

# Internet users' concerns about and experience of potential online harms

Conducted by: Jigsaw Research

Fieldwork: February-March 2019

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# Background and Objectives

This research was commissioned by Ofcom with advice on the research design provided by The Information Commissioner's Office.

The main objective of this research is to quantify **concerns about, reported experiences of and potential sources** of online harm in three key categories:

- Content that people view, read or listen to online and interactions with other users
- Data/privacy
- Hacking/security

The research also explores awareness and opinions of the current level of regulation that applies to broadcast and online environments

# Contents

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Section 1	Concerns about using the internet
	A) Spontaneous concerns
	B) Prompted concerns about children and concerns from children themselves
	C) Prompted concerns more generally (among adult internet users 16+)
Section 2	Reported experience of potential harms
	A) Incidence of experiences
	B) Frequency and impact of experiences
Section 3	Sources of potential harm
Section 4	Reporting potentially harmful online experiences
Section 5	Attitudes towards regulation and internet brands

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Adult internet users\*  
(16+)

- 2,057 Face-to-face in-home interviews among internet users aged 16+ in the UK
- Quotas were set on age, gender, region, social grade and urbanity
- Fieldwork from 23<sup>rd</sup> February to 31<sup>st</sup> March 2019



Children\*  
(12-15)

- 1,001 Online interviews among children aged between 12 and 15.
- Quotas were set on age, gender, region and social grade
- Fieldwork from 23<sup>rd</sup> February to 24<sup>th</sup> March 2019

\*Please note, the above symbols will be shown at the top of each slide to denote which sample the data on the slide refers to.

# Summary – Concerns about using the internet

- We first asked adults whether they had any concerns at all about the internet (including social media, using an app, video, online games and emails). Respondents were not shown any potential harms to choose from at first, so anything they told us was top-of-mind. **In total, 78% of adult internet users have at least one unprompted concern about going online.**
- We then showed adult respondents a list of potential online harms (slide 17) and asked them which, if any, concerned them specifically in relation to children, and then, which concerned them more generally. 12-15 year old research participants were shown a similar list (slide 18), using age-appropriate language and asked to indicate which were of concern. **After prompting, the proportion of adult internet users concerned about at least one aspect of going online increases to 83% in relation to children and 84% more generally. In comparison, 91% of 12-15 year old internet users have at least one concern.**
- **Adults and 12-15 year olds' most commonly mentioned concern is with children's exposure to *bullying, abusive behaviour or threats* (55% and 53% respectively).** Adults with children in the household are more likely to be concerned about this (62%), as are 12-15 year old girls (60%).

# Summary – Concerns about using the internet

- **Adults are most likely to be concerned about potential online harms in relation to children.** However, when asked about the internet more generally, they are most concerned about their *data being stolen* (48%), *scams/frauds* (43%) and their *data being processed without prior consent*.
- **A lot of potential online harms cause a high level of concern, but the issue causing the greatest concern is *material showing child sexual abuse*** (90% of those expressing a concern with this were very concerned in relation to children). This is followed by *content promoting self-harm* (where 85% of those expressing a concern were very concerned in relation to children)
- **However, despite the range of concerns expressed about going online, a majority of internet users believe that the benefits of going online outweigh the risks:**
  - 61% of 12-15 year old internet users agree that the internet makes children's lives better
  - 59% of adult internet users agree that the benefits of going online outweigh the risks
  - However, 36% of 12-15 year old internet users said that online bullies put them off using social media
- **In summary, internet users expressed a wide variety of concerns about going online, which ranged in their level of seriousness.** For the purposes of this report, we are grouping all potential online harms explored in the research together in order to capture what is top of mind for people

## Summary – Experience of potential harms

- Overall, 61% of adult and 79% of 12-15 year old internet users claim that they have had at least one potentially harmful experience online in the past 12 months:
  - Adults are most likely to have experienced *spam emails\** (34%), *fake news* (25%) and *scams/fraud* (22%)
  - 12-15 year olds are most likely to have experienced *offensive language* (39%), *spam emails* (33%) and *unwelcome friend requests* (28%), and 23% have come across *bullying*
  - Those using new websites or apps in the last month are significantly more likely to have experienced a potential harm
- Among the minority who had experienced it, **material showing child sexual abuse or promoting self-harm has the biggest impact** (58%/46% of adults and 49%/51% of 12-15 year olds experiencing this found it annoying, upsetting or frustrating)
  - *Processing personal data without prior consent* and the *theft of personal data* also have big impacts on adults (54%/50%)
  - Whereas *bullying* has a big impact on 12-15 year olds (51%)
- Around three in ten (29%) of adult and 38% of 12-15 year old internet users have experienced something that they rated as 'harmful' (annoying, upsetting or frustrating)

\* There may be some crossover with some of the other potential harms mentioned in this report. For example, spam emails may range from being just annoying to potentially harmful (e.g. containing scams and/or offensive content).

## Summary – Sources of potential online harm

- **Social media sites, and Facebook in particular, are the most commonly cited sources of potential online harm**
  - A quarter of Facebook users (28% of adult users and 24% of 12-15 year old users) claim to have recently experienced a potential online harm using Facebook
- **23% of adult internet users do not trust websites and social media sites to remove illegal, offensive or harmful material quickly**
- **19% of adults and 25% of 12-15 year olds say that they have taken action to report harmful content they have seen online**



# Summary – Attitudes towards regulation

- Online media is seen to be less heavily regulated compared to more traditional media. **A quarter of adult internet users believe there are no regulations or restrictions for social media (26%) or video sharing services (25%)**
- A majority of adult internet users believe existing regulation should be at least maintained, and **there is majority support for increased regulation of social media, video sharing and IM services** (significantly more so than in 2018)
- The media that adult internet users feel should have more regulation – including **Social media sites and video sharing services** – are generally the least trusted sites, even amongst their own users

# Section 1

## Concerns about the internet

### A) Spontaneous Concerns



# Over three quarters of UK adults express a concern about the internet without being prompted

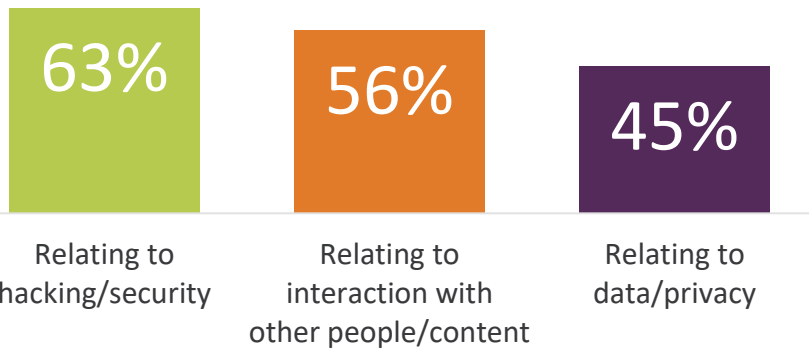


## Unprompted Concerns



# 78%

Of adults have **spontaneous** concerns about the internet



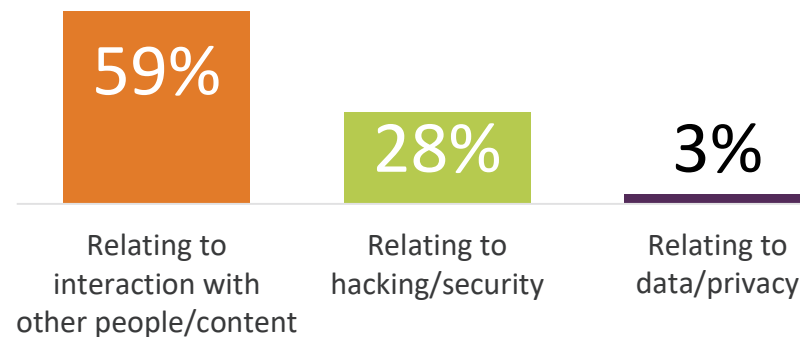
Unprompted concerns for adults are higher in 2019 compared to our 2018 research (78% vs. 58%). This is likely to be due to differences in news context and the question wording, with the 2019 survey specifically asking participants to include social media, apps, video streaming, online gaming and emails.



# 22%\*

Of children (12-15) have **spontaneous** concerns about the internet

Of those that are concerned, **spontaneously** they mentioned issues...



*\*Self-completion methodology likely explains relatively low level of unprompted concern compared to adults.*

Source: Ofcom-ICO Research, 2019

Question context: I am now going to ask you a few questions about your opinion on using the internet. Just to confirm, using the internet includes things like visiting a social media site or app, looking at a website or using an app, watching a TV programme or video clip, playing online games or checking emails.

Base: All adult internet users (2057) Question: C1. Do you have any concerns about the internet ? (Responses coded into list)

Base: All Children 12-15 (1001) Question: C1a. Do you have any concerns about the internet ? (Single code response – Yes/no/dk)

Base: Children 12-15 concerned on the internet (210) Question: C1b. What concerns do you have? (Open response)

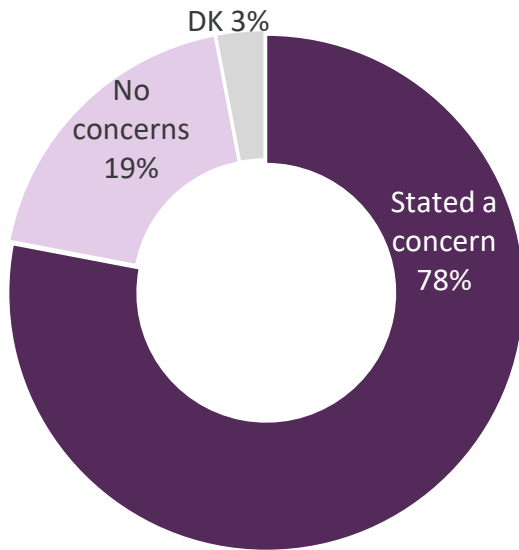


# Concerns related to hacking/security are top of mind for adults – notably scams and personal information being stolen

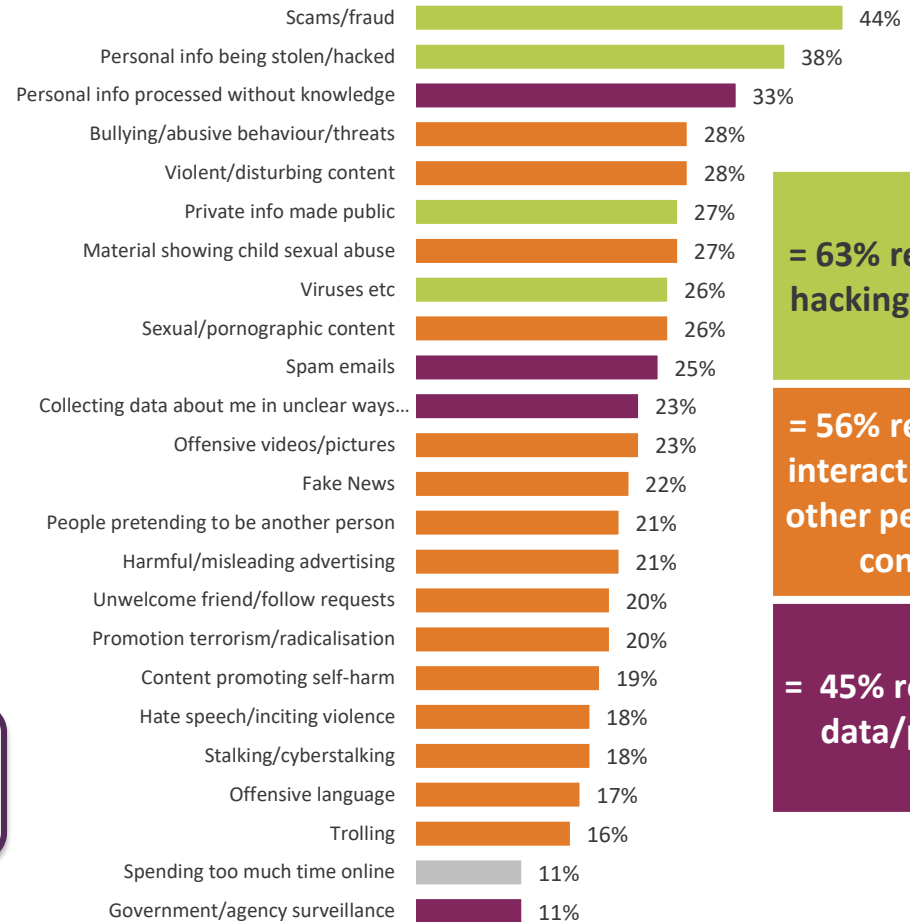


## UNPROMPTED Concerns

What concerns do you have about the internet?



- Females 81% vs. males 75% any concerns
- ABC1 82% vs. C2DE 74% any concerns
- Any children in household 83% vs. no children 77% any concerns
- 84% of 35-54 have any concerns (probably related to children in HH)



**= 63% relating to hacking/security**

**= 56% relating to interactions with other people and content**

**= 45% relating to data/privacy**

Source: Ofcom-ICO Research, 2019

Question context: I am now going to ask you a few questions about your opinion on using the internet. Just to confirm, using the internet includes things like visiting a social media site or app, looking at a website or using an app, watching a TV programme or video clip, playing online games or checking emails.

Question: C1. Do you have any concerns about the internet ? (Responses coded into list)

Base: All adult internet users (2057)



# Those aged 35-54, adults with children in the household (HH) and ABC1 social groups have more top of mind concerns about the internet



## UNPROMPTED Concerns among adults

	16-34	35-54	55+	ABC1	C2DE	CHILD IN HH	NO CHILD IN HH	All Adults
<b>Number of spontaneous concerns</b>	<b>5.3</b>	<b>6.1</b>	<b>5.6</b>	<b>6.0</b>	<b>5.4</b>	<b>6.2</b>	<b>5.5</b>	<b>5.7</b>
Scams/fraud	42%	45%	44%	46%	41%	46%	43%	44%
Personal info being stolen/hacked	33%	41%	38%	39%	36%	38%	38%	38%
Personal info processed without knowledge	31%	34%	34%	35%	30%	32%	33%	33%
Bullying/abusive behaviour/threats	30%	31%	24%	29%	28%	34%	26%	28%
Violent/disturbing content	28%	33%	24%	29%	27%	35%	26%	28%
Private info made public	26%	29%	26%	29%	25%	29%	27%	27%
Material showing child sexual abuse	25%	29%	26%	28%	26%	29%	26%	27%
Viruses etc	27%	28%	25%	29%	24%	29%	26%	26%
Sexual/pornographic content	21%	30%	27%	28%	25%	33%	24%	26%
Spam emails	22%	27%	27%	28%	23%	23%	27%	25%
Collecting data about me in unclear ways	19%	26%	25%	24%	22%	23%	24%	23%
Offensive videos/pictures	19%	26%	22%	23%	23%	28%	21%	23%
Fake News	21%	23%	21%	24%	19%	22%	21%	22%
People pretending to be another person	22%	21%	21%	22%	20%	21%	21%	21%
Harmful/misleading advertising	22%	21%	20%	23%	19%	24%	20%	21%
Unwelcome friend/follow requests	17%	23%	20%	21%	20%	23%	20%	20%
Promotion terrorism/radicalisation	19%	23%	19%	23%	18%	24%	19%	20%
Content promoting self-harm	17%	19%	19%	20%	17%	19%	19%	19%
Hate speech/inciting violence	17%	19%	18%	20%	16%	20%	18%	18%
Stalking/cyberstalking	20%	19%	15%	17%	18%	21%	17%	18%
Offensive language	12%	20%	19%	18%	17%	21%	16%	17%
Trolling	14%	18%	15%	16%	15%	19%	15%	16%
Spending too much time online	10%	11%	13%	12%	10%	11%	12%	11%
Government/agency surveillance	9%	12%	12%	11%	11%	10%	12%	11%

Source: Ofcom-ICO Research, 2019

Question: C1. Do you have any concerns about the internet?

Base: All adult internet users (2057)

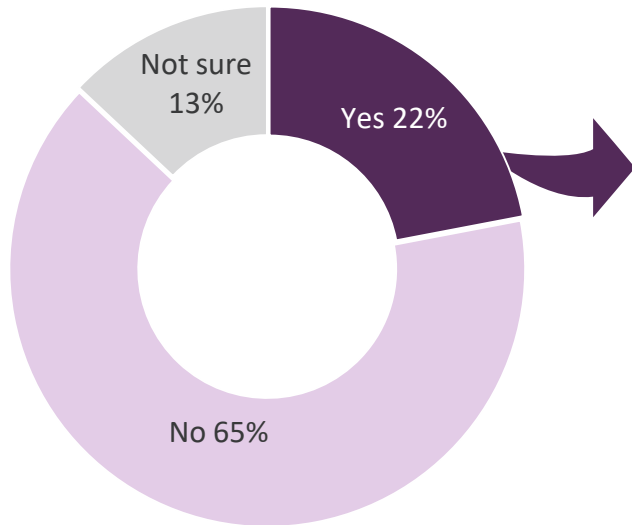
Shading indicates significant differences between groups.



# One in five 12-15 year olds raised concerns about using the internet without being prompted – notably the theft of personal information and bullying

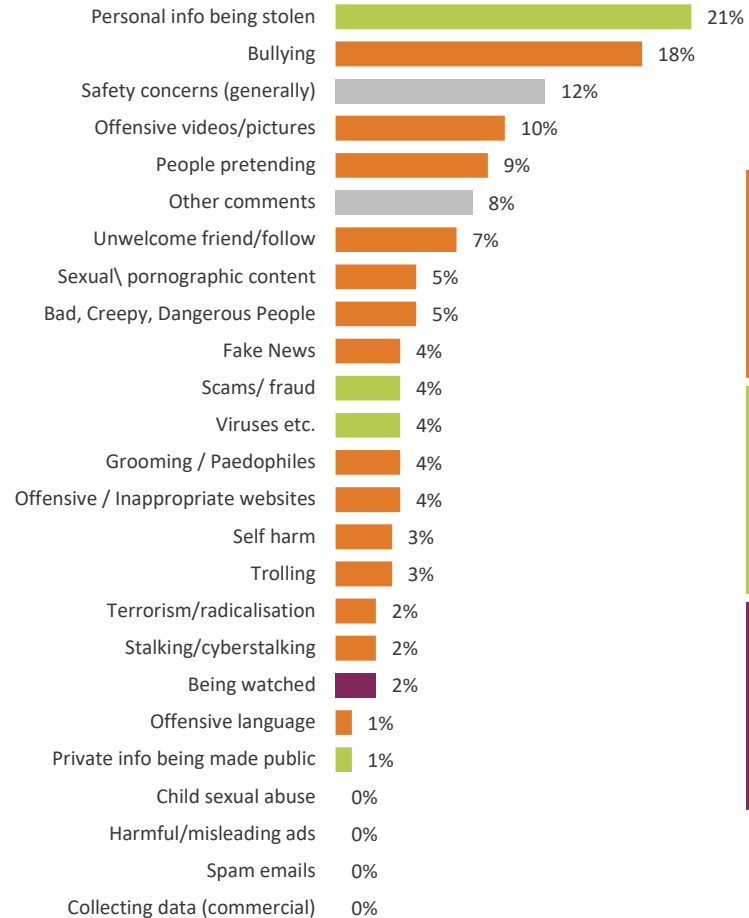
## UNPROMPTED Concerns among children aged 12-15

Do you have any concerns about the internet?



Concerns more likely in London (36%), AB (29% vs. DE 16%), 13 year old girls (33%), those who have ever taken action to report potential online harm (32%) and those who are "neither/not confident" internet users (40%)

### What concerns do you have?



**= 59% relating to interactions with other people and content**

**= 28% relating to hacking/security**

**= 3% relating to data/privacy**

Source: Ofcom-ICO Research, 2019

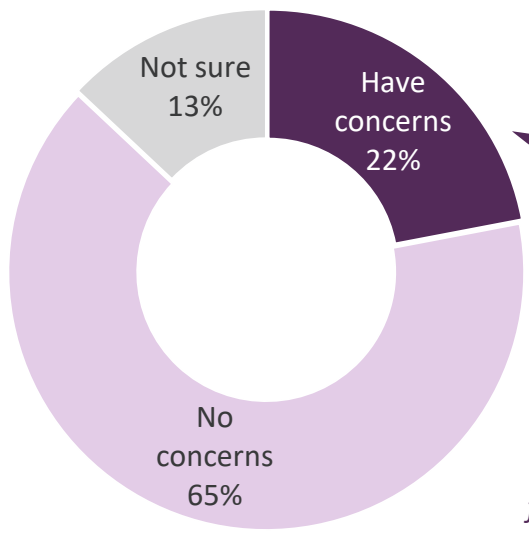
Question context: **You're now going to see a few questions about your opinion of using the internet.** As a reminder, using the internet includes things like: using social media sites or apps such as Facebook, Snapchat and Instagram; looking at websites or apps; watching a TV programme or video clip on YouTube or Netflix; playing online games, including through a PlayStation or Xbox; checking emails. Question: C1a. Do you have any concerns about the internet? Base: All children 12-15 (1001). C1b. What concerns do you have? UNPROMPTED, open-ended and verbatim comments coded.

Base: all expressing concern n=216



# A selection of typical concerns reported by children

## UNPROMPTED Concerns among children aged 12-15



*"Bullying and making people feel socially excluded or isolated. I think Snap maps is really dangerous for young people and puts their safety at risk"*

*"I'm worried about people taking my information and that who you think you may be talking to is not who you think"*

*"That it's not always safe and people can steal your personal information. People can mislead you and not be who they say they are"*

*"Cyber bullying and people taking my picture from my site without my permission"*

*"That the information I get online might not be the truth and people might be able to find out information about me that I am unwilling to share"*

*"I am concerned about people wanting to get my information and people who pretend to be someone else so you will tell them things. I am upset by some of the images I see and sometimes friends show me things that I am not sure about. There are these pranks and things these days that people get you to do and the images can be scary or weird"*

*"When people try to make friends online and you are not sure who they are. Often they are friends of friends but you're still not sure what kind of person they are"*

*"I have worries that the person I am talking to is not a child, but someone pretending to be a child I have had messages that are bogus but frightening saying I am wanted by police etc. Bullying, cyber bullying. This happened to me a few times and I reported it to the safeguarding team at school"*

Source: Ofcom-ICO Research, 2019

Question: C1a. Do you have any concerns about the internet ? Base: All children 12-15 (1001)

C1b. What concerns do you have? UNPROMPTED, open-ended and verbatim comments coded.

Base: all children aged 12-15 expressing concern n=216

## Section 1 continued

### Concerns about the internet

#### B) Prompted concerns about children online

- Adults' concerns about children going online
- Childrens' own concerns about going online





# Glossary of terms

Full prompted potential harms list used in the Adults survey – with corresponding chart reference text

Full Prompted List (Adults)	Short Text (In charts)
Sexual/ pornographic content	Sexual/pornographic
Material showing child sexual abuse	Child sexual abuse
Offensive language	Offensive language
Offensive videos/pictures	Offensive videos/pictures
Violent/ disturbing content	Violent/disturbing content
Fake News	Fake News
Promotion of terrorism/ radicalisation	Terrorism/radicalisation
Content promoting self-harm e.g. cutting, anorexia, suicide	Self-harm
Harmful or misleading advertising	Harmful/misleading ads
Hate speech / inciting violence	Hate speech
Unwelcome friend/follow requests/unwelcome contact or messages from strangers	Unwelcome friend/follow
Stalking/cyberstalking (harassment from other internet users)	Stalking/cyberstalking
People pretending to be another person	People pretending
Bullying, abusive behaviour or threats	Bullying
Trolling (a person who deliberately says something controversial in order to start arguments or cause upset)	Trolling
Spam emails	Spam emails
Government/ agency surveillance	Government surveillance
My personal data being processed without my knowledge/consent	Personal data processed
People or organisations collecting data about me in unclear ways for commercial reasons	Collecting data (commercial)
My personal information being stolen/hacked	Personal info stolen
Scams/ fraud	Scams/ fraud
Private information being made public (e.g. photos)	Private info made public
Viruses/ trojans/ worms/ spyware/ malicious software	Viruses etc.
Spending too much time online	Too much time online
Other (WRITE IN)	

Source: Ofcom-ICO Research, 2019



# Glossary of terms

Full prompted potential harms list used in the children survey – with corresponding chart reference text

Full Prompted List (children)	Short Text (In charts)
Sexual/ pornographic content	Sexual/pornographic
Images showing child sexual abuse	Child sexual abuse
Offensive language	Offensive language
Offensive videos/pictures	Offensive videos/pictures
Violent/ disturbing content	Violent/disturbing content
Fake News	Fake News
Promotion of terrorism/ radicalisation	Terrorism/radicalisation
Content promoting self-harm e.g. cutting, anorexia, suicide	Self-harm
Harmful or misleading advertising	Harmful/misleading ads
Hate speech / inciting violence	Hate speech
Unwelcome friend/follow requests/unwelcome contact or messages from strangers	Unwelcome friend/follow
Stalking/cyberstalking (harassment from other internet users)	Stalking/cyberstalking
People pretending to be another person	People pretending
Bullying, abusive behaviour or threats	Bullying
Trolling (a person who deliberately says something controversial in order to start arguments or cause upset)	Trolling
Feeling under pressure to send photos or other information about yourself to someone	Pressure to send info/photos
Spam emails	Spam emails
Government/ agency surveillance	Government surveillance
My personal data being processed without my knowledge/consent	Personal data processed
People or organisations collecting data about me in unclear ways for commercial reasons	Collecting data (commercial)
My personal information being stolen/hacked	Personal info stolen
Scams/ fraud	Scams/ fraud
Private information being made public (e.g. photos)	Private info made public
Viruses/ trojans/ worms/ spyware/ malicious software	Viruses etc.
Spending too much time online	Too much time online
Spending too much money online	Too much money online
Other (WRITE IN)	

Source: Ofcom-ICO Research, 2019

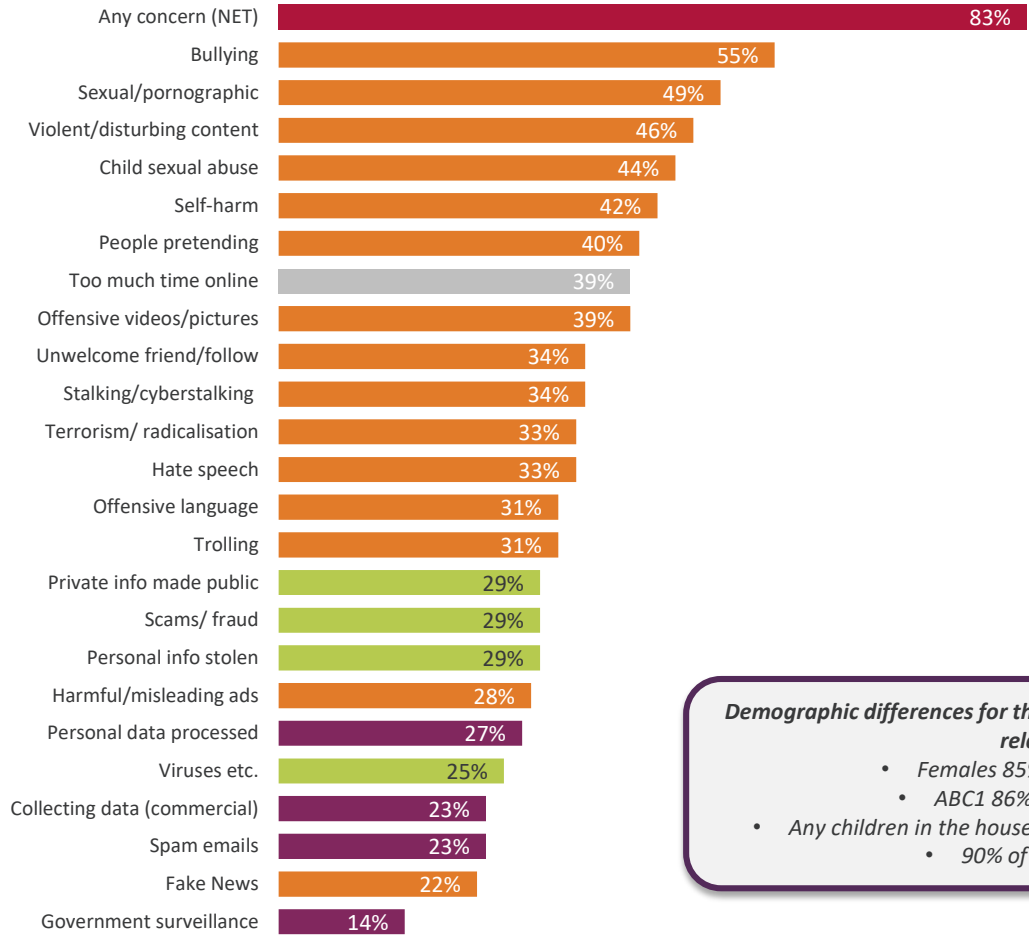


Over eight in ten adults expressed a concern in relation to children online. The majority of these are concerned about types of content and conduct children may be exposed to online.



Concerns in relation to children

Average number of concerns: **8.0**



= 80% relating to Content/contact with others

= 44% relating to hacking/security

= 36% relating to data/privacy

**Demographic differences for those that have concerns about the internet in relation to children:**

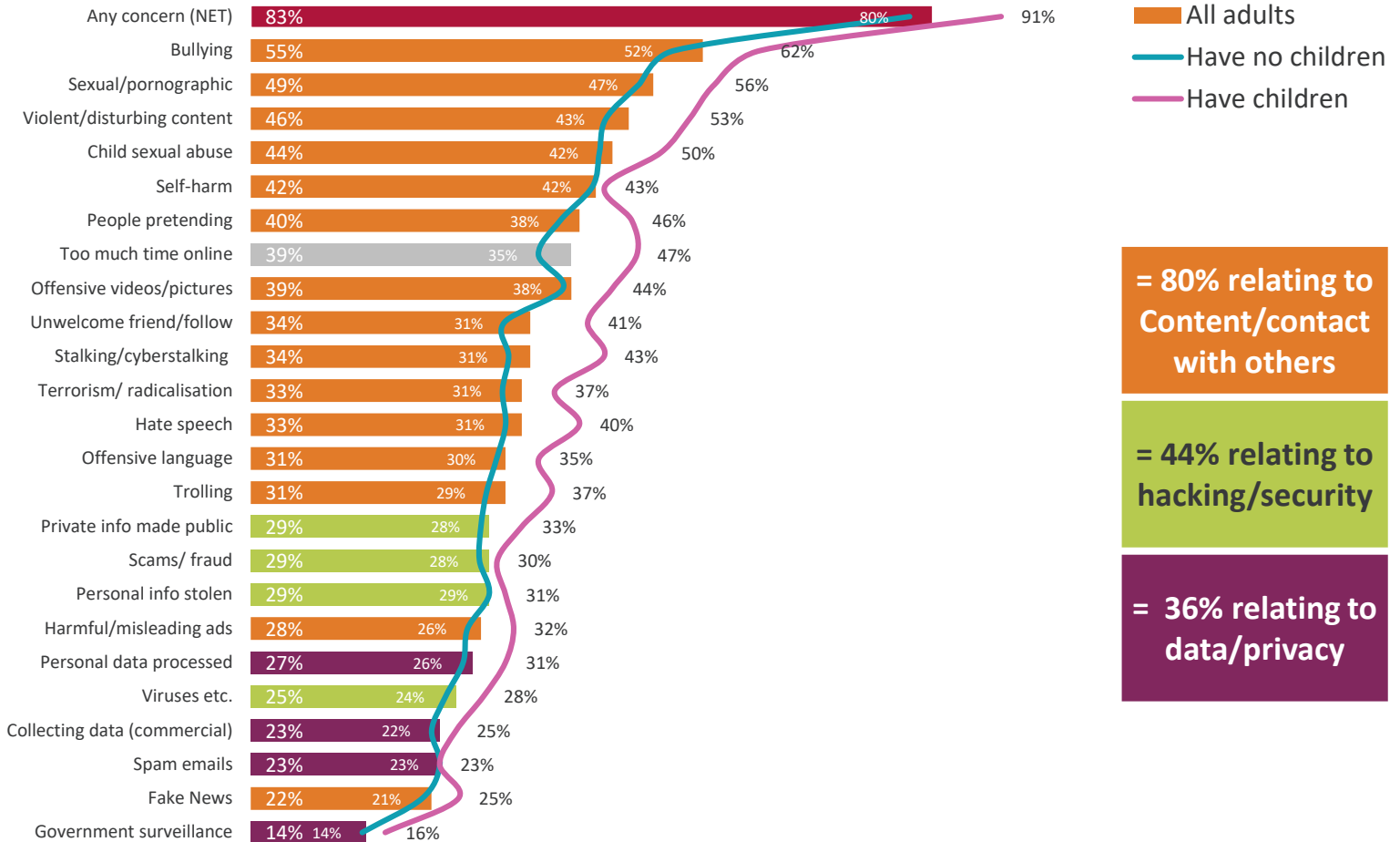
- Females 85% vs. males 81% any concerns
- ABC1 86% vs. C2DE 80% any concerns
- Any children in the household 91% vs. no children 80% any concerns
  - 90% of 35-54 have any concerns

Source: Ofcom-ICO Research, 2019  
 Question: C2a) Firstly, which, if any, of the following concern you in relation to children?  
 Base: All adult internet users (2057)  
 NB. Refer to page 16-17 for full descriptions of concerns/potential harms



All adults are concerned about bullying, abusive behaviour and threats. Parents generally have more concerns about potential harms affecting children than non-parents.

Concerns in relation to children



Average number of concerns:

No Children:

7.6

Have Children:

9.1

= 80% relating to Content/contact with others

= 44% relating to hacking/security

= 36% relating to data/privacy

Source: Ofcom-ICO Research, 2019

Question: C2a) Firstly, which, if any, of the following concern you in relation to children?

Base: All adult internet users (2057)

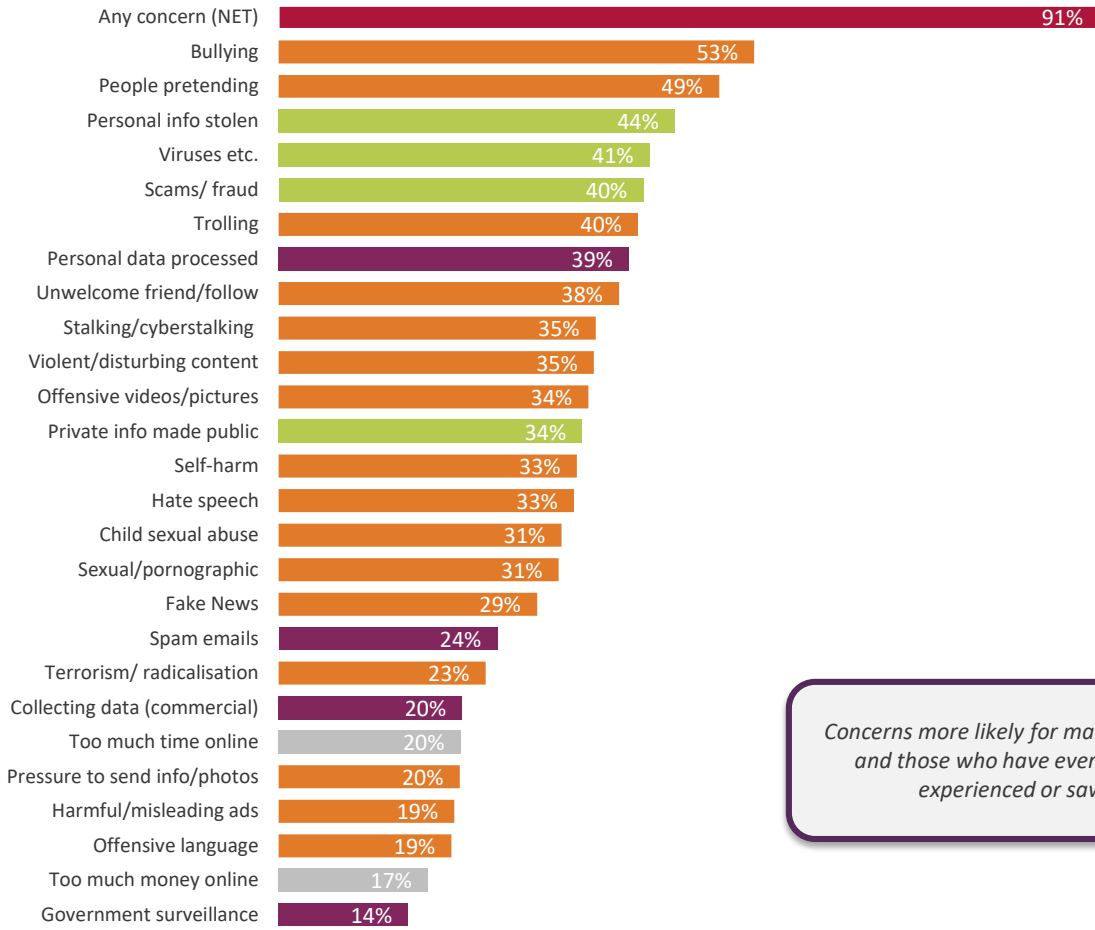
NB. Refer to page 16-17 for full descriptions of concerns/potential harms



When prompted, nine in ten 12-15 year olds have at least one concern. In particular, they're concerned about the conduct of others, especially bullying and people pretending to be others

Proportion of children aged 12-15 expressing a concern

Average number of concerns:  
**8.2**



= 87% relating to Content/contact with others

= 73% relating to hacking/security

= 56% relating to data/privacy

Concerns more likely for many elements for girls vs. boys and those who have ever reported something they experienced or saw online in the past

Source: Ofcom-ICO Research, 2019

Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED

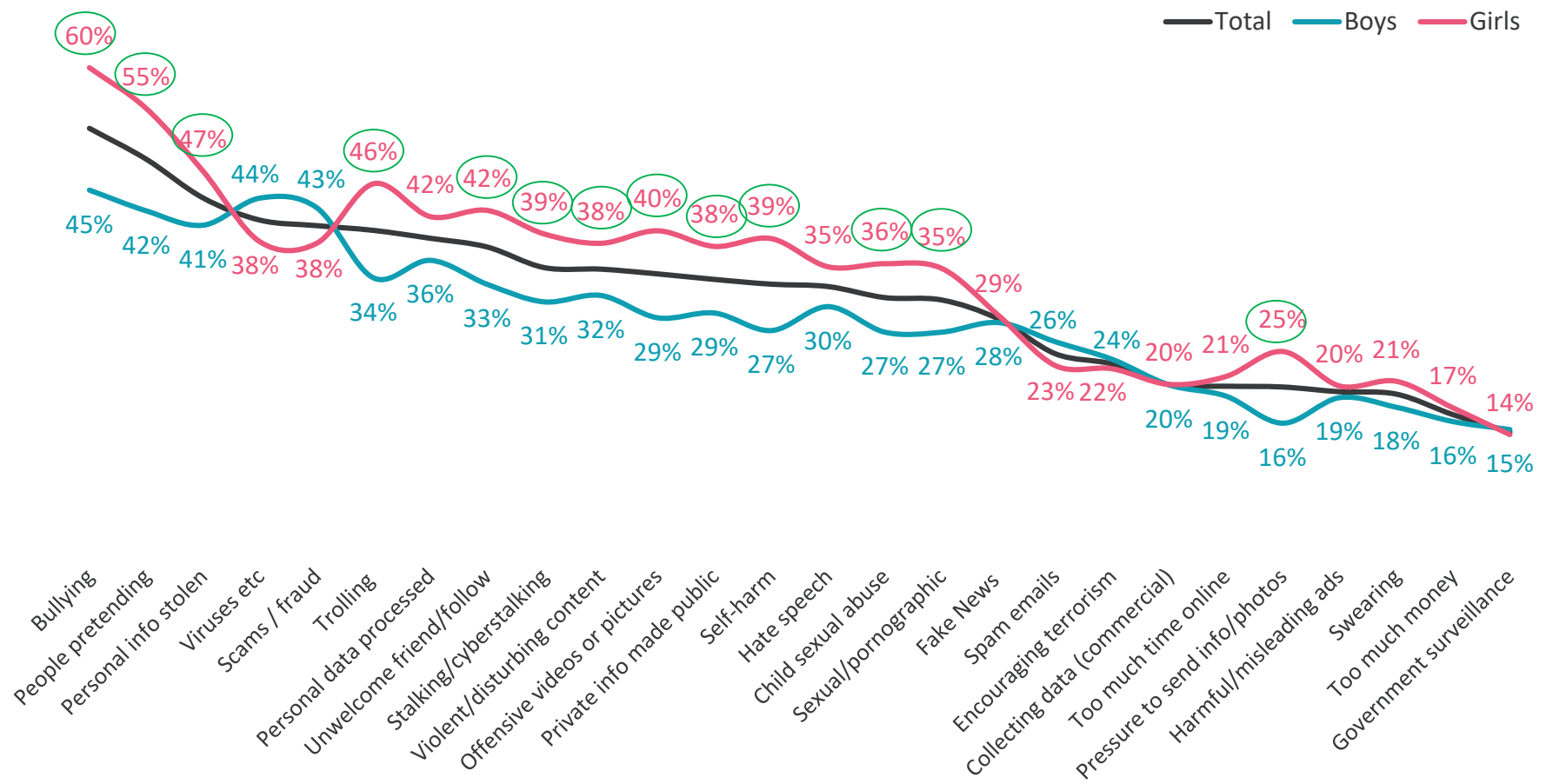
Base: All children 12-15 (1001)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# Girls are more likely to express concerns about the internet than boys

### Proportion of children aged 12-15 expressing a concern



Source: Ofcom-ICO Research, 2019

Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED

Base: All children 12-15 (1001)

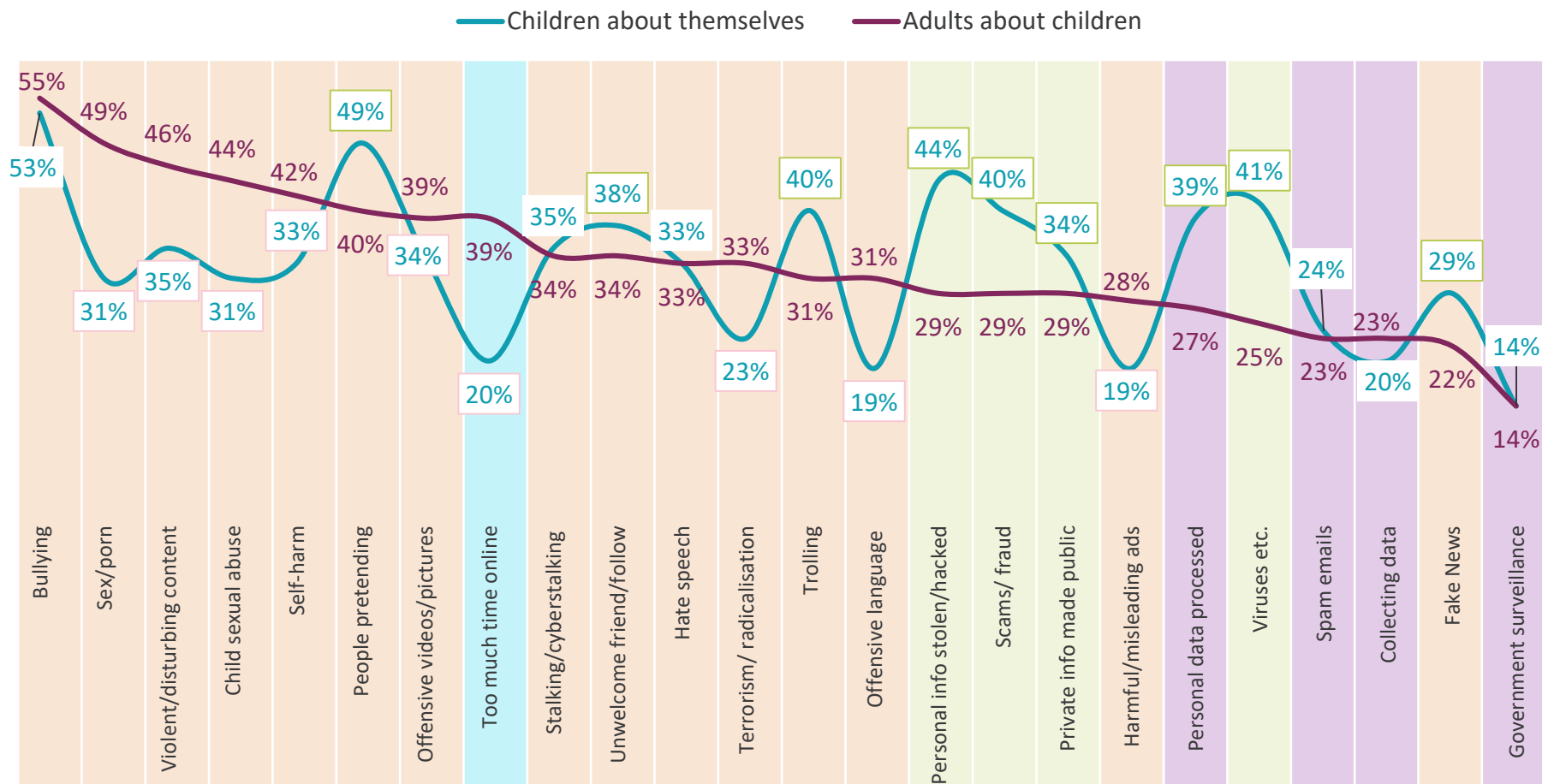
NB. Refer to page 16-17 for full descriptions of concerns/potential harms

Circles indicate significant differences between boys and girls



When thinking about children, adults are more concerned about content than security. Children themselves are on average more concerned over security. However, there is strong shared concern about bullying

Adult concern re children vs. children concern about themselves (ranked on adults)



Source: Ofcom-ICO Research, 2019

Question: Which, if any, of the following concern you in relation to children? Base: All adult internet users (2057)

C2. Which of the following concern you about the internet? Base: All children 12-15 (1001)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# Adults with children in the household are significantly more likely to be concerned for children in relation to most of the harms listed than compared to those with no children



## Adults' concern for children vs. childrens' concern about themselves **PROMPTED (ranked on all adults)**

	All Children	All Adults	Adults with children in HH	Adults with no children in HH
Bullying, abusive behaviour, threats	53%	55%	62%	52%
Sexual/pornographic content	31%	49%	56%	47%
Violent/disturbing content	35%	46%	53%	43%
Materials showing child sexual abuse	31%	44%	50%	42%
Content promoting self-harm	33%	42%	43%	42%
People pretending to be another person	49%	40%	46%	38%
Too much time online	20%	39%	47%	35%
Offensive videos/pictures	34%	39%	44%	38%
Unwelcome friend/follow	38%	34%	41%	31%
Stalking/cyberstalking	35%	34%	43%	31%
Promotion of terrorism/ radicalisation	23%	33%	37%	31%
Hate speech	33%	33%	40%	31%
Offensive language (children: swearwords or offensive)	19%	31%	35%	30%
Trolling	40%	31%	37%	29%
Private info made public	34%	29%	33%	28%
Scams/ fraud	40%	29%	30%	28%
Personal info stolen/hacked	44%	29%	31%	29%
Harmful/misleading ads (children: contain untrue info)	19%	28%	32%	26%
Personal data processed without knowledge	39%	27%	31%	26%
Viruses etc.	41%	25%	28%	24%
Collecting data (commercial)	20%	23%	25%	22%
Spam emails	24%	23%	23%	23%
Fake News	29%	22%	25%	21%
Government surveillance	14%	14%	16%	14%
Feeling pressure to send photos/info	20%	n/a	n/a	n/a
Spending too much money online	17%	n/a	n/a	n/a

Source: Ofcom-ICO Research, 2019

Question: Which, if any, of the following concern you in relation to children? Base: All adult internet users (2057)

C2. Which of the following concern you about the internet ? Base: All children 12-15 (1001)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms

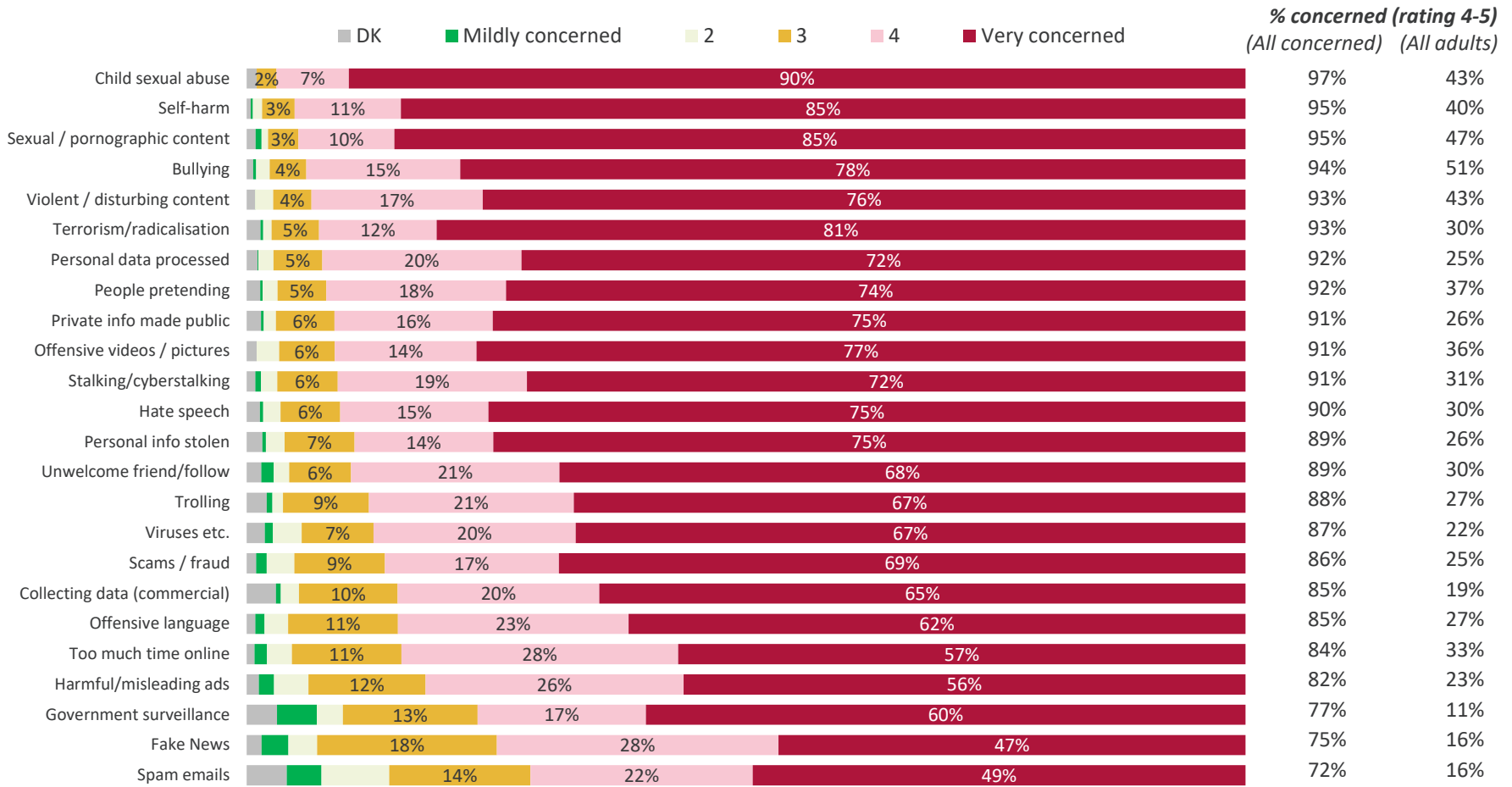
Shading indicates significant differences between groups.





# Most issues highlighted cause a significant level of concern. In particular, adults are most concerned about child sexual abuse, self harm and sexual/ pornographic content

## Level of concern (among adults concerned about each) in relation to children



Source: Ofcom-ICO Research, 2019

Question: C3a) I am now going to read out the areas you are concerned about in relation to children. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each.

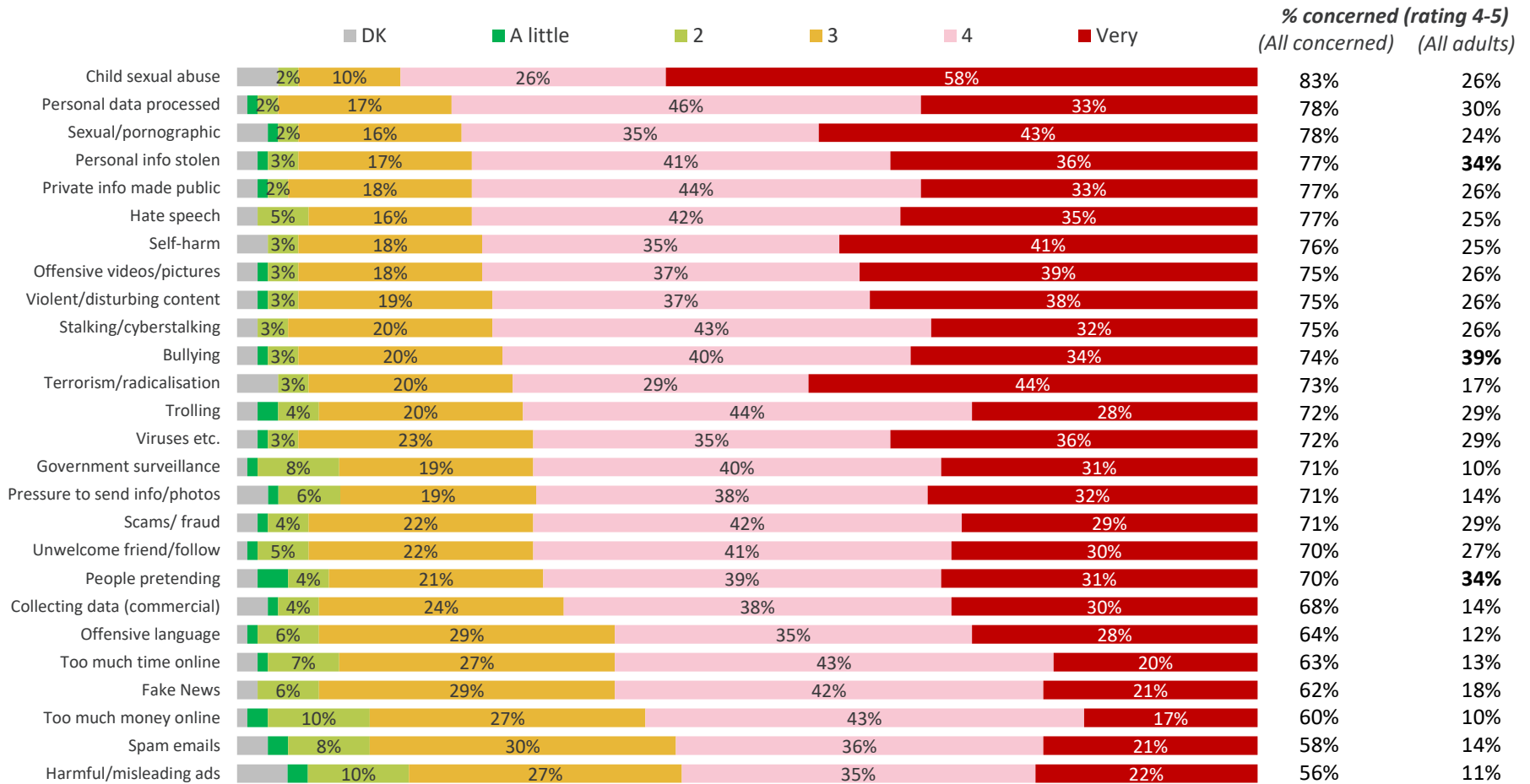
Base: All adult internet users (2057) who are concerned about each element (bases vary 271-1088)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms



However, levels of concern tend to be lower among 12-15 year olds than compared to the adults. They are most concerned about images of child sexual abuse.

Level of concern (among children aged 12-15 who are concerned about each)



Source: Ofcom-ICO Research, 2019

Question: C3) I am now going to read out the areas you are concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each.

Base: All children 12-15 (1001) who are concerned about each element (bases vary 144-528)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms

Section 1 continued

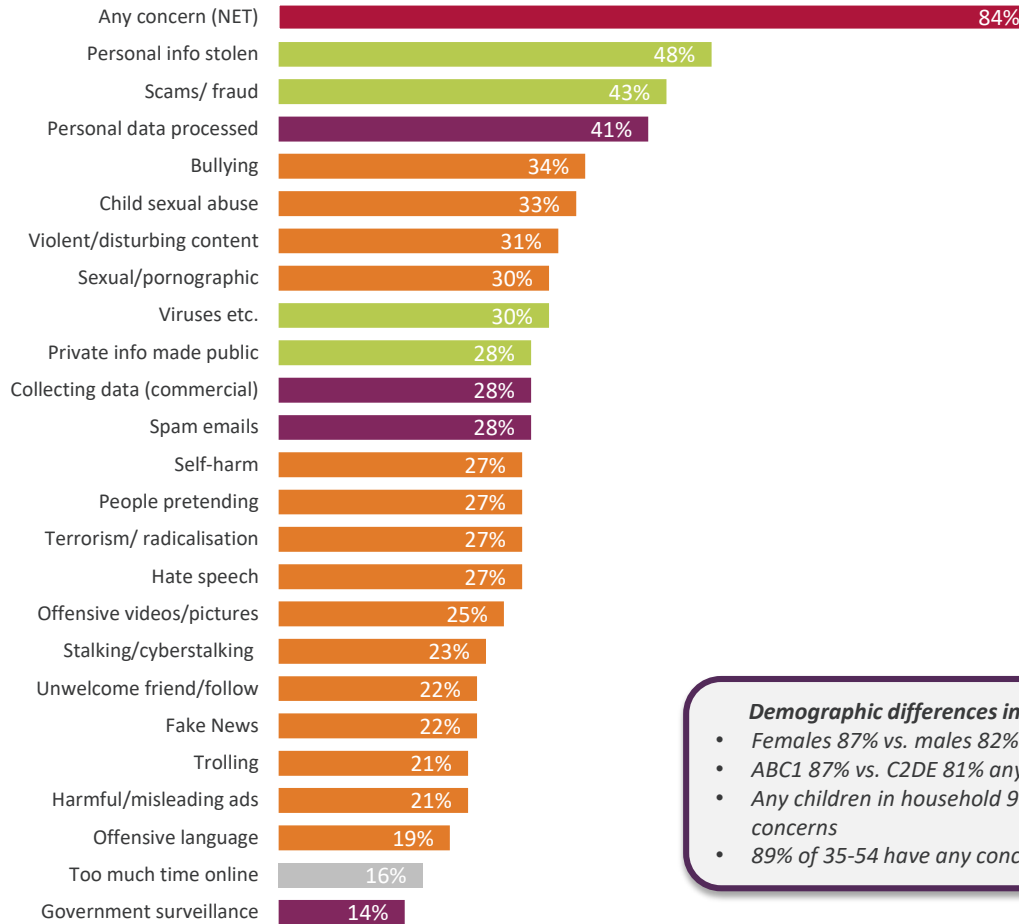
Concerns about the internet

C) Prompted concerns about the internet more generally (among adult internet users 16+)



# More generally, adults are most likely to be concerned about their personal information being stolen, as well as scams /frauds

## Concerns generally among adults



**= 69% relating to hacking/security**

**= 68% relating to Content/contact with others**

**= 57% relating to data/privacy**

**Demographic differences in any concerns about the internet generally:**

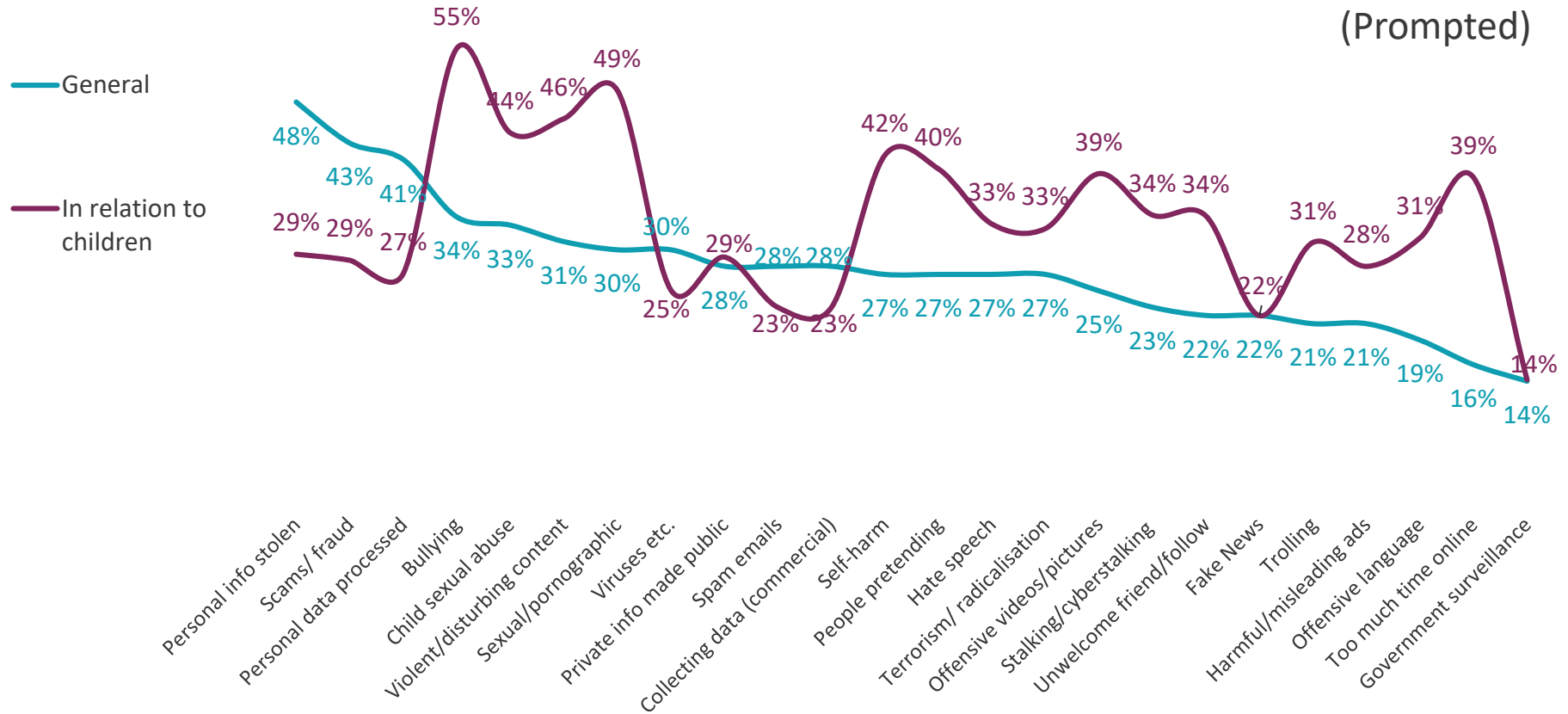
- Females 87% vs. males 82% any concerns
- ABC1 87% vs. C2DE 81% any concerns
- Any children in household 91% vs. no children in household 82% any concerns
- 89% of 35-54 have any concerns

Source: Ofcom-ICO Research, 2019  
 Question: C2b) Which, if any, of the following aspects of the internet concern you more generally?  
 Base: All adult internet users (2057)  
 NB. Refer to page 16-17 for full descriptions of concerns/potential harms



Adults are more concerned about most potential online harms in relation to children, especially bullying and the suitability of online content. They are more concerned about data protection and scams/fraud in relation to themselves

Concern regarding children vs. general concern (any concern among adults)



Source: Ofcom-ICO Research, 2019

Question: C2a) Firstly, which, if any, of the following concern you in relation to children? C2b) And which, if any, of the following aspects of the internet concern you more generally?

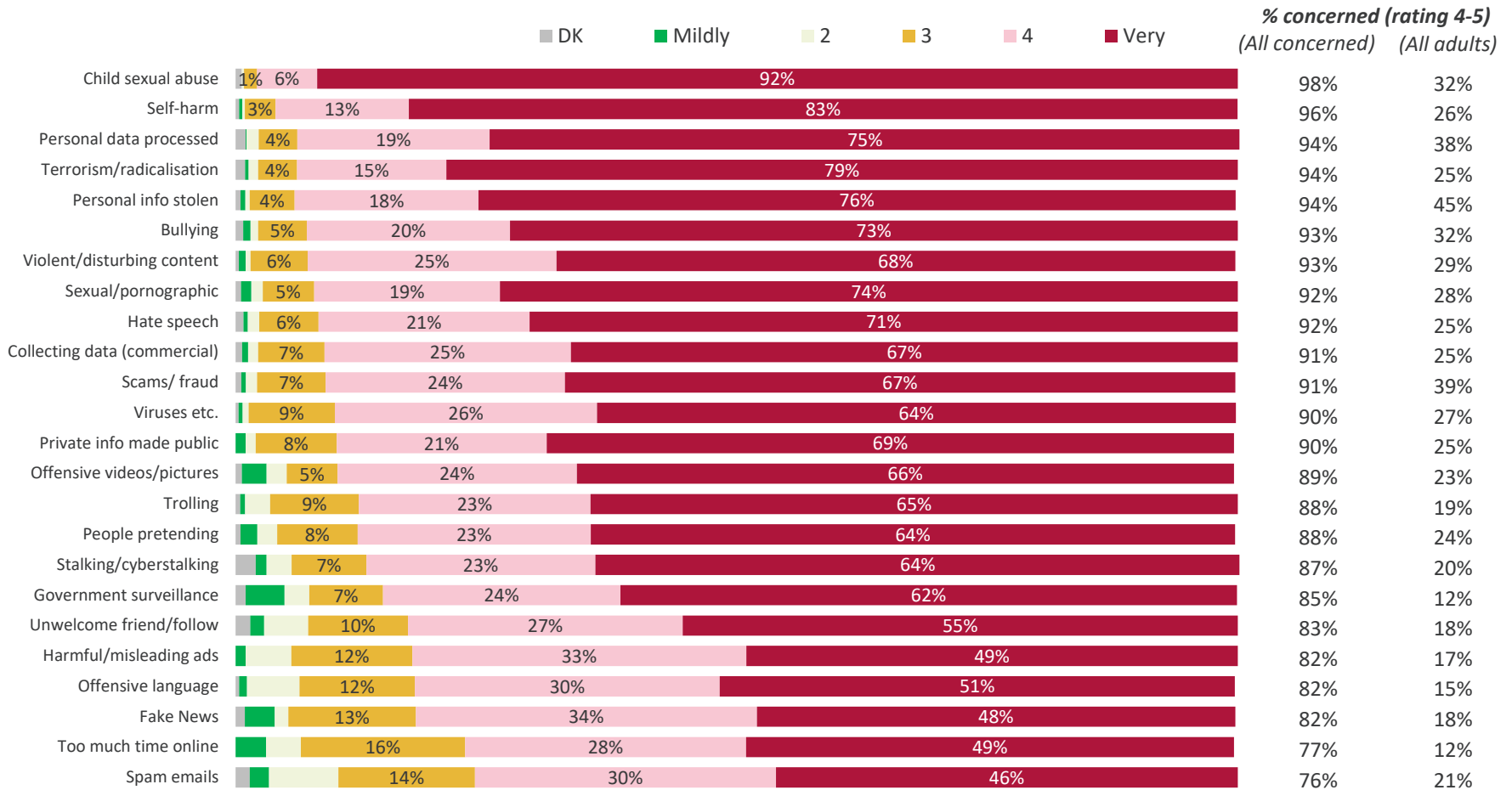
Base: All adult internet users (2057)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# Almost all of those who said they are concerned by material showing child sexual abuse on the internet are VERY concerned by it

## Level of concern (among adults who are concerned about each) generally



Source: Ofcom-ICO Research, 2019

Question: C3b) I am now going to read out the areas you are generally concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each

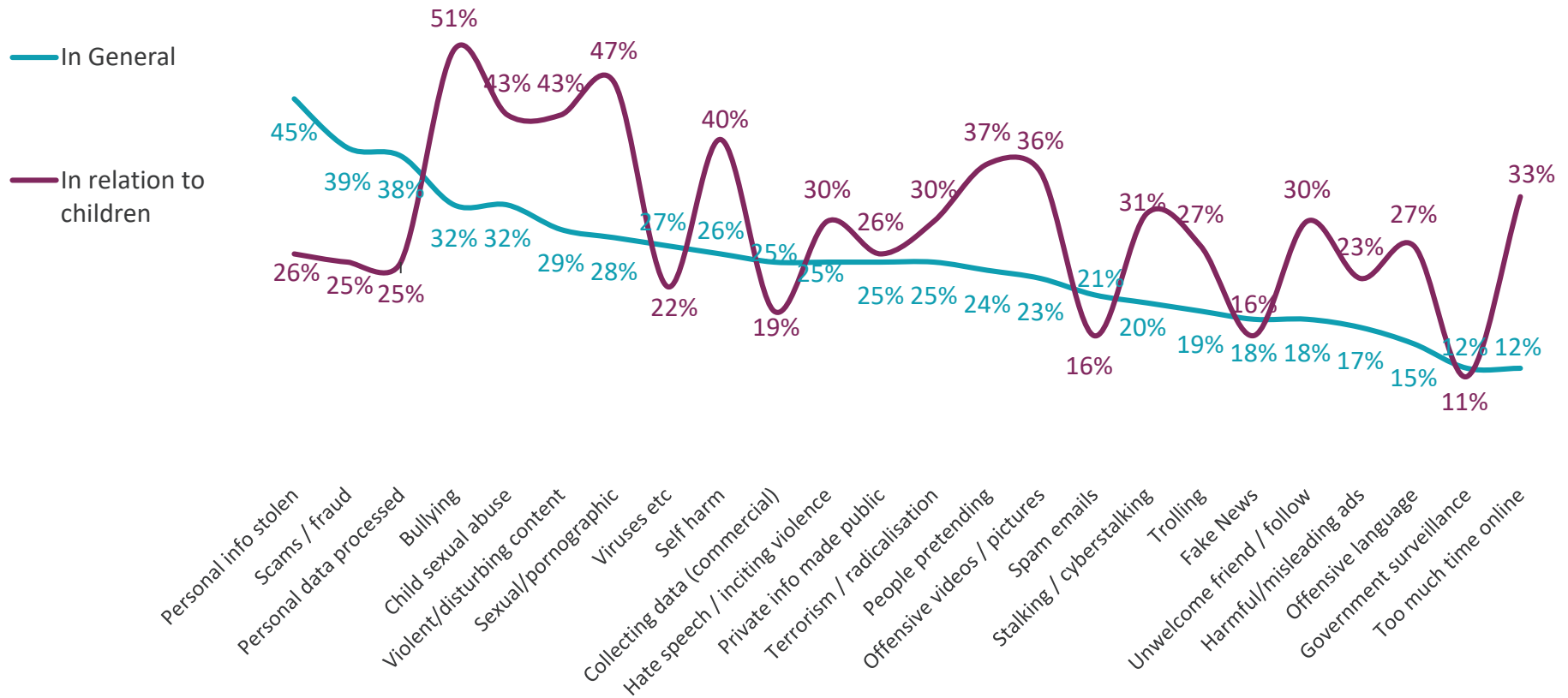
Base: All adult internet users (2057) who are concerned about each element (bases vary 321-987)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms



Adults are more concerned about all aspects of potential online harm in relation to children, especially bullying and the suitability of online content. They are more concerned about data protection and scams/fraud in relation to themselves

Level of **4-5 concern** among the **Total Adult Sample** (ranked on concern generally)



Source: Ofcom-ICO Research, 2019

Question: C3a) I am now going to read out the areas you are concerned about in relation to children. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each. C3b) I am now going to read out the areas you are generally concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each

Base: All adult internet users (2057) NB. Refer to page 16-17 for full descriptions of concerns/potential harms

## Section 2

### Reported experience of potential harms

#### A) Incidence of experiences





# Three in five adults and eight in ten 12-15 year olds claim to have had potentially harmful experiences online in the last 12 months

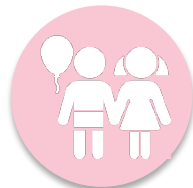


## Experienced potential online harm



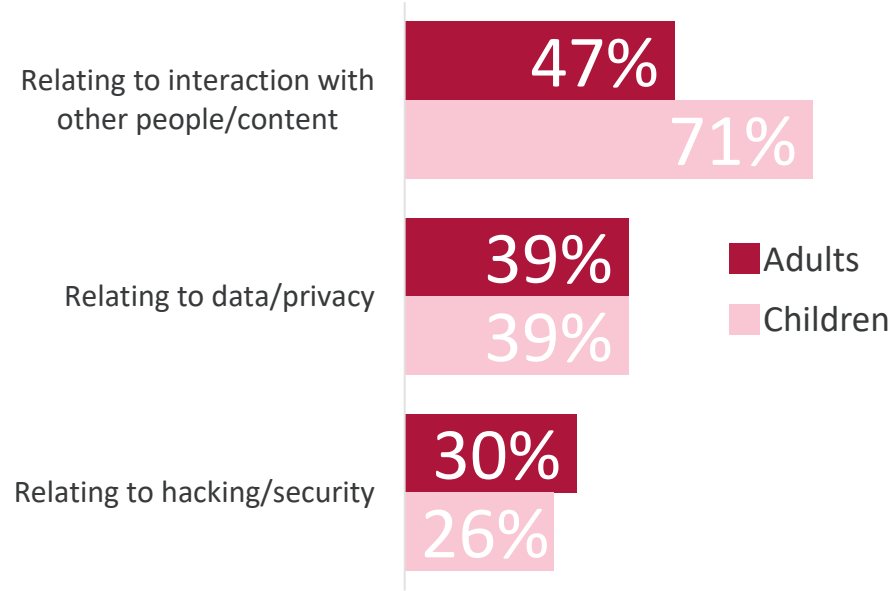
61%

Of adults have had **potentially harmful online experiences** in the last 12 months



79%

Of children (12-15) had **potentially harmful online experiences** in the last 12 months

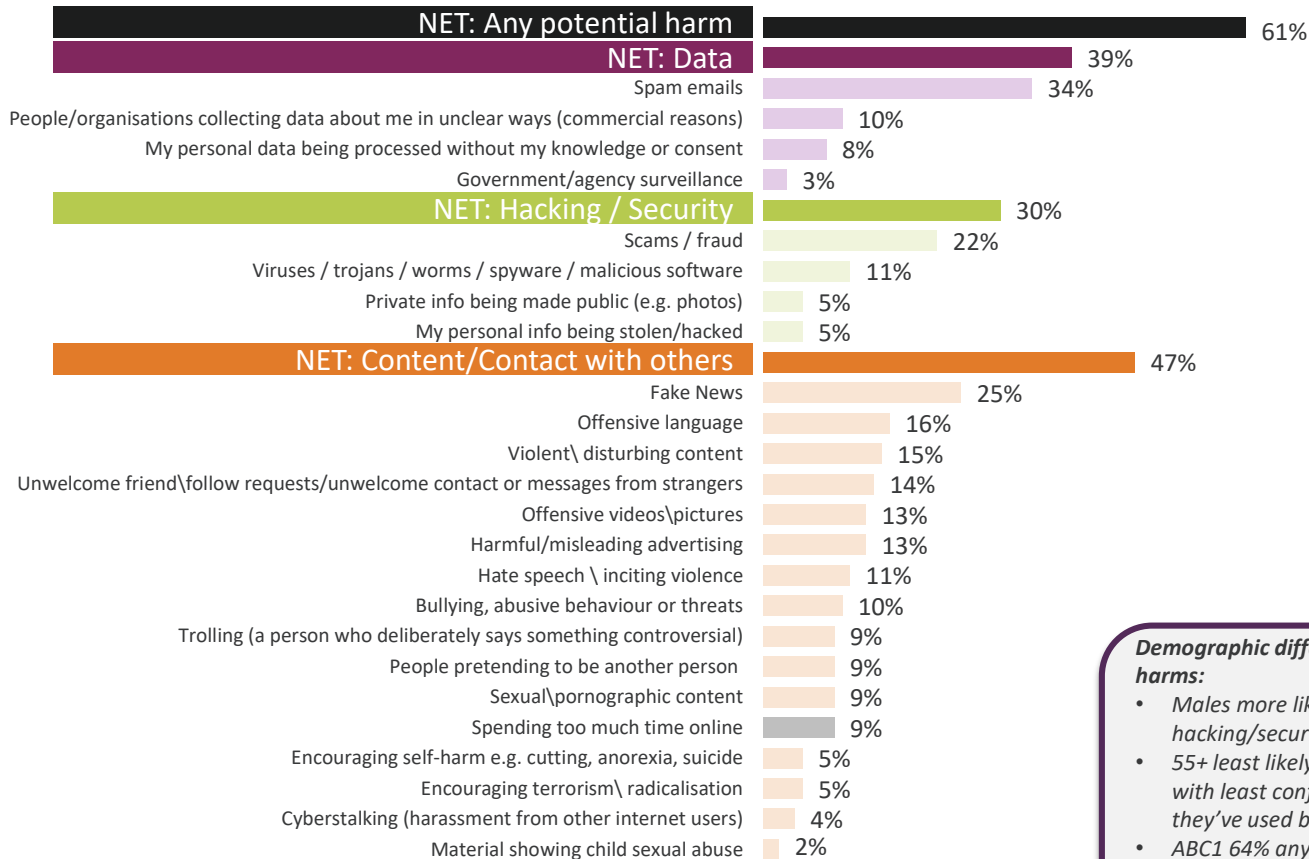


Source: Ofcom-ICO Research, 2019  
Question: C4) Which, if any, of the following things have you come across on the internet in the last year? PROMPTED  
Base: All adult internet users (2057) All children 12-15 (1002)



# Spam emails, fake news and scams/fraud are the most likely potential online harms to be experienced by adults

## Potential online harm experienced



In 2019, the question asked users “Which, if any, of the following things have you come across on the internet in the last 12 months?” (These things were not necessarily classified by respondents as harmful...)

(In 2018, the question was somewhat different: “Which, if any, of the following **harmful things** have you experienced on the internet?”)

**Demographic difference among adults’ experience of online harms:**

- Males more likely than females any potential harms around hacking/security (33% vs. 28%)
- 55+ least likely any potential harm (49% vs. 61% total) along with least confident (41%) and those who only used sites/apps they’ve used before (56%)
- ABC1 64% any potential harm vs. 57% C2DE
- children in HH 68% any potential harm vs. 58% no children in HH

37% answered “none of these” and 1% answered ‘don’t know’.

Source: Ofcom-ICO Research, 2019

Question: C4) Which, if any, of the following things have you come across on the internet in the last year? PROMPTED

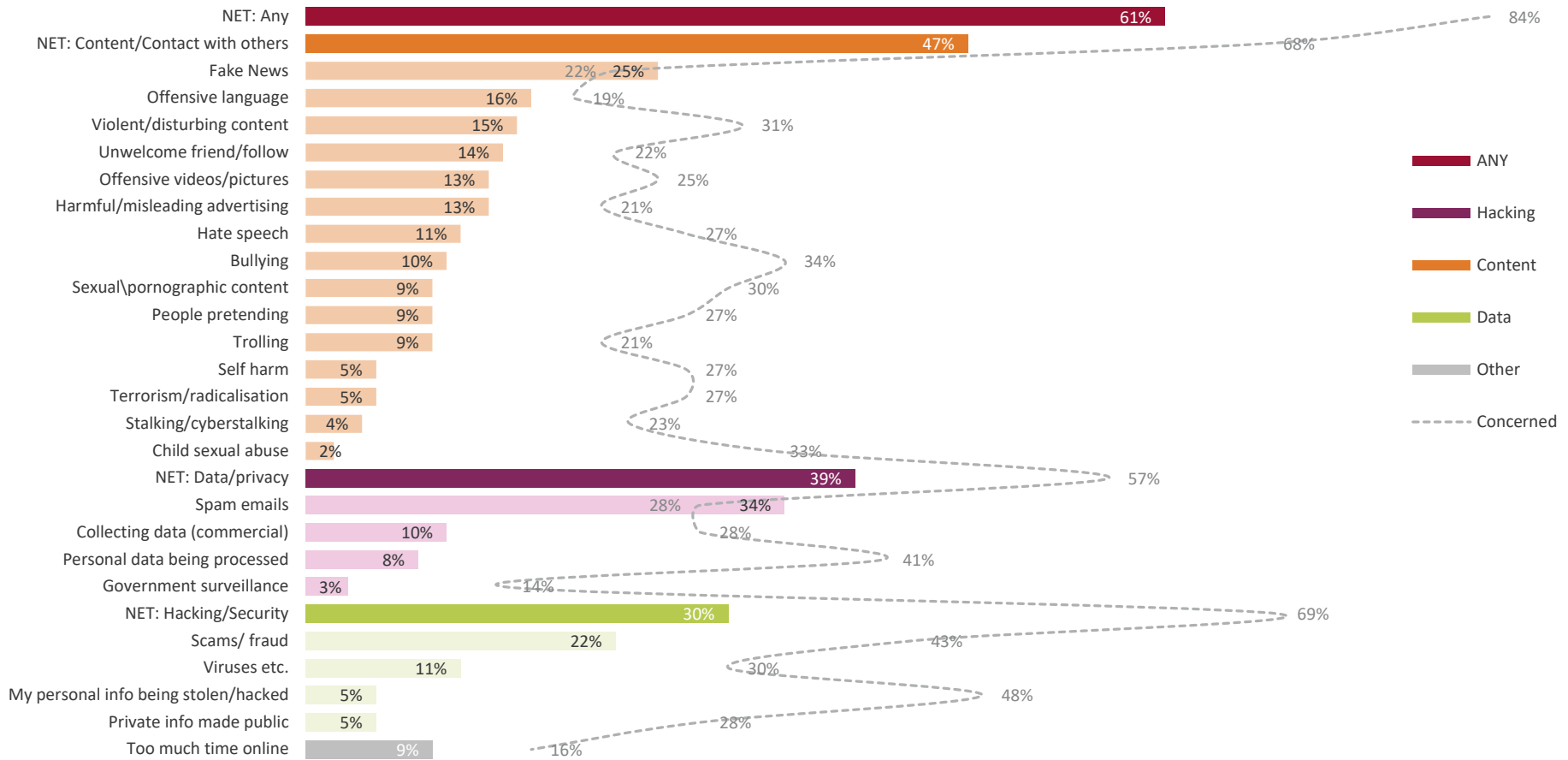
Base: All adult internet users (2057)

NB Further analysis of the reported sources of experience suggest that the proportion claiming to have seen material showing child sexual abuse is likely to be overstated, and may include, for example, news reports about the issue. NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# Fake news and spam emails are the only potential harms where a greater proportion of respondents have experienced them than are concerned about them

## Experience vs. general concern among adults (prompted)



Source: Ofcom-ICO Research, 2019

Question: C2b) Which, if any, of the following aspects of the internet concern you more generally? C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED

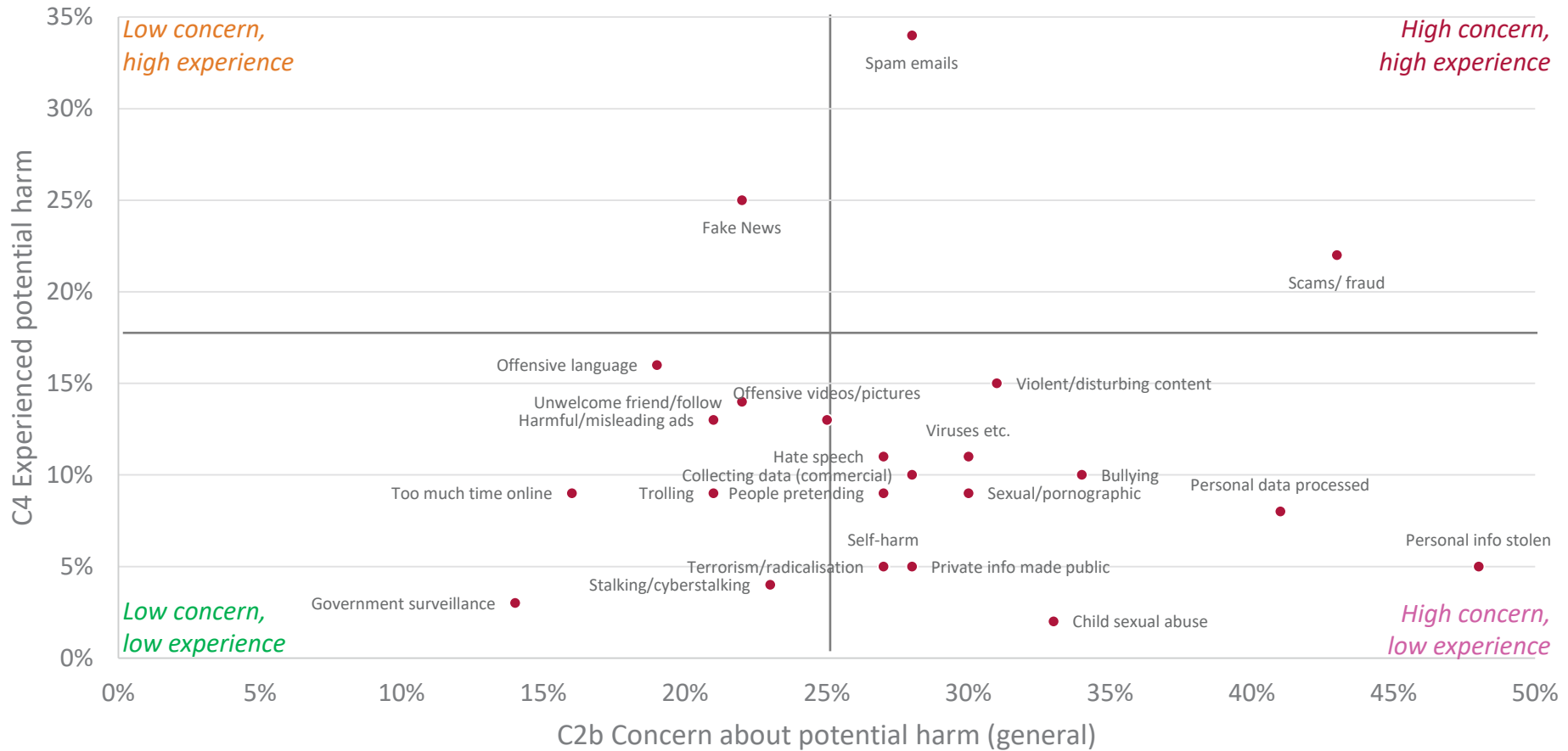
Base: All adult internet users (2057)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# Spam emails and scams/fraud both have relatively high levels of experience and concern

## Relationship between concern (general) and actual experience of potential harm among adults



Source: Ofcom-ICO Research, 2019

Question: C2b) I am now going to read out the areas you are generally concerned about. PROMPTED C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED

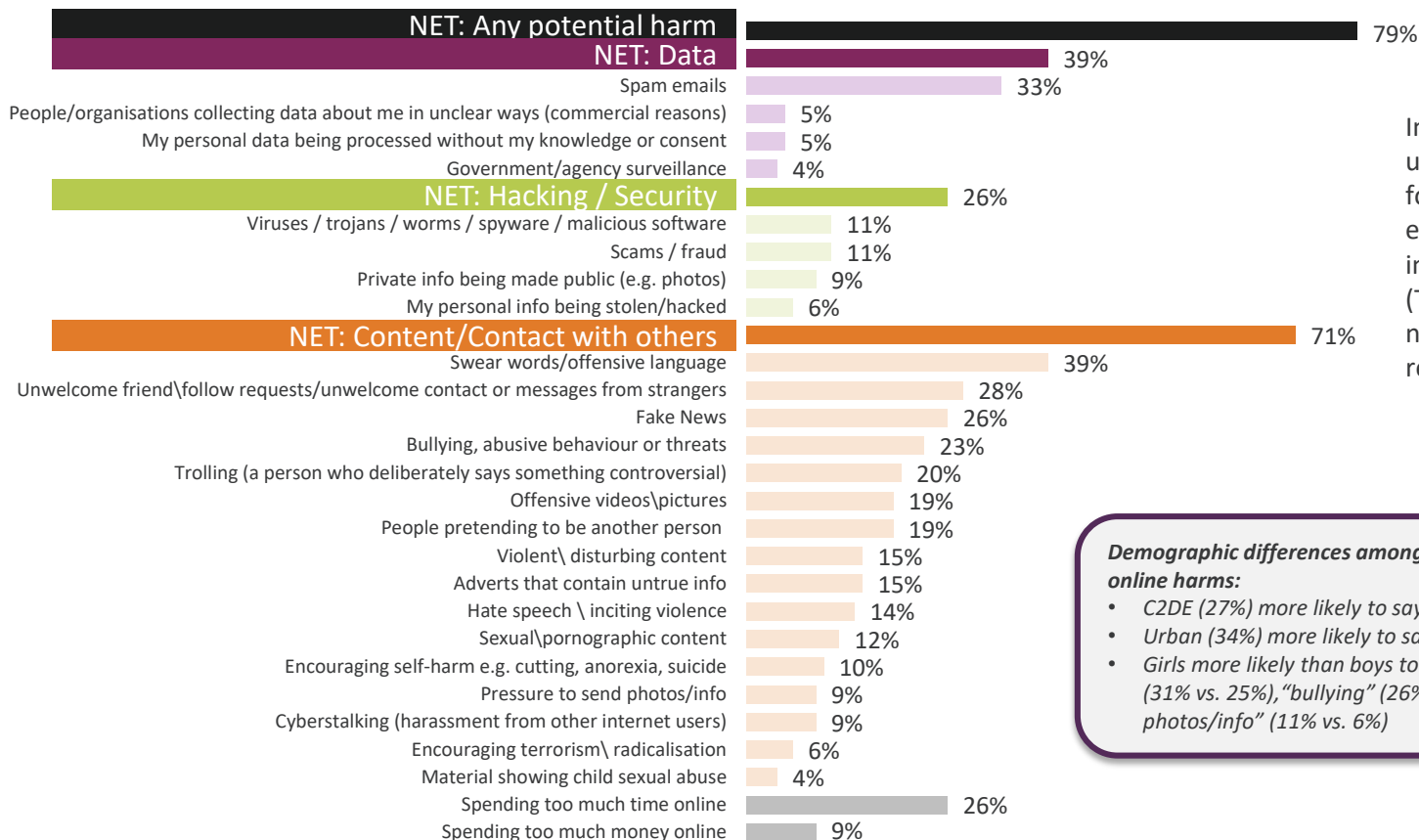
Base: All adult internet users (2057)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms



Offensive language is the most common potential harm that is experienced by 12-15 year olds, followed by spam emails, unwelcome friend requests and fake news. Just under a quarter have come across bullying

Potential online harms experienced by 12-15 year olds



In 2019, the question asked users “Which, if any, of the following things have you experienced or seen on the internet in the last 12 months?” (These things were not necessarily classified by respondents as harmful...)

**Demographic differences among children who have experienced online harms:**

- C2DE (27%) more likely to say “bullying” than ABC1 (19%)
- Urban (34%) more likely to say “spam email” than Rural (25%)
- Girls more likely than boys to say “unwelcome friend/follow” (31% vs. 25%), “bullying” (26% vs. 19%) or “pressure to send photos/info” (11% vs. 6%)

19% answered “none of these” and 1% answered ‘don’t know’.

Source: Ofcom-ICO Research, 2019

Question: C4) Which, if any, of the following things have you experienced or seen on the internet in the last year? PROMPTED

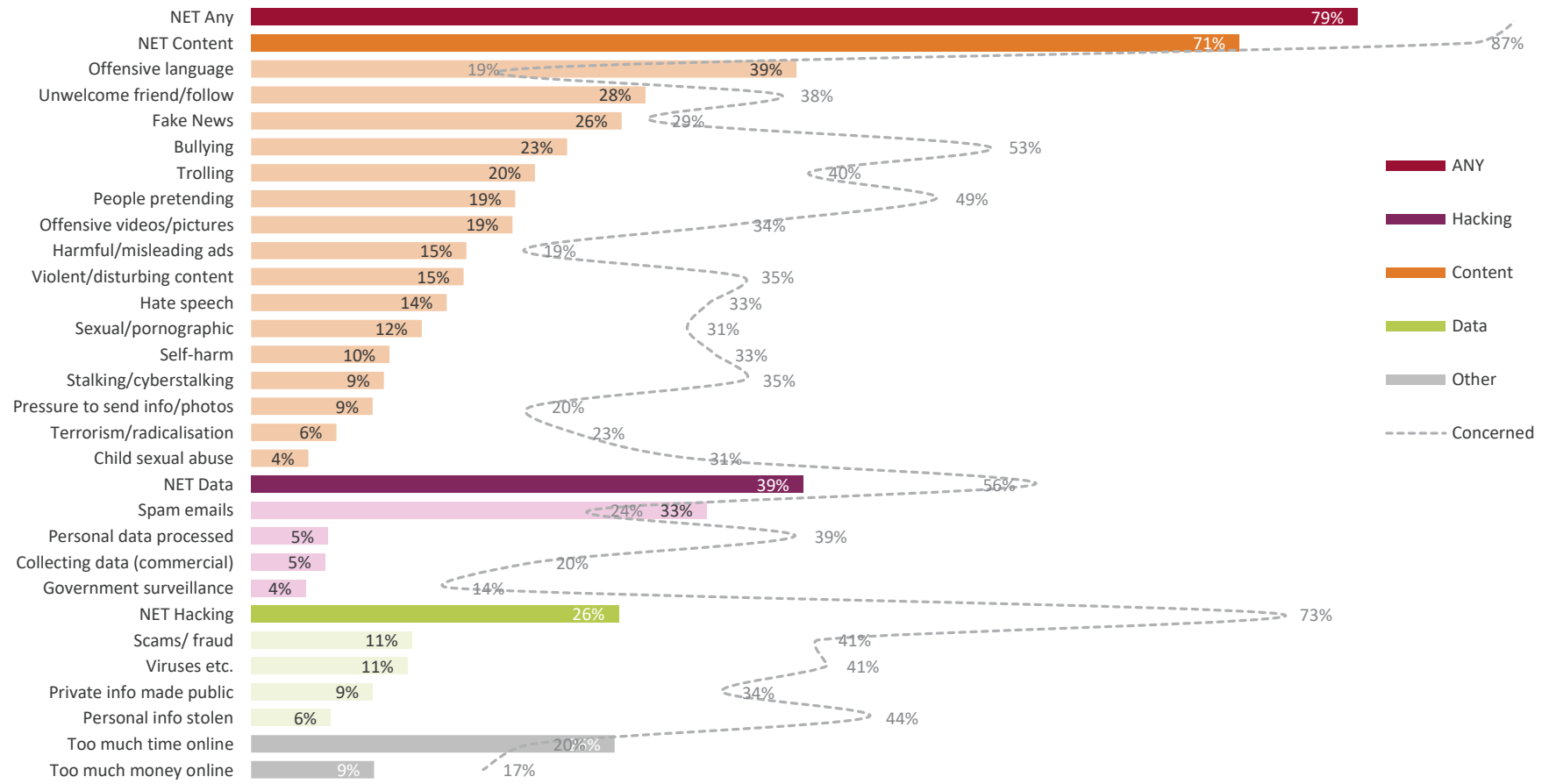
Base: All children 12-15 (1001)

NB Further analysis of the reported sources of experience suggest that the proportion claiming to have seen material showing child sexual abuse is likely to be over-stated, and may include, for example, news reports about the issue. NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# Four in ten children have experienced offensive language online in the last 12 months, significantly more than the proportion that are concerned about it

## Experience vs. concern among children aged 12-15 (prompted)



Source: Ofcom-ICO Research, 2019

Question: C2) Which, if any, of the following things concern you about the internet? C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED

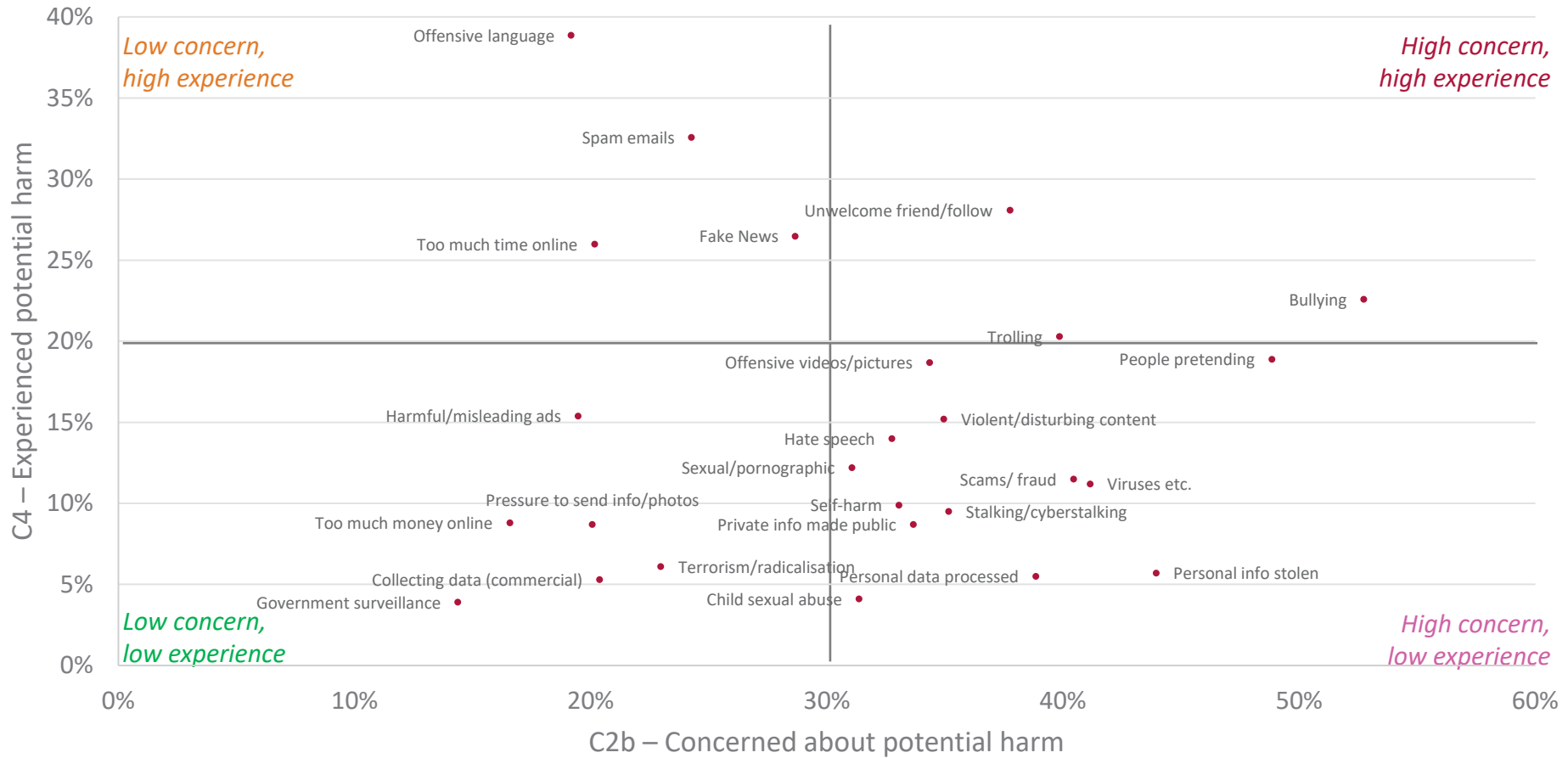
Base: All children (1002)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# Unwelcome friend requests, bullying and trolling are all relatively frequently experienced and are of high concern amongst 12-15 year olds

## Relationship between concern and actual experience of potential harm



Ofcom-ICO Research, 2019

Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED

Base: All children 12-15 (1001)

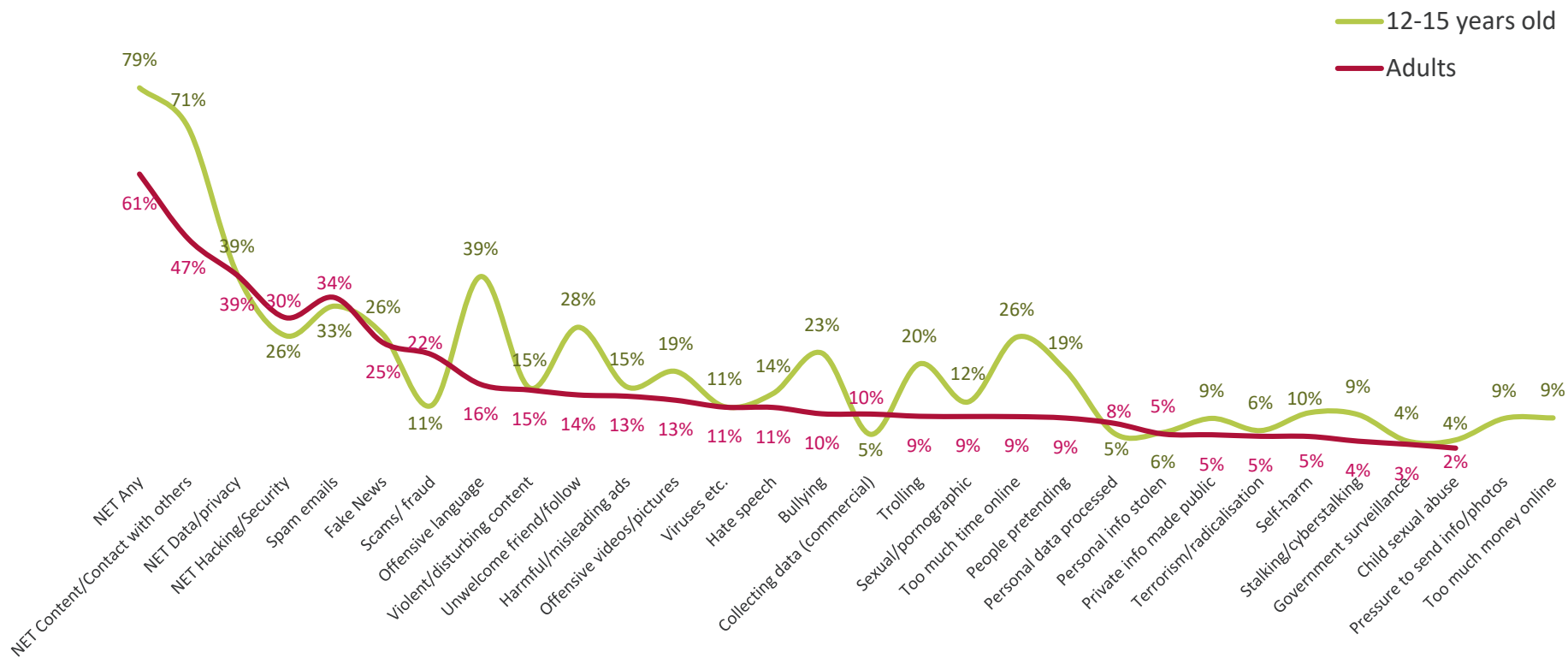
NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# 12-15 year olds are significantly more likely to have experienced any potential harms than adults



## Potential harms Experienced – Adults vs children



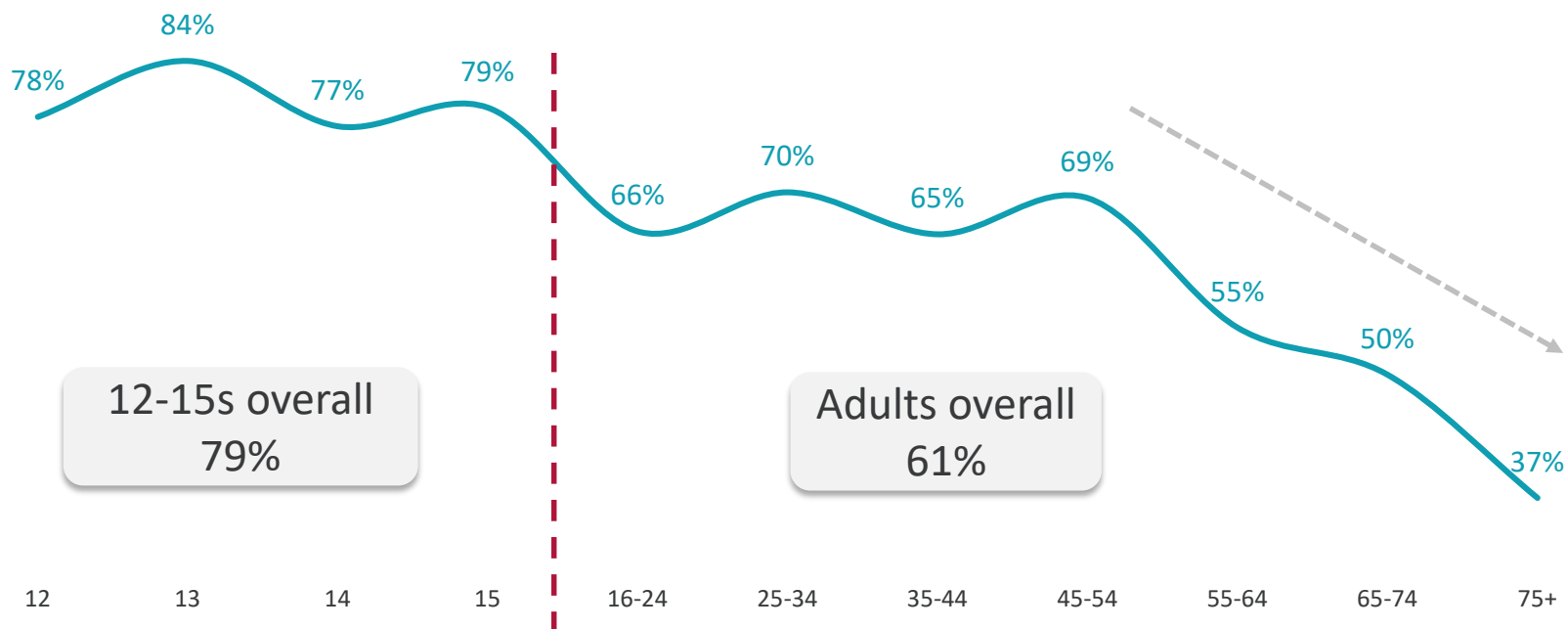
Source: Ofcom-ICO Research, 2019  
 Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months?  
 Base: All adult internet users (2057) All children 12-15 (1001)  
 NB. Refer to page 16-17 for full descriptions of concerns/potential harms





12-15 year olds are significantly more likely to have experienced a potential harm than adults. The incidence of experiencing potential harm quickly drops after the age of 55

Experienced **any potential harm** in the last year



Source: Ofcom-ICO Research, 2019

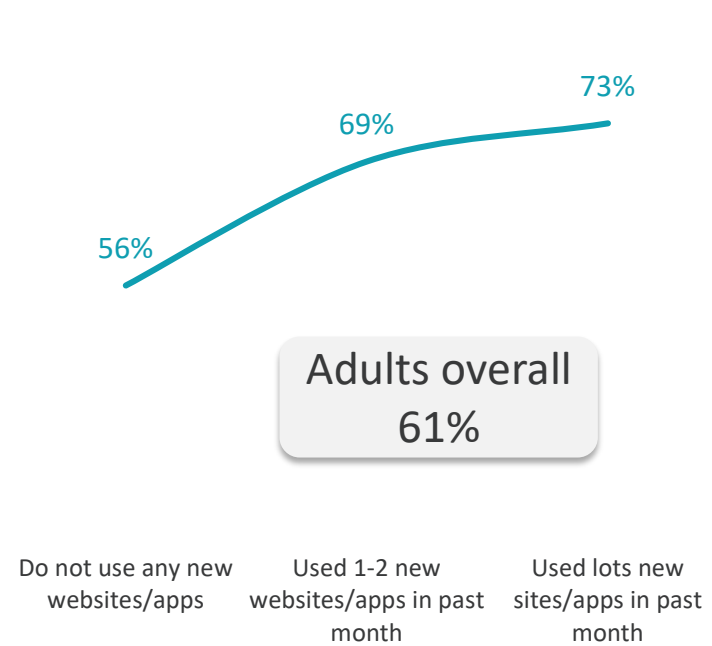
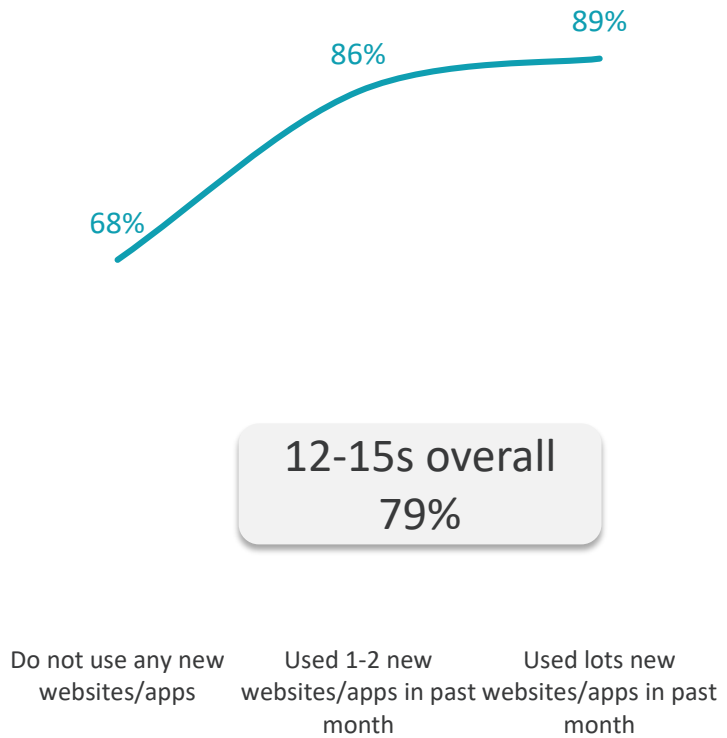
Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED.

Base: All adult internet users (2057) All children 12-15 (1001)



Those using lots of new websites or apps in the last month are significantly more likely to have experienced a potential harm – across both 12-15 year olds and adults

Experienced **any potential harm** in the last year



Source: Ofcom-ICO Research, 2019

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED.

B3) In the last month, when you have gone online, have you...

Base: All adult internet users (2057) All children 12-15 (1001)

Section 2 continued

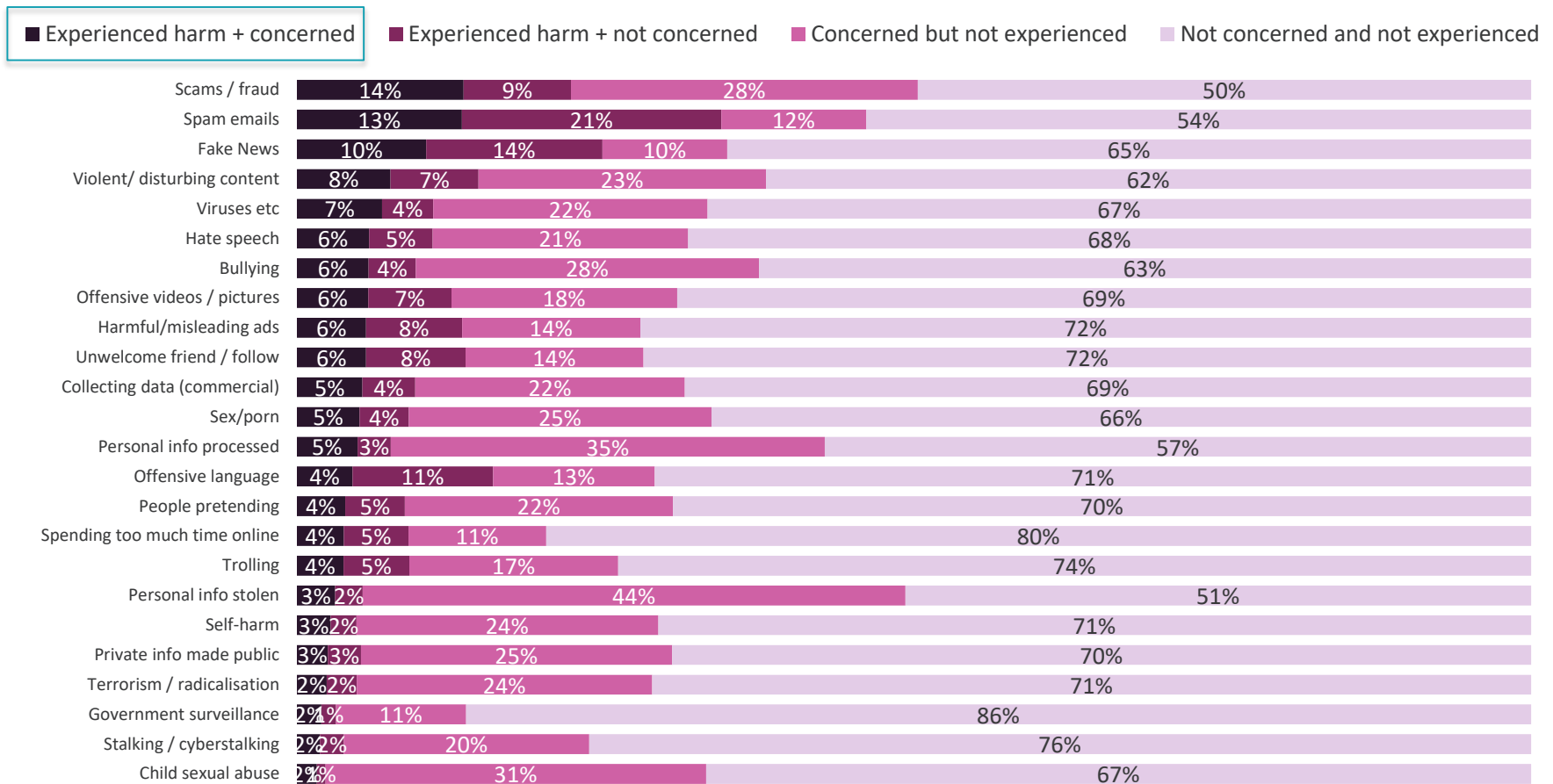
Reported experience of potential harms

B) Frequency and impact of experiences



# Scams, spam and fake news are the most likely to have been experienced and to be concerned about

## Incidence of experiencing/being concerned about potential online harms among adults



Source: Ofcom-ICO Research, 2019

Question: C2b) I am now going to read out the areas you are generally concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each. C4) Which, if any, of the following things have you come across on the internet in the last 12 months?

Base: All adult internet users (2057) NB. Refer to page 16-17 for full descriptions of concerns/potential harms



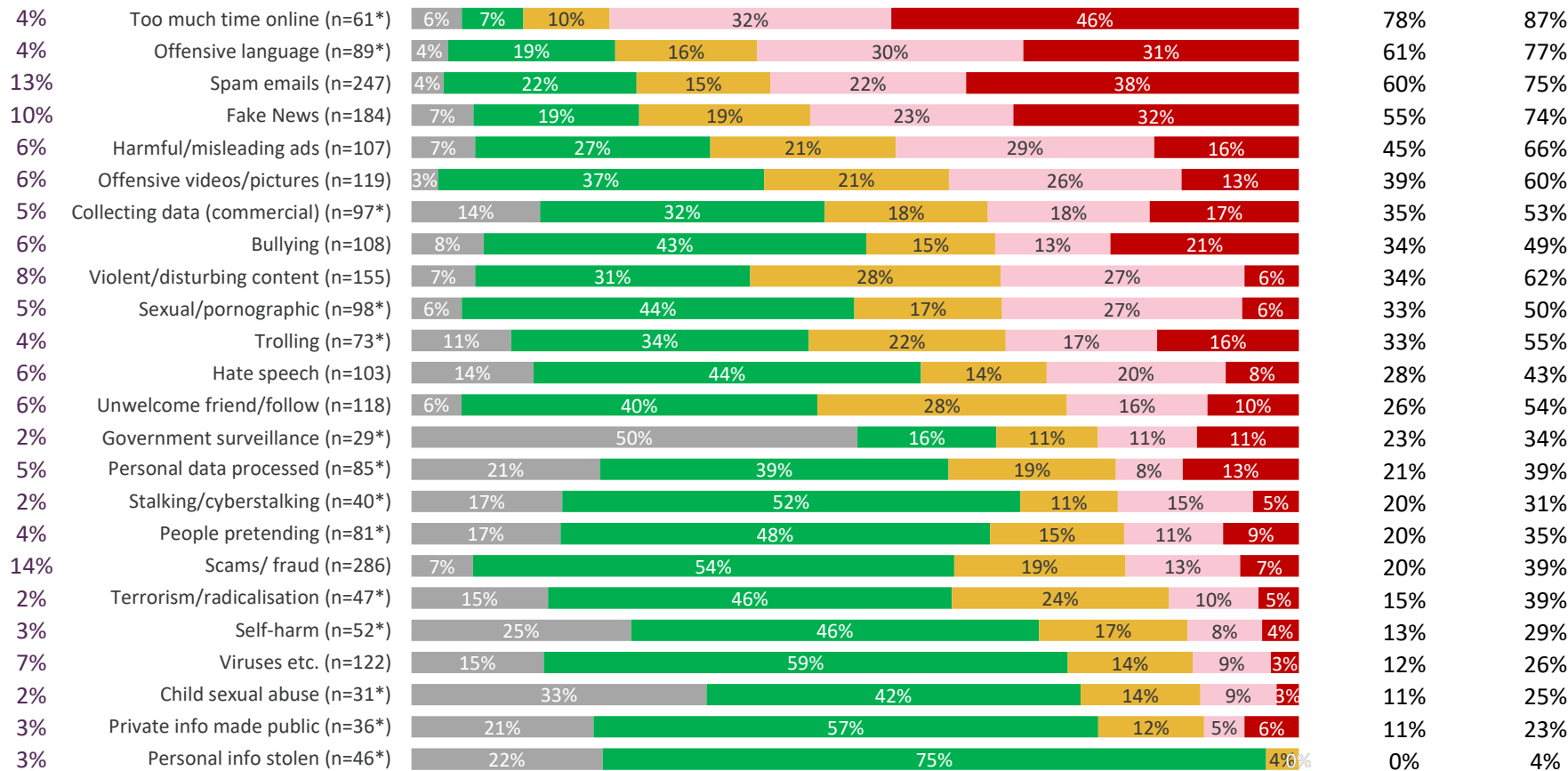
# Going online too much is the most frequently reported type of potential harm, then offensive language, spam and fake news.

## Frequency of experiencing harm when using the internet, among adults

(All experienced & concerned)

■ DK/REF ■ Less often ■ Monthly/most months ■ Weekly/most weeks ■ Daily/most days

% at least weekly      % at least monthly



Source: Ofcom-ICO Research, 2019

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED. C5. How often do you experience [INSERT CODE FROM C4] when using the internet?

Base: All adult internet users who have experienced and are concerned about [potential harm] (bases on chart)

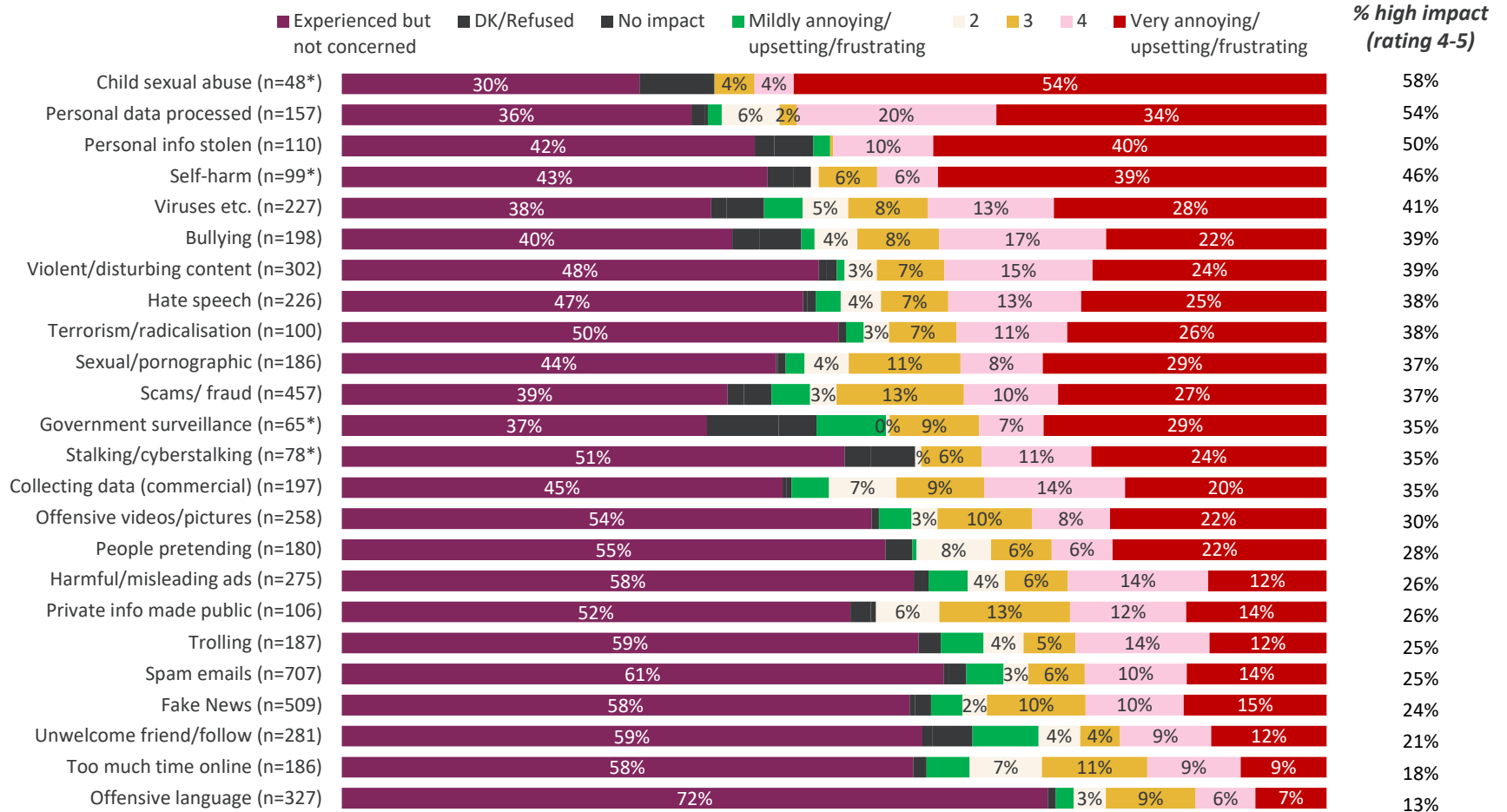
\* Warning – low base size. NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# Material showing child sexual abuse has the most severe impact on the small minority who reported having experienced it, along with the theft of personal information and material promoting self-harm



## Level of impact experiences have had (among adults who have experienced harm)

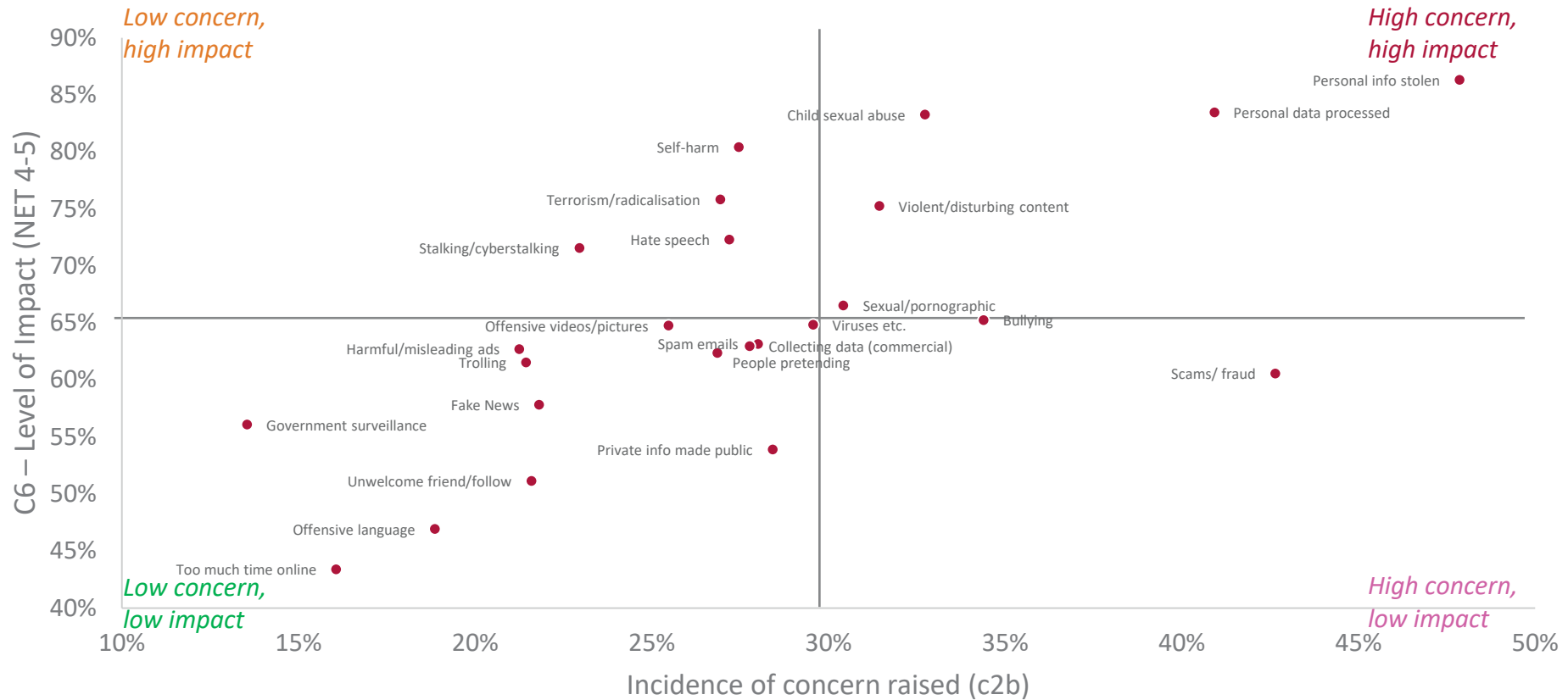


Source: Ofcom-ICO Research, 2019  
 Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED. C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating  
 Base: All adult internet users who have experienced [potential harm] (bases shown on chart) \* Warning – low base size, findings are indicative only.



# Potential harms with the highest levels of concern tend to have the greatest impact upon those who have experienced them

## Impact vs. Incidence of concern raised among adults

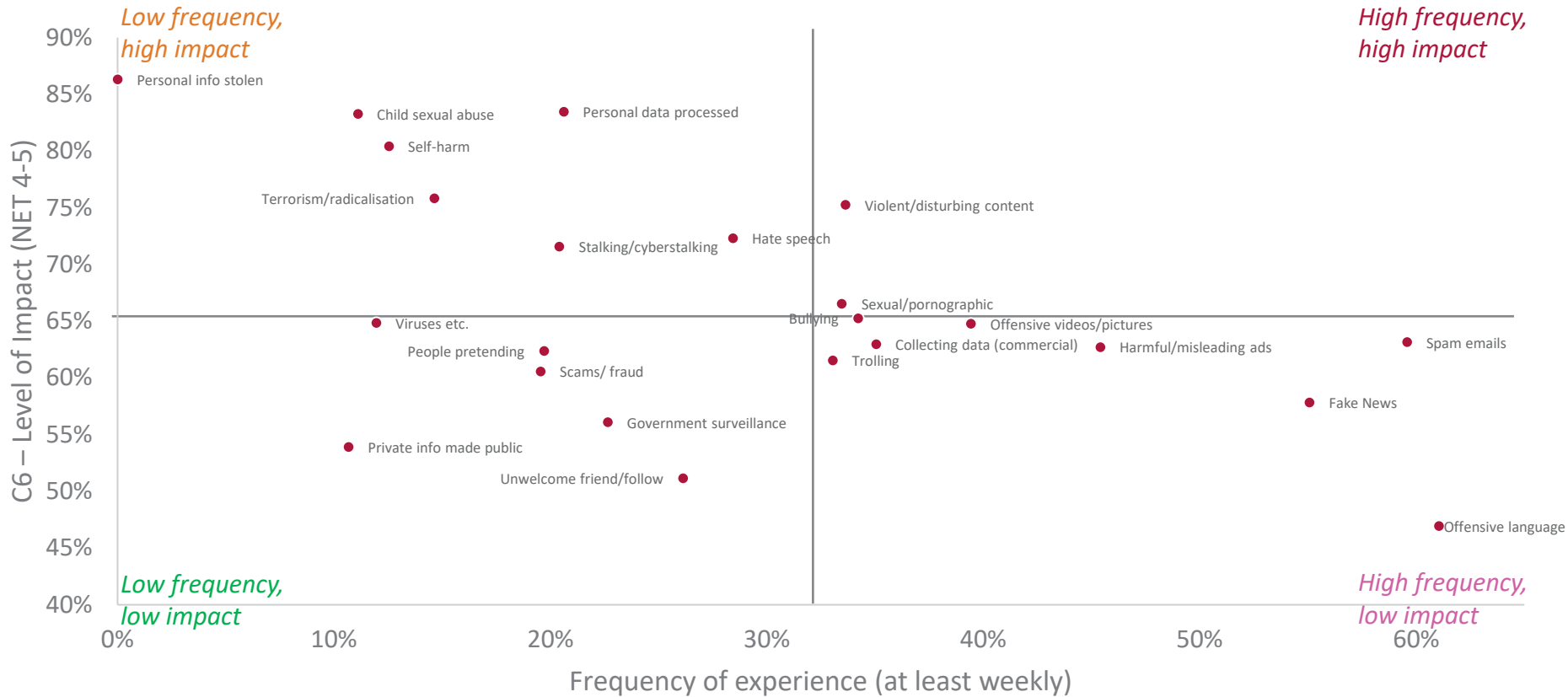


Source: Ofcom-ICO Research, 2019  
 Question: C2b) Which, if any, of the following aspects of the internet concern you more generally? Base: All adult internet users (2057)  
 C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating.  
 Base: All adult internet users who have experienced and are concerned about [potential harm] (bases vary)



# Despite the high frequency of offensive language, the level of impact is lower than the other potential harms

## Impact vs. Frequency of harms among adults



Source: Ofcom-ICO Research, 2019

Question: C5. How often do you experience [INSERT CODE FROM C4] when using the internet? C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating.

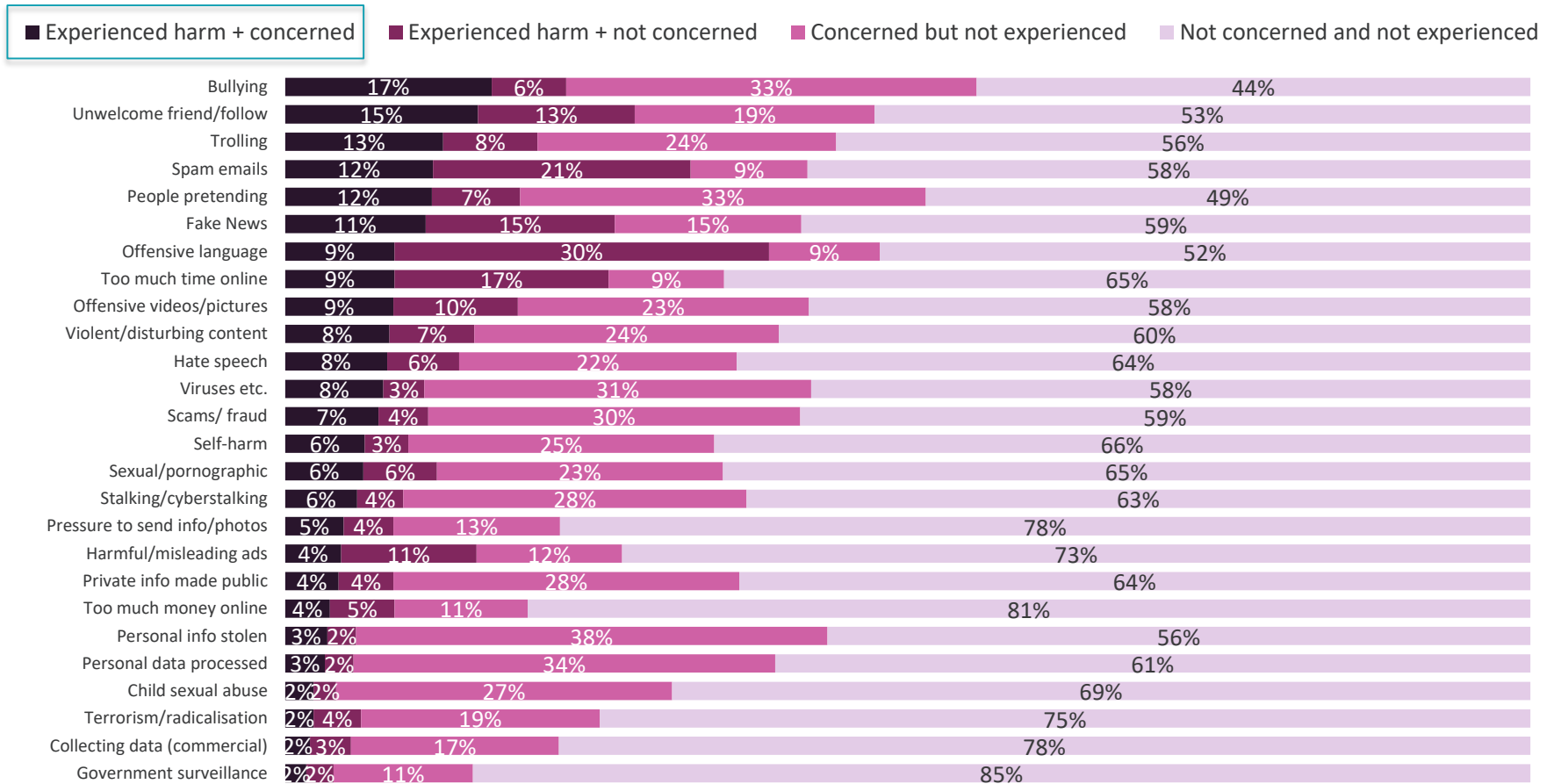
Base: All adult internet users who have experienced and are concerned about [potential harm] (bases 73-286)





# Bullying and unwelcome friend/follow requests are the most likely to have been experienced and concerned about by 12-15 year olds

## Incidence of experiencing/being concerned about potential online harms among children aged 12-15



Source: Ofcom-ICO Research, 2019

Question: C2b) I am now going to read out the areas you are generally concerned about. I would like you to tell me on a scale of 1 to 5, where 1 means Mildly concerned and 5 means Very Concerned, how concerned you are about each. C4) Which, if any, of the following things have you come across on the internet in the last 12 months?

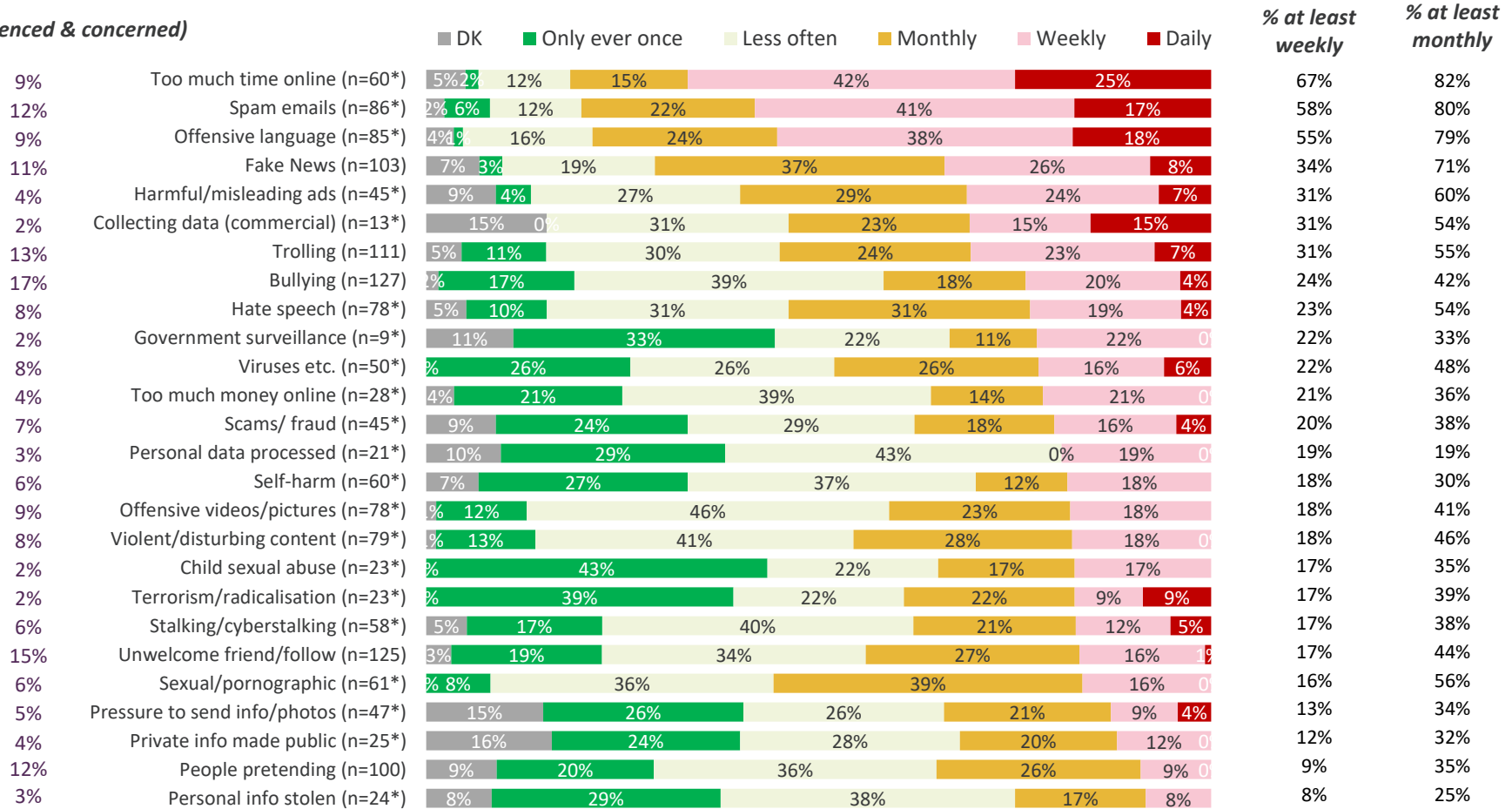
Base: All children 12-15 (1001). NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# Frequency of experiencing potential harms is generally lower amongst 12-15 year olds than adults. Too much time online is the most commonly reported issue

## Frequency of harm experienced when using the internet, among children aged 12-15

(All experienced & concerned)



Source: Ofcom-ICO Research, 2019

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED. C5. How often do you experience [INSERT CODE FROM C4] when using the internet?

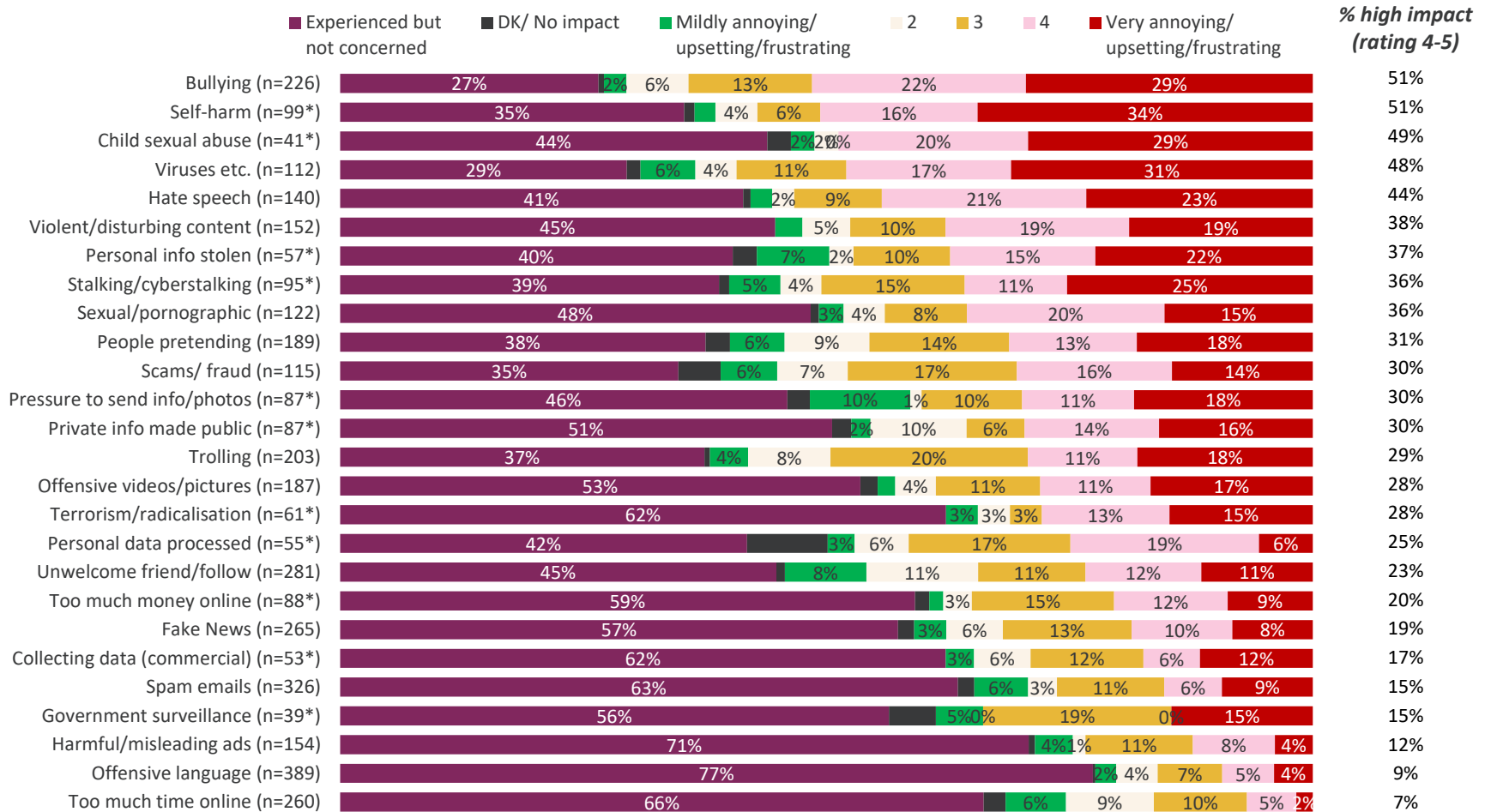
Base: All children 12-15 who have experienced and are concerned about [potential harm] (bases on chart) \* Warning – low base size

NB. Refer to page 16-17 for full descriptions of concerns/potential harms



Bullying is the potential harm that impacts 12-15 year olds the most, along with content showing self-harm and, for the small minority who reported experiencing it, child sexual abuse.

Level of impact experiences have had (among children aged 12-15 who have experienced harm)



Source: Ofcom-ICO Research, 2019

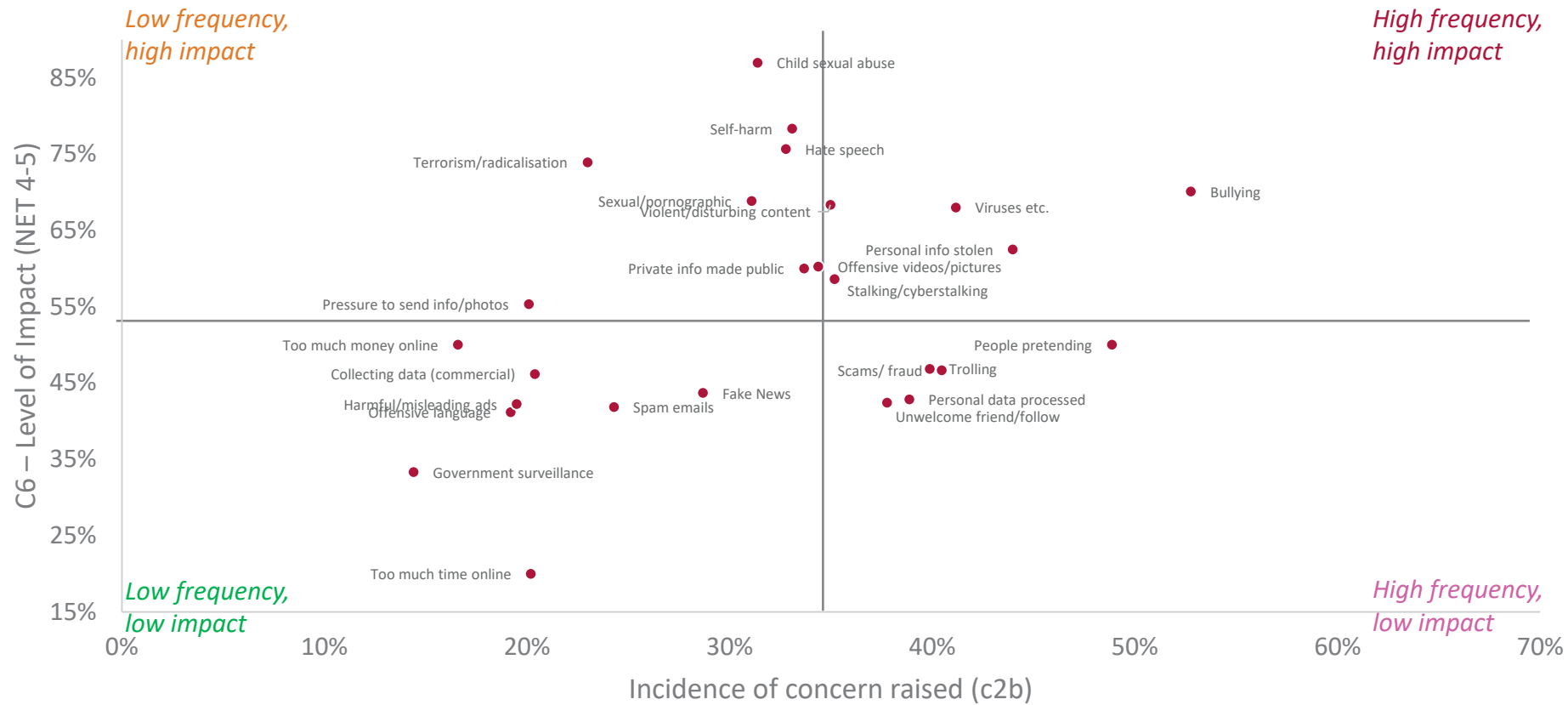
Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED. C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating

Base: All children 12-15 who have experienced [potential harm] (bases 78-127)



Compared to adults, the impact of each concern among 12-15s is not as strongly correlated with the frequency of it being raised. Online bullying has a relatively high impact and frequency

Impact vs. Incidence of concern raised, among children aged 12-15



Source: Ofcom-ICO Research, 2019

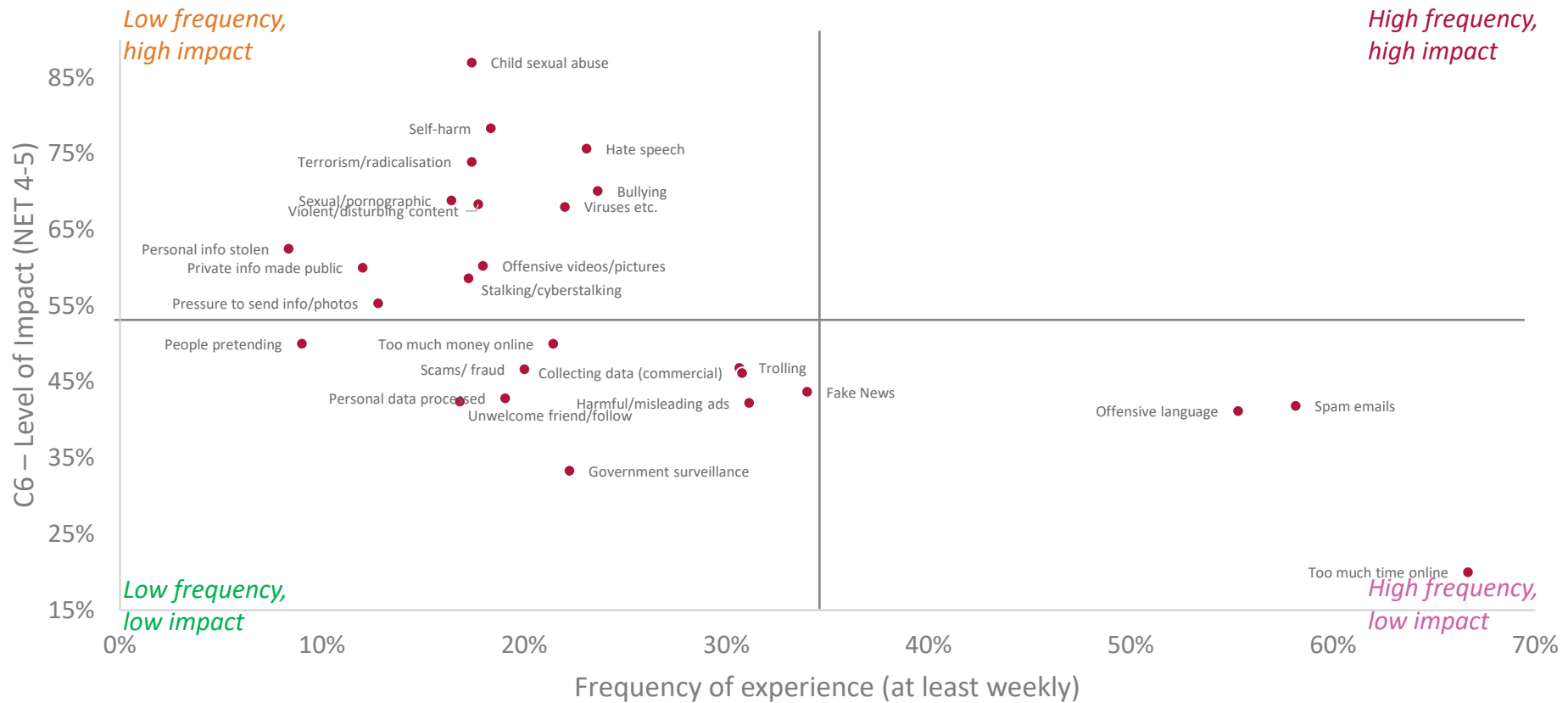
Question: C2) Which, if any, of the following things concern you about the internet? PROMPTED Base: All children 12-15 (1001)

C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating. Base: All children 12-15 who have experienced and are concerned about [potential harm] (bases vary). NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# Despite the low frequency of experience, material showing child sexual abuse and self-harm have the greatest level of impact

## Impact vs. Frequency of harm experienced, among children aged 12-15



Source: Ofcom-ICO Research, 2019  
 Question: C5. How often do you experience [INSERT CODE FROM C4] when using the internet? C6) Thinking about all of the times that you have experienced [INSERT CODE FROM C4] in the last 12 months, what impact has this had on you? Please use a scale of 1 to 5, where 1 means Mildly annoying or upsetting or frustrating and 5 means Very annoying or upsetting or frustrating. Base: All children 12-15 who have experienced and are concerned about [potential harm] (bases vary)  
 NB. Refer to page 16-17 for full descriptions of concerns/potential harms

# Section 3

## Sources of potential online harm



# Across adults and 12-15 year olds, social media sites are the most commonly cited sources of potential online harm

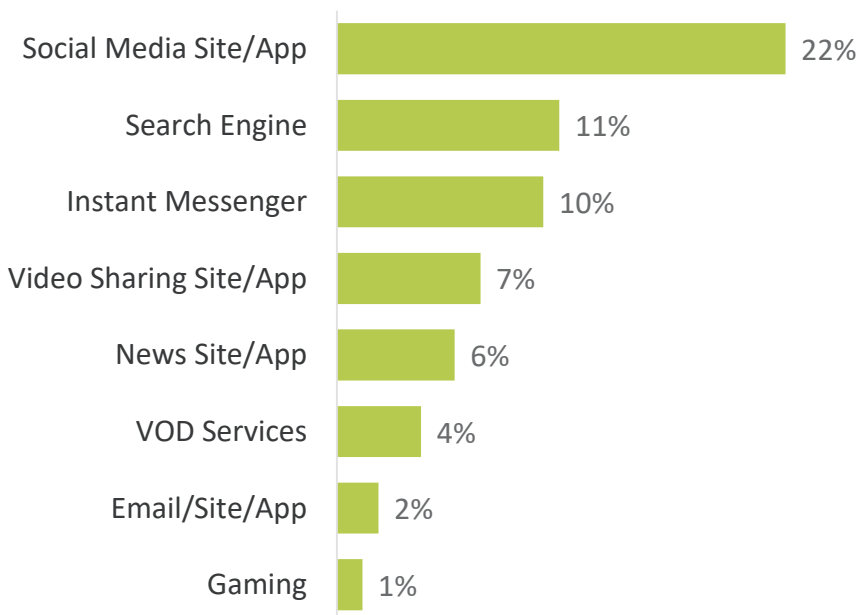


## Sources of potential online harm among adults and children aged 12-15



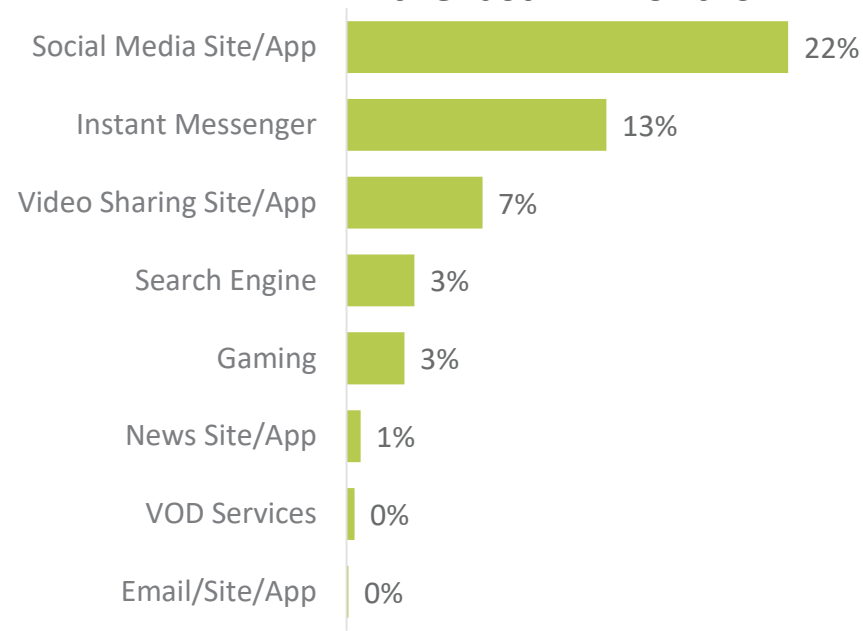
# 61%

Of adults have **experienced** potential online harms in the last 12 months



# 79%

Of children (12-15) **experienced** potential online harms in the last 12 months



Source: Ofcom-ICO Research, 2019

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? PROMPTED

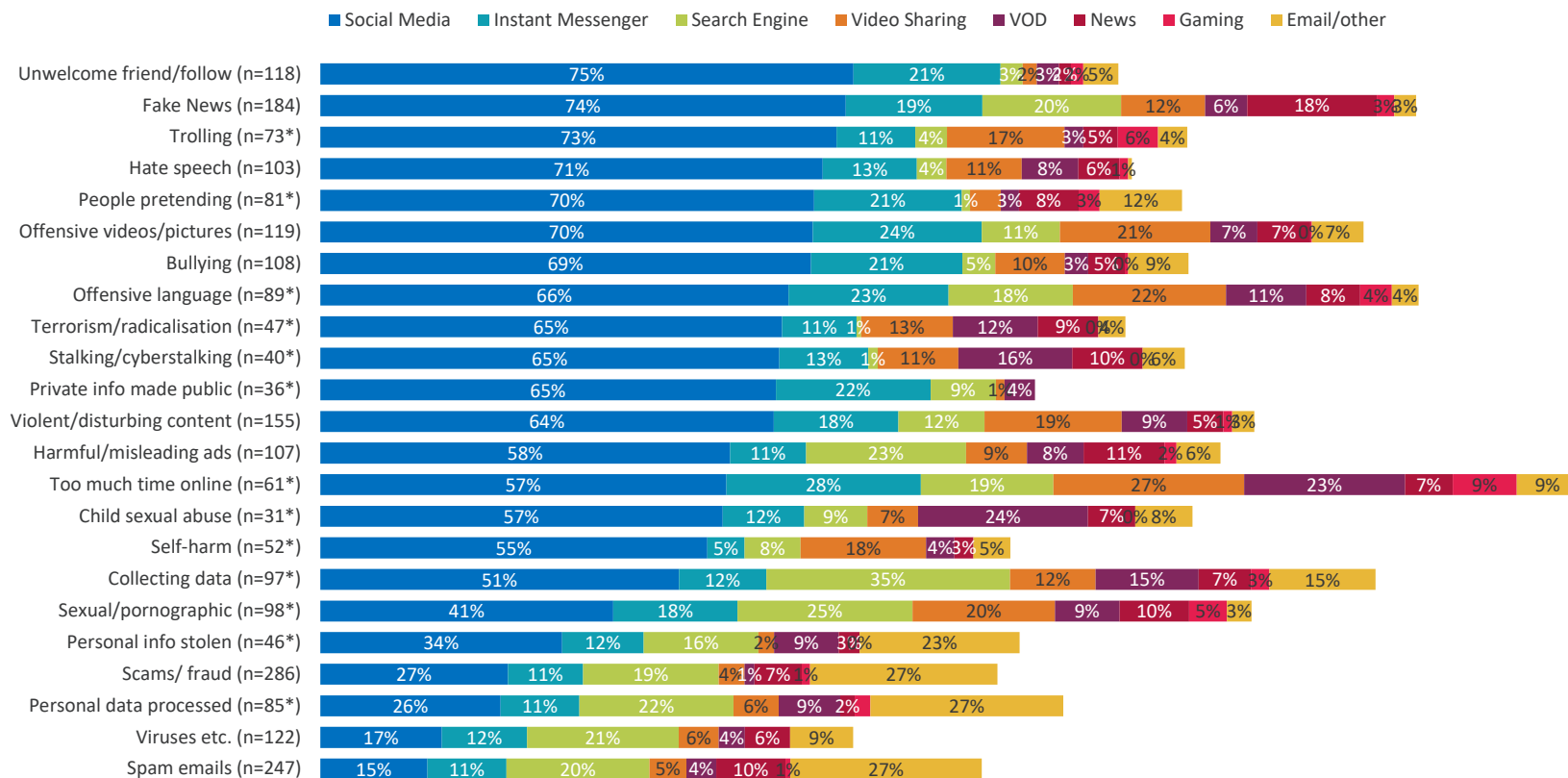
C7 Which site or service were you using when you came across your most recent experience of (potential harm)?

Base: All adult internet users (2057) All 12-15s (1001)



# Adults experience online harms via a range of sources, but social media sites/apps are the most commonly identified for most types of potential harms

Places where potential online harm was experienced, among adults who have experienced harm and are concerned about harm



Source: Ofcom-ICO Research, 2019

Question: C7 Which site or service were you using when you came across your most recent experience of (potential harm)?

Base: All adult internet users who have experienced and are concerned about [potential harm] (bases 73-286)

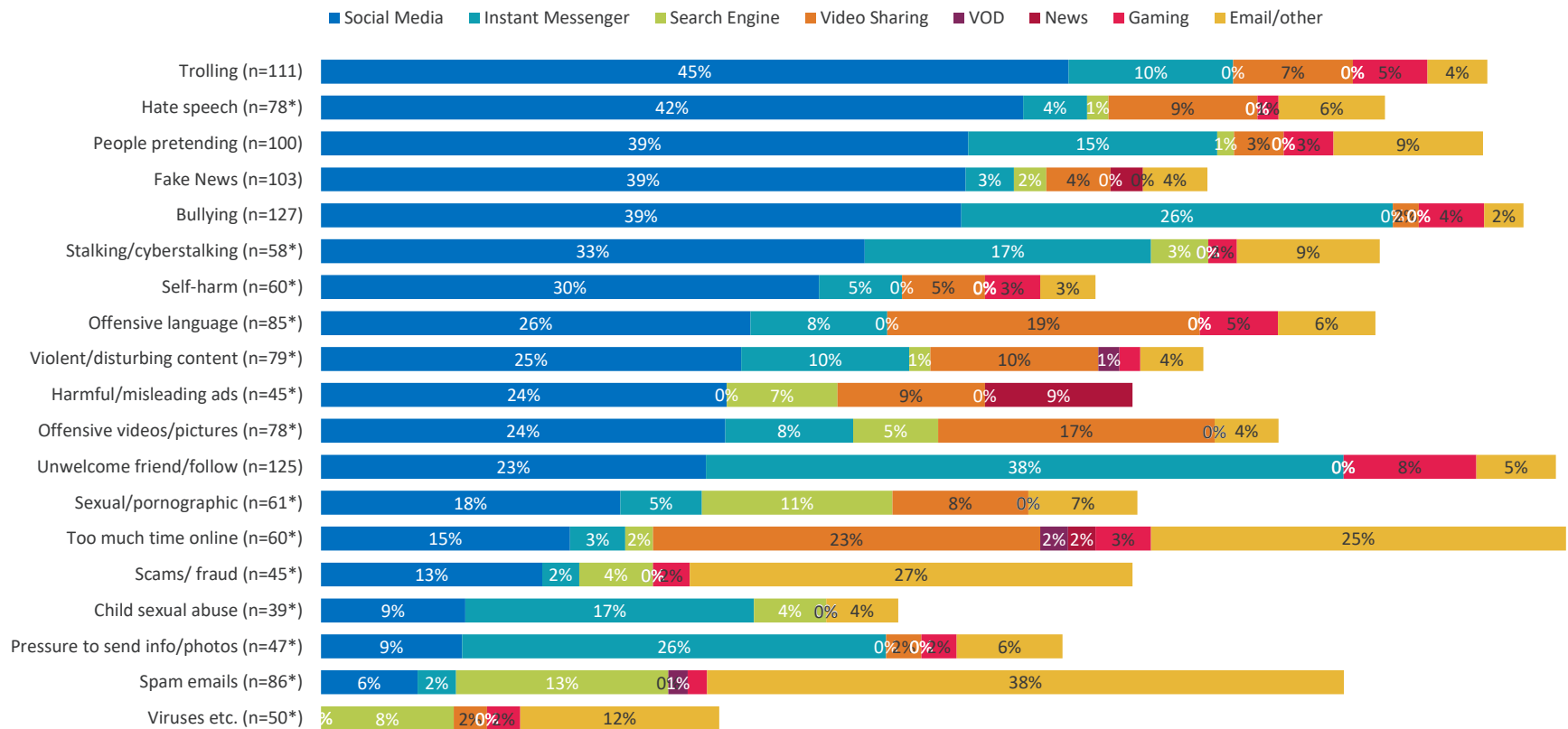
NB. Refer to page 16-17 for full descriptions of concerns/potential harms. NB. Regarding child sexual abuse, some respondents may have been thinking about programmes on covering this topic such as documentaries or dramas. NB. Smaller "other" sources, harms with a base size under 30 and DK are not shown.





# The same is true for 12-15 year olds, with social media sites/apps being the most common source for most of the potential harms

Places where potential online harm was experienced, among children aged 12-15 who have experienced harm and are concerned about harm



Source: Ofcom-ICO Research, 2019

Question: C7 Which site or service were you using when you came across your most recent experience of (potential harm)?

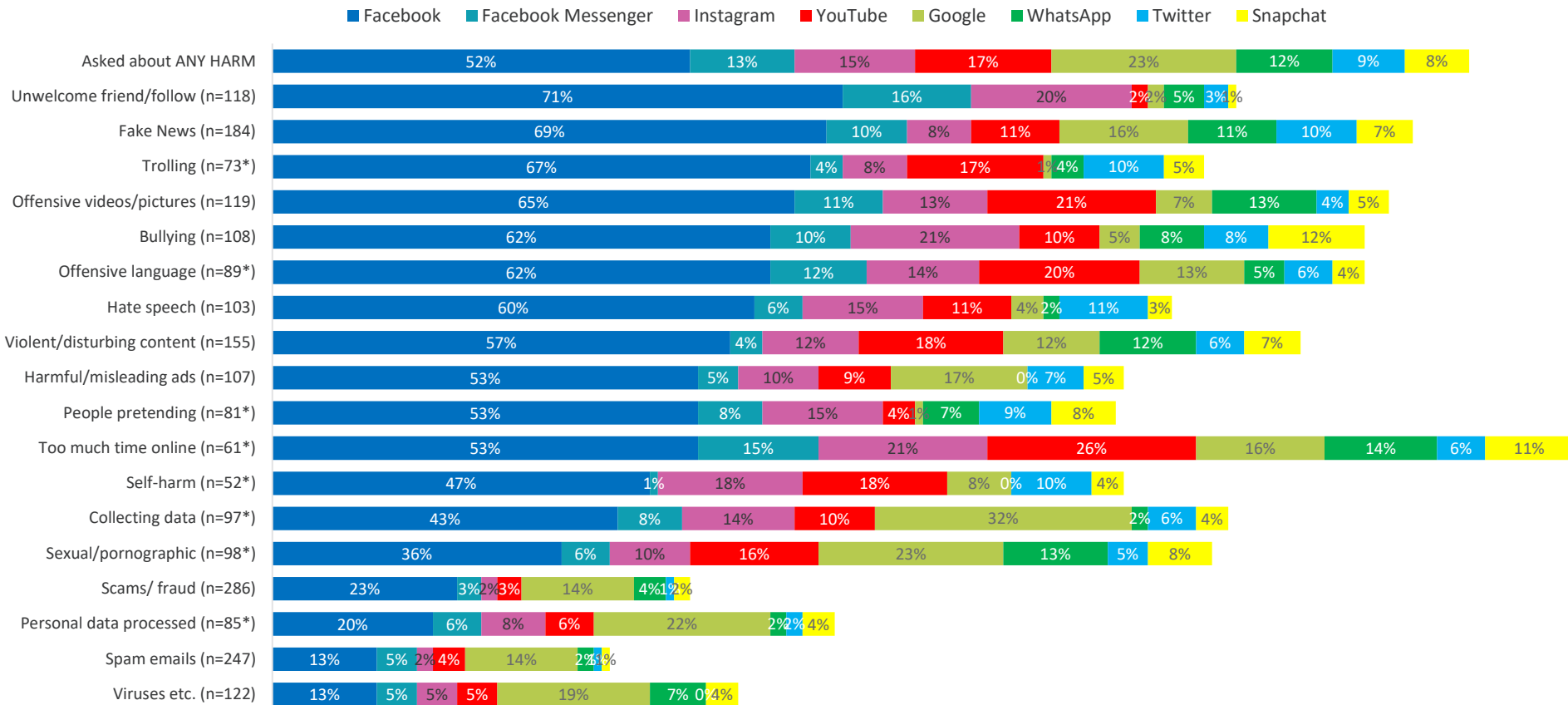
Base: All children 12-15 who have experienced and are concerned about [potential harm] (bases 78-127)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms. NB. Smaller "other" sources, harms with a base size under 30 and DK are not shown.



# Facebook is the most frequently mentioned source for most of the potential harms in our research

## Places where potential online harm was experienced, among adults who have experienced harm and are concerned about harm



Source: Ofcom-ICO Research, 2019

Question: C7 Which site or service were you using when you came across your most recent experience of (potential harm)?

Base: All adult internet users who have experienced and are concerned about [potential harm] (bases vary)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms. NB. Smaller "other" sources, harms with a base size under 50 and DK are not shown.

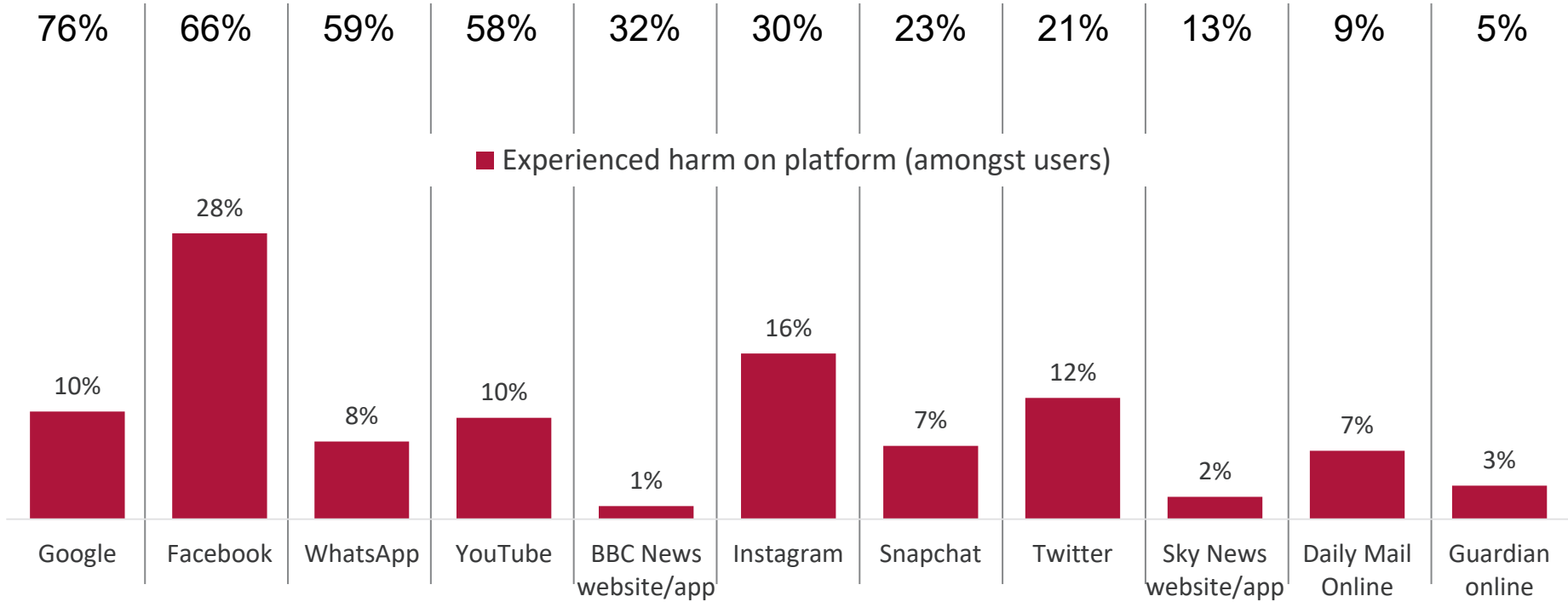


# Just over a quarter (28%) of Facebook users claim to have experienced a potential online harm while using Facebook



Percentage of adults who have experienced potential harm on a platform they use

### % Users



Source: Ofcom-ICO Research, 2019

Question: C7 Which site or service were you using when you came across your most recent experience of (potential harm)?

Base: All adult internet users who have experienced and are concerned about [potential harm] (bases 73-286)

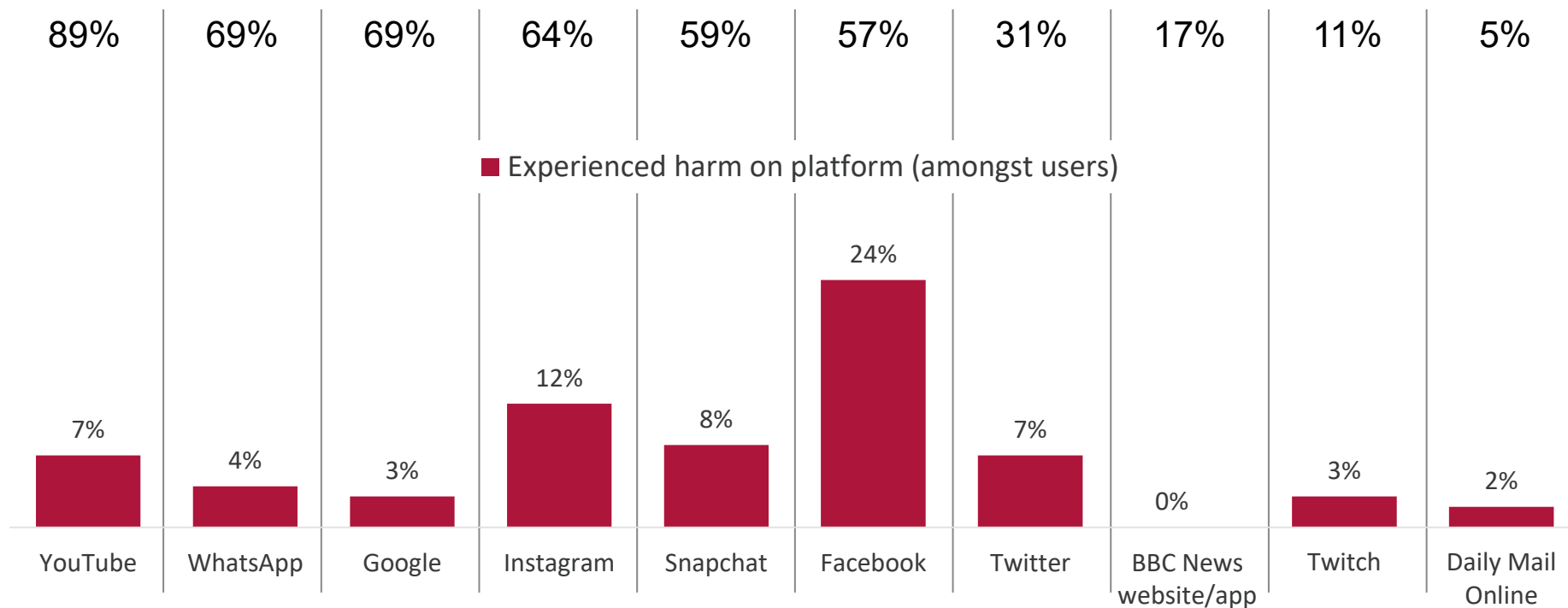
E4. Which, if any, of the following sites or apps do you use nowadays? Base: All adult internet users (2005)



A quarter (24%) of 12-15 year olds using Facebook claim they have experienced at least one potential harm when using the platform

Percentage of children aged 12-15 who have experienced potential harm on a platform they use

% Users



Source: Ofcom-ICO Research, 2019

Question: C7 Which site or service were you using when you came across your most recent experience of (potential harm)?

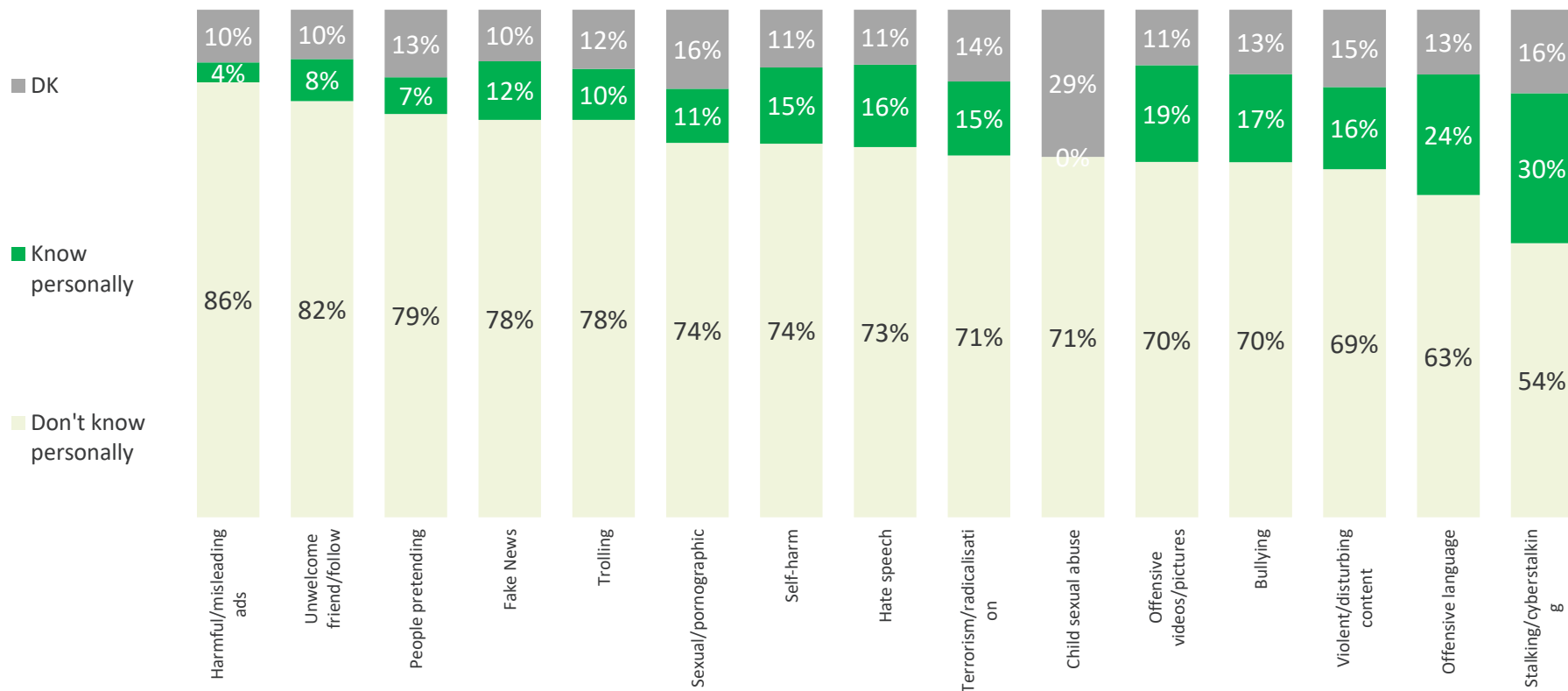
B6. Which, if any, of the following sites or apps do you use nowadays? Base: All children 12-15 (1001)



# All most recent potential online harms experienced by adults are most likely to be from someone they don't know personally



## Individual responsible for potential harm experienced, among adults who have experienced harm and are concerned about harm



Source: Ofcom-ICO Research, 2019

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? C8) And did your most recent experience of [INSERT CODE FROM C4] come from someone you know personally or someone you don't know personally?

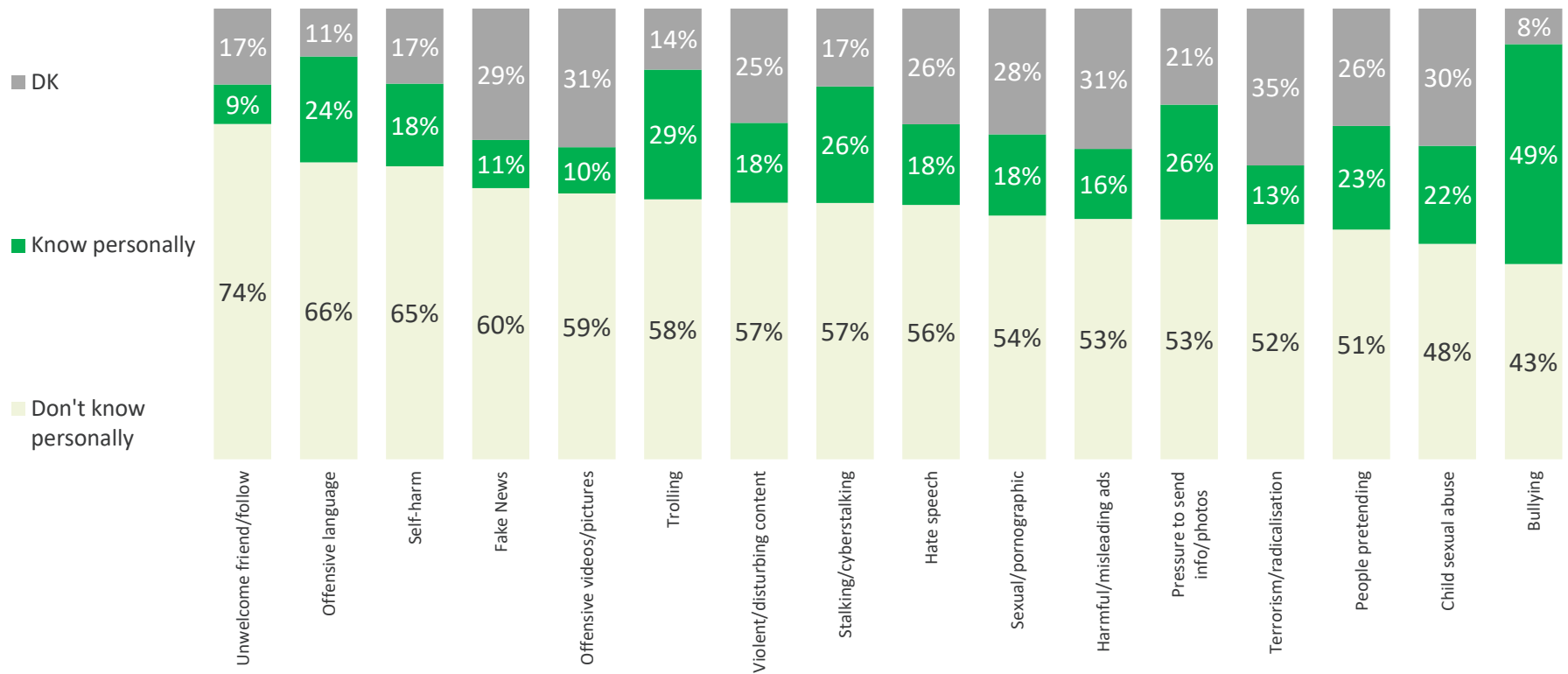
Base: All adult internet users who have experienced and are concerned about [potential harm] (bases 73-286)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms



# Almost all most recent potential online harms experienced by children are most likely to be from someone they don't know personally

Individual responsible for potential harm experienced, among children aged 12-15 who have experienced harm and are concerned about harm



Source: Ofcom-ICO Research, 2019

Question: C4) Which, if any, of the following things have you come across on the internet in the last 12 months? C8) And did your most recent experience of [INSERT CODE FROM C4] come from someone you know personally or someone you don't know personally?

Base: All children 12-15 who have experienced and are concerned about [potential harm] (bases 78-127)

NB. Refer to page 16-17 for full descriptions of concerns/potential harms

# Section 4

## Reporting potentially harmful online experiences



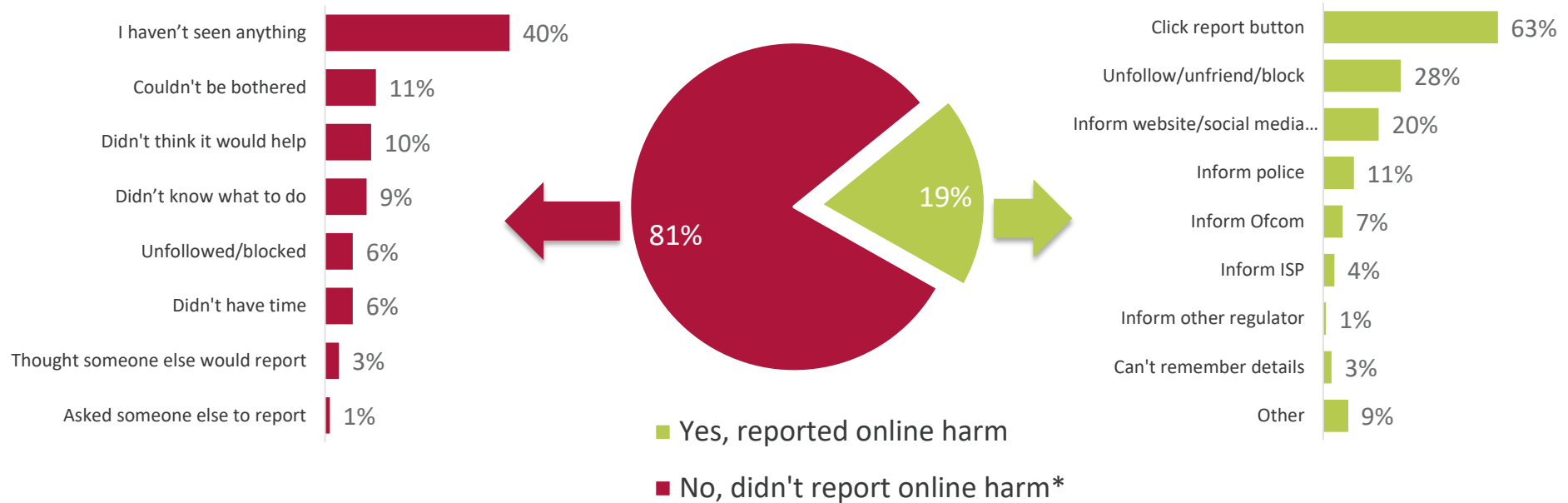
A fifth (19%) of adults have taken action to report potentially harmful content they have seen online, with the majority of these (63%) clicking the report button

Ever reported anything seen online you thought was offensive, disturbing or harmful

*Why not?*

*% All adults*

*Actions taken*



*\*Including 3% "Don't know"*

Source: Ofcom-ICO Research, 2019

Question: D1) Have you ever taken action to report anything you have seen on the internet that you thought was offensive, disturbing or harmful? D2) What did you do? D3) Why haven't you reported anything that you have seen on the internet that you thought was offensive, disturbing or harmful?

Base: All adult internet users (2057), those who reported (376), those who have not reported (1631)





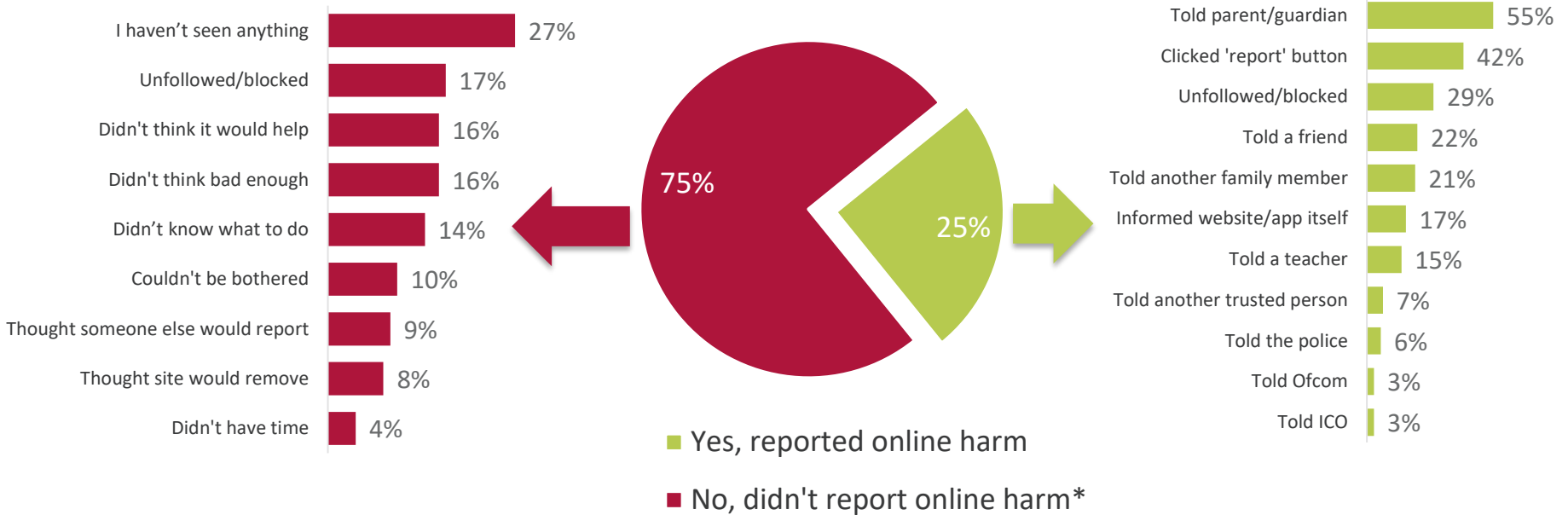
A quarter of 12-15 year olds have taken action to report potentially harmful content they have seen online. The most likely actions are to tell a parent/ guardian followed by clicking the report button

Ever reported anything seen online you thought was offensive, disturbing or harmful

*Why not?*

*% All children*

*Actions taken*



Source: Ofcom-ICO Research, 2019

Question: D1) Have you ever taken action to report anything you have seen on the internet that you thought was offensive, disturbing or harmful? D2) What did you do? D3) Why haven't you reported anything that you have seen on the internet that you thought was offensive, disturbing or harmful?

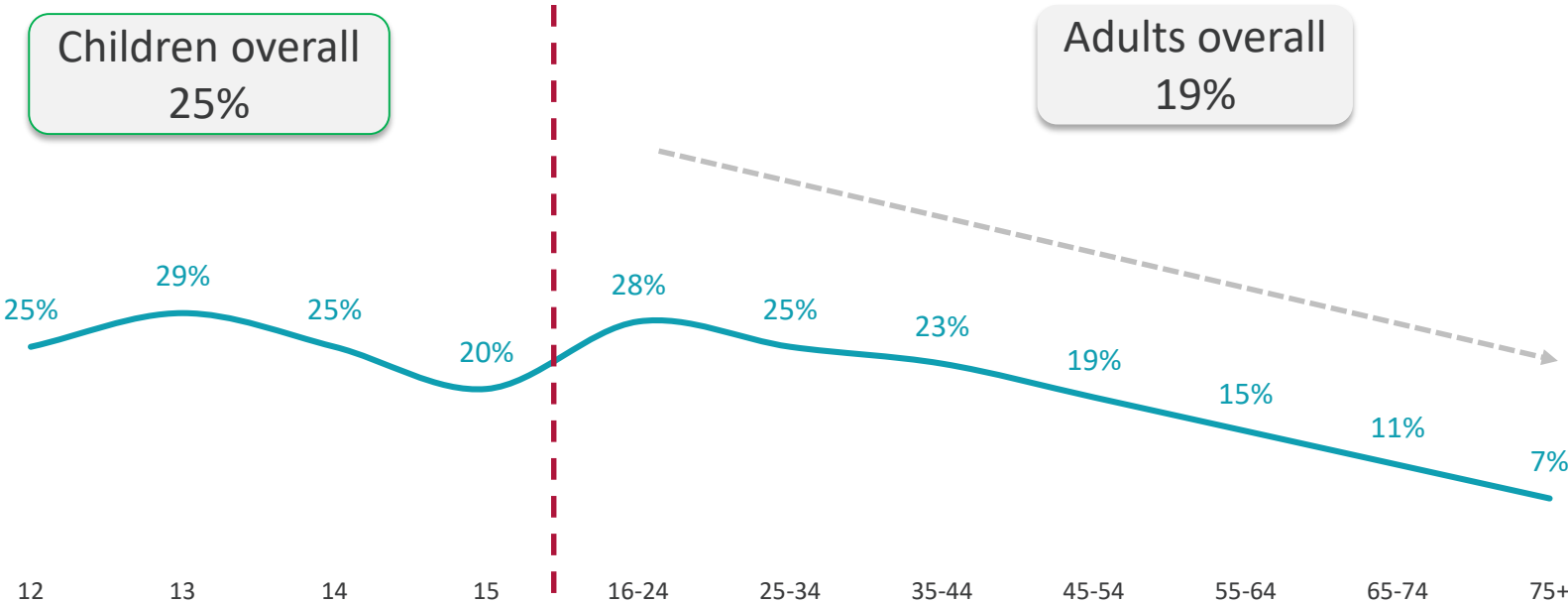
Base: All children 12-15 (1001), those who reported (247), those who have not reported (728)



# A quarter of 12-15 year olds have ever reported offensive material they've seen online. Incidence of adults reporting potential harms drops significantly with age



Ever reported something seen online that you thought was offensive, disturbing or harmful?



Source: Ofcom-ICO Research, 2019

Question: D1 Have you ever reported something you have seen online that you thought was offensive, disturbing or harmful? This could include telling a person, using a 'report' button or emailing/messaging a website or social media site. Base: All adult internet users (2057), All children 12-15 (1001)

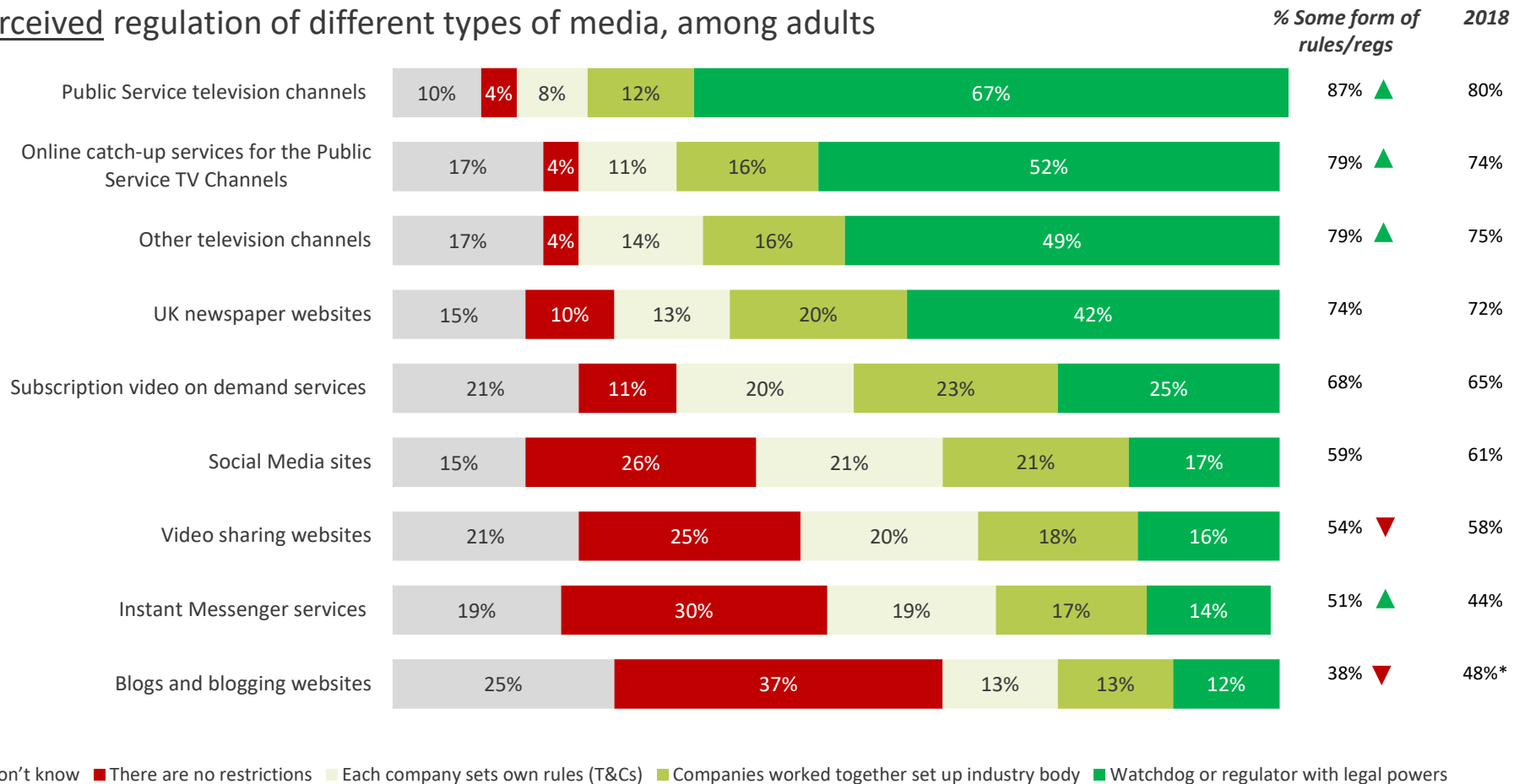
# Section 4

## Attitudes towards regulation and internet brands



Online media is perceived to be less regulated compared to traditional media. Around a quarter believe there are no regulations or restrictions for social media or video sharing services

Perceived regulation of different types of media, among adults



Source: Ofcom-ICO Research, 2019

Question: E2) I'm now going to read out different types of media (for example TV, internet sites, newspapers etc.) and for each please tell me which one statement best describes your understanding of the level of regulation in the UK?

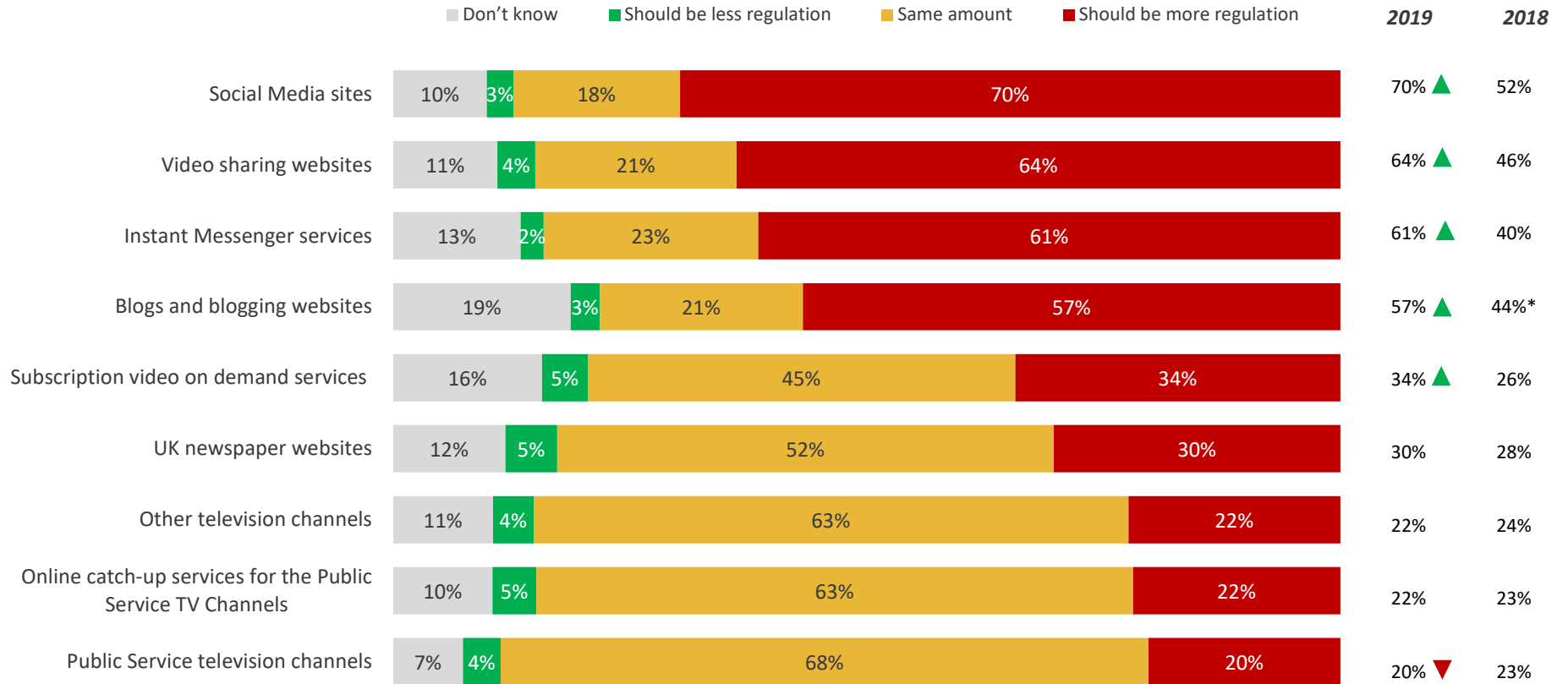
Base: All adult internet users 2019 (2057), 2018 (1686). \*wording in 2018 "Independently owned websites and blogs"



A large majority of adults believe existing regulation should be at least maintained, and there is a majority support for increased social media, video sharing, IM services and blog site regulation (significantly more so than in 2018).



### Desired regulation of different types of media, among adults



Source: Ofcom-ICO Research, 2019

Question: E3) And for each type of media, do you think that there should be more, less or about the same amount of regulation as there is today?

Base: All adult internet users 2019 (2057), 2018 (1686). \*wording in 2018 "Independently owned websites and blogs"

Arrows indicate significant differences between 2018 and 2019.



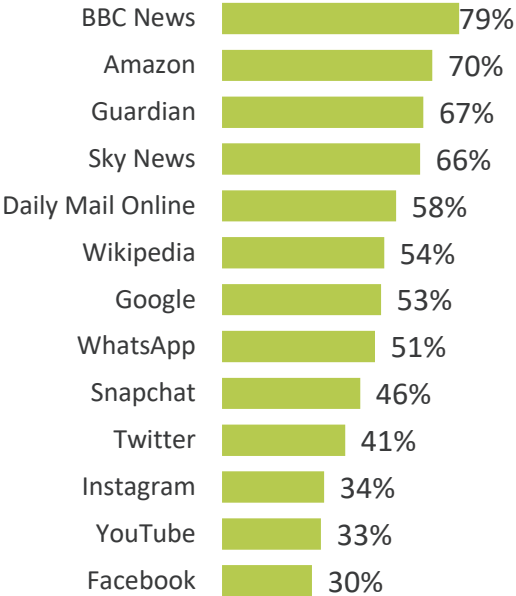
# Social media and video sharing sites have relatively low levels of trust compared to other online platform brands



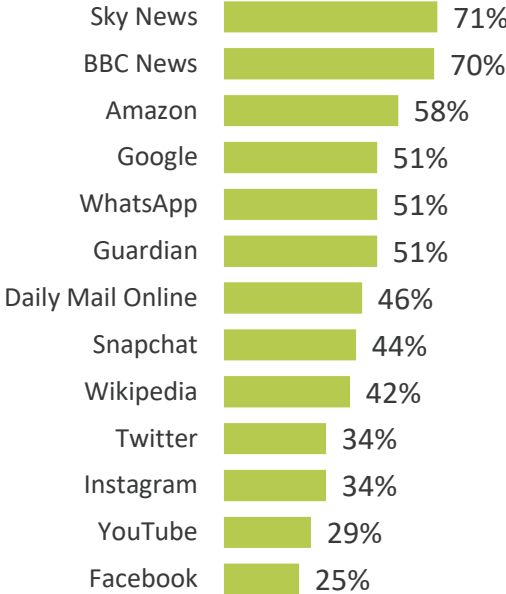
% agreeing they trust (4-5) brand for...

For **all answering** about each brand (among adult **users**)

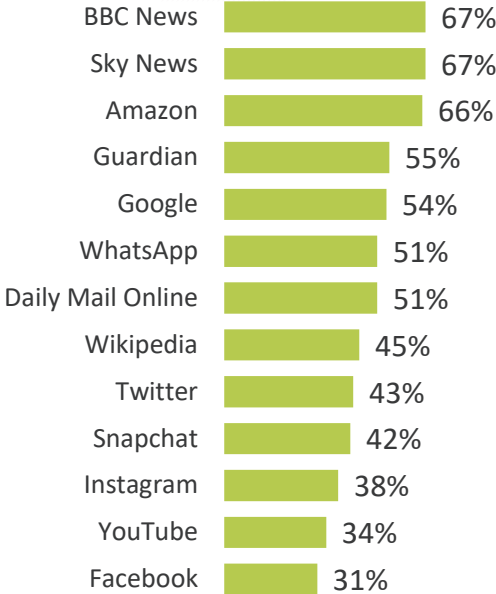
*Protecting you from offensive content*



*Not providing misleading information*



*Using your data responsibly/protecting your personal data*



Source: Ofcom-ICO Research, 2019

Question: E5) Using a scale of 1 to 5, where 1 means you "do not trust it at all" and 5 means you "trust it a great deal", please tell me how much you trust (brand) when it comes to...Base: all adults randomly selected to answer about brand and using that brand: Facebook (557), Instagram (234), Wikipedia (214), Snapchat (198), Google (607), BBC News (253), Amazon (420), Sky News (89), Twitter (158), Mail Online (61\*), Guardian (45\*), YouTube (433), WhatsApp (506)

\*CAUTION LOW BASE

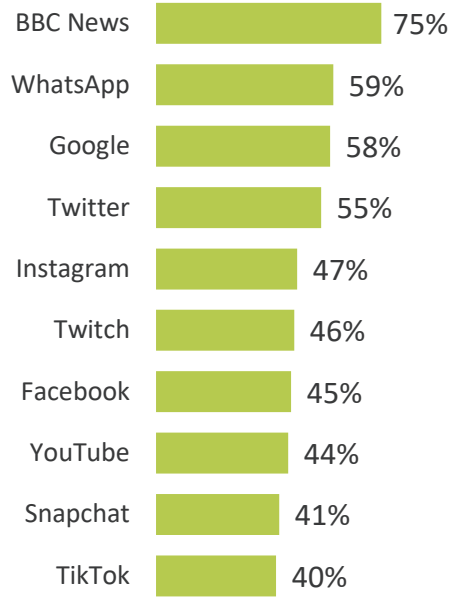


# 12-15 year olds are also least likely to trust social media and video sharing sites.

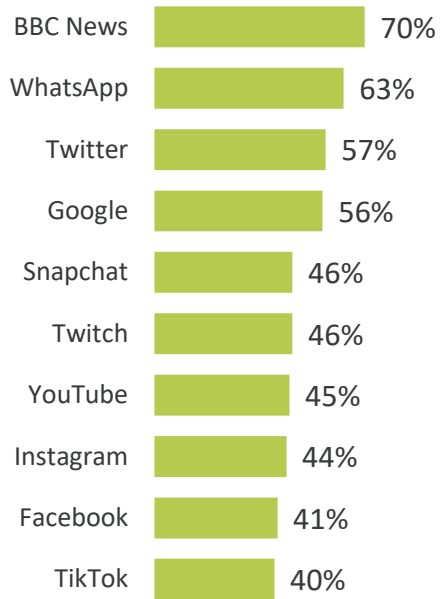
% agreeing they trust (4-5) brand for...

For **all answering** about each brand (among **users** aged 12-15)

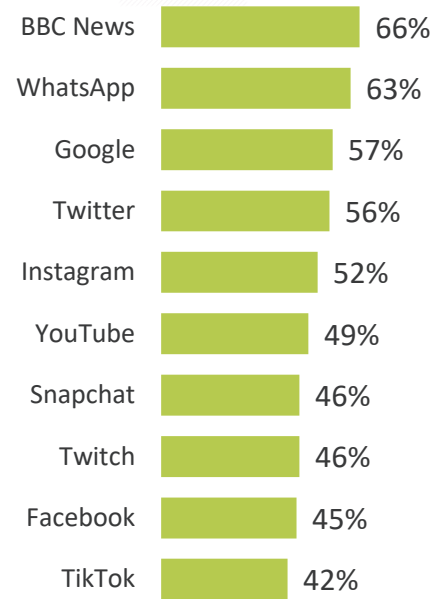
*Protecting you from offensive content*



*Not providing misleading information*



*Using your data responsibly/protecting your personal data*



Source: Ofcom-ICO Research, 2019

Question: E5) Using a scale of 1 to 5, where 1 means you "do not trust it at all" and 5 means you "trust it a great deal", please tell me how much you trust (brand) when it comes to...

Base: all children randomly selected to answer about brand and using that brand: Facebook (236), Instagram (288), Twitch (48\*), Snapchat (274), Twitter (144), TikTok (60\*), You Tube (405), WhatsApp (312), Google (314), BBC News (79). \*CAUTION LOW BASE



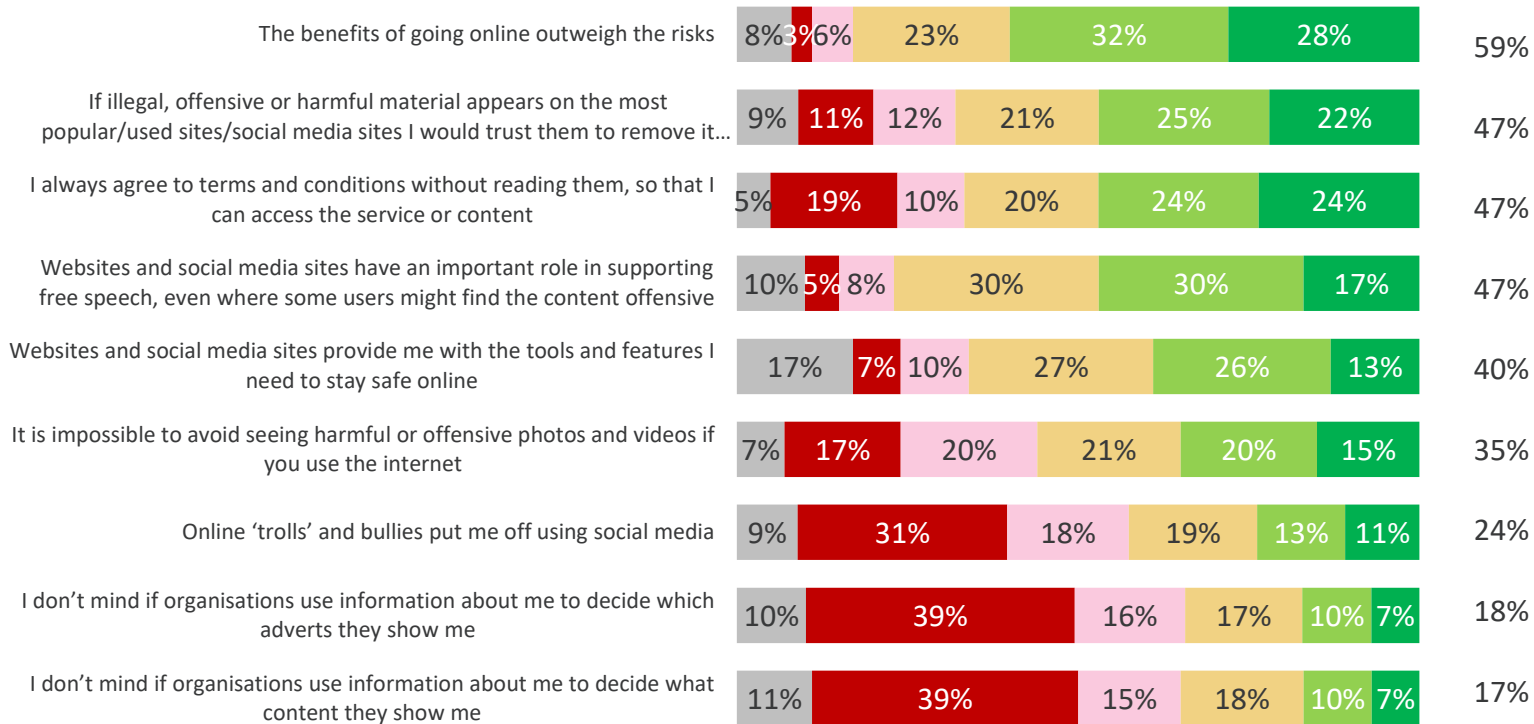
# Despite the concerns raised, the majority agree that the benefits of going online outweigh the risks



## Online attitudes

■ Don't know/Refused ■ 1 -Strongly Disagree ■ 2 ■ 3 ■ 4 ■ 5 - Strongly Agree

% agree (4-5)



Source: Ofcom-ICO Research, 2019

Question: E1) On a scale of 1 to 5, where 1 means Strongly disagree and 5 means Strongly agree, please tell me how much you agree or disagree with the following statements.

Base: All adult internet users (2057)

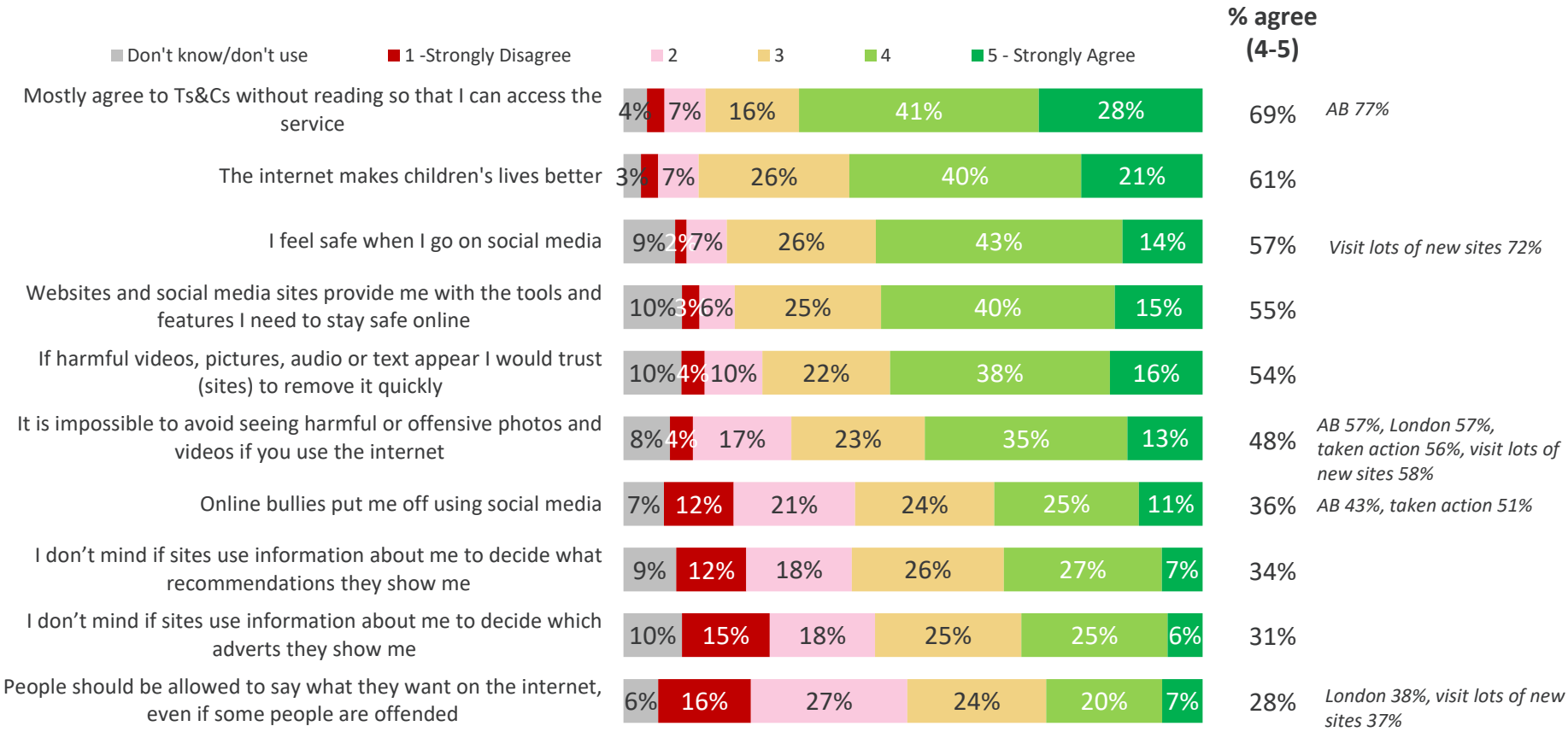




# Six in ten 12-15 year olds agree that the internet makes children's lives better.



## Online attitudes



Source: Ofcom-ICO Research, 2019

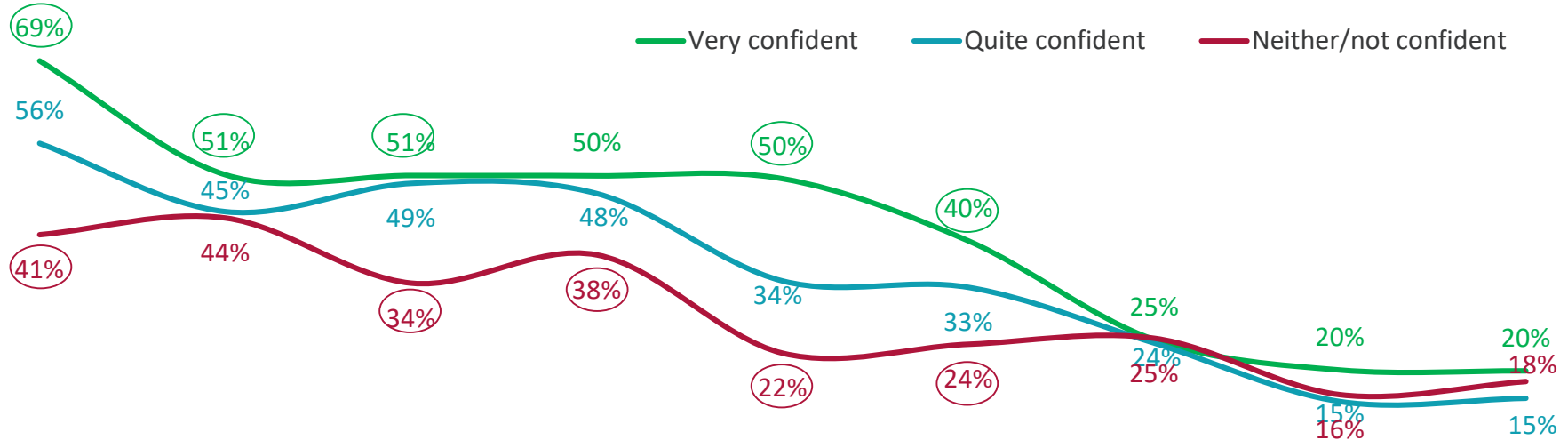
Question: E1) On a scale of 1 to 5, where 1 means Strongly disagree and 5 means Strongly agree, please tell me how much you agree or disagree with the following statements.

Base: All children 12-15 (1001)



# Among adults, there is a clear link between perceived level of internet confidence and most attitudes regarding positivity about going online and trusting websites

## Online attitudes



The benefits of going online outweigh the risks

If illegal, offensive or harmful material appears on the most popular and most used websites and social media sites I would trust them to remove it quickly

Websites and social media sites have an important role in supporting free speech, even where some users might find the content offensive

I always agree to terms and conditions without reading them, so that I can access the service or content

Websites and social media sites provide me with the tools and features I need to stay safe online

It is impossible to avoid seeing harmful or offensive photos and videos if you use the internet

Online 'trolls' and bullies put me off using social media

I don't mind if organisations use information about me to decide what content they show me

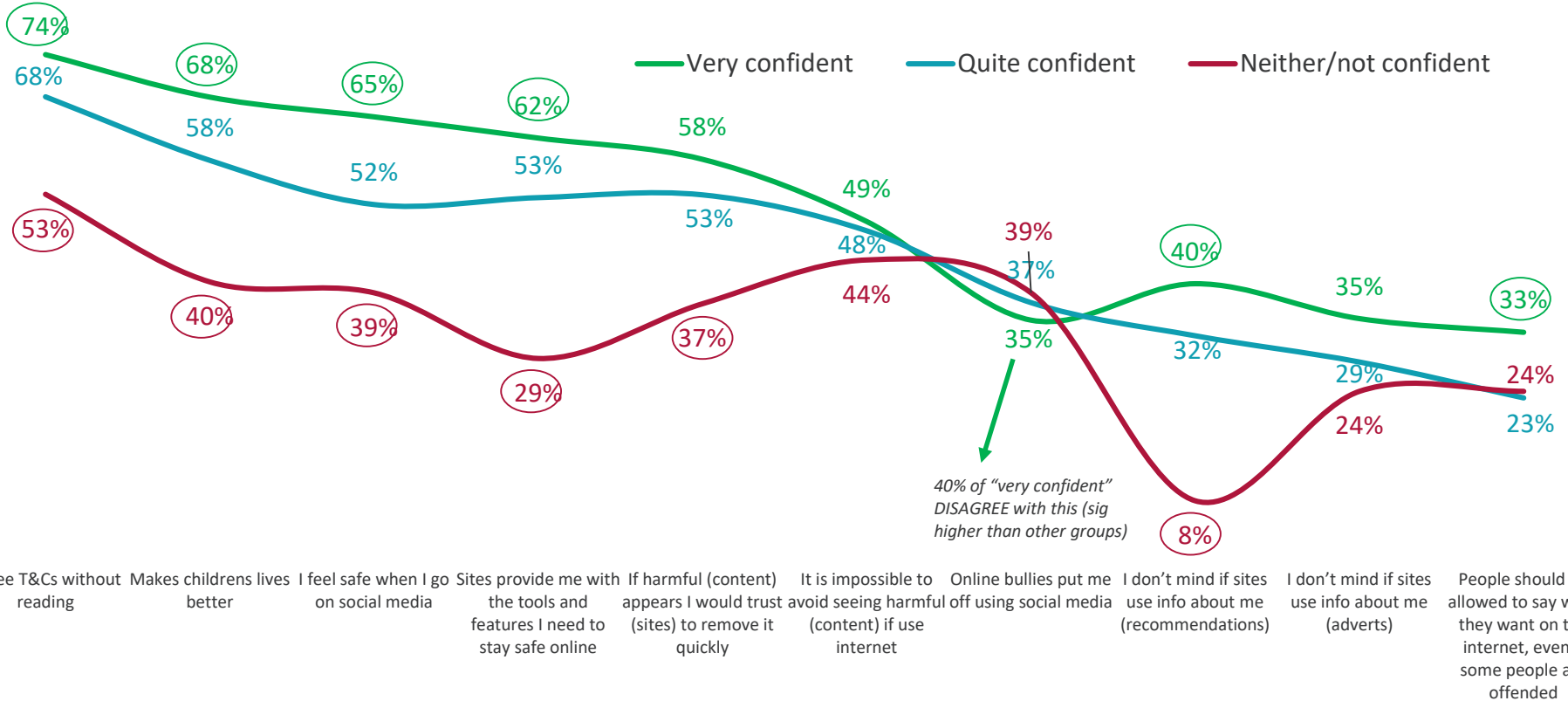
I don't mind if organisations use information about me to decide which adverts they show me

Source: Ofcom-ICO Research, 2019  
 Question: E1) On a scale of 1 to 5, where 1 means Strongly disagree and 5 means Strongly agree, please tell me how much you agree or disagree with the following statements.  
 Base: All adults (2057). Very confident internet users (685), Quite confident (129), Neither/not confident (219)  
 Circles indicate significant differences between very confident internet users and not confident internet users.



# Among children, there is a clear link between perceived level of internet confidence and most attitudes

## Online attitudes



Source: Ofcom-ICO Research, 2019

Question: E1) On a scale of 1 to 5, where 1 means Strongly disagree and 5 means Strongly agree, please tell me how much you agree or disagree with the following statements.

Base: All children 12-15 (1001). Very confident internet users (447), Quite confident (491), Neither/not confident (62\*) \*CAUTION LOW BASE

Circles indicate significant differences between very confident internet users and not confident internet users.