



Internet use and attitudes

2017 Metrics Bulletin

Research Document

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Section 1

Introduction

1.1 Scope of the report

This purpose of this 2017 internet use and attitudes bulletin is to provide a single home for a number of key internet metrics across a variety of sub-groups within the UK adult population. It is designed to be a reference document for our stakeholders.

It draws primarily on the annual Ofcom Adults' Media Literacy Tracker survey¹, for which 1,846 interviews with UK adults aged 16 and over were conducted in November and December 2016. It also includes data from the Ofcom Technology Tracker², drawn from 3,743 interviews with adults aged 16 and over, in January and February 2017³. It provides the following data:

- Who is online and how this changed:** between 2015 and 2016 (for the Media Literacy Tracker) and between 2016 and 2017 (for the Technology Tracker). It sets out the percentage of the UK population who ever use the internet on any device; who has broadband access at home; and who accesses it from different types of location outside the home. This section also looks at the incidence of UK adults who go online only using devices other than a desktop or laptop computer, and those who go online only using a smartphone.
- The 'breadth' of people's internet use:** this is measured in two ways; by an aggregation of the numbers of types of activities carried out by those who use the internet at home or elsewhere, and by focusing on selected types of activity. The types of activity featured in the Technology Tracker have been amended since 2016, so it is not possible to compare the findings for the aggregated data with those from 2016.
- Information relating to people's understanding of issues related to critical thinking and their attitudes towards internet safety.** The bulletin explores whether people check the accuracy of factual information they find online, and looks at their awareness of the funding of online content and their trust in social media content. It also looks at attitudes towards the sharing and management of personal data online. All the data in this section relate to 2016 and show, where applicable, how these metrics have changed since 2015.
- Information about non-users of the internet.** This includes the incidence of non-use of the internet, the levels of likely internet take-up, the proportion of non-users without any intention of getting home internet access, the proportion of these who give reasons relating to cost or to interest/ need, and the incidence of proxy use in the past year. This section also shows any change since 2015 (for the Media Literacy Tracker) and since 2016 (for the Technology Tracker).

¹ https://www.ofcom.org.uk/data/assets/pdf_file/0032/98474/Media-Literacy-Tracker-2016-Adults-data-tables-for-publication.pdf

² https://www.ofcom.org.uk/data/assets/pdf_file/0015/101292/technology-tracker-data-tables-h1-2017.pdf

³ Data are available at <https://www.ofcom.org.uk/research-and-data/data/statistics/stats17>

1.2 Key findings

Findings from the Ofcom Adults' Media Literacy Tracker (2016) and the Ofcom Technology Tracker (2017)

- In 2017, eight in ten (83%) UK adults aged 16+ say they have broadband internet access at home, and nine in ten (89%) UK adults aged 16+ say they use the internet either at home or in other locations. Use of the internet anywhere (i.e. at home or in other locations) has increased since 2016. As in previous years, differences by age group are considerable; 99% of 16-24s say they use the internet, compared to 50% of those aged 75+.
- Two-thirds of UK adults (66%) say they go online via their mobile phone, unchanged since 2016. Nine in ten (89%) of 16-24s say they do this, compared to 22% of those aged 65+. Similar to the proportion going online in any location, use of a mobile phone to go online is less likely in DE households (54%) than in ABC1 households (74%).
- A quarter of UK adults (24%) only use devices other than a desktop or laptop computer to go online, an increase of eight percentage points on 2015. Only using an alternative device is more likely in DE households (33%) than in ABC1 households (18%).
- About one in ten UK adults (8%) only use a smartphone to go online, up from 6% in 2015. Again, this is more likely in DE households (13%) than in ABC1 households (6%).
- Thirty-one per cent of those who use the internet at home or elsewhere are broad users of the internet (carrying out 10-15 of the 15 types of activity asked about⁴). Internet users aged 25-44 are more likely to be broad users (39% of both 25-34s and 35-44s) while those aged 55+ are less likely (18%). Four in ten (39%) of those in ABC1 households are broad users, compared to 19% of those in DE households.
- Three in ten (28%) of those who use the internet at home or elsewhere are narrow users of the internet (carrying out one to four of the 15 types of activity asked about in 2017⁵). Close to half (47%) of those aged 65 and over are narrow users, compared to 25% or less of those aged under 55. Those in C2DE households are more likely than all UK internet users to be narrow users (36% vs. 28%).
- Around two-thirds (69%) of those who use the internet at home or elsewhere say they use the internet for online shopping. A similar proportion of adults bank online (64%), with fewer using social networking (57%), while four in ten (40%) look up information or services on government or council websites; an increase of five percentage points since 2016. Internet users aged 55 and over are less likely than all users to say they buy things online, bank online or use social networking. Adults in the DE socio-economic group are less likely to buy things online, bank online or use government or council services online. Women are more likely than men to use social networking.
- In 2016, around six in ten (58%) search engine users recognised that search engine results may or may be inaccurate or biased, and a similar proportion (57%)

⁴ The types of activity featured in the Technology Tracker have been amended since 2016, so it is not possible to compare the aggregated data on categories of use in 2017 with those from 2016

⁵ See footnote 4

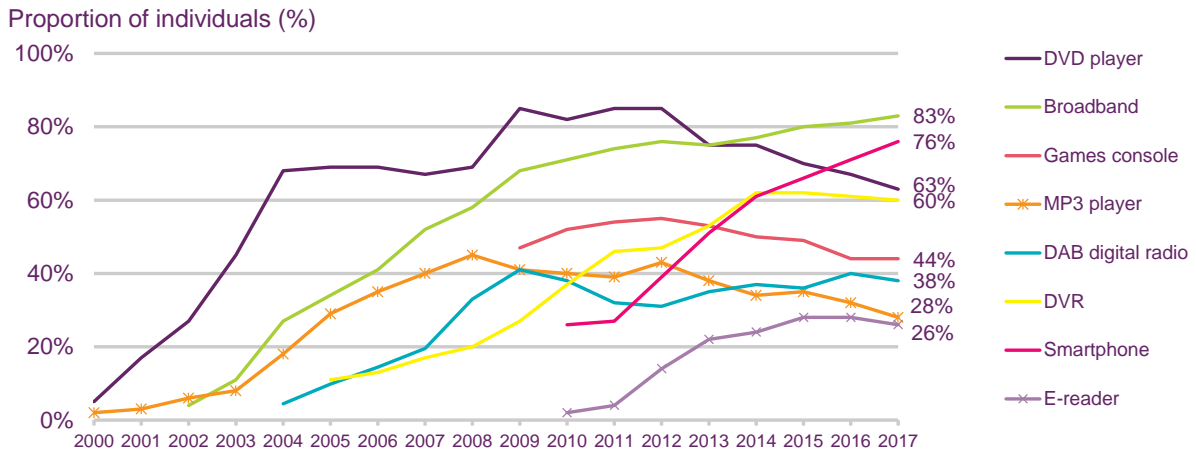
recognised that certain results listed on Google are adverts. Both findings are unchanged since 2015.

- Seven in ten (72%) internet users say they are confident in knowing how to manage who has access to their personal data online. While 27% say they give out inaccurate or false details to protect their identity online, 35% say they are happy to provide personal information online so long as they get what they want.
- Seven in ten internet users say they carry out appropriate checks before entering their personal details online (70%) or before entering their credit/ debit card details online (74%).
- Across all UK adults, 14% are non-users of the internet, unchanged since 2015. Among those aged 75 and over, more than half (56%) are non-users of the internet, but very few aged 16-24 (2%) or 25-34 (3%) are non-users. Non-use remains higher among adults in DE households (27%) compared to ABC1 households (7%).
- More non-users cite lack of perceived need as their main reason for not going online (43%) than cite reasons relating to cost (11%).
- Among non-users, 'proxy' use of the internet (by someone else on their behalf) stands at 38%.

1.3 Overall trends over time

It is useful to provide some initial context of how take-up rates have developed over time, and to compare the internet with other digital media. Figure 1 sets out how take-up has changed across a range of digital media. More detailed discussion of take-up of media and communications devices and services is available in the *Communications Market Report 2017*⁶.

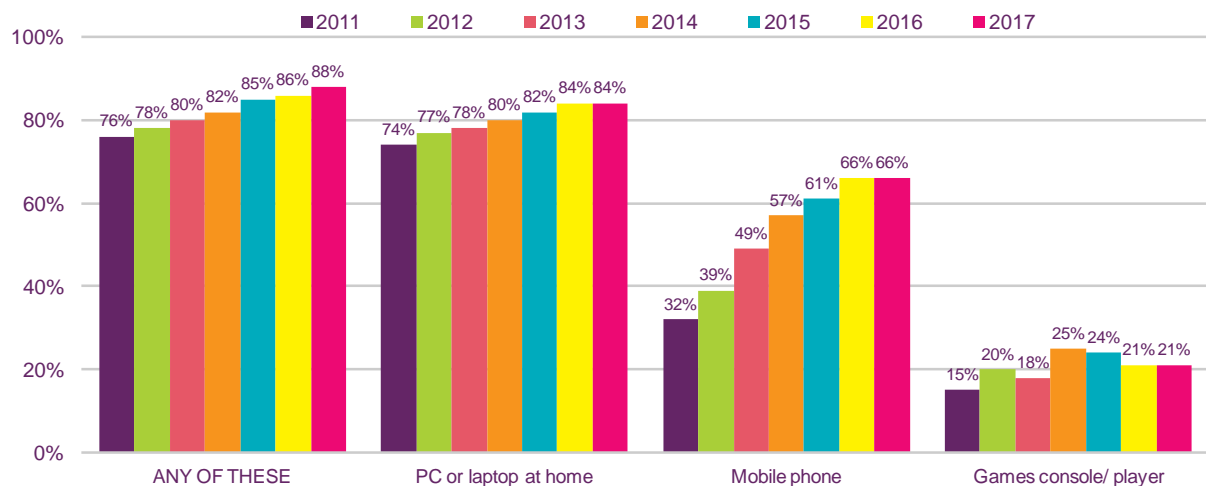
Figure 1: Take-up of key media since 2000



Source: Ofcom research. (Technology Tracker H1, 2017)
 Note: The question wording for DVD player and DVR was changed in Q1 2009, so data are not directly comparable with previous years

Figure 2 shows the extent to which UK adults in 2011, 2012, 2013, 2014, 2015, 2016 and 2017 use a computer or laptop at home to go online, and also shows those using mobile phones or games consoles/ games players to go online.

Figure 2: Devices used to go online: 2011 to 2017



Source: Ofcom research. (Technology Tracker H1, 2017)

⁶ https://www.ofcom.org.uk/data/assets/pdf_file/0017/105074/cmr-2017-uk.pdf

1.4 Who is measured

It is important to monitor different sub-groups within the UK, as take-up and use of the internet varies greatly, particularly by age and by socio-economic group. For example, while 99% of those aged 16-24 use the internet (anywhere), only 50% of over-74s do so, and users in ABC1 households are more likely than those in C2DE households to be categorised as 'broad' internet users (39% vs. 21%).

This *Metrics Bulletin* tracks the following groups wherever possible, given the survey base sizes and sampling:

- Age
- Gender
- Socio-economic group
- Low income / unemployed
- Rural / urban
- Black /Asian/ minority ethnic group (BAME)
- Disability
- Devolved nations

The following considerations should be taken into account when looking at these groups:

Low income

Questions about levels of income in surveys tend to attract higher rates of refusal, especially among those on low incomes. This group is included in the report, but as refusal rates vary year by year, there is a degree of uncontrolled variation, so trend data should be viewed with caution.

The income bands used in one of the two surveys (the Technology Tracker study) have been amended since 2016, so it is not possible to compare the findings in 2017 with those from 2016.

Rural/ urban

The government definitions of rural and urban differ between England and Wales, and Scotland, while the Northern Ireland Assembly allows definitions based on the research need. Therefore, to enable consistent analysis by rurality, we use UK Geographics' Locale Classification instead. This is a proprietary measure based on the ONS criteria. A full description of the seven definitions and how they are classified as rural or urban can be found in Annex 1 of this report.

Black / Asian minority ethnic group (BAME)

The 'ethnic minority' group comprises all those who answered that they belonged to groups within: Asian and British Asian; Black and Black British; Middle East and Arabic origin; Chinese or other ethnic group; mixed; or other. It should be noted that the group does not include other white ethnic groups such as people from Poland, Australia etc.

Ofcom is aware of the limitations of such a broad categorisation, but surveying all these groups to provide robust individual measures would be prohibitive in terms of cost. There are no internal controls for sub-category, resulting in a degree of uncontrolled variation, so we do not report trend data. Special weighting, derived from ONS data and an examination of Ofcom's previous research, has been applied to these data to create an appropriate analysis group. We provide this summary information as an indicative measure, to show differences

in take-up or attitudes, which may enable stakeholder understanding and targeting of particular issues.

Disability

The 'disability' group comprises all those who answered that they had any conditions that limited their daily activities or the work they could do. In 2017, 16% of UK adults gave this response. The surveys did not set any quotas or sampling framework for the incidence of disability, and so, like the BAME group, data from this group should be seen only as an indicative measure of the habits and opinions of disabled people. Likewise, due to the degree of uncontrolled variation, trend data are not reported. Special weighting, derived from examination of Ofcom's previous research, has been applied to these data to create an appropriate analysis group.

1.5 Understanding the results

Measures from Ofcom's 2016 Media Literacy Tracker (conducted at the end of 2016) are reported alongside measures from Half 1 2017 of Ofcom's Technology Tracker (conducted at the beginning of 2017). Habits may have shifted in the intervening months, but relative differences between the sub-groups remain pertinent.

Within each section, we compare the sub-group response and the all-UK figure for each of the age, socio-economic/ income and location/ nation groups, and for BAME and disability. Where a response is different to the all-UK figure, the cell is coloured (green, if the sub-group response is higher than the all-UK figure; or red, if it is lower), as shown in the example below. The exceptions are male/ female and urban/ rural, where the comparisons are to each other. Differences are statistically significant at the 95% level.

xx	Signifies higher response
xx	Signifies lower response

Tracking sub-groups over time requires large base sizes in order that percentage change can be deemed statistically significant. All significant changes between 2016 and 2017 for measures from the Technology Tracker, and between 2015 and 2016 for measures from the Media Literacy Tracker, are indicated by coloured cells within each section in the rows labelled '% change since 2016/ 2015' for the UK overall figure.

The number of interviews conducted with the different sub-groups of UK adults detailed in this report is indicated in the rows labelled 'base'. Where a sub-group base size is less than 100 interviews, these responses have been excluded from the analysis and are indicated '***' within the grid of measures.

Section 2

Internet reach

This section provides information about who is online, and how this has changed compared to the previous year. It sets out the percentage of the UK population who ever use the internet on any device, who has home broadband access, and who goes online from different types of location outside the home. The incidence of UK adults *only* using devices other than a desktop or laptop computer to go online or only using a smartphone to go online is also detailed in this section. Coloured cells in the *All UK* column indicate whether there has been a significant year-on-year change, coloured cells in the gender and urban/rural columns indicate whether the sub-groups are significantly different to each other, and coloured cells in the other columns indicate whether the sub-group response is different to the all-UK figure⁷.

	%	Age									Gender		Socio-economic/ income					Location/ nation									
		All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income/ Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability	
% of all respondents Technology Tracker, 2017																											
Base	3743	512	544	640	562	626	500	1485	859	359	1827	1916	1935	1805	994	217	289	69	2717	1026	2245	510	495	493	183	719	
Ever use the internet anywhere⁸	89	99	98	97	96	87	78	74	65	50	90	89	95	83	78	89	62	**	89	90	90	85	88	86	92	69	
% change since 2016	+2								+7		+3		+2			n/a		+2		+3				n/a	n/a		
Broadband take-up⁹	83	87	89	89	91	83	75	70	63	49	84	81	90	74	66	64	47	**	82	86	84	73	79	79	84	61	
% change since 2016	+2		+8										+3			n/a				+3				n/a	n/a		
Use mobile phone to go online¹⁰	66	89	87	86	71	51	30	34	22	13	67	65	74	58	54	64	41	**	66	67	68	57	58	68	80	34	
% change since 2016	0									+7			+4			n/a									n/a	n/a	
Use internet at work/ college¹¹	39	64	48	54	44	26	6	13	3	1	44	34	52	24	15	7	12	**	38	42	39	42	34	42	41	11	
% change since 2016	-1											-4				n/a			-3	+7					n/a	n/a	
Use internet at a library¹⁰	5	11	3	8	3	4	3	3	2	1	5	5	7	3	4	7	5	**	5	6	5	4	6	4	13	3	
% change since 2016	-2		-5								-2			-2		n/a			-2	+3	-2				n/a	n/a	

⁷Differences are statistically significant at the 95% level. Red cells indicate a significantly lower figure and green cells indicate a significantly higher one.

⁸(TT H1 2017, IN6) Q: Do you/ does anyone in your household have access to the internet at home? / Do you ever go online anywhere other than in your home at all?

⁹ (TT H1 2017, QE9) Q: Which of these methods does your household use to connect to the internet at home?

¹⁰ (TT H1 2017, QD28) Q: Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?

¹¹ (TT H1 2017, IN6) Q: Do you ever access the internet anywhere other than in your home at all?

** = Sub-group base size lower than 100 and therefore excluded from the analysis

	%	Age									Gender		Socio-economic/ income						Location/ nation							
	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
% of all respondents Media Literacy Tracker, 2016¹²																										
Base	1846	234	272	313	284	270	218	743	473	255	885	961	993	853	484	46	265	56	1541	305	1172	227	223	224	129	251
Only use devices other than PC/laptop to go online¹³	24	31	37	25	23	17	12	14	12	11	19	28	18	30	33	**	30	**	24	25	23	24	26	40	25	21
% change since 2015	+8	+11	+18					+5			+7	+9	+6	+9	+9		+10		+8	+11	+8		+8		n/a	n/a
Only use a smartphone to go online¹²	8	12	17	10	8	2	1	1	0	0	7	9	6	11	13	**	8	**	8	7	8	8	11	5	13	4
% change since 2015	+2		+8										+4										+6	-6	n/a	n/a

¹² These measures are shown in a separate table as they are taken from the Media Literacy Tracker and not the Technology Tracker

¹³(MLT 2016, IN1/ IN2) Q: Do you ever go online?/ Do you ever go online using any of these devices?

** = Sub-group base size lower than 100 and therefore excluded from the analysis

Section 3

Internet breadth of use

The 'breadth' of people's internet use is indicated in this section in two ways – by an aggregation of the numbers of types of activities carried out by those who use the internet at home or elsewhere, and by focusing on selected types of activity. Coloured cells in the *All UK* column indicate whether there has been a significant year-on-year change, coloured cells in the gender and urban/rural columns indicate whether the sub-groups are significantly different to each other and coloured cells in the other columns indicate whether the sub-group response is different to the all-UK figure¹⁴. The types of activity are ranked by the percentage of those saying that they ever do such things.

	%	Age									Gender		Socio-economic/ income						Location/ nation							
	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
% of all who use the internet at home or elsewhere Technology Tracker, 2017																										
Base	3221	506	536	613	531	520	364	1035	515	151	1570	1651	1808	1410	731	185	164	66	2355	866	1965	424	421	411	168	479
Carrying out 1-4 of the 15 types of internet activity¹⁵	28	25	23	21	25	32	44	39	47	51	26	29	21	36	40	37	44	**	28	26	26	34	33	36	25	41
% change (UK) since 2016	n/a																									
Carrying out 5-9 of the 15 types of activity¹⁴	37	39	37	39	40	37	30	33	28	24	35	39	38	36	35	35	30	**	38	32	37	38	38	36	43	28
% change (UK) since 2016	n/a																									
Carrying out 10-15 of the 15 types of activity¹⁴	31	35	39	39	32	23	17	18	13	7	34	29	39	21	19	21	21	**	30	38	33	23	25	22	29	23
% change (UK) since 2016	n/a																									

¹⁴Differences are statistically significant at the 95% level. Red cells indicate a significantly lower figure and green cells indicate a significantly higher one.

¹⁵(TT H1 2017, QE5A) Q: Which, if any, of these do you use the internet for?

The 15 types of internet activity in 2017 are: email, transactions, communications, banking, social media, news, information (work/ school/ college), watch short video clips, health information, government services, watching TV content, radio/ audio services, upload/ add content to the internet, remote use (cloud services/ control household services), games.

	%	Age										Gender		Socio-economic/ income						Location/ nation							
	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability	
% of all who use the internet at home or elsewhere Technology Tracker, 2017																											
Base	3221	506	536	613	531	520	364	1035	515	151	1570	1651	1808	1410	731	185	164	66	2355	866	1965	424	421	411	168	479	
Online shopping (purchase goods/ services/ tickets etc.)¹⁶	69	67	76	76	72	66	54	58	49	42	68	70	75	61	55	47	57	**	68	75	68	74	72	66	54	58	
% change (UK) since 2016	+2																										
Bank online¹⁵	64	61	76	74	65	56	42	49	41	40	64	64	73	51	45	42	43	**	63	67	65	57	56	53	60	48	
% change (UK) since 2016	+1																										
Use social networking¹⁵	57	73	71	64	58	40	31	34	27	21	54	61	61	53	56	60	56	**	57	60	58	59	49	56	68	39	
% change (UK) since 2016	+1																										
Watching TV programmes/ films content online¹⁵	35	45	42	43	35	25	20	21	17	11	40	31	40	30	28	31	30	**	35	36	36	33	31	23	40	26	
% change (UK) since 2016	n/a																										
Look up information/ services on Government or council websites¹⁵	40	27	39	50	45	44	33	37	29	22	42	38	48	29	24	27	26	**	39	44	41	32	42	33	35	34	
% change (UK) since 2016	+5																										
Information on health-related issues¹⁵	41	36	38	47	45	44	36	39	32	25	37	45	48	32	31	29	29	**	40	47	42	31	42	40	39	41	
% change (UK) since 2016	-3																										
Use Twitter¹⁵	19	33	23	25	16	8	6	6	4	1	20	19	24	13	12	11	12	**	19	20	20	16	16	18	20	11	
% change (UK) since 2016	-1																										

¹⁶(TT H1 2017, QE5A) Q: Which, if any, of these do you use the internet for?

Section 4

Internet attitudes and understanding

This section provides information relating to people's understanding of issues relating to critical thinking; it explores whether people check the accuracy of factual information they find online and looks at their awareness of the funding of online content. It also examines trust in social media content, attitudes towards the sharing and management of personal data online, and the extent to which internet users make appropriate checks before entering personal information online.

Coloured cells in the *All UK* column indicate whether there has been a significant year-on-year change, coloured cells in the gender and urban/rural columns indicate whether the sub-groups are significantly different to each other, and coloured cells in the other columns indicate whether the sub-group response is different to the all-UK figure¹⁷.

	%	Age									Gender		Socio-economic/ income					Location/ nation								
	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
% of all search engine site users Media Literacy Tracker, 2016																										
Base	1516	228	261	288	259	216	138	480	264	126	723	793	891	625	331	38	168	54	1275	241	975	175	183	183	110	152
Search engine users who understand that the accuracy of the information in the websites shown in results is variable¹⁸	58	61	58	55	59	62	52	58	52	52	57	58	63	51	49	**	54	**	58	58	57	66	68	59	46	54
% change (UK) since 2015	-4																									
Search engine users who recognise that certain results listed on Google are adverts¹⁹	57	58	60	54	58	56	59	57	55	46	59	56	63	49	49	**	46	**	58	54	58	53	65	43	51	57
% change (UK) since 2015	-3																									

¹⁷Differences are statistically significant at the 95% level. Red cells indicate a significantly lower figure and green cells indicate a significantly higher one.

¹⁸(MLT 2016, IN50) Q: 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? I think that some of the websites will be accurate or unbiased and some won't be.

¹⁹ (MLT 2016, IN51) Q: Here's an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are shown on the left? These are adverts/ sponsored links/ paid to appear here.

** = Sub-group base size lower than 100 and therefore excluded from the analysis

	%	Age									Gender		Socio-economic/ income					Location/ nation									
	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability	
% of all internet users Media Literacy Tracker, 2016																											
Base	1553	231	265	293	265	220	141	499	279	138	745	808	915	638	338	38	172	54	1302	251	999	176	189	189	114	158	
Internet users who say they check the accuracy of factual information found online²⁰	67	75	70	69	66	70	53	60	50	44	68	66	73	59	57	**	60	**	67	70	67	70	68	59	69	60	
% change (UK) since 2015	n/a																										
Internet users who agree with the statement 'As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded'²¹	39	42	42	35	40	36	42	39	42	42	44	35	37	42	41	**	40	**	40	37	40	37	28	35	47	38	
% change (UK) since 2015	+1																										

²⁰(MLT 2016, IN39) Q: When you find factual information online, perhaps on social media or on search engines like Google do you ever check the accuracy of the information in any of these ways? The incidence shown reflects those making at least one of the six checks they were prompted with.

** = Sub-group base size lower than 100 and therefore excluded from the analysis

²¹(MLT 2016, IN38B) Q: I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out: As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded.

** = Sub-group base size lower than 100 and therefore excluded from the analysis

	%	Age									Gender		Socio-economic/ income						Location/ nation							
% of all with a social media profile/ account Media Literacy Tracker, 2016	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	1136	221	236	234	193	130	69	252	122	53	515	621	657	479	266	32	131	49	956	180	732	135	133	136	87	102
Internet users who agree with the statement ‘When I visit social media websites or apps I tend to trust what I read or see’²²	23	25	20	25	26	21	**	22	26	**	26	21	23	24	25	**	25	**	23	25	23	26	14	35	**	25
% change (UK) since 2015	-3																									

²²(MLT 2016, IN28) Q: . Please tell me the extent to which you agree or disagree with the following statement – When I visit social media websites or apps I tend to trust what I read or see

** = Sub-group base size lower than 100 and therefore excluded from the analysis

	%	Age									Gender		Socio-economic/ income					Location/ nation									
	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability	
% of all internet users Media Literacy Tracker, 2016																											
Base	1553	231	265	293	265	220	141	499	279	138	745	808	915	638	338	38	172	54	1302	251	999	176	189	189	114	158	
Internet users who say they are confident 'Knowing how to manage who has access to their personal data online'²³	72	88	80	77	67	60	56	58	55	53	75	69	75	68	71	**	66	**	72	72	71	80	76	73	77	66	
% change (UK) since 2015	n/a																										
Internet users who agree with the statement 'I give out inaccurate or false details on some websites to protect my personal identity online'²⁴	27	35	32	27	30	18	17	16	14	8	28	25	28	24	24	**	23	**	26	29	27	24	21	12	32	23	
% change (UK) since 2015	+2																										
Internet users who agree with the statement 'I am happy to provide personal information online as long as I get what I want'²⁵	35	38	42	33	35	32	32	30	28	21	39	32	35	35	33	**	35	**	35	34	34	56	23	35	34	20	
% change (UK) since 2015	n/a																										

²³(MLT 2016, IN11C) Q: 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: 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?

²⁴(MLT 2016, IN42A) Q: Please take a look at the two statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement: I give out inaccurate or false details on some websites to protect my personal identity online.

²⁵(MLT 2016, IN42B) Q: Please take a look at the two statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement: I am happy to provide personal information online as long as I get what I want.

** = Sub-group base size lower than 100 and therefore excluded from the analysis

	%	Age									Gender		Socio-economic/ income					Location/ nation								
% of all internet users who say they register personal details online Media Literacy Tracker, 2016	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	1516	229	262	288	260	215	137	477	262	125	728	788	897	619	326	37	162	51	1270	246	973	175	181	187	113	149
Those who carry out any of the 'appropriate' checks before entering their personal details online²⁶	70	76	67	71	68	75	62	69	62	62	69	70	69	70	68	**	68	**	69	74	68	82	72	69	60	63
% change (UK) since 2015	n/a																									

	%	Age									Gender		Socio-economic/ income					Location/ nation								
% of all internet users who say they buy things online Media Literacy Tracker, 2016	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	1309	202	234	259	229	188	111	385	197	86	628	681	793	516	261	31	132	46	1092	217	825	160	156	168	89	119
Those who carry out any of the 'appropriate' checks before entering their credit/ debit card details online²⁷	74	73	64	84	68	81	79	80	80	**	74	75	75	74	73	**	69	**	74	79	72	87	84	75	**	69
% change (UK) since 2015	n/a																									

²⁶(MLT 2016, IN41) Q: Lots of websites now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? I look to see... *The five appropriate checks are: seeing if the site looks secure, if there is a guarantee that my details won't be shared with anyone else, if there is a link to another reputable service like PayPal, if I'm familiar with the company or brand and if the site is recommended by friends/ family.

²⁷(MLT 2016, IN40) Q: 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... * The five appropriate checks are the same as those listed above

** = Sub-group base size lower than 100 and therefore excluded from the analysis

Section 5

Non-users of the internet

This section provides information about the incidence of non-use of the internet, and any proxy use in the past year. It looks at the main reasons for not currently going online and whether non-users would be prompted to go online in the next 12 months. It also indicates the likelihood of getting internet access at home in the next 12 months.

Coloured cells in the *All UK* column indicate whether there has been a significant year-on-year change, coloured cells in the gender and urban/rural columns indicate whether the sub-groups are significantly different to each other, and coloured cells in the other columns indicate whether the sub-group response is different to the all-UK figure²⁸.

	%	Age									Gender		Socio-economic/ income					Location/ nation								
	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
% of all adults Media Literacy Tracker, 2016	1846	234	272	313	284	270	218	743	473	255	885	961	993	853	484	46	265	56	1541	305	1172	227	223	224	129	251
Incidence of non-use of the internet²⁹	14	2	3	7	6	18	35	32	45	56	15	14	7	22	27	**	33	**	14	14	13	20	16	17	11	37
% change (UK) since 2015	+1																									

²⁸Differences are statistically significant at the 95% level. Red cells indicate a significantly lower figure and green cells indicate a significantly higher one.

²⁹(MLT 2016, IN1) Q: Do you ever go online?

** = Sub-group base size lower than 100 and therefore excluded from the analysis

	%	Age									Gender		Socio-economic/ income						Location/ nation								
	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability	
% of all non-internet users Media Literacy Tracker, 2016																											
Base	293	3	7	20	19	50	77	244	194	117	140	153	78	215	146	8	93	2	239	54	173	51	34	35	15	93	
Main reason for not going online: It's just not for people like me/ I don't see the need³⁰	43	**	**	**	**	**	**	47	47	45	42	45	**	42	44	**	**	**	45	**	43	**	**	**	**	**	**
% change (UK) since 2015	n/a																										
Main reason for not going online: It's too complicated²⁹	19	**	**	**	**	**	**	20	21	19	18	19	**	18	18	**	**	**	19	**	19	**	**	**	**	**	**
% change (UK) since 2015	n/a																										
Main reason for not going online: It's not worth the money/ It's too expensive²⁹	11	**	**	**	**	**	**	7	7	8	9	12	**	13	17	**	**	**	11	**	10	**	**	**	**	**	**
% change (UK) since 2015	n/a																										
Proxy use of the internet in the past year³¹	38	**	**	**	**	**	**	40	34	31	38	39	**	40	39	**	**	**	39	**	40	**	**	**	**	**	**
% change (UK) since 2015	n/a																										
Proportion of non-users stating that they would be prompted to go online in the next 12 months³²	22	**	**	**	**	**	**	18	15	9	21	22	**	24	26	**	**	**	23	**	22	**	**	**	**	**	**
% change (UK) since 2015	n/a																										

³⁰(MLT 2016, IN8) Q: Which one of the following best describes the main reason why you don't go online?

** = Sub-group base size lower than 100 and therefore excluded from the analysis

³¹(MLT 2016, IN9) Q: In the past year, have you asked someone else to do something for you on the internet?

³²(MLT 2016, IN10) Q: And would any of these reasons prompt you to go online in the next 12 months? Incidence shown reflects those nominating at least one of the seven reasons they were prompted with

	%	Age									Gender		Socio-economic/ income					Location/ nation								
% of all those without internet at home Technology Tracker, 2017	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	597	38	33	48	40	109	135	438	329	194	280	317	147	449	308	61	143	11	428	169	294	122	84	97	18	250
Likelihood of getting internet access at home in the next 12 months³³	11	**	**	**	**	9	5	4	2	0	9	13	16	9	8	**	6	**	11	11	9	17	**	**	**	7
% change since 2016	-1																									

³³(TT H1 2017, QE24) Q: How likely are you to get internet access at home in the next 12 months?

** = Sub-group base size lower than 100 and therefore excluded from the analysis

Annex 1

Technical note

1.1 Background

The metrics set out in this report come from two main sources: Ofcom's twice-yearly survey of take-up and trends (the Technology Tracker), and Ofcom's media literacy survey.

Ofcom commissioned Saville Rossiter-Base to carry out both of these surveys. Interviewing for both surveys was conducted by RED/ Quadrangle Operations, a specialist fieldwork agency, face-to-face, in the home, using Computer Assisted Personal Interviewing (CAPI). Findings from the Technology Tracker are reported in Ofcom's *Communications Market Report*³⁴ and *Access and Inclusion Report*³⁵. Findings from the Media Literacy Tracker are reported in Ofcom's *UK Adults' Media Use and Attitudes Report*³⁶.

1.2 Sampling

Interviewers are provided with specific addresses, with quotas of interviews to be achieved for each sampling point issued for the survey. The data are then weighted to the national UK profile for age, gender, socio-economic group and region. Matrix weighting has been used to achieve consistent profiles across the surveys. Special weights have been applied to respondents in each of the 65+, BAME and disability categories.

A total of 3,743 adults aged 16+ were interviewed for the Technology Tracker at 315 different sampling points in the UK. All interviews were conducted between 3rd January and 28th February 2017.

For the Media Literacy Tracker, a total of 1,846 adults aged 16+ were interviewed at 227 different sampling points in the UK. All interviews were conducted between 1st November and 9th December 2016.

The grids within each section of this report indicate the number of interviews conducted with the different sub-groups of UK adults detailed in this report.

³⁴ <https://www.ofcom.org.uk/research-and-data/multi-sector-research/cmtr>

³⁵ <https://www.ofcom.org.uk/research-and-data/multi-sector-research/accessibility-research/access-and-inclusion>

³⁶ <https://www.ofcom.org.uk/research-and-data/media-literacy-research>

Local classification: urban-rural classification

As there is no ‘official’ rural-urban classification that is consistent across the UK, this research uses the classification developed by UK Geographics. This assigns to output areas and postcodes a rural-urban classification based on the nature of the settlement in which it resides. For Locale groups A-D, each city or town lying inside a larger conurbation is treated separately.

Category	Description	% of UK population	Population Threshold
A	Large city	14.8%	500k to 1m
B	Smaller city or large town	19.8%	100k to 499k
C	Medium town	32.2%	15k to 99k
D	Small town within ten miles of larger settlement (A, B, C)	17.3%	2k to 14.9k
E	Small town more than ten miles from larger settlement (A, B, C)	1.8%	2k to 14.9k
F	Rural area within ten miles of larger settlement (A, B, C)	11.6%	Less than 2k
G	Rural area more than ten miles from larger settlement (A, B, C)	2.4%	Less than 2k

When creating rural-urban splits, Ofcom considers codes A-E to be urban and F-G to be rural.