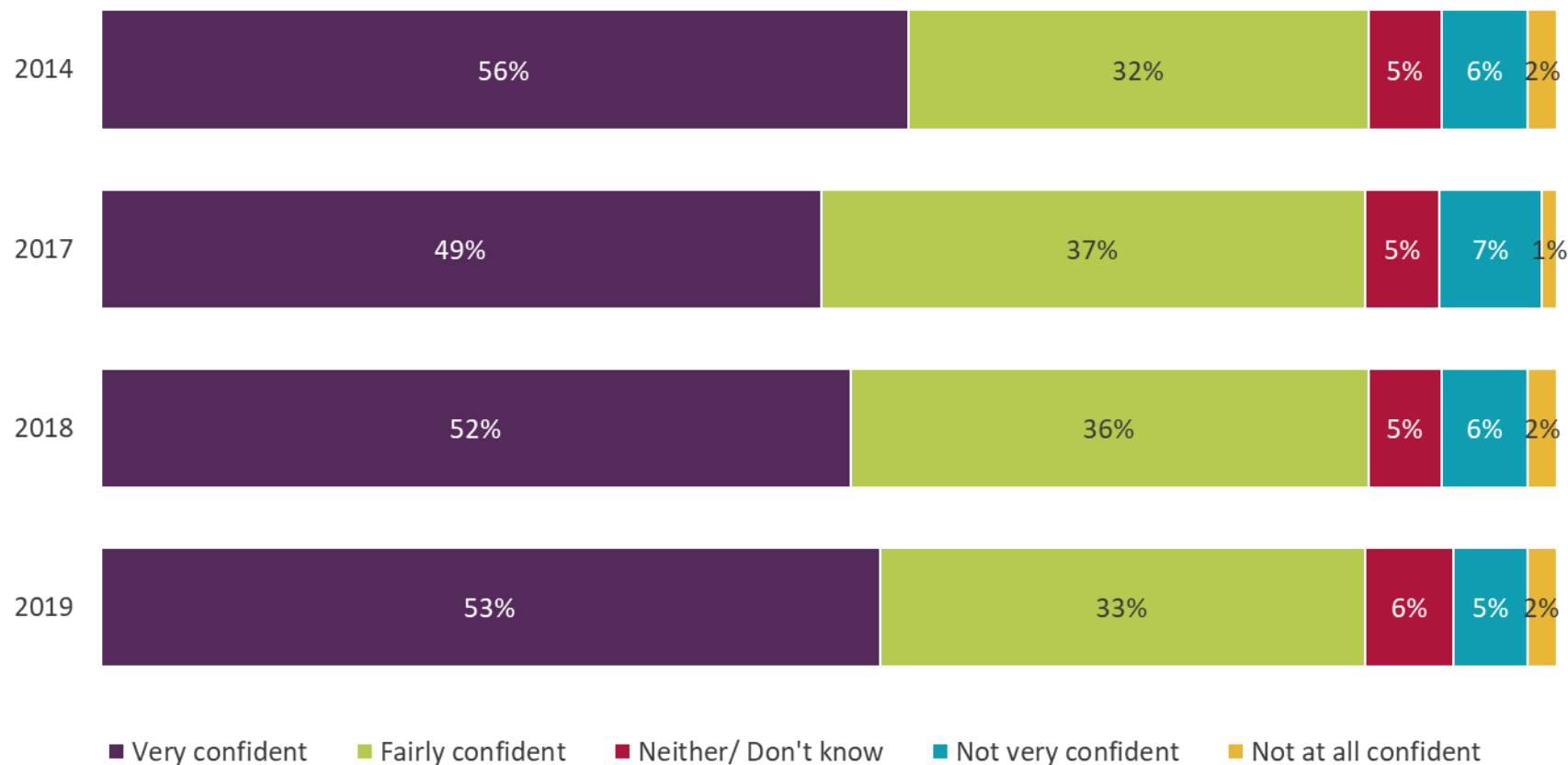
IN4. Which if any of the following would you do if you got stuck or were unsure about how to do something online? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online (1601 in 2019) \*New code added in 2019 \*\* These codes were previously one response which was 'Give up/get someone else to do it for me' which was split out in 2019

# Critical thinking

## Half of those who go online say they are very confident users – unchanged compared to 2018.

Confidence as an internet user: 2014-2019



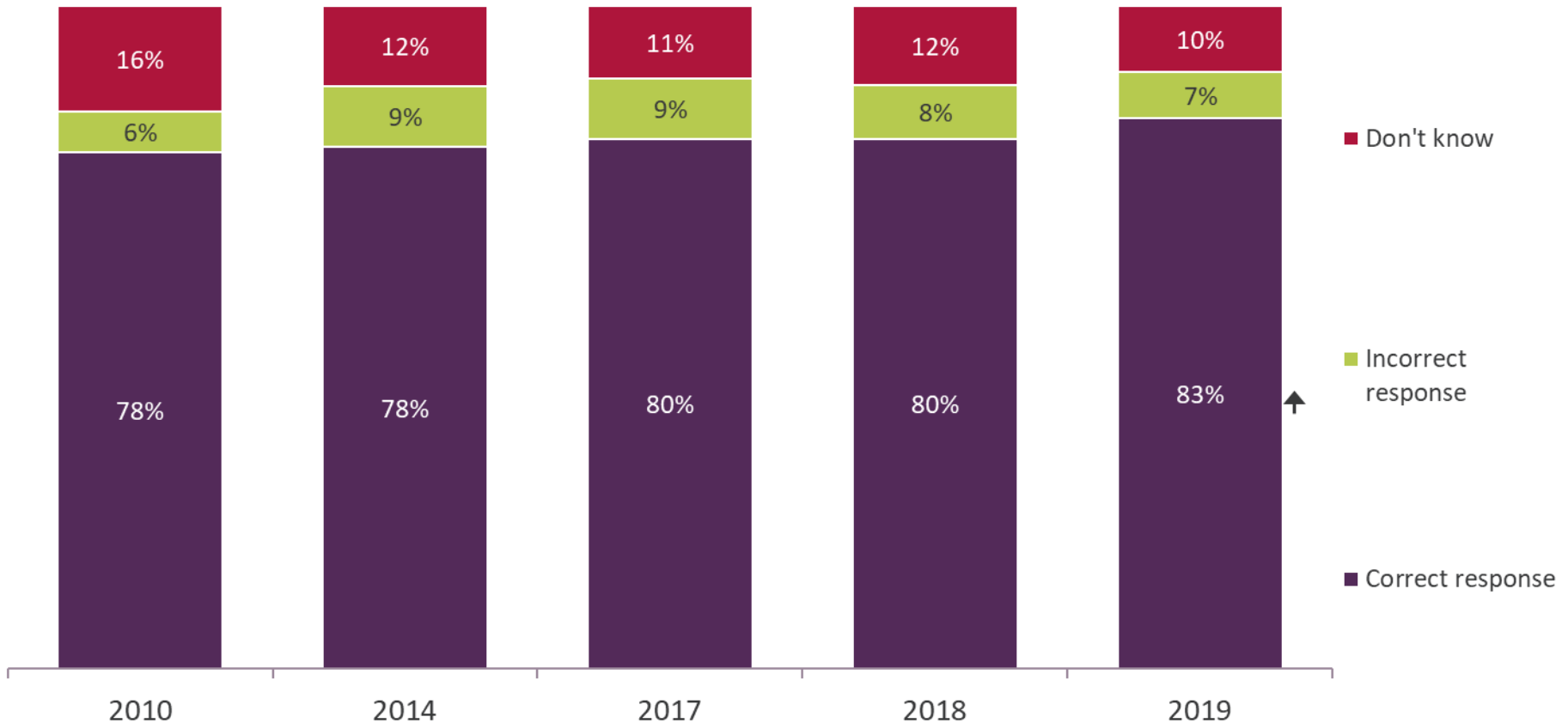
Source: Ofcom Adult Media Literacy Tracker 2019

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, 1601 in 2019)

## Awareness of how BBC television programmes are mainly funded is higher compared to 2018.

Awareness of how BBC TV programmes are mainly funded: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

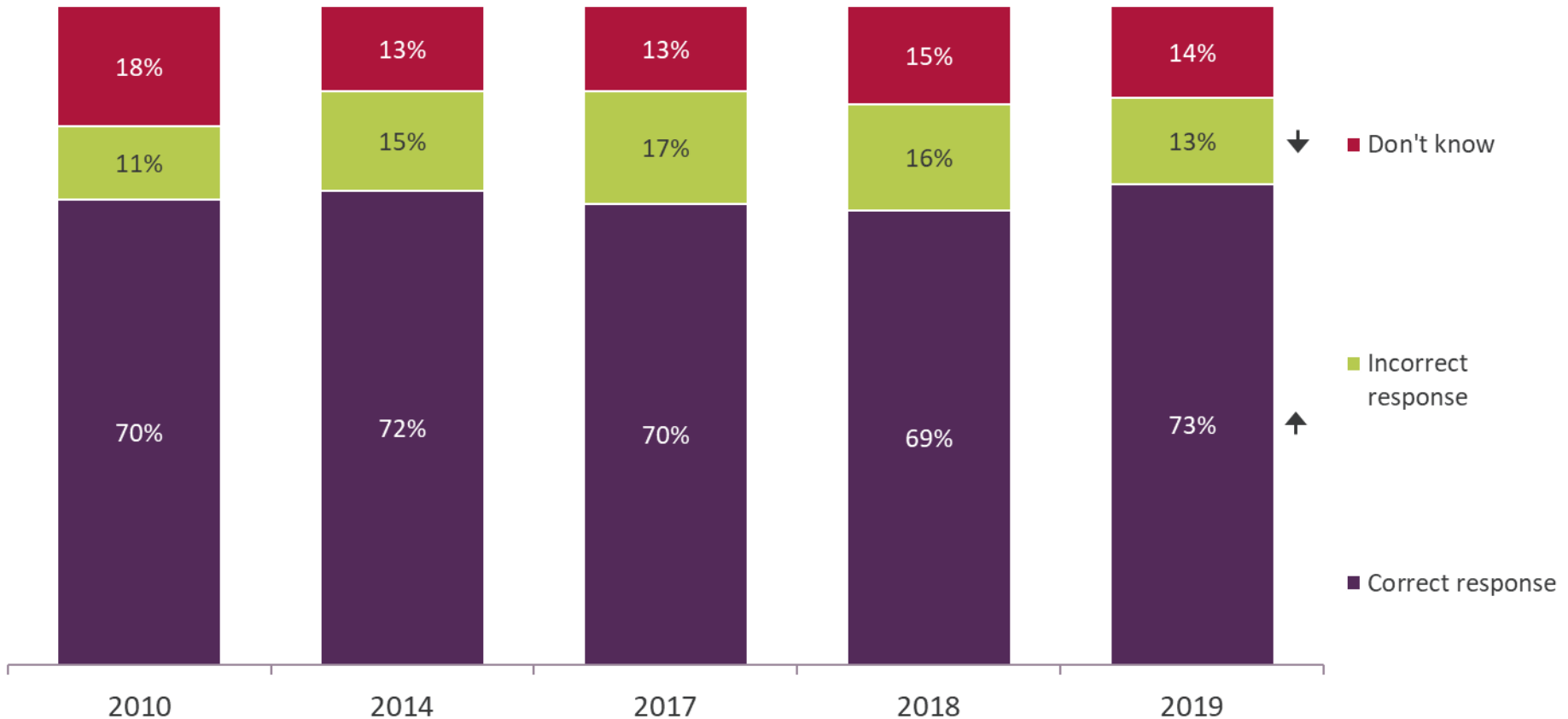
Base: All adults aged 16+ (1875 in 2017, 1882 in 2018, 1883 in 2019)

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



Awareness of advertising as the main source of funding of content on the commercial TV stations is also higher compared to 2018.

Awareness of how commercial TV programmes are mainly funded: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019

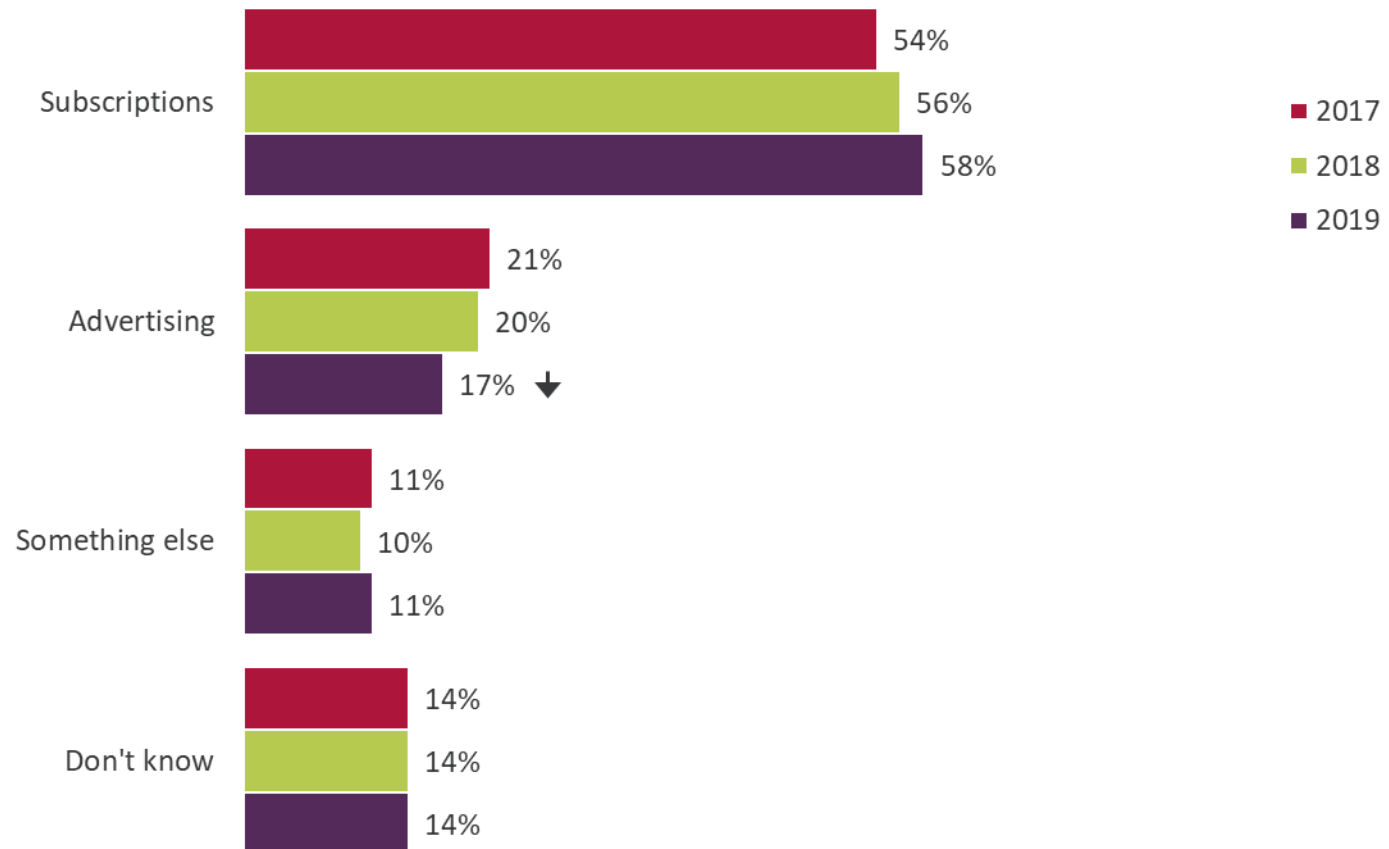
T5. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (unprompted responses, single coded)

Base: All adults aged 16+ (1875 in 2017, 1882 in 2018, 1883 in 2019)

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

## More than half of adults are aware that the main pay TV providers are mainly funded by subscriptions.

Awareness of how the Sky and Virgin Media TV services are mainly funded: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

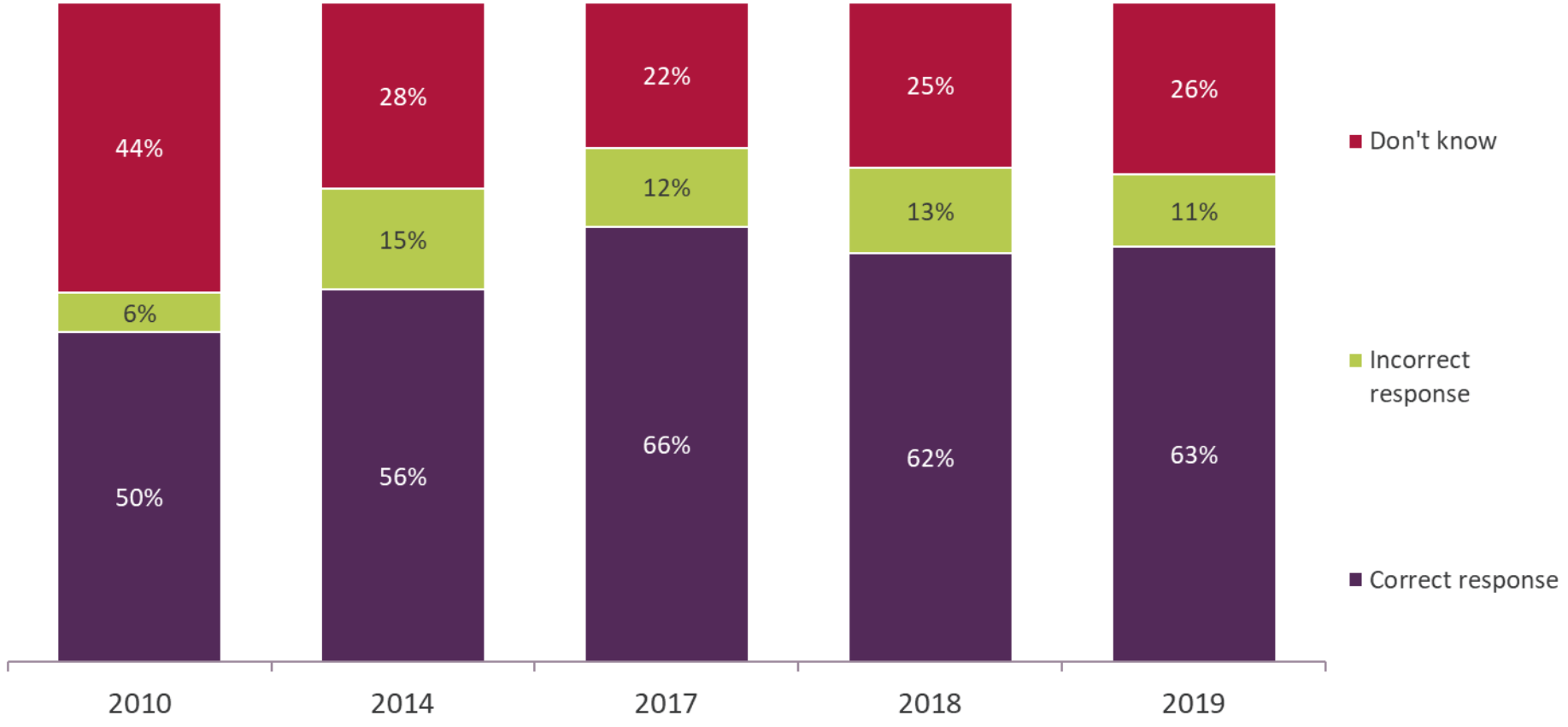
T6. How is the Sky or Virgin Media TV service mainly funded? (unprompted responses, single coded)

Base: All adults aged 16+ (1875 in 2017, 1882 in 2018, 1883 in 2019)

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

# Knowledge of how the BBC website is mainly funded is unchanged compared to 2018.

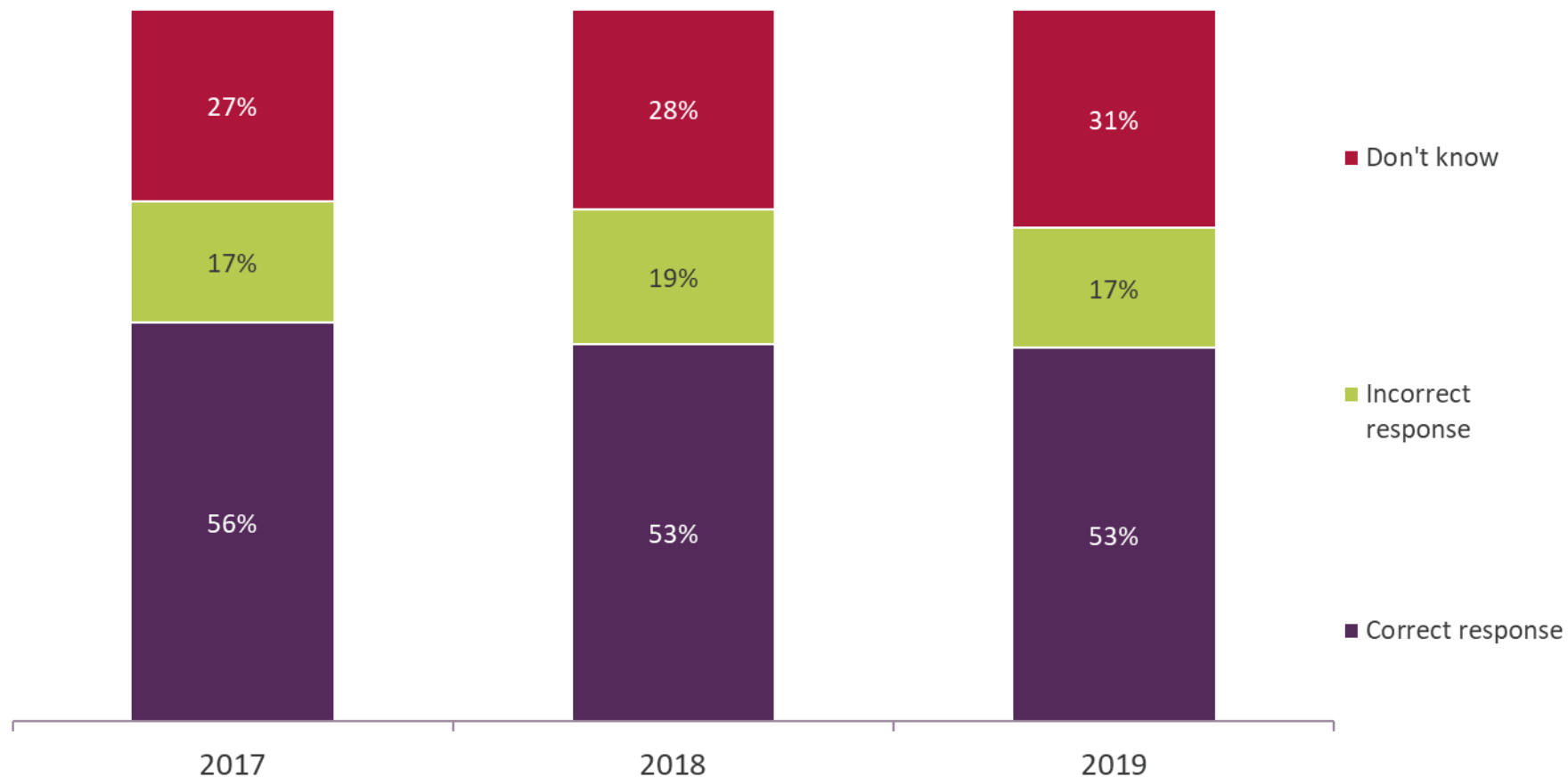
## Awareness of how the BBC website is mainly funded: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019  
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, 1883 in 2019)

## Most adults continue to be aware of how the BBC iPlayer service is mainly funded – unchanged over recent years.

Awareness of how the BBC iPlayer is mainly funded: 2017-2019



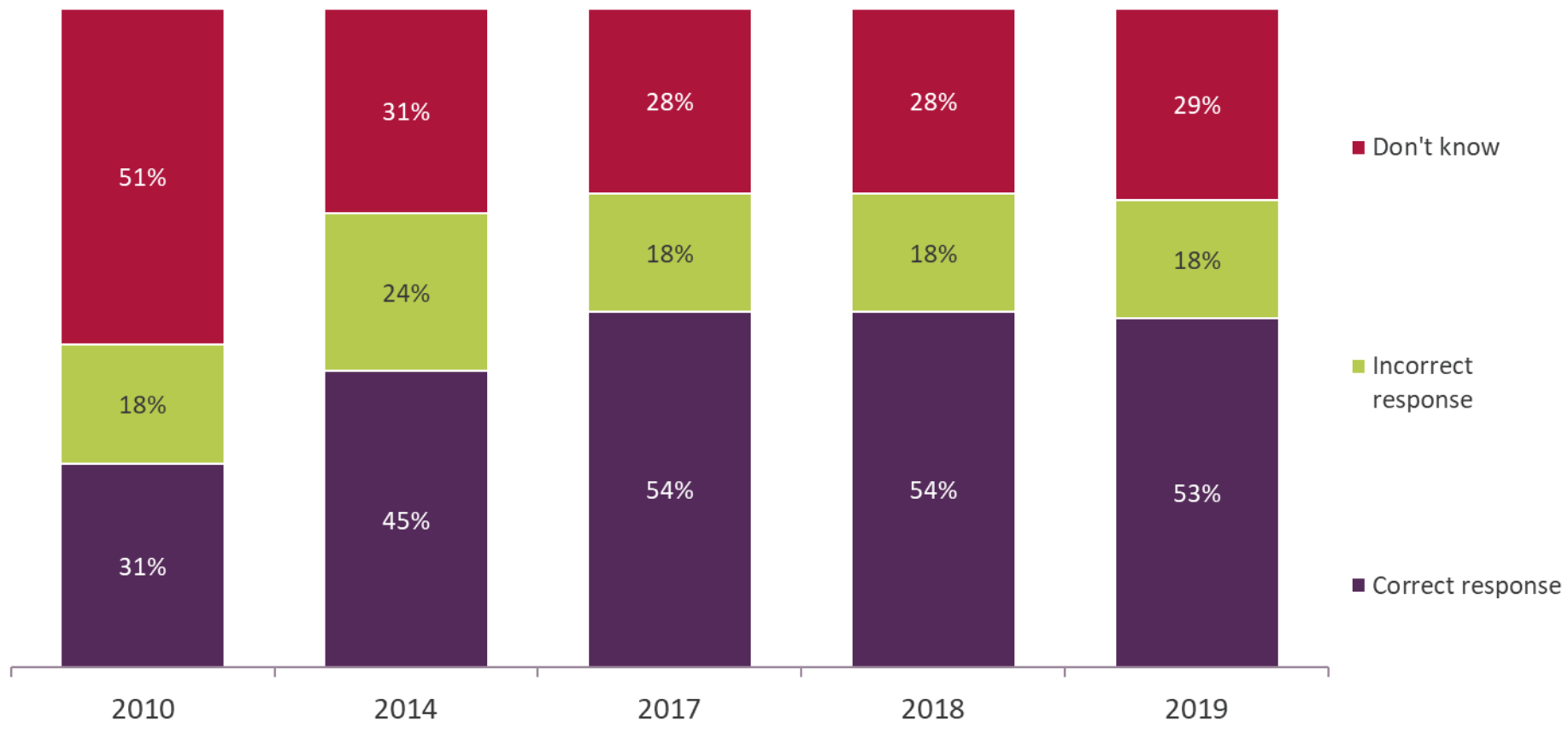
Source: Ofcom Adult Media Literacy Tracker 2019

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, 1883 in 2019)

# Awareness of how search engines are mainly funded is higher for men and those in ABC1 households.

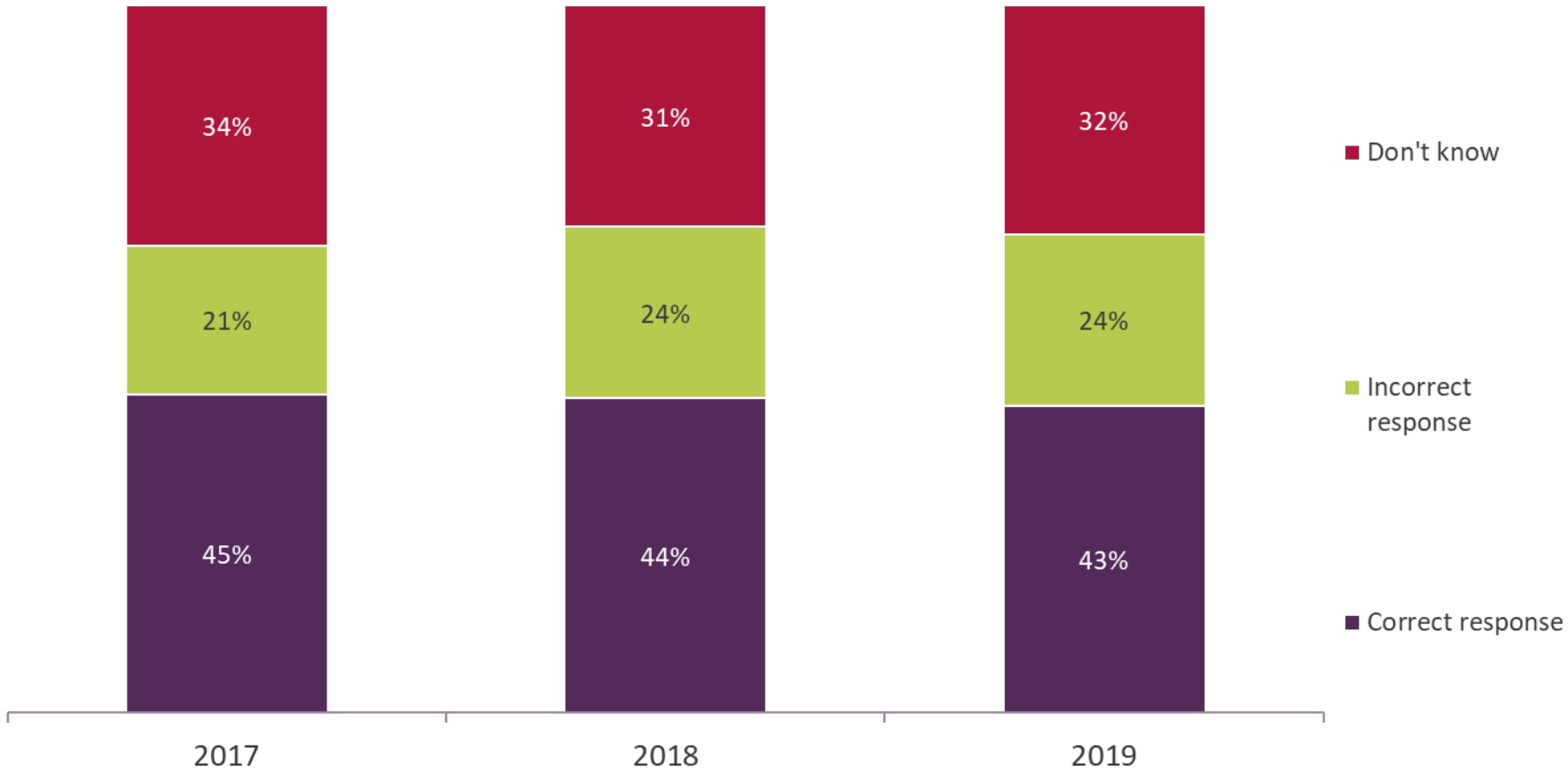
## Awareness of how search engines are mainly funded: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019  
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, 1883 in 2019)

As in 2017 and 2018, less than half of adults are aware that the main source of funding for YouTube is advertising.

Awareness of how YouTube is mainly funded: 2017-2019

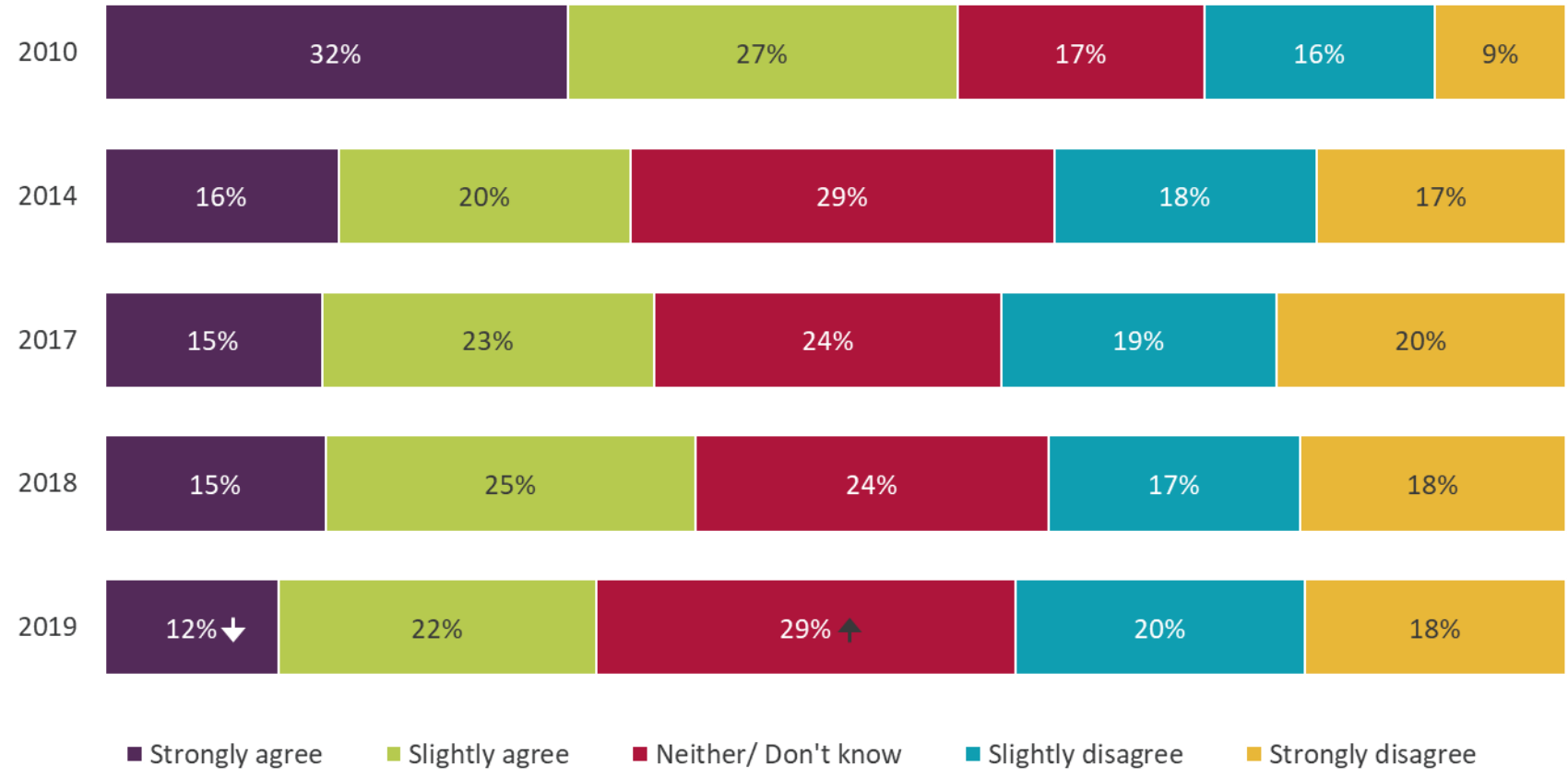


Source: Ofcom Adult Media Literacy Tracker 2019  
IN34. How do you think YouTube is mainly funded? (unprompted responses, single coded)  
Base: All adults aged 16+ (1875 in 2017, 1882 in 2018, 1883 in 2019)



Compared to 2018, internet users are less likely to agree 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 and apps it doesn’t really matter who owns the websites or apps or how they are funded”: 2010-2019



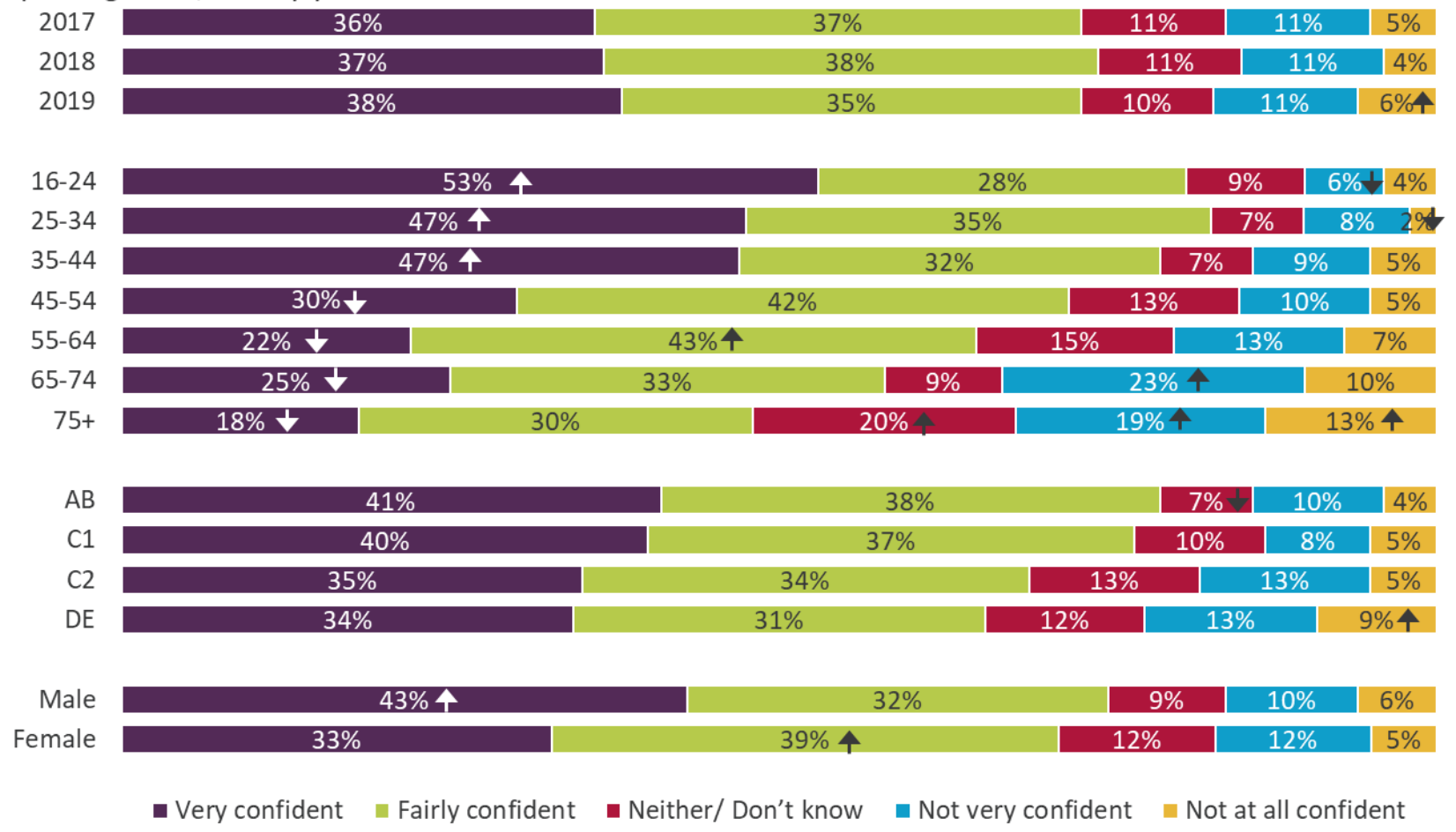
Source: Ofcom Adult Media Literacy Tracker 2019

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 and apps it doesn’t really matter who owns the websites or apps or how they’re funded (prompted responses, single coded)

Base: Adults aged 16+ who go online (1570 in 2017, 1602 in 2018, 1601 in 2019) Arrows show significant changes (95% level) between 2018 and 2019

# In 2019, 16-44s 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: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

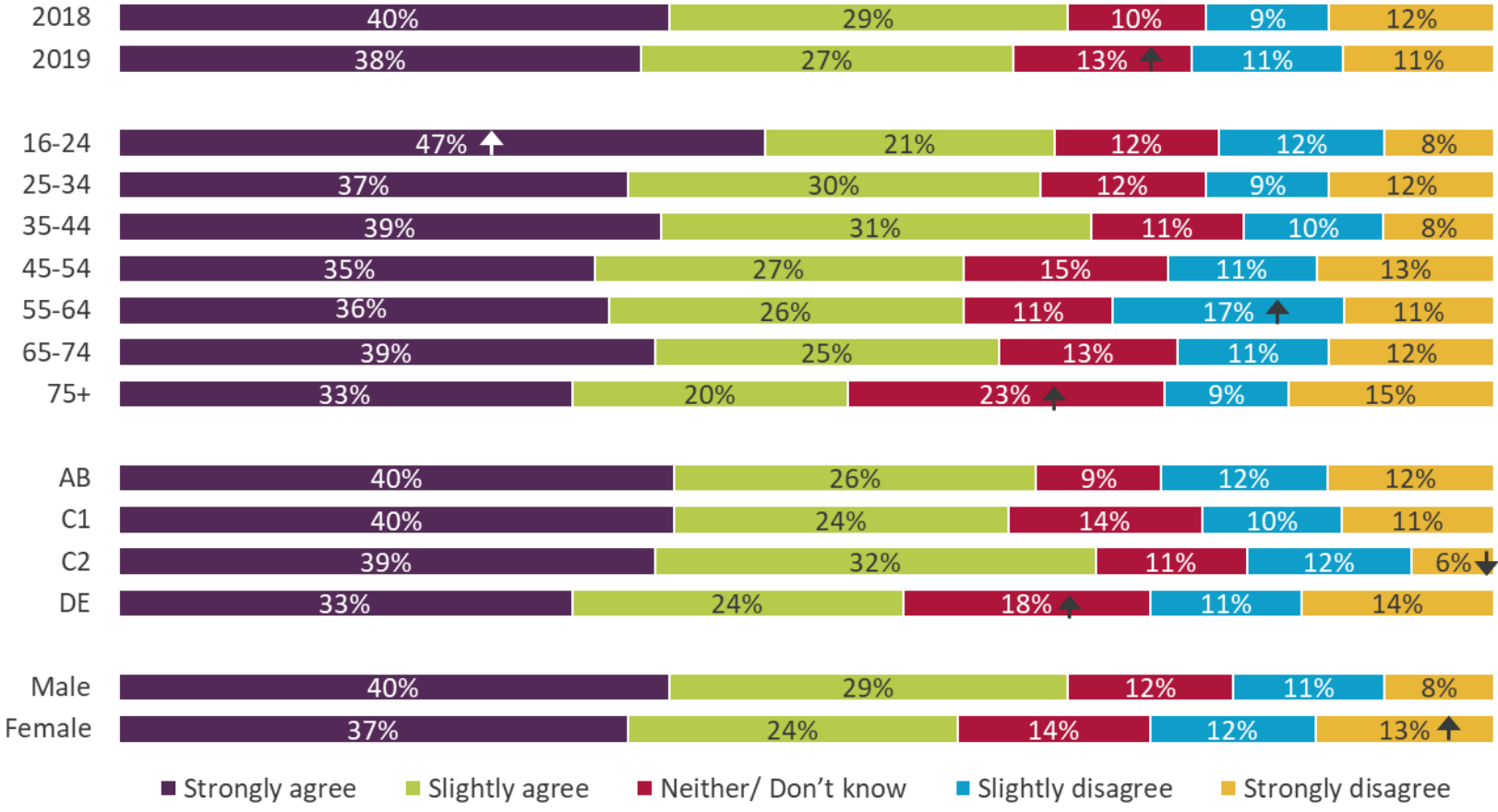
Base: All adults aged 16+ who go online (1601 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2018 and 2019 at the overall level and by age/ socio-economic group compared to all internet users and males compared to females



# Internet users are less likely than in 2018 to agree that they usually accept websites 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: 2018-2019



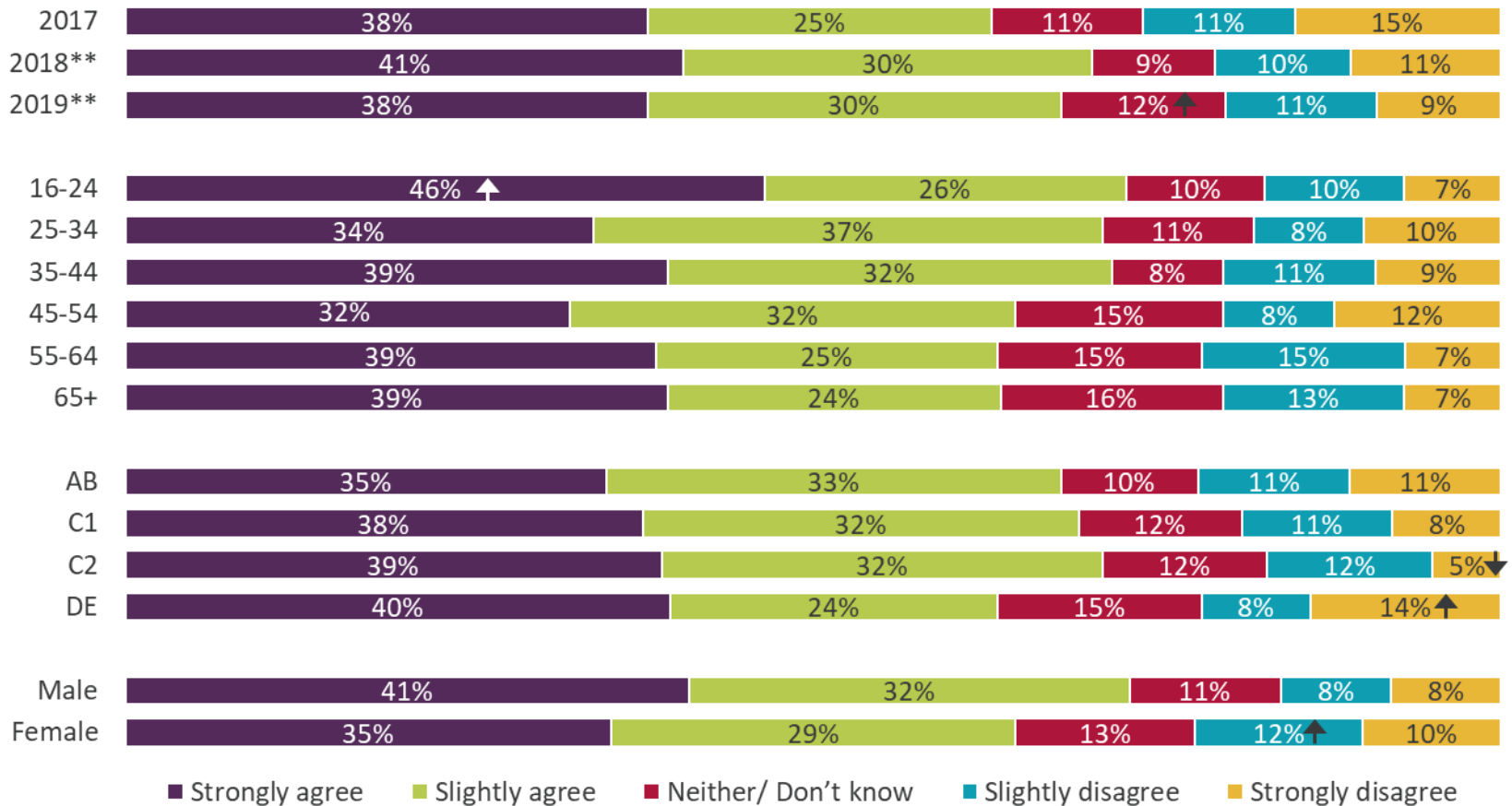
Source: Ofcom Adult Media Literacy Tracker 2019

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 (1601 aged 16+, varies by demographic) Arrows show significant differences (95% level) between 2018 and 2019 at the overall level and by age/ socio-economic group compared to all with a social media profile/ account and males compared to females

## Two in three social media users agree that they accept the terms and conditions on 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: 2017-2019



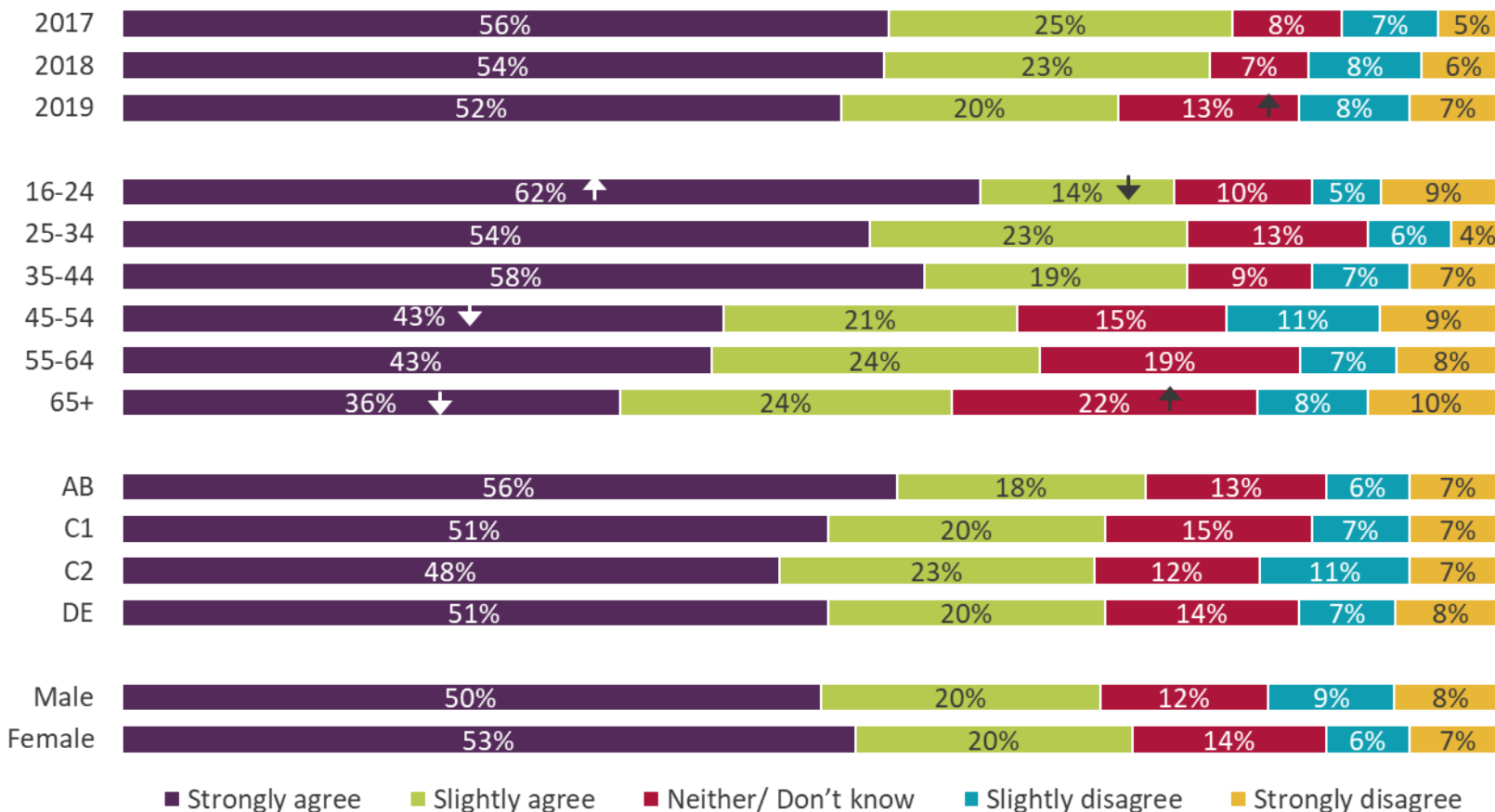
Source: Ofcom Adult Media Literacy Tracker 2019

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 since 2018

Base: All adults aged 16+ with a social media profile/ account (1260 aged 16+, varies by demographic) Arrows show significant differences (95% level) between 2018 and 2019 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 2018, users are less likely to agree overall that they are confident in controlling who has access to their social media content.

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: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

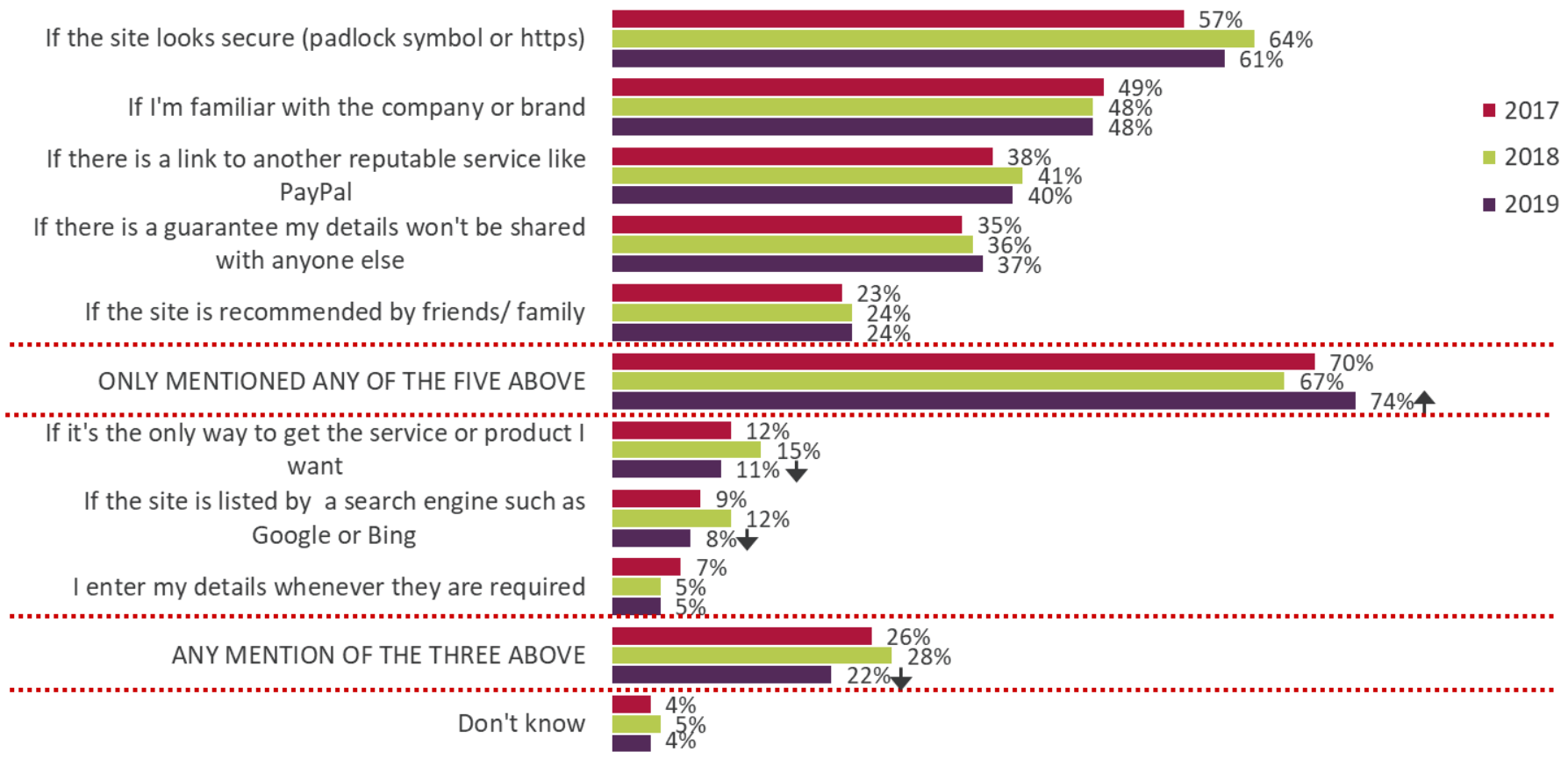
IN27. To what extent do you agree with the following statement – I am confident in using the settings on my social media account to control who sees the photos and videos I share (prompted responses, single coded)

Base: All adults aged 16+ with a profile or account on a social media site/app (1260 aged 16+ in 2019, varies by demographic).

Arrows show significant differences (95% level) between 2018 and 2019 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 2018, internet users are more likely to make any of the appropriate checks before entering their personal information online.

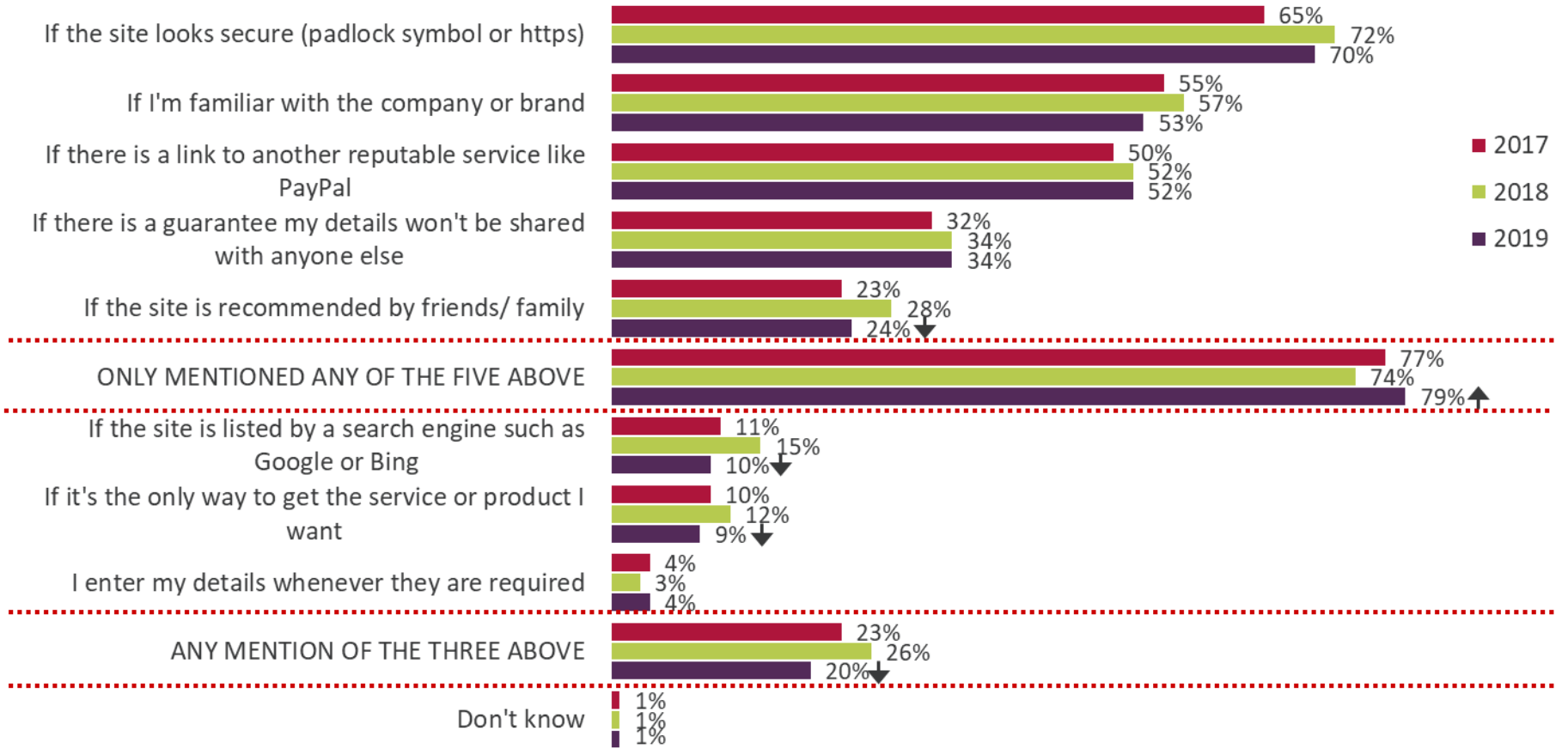
Checks made before registering with websites: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? 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, 1544 in 2019)  
 Arrows show significant changes (95% level) between 2018 and 2019

# Since 2018, internet users who buy things online are more likely to make any of the appropriate checks before entering their financial details online.

Checks made when purchasing online before entering debit or credit card details: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

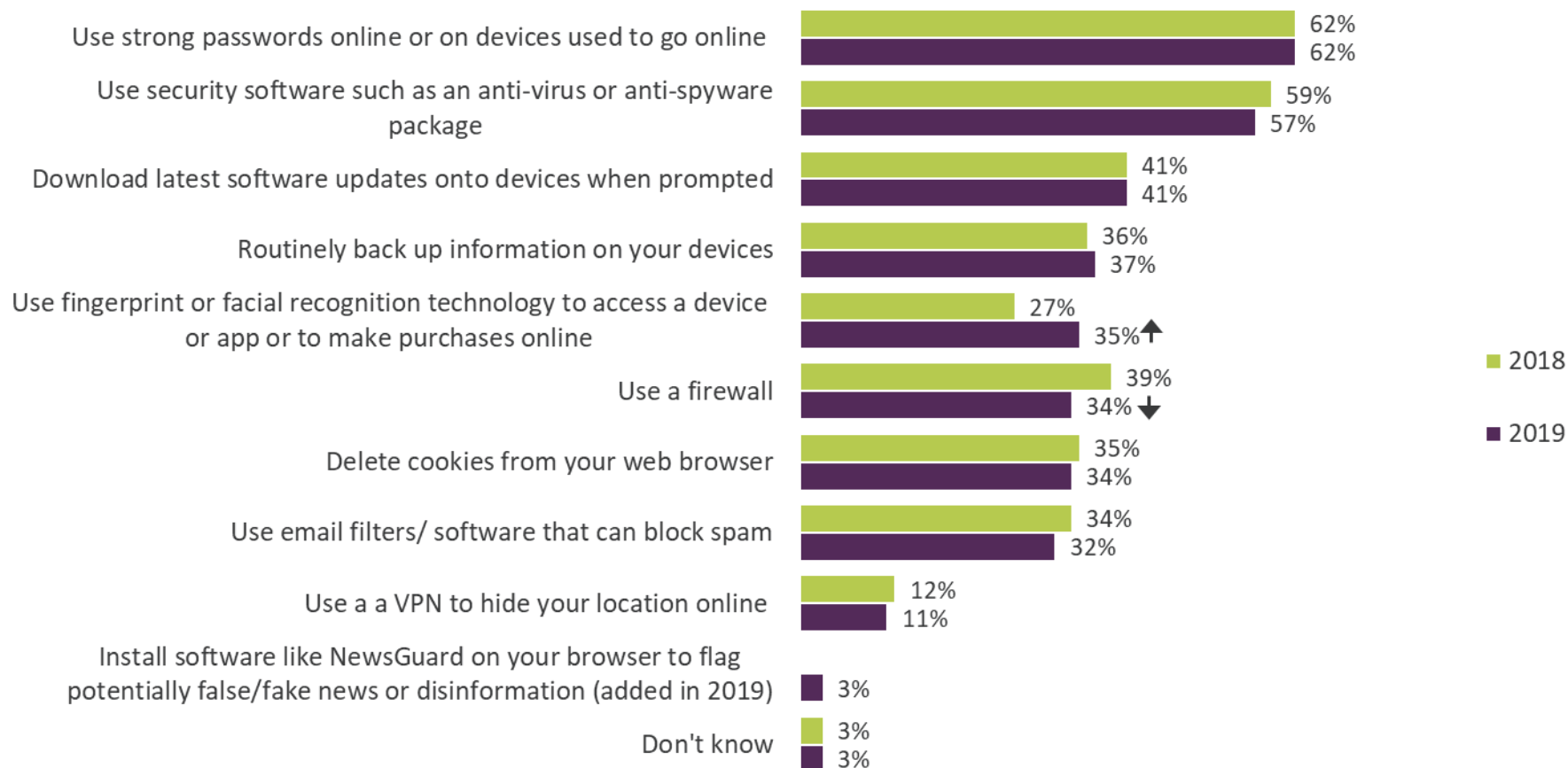
IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see...(prompted responses, multi-coded)

Base: All adults aged 16+ who say they buy things online (1335 in 2017, 1351 in 2018, 1372 in 2019)

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

Internet users are more likely than in 2018 to say they use fingerprint or facial recognition technology to access a device or app or to make a payment online.

### Security measures in place at home among internet users: 2018-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

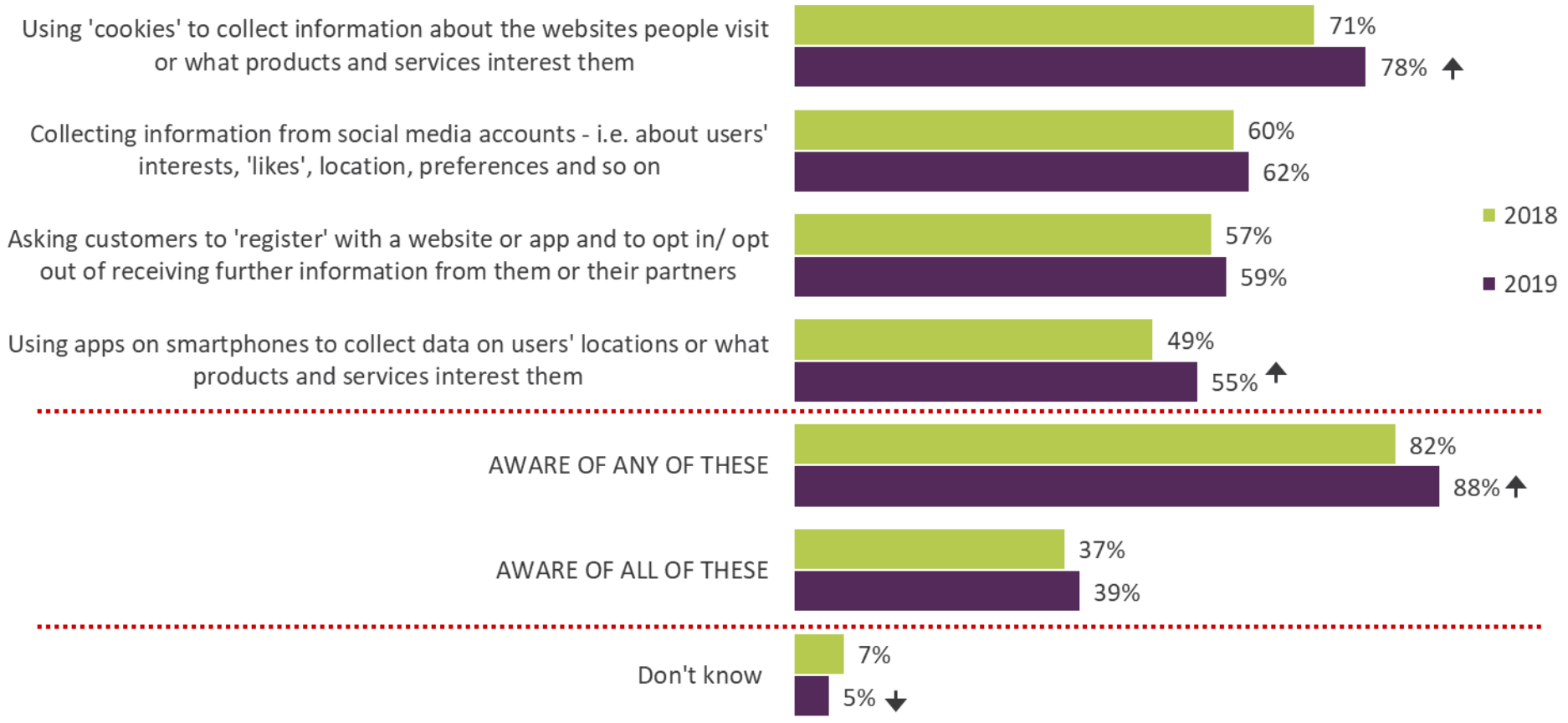
Base: Adults aged 16+ who go online (1602 in 2018, 1601 in 2019)

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

# In 2019, most internet users are aware of each of the ways that companies can collect information about what people do online.



### Awareness of ways in which online companies can collect internet users' personal information: 2018-2019



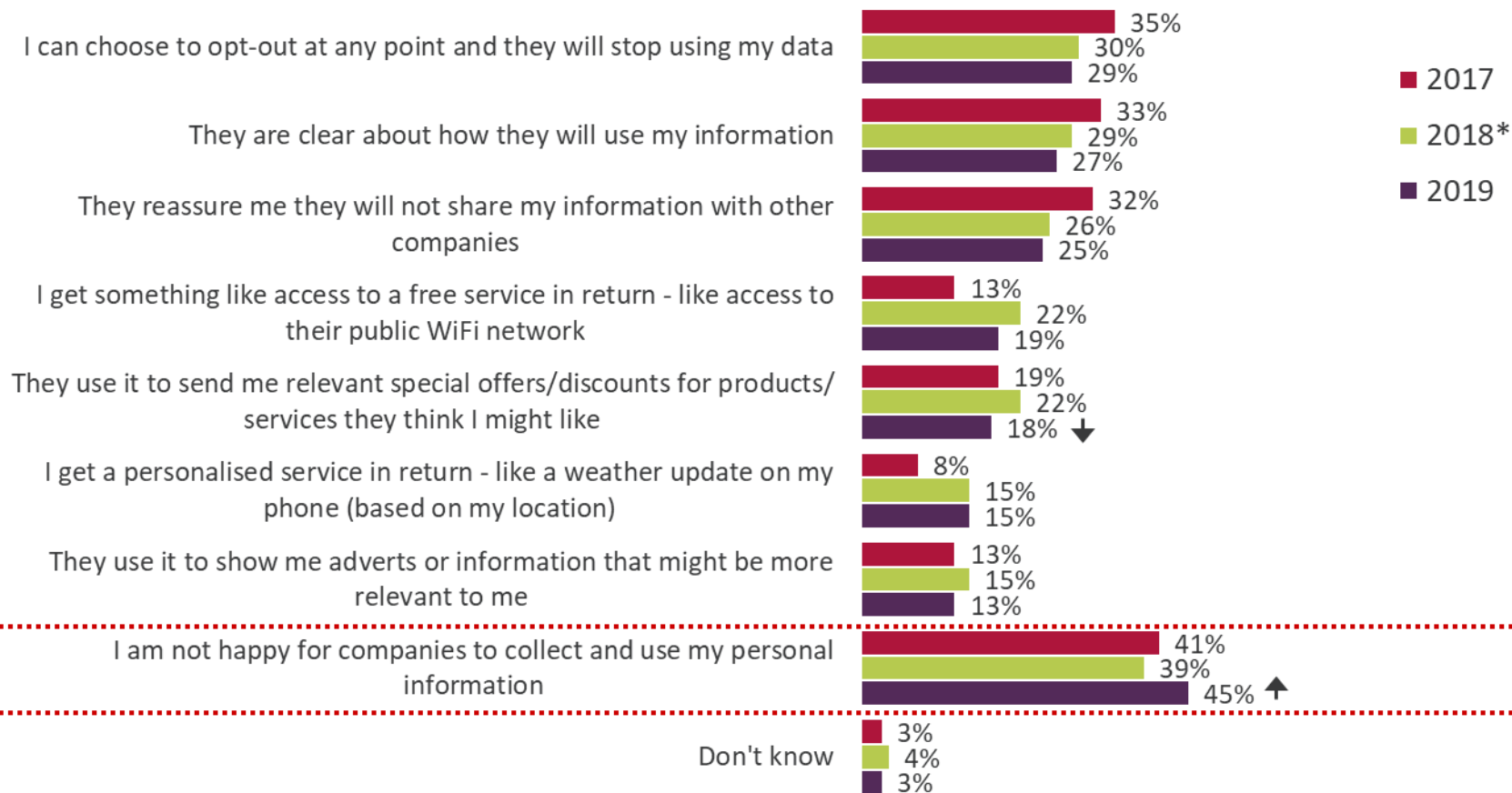
Source: Ofcom Adult Media Literacy Tracker 2019  
 IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? (prompted responses, multi-coded)  
 Base : All adults aged 16+ who go online (1602 in 2018, 1601 in 2019)  
 Arrows show significant changes (95% level) between 2018 and 2019



# Internet users are more likely than in 2018 to say they are not happy for companies to collect information about them online.

Attitudes towards online companies collecting users' personal information online: 2017-2019

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



Source: Ofcom Adult Media Literacy Tracker 2019

IN53. Please read the full list of statements on this card about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc.). If you agree with any of these statements please just 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 between 2017 and 2018.

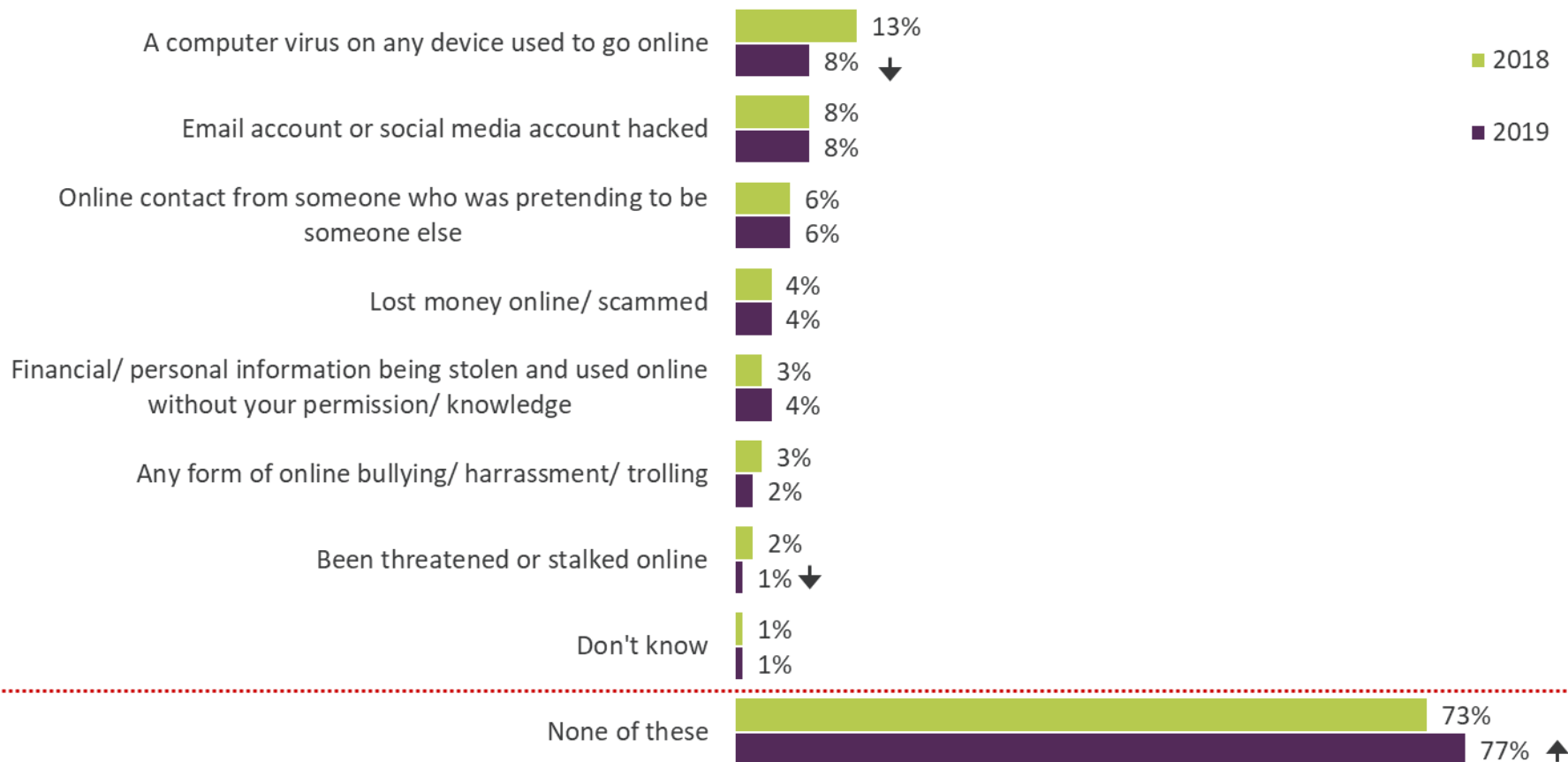
Base: All adults aged 16+ who go online (1570 in 2017, 1602 in 2018, 1601 in 2019)

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



## Compared to last year internet users are less likely to say they have had a computer virus on any device used to go online.

### Experience of 'negative' online events in the past 12 months: 2018-2019



Source: Ofcom Adult Media Literacy Tracker 2019

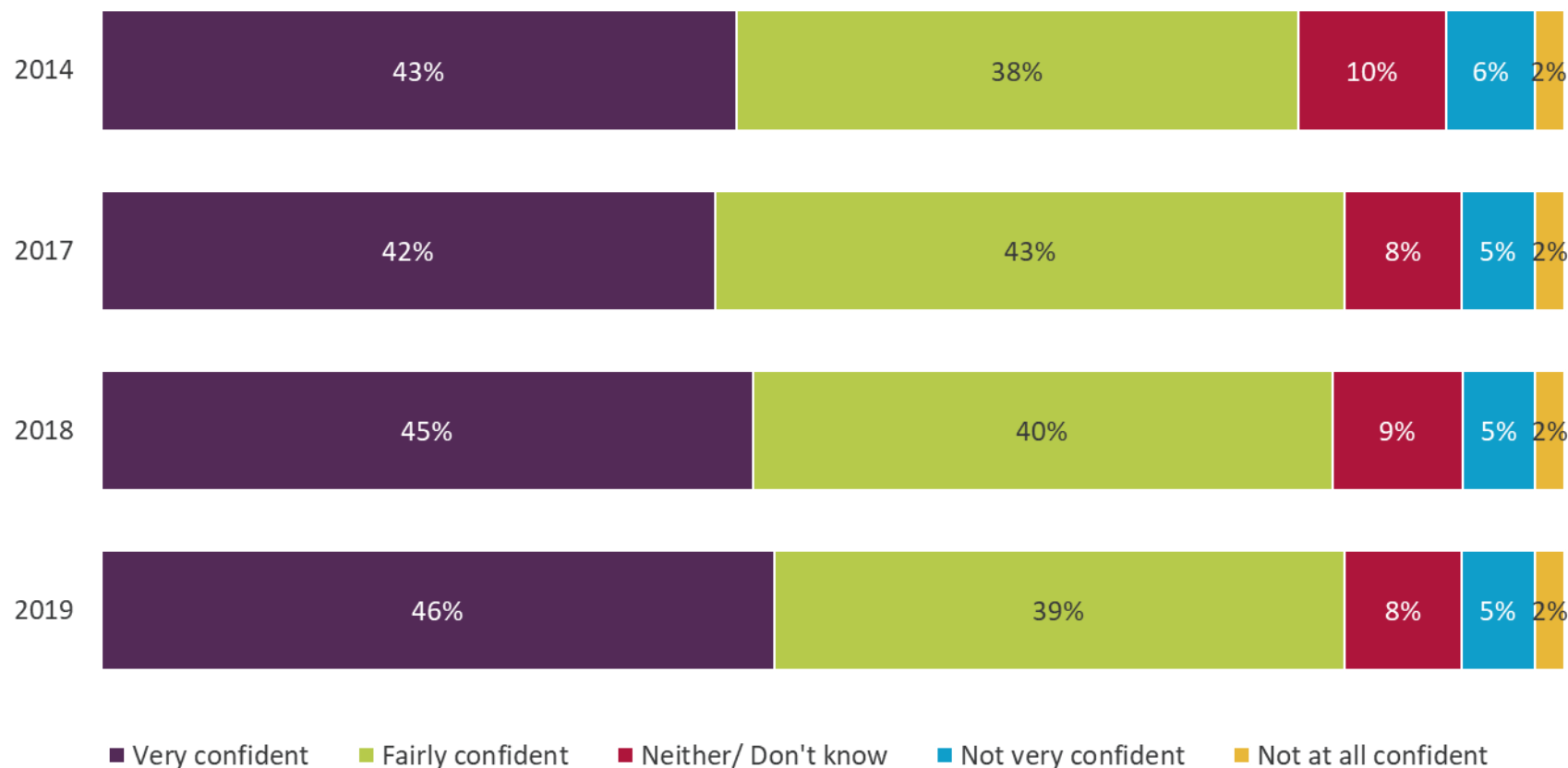
IN7. Have you personally experienced any of the following issues in the past 12 months? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online (1602 in 2018, 1601 in 2019)

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

## More than four in five internet users say they are confident they can identify online advertising – unchanged since 2018.

Confidence in recognising online advertising: 2014-2019



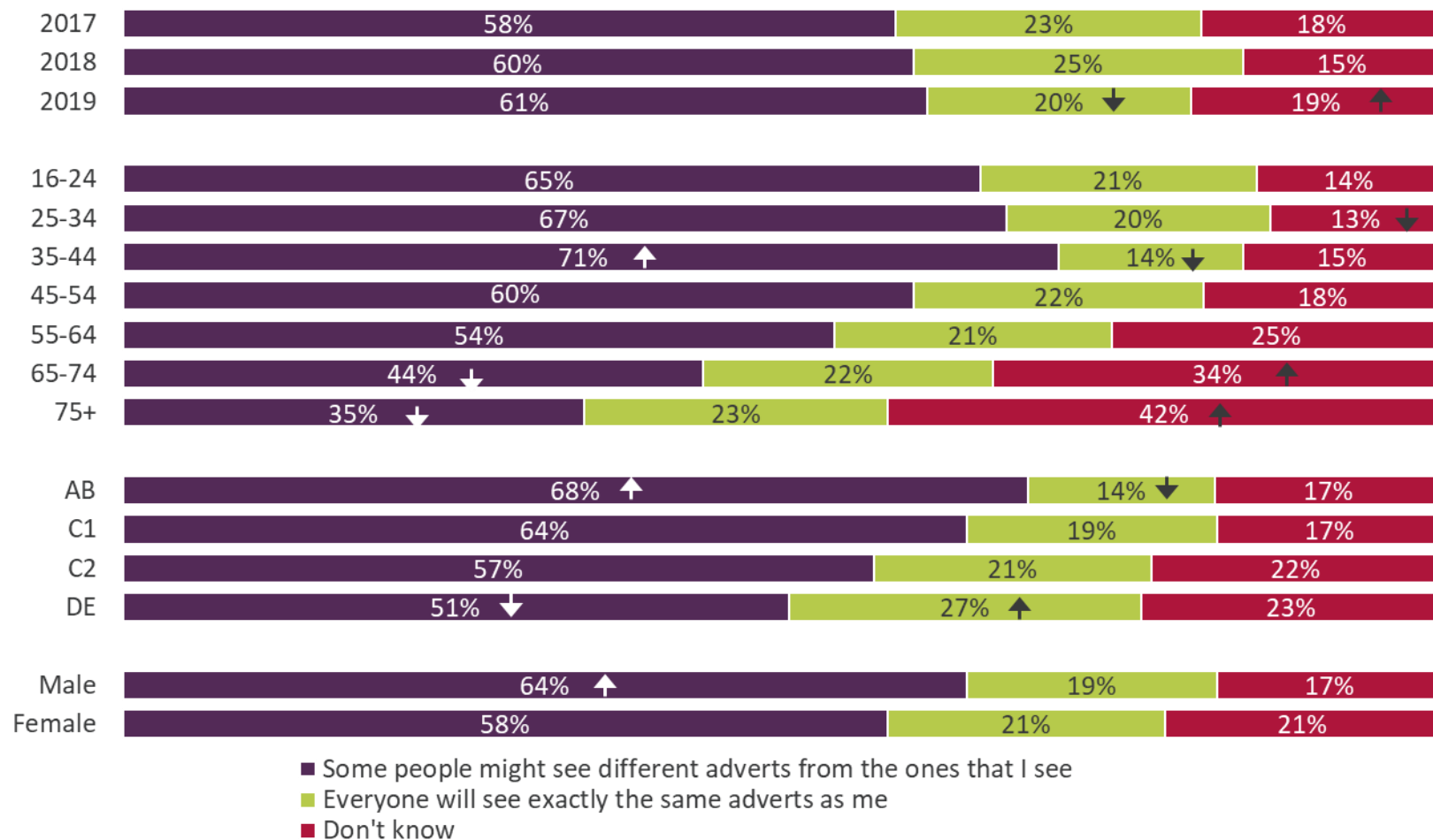
Source: Ofcom Adult Media Literacy Tracker 2019

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, 1601 in 2019)

## Three in five internet users are aware of personalised advertising – unchanged in recent years.

Awareness of personalised online advertising, by age, socio-economic group and gender; and by year: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

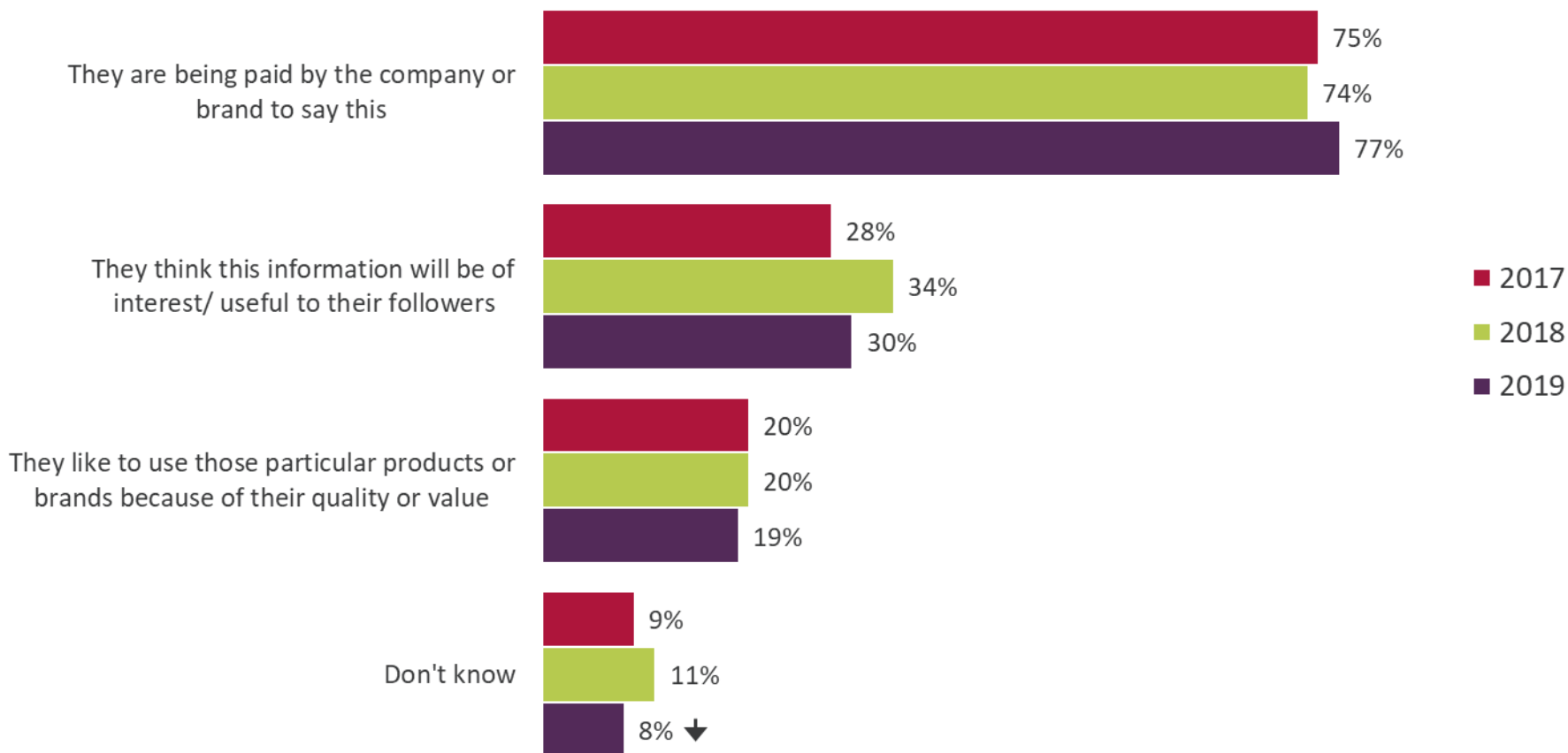
IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1601 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2018 and 2019 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 in the past two years.

Understanding of potential product endorsement by vloggers among users of video-sharing services: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

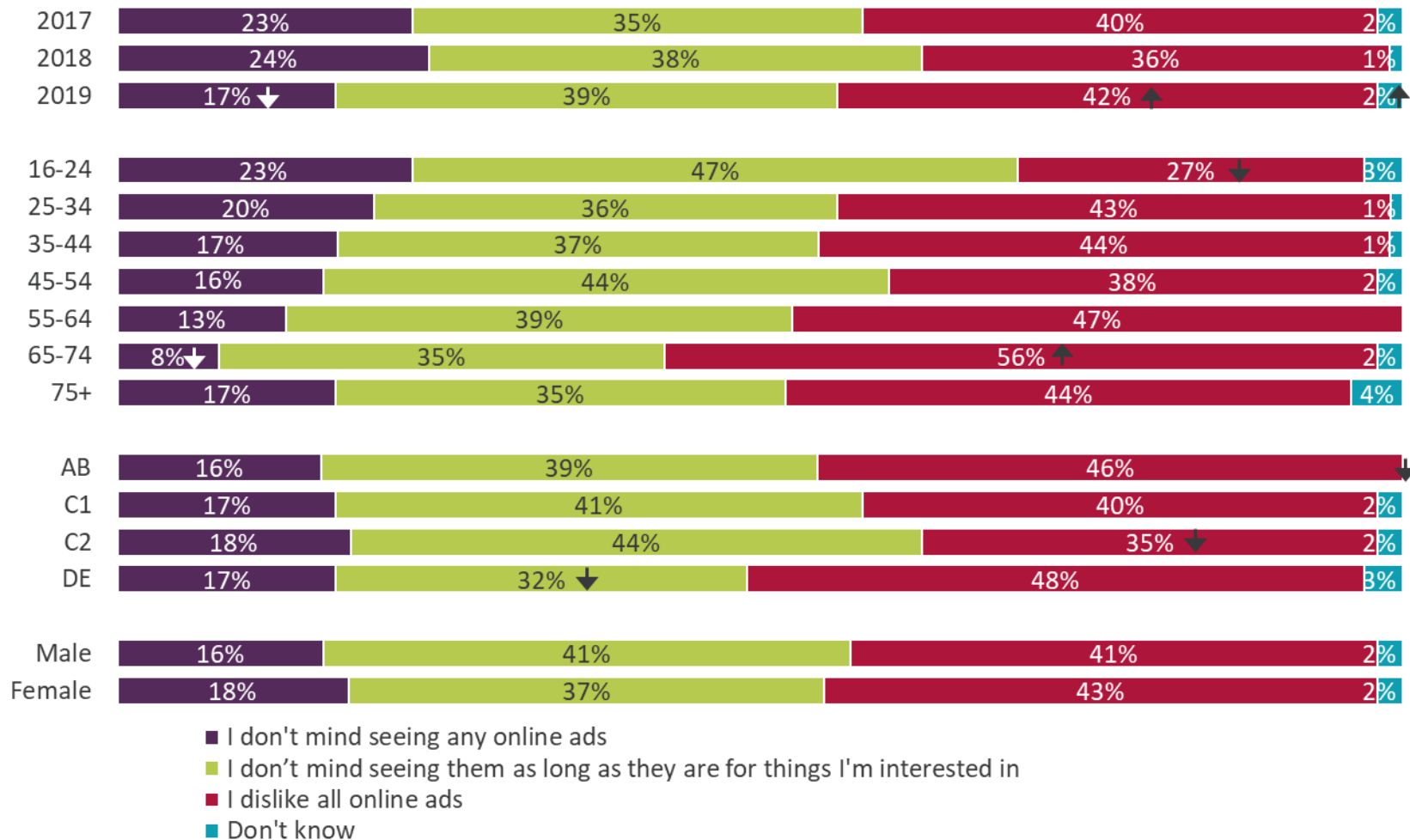
IN51. On sites like YouTube, Snapchat or Vimeo some vloggers or influencers with lots of followers like Zoella, Dan TDM or KSI, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Which, if any, of these are reasons why they 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, 1126 in 2019)

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

# Two in five internet users aged 16+ say they dislike all online advertising.

Attitudes towards online advertising, by age, socio-economic group and gender; and by year: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

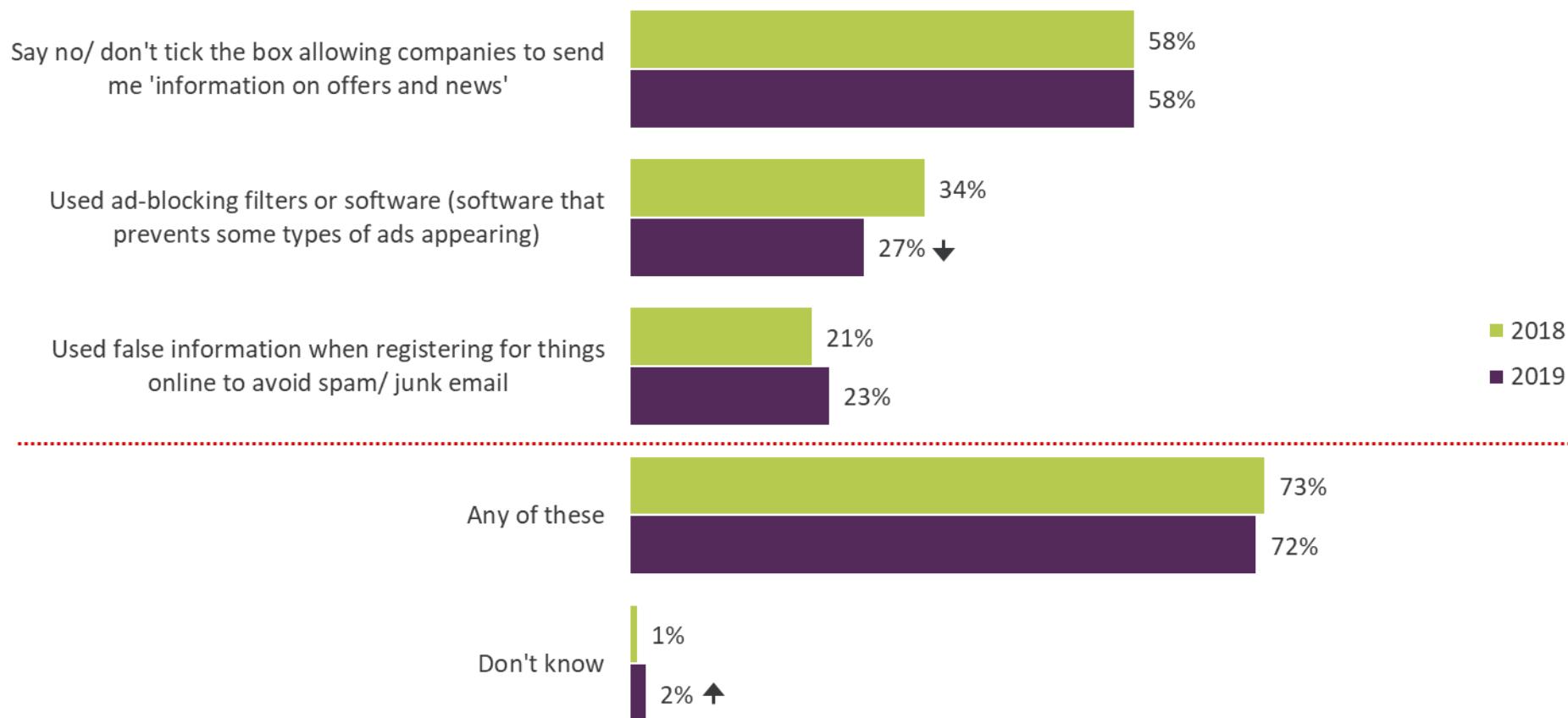
IN49. Which of the following statements best describe your feelings about online advertisements (prompted responses, single coded)

Base: All adults aged 16+ who go online (1601 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2018 and 2019 at the overall level, and by age / socio-economic group compared to all who go online and males compared to females

Compared to 2018, it is less likely for internet users to say they use ad-blocking filters or software.

### Steps taken by internet users to avoid online adverts: 2018-2019



Source: Ofcom Adult Media Literacy Tracker 2019

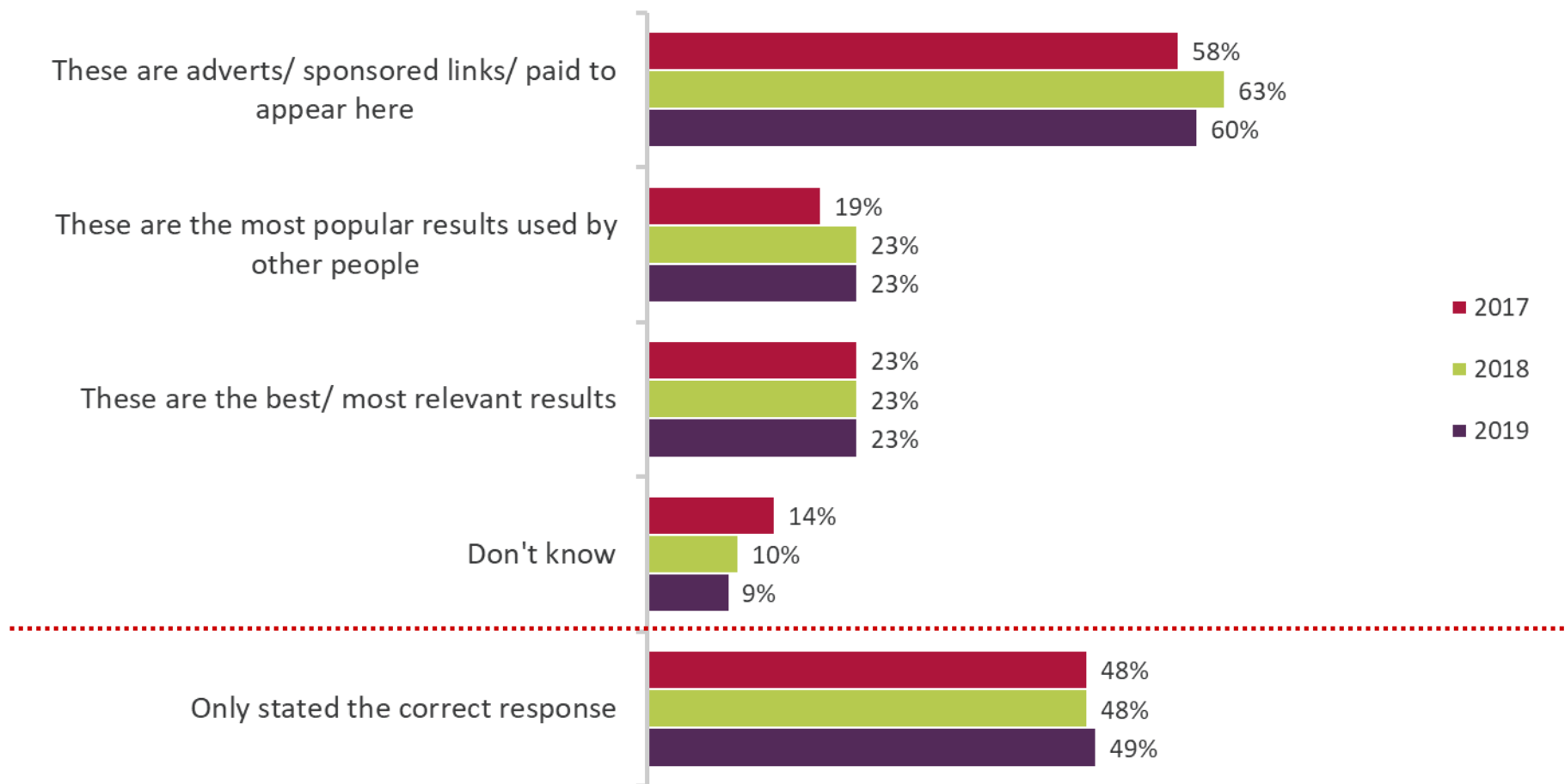
IN50. Have you ever done any of the following? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1602 in 2018, 1601 in 2019)

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

## More than three in five search engine users can identify sponsored links in search engine results, unchanged compared to 2018.

Understanding of paid-for results returned by Google searches, among adults who use search engine websites or apps: 2017-2019



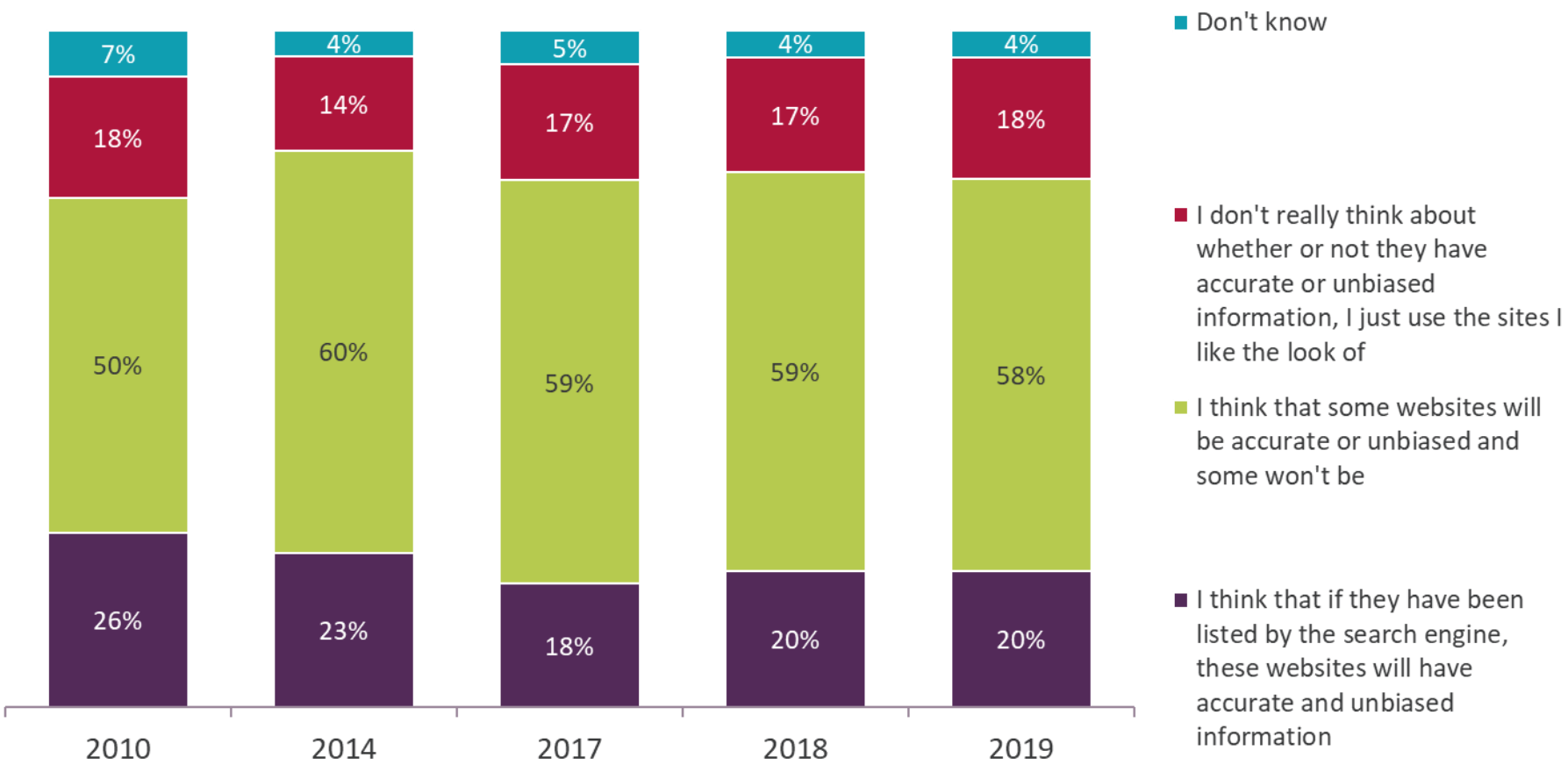
Source: Ofcom Adult Media Literacy Tracker 2019

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 than ever used a search engine.

Base: Adults aged 16+ who go online and have ever used search engine websites or apps/ have used websites or apps in the last year (1508 in 2017, 1547 in 2018, 1555 in 2019)

# As in 2017 and 2018, six in ten users understand how search engines operate.

Understanding of how search engines operate: 2010-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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.

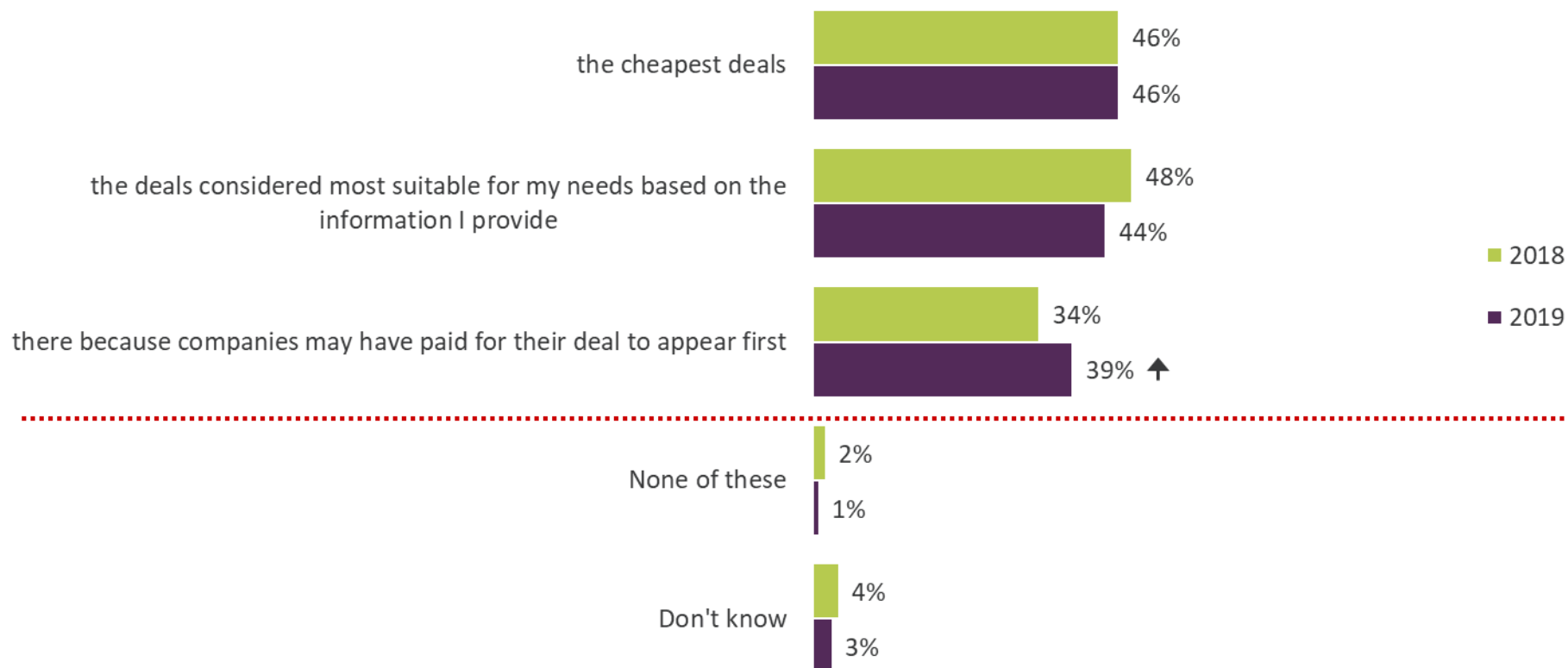
Base: Adults aged 16+ who go online and have ever used search engine websites or apps/ have used websites or apps in the last year (1508 in 2017, 1547 in 2018, 1555 in 2019)



Compared to 2018, price comparison website users are more likely to be aware that the deals listed first on these sites might be paid-for content.

## Understanding of the deals listed first by Price Comparison websites: 2018-2019

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



Source: Ofcom Adult Media Literacy Tracker 2019

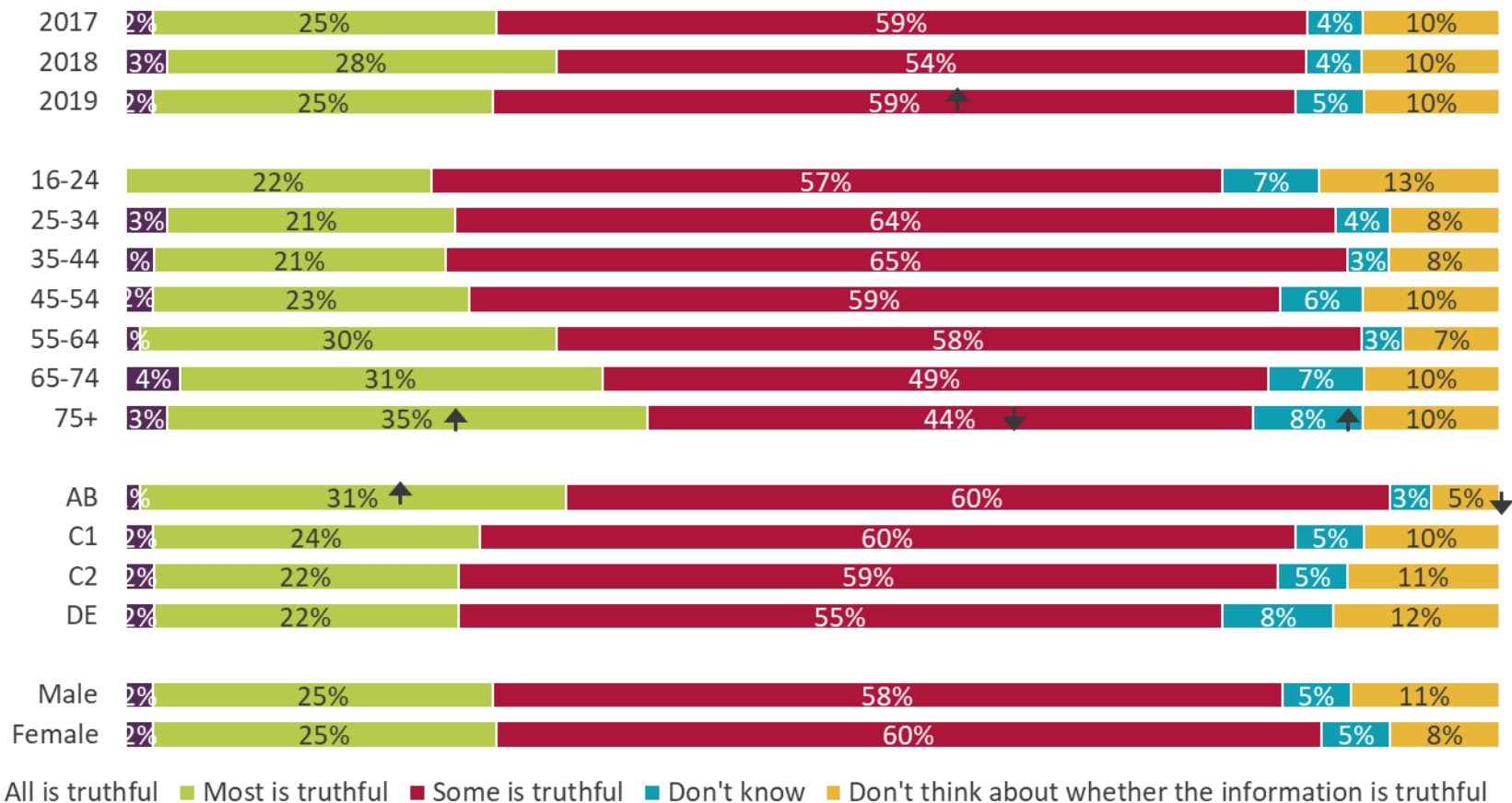
IN57. Which of the following options could apply to the deals listed first in the search results returned by Price Comparison websites or apps? When I use a price comparison website, I think that the deal or deals that are listed first could be.....(prompted responses, multi-coded)

Base: All adults aged 16+ who go online that have ever used price comparison website (1177 in 2018, 1172 in 2019)

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

As in previous years, most internet users only consider 'some' of the factual information that they find online to be true.

Extent to which internet users believe the truthfulness of factual information they find online, by age, socio-economic group and gender; and by year: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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)

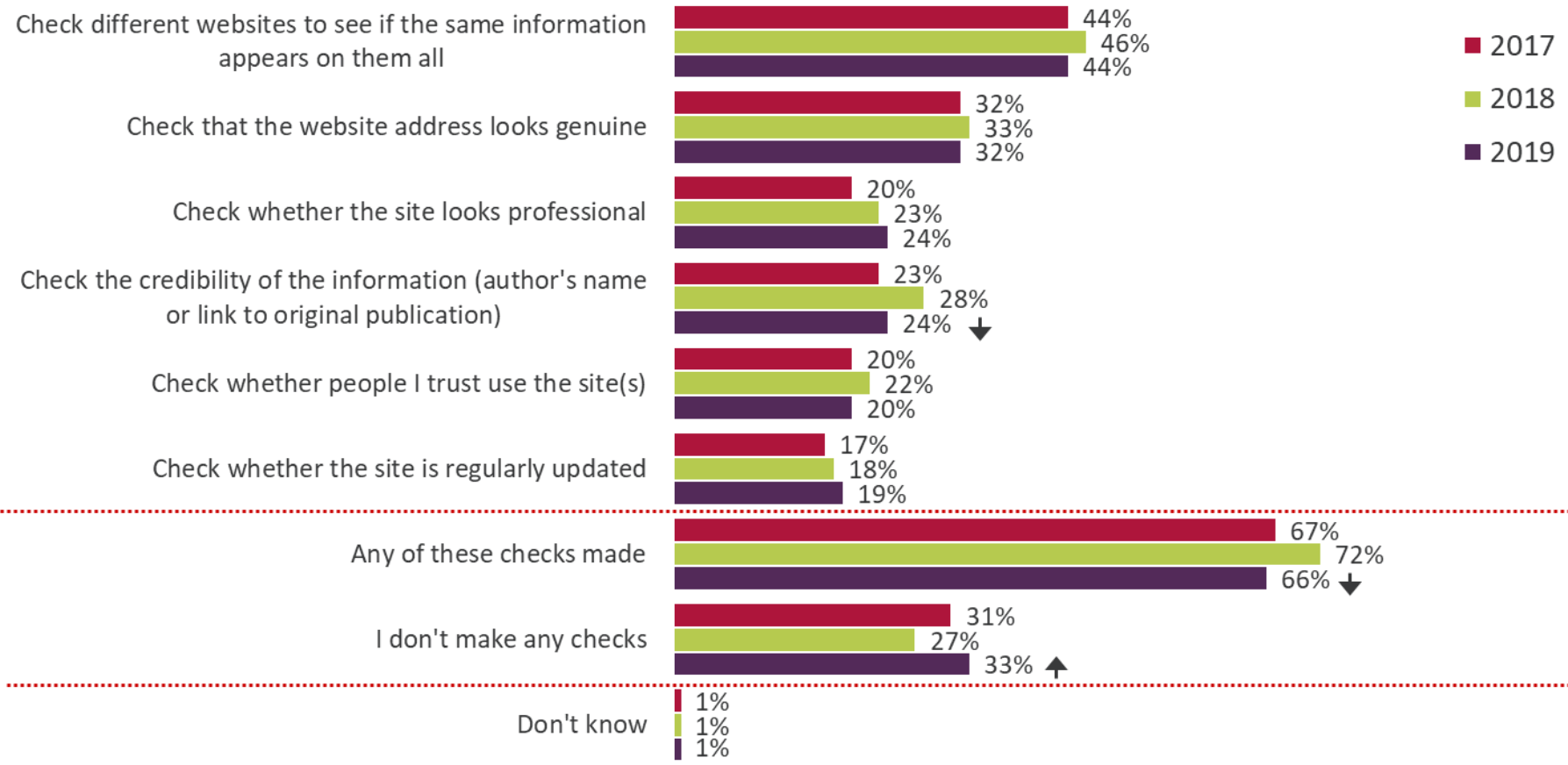
Base: Adults aged 16+ who go online (1601 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2018 and 2019 at the overall level, and by age / socio-economic group compared to all internet users and males compared to females

In 2019, internet users aged 75 and over who consider the truthfulness of online information are less likely than average to make any checks on this information.



Checking the accuracy of factual information found online: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

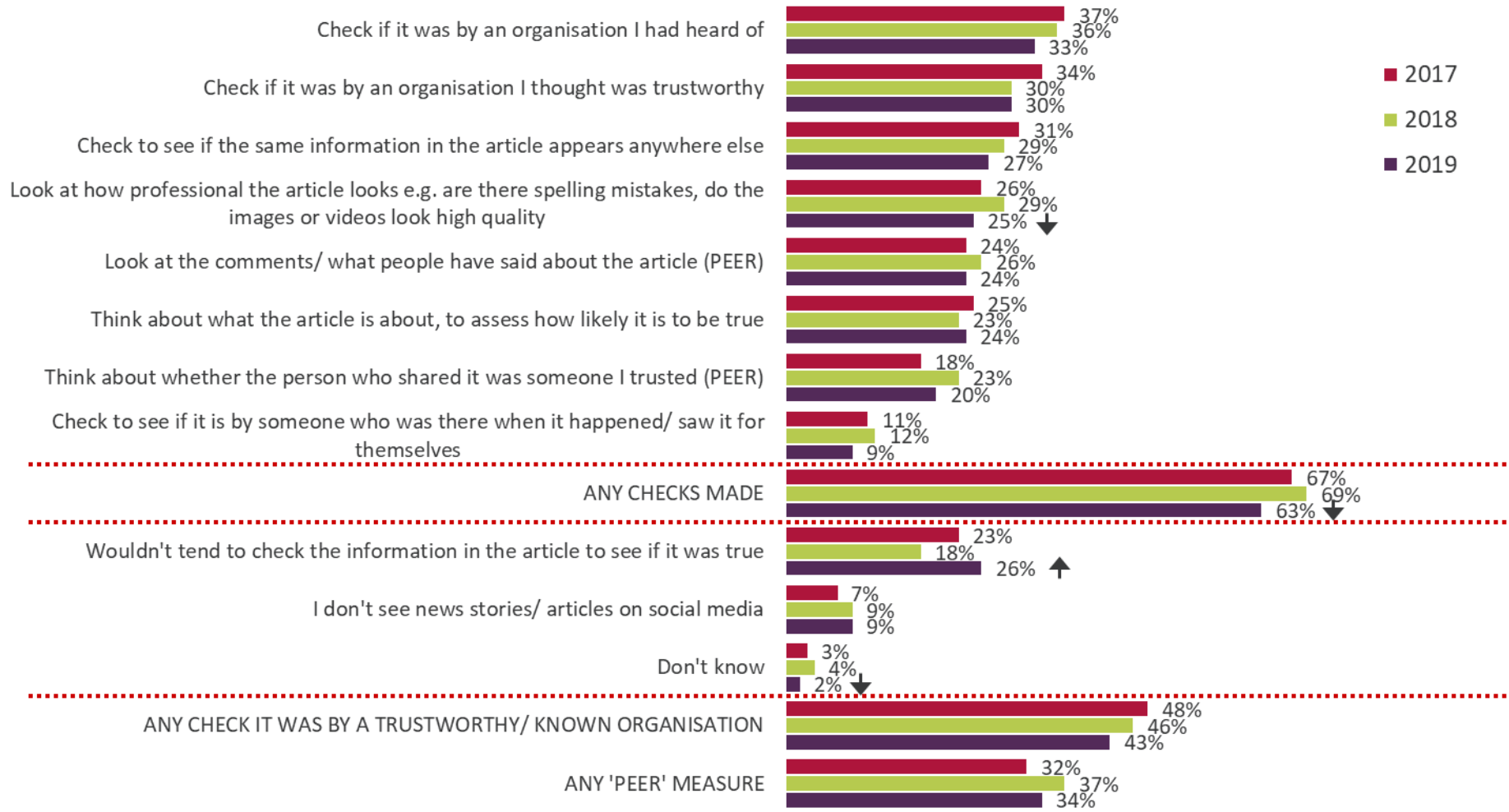
Base: Adults aged 16+ who would consider whether the information they find online is truthful (1316 in 2017, 1361 in 2018, 1371 in 2019)

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

# One quarter of social media/messaging site users say they would not tend to check the truthfulness of news articles on these sites or apps.



Potential checks made on news stories or articles appearing on social media to verify if they are true: 2017-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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)

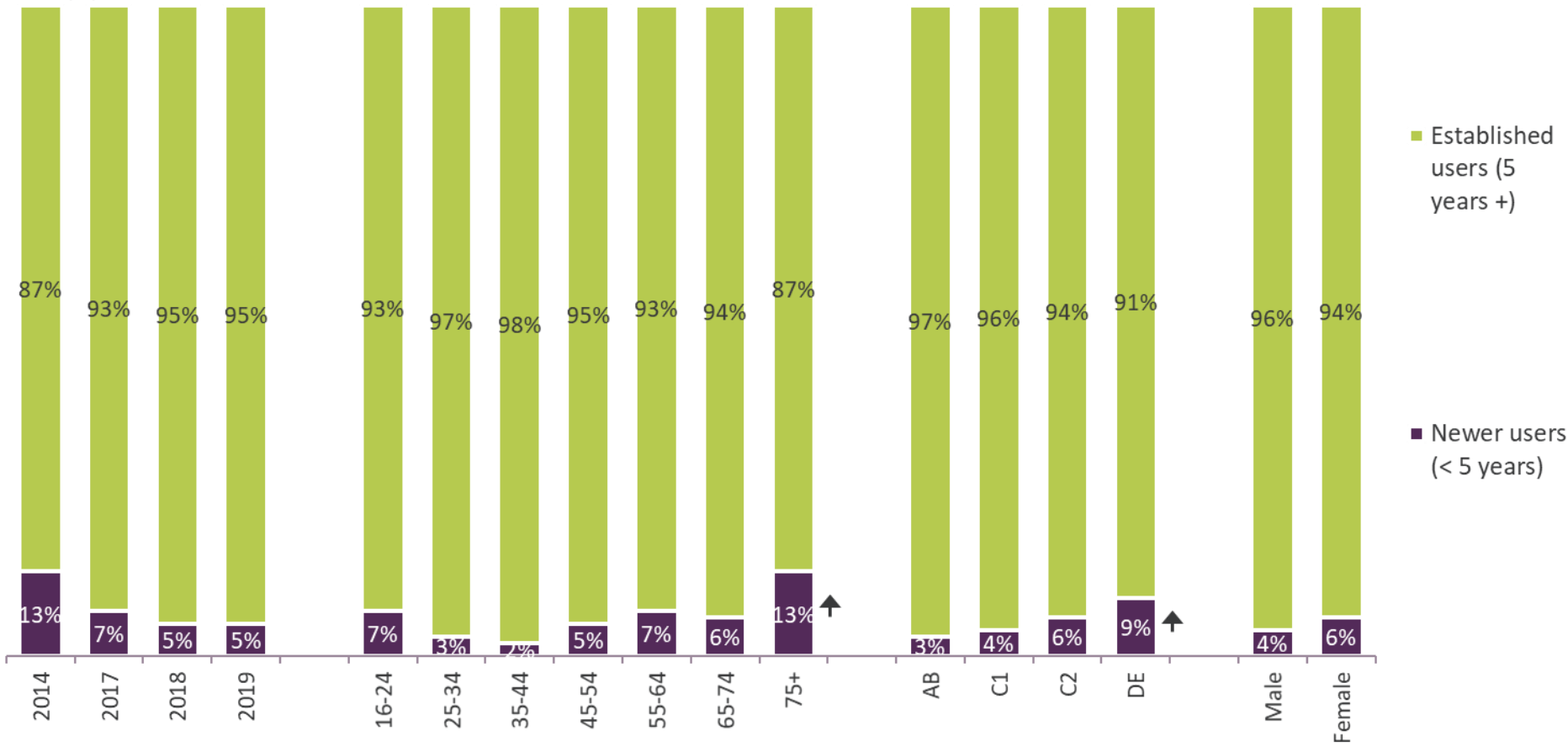
Base: All adults aged 16+ with a profile or account on a social media or messaging site/app (1182 in 2017, 1247 in 2018, 1260 in 2019)

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

# Newer, narrower and non-users of the internet

# Those who go online aged 75 and over and those in DE households are more likely to be newer users.

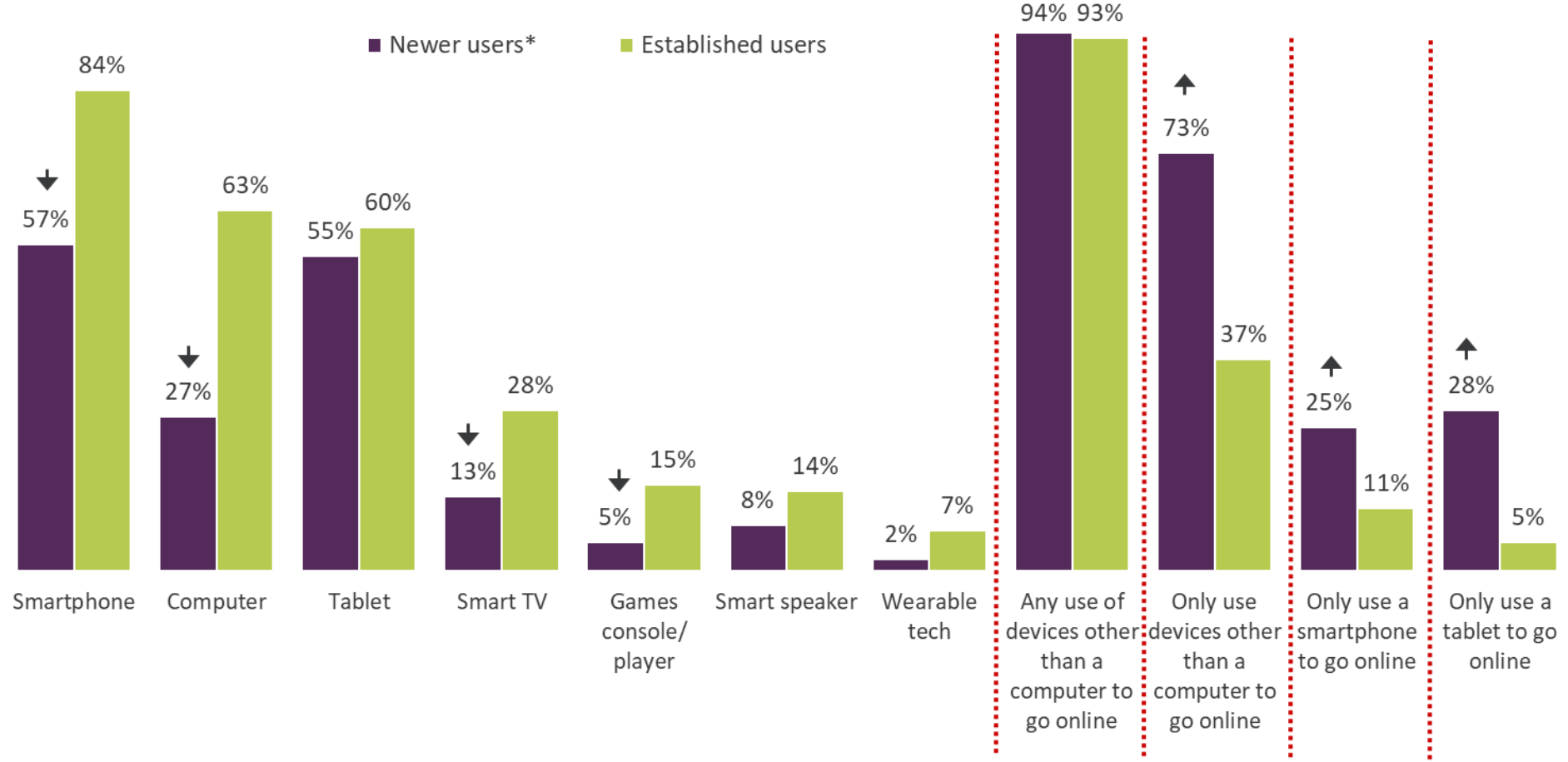
Proportion of newer and established internet users, by age, socio-economic group and gender; and by year: 2014-2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 IN3. How long ago did you first start going online? (prompted responses, single coded)  
 Base: All adults aged 16+ who go online – excluding DK/ Can't remember responses (1518 aged 16+, varies by demographic)  
 Arrows show significant differences (95% level) between 2018 and 2019 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 only go online on a smartphone and are more than five times as likely to only go online on a tablet.

Devices used to go online: newer vs. established users - 2019



Source: Ofcom Adult Media Literacy Tracker 2019

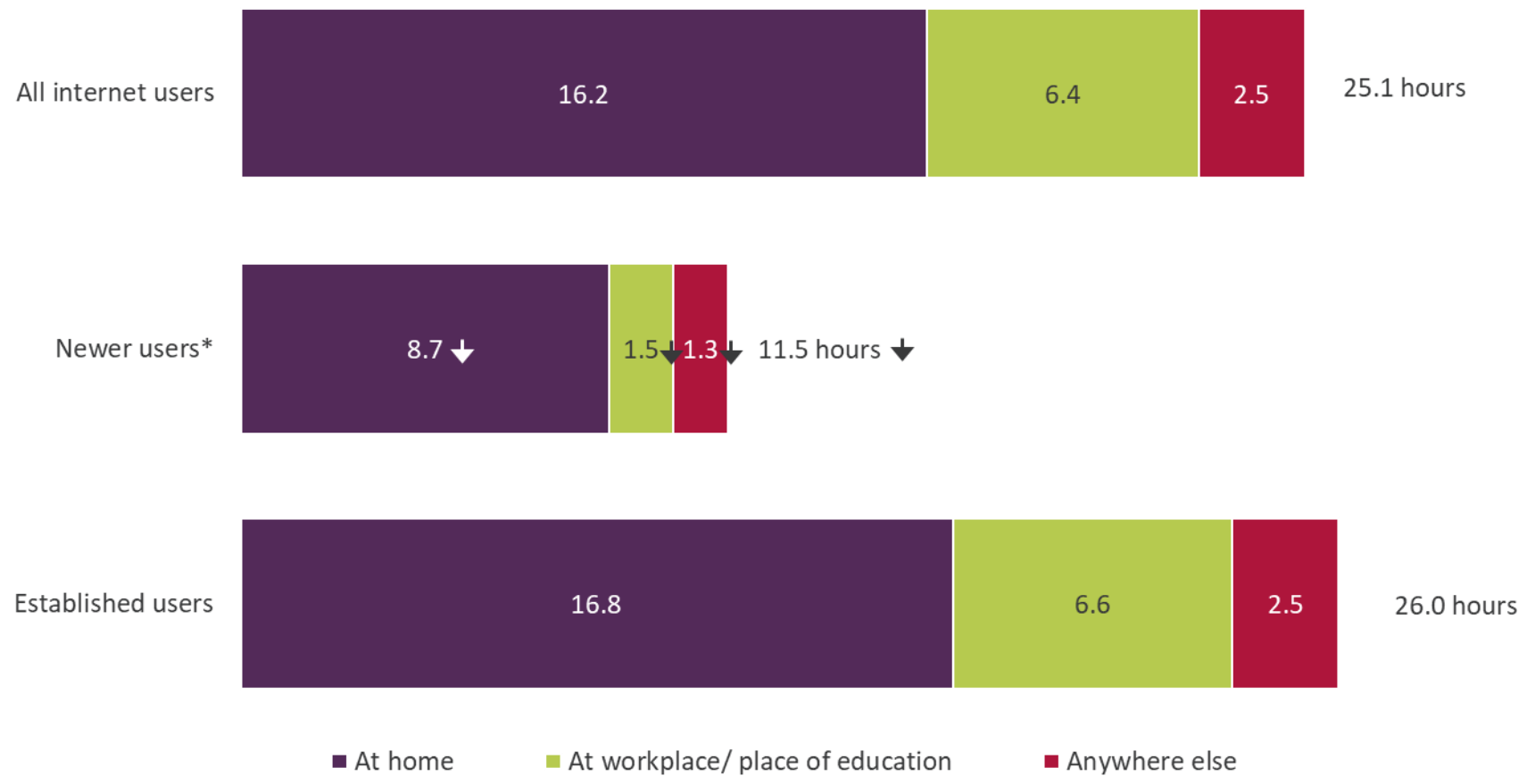
IN2. Do you go online using any of these devices? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online who first went online under 5 years ago (93\*), 5+ years (1425). \*Newer user base of 93 interviews – results should be seen as indicative only

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

# Newer users go online for fewer hours in a typical week.

Volume of internet use per week: newer vs. established users - 2019

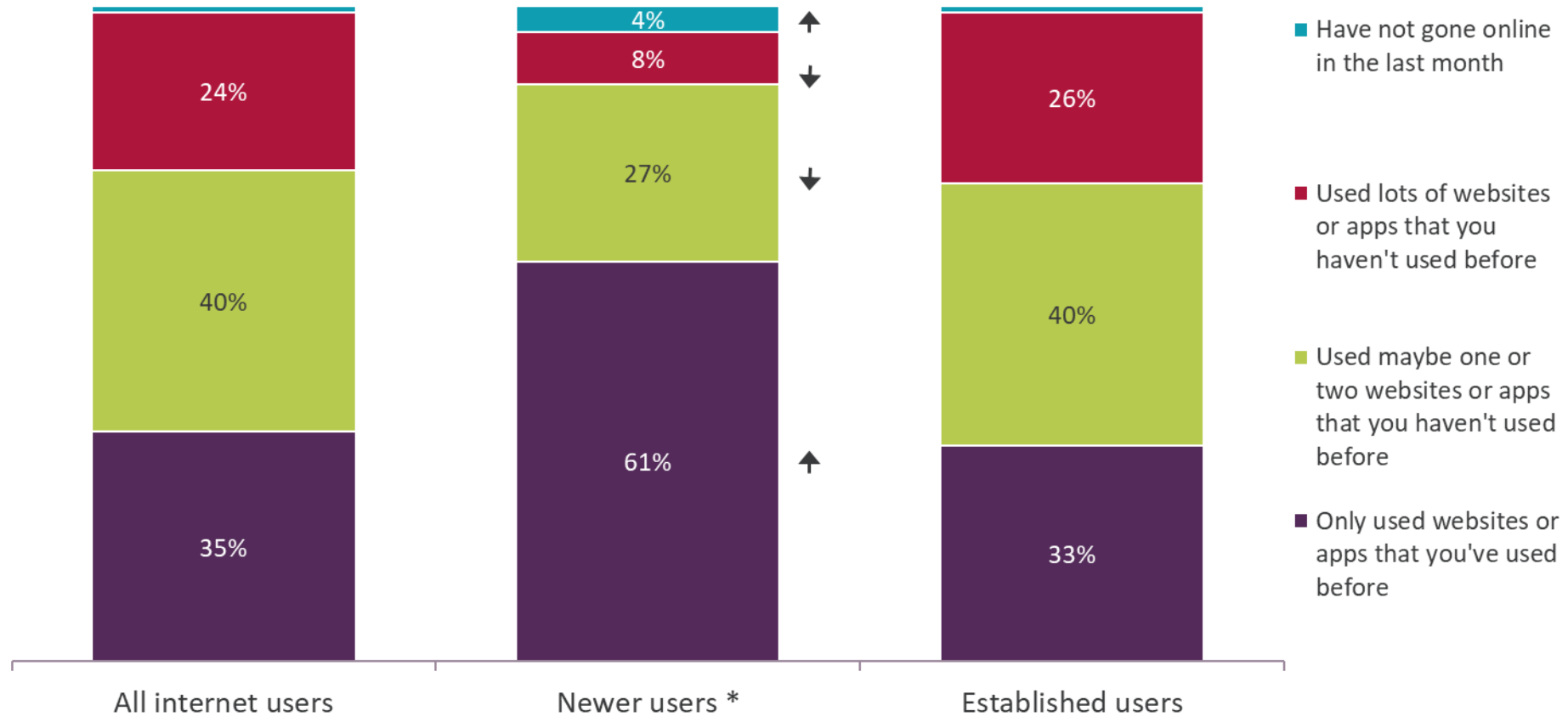


Source: Ofcom Adult Media Literacy Tracker 2019  
 IN5A-C. How many hours in a typical week would you say you go online at home /at your workplace or place of education/ anywhere else? (unprompted responses, single coded)  
 Base: All adults aged 16+ who go online (1602) who first went online under 5 years ago (93\*), 5+ years (1425). \*Newer user base of 93 interviews – results should be seen as indicative only. Arrows show significant differences (95% level) between newer and established users



# In the past month, the majority of newer users have only used sites and apps they have used before.

Use of websites or apps in the last month not used before: newer vs. established users - 2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

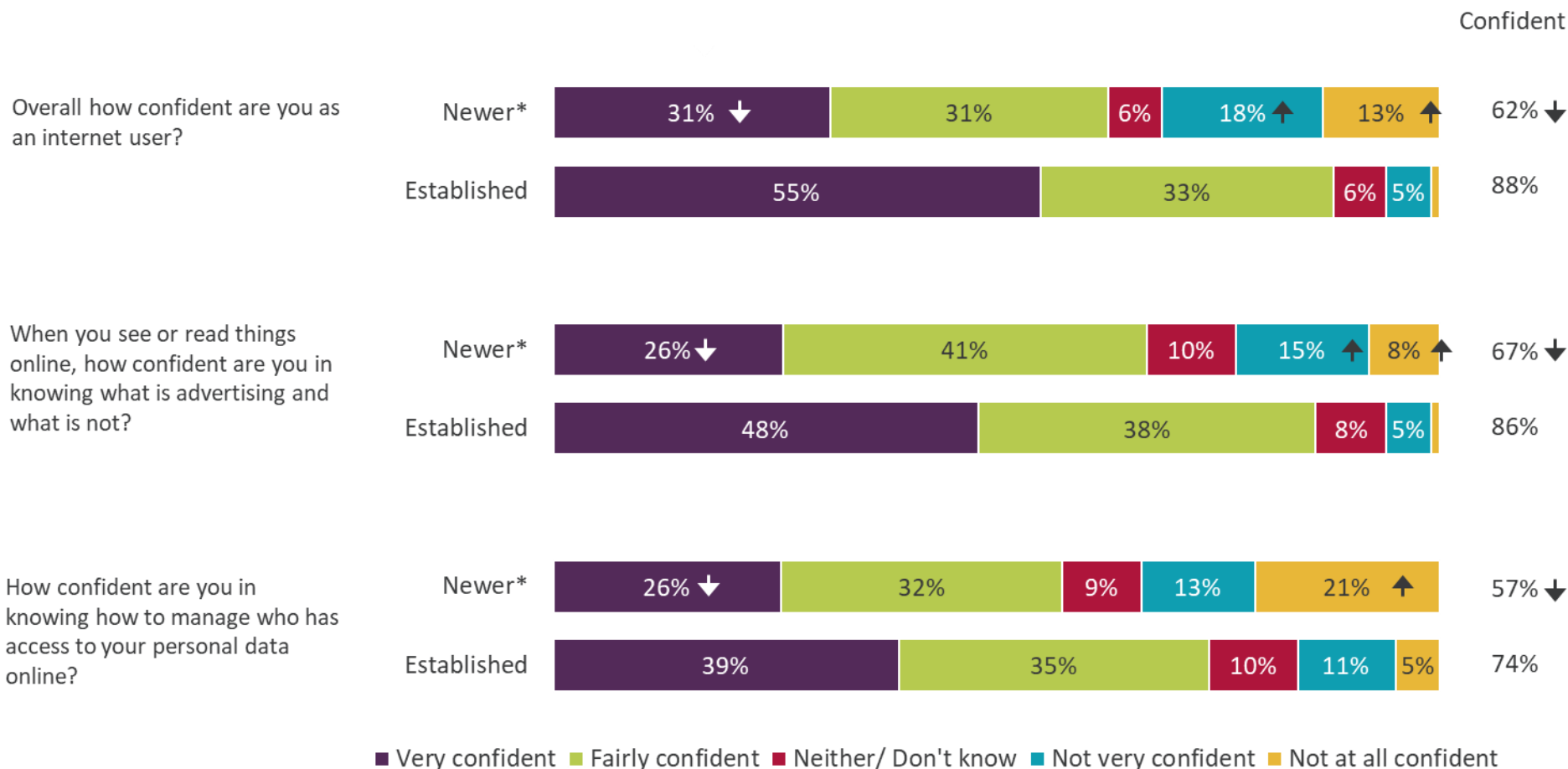
Base: All adults aged 16+ who go online (1581) who first went online under 5 years ago (93\*), 5+ years (1418) – excludes 'Don't know' responses

\*Newer user base of 93 interviews – results should be seen as indicative only

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

## Newer users are less confident in their use of the internet.

### Confidence as an internet user: newer vs. established users - 2019



Source: Ofcom Adult Media Literacy Tracker 2019

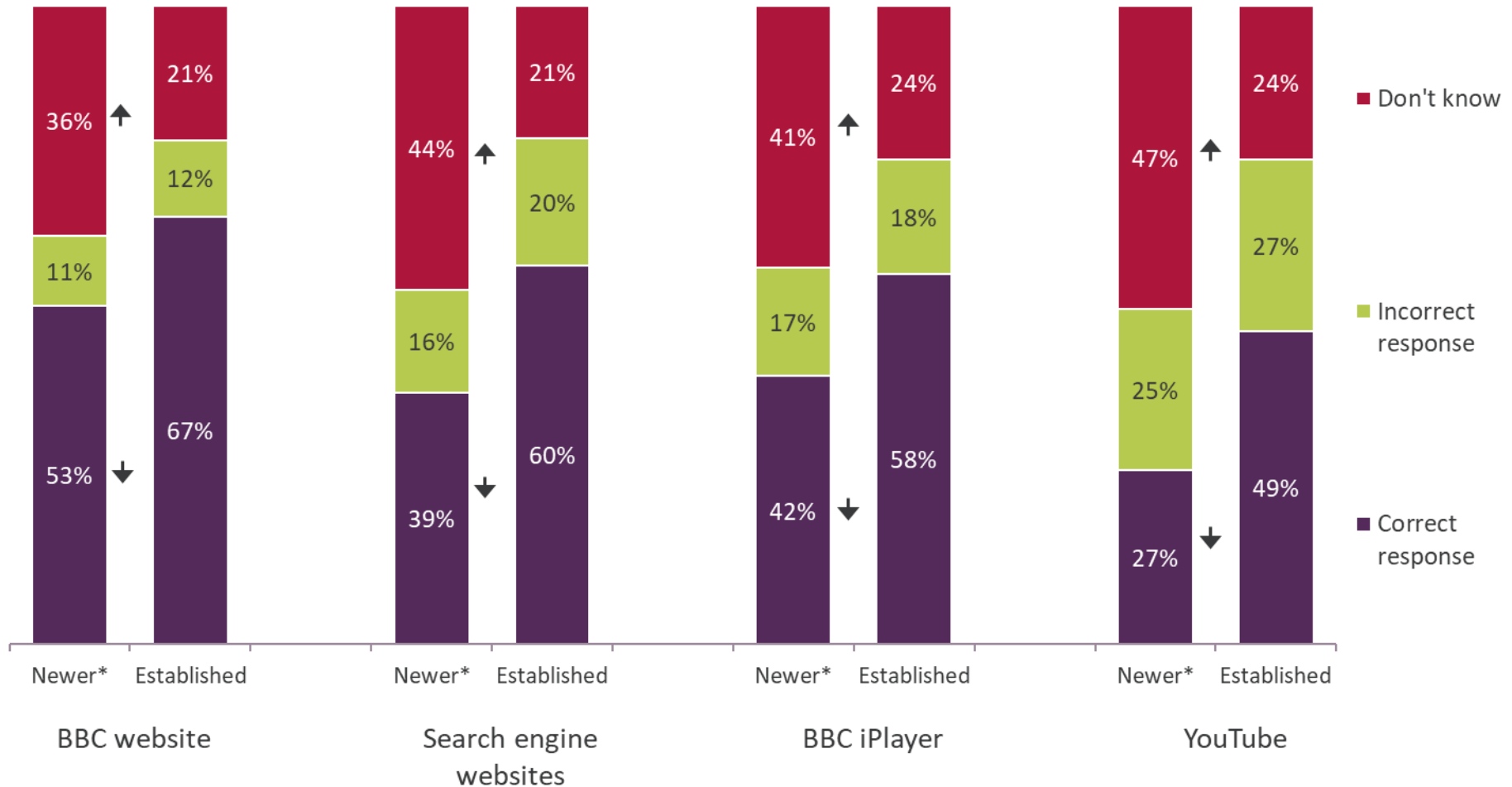
IN11A/C/D . I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you (prompted responses, single coded)

Base: All adults aged 16+ who first went online under 5 years ago (93\*), 5+ years (1425). \*Newer user base of 93 interviews – results should be seen as indicative only

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

# Newer internet users are less likely to be aware of the main sources of funding for certain websites or online services.

Awareness of how websites or online services are funded: newer vs. established users - 2019



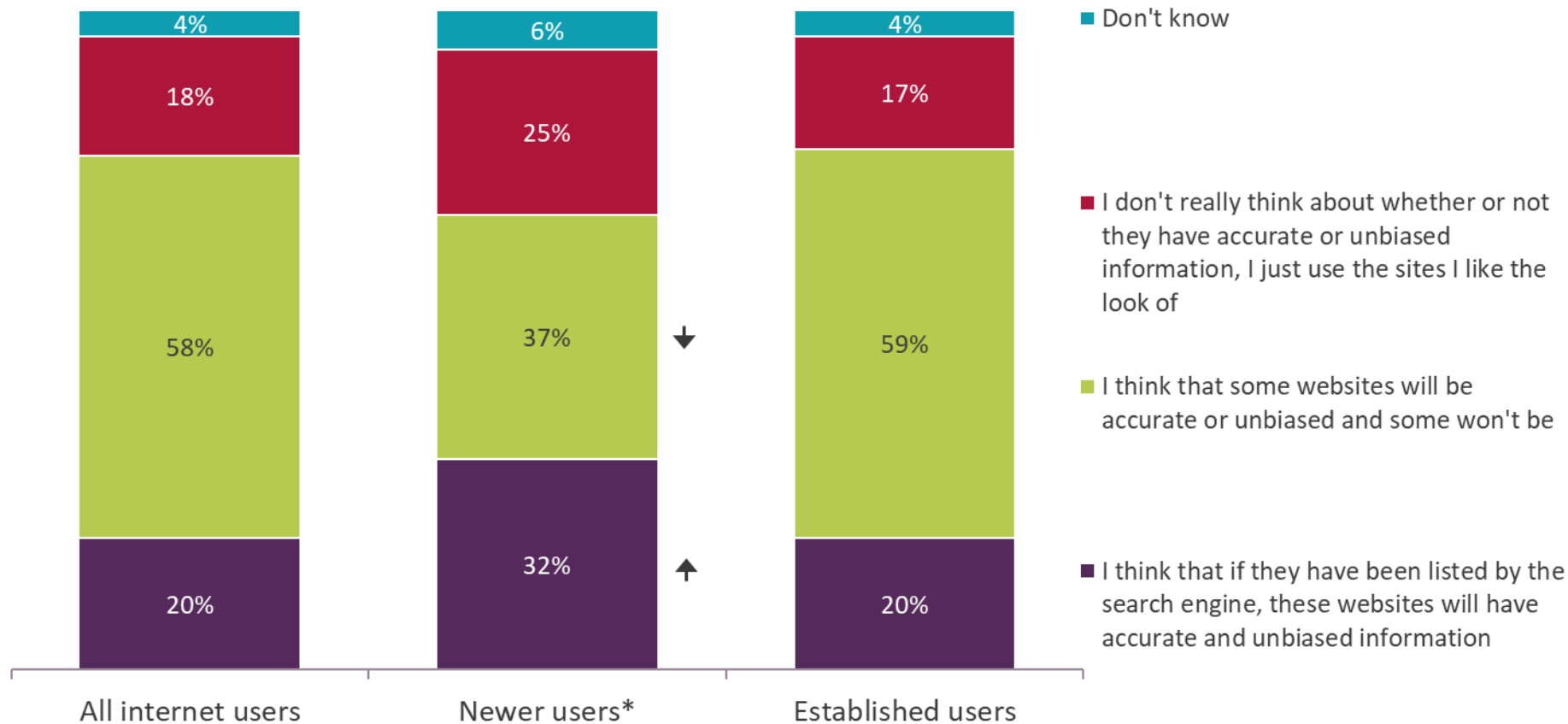
Source: Ofcom Adult Media Literacy Tracker 2019

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 (93\*), 5+ years (1425) \*Newer user base of 93 interviews – results should be seen as indicative only. Arrows show significant differences (95% level) between newer and established users

## Newer internet users are less likely than established users to understand how search engines work.

Opinions on search engine accuracy: newer vs. established users - 2019



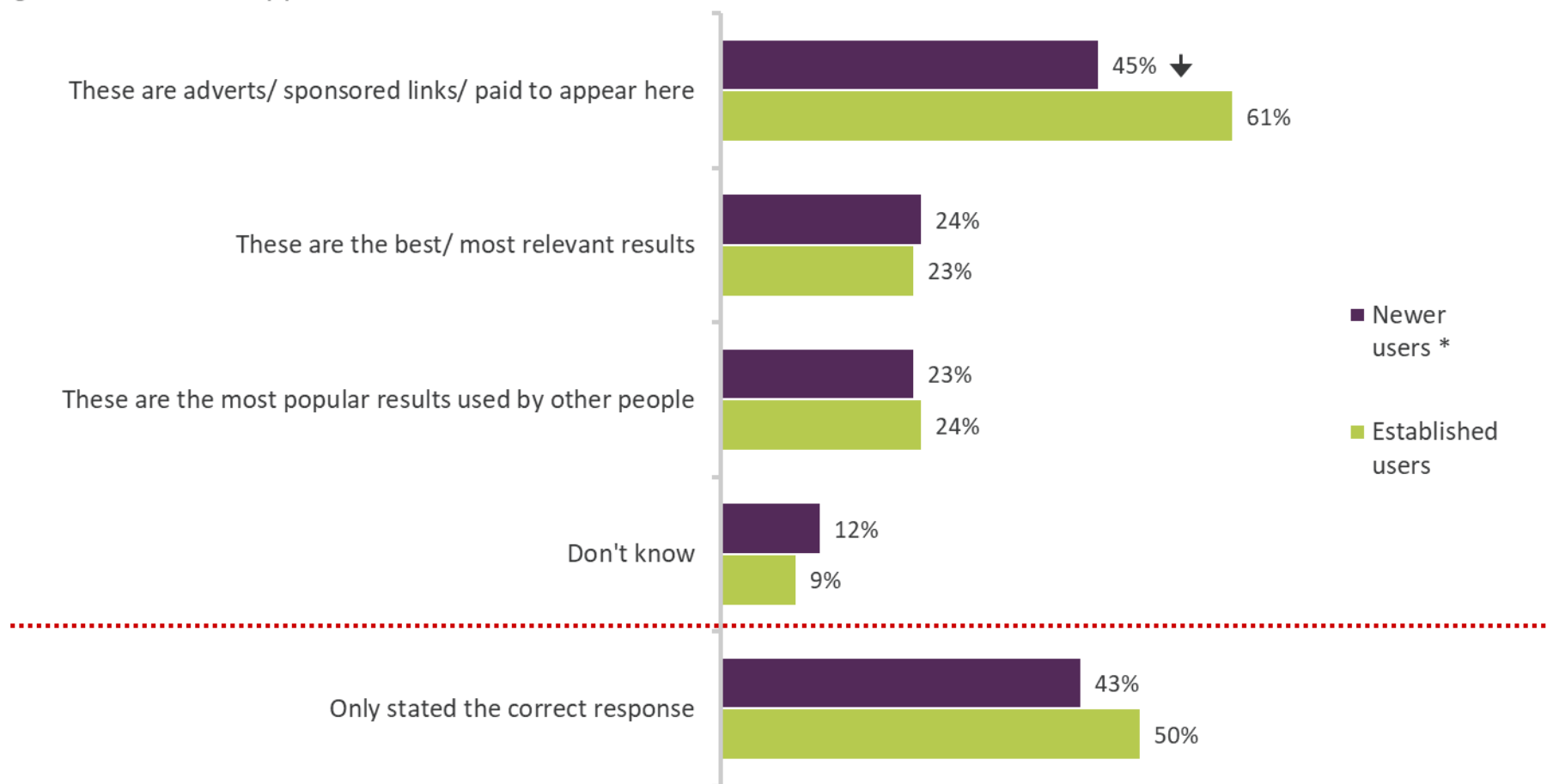
Source: Ofcom Adult Media Literacy Tracker 2019

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 (1555) who first went online under 5 years ago (80\*), 5+ years (1395)

\*Newer user base of 80 interviews – results should be seen as indicative only. Arrows show significant differences (95% level) between newer and established users

## A minority of newer users are able to identify advertising in search engine results.

Understanding of paid-for results returned by Google searches among adults who use search engine websites or apps: newer vs. established users - 2019



Source: Ofcom Adult Media Literacy Tracker 2019

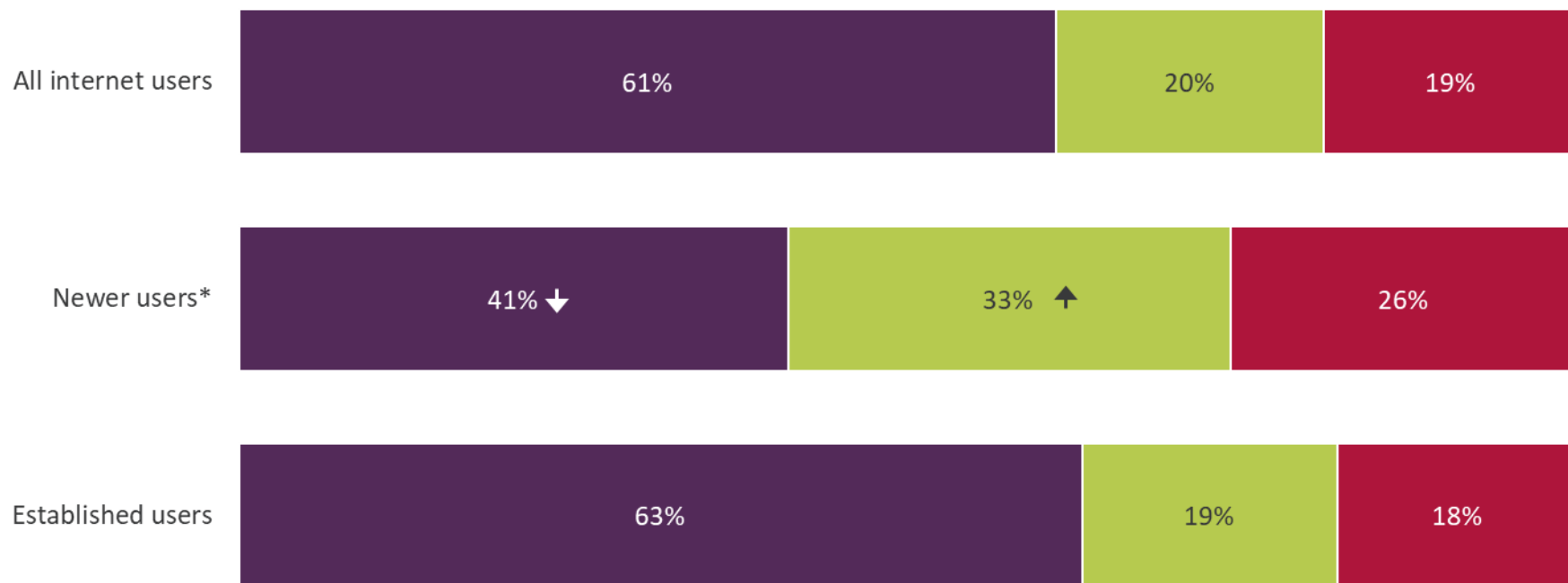
IN47. Here's an image (SHOWCARD OF IMAGE) from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online and use search engine websites or apps who first went online under 5 years ago (80\*), 5+ years (1395) . \*Newer user base of 80 interviews – results should be seen as indicative only. Arrows show significant differences (95% level) between newer and established users.

## Two in five newer users are aware of personalised online advertising.

### Awareness of personalised online advertising: newer vs. established users - 2019

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



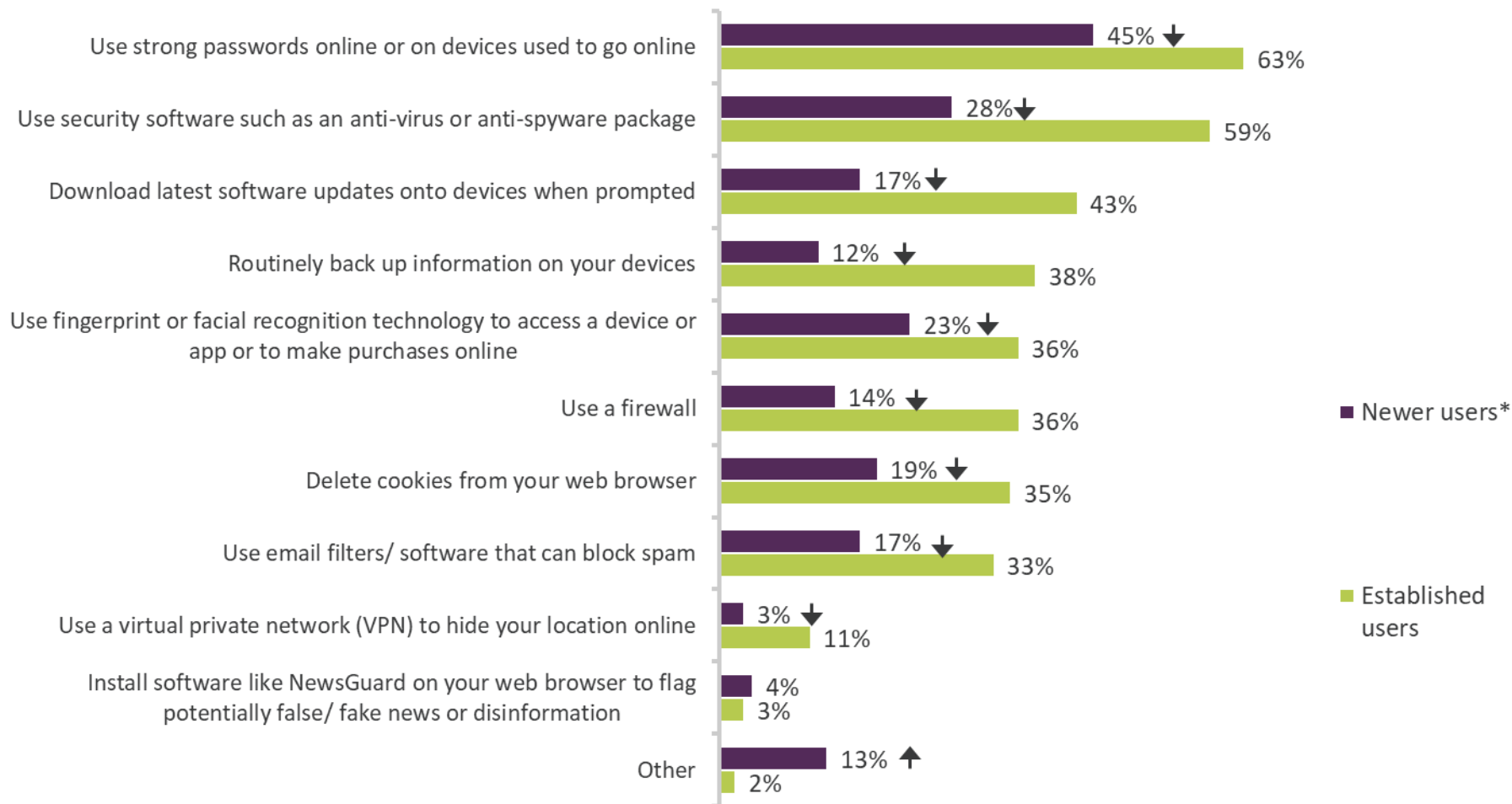
Source: Ofcom Adult Media Literacy Tracker 2019

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 (1601) who first went online under 5 years ago (93\*), 5+ years (1425) \*Newer user base of 93 interviews – results should be seen as indicative only. Arrows show significant differences (95% level) between newer and established users

## Newer internet users are less likely than established users to use nine of the ten security measures they were asked about.

Security measures used within the home: newer vs. established users - 2019



Source: Ofcom Adult Media Literacy Tracker 2019

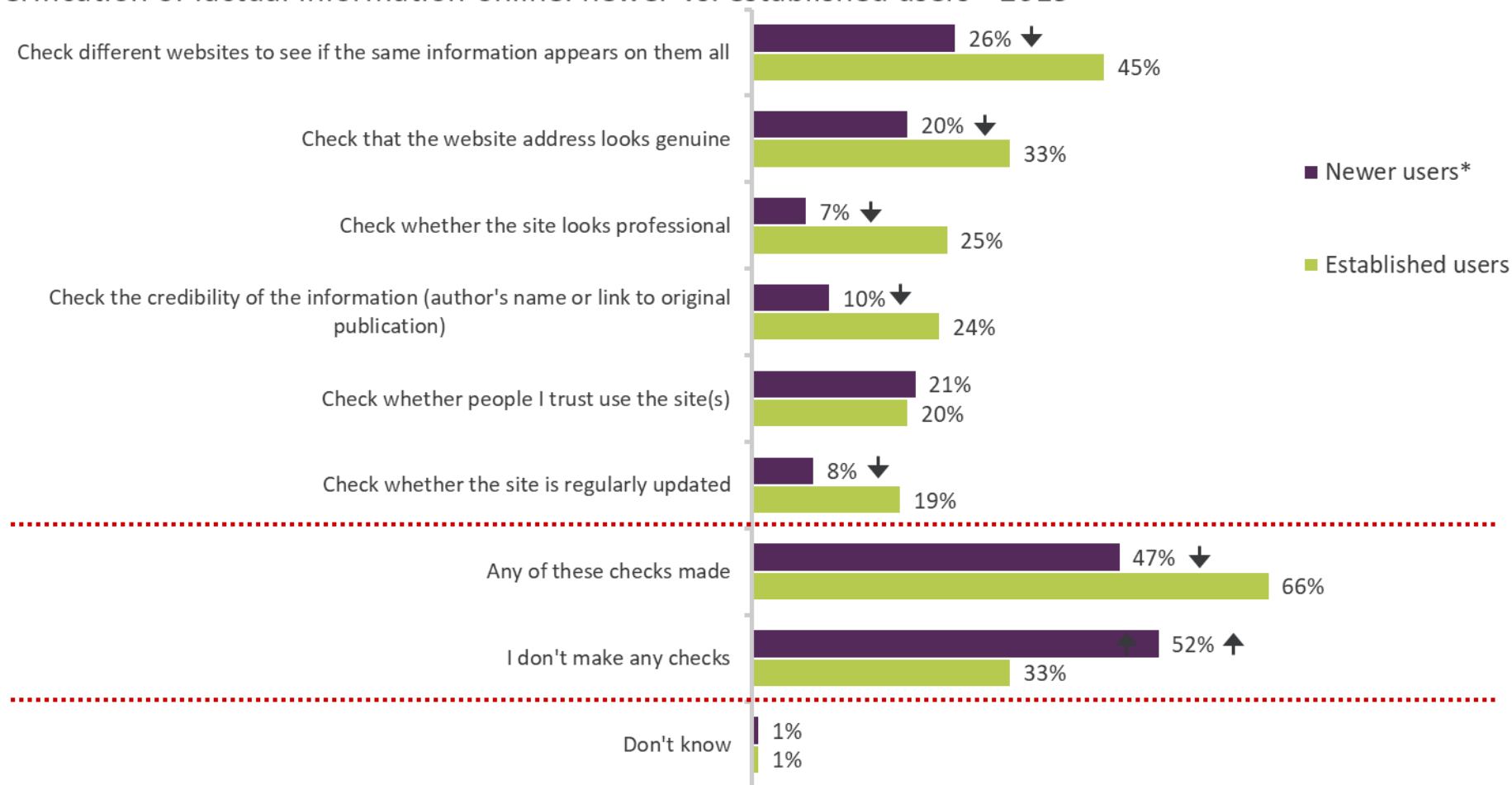
IN6. Which, if any of these things do you or someone in your household do at home? (prompted responses, multi-coded)

Base: All adults aged 16+ who first went online under 5 years ago (93\*), 5+ years (1425) \*Newer user base of 93 interviews – results should be seen as indicative only.

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

While two thirds of established internet users say they would verify factual information online, this applies to a minority of newer users.

### Verification of factual information online: newer vs. established users - 2019



Source: Ofcom Adult Media Literacy Tracker 2019

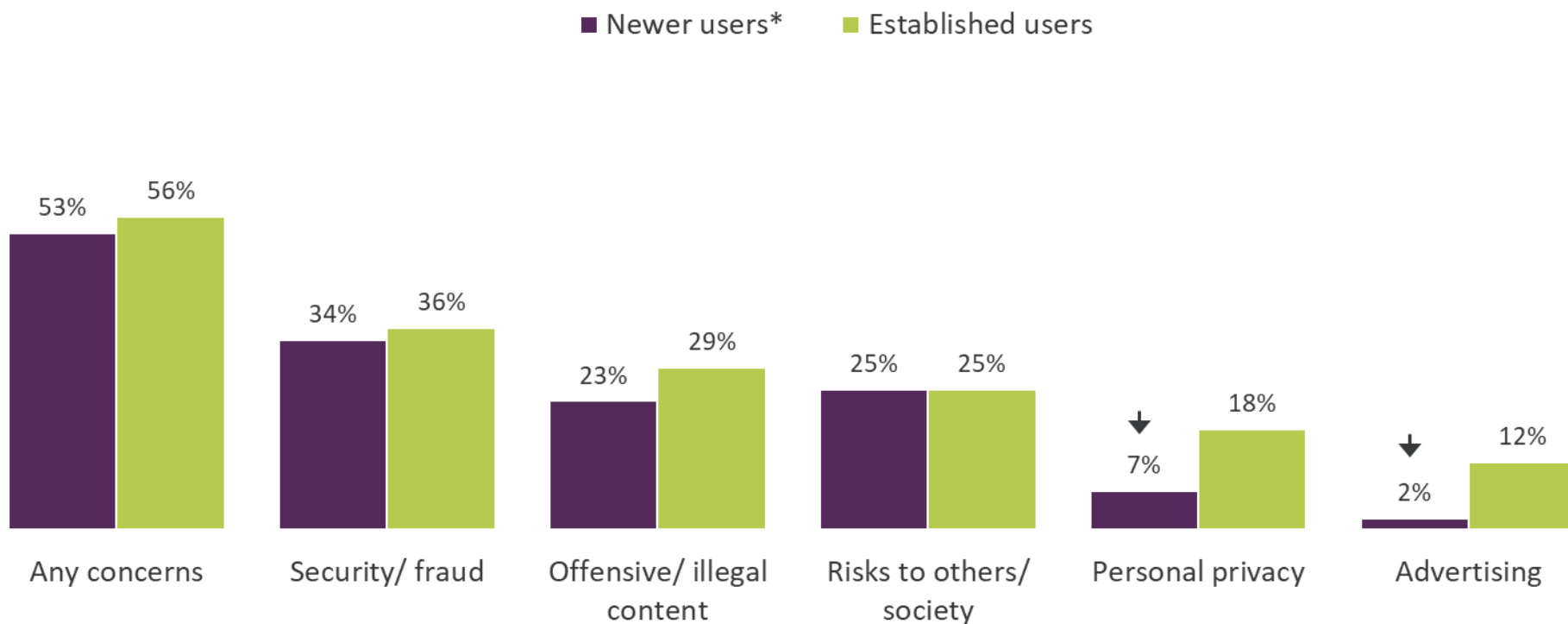
IN38. When you find factual information online, perhaps on search engines like Google do you check if the information is truthful in any of these ways? (prompted responses, multi-coded)

Base: Adults aged 16+ who would consider whether the information they find online is truthful who first went online under 5 years ago (72\*), 5+ years (1237). \*Newer user base of 72 interviews – results should be seen as indicative only. Arrows show significant differences (95% level) between newer and established users



Newer internet users are as likely as established internet users to have concerns about the internet, although, differences are apparent in the type of concerns they have.

## Concerns about the internet: newer vs. established users - 2019



Source: Ofcom Adult Media Literacy Tracker 2019

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

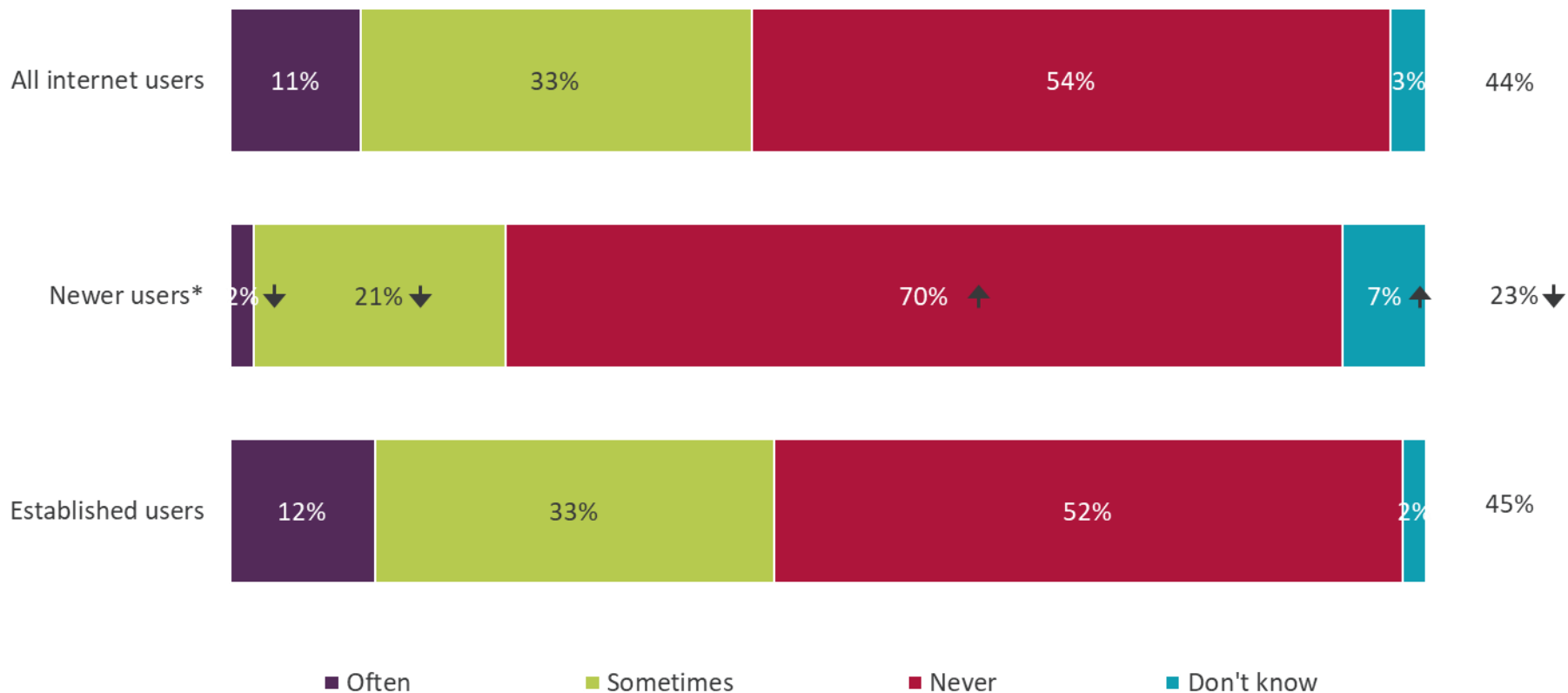
Base: All adults aged 16+ who first went online under 5 years ago (93\*), 5+ years (1425) \*Newer user base of 93 interviews – results should be seen as indicative only.

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

## Newer internet users are less likely 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 - 2019

Total in past year



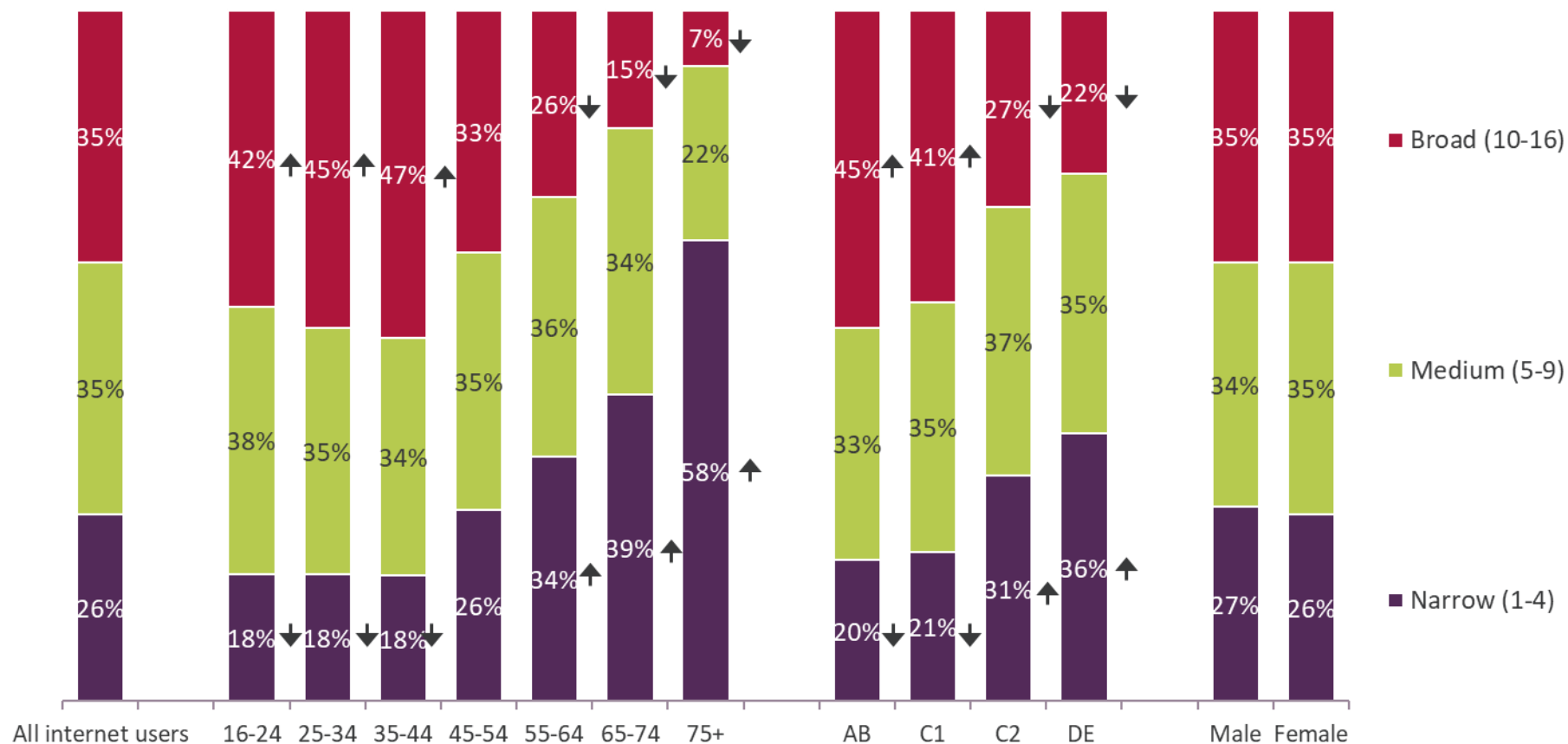
Source: Ofcom Adult Media Literacy Tracker 2019

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 first went online under 5 years ago (93\*), 5+ years (1425) \*Newer user base of 93 interviews – results should be seen as indicative only. Arrows show significant differences (95% level) between newer and established users

## Internet users aged 55+ and those in C2 or DE households are more likely to be narrow users.

Breadth of use of the internet, by age, socio-economic group and gender: 2020



Source: Ofcom Technology Tracker 2020

QE5A. Which, if any, of these do you do online? (prompted responses, multi-coded)

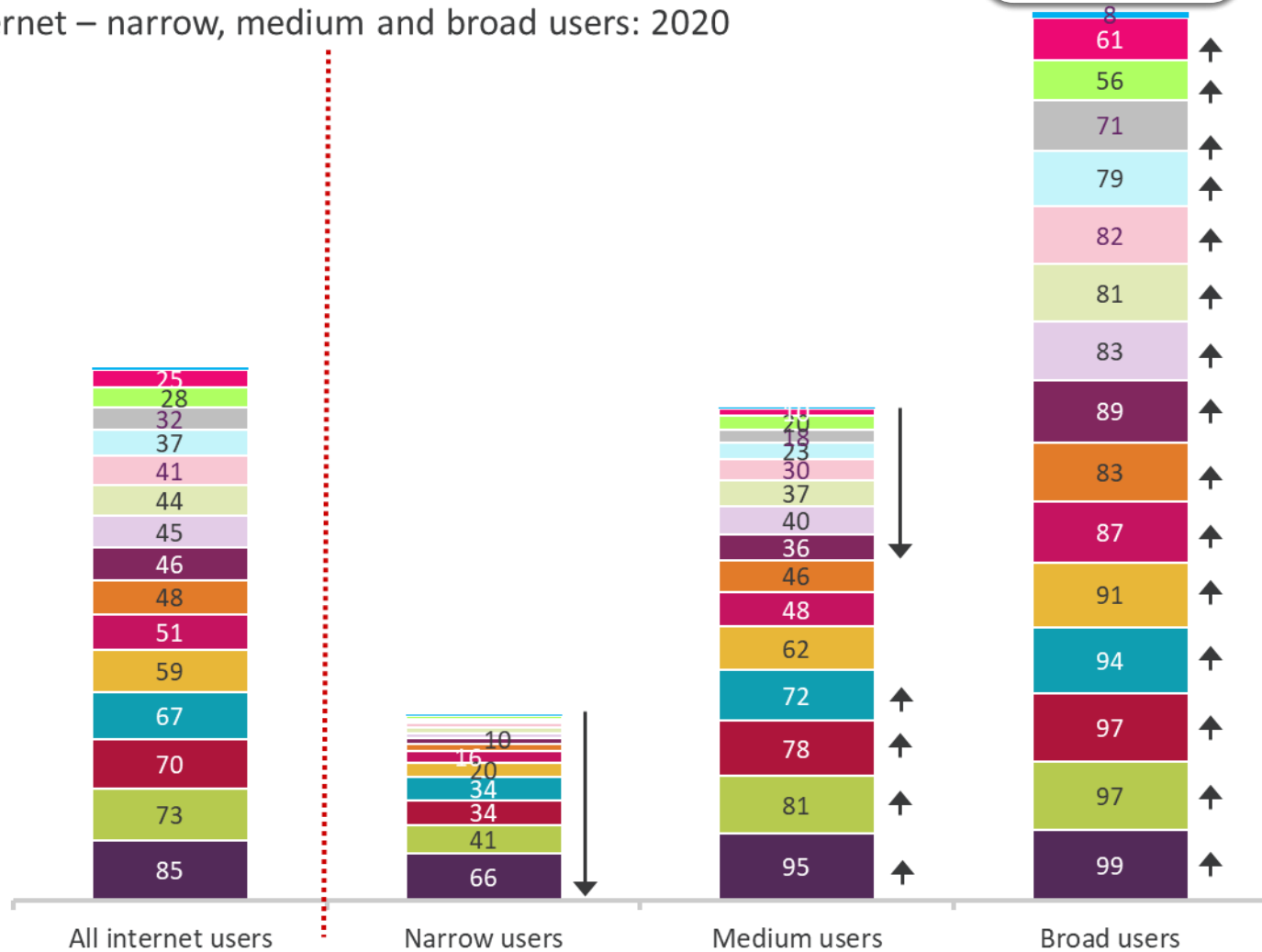
Base: All adults aged 16+ who go online (3422 in 2020, varies by demographic)

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

# As in previous years, the only type of activity undertaken by a majority of narrow internet users is email.

Categories of use of the internet – narrow, medium and broad users: 2020

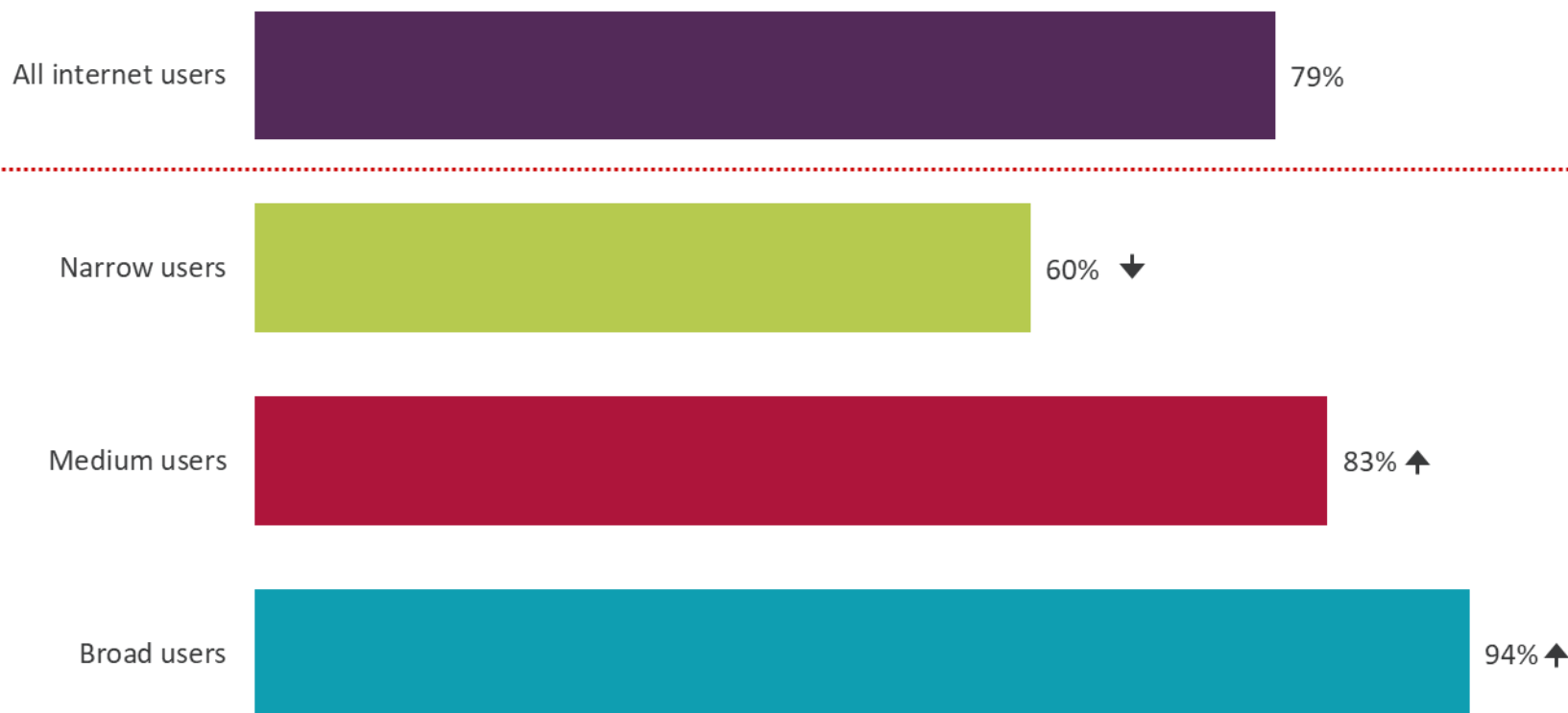
- Dating
- Remote
- Games
- Upload/ add content
- Radio/ audio services
- Watch TV content
- Health
- Government services
- Watch short video clips
- Info for work / school/ college
- News
- Social media
- Banking
- Communications
- Transactions
- Email



Source: Ofcom Technology Tracker 2020  
 QE5A. Which, if any, of these do you do online? (prompted responses, multi-coded)  
 Base: All adults aged 16+ who go online (3422 in 2020), narrow (1042), medium (1217) and broad users (1004)  
 Arrows show significant differences (95% level ) between any of the breadth of user categories and all internet users

While more than half of narrow users say they go online outside the home, this is lower compared to medium and broad users.

Use of the internet outside the home – narrow, medium and broad users: 2020



Source: Ofcom Technology Tracker 2020

IN6. Do you ever access the internet 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 (3422 in 2020), narrow (1042), medium (1217) and broad users (1004)

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

# One third of narrow internet users say they go online less often than every day.

Frequency of internet use – narrow, medium and broad users: 2020



Source: Ofcom Technology Tracker 2020

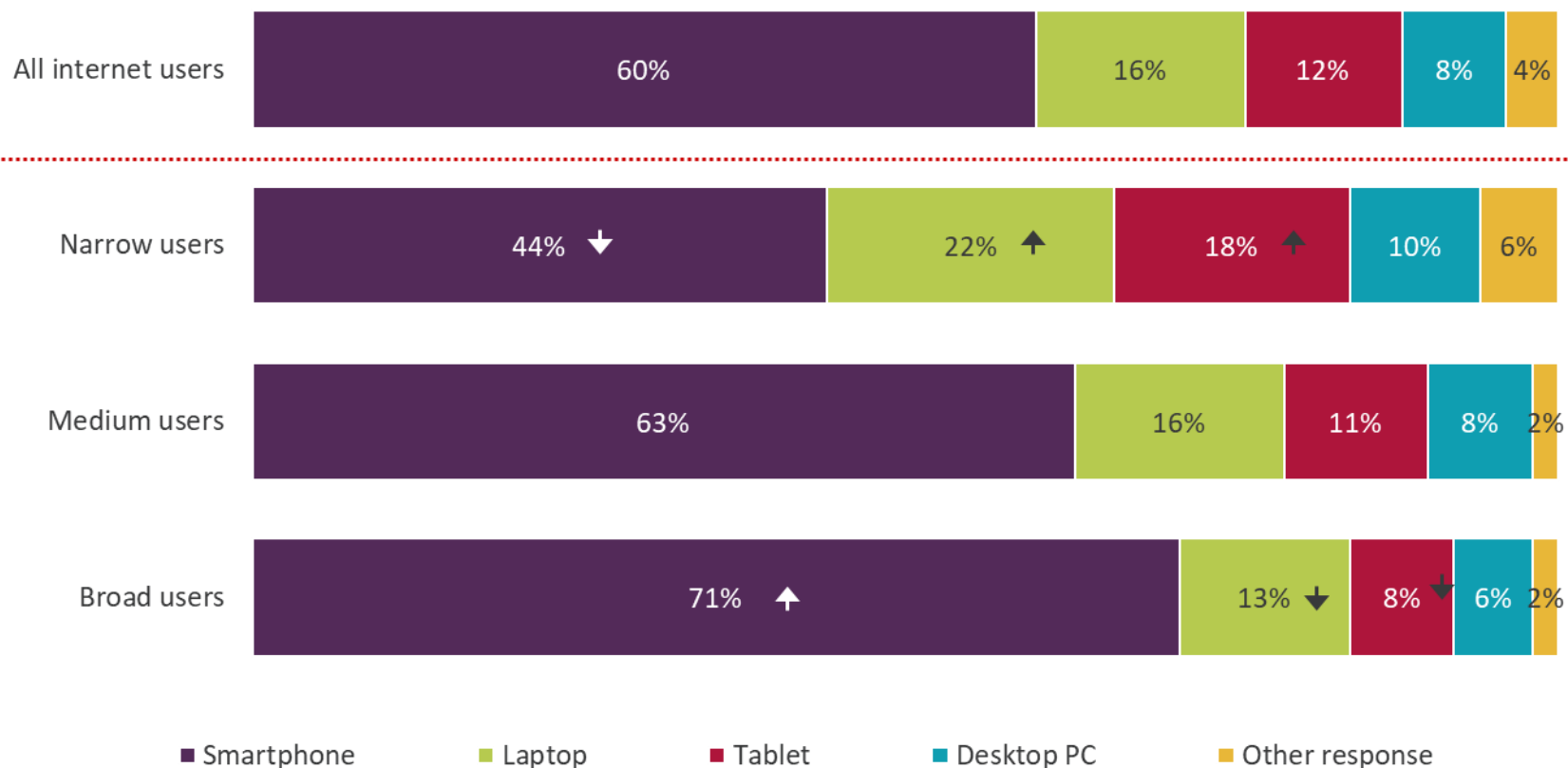
QE23. And how often do you personally use the internet nowadays either at home or elsewhere? (prompted responses, single coded)

Base: All adults aged 16+ who go online (3422 in 2020), narrow (1042), medium (1217) and broad users (1004)

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

## Narrow users are less likely than average to nominate their smartphone as the most important device used to go online.

Device preference for going online – narrow, medium and broad users: 2020



Source: Ofcom Technology Tracker 2020

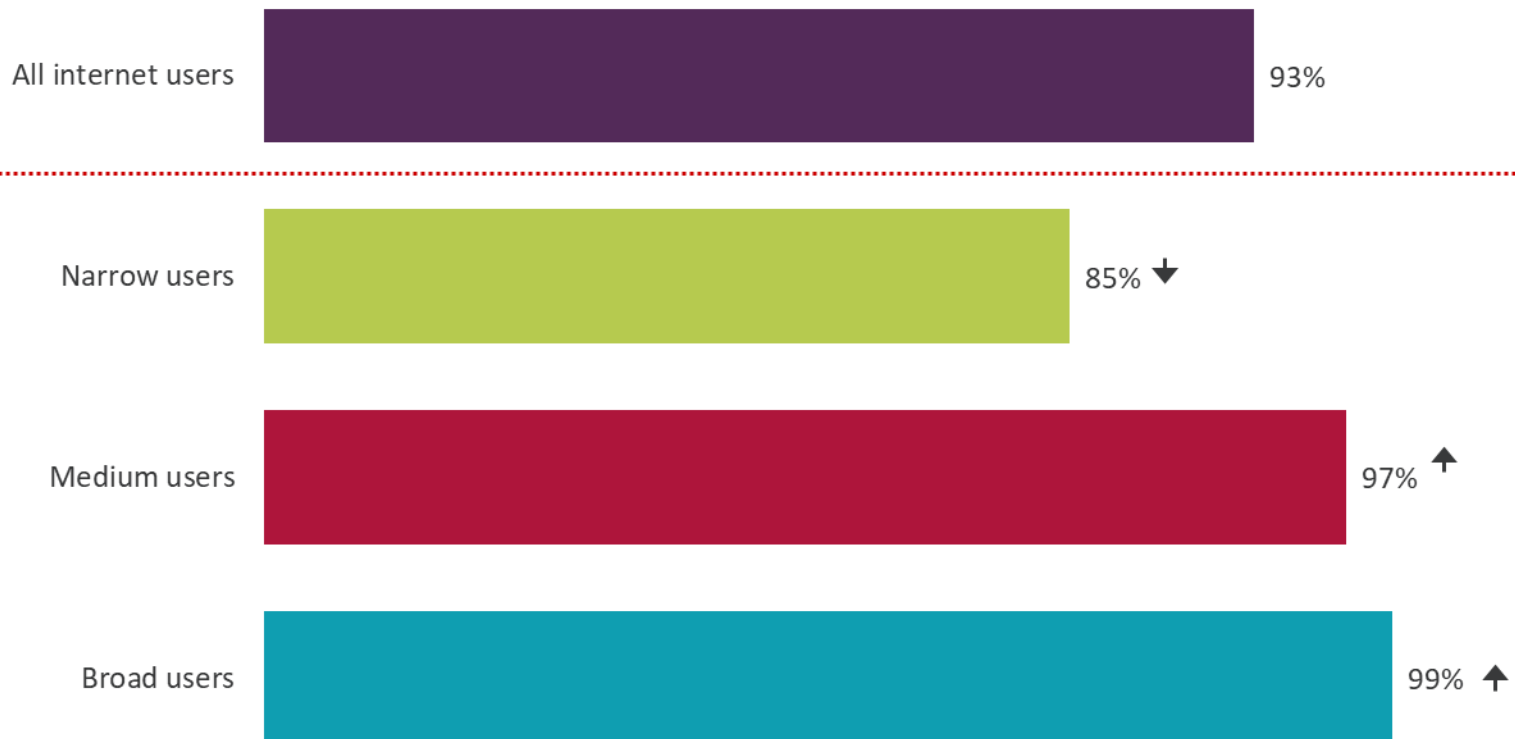
QE40. Which is the most important device you use to connect to the internet, at home or elsewhere? (prompted responses, single coded)

Base: All adults aged 16+ who go online (3422 in 2020), narrow (1042), medium (1217) and broad users (1004)

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

## More than four in five narrow users are aware of VoIP.

Awareness of VoIP – narrow, medium and broad users: 2020



Source: Ofcom Technology Tracker 2020

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

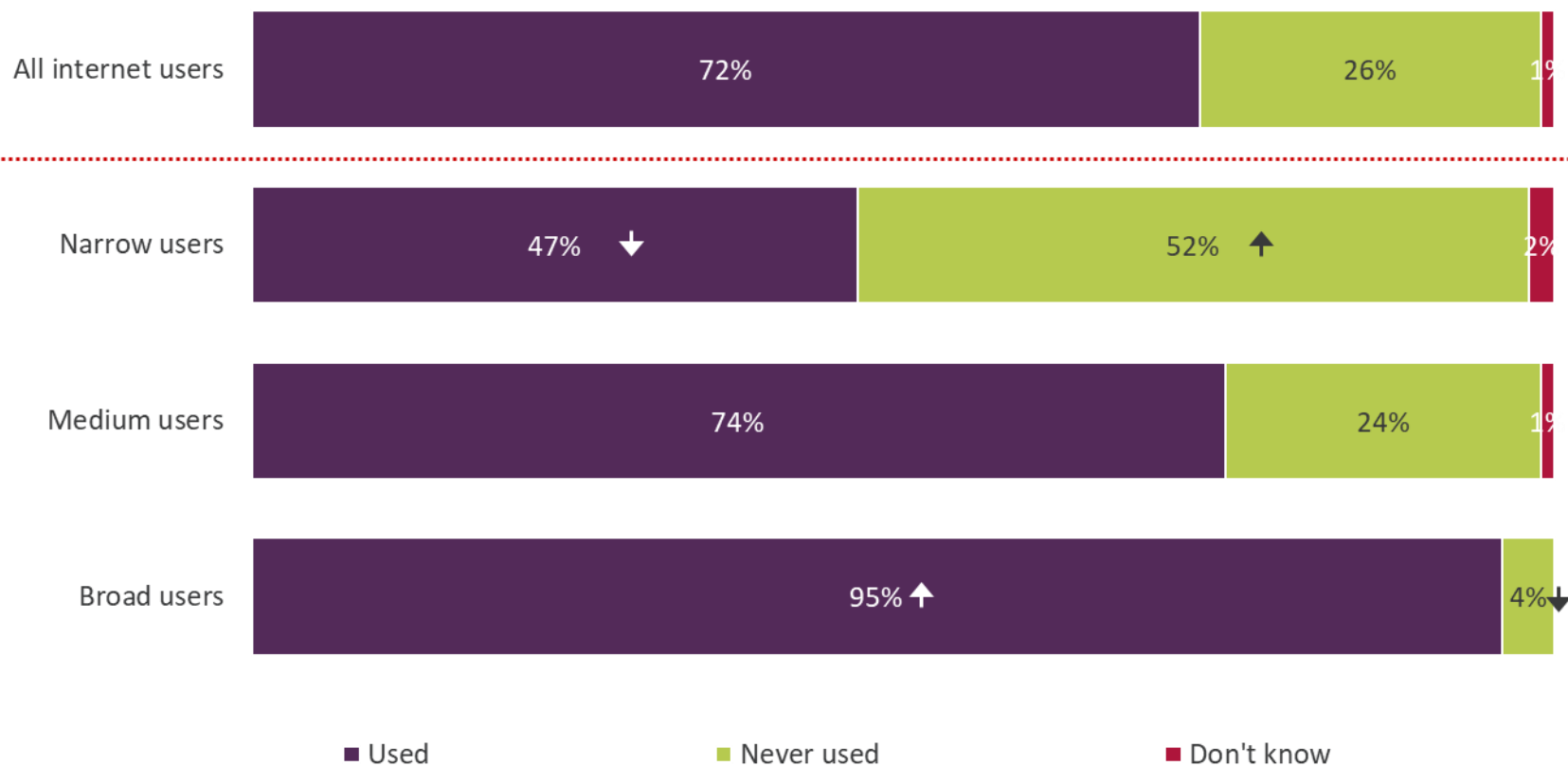
Base: All adults aged 16+ who go online (3422 in 2020), narrow (1042), medium (1217) and broad users (1004)

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



## Less than half of narrow users have ever used VoIP.

### Use of VoIP – narrow, medium and broad users: 2020



Source: Ofcom Technology Tracker 2020

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)

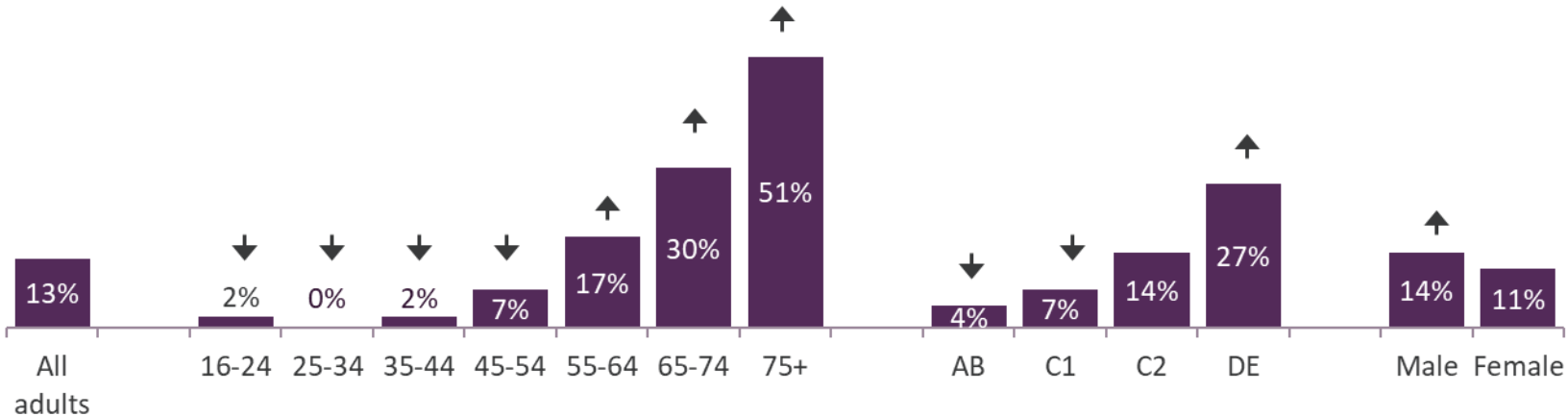
Base: All adults aged 16+ who go online (3422 in 2020), narrow (1042), medium (1217) and broad users (1004)

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

# Non-use of the internet is more likely among those aged 55+ and those in DE households.



Incidence of non-use of the internet, by demographic group: 2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 IN1. Do you ever go online? (unprompted responses, single coded)  
 Base: All adults aged 16+ (1883 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

Two in five non-users are aged 75 and over and more than half are in the DE socio-economic group.

Incidence of non-use of the internet, by demographic group: 2019

Demographic	All UK adults	Internet users	Non-users of the internet
Aged 16-24	12%	15%	2% ↓
Aged 25-44	38%	40%	4% ↓
Aged 45-64	30%	31%	29%
Aged 65-74	11%	10%	26% ↑
Aged 75+	9%	5%	40% ↑
AB	27%	28%	7% ↓
C1	27%	30%	16% ↓
C2	22%	22%	24%
DE	25%	21%	53% ↑
Male	49%	48%	56% ↑
Female	51%	52%	44%

Source: Ofcom Adult Media Literacy Tracker 2019

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

Base: All adults aged 16+ (1883 aged 16+, 1601 internet users, 282 non-users of the internet)

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

## More than half of non-users say they do not go online because they do not see the need or are not interested in doing so.

Reasons for not going online, by age of non-user: 2019

All non-internet users aged 16+	
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	61%
I don't trust the internet/ being online is not safe or secure/ data privacy issues	15%
The equipment needed to go online is too expensive/ not worth the money	15%
I don't have the right equipment	14%
Someone else goes online for me	12%
Getting online/ getting connected to the internet is too complicated	11%
Being connected to the internet is too expensive/ not worth the money	10%
Using the internet, finding your way around on the internet is too complicated	9%
I don't have the right help to know how to start	7%
Other	4%
Don't know	2%
ANY REASON RELATING TO 'COSTS'	19%
ANY REASON RELATING TO 'BEING TOO COMPLICATED'	17%

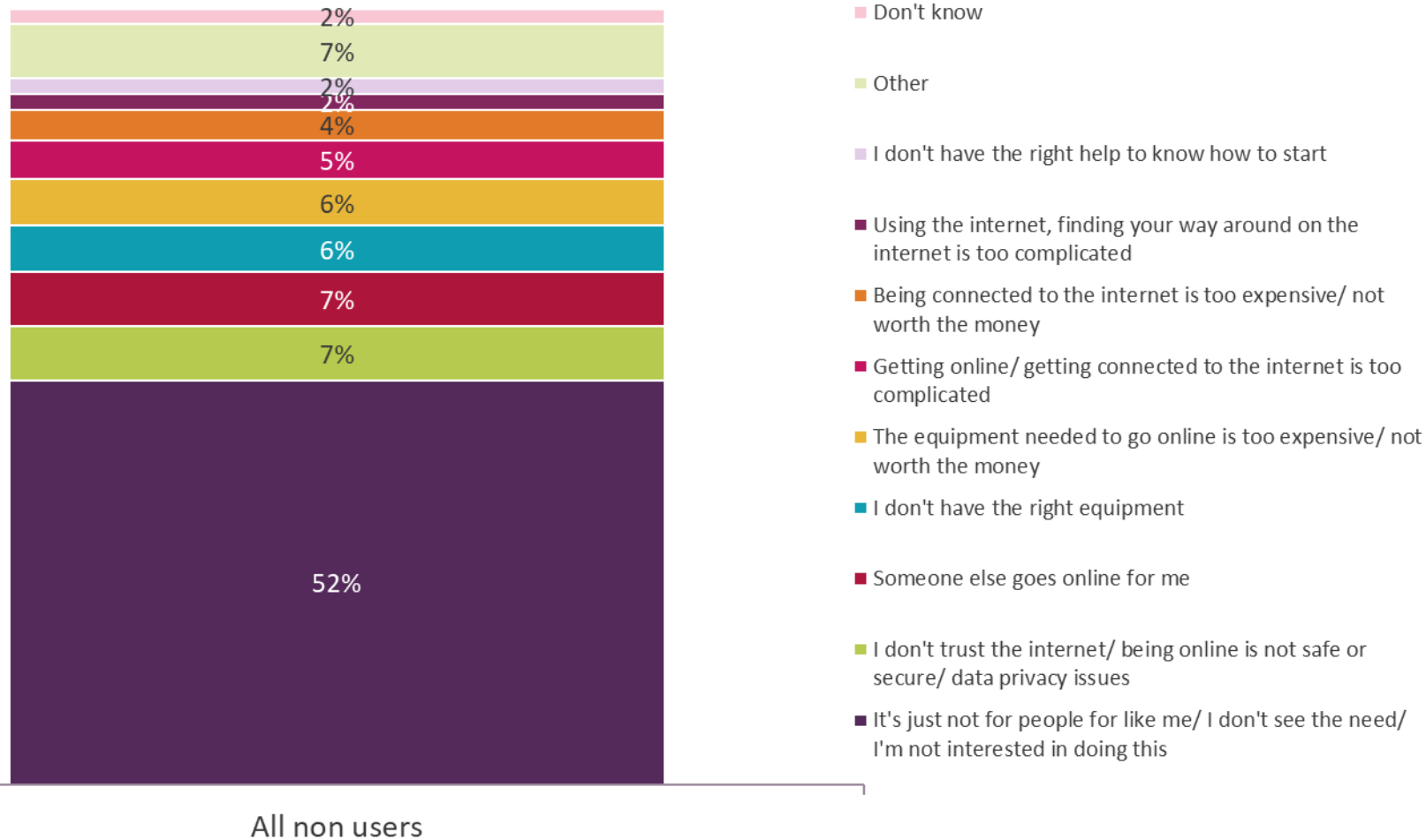
Source: Ofcom Adult Media Literacy Tracker 2019

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 (282 aged 16+)

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

Main reason for not going online: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

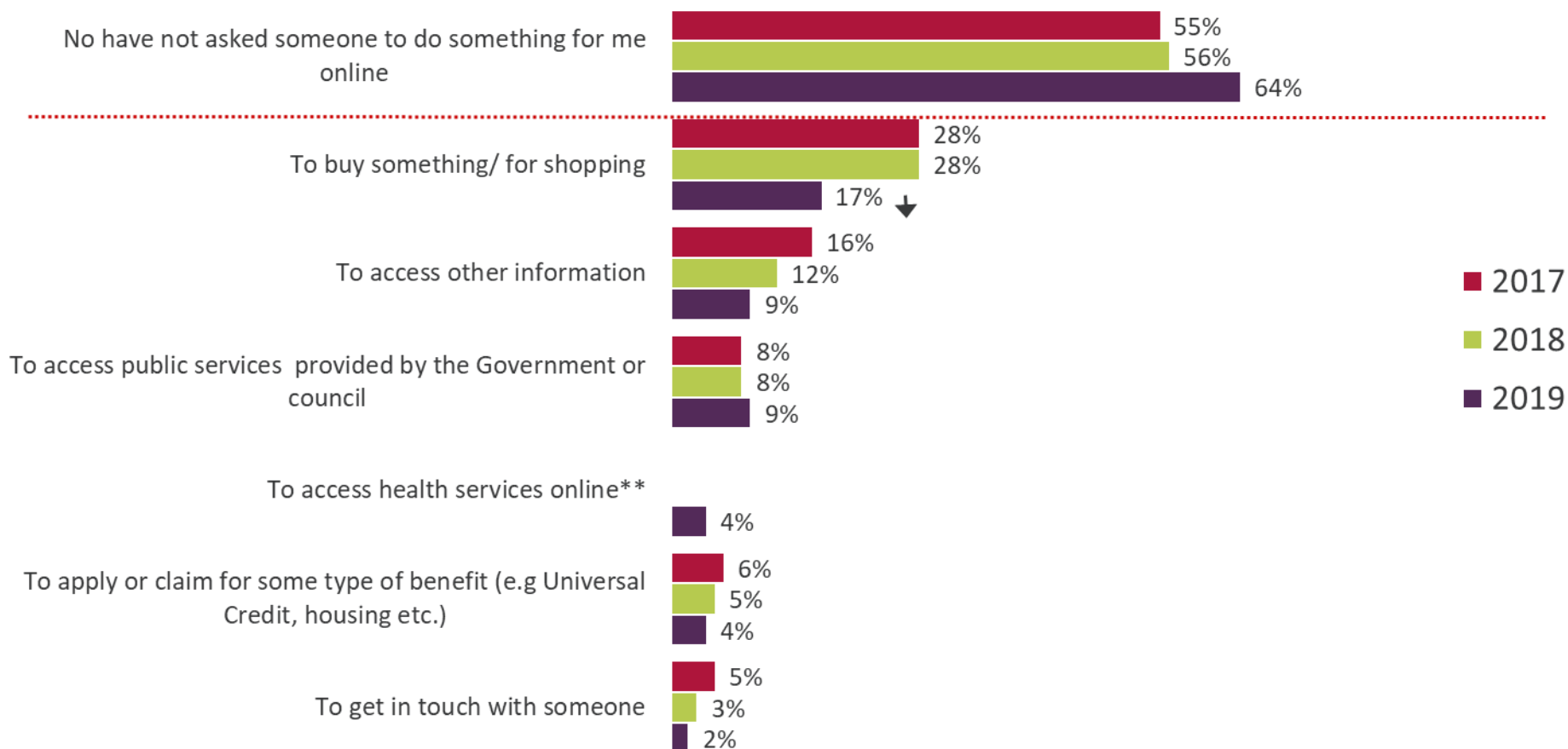
IN8B. Which one of the following best describes the main reason why you don't go online? (prompted responses, single coded)

Showing response given by >1% of non-users

Base: Adult internet users aged 16+ who do not go online (282 aged 16+)

## More than one third of non-users have asked someone else to use the internet on their behalf in the past year.

### Proxy use of the internet in the past year, among non-users: 2017-2019



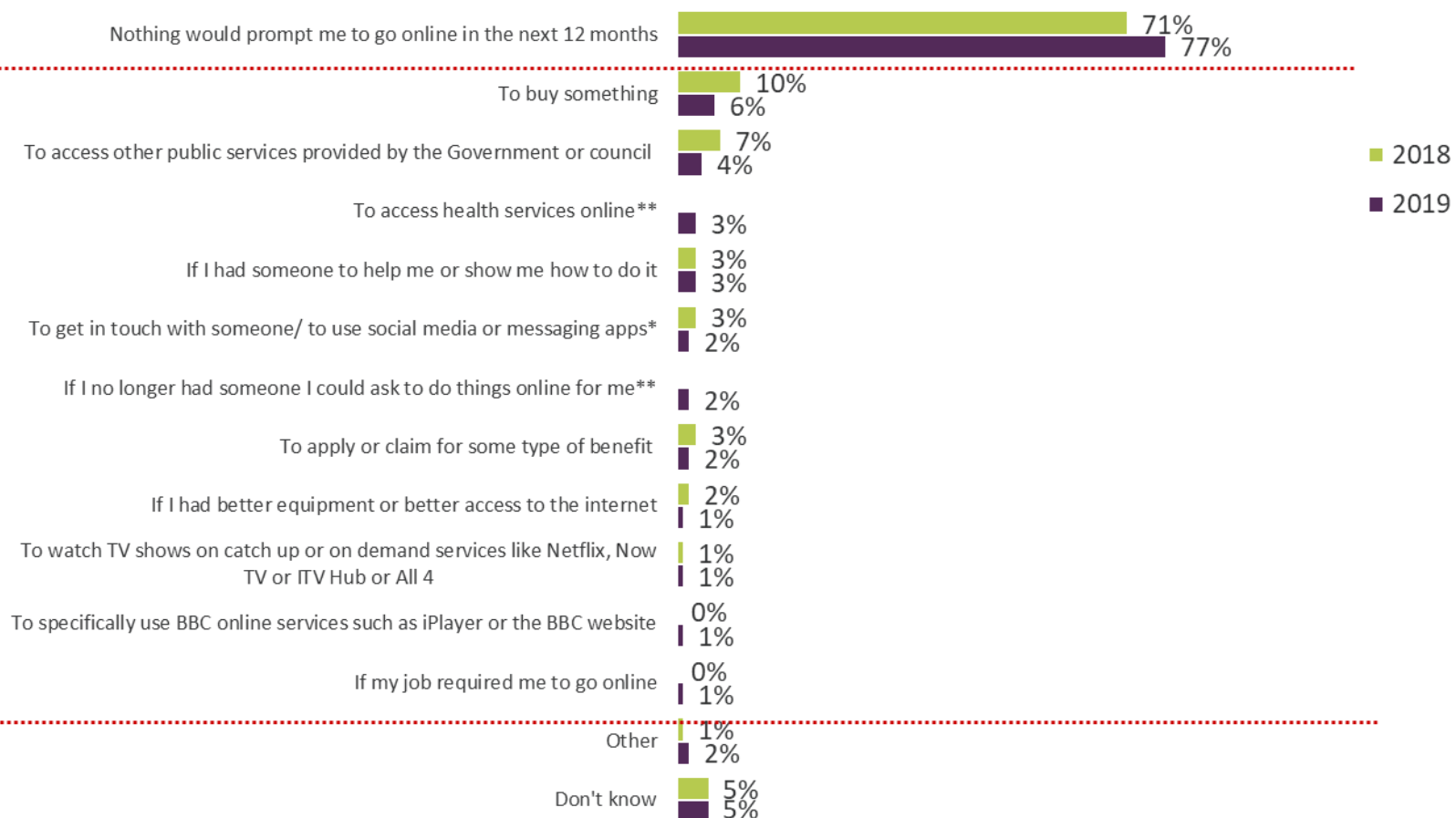
Source: Ofcom Adult Media Literacy Tracker 2019

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 (305 in 2017, 280 in 2018, 282 in 2019) \*\*New code added in 2019

## More than three quarters of 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: 2018-2019



Source: Ofcom Adult Media Literacy Tracker 2019

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 in 2018, 282 in 2019) \*\*New code added in 2019 \*Code amended in 2019 to include the use of social media or messaging sites or apps

# Annex: Working age (16-64) analysis



Adults aged 16-64 in DE households are less likely than those in non-DE households to have access to, and therefore use, most devices/ media within the home.

Summary of access to and use of devices/ media at home – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2019

	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	96% ↓
Smartphone	NA	92%	NA	94%	NA	86% ↓
Tablet	76%	67%	81%	72%	60% ↓	51% ↓
Computer	70%	63%	75%	69%	52% ↓	43% ↓
Standard TV set	55%	49%	54%	48%	58%	55% ↑
Smart TV set	65%	62%	68%	66%	53% ↓	51% ↓
Radio set (DAB or otherwise)	48%	38%	51%	40%	39% ↓	31% ↓
Digital video recorder/ DVR	51%	44%	56%	48%	34% ↓	29% ↓
Games console/ games player	49%	30%	50%	30%	47%	30%
A streaming device plugged into a TV set or computer	29%	24%	32%	26%	20% ↓	15% ↓
Smart speaker	29%	25%	32%	27%	20% ↓	16% ↓
Wearable technology	22%	16%	25%	19%	11% ↓	6% ↓
Smart home technology	11%	10%	13%	11%	5% ↓	4% ↓
ANY TV	96%	93%	96%	93%	96%	93%

Source: Ofcom Adult Media Literacy Tracker 2019

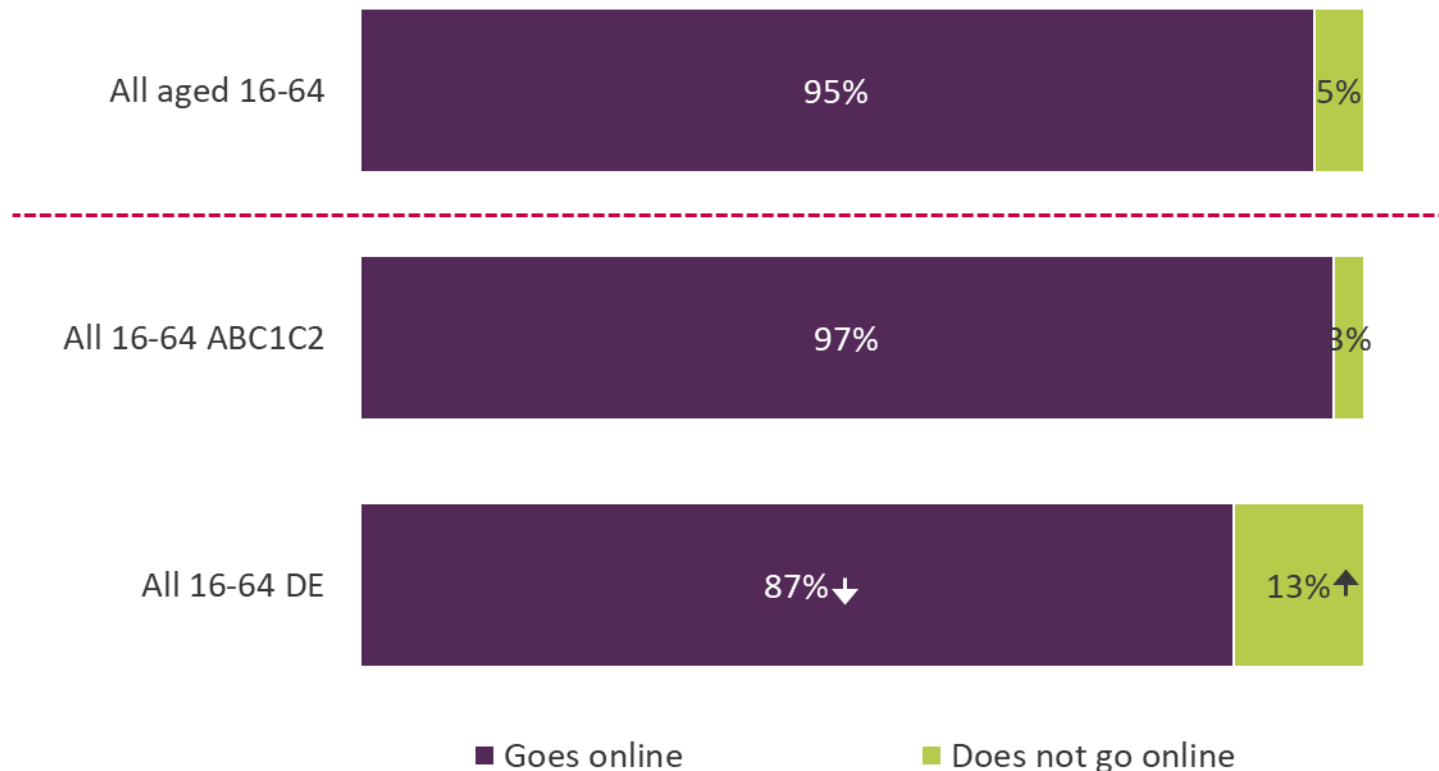
A1/ A2. Can you please look at this list and tell me which of these you have at home? (prompted responses, multi-coded)/ And which of these devices that you just said you had at home do you personally ever use, for any purpose? (prompted responses, multi-coded)

Base: All adults aged 16-64 (1398), all 16-64s in ABC1C2 households (1047), all 16-64s in DE households (351)

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

Those aged 16-64 in DE households are four times more likely *not* to go online than those in non-DE households.

Incidence of internet use – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

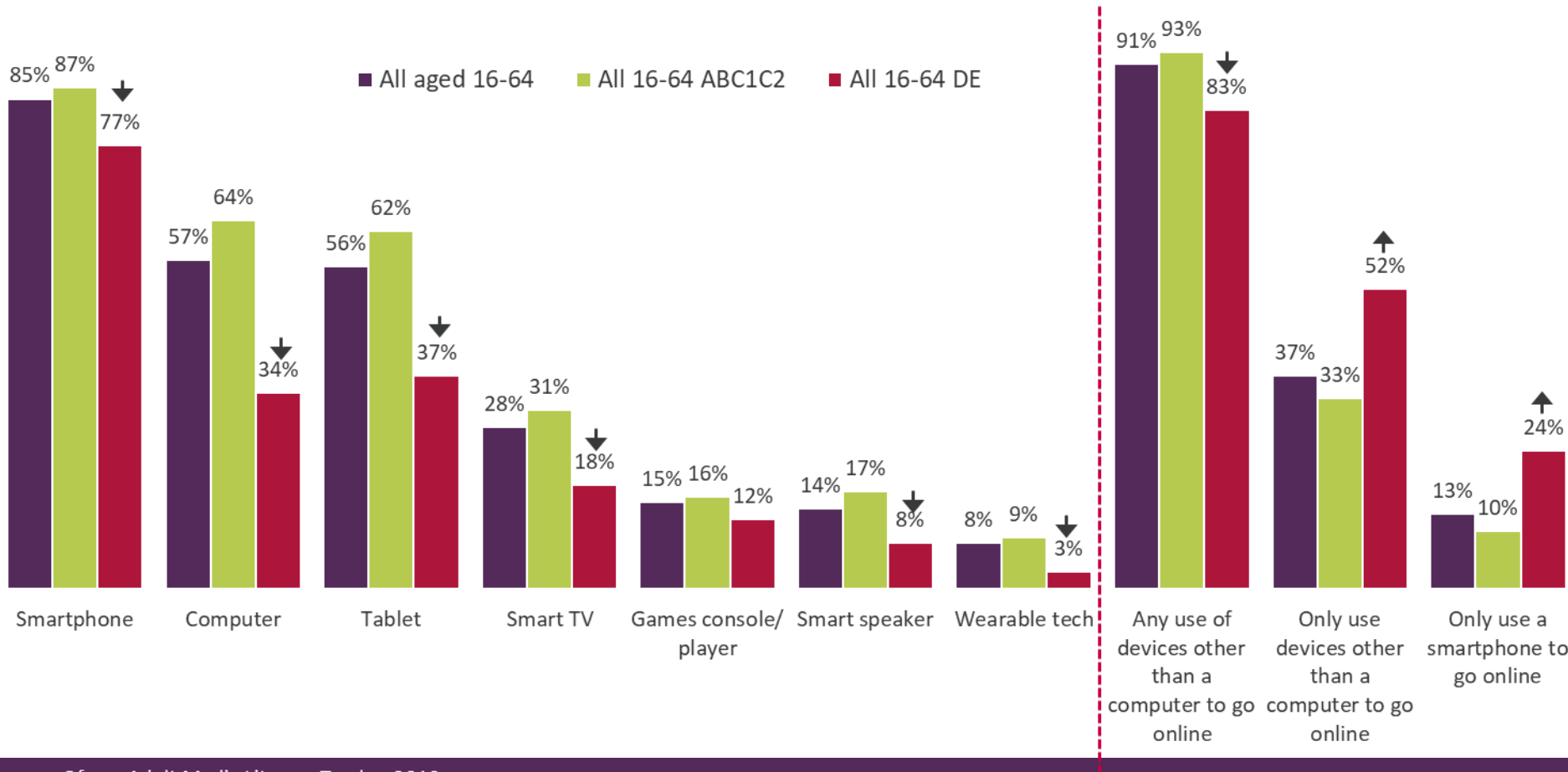
IN1. Do you ever go online? (prompted responses, single-coded)

Base: All adults aged 16-64 (1398), all 16-64s in ABC1C2 households (1047), all 16-64s in DE households (351)

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

# A quarter of adults aged 16-64 in DE households only go online via a smartphone.

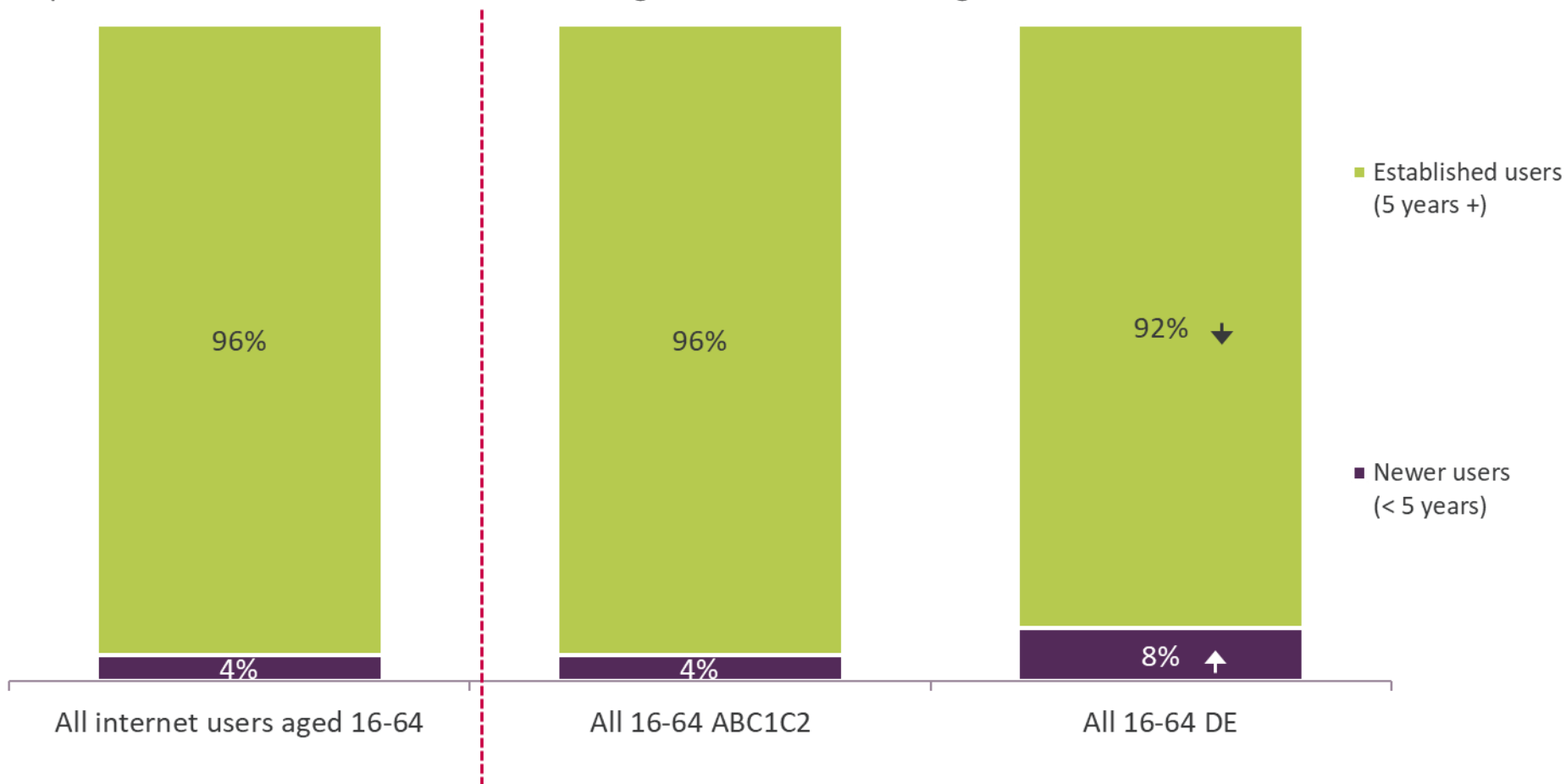
Devices used to go online – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 IN2. Do you go online using any of these devices? (prompted responses, multi-coded)  
 Base: All adults aged 16-64 (1398), all 16-64s in ABC1C2 households (1047), all 16-64s in DE households (351)  
 Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

## Internet users aged 16-64 in DE households are more likely than those in non-DE households to be newer internet users.

Proportion of newer and established users – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

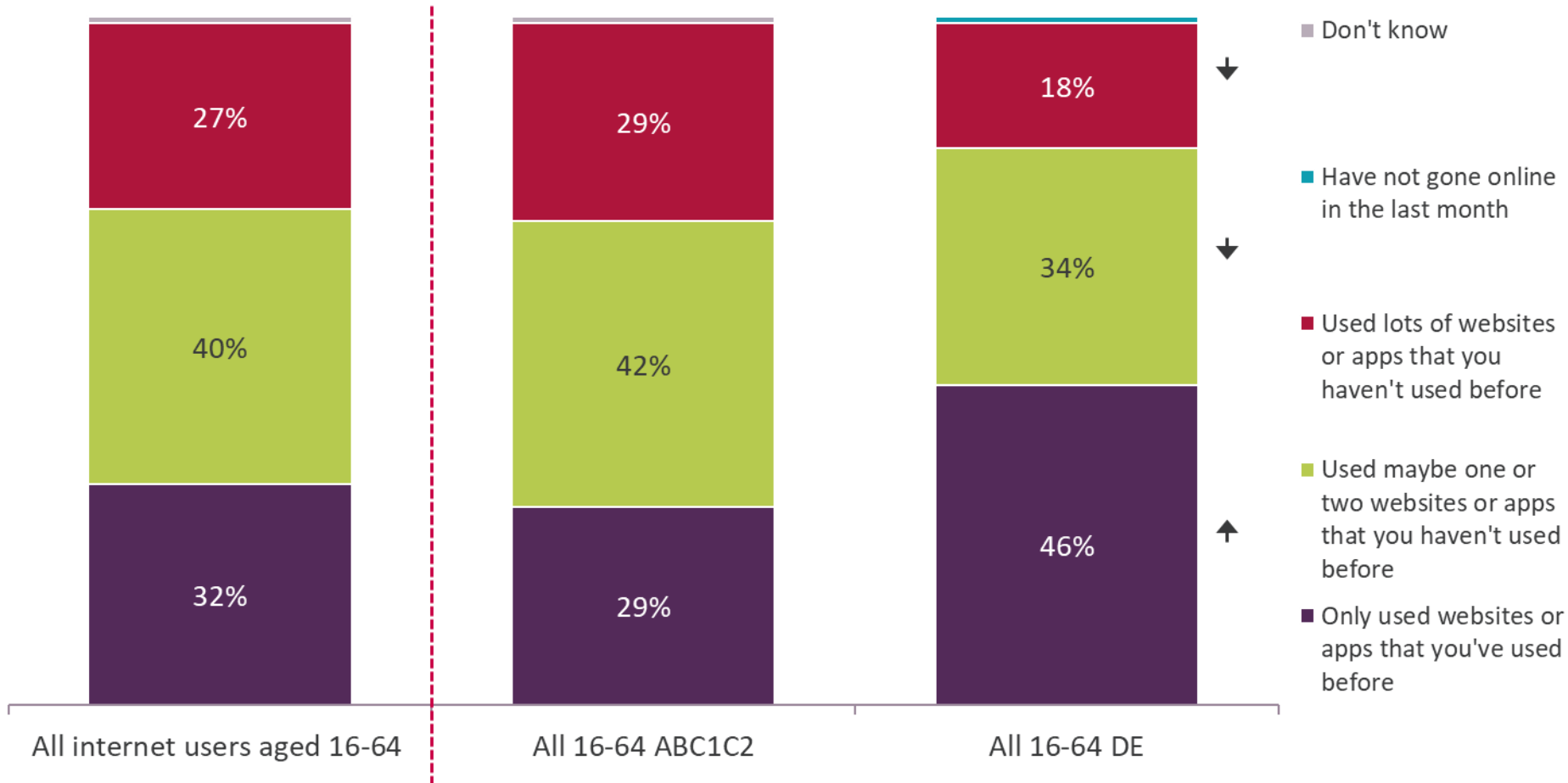
IN3. How long ago did you first start going online? (prompted responses, single coded)

Base: All adults aged 16-64 who go online excluding 'Don't know' response (1246), all 16-64s in ABC1C2 households who go online excluding DK (959), all 16-64s in DE households who go online excluding DK (287)

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

## In the last month, close to half of internet users aged 16-64 in DE households have only used sites and apps they have used before.

Use of websites or apps in the last month not used before – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

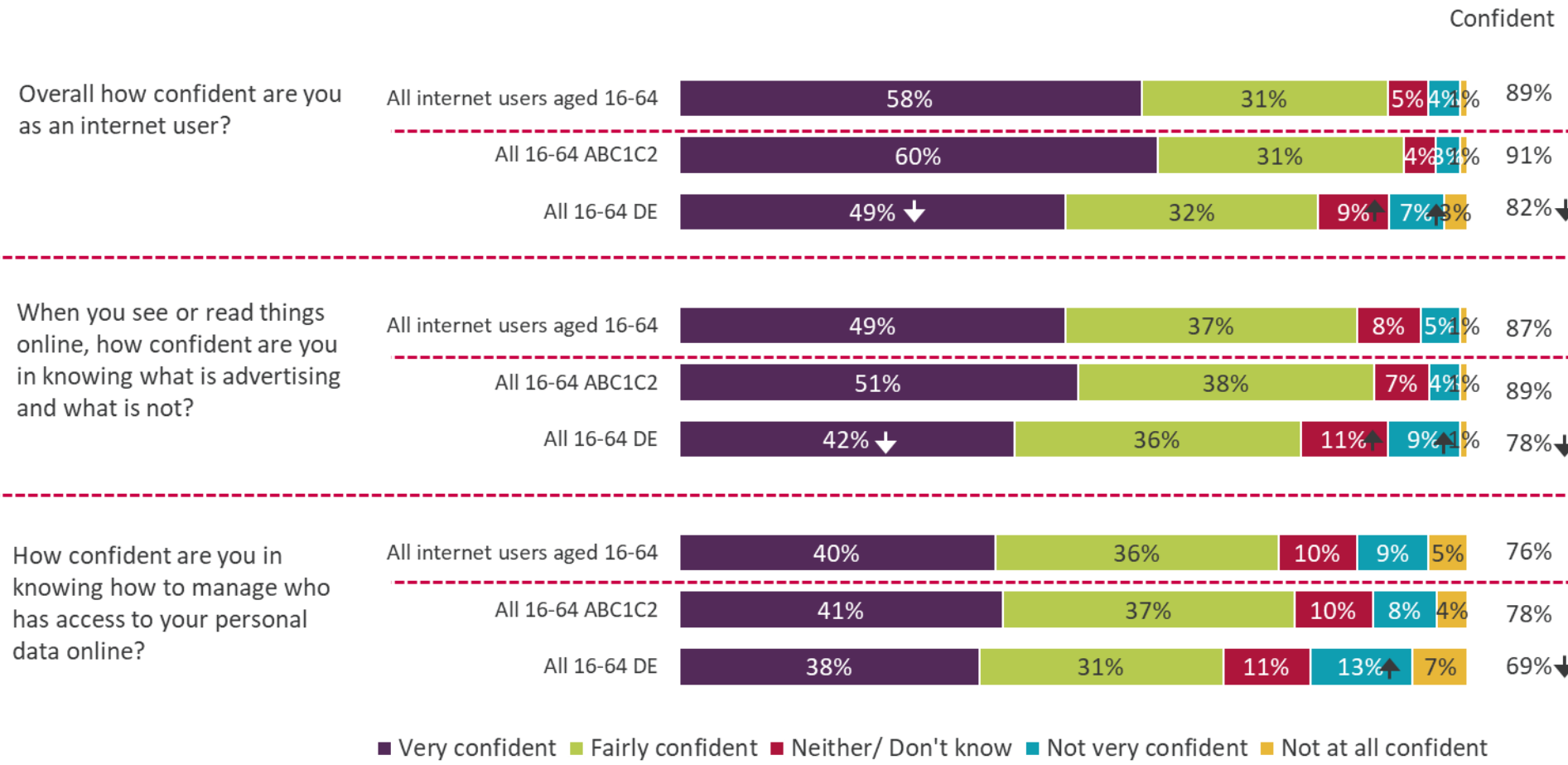
IN12. In the last month, when you have gone online, have you ..... (prompted responses, single coded)

Base: All adults aged 16-64 who go online (1318), all 16-64s in ABC1C2 households (1015), all 16-64s in DE households (303)

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 compared to those in non-DE households.

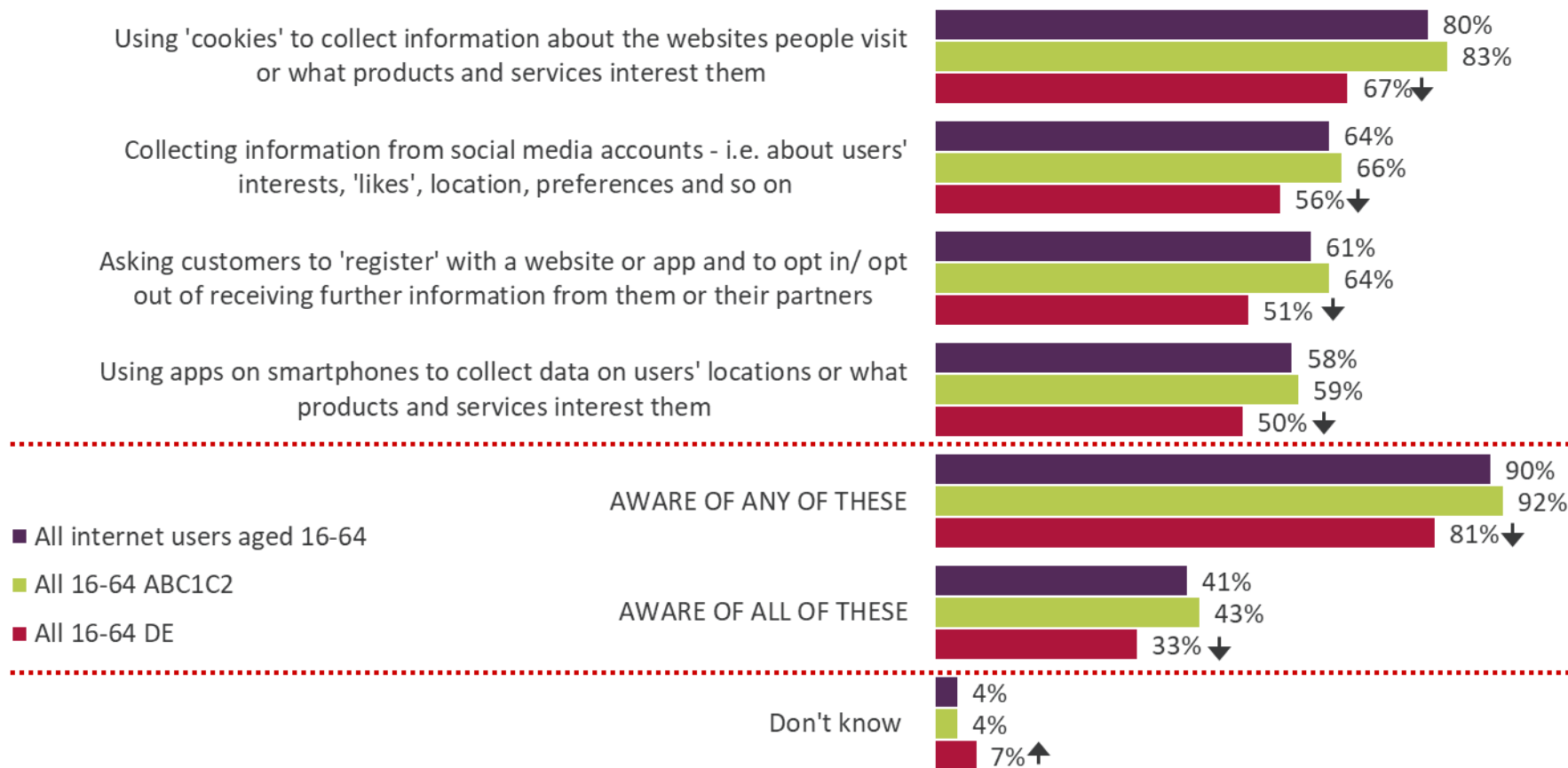
Confidence as an internet user – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2019



Source: Ofcom Adult Media Literacy Tracker 2019  
 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 (1318), all 16-64s in ABC1C2 households (1015), all 16-64s in DE households (303)  
 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 to be aware of each of the ways in which online companies may collect information about what they do online.

Awareness of ways in which online companies can collect internet users' personal information – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

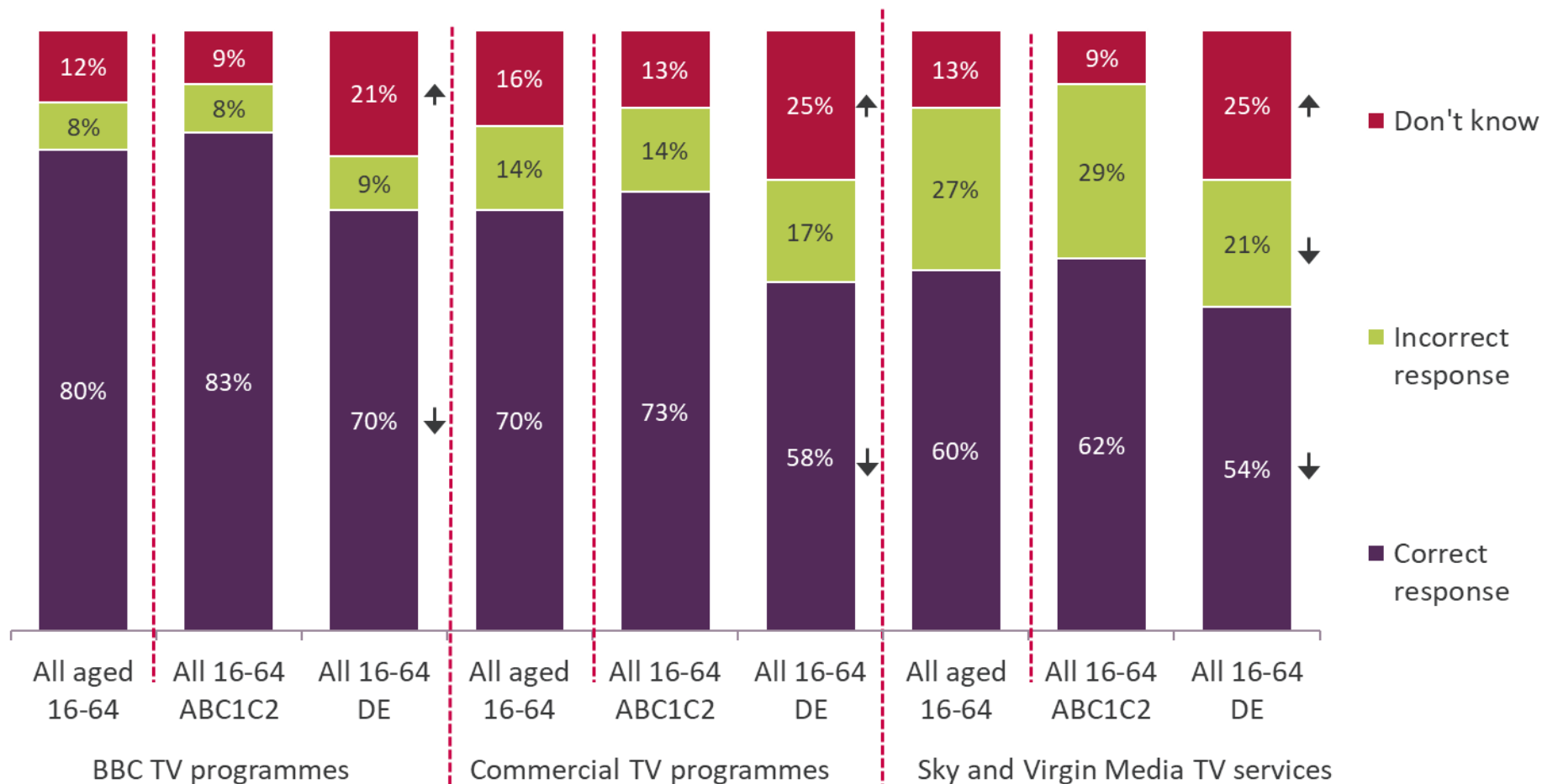
IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? (prompted responses, multi-coded)

Base: All adults aged 16-64 who go online (1318), all 16-64s in ABC1C2 households (1015), all 16-64s in DE households (303)

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

## Adults aged 16-64 in DE households are less likely to be aware of the main source of funding for each type of TV content.

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: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

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)

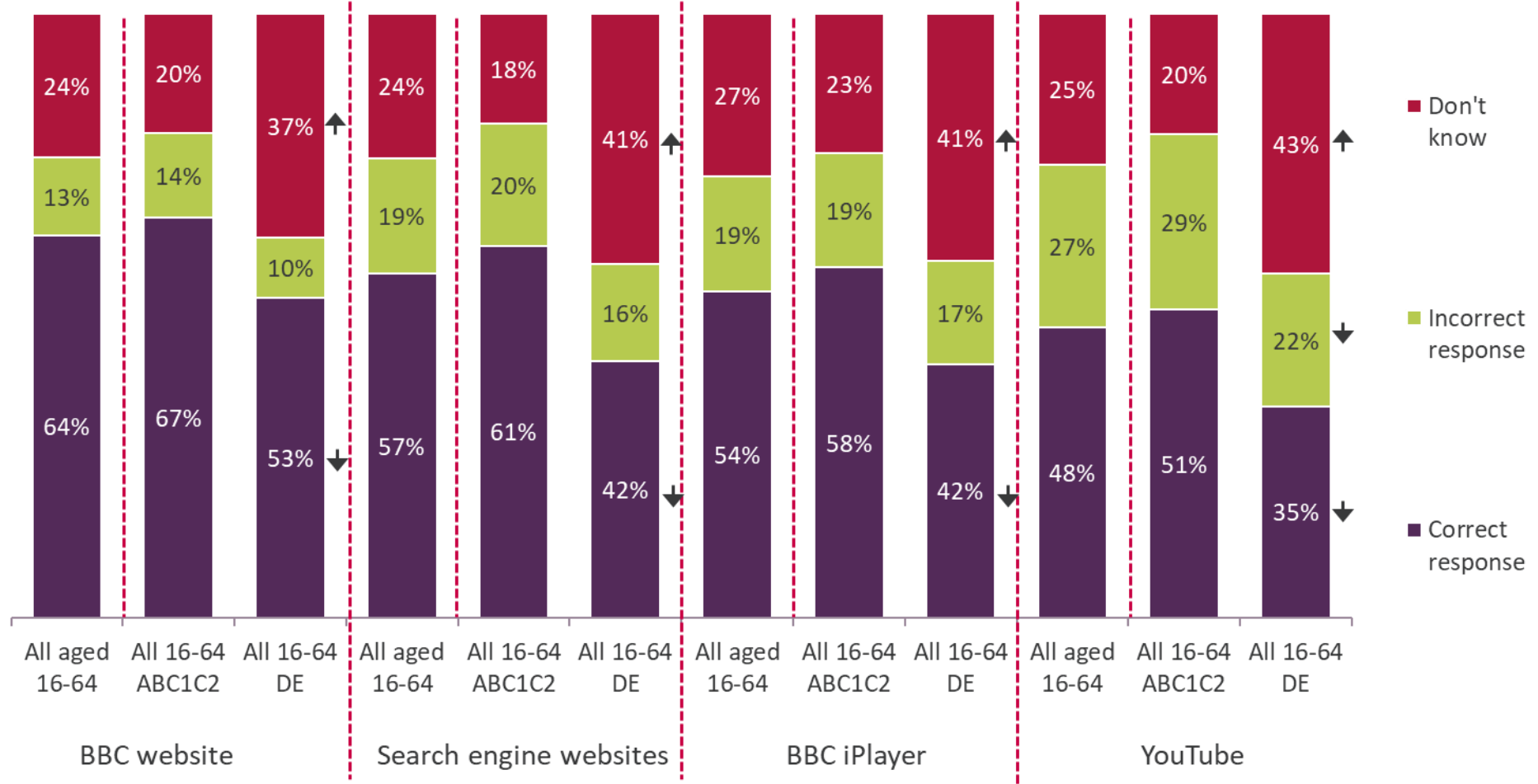
Base: All adults aged 16-64 (1398), all 16-64s in ABC1C2 households (1047), all 16-64s in DE households (351)

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



# Adults aged 16-64 in DE households are also less likely to be aware of the main source of funding for certain websites or online services.

Awareness of how websites or online services are funded – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2019



Source: Ofcom Adult Media Literacy Tracker 2019

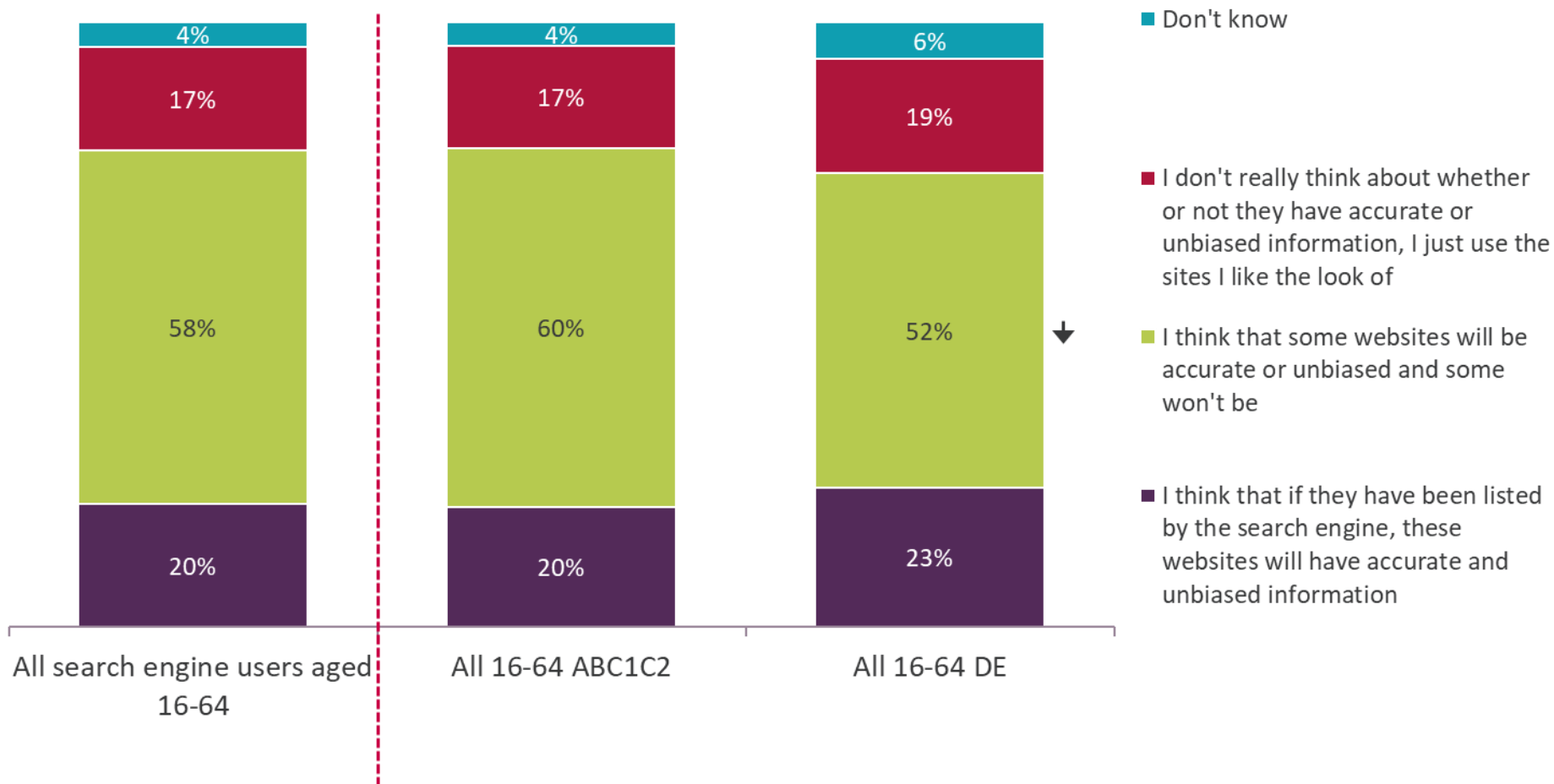
IN31/ IN32 /IN33/ IN34. How do you think the BBC's website is mainly funded/ How do you think search engine websites such as Google or Bing are mainly funded?/ How do you think the BBC's iPlayer service is mainly funded / How do you think YouTube is mainly funded? (unprompted responses, single coded)

Base: All adults aged 16-64 (1398), all 16-64s in ABC1C2 households (1047), all 16-64s in DE households (351)

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

Over half of adult search engine users aged 16-64 in DE households understand how search engines work, however, this is lower than those in non-DE households.

Opinions on search engine accuracy – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2019



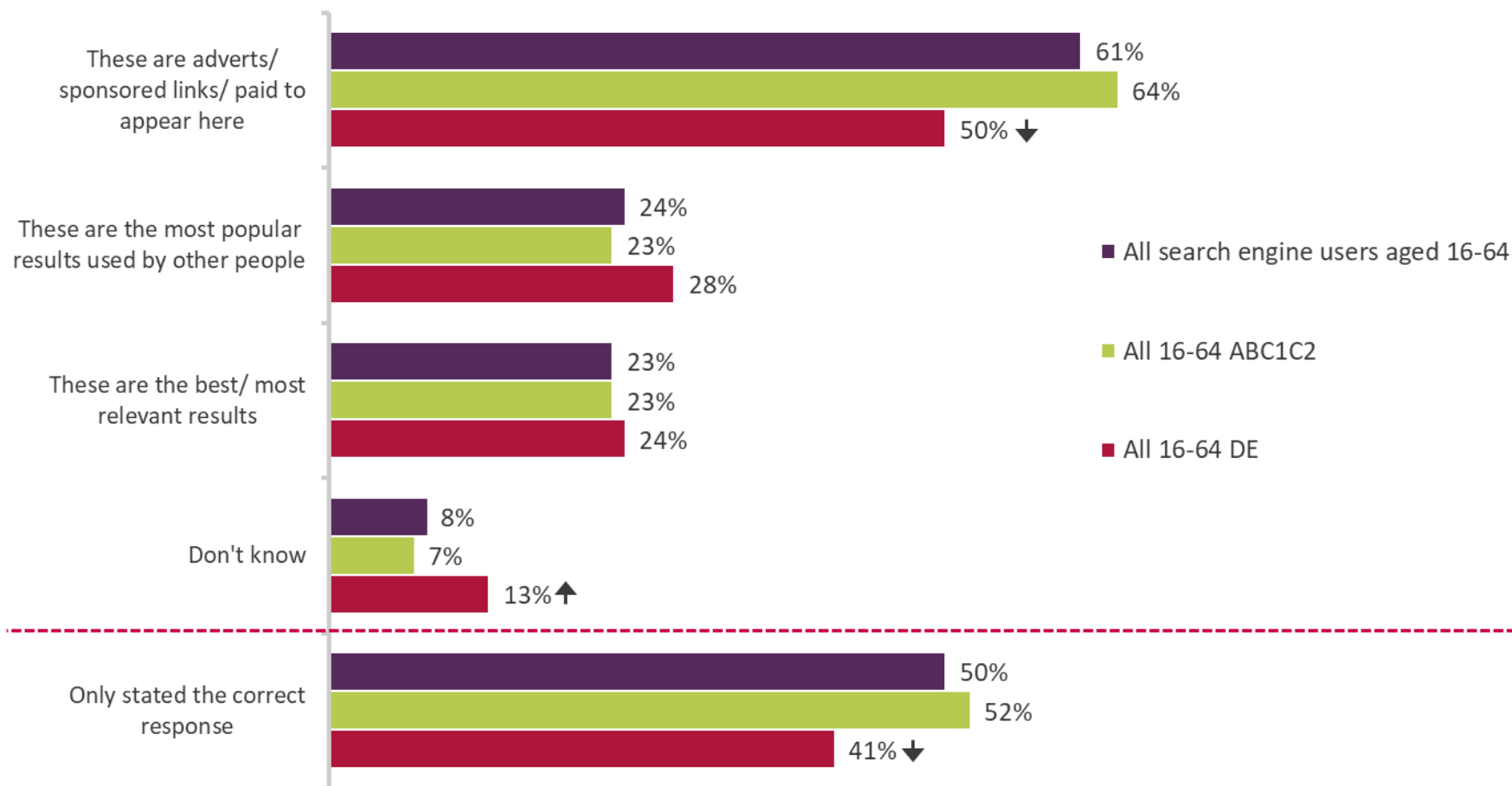
Source: Ofcom Adult Media Literacy Tracker 2019

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 (1298), all 16-64s in ABC1C2 households (1001), all 16-64s in DE households (297). 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 be able to identify sponsored links in search engine results.

Understanding of paid-for results returned by Google searches – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2019



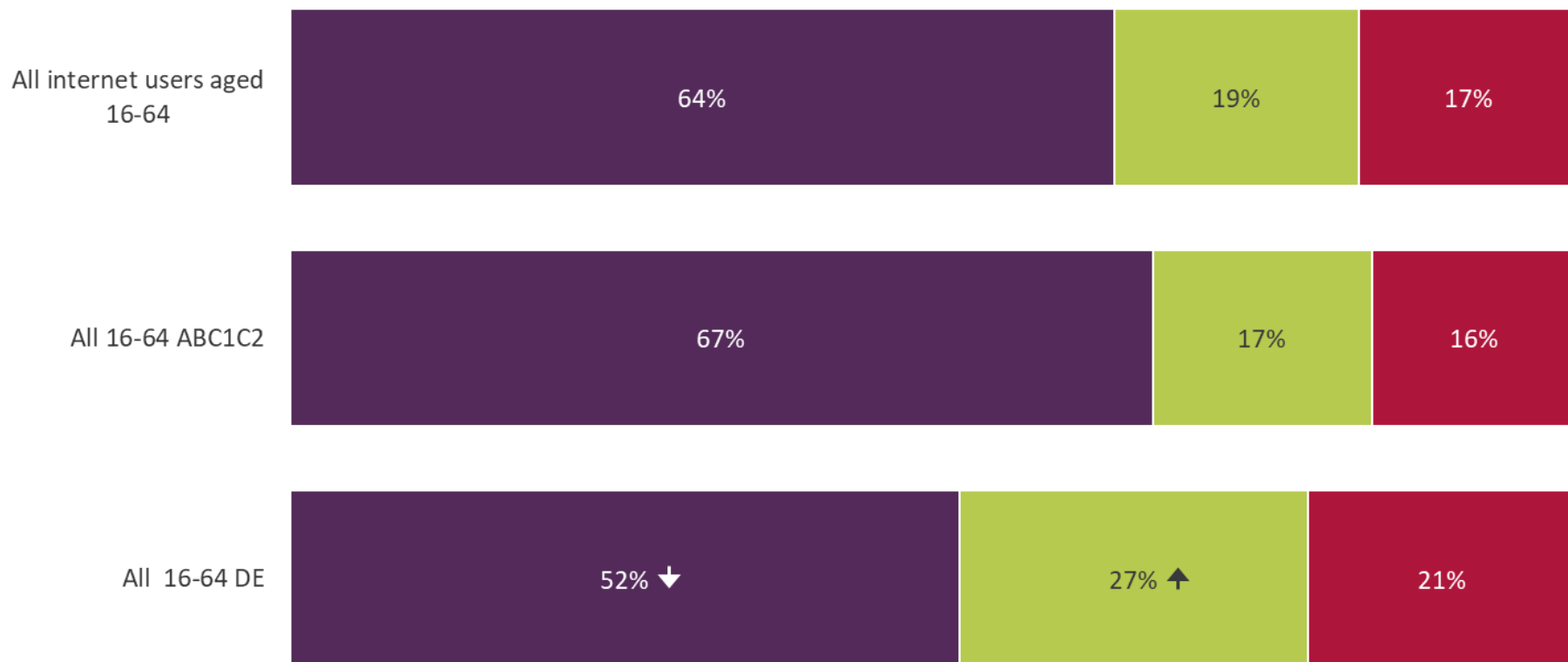
Source: Ofcom Adult Media Literacy Tracker 2019

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 (1298), all 16-64s in ABC1C2 households (1001), all 16-64s in DE households (297). Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

## Internet users aged 16-64 in DE households are less likely than those in non-DE households to be aware of personalised advertising.

Awareness of personalised online advertising – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2019



■ 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 2019

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 (1318), all 16-64s in ABC1C2 households (1015), all 16-64s in DE households (303)

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