OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

NATION 1
Base : All respondents

REGION/ NATION 3
Base : All respondents

LOCATION 7
Base : All respondents

SOCIO-ECONOMIC GROUP 9
Base : All respondents

RESPONDENT'S AGE 13
Base : All respondents

RESPONDENT'S GENDER 17
Base : All respondents

A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE) 19
Base : All respondents

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE) 23
Base : All respondents

A3. Do you personally use a mobile phone? (SINGLE CODE) 27
Base : All respondents

A4. Is this a smartphone? (SINGLE CODE) 29
Base : Those who use a mobile phone

SUMMARY OF MOBILE PHONE OWNERSHIP 31
Base : Those who use a mobile phone

SUMMARY OF MOBILE PHONE OWNERSHIP 33
Base : All respondents

A5. (SHOWCARD) Now using this next card, which one of the things you use would you miss the most if it was taken away?(SINGLE CODE) 35
Base : All respondents

T1. Do you ever watch TV programmes or films via on-demand or streaming services? By on-demand or streaming services I mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime Video, Sky Go and so on. IF NECESSARY: This could be through your television service or on any device you use to go online (SINGLE CODE) 39
Base : All respondents

T2. (SHOWCARD) How do you choose what TV programmes or films to watch via on-demand or streaming services? (MULTI CODE) 41
Base : Those who watch content via on-demand or streaming services

T4. How would you say BBC TV programmes are mainly funded? (SINGLE CODE) 45
Base : All respondents

T5. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE) 47
Base : All respondents

T6. How is the Sky or Virgin Media TV service mainly funded? (SINGLE CODE) 49
Base : All respondents

T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE) 52
Base : All respondents

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE) 64
Base : Those with any TV sets in the household

IN1. Do you ever go online? Please think about any reason you may have for going online - maybe to visit a social media site or app, look at a website or use an app, watch a TV programme or video clip, play games online or check emails. IF NECESSARY: This could be at home or at work, when out and about or elsewhere. It could be through using a fixed broadband connection, perhaps Wi-Fi, or through a 3G or 4G mobile network signal. (SINGLE CODE) 76
Base : All respondents

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE) 78
Base : Those who go online

SUMMARY OF USE OF PC/ LAPTOP/ NETBOOK AND OF ALTERNATIVE DEVICES TO GO ONLINE 83
Base : Those who go online

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE) 85
Base : All respondents

SUMMARY OF USE OF PC/ LAPTOP/ NETBOOK AND OF ALTERNATIVE DEVICES TO GO ONLINE 91
Base : All respondents

IN3. (SHOWCARD) How long ago did you first start going online? IF NECESSARY - Wherever you first started going online, perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE) 93
Base : Those who go online

IN4. (SHOWCARD) Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE) 96
Base : Those who go online

IN5A. How many hours in a typical week would you say you go online at home? 100
Base : Those who go online

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education? 104
Base : Those who go online

IN5C. And how many hours in a typical week would you say you go online anywhere else (including time spent online when commuting, travelling and out and about)? 108
Base : Those who go online

SUMMARY OF HOURS AT IN5A/ IN5B/ IN5C 112
Base : Those who go online

IN6. (SHOWCARD) Which, if any of these things do you or someone in your household do at home? IF NECESSARY: When you go online through a browser (like Google Chrome/ Internet Explorer/ Firefox and so on) small text files known as cookies are retained on your computer or mobile phone which contain information about a specific visit to a website or app. IF NECESSARY: 'strong' passwords are those that use combinations of uppercase and lowercase letters, numbers and other symbols (MULTI CODE) 116
Base : Those who go online

IN7. (SHOWCARD) Have you personally experienced any of the following issues in the past 12 months? (MULTI CODE) 122
Base : Those who go online

IN8A. (SHOWCARD) Which of these reasons describe why you don't go online? (MULTI CODE) 126
Base : Those who do not go online

IN8B. (SHOWCARD) Which one of the following best describes the main reason why you don't go online? (SINGLE CODE) 130
Base : Those who do not go online

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE) 134
Base : Those who do not go online

IN10. (SHOWCARD) And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE) 138
Base : Those who do not go online

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IN11A. (SHOWCARD) Overall, how confident are you as an internet user? (SINGLE CODE) 142
Base : Those who go online

IN11C. (SHOWCARD) 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? (SINGLE CODE) 145
Base : Those who go online

IN11D. (SHOWCARD) When you see or read things online, how confident are you in recognising what is advertising and what is not? (SINGLE CODE) 149
Base : Those who go online

IN12. In the last month, when you have gone online, have you... (SINGLE CODE) 153
Base : Those who go online

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE) 155
Base : Those who go online

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE) 161
Base : Those who go online

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Access news websites or websites about politics or current affairs 167
Base : Those who go online

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Sign an online petition or used a campaigning website such as change.org 169
Base : Those who go online

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc 171
Base : Those who go online

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.) 173
Base : Those who go online

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Look online for public services information on government sites such as ni.direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC 175
Base : Those who go online

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Look online at job opportunities or apply for a job online 177
Base : Those who go online

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Find information online for your leisure time including cinema and live music 179
Base : Those who go online

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Compare products or services online such as looking at reviews or doing price comparison searches 181
Base : Those who go online

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Find information online about cultural activities such as museums or theatre 183
Base : Those who go online

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Pay bills or check bills online 185
Base : Those who go online

IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE) 187
Base : Those who have never completed government processes online

IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE) 192
Base : All respondents

IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE) 206
Base : Those who go online

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

seen things like this online in the past year? (SINGLE CODE) 220
Base : Those who go online

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE) 222
Base : Those who have ever seen something hateful online in the past year

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE) 226
Base : Those who go online

IN19A. Do you ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook? IF NECESSARY: By 'videos' I mean any kind of videos including those made by professionals or media organisations, as well as videos made by ordinary people. (SINGLE CODE) 230
Base : Those who go online

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE) 232
Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE) 237
Base : Those who go online

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (SINGLE CODE) 243
Base : Those who go online

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (SINGLE CODE) 245
Base : All respondents

IN22. (SHOWCARD) Which social media or messaging sites or apps do you have a profile or account on that you still use? (MULTI CODE) 247
Base : Those with a profile or account on a social media or messaging site/app

IN23. (SHOWCARD) And which one would you say is your main social media or messaging site or app - the one you use most often? (SINGLE CODE) 251
Base : Those with a profile or account on a social media or messaging site/app

IN27. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA/ MESSAGING SITES OR APPS: I am confident in using the settings on my social media account to control who sees the photos and videos I share. (SINGLE CODE) 255
Base : Those with a profile or account on a social media or messaging site/app

IN28. (SHOWCARD) When you use social media, which one of these best applies? (SINGLE CODE) 259
Base : Those with a profile or account on a social media or messaging site/app

IN29. (SHOWCARD) When you read or see a news story or article on social media site or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? IF NECESSARY: For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media (MULTI CODE) 261
Base : Those with a profile or account on a social media or messaging site/app

IN29. (SHOWCARD) When you read or see a news story or article on social media site or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? IF NECESSARY: For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media (MULTI CODE) 268
Base : Those who see news content on social media

IN30A. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use? (SINGLE CODE) 274
Base : Those with a profile or account on a social media or messaging site/app

IN30B. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE) 276
Base : Those with a profile or account on a social media or messaging site/app who have seen something upsetting or offensive on social media in the past 12 months

IN31. How do you think the BBC's website is mainly funded? (SINGLE CODE) 280
Base : All respondents

IN32. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE) 284
Base : All respondents

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IN33. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE) 288
Base : All respondents

IN34. How do you think YouTube is mainly funded? (SINGLE CODE) 292
Base : All respondents

IN35A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET - Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE) 296
Base : Those who go online

IN35B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET - As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded. (SINGLE CODE) 299
Base : Those who go online

IN35C. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET - I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE) 302
Base : Those who go online

IN35D. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET - I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE) 305
Base : Those who go online

IN35E. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET - When I visit websites or apps I usually accept the terms & conditions without reading them. (SINGLE CODE) 309
Base : Those who go online

IN36. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA/ MESSAGING SITES OR APPS - When I use social media and messaging sites I usually accept the terms & conditions without reading them. (SINGLE CODE) 312
Base : Those with a profile or account on a social media or messaging site/app

IN37. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? IF YES - (SHOWCARD) Do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE) 315
Base : Those who go online

IN37. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? IF YES - (SHOWCARD) Do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE) 317
Base : Those who go online - excluding those who do not consider whether the information is truthful

IN38. (SHOWCARD) When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE) 319
Base : Those who would consider whether the information they find online is truthful

IN39. (SHOWCARD) When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see .... (MULTI CODE) 323
Base : Those who go online

IN39. (SHOWCARD) When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see .... (MULTI CODE) 329
Base : Those who say they buy things online

IN40. (SHOWCARD) 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? IF NECESSARY By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE) 334
Base : Those who go online

IN41. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE) 340
Base : Those who go online

IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE) 344
Base : Those who go online

IN46. (SHOWCARD) When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE) 346
Base : Those who have used search engines in the last year

IN47. (SHOWCARD) Here's an image from a Google search for 'walking boots'. Do any of these (SHOWCARD) apply to the first four results that are listed on the left? (MULTI CODE) 348
Base : Those who have used search engines in the last year

IN48. (SHOWCARD) When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (SINGLE CODE) 350
Base : Those who go online

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IN49. (SHOWCARD) Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE) 352
Base : Those who go online

IN50. (SHOWCARD) Have you ever done any of the following? (MULTI CODE) 354
Base : Those who go online

IN51. (SHOWCARD) On sites like YouTube, Snapchat or Vimeo some vloggers or influencers with lots of followers like Zoella or Thatcher Joe, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Which, if any, of these are reasons why they might say good things about these products or brands? (MULTI CODE) 356
Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

IN52. (SHOWCARD) There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? IF NECESSARY: This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the John Lewis or Tesco websites/ apps (MULTI CODE) 358
Base : Those who go online

IN53. (SHOWCARD) Please read the full list of statements on this card about how people feel about online companies collecting and using their personal information. If you agree with any of these statements please just tell me the number that corresponds with each. I am happy for companies to collect and use my personal information if ..... (MULTI CODE) 362
Base : Those who go online

IN54. (SHOWCARD) Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE) 367
Base : Those who go online

IN55. (SHOWCARD) Now thinking specifically about price comparison websites. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services? Some of the most popular price comparison websites/ apps are: MoneySuperMarket.com, PriceRunner, USwitch, CompareTheMarket.com, Go Compare, Kelkoo etc. (MULTI CODE) 373
Base : Those who go online

IN56. (SHOWCARD) And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months? (MULTI CODE) 377
Base : Those who go online

IN56. (SHOWCARD) And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months? (MULTI CODE) 381
Base : Those who have ever used a price comparison website

SUMMARY OF USE OF PRICE COMPARISON WEBSITES 385
Base : Those who go online

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Insurance (e.g. travel, life, home or car/ van) 387
Base : Those who go online

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Banking (e.g. loans, credit cards or mortgages) 389
Base : Those who go online

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Utilities (e.g. gas, electricity, water) 391
Base : Those who go online

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Household services (e.g. broadband, pay TV, mobile phone, landline, postal services) 393
Base : Those who go online

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Travel (e.g. flights, hotels, holidays) 395
Base : Those who go online

IN57. (SHOWCARD) Which of the following options could apply to the deals listed first in the search results returned by Price Comparison websites? When I use a price comparison website, I think that the deal or deals that are listed first could be... (MULTI CODE) 397
Base : Those who have ever used a price comparison website

IN58A. You said earlier you ever watch videos on sites or apps like YouTube. Did you know there is a reporting button or flag on YouTube which can be used to report inappropriate content? (SINGLE CODE) 399
Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

IN58B. Have you ever seen something on YouTube that you considered inappropriate? (SINGLE CODE) 401
Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

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IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube (MULTI CODE) 403
Base : Those who have ever seen anything inappropriate on YouTube

IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube (MULTI CODE) 405
Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE) 409
Base : Those who have seen anything inappropriate on YouTube and not reported it

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE) 413
Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

SUMMARY FOR REPORTING INAPPROPRIATE CONTENT - YOUTUBE 419
Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

IN59A. You said earlier you used Facebook. Did you know there is a reporting button or flag on Facebook which can be used to report inappropriate content? (SINGLE CODE) 421
Base : Those with a Facebook profile

IN59B. Have you ever seen something on Facebook that you considered inappropriate? (SINGLE CODE) 423
Base : Those with a Facebook profile

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook (MULTI CODE) 425
Base : Those who have ever seen anything inappropriate on Facebook

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook (MULTI CODE) 427
Base : Those with a Facebook profile

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE) 431
Base : Those who have seen anything inappropriate on Facebook and not reported it

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE) 435
Base : Those with a Facebook profile

SUMMARY FOR REPORTING INAPPROPRIATE CONTENT - FACEBOOK 441
Base : Those with a Facebook profile

IN60A. You said earlier you used Twitter. Did you know there is a reporting button or flag on Twitter which can be used to report inappropriate content? (SINGLE CODE) 443
Base : Those with a Twitter profile

IN60B. Have you ever seen something on Twitter that you considered inappropriate? (SINGLE CODE) 445
Base : Those with a Twitter profile

IN63. Have you ever reported inappropriate content to Twitter? IF YES - (SHOWCARD) How did you report this inappropriate content to Twitter? (MULTI CODE) 447
Base : Those who have ever seen anything inappropriate on Twitter

IN63. Have you ever reported inappropriate content to Twitter? IF YES - (SHOWCARD) How did you report this inappropriate content to Twitter? (MULTI CODE) 449
Base : Those with a Twitter profile

IN66. Why did you not report the inappropriate content to Twitter? (MULTI CODE) 452
Base : Those who have seen anything inappropriate on Twitter and not reported it

IN66. Why did you not report the inappropriate content to Twitter? (MULTI CODE) 454
Base : Those with a Twitter profile

SUMMARY FOR REPORTING INAPPROPRIATE CONTENT - TWITTER 458
Base : Those with a Twitter profile

M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE) 460
Base : All respondents

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE) 470
Base : Those who use a mobile phone

M2A. Do you know how to check your data allowance to see how much data you have left? (SINGLE CODE) 480
Base : Those who have a smartphone

M2B. Do you ever check your data allowance to see how much data you have left? (SINGLE CODE) 482
Base : Those with a smartphone who know how to check their mobile data allowance

SUMMARY OF AWARENESS AND USE OF CHECKING DATA ALLOWANCE 484
Base : Those who have a smartphone

M3. Do you ever use up your data allowance on your mobile phone? (SINGLE CODE) 486
Base : Those who have a smartphone

M4. (SHOWCARD) When you are at risk of running out of data do you ever do any of the following things? (MULTI CODE) 488
Base : Those with a smartphone who have ever used up their data allowance

M5. Do you ever use free public Wi-Fi? IF NECESSARY Wi-Fi that is provided free of charge in public locations like coffee shops or hotels. Some of these may require you to register or to log in to gain access to the public Wi-Fi. (SINGLE CODE) 490
Base : Those who have a smartphone

M6. (SHOWCARD) Using this card, please tell me the extent to which you agree or disagree with the following statement :Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (SINGLE CODE) 492
Base : Those who have a smartphone

M7. (SHOWCARD) Using this card please tell me how often you use your mobile phone to complete a form or an application for something on your phone (SINGLE CODE) 496
Base : Those who have a smartphone

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE) 500
Base : All respondents

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE) 504
Base : All respondents

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE) 513
Base : Those who play games on any type of gaming device

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE) 521
Base : Those who play games on any type of gaming device

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE) 523
Base : All respondents

C1. (SHOWCARD) Please take a look at the options shown on this card and let me know which number applies to you? (SINGLE CODE) 525
Base : All respondents

C2. How many people are there in your household in total (including yourself)? (SINGLE CODE) 527
Base : All respondents

C3. Do you have any children aged under 16 who live at home with you - where you are their parent or guardian? (SINGLE CODE) 529
Base : All respondents

C4. And what ages are these children (MULTI CODE) 531
Base : Those with children aged under 16 at home

C5. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE) 533
Base : All respondents

C6a. Are you currently working? IF YES - Is that full-time or part-time? (SINGLE CODE) 537
Base : All respondents

C6b. Are any other adults in the household working either full time or part time? (SINGLE CODE) 539
Base : Households with more than one adult where the respondent is not working

C7. At what age did you finish your education? IF STILL IN EDUCATION - At what age do you expect to finish your education? (SINGLE CODE) 541
Base : All respondents

C8. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE) 543
Base : All respondents

C9. (SHOWCARD) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE) 547
Base : All respondents

C10. (SHOWCARD) Which of these options applies to your home? (SINGLE CODE) 549
Base : All respondents

C11. Do you have any long-standing illness, disability or infirmity? IF NECESSARY: By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time? (SINGLE CODE) 551
Base : All respondents (giving their consent to answer this question)

C12. Does this illness, disability or infirmity limit your activities in any way? (SINGLE CODE) 553
Base : Those with a long standing illness/ disability or infirmity (giving thieir consent to answer this question)

C13. (SHOWCARD) Which of these limit your activities? (MULTI CODE) 555
Base : Those whose long standing illness/ disability or infirmity limits their activities in any way

C15. (SHOWCARD) How would you describe your national identity? (SINGLE CODE) 559
Base : All respondents (giving their consent to answer this question)

C16. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE) 561
Base : All respondents (giving their consent to answer this question)

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NATION

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
England	1254	151	226	253	183	192	441	1254	619	635	345	336	270	304	681	574	1254
	85%	84%	82%	88%	85%	86%	85%	85%	86%	84%	87%	85%	84%	83%	86%	84%	85%
				b													
Scotland	133	15	36	18	19	20	45	133	62	71	33	33	31	35	66	66	133
	9%	8%	13%	6%	9%	9%	9%	9%	9%	9%	8%	8%	10%	10%	8%	10%	9%
			c														
Wales	59	10	11	9	9	9	21	59	28	31	11	17	14	17	28	31	59
	4%	6%	4%	3%	4%	4%	4%	4%	4%	4%	3%	4%	4%	5%	4%	5%	4%
Northern Ireland	30	5	5	6	5	4	9	30	14	15	6	8	6	9	14	16	30
	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NATION

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
England	1254	1254	-	-	-	1254	1104	151	**	993	991	212	1203
	85%	100%	-%	-%	-%	85%	86%	76%	**	84%	84%	88%	85%
		bcde				bcd	g						
Scotland	133	-	133	-	-	133	110	23	**	111	111	17	128
	9%	-%	100%	-%	-%	9%	9%	12%	**	9%	9%	7%	9%
			acde			acd							
Wales	59	-	-	59	-	59	46	13	**	47	47	9	56
	4%	-%	-%	100%	-%	4%	4%	6%	**	4%	4%	4%	4%
				abde		abd							
Northern Ireland	30	-	-	-	30	30	18	12	**	23	25	3	29
	2%	-%	-%	-%	100%	2%	1%	6%	**	2%	2%	1%	2%
					abce	abc		f					

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

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
London	210	24	43	74	25	31	44	210	105	105	81	74	24	31	155	55	210
	14%	13%	15%	26%	12%	14%	8%	14%	14%	14%	21%	19%	7%	8%	20%	8%	14%
		f	f	abdefg		f		f			lmop	lmop			lmop		lmo
South East	198	24	25	47	34	25	68	198	105	93	60	57	45	36	117	81	198
	13%	13%	9%	16%	16%	11%	13%	13%	14%	12%	15%	14%	14%	10%	15%	12%	13%
				b	b						m	m			m		
South West	127	11	24	18	14	27	60	127	57	70	34	38	25	31	72	55	127
	9%	6%	9%	6%	6%	12%	12%	9%	8%	9%	9%	10%	8%	8%	9%	8%	9%
						acd	acdg										
Eastern	130	19	17	20	16	26	58	130	63	67	35	28	30	37	64	66	130
	9%	10%	6%	7%	8%	12%	11%	9%	9%	9%	9%	7%	9%	10%	8%	10%	9%
						b	b										
East Midlands	102	12	20	13	12	17	45	102	48	54	29	23	23	27	52	50	102
	7%	6%	7%	5%	6%	8%	9%	7%	7%	7%	7%	6%	7%	7%	7%	7%	7%
							c										
West Midlands	140	14	28	21	26	20	52	140	71	69	35	37	30	37	72	68	140
	10%	8%	10%	7%	12%	9%	10%	10%	10%	9%	9%	9%	9%	10%	9%	10%	10%
Wales	59	10	11	9	9	9	21	59	28	31	11	17	14	17	28	31	59
	4%	6%	4%	3%	4%	4%	4%	4%	4%	4%	3%	4%	4%	5%	4%	5%	4%
Yorkshire & Humber	127	20	25	24	22	11	36	127	60	67	20	29	36	42	49	79	127
	9%	11%	9%	8%	10%	5%	7%	9%	8%	9%	5%	7%	11%	12%	6%	11%	9%
		e			e			e					jn	jkn		jknp	jn
North East	63	8	19	8	8	8	20	63	34	29	11	12	19	20	23	39	63
	4%	4%	7%	3%	3%	4%	4%	4%	5%	4%	3%	3%	6%	6%	3%	6%	4%
			c										n	n		jkn	
North West	157	18	26	28	26	27	59	157	76	81	39	38	38	43	77	81	157
	11%	10%	9%	10%	12%	12%	11%	11%	11%	11%	10%	10%	12%	12%	10%	12%	11%

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

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

Table 2

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REGION/ NATION

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Scotland	133	15	36	18	19	20	45	133	62	71	33	33	31	35	66	66	133
	9%	8%	13%	6%	9%	9%	9%	9%	9%	9%	8%	8%	10%	10%	8%	10%	9%
			c														
Northern Ireland	30	5	5	6	5	4	9	30	14	15	6	8	6	9	14	16	30
	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%

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

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REGION/ NATION

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
London	210	210	-	-	-	210	210	-	**	188	193	16	209
	14%	17%	-%	-%	-%	14%	16%	-%	**	16%	16%	7%	15%
		bcd				bcd	g				k		k
South East	198	198	-	-	-	198	164	34	**	160	154	39	193
	13%	16%	-%	-%	-%	13%	13%	17%	**	14%	13%	16%	14%
		bcd				bcd							
South West	127	127	-	-	-	127	92	35	**	101	98	23	120
	9%	10%	-%	-%	-%	9%	7%	18%	**	9%	8%	9%	8%
		bcd				bcd		f					
Eastern	130	130	-	-	-	130	113	17	**	103	97	27	124
	9%	10%	-%	-%	-%	9%	9%	9%	**	9%	8%	11%	9%
		bcd				bcd							
East Midlands	102	102	-	-	-	102	96	6	**	77	77	23	101
	7%	8%	-%	-%	-%	7%	8%	3%	**	7%	7%	10%	7%
		bcd				bcd	g						
West Midlands	140	140	-	-	-	140	124	16	**	96	103	26	129
	10%	11%	-%	-%	-%	10%	10%	8%	**	8%	9%	11%	9%
		bcd				bcd							
Wales	59	-	-	59	-	59	46	13	**	47	47	9	56
	4%	-%	-%	100%	-%	4%	4%	6%	**	4%	4%	4%	4%
				abde		abd							
Yorkshire & Humber	127	127	-	-	-	127	117	10	**	102	101	22	122
	9%	10%	-%	-%	-%	9%	9%	5%	**	9%	9%	9%	9%
		bcd				bcd	g						
North East	63	63	-	-	-	63	46	17	**	51	53	8	61
	4%	5%	-%	-%	-%	4%	4%	8%	**	4%	5%	4%	4%
		bcd				bcd		f					

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

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

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REGION/ NATION

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
North West	157	157	-	-	-	157	141	16	**	115	116	28	144
	11%	13%	-%	-%	-%	11%	11%	8%	**	10%	10%	12%	10%
		bcd				bcd							
Scotland	133	-	133	-	-	133	110	23	**	111	111	17	128
	9%	-%	100%	-%	-%	9%	9%	12%	**	9%	9%	7%	9%
			acde			acd							
Northern Ireland	30	-	-	-	30	30	18	12	**	23	25	3	29
	2%	-%	-%	-%	100%	2%	1%	6%	**	2%	2%	1%	2%
					abce	abc		f					

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LOCATION

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Urban	1278	156	253	264	181	186	423	1278	627	651	330	340	279	329	670	608	1278
	87%	87%	91%	92%	84%	83%	82%	87%	87%	87%	84%	86%	87%	90%	85%	88%	87%
			def	defg				f						jn		j	
Rural	198	24	24	22	34	38	93	198	96	101	64	54	43	37	119	79	198
	13%	13%	9%	8%	16%	17%	18%	13%	13%	13%	16%	14%	13%	10%	15%	12%	13%
					bc	bc	bcg	c			mo				m		

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

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

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LOCATION

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Urban	1278	1104	110	46	18	1278	1278	-	**	1012	1020	209	1228
	87%	88%	83%	79%	60%	87%	100%	-%	**	86%	87%	86%	87%
		bcd	d	d		cd	g						
Rural	198	151	23	13	12	198	-	198	**	163	155	33	187
	13%	12%	17%	21%	40%	13%	-%	100%	**	14%	13%	14%	13%
			a	ae	abce			f					

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

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

Table 4

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SOCIO-ECONOMIC GROUP

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
A	39	4	1	7	8	7	18	39	18	22	39	-	-	-	39	-	39
	3%	2%	*%	3%	4%	3%	4%	3%	2%	3%	10%	-%	-%	-%	5%	-%	3%
					b	b	b	b			klmnop				klmop		klmo
B	355	34	47	94	61	47	119	355	202	153	355	-	-	-	355	-	355
	24%	19%	17%	33%	28%	21%	23%	24%	28%	20%	90%	-%	-%	-%	45%	-%	24%
				abefg	ab			b	i		klmnop				klmop		klmo
C1	394	57	91	75	58	54	114	394	163	231	-	394	-	-	394	-	394
	27%	31%	33%	26%	27%	24%	22%	27%	23%	31%	-%	100%	-%	-%	50%	-%	27%
		f	ef					f		h		jlmnop			jlmop		jlmo
C2	321	41	77	57	38	48	109	321	177	144	-	-	321	-	-	321	321
	22%	23%	28%	20%	18%	21%	21%	22%	25%	19%	-%	-%	100%	-%	-%	47%	22%
			cdf						i				jkmnop			jkmnp	jkmn
D	184	25	26	31	32	37	71	184	85	99	-	-	-	184	-	184	184
	12%	14%	9%	11%	15%	17%	14%	12%	12%	13%	-%	-%	-%	50%	-%	27%	12%
						b								jklnop		jklnp	jkln
E	182	19	35	23	19	32	86	182	78	104	-	-	-	182	-	182	182
	12%	11%	13%	8%	9%	14%	17%	12%	11%	14%	-%	-%	-%	50%	-%	26%	12%
						c	cdg	c						jklnop		jklnp	jkln
SUMMARY CODES																	
AB	394	39	48	101	69	53	137	394	220	175	394	-	-	-	394	-	394
	27%	21%	18%	35%	32%	24%	27%	27%	30%	23%	100%	-%	-%	-%	50%	-%	27%
				abefg	abe		b	b	i		klmnop				klmop		klmo
DE	365	44	60	53	51	69	157	365	163	203	-	-	-	365	-	365	365
	25%	25%	22%	19%	24%	31%	30%	25%	22%	27%	-%	-%	-%	100%	-%	53%	25%
						bc	bcg	c						jklnop		jklnp	jkln
ABC1	789	95	140	176	127	107	251	789	383	406	394	394	-	-	789	-	789
	53%	53%	50%	61%	59%	48%	49%	53%	53%	54%	100%	100%	-%	-%	100%	-%	53%
				befg	ef			f			lmop	lmop			lmop		lmo

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

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SOCIO-ECONOMIC GROUP

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
C2DE	687	85	137	110	89	117	265	687	340	347	-	-	321	365	-	687	687
	47%	47%	50%	39%	41%	52%	51%	47%	47%	46%	-%	-%	100%	100%	-%	100%	47%
			c			cd	cdg	c					jknp	jknp		jknp	jkn

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

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

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SOCIO-ECONOMIC GROUP

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
A	39 3%	35 3% d	3 2%	1 2%	* *%	39 3%	37 3%	2 1%	** **	35 3%	34 3%	5 2%	38 3%
B	355 24%	310 25% c	30 23%	10 16%	6 19%	355 24% c	293 23%	62 32% f	** **	313 27%	305 26% k	40 17%	346 24% k
C1	394 27%	336 27%	33 25%	17 29%	8 28%	394 27%	340 27%	54 28%	** **	341 29%	339 29% k	47 19%	386 27% k
C2	321 22%	270 21%	31 23%	14 24%	6 22%	321 22%	279 22%	43 22%	** **	247 21%	251 21%	55 23%	305 22%
D	184 12%	156 12%	16 12%	6 10%	6 20% abce	184 12%	162 13%	21 11%	** **	130 11%	136 12%	37 15%	173 12%
E	182 12%	148 12%	20 15%	11 18% ade	3 11%	182 12%	166 13% g	15 8%	** **	109 9%	110 9%	58 24% jl	168 12% j
SUMMARY CODES													
AB	394 27%	345 27% cd	33 25%	11 18%	6 19%	394 27% cd	330 26%	64 32% f	** **	348 30%	339 29% k	45 19%	384 27% k
DE	365 25%	304 24%	35 27%	17 28%	9 31% a	365 25%	329 26% g	37 19%	** **	239 20%	246 21%	95 39% jl	341 24%
ABC1	789 53%	681 54%	66 50%	28 47%	14 47%	789 53%	670 52%	119 60% f	** **	689 59%	678 58% k	92 38%	770 54% k

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

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SOCIO-ECONOMIC GROUP

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
C2DE	687	574	66	31	16	687	608	79	**	486	496	150	646
	47%	46%	50%	53%	53%	47%	48%	40%	**	41%	42%	62%	46%
							g					jl	

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

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

Table 5

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RESPONDENT'S AGE

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
16 - 17	32	32	-	-	-	-	-	32	18	14	9	8	5	10	17	15	32
	2%	18%	-%	-%	-%	-%	-%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
		bcdefg						bcdef									
18 - 24	149	149	-	-	-	-	-	149	78	71	30	49	36	34	79	70	149
	10%	82%	-%	-%	-%	-%	-%	10%	11%	9%	8%	12%	11%	9%	10%	10%	10%
		bcdefg						bcdef				j					
25 - 34	277	-	277	-	-	-	-	277	120	157	48	91	77	60	140	137	277
	19%	-%	100%	-%	-%	-%	-%	19%	17%	21%	12%	23%	24%	17%	18%	20%	19%
			acdefg					acdef		h		jmnp	jmnp		j	j	j
35 - 44	286	-	-	286	-	-	-	286	137	149	101	75	57	53	176	110	286
	19%	-%	-%	100%	-%	-%	-%	19%	19%	20%	26%	19%	18%	15%	22%	16%	19%
				abdefg				abdef			klmop				mo		m
45 - 54	216	-	-	-	216	-	-	216	96	120	69	58	38	51	127	89	216
	15%	-%	-%	-%	100%	-%	-%	15%	13%	16%	18%	15%	12%	14%	16%	13%	15%
					abcefg			abcef			l						
55 - 64	224	-	-	-	-	224	224	224	107	117	53	54	48	69	107	117	224
	15%	-%	-%	-%	-%	100%	43%	15%	15%	16%	14%	14%	15%	19%	14%	17%	15%
						abcdfg	abcdg	abcd						kn			
65 - 74	166	-	-	-	-	-	166	166	92	73	53	31	33	49	84	81	166
	11%	-%	-%	-%	-%	-%	32%	11%	13%	10%	13%	8%	10%	13%	11%	12%	11%
							abcdeg	abcde			k			k		k	k
75-79	72	-	-	-	-	-	72	72	44	28	19	16	12	25	35	37	72
	5%	-%	-%	-%	-%	-%	14%	5%	6%	4%	5%	4%	4%	7%	4%	5%	5%
							abcdeg	abcde	i								
80+	55	-	-	-	-	-	55	55	30	25	12	12	16	14	25	30	55
	4%	-%	-%	-%	-%	-%	11%	4%	4%	3%	3%	3%	5%	4%	3%	4%	4%
							abcdeg	abcde									

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

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

Table 5

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RESPONDENT'S AGE

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
SUMMARY CODES																	
16 - 24	181	181	-	-	-	-	-	181	96	85	39	57	41	44	95	85	181
	12%	100%	-%	-%	-%	-%	-%	12%	13%	11%	10%	14%	13%	12%	12%	12%	12%
		bcdefg						bcdef									
25 - 44	563	-	277	286	-	-	-	563	257	305	150	166	134	114	316	247	563
	38%	-%	100%	100%	-%	-%	-%	38%	36%	41%	38%	42%	42%	31%	40%	36%	38%
			adefg	adefg				adef				mo	m		m		m
45 - 64	440	-	-	-	216	224	224	440	203	237	122	112	86	119	234	205	440
	30%	-%	-%	-%	100%	100%	43%	30%	28%	31%	31%	28%	27%	33%	30%	30%	30%
					abcfg	abcfg	abcg	abc									
55+	516	-	-	-	-	224	516	516	274	243	137	114	109	157	251	265	516
	35%	-%	-%	-%	-%	100%	100%	35%	38%	32%	35%	29%	34%	43%	32%	39%	35%
						abcdg	abcdg	abcd	i					jklnp		kn	k
65+	292	-	-	-	-	-	292	292	167	126	84	60	61	88	144	149	292
	20%	-%	-%	-%	-%	-%	57%	20%	23%	17%	21%	15%	19%	24%	18%	22%	20%
							abcdeg	abcde	i		k			kn		k	k
75+	127	-	-	-	-	-	127	127	74	52	31	29	28	39	60	67	127
	9%	-%	-%	-%	-%	-%	25%	9%	10%	7%	8%	7%	9%	11%	8%	10%	9%
							abcdeg	abcde	i								

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

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

Table 5

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RESPONDENT'S AGE

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
16 - 17	32 2%	27 2%	3 2%	* 1%	1 4% c	32 2%	28 2%	4 2%	** **	25 2%	32 3% k	- -%	32 2% k
18 - 24	149 10%	124 10%	12 9%	10 16% abe	4 12%	149 10%	129 10%	20 10%	** **	136 12%	142 12% k	6 2%	148 10% k
25 - 34	277 19%	226 18%	36 27% acde	11 18%	5 16%	277 19%	253 20% g	24 12%	** **	258 22%	271 23% kl	3 1%	274 19% k
35 - 44	286 19%	253 20% b	18 14%	9 15%	6 22% b	286 19%	264 21% g	22 11%	** **	251 21%	269 23% k	16 7%	285 20% k
45 - 54	216 15%	183 15%	19 14%	9 15%	5 18%	216 15%	181 14%	34 17%	** **	189 16%	187 16% k	24 10%	211 15% k
55 - 64	224 15%	192 15%	20 15%	9 14%	4 12%	224 15%	186 15%	38 19%	** **	163 14%	160 14%	54 22% jl	214 15%
65 - 74	166 11%	140 11%	16 12%	7 12%	3 9%	166 11%	132 10%	33 17% f	** **	95 8%	81 7%	71 29% jl	152 11% j
75-79	72 5%	62 5%	5 4%	4 6%	2 5%	72 5%	60 5%	12 6%	** **	37 3%	23 2%	37 15% jl	60 4% j
80+	55 4%	48 4%	4 3%	2 3%	1 3%	55 4%	45 4%	10 5%	** **	22 2%	10 1%	31 13% jl	41 3% j

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

OFCOM MEDIA LITERACY TRACKER 2018 - ADULTS - 27th September to 4th November 2018.

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RESPONDENT'S AGE

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
SUMMARY CODES													
16 - 24	181	151	15	10	5	181	156	24	**	160	174	6	179
	12%	12%	11%	17%	16%	12%	12%	12%	**	14%	15%	2%	13%
				ae							k		k
25 - 44	563	479	54	19	11	563	517	46	**	509	540	19	559
	38%	38%	41%	33%	37%	38%	40%	23%	**	43%	46%	8%	39%
							g				kl		k
45 - 64	440	375	39	17	9	440	367	72	**	352	347	78	425
	30%	30%	29%	29%	29%	30%	29%	37%	**	30%	30%	32%	30%
								f					
55+	516	441	45	21	9	516	423	93	**	317	273	193	467
	35%	35%	34%	36%	29%	35%	33%	47%	**	27%	23%	80%	33%
								f				jl	j
65+	292	250	25	12	5	292	237	55	**	153	114	139	252
	20%	20%	19%	21%	17%	20%	19%	28%	**	13%	10%	58%	18%
								f				jl	j
75+	127	110	9	5	2	127	105	22	**	58	32	68	101
	9%	9%	7%	9%	8%	9%	8%	11%	**	5%	3%	28%	7%
												jl	j

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

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RESPONDENT'S GENDER

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Male	723	96	120	137	96	107	274	723	723	-	220	163	177	163	383	340	723
	49%	53%	43%	48%	45%	48%	53%	49%	100%	-%	56%	41%	55%	44%	49%	50%	49%
							bd		i		kmnp		km		k	k	k
Female	753	85	157	149	120	117	243	753	-	753	175	231	144	203	406	347	753
	51%	47%	57%	52%	55%	52%	47%	51%	-%	100%	44%	59%	45%	56%	51%	50%	51%
			f		f					h		jlnop		jl	j		j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S GENDER

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Male	723	619	62	28	14	723	627	96	**	586	569	116	685
	49%	49%	46%	47%	49%	49%	49%	49%	**	50%	48%	48%	48%
Female	753	635	71	31	15	753	651	101	**	589	605	126	731
	51%	51%	54%	53%	51%	51%	51%	51%	**	50%	52%	52%	52%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Computer - Laptop, desktop or netbook computer (PC or Mac)	1051	136	186	240	167	153	321	1051	542	509	350	295	214	192	645	406	1051
	71%	75%	67%	84%	77%	68%	62%	71%	75%	68%	89%	75%	67%	52%	82%	59%	71%
		f		abefg	bef			f	i		klmnop	lmo	mo		klmop	m	mo
Tablet (like an iPad, Kindle Fire or Google Nexus)	1005	136	206	229	161	130	272	1005	482	524	316	284	215	191	599	406	1005
	68%	75%	74%	80%	75%	58%	53%	68%	67%	70%	80%	72%	67%	52%	76%	59%	68%
		efg	ef	efg	efg			ef			klmop	mo	mo		lmop	m	mo
Standard TV set	921	111	140	152	132	154	385	921	438	482	247	235	188	250	482	438	921
	62%	61%	51%	53%	61%	69%	75%	62%	61%	64%	63%	60%	59%	68%	61%	64%	62%
		b			b	bc	abcdg	bc						klnp			
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	804	91	140	172	136	119	264	804	413	391	265	222	168	149	487	317	804
	54%	51%	51%	60%	63%	53%	51%	54%	57%	52%	67%	56%	52%	41%	62%	46%	54%
				abf	abefg				i		klmop	mo	m		lmop		mo
Radio set (either DAB or AM/ FM)	787	76	106	137	123	144	345	787	405	382	249	205	164	169	454	333	787
	53%	42%	38%	48%	57%	64%	67%	53%	56%	51%	63%	52%	51%	46%	58%	48%	53%
				b	ab	abcg	abcdg	ab	i		klmop				mo		mo
Smart TV set (a TV set that connects directly to the internet)	780	113	171	182	129	98	186	780	406	374	243	221	184	132	464	316	780
	53%	62%	62%	63%	60%	44%	36%	53%	56%	50%	62%	56%	57%	36%	59%	46%	53%
		efg	efg	efg	ef	f		ef	i		mop	mo	mo		mop	m	mo
Games console or handheld games player	600	124	152	156	108	48	61	600	306	294	155	163	155	128	318	283	600
	41%	69%	55%	54%	50%	21%	12%	41%	42%	39%	39%	41%	48%	35%	40%	41%	41%
		bcdefg	efg	efg	efg	f		ef					jmnop			m	m

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	294	47	56	84	67	29	40	294	142	152	128	85	50	32	213	81	294
	20%	26%	20%	29%	31%	13%	8%	20%	20%	20%	32%	22%	15%	9%	27%	12%	20%
		ef	ef	befg	befg	f		ef			klmop	lmo	m		klmop		mo
Smart speakers which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	249	40	65	58	54	15	32	249	125	123	94	74	50	31	167	81	249
	17%	22%	24%	20%	25%	7%	6%	17%	17%	16%	24%	19%	16%	9%	21%	12%	17%
		ef	efg	ef	efg			ef			lmop	mo	m		lmop		mo
ANY TV	1418	174	258	276	209	217	501	1418	701	717	380	380	314	344	760	658	1418
	96%	96%	93%	96%	97%	97%	97%	96%	97%	95%	96%	96%	98%	94%	96%	96%	96%
							b	b					m				
None of these	8	1	3	2	-	-	2	8	3	5	-	1	-	8	1	8	8
	1%	1%	1%	1%	-%	-%	*%	1%	*%	1%	-%	*%	-%	2%	*%	1%	1%
														jklnp		n	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Computer - Laptop, desktop or netbook computer (PC or Mac)	1051 71%	917 73% bcd	84 63% d	34 57%	15 52%	1051 71% bcd	904 71%	147 74%	** **	939 80%	918 78% kl	113 47%	1031 73% k
Tablet (like an iPad, Kindle Fire or Google Nexus)	1005 68%	848 68%	94 71%	41 70%	22 75% ae	1005 68%	852 67%	153 77% f	** **	883 75%	892 76% kl	99 41%	991 70% k
Standard TV set	921 62%	770 61%	84 63%	46 79% abde	20 68%	921 62%	784 61%	137 69% f	** **	690 59%	678 58%	190 79% jl	868 61%
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	804 54%	686 55% d	76 57% d	32 54% d	10 34%	804 54% d	691 54%	113 57%	** **	684 58%	686 58% k	100 42%	786 56% k
Radio set (either DAB or AM/ FM)	787 53%	674 54%	64 48%	35 60% bd	14 47%	787 53%	670 52%	117 59%	** **	623 53%	597 51%	160 66% jl	756 53%
Smart TV set (a TV set that connects directly to the internet)	780 53%	668 53% c	72 54%	27 45%	15 49%	780 53% c	679 53%	102 51%	** **	694 59%	720 61% kl	51 21%	772 54% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Games console or handheld games player	600	506	60	24	10	600	529	72	**	533	563	29	592
	41%	40%	45%	41%	36%	41%	41%	36%	**	45%	48%	12%	42%
			d								kl		k
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	294	244	33	13	5	294	255	40	**	270	281	11	293
	20%	19%	25%	21%	17%	20%	20%	20%	**	23%	24%	5%	21%
											k		k
Smart speakers which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	249	211	20	13	4	249	209	39	**	233	241	8	249
	17%	17%	15%	22%	14%	17%	16%	20%	**	20%	21%	3%	18%
				d							k		k
ANY TV	1418	1203	129	58	28	1418	1225	193	**	1131	1132	227	1359
	96%	96%	97%	97%	96%	96%	96%	98%	**	96%	96%	94%	96%
None of these	8	8	-	1	-	8	8	-	**	4	5	3	8
	1%	1%	-%	1%	-%	1%	1%	-%	**	*%	*%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Computer - Laptop, desktop or netbook computer (PC or Mac)	957	121	168	224	155	137	289	957	511	446	335	272	180	171	607	350	957
	65%	67%	61%	78%	72%	61%	56%	65%	71%	59%	85%	69%	56%	47%	77%	51%	65%
		f		abefg	befg			f	i		klmnop	lmo	m		klmop		lmo
Tablet (like an iPad, Kindle Fire or Google Nexus)	873	117	177	203	142	113	234	873	420	453	282	251	179	161	533	340	873
	59%	65%	64%	71%	66%	51%	45%	59%	58%	60%	72%	64%	56%	44%	68%	49%	59%
		ef	ef	efg	ef			ef			klmop	lmo	m		lmop		mo
Standard TV set	844	93	126	133	120	148	373	844	396	448	223	215	167	239	438	406	844
	57%	51%	46%	47%	55%	66%	72%	57%	55%	60%	56%	55%	52%	66%	56%	59%	57%
					b	abcdg	abcdg	bc						jklnop		l	
Smart TV set (a TV set that connects directly to the internet)	753	108	169	176	123	94	176	753	396	357	240	215	171	127	455	298	753
	51%	60%	61%	62%	57%	42%	34%	51%	55%	47%	61%	55%	53%	35%	58%	43%	51%
		efg	efg	efg	ef	f		ef	i		mop	mo	mo		mop	m	mo
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	700	75	129	145	117	100	235	700	365	335	233	197	142	128	430	270	700
	47%	42%	47%	51%	54%	45%	45%	47%	50%	45%	59%	50%	44%	35%	55%	39%	47%
					aef				i		klmop	mo	m		lmop		mo
Radio set (either DAB or AM/ FM)	651	38	77	119	110	127	306	651	344	307	218	162	129	141	381	270	651
	44%	21%	28%	42%	51%	57%	59%	44%	48%	41%	55%	41%	40%	39%	48%	39%	44%
				ab	abc	abcg	abcdg	ab	i		klmnop				klmo		o
Games console or handheld games player	371	105	102	87	51	22	26	371	235	136	98	103	103	67	201	170	371
	25%	58%	37%	30%	24%	10%	5%	25%	32%	18%	25%	26%	32%	18%	26%	25%	25%
		bcdefg	defg	ef	ef	f		ef	i		m	m	mnop		m	m	m

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Smart speakers which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	207 14%	31 17% ef	57 21% efg	45 16% ef	46 21% efg	14 6%	28 5%	207 14% ef	104 14%	103 14%	78 20% lmop	62 16% mo	40 12% m	27 7%	140 18% lmop	67 10%	207 14% mo
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	206 14%	31 17% ef	44 16% f	52 18% ef	47 22% efg	23 10% f	31 6%	206 14% f	106 15%	100 13%	96 24% klmop	57 15% lmo	30 9%	23 6%	153 19% klmop	53 8%	206 14% lmo
ANY TV	1387 94%	165 91%	253 91%	269 94%	206 95%	213 95%	494 96% ab	1387 94%	684 95%	703 93%	376 95%	368 93%	305 95%	337 92%	745 94%	642 94%	1387 94%
None of these	12 1%	3 1%	3 1%	2 1%	1 1%	- -%	3 1%	12 1%	7 1%	5 1%	1 *%	1 *%	2 *%	9 2% jknp	2 *%	10 1% kn	12 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Computer - Laptop, desktop or netbook computer (PC or Mac)	957 65%	840 67% bcd	76 57% d	29 48%	13 43%	957 65% bcd	828 65%	129 65%	** **	877 75%	846 72% kl	99 41%	944 67% k
Tablet (like an iPad, Kindle Fire or Google Nexus)	873 59%	728 58%	87 66% a	36 62%	21 71% ace	873 59%	742 58%	131 66% f	** **	787 67%	787 67% kl	77 32%	864 61% k
Standard TV set	844 57%	709 57%	78 58%	40 68% abe	18 61%	844 57%	718 56%	127 64% f	** **	624 53%	608 52%	183 76% jl	792 56% j
Smart TV set (a TV set that connects directly to the internet)	753 51%	644 51% c	70 52%	26 44%	14 47%	753 51%	657 51%	96 48%	** **	670 57%	697 59% kl	48 20%	745 53% k
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	700 47%	597 48% d	66 50% d	28 47% d	9 30%	700 47% d	608 48%	92 47%	** **	606 52%	598 51% k	86 35%	684 48% k
Radio set (either DAB or AM/ FM)	651 44%	559 45% d	51 38%	31 52% abde	10 34%	651 44% d	556 44%	94 48%	** **	519 44%	492 42%	133 55% jl	625 44%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Games console or handheld games player	371	312	38	15	7	371	332	40	**	332	353	15	367
	25%	25%	28%	25%	23%	25%	26%	20%	**	28%	30%	6%	26%
											kl		k
Smart speakers which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	207	177	15	11	3	207	174	33	**	194	199	8	207
	14%	14%	11%	19%	12%	14%	14%	16%	**	16%	17%	3%	15%
				bde							k		k
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	206	169	23	10	4	206	175	31	**	192	200	5	205
	14%	13%	17%	17%	14%	14%	14%	16%	**	16%	17%	2%	14%
											k		k
ANY TV	1387	1178	127	55	27	1387	1201	186	**	1104	1106	223	1329
	94%	94%	96%	93%	92%	94%	94%	94%	**	94%	94%	92%	94%
None of these	12	11	-	1	-	12	11	1	**	5	7	3	10
	1%	1%	-%	1%	-%	1%	1%	1%	**	*%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Yes	1416	179	274	285	211	214	467	1416	685	731	384	386	305	341	770	646	1416
	96%	99%	99%	100%	98%	96%	90%	96%	95%	97%	97%	98%	95%	93%	98%	94%	96%
		efg	efg	efg	f	f		f		h	mo	lmo			lmo		m
No	60	1	3	1	5	10	50	60	38	22	11	9	16	24	19	40	60
	4%	1%	1%	*%	2%	4%	10%	4%	5%	3%	3%	2%	5%	7%	2%	6%	4%
						abc	abcdeg	abc	i				kn	jknp		jkn	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Yes	1416	1203	128	56	29	1416	1228	187	**	1158	1174	241	1416
	96%	96%	97%	95%	97%	96%	96%	95%	**	99%	100%	100%	100%
No	60	51	5	3	1	60	49	10	**	17	-	-	-
	4%	4%	3%	5%	3%	4%	4%	5%	**	1%	-%	-%	-%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A4. Is this a smartphone? (SINGLE CODE)

Base : Those who use a mobile phone

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1785	244	253	321	267	296	700	1785	865	920	380	589	355	461	969	816	1785
Effective Weighted Sample	1359	182	205	252	208	239	552	1359	653	706	307	465	271	350	741	618	1359
Total	1416	179	274	285	211	214	467	1416	685	731	384	386	305	341	770	646	1416
Yes	1174	174	271	269	187	160	273	1174	569	605	339	339	251	246	678	496	1174
	83%	97%	99%	94%	89%	75%	59%	83%	83%	83%	88%	88%	82%	72%	88%	77%	83%
		defg	cdefg	defg	efg	f		ef			lmop	lmop	m		lmop		mo
No	240	6	3	16	24	54	192	240	114	126	45	46	55	94	91	149	240
	17%	3%	1%	6%	11%	25%	41%	17%	17%	17%	12%	12%	18%	28%	12%	23%	17%
				b	abc	abcdg	abcdeg	abcd					jkn	jklnp		jknp	jkn
Don't know	1	-	-	-	-	-	1	1	1	*	-	1	-	1	1	1	1
	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A4. Is this a smartphone? (SINGLE CODE)

Base : Those who use a mobile phone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1785	1139	216	214	216	1785	1500	285	96	1419	1429	356	1785
Effective Weighted Sample	1359	1055	196	205	199	1359	1163	198	70	1082	1085	285	1359
Total	1416	1203	128	56	29	1416	1228	187	66	1158	1174	241	1416
Yes	1174	991	111	47	25	1174	1020	155	**	1063	1174	-	1174
	83%	82%	87%	84%	89%	83%	83%	83%	**	92%	100%	-%	83%
					ae						kl		k
No	240	212	16	9	3	240	207	33	**	95	-	240	240
	17%	18%	13%	16%	11%	17%	17%	17%	**	8%	-%	99%	17%
		d				d						jl	j
Don't know	1	1	*	*	*	1	1	-	**	-	-	1	1
	*%	*%	*%	*%	*%	*%	*%	-%	**	-%	-%	1%	*%
												j	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF MOBILE PHONE OWNERSHIP

Base : Those who use a mobile phone

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1785	244	253	321	267	296	700	1785	865	920	380	589	355	461	969	816	1785
Effective Weighted Sample	1359	182	205	252	208	239	552	1359	653	706	307	465	271	350	741	618	1359
Total	1416	179	274	285	211	214	467	1416	685	731	384	386	305	341	770	646	1416
SMARTPHONE	1174	174	271	269	187	160	273	1174	569	605	339	339	251	246	678	496	1174
	83%	97%	99%	94%	89%	75%	59%	83%	83%	83%	88%	88%	82%	72%	88%	77%	83%
		defg	cdefg	defg	efg	f		ef			lmop	lmop	m		lmop		mo
NOT A SMARTPHONE	240	6	3	16	24	54	192	240	114	126	45	46	55	94	91	149	240
	17%	3%	1%	6%	11%	25%	41%	17%	17%	17%	12%	12%	18%	28%	12%	23%	17%
				b	abc	abcdg	abcdeg	abcd					jkn	jklnp		jknp	jkn
UNSURE WHETHER SMARTPHONE	1	-	-	-	-	-	1	1	1	*	-	1	-	1	1	1	1
	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
USES A MOBILE PHONE	1416	179	274	285	211	214	467	1416	685	731	384	386	305	341	770	646	1416
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF MOBILE PHONE OWNERSHIP

Base : Those who use a mobile phone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1785	1139	216	214	216	1785	1500	285	96	1419	1429	356	1785
Effective Weighted Sample	1359	1055	196	205	199	1359	1163	198	70	1082	1085	285	1359
Total	1416	1203	128	56	29	1416	1228	187	66	1158	1174	241	1416
SMARTPHONE	1174	991	111	47	25	1174	1020	155	**	1063	1174	-	1174
	83%	82%	87%	84%	89%	83%	83%	83%	**	92%	100%	-%	83%
					ae						kl		k
NOT A SMARTPHONE	240	212	16	9	3	240	207	33	**	95	-	240	240
	17%	18%	13%	16%	11%	17%	17%	17%	**	8%	-%	99%	17%
		d				d						jl	j
UNSURE WHETHER SMARTPHONE	1	1	*	*	*	1	1	-	**	-	-	1	1
	*%	*%	*%	*%	*%	*%	*%	-%	**	-%	-%	1%	*%
												j	
USES A MOBILE PHONE	1416	1203	128	56	29	1416	1228	187	**	1158	1174	241	1416
	100%	100%	100%	100%	100%	100%	100%	100%	**	100%	100%	100%	100%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF MOBILE PHONE OWNERSHIP

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
SMARTPHONE	1174	174	271	269	187	160	273	1174	569	605	339	339	251	246	678	496	1174
	80%	96%	98%	94%	87%	71%	53%	80%	79%	80%	86%	86%	78%	67%	86%	72%	80%
		defg	cdefg	defg	efg	f		ef			lmop	lmop	m		lmop		mo
NOT A SMARTPHONE	240	6	3	16	24	54	192	240	114	126	45	46	55	94	91	149	240
	16%	3%	1%	6%	11%	24%	37%	16%	16%	17%	11%	12%	17%	26%	12%	22%	16%
				b	abc	abcdg	abcdeg	abcd					jkn	jklnp		jknp	jkn
UNSURE WHETHER SMARTPHONE	1	-	-	-	-	-	1	1	1	*	-	1	-	1	1	1	1
	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
USES A MOBILE PHONE	1416	179	274	285	211	214	467	1416	685	731	384	386	305	341	770	646	1416
	96%	99%	99%	100%	98%	96%	90%	96%	95%	97%	97%	98%	95%	93%	98%	94%	96%
		efg	efg	efg	f	f		f		h	mo	lmo			lmo		m
DOES NOT USE A MOBILE PHONE	60	1	3	1	5	10	50	60	38	22	11	9	16	24	19	40	60
	4%	1%	1%	*%	2%	4%	10%	4%	5%	3%	3%	2%	5%	7%	2%	6%	4%
						abc	abcdeg	abc	i				kn	jknp		jkn	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF MOBILE PHONE OWNERSHIP

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
SMARTPHONE	1174	991	111	47	25	1174	1020	155	**	1063	1174	-	1174
	80%	79%	84%	79%	86%	80%	80%	78%	**	90%	100%	-%	83%
					ae						kl		k
NOT A SMARTPHONE	240	212	16	9	3	240	207	33	**	95	-	240	240
	16%	17%	12%	15%	11%	16%	16%	17%	**	8%	-%	99%	17%
		d				d						jl	j
UNSURE WHETHER SMARTPHONE	1	1	*	*	*	1	1	-	**	-	-	1	1
	*%	*%	*%	*%	*%	*%	*%	-%	**	-%	-%	1%	*%
												j	
USES A MOBILE PHONE	1416	1203	128	56	29	1416	1228	187	**	1158	1174	241	1416
	96%	96%	97%	95%	97%	96%	96%	95%	**	99%	100%	100%	100%
DOES NOT USE A MOBILE PHONE	60	51	5	3	1	60	49	10	**	17	-	-	-
	4%	4%	3%	5%	3%	4%	4%	5%	**	1%	-%	-%	-%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A5. (SHOWCARD) Now using this next card, which one of the things you use would you miss the most if it was taken away?(SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Mobile phone or Smartphone	753	140	199	183	117	77	114	753	333	420	189	225	177	162	414	340	753
	51%	77%	72%	64%	54%	34%	22%	51%	46%	56%	48%	57%	55%	44%	52%	49%	51%
		cdefg	defg	defg	ef	f		ef		h		jmop	m		m		m
Standard TV set	240	4	14	18	22	56	183	240	114	125	34	50	53	103	84	155	240
	16%	2%	5%	6%	10%	25%	35%	16%	16%	17%	9%	13%	16%	28%	11%	23%	16%
					ab	abcdg	abcdeg	abcd					jn	jklnop		jklnp	jn
Smart TV set (a TV set that connects directly to the internet)	172	5	32	30	37	31	68	172	89	83	48	39	44	40	88	84	172
	12%	3%	12%	11%	17%	14%	13%	12%	12%	11%	12%	10%	14%	11%	11%	12%	12%
			a	a	acg	a	a	a									
Computer - Laptop, desktop or netbook computer (PC or Mac)	126	11	12	31	17	26	55	126	87	40	63	33	12	19	96	31	126
	9%	6%	4%	11%	8%	12%	11%	9%	12%	5%	16%	8%	4%	5%	12%	4%	9%
				b		b	b	b	i		klmop	lo			klmop		lmo
Tablet (like an iPad, Kindle Fire or Google Nexus)	70	6	7	9	7	14	41	70	33	37	24	24	10	11	49	22	70
	5%	3%	3%	3%	3%	6%	8%	5%	5%	5%	6%	6%	3%	3%	6%	3%	5%
							abcdg				mo	mo			mo		
Radio set (either DAB or AM/ FM)	47	*	-	6	11	10	29	47	23	24	21	8	7	10	30	17	47
	3%	*%	-%	2%	5%	4%	6%	3%	3%	3%	5%	2%	2%	3%	4%	2%	3%
				b	ab	ab	abcg	ab			klop						
Games console or handheld games player	23	12	7	4	*	-	-	23	17	6	4	6	7	6	10	13	23
	2%	7%	2%	1%	*%	-%	-%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%
		bcdefg	def	f				ef	i								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A5. (SHOWCARD) Now using this next card, which one of the things you use would you miss the most if it was taken away?(SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	8 1%	- -%	- -%	1 1%	2 1%	3 1%	5 1%	8 1%	4 *%	4 1%	2 1%	* *%	1 *%	4 1%	3 *%	5 1%	8 1%
Smart speakers which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	4 *%	- -%	1 *%	1 *%	1 *%	- -%	1 *%	4 *%	3 *%	1 *%	1 *%	1 *%	1 *%	1 *%	2 *%	2 *%	4 *%
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	1 *%	- -%	* *%	- -%	- -%	* *%	* *%	1 *%	* *%	* *%	- -%	* *%	- -%	* *%	* *%	* *%	1 *%
ANY TV	412 28%	9 5%	46 17% a	48 17% a	59 27% abc	86 39% abcdg	251 49% abcdeg	412 28% abc	203 28%	209 28%	83 21%	89 23%	97 30% jkn	143 39% jklnp	172 22%	240 35% jknp	412 28% jkn
None of these	24 2%	1 1%	4 2%	3 1%	* *%	6 3% d	15 3% d	24 2%	17 2% i	7 1%	3 1%	4 1%	9 3% n	8 2%	7 1%	16 2% n	24 2%
Don't know	7 1%	1 1%	- -%	- -%	1 1%	2 1%	5 1%	7 1%	4 1%	4 *%	3 1%	3 1%	1 *%	1 *%	6 1%	2 *%	7 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A5. (SHOWCARD) Now using this next card, which one of the things you use would you miss the most if it was taken away?(SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Mobile phone or Smartphone	753	651	58	26	18	753	667	86	**	658	711	42	753
	51%	52%	44%	45%	61%	51%	52%	44%	**	56%	61%	17%	53%
		bc			abce	b	g				kl		k
Standard TV set	240	200	26	10	5	240	205	35	**	109	89	112	201
	16%	16%	19%	17%	16%	16%	16%	17%	**	9%	8%	46%	14%
												jl	j
Smart TV set (a TV set that connects directly to the internet)	172	141	20	8	3	172	151	21	**	141	143	25	169
	12%	11%	15%	13%	10%	12%	12%	11%	**	12%	12%	11%	12%
Computer - Laptop, desktop or netbook computer (PC or Mac)	126	110	10	5	1	126	104	23	**	124	104	15	119
	9%	9%	7%	9%	5%	9%	8%	12%	**	11%	9%	6%	8%
Tablet (like an iPad, Kindle Fire or Google Nexus)	70	58	6	6	1	70	52	19	**	64	55	13	68
	5%	5%	4%	9%	4%	5%	4%	9%	**	5%	5%	5%	5%
				abde				f					
Radio set (either DAB or AM/ FM)	47	42	2	2	*	47	42	5	**	34	27	17	43
	3%	3%	2%	4%	1%	3%	3%	2%	**	3%	2%	7%	3%
				d								jl	
Games console or handheld games player	23	15	7	1	1	23	20	3	**	16	21	1	22
	2%	1%	5%	1%	3%	2%	2%	2%	**	1%	2%	*%	2%
			ace										

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A5. (SHOWCARD) Now using this next card, which one of the things you use would you miss the most if it was taken away?(SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	8	6	1	*	-	8	6	1	**	4	2	5	7
	1%	1%	1%	1%	-%	1%	1%	1%	**	*%	*%	2%	*%
												jl	
Smart speakers which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	4	3	1	*	-	4	4	-	**	4	2	2	4
	*%	*%	1%	1%	-%	*%	*%	-%	**	*%	*%	1%	*%
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	1	-	*	-	*	1	1	-	**	*	*	*	1
	*%	-%	*%	-%	1%	*%	*%	-%	**	*%	*%	*%	*%
					ae								
ANY TV	412	341	46	18	8	412	356	55	**	250	233	137	370
	28%	27%	35%	30%	26%	28%	28%	28%	**	21%	20%	57%	26%
			a									jl	j
None of these	24	21	2	*	*	24	19	4	**	15	14	8	22
	2%	2%	2%	*%	*%	2%	2%	2%	**	1%	1%	4%	2%
												jl	
Don't know	7	7	-	*	*	7	7	1	**	6	5	2	6
	1%	1%	-%	*%	*%	1%	1%	*%	**	*%	*%	1%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T1. Do you ever watch TV programmes or films via on-demand or streaming services? By on-demand or streaming services I mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime Video, Sky Go and so on. IF NECESSARY: This could be through your television service or on any device you use to go online (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Yes	887	143	198	214	149	97	184	887	427	459	287	242	191	167	529	358	887
	60%	79%	71%	75%	69%	43%	36%	60%	59%	61%	73%	61%	59%	46%	67%	52%	60%
		defg	efg	efg	efg	f		ef			klmop	mo	mo		klmop	m	mo
No	584	38	79	72	66	126	329	584	293	291	106	151	129	198	257	327	584
	40%	21%	29%	25%	31%	56%	64%	40%	40%	39%	27%	38%	40%	54%	33%	48%	40%
					a	abcdg	abcdeg	abcd				jn	jn	jklnop		jklnp	jn
Don't know	5	-	-	-	1	1	4	5	3	2	1	2	2	-	3	2	5
	*%	-%	-%	-%	*%	*%	1%	*%	*%	*%	*%	*%	1%	-%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T1. Do you ever watch TV programmes or films via on-demand or streaming services? By on-demand or streaming services I mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime Video, Sky Go and so on. IF NECESSARY: This could be through your television service or on any device you use to go online (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Yes	887	746	92	30	19	887	772	115	**	817	831	47	878
	60%	59%	69%	51%	64%	60%	60%	58%	**	70%	71%	19%	62%
		c	ace		c	c					kl		k
No	584	504	40	29	11	584	501	83	**	356	341	192	533
	40%	40%	30%	49%	36%	40%	39%	42%	**	30%	29%	80%	38%
		b		abde		b						jl	j
Don't know	5	4	*	-	-	5	5	-	**	2	2	3	5
	*%	*%	*%	-%	-%	*%	*%	-%	**	*%	*%	1%	*%
												j	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T2. (SHOWCARD) How do you choose what TV programmes or films to watch via on-demand or streaming services? (MULTI CODE)

Base : Those who watch content via on-demand or streaming services

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1059	187	181	229	186	136	276	1059	518	541	279	360	208	212	639	420	1059
Effective Weighted Sample	809	142	148	184	143	107	210	809	389	420	227	278	160	163	489	321	809
Total	887	143	198	214	149	97	184	887	427	459	287	242	191	167	529	358	887
I have specific programmes I watch regularly	508 57%	79 55%	119 60%	125 58%	85 57%	55 57%	100 54%	508 57%	226 53%	282 61% h	163 57%	133 55%	116 61%	95 57%	297 56%	211 59%	508 57%
If it's something I missed when it was shown/ originally broadcast	424 48%	60 42%	85 43%	100 47%	75 50%	58 60% abcg	104 57% abg	424 48%	204 48%	221 48%	159 55% klmop	113 47%	80 42%	72 43%	272 51% lo	152 42%	424 48%
I browse through the service to see what's available	411 46%	72 50%	102 52% c	87 41%	64 43%	52 53% c	85 46%	411 46%	201 47%	210 46%	135 47%	116 48%	82 43%	78 46%	251 47%	160 45%	411 46%
Friends or family tell me about them/ recommend them	375 42%	71 50% cf	97 49% cf	79 37%	57 38%	42 43%	71 39%	375 42%	176 41%	198 43%	116 41%	106 44%	83 43%	69 41%	223 42%	152 42%	375 42%
I like to watch a specific type of show or film (e.g, horror, comedies, drama and so on)	322 36%	61 43% f	64 33%	88 41% f	52 35%	35 36%	57 31%	322 36%	168 39%	154 33%	97 34%	96 40%	71 37%	59 35%	193 37%	129 36%	322 36%
I see it promoted in trailers or adverts	219 25%	38 27%	50 25%	51 24%	40 27%	25 26%	40 22%	219 25%	108 25%	111 24%	76 26%	60 25%	45 23%	39 23%	135 26%	84 23%	219 25%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T2. (SHOWCARD) How do you choose what TV programmes or films to watch via on-demand or streaming services? (MULTI CODE)

Base : Those who watch content via on-demand or streaming services

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1059	187	181	229	186	136	276	1059	518	541	279	360	208	212	639	420	1059
Effective Weighted Sample	809	142	148	184	143	107	210	809	389	420	227	278	160	163	489	321	809
Total	887	143	198	214	149	97	184	887	427	459	287	242	191	167	529	358	887
I see it recommended or highlighted by the service (newly added / most popular / you might enjoy sections)	162 18%	24 17%	33 17%	47 22%	25 17%	21 22%	33 18%	162 18%	88 21%	74 16%	63 22% o	46 19%	29 15%	24 14%	109 21% o	53 15%	162 18%
Somebody mentions it on social media	125 14%	35 25% cdefg	36 18% ef	23 11%	18 12%	9 9%	13 7%	125 14% f	59 14%	66 14%	36 13%	29 12%	37 19% kn	23 14%	65 12%	60 17%	125 14%
It's discussed or reviewed on TV, radio or in newspapers or magazines	95 11%	14 10%	18 9%	13 6%	18 12%	19 19% abcg	32 17% bcg	95 11%	48 11%	46 10%	41 14% lo	26 11%	12 6%	15 9%	67 13% lo	27 8%	95 11%
Other	10 1%	1 1%	- -%	2 1%	2 1%	2 2%	5 3%	10 1%	3 1%	7 1%	2 1%	3 1%	2 1%	2 1%	5 1%	4 1%	10 1%
Don't know	5 1%	1 1%	1 1%	3 1%	* *%	- -%	- -%	5 1%	2 *%	3 1%	* *%	3 1%	1 1%	1 1%	3 1%	3 1%	5 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T2. (SHOWCARD) How do you choose what TV programmes or films to watch via on-demand or streaming services? (MULTI CODE)

Base : Those who watch content via on-demand or streaming services

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1059	658	145	114	142	1059	895	164	45	965	973	72	1045
Effective Weighted Sample	809	620	133	110	131	809	697	113	33	742	749	54	800
Total	887	746	92	30	19	887	772	115	33	817	831	47	878
I have specific programmes I watch regularly	508 57%	427 57% c	57 62% c	12 40%	12 64% c	508 57% c	442 57%	66 58%	** **	467 57%	484 58%	** **	505 57%
If it's something I missed when it was shown/ originally broadcast	424 48%	355 48%	43 47%	14 47%	12 62% abce	424 48%	381 49% g	43 38%	** **	394 48%	392 47%	** **	419 48%
I browse through the service to see what's available	411 46%	330 44%	58 63% ade	16 52% d	7 39%	411 46%	347 45%	63 55% f	** **	386 47%	389 47%	** **	405 46%
Friends or family tell me about them/ recommend them	375 42%	307 41% d	48 53% ade	14 46% d	6 29%	375 42% d	337 44% g	38 33%	** **	345 42%	358 43%	** **	370 42%
I like to watch a specific type of show or film (e.g, horror, comedies, drama and so on)	322 36%	276 37%	30 33%	10 31%	6 33%	322 36%	293 38% g	29 25%	** **	296 36%	303 36%	** **	318 36%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T2. (SHOWCARD) How do you choose what TV programmes or films to watch via on-demand or streaming services? (MULTI CODE)

Base : Those who watch content via on-demand or streaming services

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1059	658	145	114	142	1059	895	164	45	965	973	72	1045
Effective Weighted Sample	809	620	133	110	131	809	697	113	33	742	749	54	800
Total	887	746	92	30	19	887	772	115	33	817	831	47	878
I see it promoted in trailers or adverts	219 25%	171 23%	34 37% ae	9 31%	5 27%	219 25%	200 26% g	19 16%	** **	203 25%	210 25%	** **	216 25%
I see it recommended or highlighted by the service (newly added / most popular / you might enjoy sections)	162 18%	132 18% d	20 22% d	8 27% ade	2 10%	162 18% d	147 19%	14 13%	** **	148 18%	153 18%	** **	159 18%
Somebody mentions it on social media	125 14%	101 14%	18 19%	4 15%	2 12%	125 14%	117 15% g	8 7%	** **	119 15%	123 15%	** **	124 14%
It's discussed or reviewed on TV, radio or in newspapers or magazines	95 11%	76 10%	11 12%	6 20% ade	1 7%	95 11%	86 11%	9 8%	** **	87 11%	87 10%	** **	91 10%
Other	10 1%	9 1%	1 1%	- -%	- -%	10 1%	9 1%	1 1%	** **	7 1%	7 1%	** **	10 1%
Don't know	5 1%	5 1%	1 1%	- -%	* 1%	5 1%	5 1%	* *%	** **	5 1%	5 1%	** **	5 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Licence fee/ by the public	1184	96	204	238	186	199	461	1184	613	571	340	329	247	268	670	515	1184
	80%	53%	74%	83%	86%	89%	89%	80%	85%	76%	86%	83%	77%	73%	85%	75%	80%
			a	ab	abg	abg	abcg	ab	i		lmop	lmo			lmop		mo
Advertising	50	12	14	7	11	3	6	50	21	30	19	10	13	8	29	22	50
	3%	7%	5%	2%	5%	1%	1%	3%	3%	4%	5%	2%	4%	2%	4%	3%	3%
		cefg	ef		ef			f									
By the government	42	7	10	5	1	7	19	42	23	19	10	13	5	14	23	19	42
	3%	4%	4%	2%	*%	3%	4%	3%	3%	3%	3%	3%	2%	4%	3%	3%	3%
		d	d			d	d	d									
Sales of programmes and/or services to other channels/countries	9	1	1	2	1	2	3	9	4	5	3	2	3	1	5	4	9
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
Programme sponsorship	8	5	-	2	1	*	*	8	4	4	3	5	*	*	8	*	8
	1%	3%	-%	1%	*%	*%	*%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
		befg		f							o	mo			o		
Other	5	1	1	-	-	1	2	5	4	1	-	1	1	3	1	4	5
	*%	1%	*%	-%	-%	*%	*%	*%	1%	*%	-%	*%	*%	1%	*%	1%	*%
Don't know	177	59	46	32	15	13	25	177	55	122	20	34	52	72	53	124	177
	12%	33%	17%	11%	7%	6%	5%	12%	8%	16%	5%	9%	16%	20%	7%	18%	12%
		bcdefg	def	ef				def		h			jkn	jknp		jknp	jkn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Licence fee/ by the public	1184	994	114	51	25	1184	1021	163	**	948	939	195	1135
	80%	79%	86%	86%	86%	80%	80%	82%	**	81%	80%	81%	80%
			a	ae	a								
Advertising	50	42	6	1	1	50	43	7	**	43	45	5	50
	3%	3%	5%	2%	3%	3%	3%	3%	**	4%	4%	2%	4%
By the government	42	40	*	1	*	42	38	4	**	28	23	15	38
	3%	3%	*%	2%	1%	3%	3%	2%	**	2%	2%	6%	3%
		b				b						jl	
Sales of programmes and/or services to other channels/countries	9	7	2	*	-	9	5	4	**	8	9	-	9
	1%	1%	1%	*%	-%	1%	*%	2%	**	1%	1%	-%	1%
								f					
Programme sponsorship	8	7	*	-	1	8	7	1	**	7	7	1	8
	1%	1%	*%	-%	2%	1%	1%	1%	**	1%	1%	*%	1%
					ace								
Other	5	5	-	*	-	5	5	-	**	3	4	1	5
	*%	*%	-%	*%	-%	*%	*%	-%	**	*%	*%	*%	*%
Don't know	177	159	10	6	2	177	158	19	**	137	147	24	171
	12%	13%	7%	10%	8%	12%	12%	10%	**	12%	13%	10%	12%
		bd				b							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Advertising	1020	99	164	193	157	174	406	1020	536	484	299	273	211	237	572	448	1020
	69%	55%	59%	68%	73%	78%	79%	69%	74%	64%	76%	69%	66%	65%	72%	65%	69%
				a	ab	abcg	abcg	ab	i		klmop				lmo		
Licence fee/ by the public	103	14	20	23	15	16	31	103	49	54	20	32	24	27	53	50	103
	7%	8%	7%	8%	7%	7%	6%	7%	7%	7%	5%	8%	7%	7%	7%	7%	7%
Programme sponsorship	81	10	14	22	12	10	23	81	38	43	29	22	14	16	50	31	81
	5%	6%	5%	8%	6%	5%	4%	5%	5%	6%	7%	5%	4%	4%	6%	4%	5%
Sales of programmes and/or services to other channels/countries	27	5	1	10	6	4	6	27	14	13	11	9	4	2	20	7	27
	2%	3%	*%	3%	3%	2%	1%	2%	2%	2%	3%	2%	1%	1%	3%	1%	2%
		b		bf	b						mo	m			mo		
By the government	23	5	-	9	3	3	6	23	13	10	4	6	7	6	10	12	23
	2%	3%	-%	3%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%
		b		b													
Magazine/ book/ video/ DVD sales	3	-	1	-	-	1	2	3	1	2	-	2	-	1	2	1	3
	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
Other	4	*	1	-	-	1	3	4	2	3	2	1	-	1	4	1	4
	*%	*%	*%	-%	-%	1%	1%	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%
Don't know	215	48	75	30	22	15	40	215	70	145	29	49	61	76	78	137	215
	15%	27%	27%	11%	10%	7%	8%	15%	10%	19%	7%	12%	19%	21%	10%	20%	15%
		cdefg	cdefg					ef		h		j	jkn	jknp		jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Advertising	1020	858	102	42	17	1020	881	139	**	829	808	171	979
	69%	68%	77%	71%	59%	69%	69%	70%	**	71%	69%	71%	69%
		d	ade	d		d							
Licence fee/ by the public	103	91	8	1	3	103	89	14	**	68	78	22	100
	7%	7%	6%	2%	12%	7%	7%	7%	**	6%	7%	9%	7%
		c	c		abce	c							
Programme sponsorship	81	60	7	8	5	81	69	12	**	68	69	9	79
	5%	5%	6%	14%	16%	5%	5%	6%	**	6%	6%	4%	6%
				abe	abe								
Sales of programmes and/or services to other channels/countries	27	25	1	1	1	27	21	6	**	23	24	2	26
	2%	2%	*%	1%	2%	2%	2%	3%	**	2%	2%	1%	2%
By the government	23	22	-	-	*	23	22	1	**	21	17	5	22
	2%	2%	-%	-%	1%	2%	2%	1%	**	2%	1%	2%	2%
		c											
Magazine/ book/ video/ DVD sales	3	3	-	-	-	3	3	-	**	1	1	2	3
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	1%	*%
Other	4	3	*	*	*	4	4	-	**	4	4	-	4
	*%	*%	*%	*%	*%	*%	*%	-%	**	*%	*%	-%	*%
Don't know	215	191	14	7	3	215	190	25	**	160	173	30	203
	15%	15%	11%	11%	10%	15%	15%	13%	**	14%	15%	13%	14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Those with Sky or Virgin Media pay for it/ subscriptions to Sky or Virgin	833 56%	95 53%	157 57%	175 61% ef	144 67% abefg	114 51%	261 51%	833 56% f	415 57%	417 55%	240 61% lmo	232 59% o	170 53%	191 52%	472 60% lmo	361 53%	833 56%
Advertising	288 20%	28 16%	49 18%	56 20%	29 13%	59 26% abdg	125 24% adg	288 20% d	145 20%	143 19%	86 22%	81 21%	60 19%	61 17%	168 21%	121 18%	288 20%
Sales of programmes and/or services to other channels/countries	43 3%	6 3%	10 4%	13 4% ef	7 3%	3 1%	8 2%	43 3%	24 3%	19 3%	18 4% m	8 2%	12 4%	6 2%	26 3%	17 3%	43 3%
Programme sponsorship	39 3%	4 2%	4 1%	8 3%	5 2%	7 3%	17 3%	39 3%	20 3%	18 2%	13 3%	11 3%	8 2%	7 2%	24 3%	15 2%	39 3%
Licence fee/ by the public	37 3%	2 1%	11 4%	6 2%	8 4%	5 2%	10 2%	37 3%	20 3%	17 2%	1 *%	14 4% j	8 3% j	14 4% jn	15 2% j	22 3% j	37 3% j
By the government	11 1%	2 1%	2 1%	2 1%	1 *%	1 1%	4 1%	11 1%	2 *%	9 1%	2 1%	4 1%	* *%	4 1%	7 1%	4 1%	11 1%
Other	12 1%	3 2%	- -%	1 *%	4 2%	3 1%	5 1%	12 1%	10 1% i	3 *%	2 1%	3 1%	4 1%	3 1%	5 1%	8 1%	12 1%
Don't know	212 14%	41 22% cdeg	44 16% cd	25 9%	18 8%	31 14%	85 17% cd	212 14% cd	85 12%	127 17% h	33 8%	41 10%	60 19% jkn	79 22% jknp	73 9%	139 20% jknp	212 14% jkn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Those with Sky or Virgin Media pay for it/ subscriptions to Sky or Virgin	833 56%	686 55%	91 69% ace	34 57%	22 75% ace	833 56%	714 56%	119 60%	** **	708 60%	703 60% k	105 43%	808 57% k
Advertising	288 20%	250 20% d	24 18% d	11 18% d	3 10%	288 20% d	258 20%	30 15%	** **	230 20%	228 19%	52 22%	280 20%
Sales of programmes and/or services to other channels/countries	43 3%	40 3% d	2 2%	1 1%	- -%	43 3% d	40 3%	3 2%	** **	38 3%	38 3%	5 2%	43 3%
Programme sponsorship	39 3%	27 2%	3 2%	7 12% abde	1 4%	39 3%	32 3%	6 3%	** **	25 2%	27 2%	10 4%	37 3%
Licence fee/ by the public	37 3%	34 3% c	2 1%	- -%	1 5% bc	37 3% c	33 3%	4 2%	** **	22 2%	31 3%	5 2%	37 3%
By the government	11 1%	10 1%	- -%	- -%	1 2% bce	11 1%	11 1%	* *%	** **	8 1%	9 1%	2 1%	11 1%
Other	12 1%	12 1%	- -%	- -%	* 1%	12 1%	9 1%	3 2%	** **	10 1%	8 1%	3 1%	11 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Don't know	212	194	10	7	1	212	180	32	**	134	131	58	189
	14%	15%	8%	11%	4%	14%	14%	16%	**	11%	11%	24%	13%
		bd		d		bd						jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
No, do not have any concerns	937	144	210	191	123	132	269	937	479	458	225	255	220	236	481	457	937
	64%	80%	76%	67%	57%	59%	52%	64%	66%	61%	57%	65%	69%	65%	61%	66%	64%
		cdefg	cdefg	df				f	i			j	jn	j		jn	j
Violence (in general)	148	8	14	27	29	17	70	148	55	93	46	37	30	35	83	65	148
	10%	4%	5%	9%	13%	8%	14%	10%	8%	12%	12%	9%	9%	9%	11%	9%	10%
				a	abe		abeg	ab		h							
Too many repeats	131	6	18	23	28	23	56	131	61	70	30	27	35	38	58	73	131
	9%	3%	6%	8%	13%	10%	11%	9%	8%	9%	8%	7%	11%	10%	7%	11%	9%
				a	ab	a	a	a								kn	
Too many reality TV programmes	118	3	13	20	24	25	58	118	59	59	43	35	21	19	78	40	118
	8%	1%	5%	7%	11%	11%	11%	8%	8%	8%	11%	9%	7%	5%	10%	6%	8%
				a	ab	ab	abg	a			mo	m			mo		
Bad/ offensive language (spoken or song lyrics)	116	6	10	20	21	10	58	116	42	74	41	24	26	25	65	51	116
	8%	3%	4%	7%	10%	5%	11%	8%	6%	10%	10%	6%	8%	7%	8%	7%	8%
					abe		abceg	ab		h	k						
Poor quality programmes	110	6	10	20	20	20	55	110	55	55	38	26	18	27	65	46	110
	7%	3%	4%	7%	9%	9%	11%	7%	8%	7%	10%	7%	6%	7%	8%	7%	7%
					ab	ab	abg	ab									
Sex/ nakedness (in general)	100	6	13	23	14	14	45	100	31	69	34	29	14	24	63	38	100
	7%	3%	5%	8%	7%	6%	9%	7%	4%	9%	9%	7%	4%	7%	8%	6%	7%
				a			a			h	l				l		

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Inappropriate programmes shown before the watershed	90	1	10	23	14	15	42	90	29	61	36	24	14	16	60	30	90
	6%	*%	4%	8%	6%	7%	8%	6%	4%	8%	9%	6%	4%	4%	8%	4%	6%
			a	ab	a	a	ab	a		h	lmo				mo		
Lack of originality/ programmes are too similar	83	2	8	24	11	18	38	83	45	39	35	17	14	17	52	31	83
	6%	1%	3%	9%	5%	8%	7%	6%	6%	5%	9%	4%	4%	5%	7%	5%	6%
				ab	a	ab	ab	a			klmop						
Bad taste/ shock tactics	68	6	4	12	14	10	32	68	28	40	27	15	12	14	42	26	68
	5%	4%	1%	4%	6%	4%	6%	5%	4%	5%	7%	4%	4%	4%	5%	4%	5%
					b		b	b			o						
People behaving badly	67	5	5	17	9	8	31	67	26	41	27	8	16	16	35	32	67
	5%	3%	2%	6%	4%	4%	6%	5%	4%	5%	7%	2%	5%	4%	4%	5%	5%
				b			b				k		k	k	k	k	k
Too many/ too long advertising breaks	67	3	9	17	15	8	23	67	32	35	19	22	8	18	41	26	67
	5%	2%	3%	6%	7%	4%	4%	5%	4%	5%	5%	5%	2%	5%	5%	4%	5%
				a	a												
Too many programmes with celebrities	66	2	11	12	13	11	26	66	32	34	28	18	11	9	46	19	66
	4%	1%	4%	4%	6%	5%	5%	4%	4%	4%	7%	5%	3%	2%	6%	3%	4%
					a	a	a	a			lmop				mo		
Drug use/ drug references	57	6	3	14	10	5	24	57	28	29	16	13	19	8	29	27	57
	4%	3%	1%	5%	5%	2%	5%	4%	4%	4%	4%	3%	6%	2%	4%	4%	4%
				b	b		b	b					m				

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Inaccurate/ biased/ unreliable information broadcast/ reported	40 3%	2 1%	10 4%	5 2%	8 4%	8 4%	15 3%	40 3%	23 3%	17 2%	15 4% lmo	19 5% lmop	2 1%	4 1%	34 4% lmop	6 1%	40 3% lo
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	36 2%	4 2%	5 2%	9 3%	4 2%	5 2%	14 3%	36 2%	18 2%	18 2%	10 3%	12 3%	5 2%	8 2%	22 3%	13 2%	36 2%
Irritating/ annoying sponsorship messages	33 2%	1 1%	3 1%	8 3%	9 4% a	4 2%	13 2%	33 2%	13 2%	20 3%	9 2%	11 3%	7 2%	6 2%	21 3%	13 2%	33 2%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	33 2%	4 2%	3 1%	10 3% d	1 1%	7 3% d	16 3%	33 2%	16 2%	17 2%	14 4%	7 2%	5 2%	6 2%	21 3%	12 2%	33 2%
Religion - Discriminatory treatment or portrayal of people based on religion	32 2%	3 2%	5 2%	9 3%	3 1%	3 2%	12 2%	32 2%	18 2%	14 2%	15 4% mo	8 2%	5 1%	4 1%	23 3% mo	8 1%	32 2%
Too many American programmes	30 2%	2 1%	5 2%	9 3%	2 1%	3 1%	12 2%	30 2%	13 2%	17 2%	11 3%	9 2%	3 1%	6 2%	21 3%	9 1%	30 2%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Race - Discriminatory treatment or portrayal of people based on race	30 2%	4 2%	5 2%	8 3%	1 1%	3 2%	12 2%	30 2%	15 2%	15 2%	12 3%	8 2%	3 1%	7 2%	20 2%	10 1%	30 2%
Age - Discriminatory treatment or portrayal of people based on age	27 2%	3 2%	4 1%	4 1%	* *%	5 2% d	17 3% d	27 2%	16 2%	11 1%	8 2%	8 2%	4 1%	8 2%	16 2%	12 2%	27 2%
Not enough programmes for my age group	27 2%	5 3%	1 *%	10 4% be	3 2%	1 1%	8 2%	27 2%	12 2%	15 2%	15 4% kmop	2 *%	7 2% k	3 1%	17 2% k	10 1%	27 2% k
Disability - Discriminatory treatment or portrayal of people based on disability	27 2%	2 1%	4 1%	8 3%	3 1%	2 1%	10 2%	27 2%	11 2%	16 2%	10 3%	4 1%	6 2%	6 2%	14 2%	12 2%	27 2%
Not enough racial diversity	24 2%	3 2%	3 1%	5 2%	7 3% e	1 1%	6 1%	24 2%	11 1%	14 2%	8 2%	6 2%	5 1%	5 1%	15 2%	10 1%	24 2%
Not enough gender diversity in programmes	22 1%	3 2%	3 1%	7 3% ef	5 2% e	* *%	3 1%	22 1%	10 1%	12 2%	14 4% klmop	2 1%	3 1%	3 1%	16 2% k	6 1%	22 1%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	20 1%	- -%	4 1%	7 2% aef	6 3% aef	* *%	3 1%	20 1%	5 1%	16 2% h	6 2%	7 2%	4 1%	3 1%	14 2%	7 1%	20 1%
Phone-in competitions that are fixed/ faked	20 1%	- -%	2 1%	5 2%	8 4% abfg	2 1%	6 1%	20 1%	8 1%	12 2%	6 2%	4 1%	6 2%	3 1%	10 1%	9 1%	20 1%
Product placement	17 1%	- -%	3 1%	7 3% a	1 *%	2 1%	6 1%	17 1%	7 1%	9 1%	6 1%	5 1%	1 *%	5 1%	11 1%	6 1%	17 1%
Other	59 4%	5 3%	4 1%	7 2%	9 4%	14 6% bc	35 7% abcg	59 4%	31 4%	28 4%	20 5%	12 3%	14 4%	12 3%	32 4%	27 4%	59 4%
Don't know	21 1%	4 2%	2 1%	4 1%	6 3%	1 1%	5 1%	21 1%	11 1%	10 1%	4 1%	5 1%	4 1%	9 2%	8 1%	13 2%	21 1%
SUMMARY CODES																	
ANY CONCERNS	518 35%	33 18%	65 24%	91 32% a	87 40% ab	91 40% abc	242 47% abcg	518 35% ab	234 32%	284 38% h	166 42% klmop	134 34%	98 30%	120 33%	300 38% lo	218 32%	518 35%
ANY HARMFUL/OFFENSIVE CONTENT	292 20%	19 11%	28 10%	58 20% ab	49 23% ab	39 17% ab	138 27% abceg	292 20% ab	110 15%	181 24% h	101 26% klmop	73 18%	50 16%	67 18%	174 22% lo	118 17%	292 20%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
ANY QUALITY OF CONTENT/REPEATS	268	13	33	48	46	54	127	268	132	136	86	68	49	64	154	114	268
	18%	7%	12%	17%	21%	24%	25%	18%	18%	18%	22%	17%	15%	18%	20%	17%	18%
				a	ab	abcg	abcg	ab			lo						
ANY DIVERSITY OF CONTENT	108	12	15	26	13	15	43	108	48	61	44	24	20	20	68	40	108
	7%	7%	5%	9%	6%	7%	8%	7%	7%	8%	11%	6%	6%	6%	9%	6%	7%
											klmop				o		
ANY ADVERTISING/SPONSORSHIP	87	3	12	20	19	11	33	87	38	49	22	29	13	23	50	37	87
	6%	2%	4%	7%	9%	5%	6%	6%	5%	7%	6%	7%	4%	6%	6%	5%	6%
				a	a		a	a									
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	55	2	10	10	14	11	19	55	30	26	21	21	7	6	42	13	55
	4%	1%	4%	3%	7%	5%	4%	4%	4%	3%	5%	5%	2%	2%	5%	2%	4%
					a	a					lmo	lmo			lmo		o

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
No, do not have any concerns	937	795	90	33	19	937	820	117	**	770	794	116	910
	64%	63%	68%	56%	64%	64%	64%	59%	**	66%	68%	48%	64%
		c	c			c					k		k
Violence (in general)	148	127	12	7	3	148	131	17	**	104	96	42	138
	10%	10%	9%	11%	9%	10%	10%	9%	**	9%	8%	18%	10%
												jl	
Too many repeats	131	109	13	5	4	131	115	16	**	96	91	30	122
	9%	9%	10%	9%	12%	9%	9%	8%	**	8%	8%	13%	9%
												jl	
Too many reality TV programmes	118	102	8	6	2	118	105	12	**	85	77	28	106
	8%	8%	6%	10%	6%	8%	8%	6%	**	7%	7%	12%	7%
												jl	
Bad/ offensive language (spoken or song lyrics)	116	95	13	5	2	116	102	13	**	77	69	40	109
	8%	8%	10%	9%	7%	8%	8%	7%	**	7%	6%	16%	8%
												jl	
Poor quality programmes	110	92	9	7	2	110	94	16	**	83	73	27	100
	7%	7%	7%	13%	5%	7%	7%	8%	**	7%	6%	11%	7%
				abde								jl	
Sex/ nakedness (in general)	100	85	11	3	2	100	90	10	**	70	74	22	96
	7%	7%	8%	5%	8%	7%	7%	5%	**	6%	6%	9%	7%

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Inappropriate programmes shown before the watershed	90 6%	75 6%	8 6%	5 8%	2 6%	90 6%	79 6%	10 5%	** **	62 5%	62 5%	25 10% jl	86 6%
Lack of originality/ programmes are too similar	83 6%	71 6%	8 6%	4 6%	1 4%	83 6%	73 6%	10 5%	** **	63 5%	60 5%	18 7%	77 5%
Bad taste/ shock tactics	68 5%	48 4%	11 9% ae	6 10% ae	3 10% ae	68 5%	65 5% g	3 2%	** **	51 4%	52 4%	15 6%	67 5%
People behaving badly	67 5%	57 5%	5 3%	4 7%	2 6%	67 5%	61 5%	6 3%	** **	46 4%	46 4%	19 8% jl	65 5%
Too many/ too long advertising breaks	67 5%	61 5%	4 3%	2 3%	1 4%	67 5%	65 5% g	2 1%	** **	49 4%	52 4%	14 6%	65 5%
Too many programmes with celebrities	66 4%	59 5%	5 3%	1 2%	1 2%	66 4%	63 5% g	2 1%	** **	47 4%	47 4%	13 5%	60 4%
Drug use/ drug references	57 4%	46 4%	3 3%	5 9% abe	1 5%	57 4%	54 4% g	3 1%	** **	43 4%	43 4%	12 5%	56 4%

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Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Inaccurate/ biased/ unreliable information broadcast/ reported	40 3%	37 3% d	2 2%	* 1%	* 1%	40 3%	35 3%	6 3%	** **	31 3%	33 3%	6 2%	39 3%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	36 2%	33 3%	2 1%	1 1%	1 2%	36 2%	35 3% g	* *%	** **	26 2%	26 2%	9 4%	34 2%
Irritating/ annoying sponsorship messages	33 2%	31 2%	2 1%	* *%	* 1%	33 2%	33 3% g	* *%	** **	22 2%	25 2%	7 3%	31 2%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	33 2%	28 2% c	5 3% c	- -%	1 2% c	33 2% c	33 3% g	* *%	** **	27 2%	26 2%	6 2%	32 2%
Religion - Discriminatory treatment or portrayal of people based on religion	32 2%	27 2%	3 3%	* 1%	1 2%	32 2%	30 2%	2 1%	** **	26 2%	23 2%	7 3%	30 2%

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Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Too many American programmes	30 2%	26 2%	3 2%	* 1%	* 1%	30 2%	29 2%	1 *%	** **	27 2%	23 2%	6 3%	29 2%
Race - Discriminatory treatment or portrayal of people based on race	30 2%	25 2%	4 3%	* *%	* 1%	30 2%	28 2%	2 1%	** **	22 2%	22 2%	6 3%	28 2%
Age - Discriminatory treatment or portrayal of people based on age	27 2%	23 2%	3 2%	1 1%	1 2%	27 2%	27 2%	* *%	** **	15 1%	13 1%	10 4% jl	24 2%
Not enough programmes for my age group	27 2%	23 2%	3 3%	* *%	1 3% c	27 2%	23 2%	5 2%	** **	20 2%	20 2%	3 1%	23 2%
Disability - Discriminatory treatment or portrayal of people based on disability	27 2%	22 2%	4 3%	1 1%	* 1%	27 2%	27 2% g	* *%	** **	18 2%	16 1%	9 4% jl	25 2%
Not enough racial diversity	24 2%	23 2% b	- -%	1 1%	* 1%	24 2%	24 2%	1 *%	** **	19 2%	16 1%	9 4% jl	24 2%

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

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Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Not enough gender diversity in programmes	22	20	1	*	1	22	21	1	**	19	16	5	21
	1%	2%	1%	*%	3%	1%	2%	*%	**	2%	1%	2%	1%
					c								
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	20	18	1	1	*	20	20	1	**	15	17	3	20
	1%	1%	1%	2%	1%	1%	2%	*%	**	1%	1%	1%	1%
Phone-in competitions that are fixed/ faked	20	18	1	*	1	20	19	1	**	12	17	2	19
	1%	1%	*%	*%	3%	1%	1%	*%	**	1%	1%	1%	1%
					c								
Product placement	17	16	-	*	*	17	17	-	**	12	13	3	17
	1%	1%	-%	*%	*%	1%	1%	-%	**	1%	1%	1%	1%
Other	59	55	1	2	*	59	41	17	**	46	38	18	56
	4%	4%	1%	3%	2%	4%	3%	9%	**	4%	3%	7%	4%
		b				b		f				jl	
Don't know	21	18	1	1	*	21	17	4	**	17	17	3	20
	1%	1%	1%	2%	2%	1%	1%	2%	**	1%	1%	1%	1%
SUMMARY CODES													
ANY CONCERNS	518	441	41	25	10	518	441	77	**	388	363	123	486
	35%	35%	31%	42%	35%	35%	34%	39%	**	33%	31%	51%	34%
				abe								jl	

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Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
ANY HARMFUL/OFFENSIVE CONTENT	292	242	29	13	7	292	258	34	**	210	199	77	275
	20%	19%	22%	23%	24%	20%	20%	17%	**	18%	17%	32%	19%
												jl	
ANY QUALITY OF CONTENT/REPEATS	268	230	20	13	5	268	229	39	**	203	191	56	246
	18%	18%	15%	22%	16%	18%	18%	20%	**	17%	16%	23%	17%
												jl	
ANY DIVERSITY OF CONTENT	108	93	11	2	2	108	101	7	**	79	77	24	101
	7%	7%	8%	3%	8%	7%	8%	4%	**	7%	7%	10%	7%
		c	c		c	c	g					j	
ANY ADVERTISING/SPONSORSHIP	87	79	4	2	1	87	85	2	**	62	63	20	83
	6%	6%	3%	3%	4%	6%	7%	1%	**	5%	5%	8%	6%
							g						
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	55	52	2	1	1	55	49	6	**	43	47	6	53
	4%	4%	2%	1%	3%	4%	4%	3%	**	4%	4%	2%	4%
		c											

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1815	234	241	311	263	300	766	1815	893	922	384	583	372	476	967	848	1815
Effective Weighted Sample	1381	175	194	244	206	243	601	1381	675	705	308	462	283	361	740	641	1381
Total	1418	174	258	276	209	217	501	1418	701	717	380	380	314	344	760	658	1418
No, do not have any concerns	895	139	195	183	120	127	258	895	461	434	215	245	214	221	460	435	895
	63%	80%	76%	66%	57%	58%	52%	63%	66%	61%	57%	65%	68%	64%	61%	66%	63%
		cdefg	cdefg	f				f	i			j	jn	j		jn	j
Violence (in general)	146	8	14	27	29	17	69	146	55	92	46	36	30	33	82	64	146
	10%	5%	6%	10%	14%	8%	14%	10%	8%	13%	12%	10%	10%	10%	11%	10%	10%
				a	abe		abeg	ab		h							
Too many repeats	129	5	18	23	27	22	56	129	60	68	30	27	35	36	58	71	129
	9%	3%	7%	8%	13%	10%	11%	9%	9%	10%	8%	7%	11%	10%	8%	11%	9%
				a	ab	a	a	a								kn	
Too many reality TV programmes	113	3	12	18	23	24	57	113	57	56	42	33	21	17	75	38	113
	8%	1%	5%	7%	11%	11%	11%	8%	8%	8%	11%	9%	7%	5%	10%	6%	8%
				a	ab	ab	abcg	a			mo	m			mo		m
Bad/ offensive language (spoken or song lyrics)	113	6	10	20	19	10	57	113	42	71	40	24	25	24	64	49	113
	8%	4%	4%	7%	9%	5%	11%	8%	6%	10%	11%	6%	8%	7%	8%	7%	8%
					ab		abeg	a		h	k						
Poor quality programmes	107	5	10	20	19	20	53	107	53	54	38	25	18	25	64	43	107
	8%	3%	4%	7%	9%	9%	11%	8%	8%	8%	10%	7%	6%	7%	8%	7%	8%
					ab	ab	abg	a									
Sex/ nakedness (in general)	97	6	12	23	13	14	44	97	31	67	33	27	14	24	60	38	97
	7%	3%	5%	8%	6%	6%	9%	7%	4%	9%	9%	7%	4%	7%	8%	6%	7%
				a			a			h	l				l		

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1815	234	241	311	263	300	766	1815	893	922	384	583	372	476	967	848	1815
Effective Weighted Sample	1381	175	194	244	206	243	601	1381	675	705	308	462	283	361	740	641	1381
Total	1418	174	258	276	209	217	501	1418	701	717	380	380	314	344	760	658	1418
Inappropriate programmes shown before the watershed	87 6%	1 *%	9 3% a	23 8% ab	14 7% a	15 7% a	41 8% ab	87 6% a	29 4%	59 8% h	36 9% lmop	23 6%	14 4%	15 4%	59 8% mo	29 4%	87 6%
Lack of originality/ programmes are too similar	82 6%	2 1%	8 3%	24 9% ab	11 5% a	18 8% ab	37 7% ab	82 6% a	43 6%	39 5%	35 9% klmop	17 4%	14 4%	16 5%	52 7%	30 5%	82 6%
People behaving badly	66 5%	5 3%	5 2%	17 6% b	9 4%	8 4%	30 6% b	66 5%	26 4%	39 6%	27 7% k	8 2%	16 5% k	15 4%	35 5% k	31 5% k	66 5% k
Too many programmes with celebrities	66 5%	2 1%	11 4%	12 4%	13 6% a	11 5% a	26 5% a	66 5% a	32 5%	34 5%	28 7% lmop	18 5%	11 3%	9 2%	46 6% mo	19 3%	66 5%
Bad taste/ shock tactics	65 5%	6 3%	4 1%	12 5%	13 6% b	10 5%	30 6% b	65 5% b	27 4%	37 5%	26 7% o	15 4%	12 4%	12 4%	41 5%	24 4%	65 5%
Too many/ too long advertising breaks	64 5%	3 1%	8 3%	17 6% a	15 7% a	8 4%	22 4%	64 5%	29 4%	35 5%	19 5%	20 5%	8 3%	17 5%	39 5%	25 4%	64 5%
Drug use/ drug references	56 4%	5 3%	3 1%	14 5% b	10 5% b	5 2%	23 5% b	56 4% b	28 4%	27 4%	16 4%	13 3%	19 6% m	7 2%	29 4%	26 4%	56 4%

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

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Base : Those with any TV sets in the household

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1815	234	241	311	263	300	766	1815	893	922	384	583	372	476	967	848	1815
Effective Weighted Sample	1381	175	194	244	206	243	601	1381	675	705	308	462	283	361	740	641	1381
Total	1418	174	258	276	209	217	501	1418	701	717	380	380	314	344	760	658	1418
Inaccurate/ biased/ unreliable information broadcast/ reported	39 3%	2 1%	9 3%	5 2%	8 4%	8 4%	15 3%	39 3%	22 3%	17 2%	15 4% lmo	17 5% lmo	2 1%	4 1%	33 4% lmo	6 1%	39 3% lo
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	36 3%	4 2%	5 2%	9 3%	4 2%	5 2%	14 3%	36 3%	18 3%	18 2%	10 3%	12 3%	5 2%	8 2%	22 3%	13 2%	36 3%
Irritating/ annoying sponsorship messages	33 2%	1 1%	3 1%	8 3%	9 4% a	4 2%	13 3%	33 2%	13 2%	20 3%	9 2%	11 3%	7 2%	6 2%	21 3%	13 2%	33 2%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	33 2%	4 2%	3 1%	10 4% d	1 1%	7 3% d	16 3%	33 2%	16 2%	17 2%	14 4%	7 2%	5 2%	6 2%	21 3%	12 2%	33 2%
Religion - Discriminatory treatment or portrayal of people based on religion	31 2%	3 2%	3 1%	9 3%	3 1%	3 2%	12 2%	31 2%	18 3%	13 2%	15 4% mo	7 2%	5 2%	4 1%	22 3% o	8 1%	31 2%
Too many American programmes	30 2%	2 1%	5 2%	9 3%	2 1%	3 1%	12 2%	30 2%	13 2%	17 2%	11 3%	9 2%	3 1%	6 2%	21 3%	9 1%	30 2%

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

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Base : Those with any TV sets in the household

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1815	234	241	311	263	300	766	1815	893	922	384	583	372	476	967	848	1815
Effective Weighted Sample	1381	175	194	244	206	243	601	1381	675	705	308	462	283	361	740	641	1381
Total	1418	174	258	276	209	217	501	1418	701	717	380	380	314	344	760	658	1418
Race - Discriminatory treatment or portrayal of people based on race	28 2%	4 2%	3 1%	8 3%	1 1%	3 2%	12 2%	28 2%	15 2%	14 2%	12 3%	7 2%	3 1%	7 2%	18 2%	10 1%	28 2%
Not enough programmes for my age group	27 2%	5 3%	1 *%	10 4% be	3 2%	1 1%	8 2%	27 2%	12 2%	15 2%	15 4% kmop	2 *%	7 2% k	3 1%	17 2% k	10 2%	27 2% k
Age - Discriminatory treatment or portrayal of people based on age	27 2%	3 2%	4 1%	4 1%	* *%	5 2% d	17 3% d	27 2%	16 2%	11 2%	8 2%	8 2%	4 1%	7 2%	16 2%	11 2%	27 2%
Disability - Discriminatory treatment or portrayal of people based on disability	27 2%	2 1%	4 1%	8 3%	3 1%	2 1%	10 2%	27 2%	11 2%	16 2%	10 3%	4 1%	6 2%	6 2%	14 2%	12 2%	27 2%
Not enough racial diversity	23 2%	3 2%	1 1%	5 2%	7 3% e	1 1%	6 1%	23 2%	11 2%	12 2%	8 2%	5 1%	5 2%	5 1%	13 2%	10 1%	23 2%
Not enough gender diversity in programmes	20 1%	3 2%	1 1%	7 3% ef	5 2% e	* *%	3 1%	20 1%	10 1%	10 1%	12 3% klmop	2 1%	3 1%	3 1%	14 2%	6 1%	20 1%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1815	234	241	311	263	300	766	1815	893	922	384	583	372	476	967	848	1815
Effective Weighted Sample	1381	175	194	244	206	243	601	1381	675	705	308	462	283	361	740	641	1381
Total	1418	174	258	276	209	217	501	1418	701	717	380	380	314	344	760	658	1418
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	20 1%	- -%	4 2%	7 3% aef	6 3% aef	* *%	3 1%	20 1%	5 1%	16 2% h	6 2%	7 2%	4 1%	3 1%	14 2%	7 1%	20 1%
Phone-in competitions that are fixed/ faked	20 1%	- -%	2 1%	5 2%	8 4% abfg	2 1%	6 1%	20 1%	8 1%	12 2%	6 2%	4 1%	6 2%	3 1%	10 1%	9 1%	20 1%
Product placement	17 1%	- -%	3 1%	7 3% a	1 *%	2 1%	6 1%	17 1%	7 1%	9 1%	6 1%	5 1%	1 *%	5 1%	11 1%	6 1%	17 1%
Other	57 4%	5 3%	4 1%	5 2%	9 4%	14 7% bc	35 7% abcg	57 4%	31 4%	26 4%	18 5%	12 3%	14 4%	12 4%	31 4%	27 4%	57 4%
Don't know	20 1%	4 2%	2 1%	4 1%	5 3%	1 1%	5 1%	20 1%	11 2%	10 1%	4 1%	5 1%	4 1%	8 2%	8 1%	12 2%	20 1%
SUMMARY CODES																	
ANY CONCERNS	503 35%	31 18%	60 23%	89 32% ab	84 40% ab	89 41% abc	238 47% abcg	503 35% ab	230 33%	273 38% h	162 43% klmop	130 34%	96 31%	115 33%	291 38% lo	211 32%	503 35%
ANY HARMFUL/OFFENSIVE CONTENT	285 20%	18 11%	27 10%	58 21% ab	47 22% ab	39 18% ab	135 27% abeg	285 20% ab	110 16%	175 24% h	100 26% klmop	70 19%	49 16%	65 19%	171 22% lo	114 17%	285 20%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1815	234	241	311	263	300	766	1815	893	922	384	583	372	476	967	848	1815
Effective Weighted Sample	1381	175	194	244	206	243	601	1381	675	705	308	462	283	361	740	641	1381
Total	1418	174	258	276	209	217	501	1418	701	717	380	380	314	344	760	658	1418
ANY QUALITY OF CONTENT/REPEATS	261	12	32	47	46	53	126	261	130	131	85	66	49	62	151	111	261
	18%	7%	12%	17%	22%	24%	25%	18%	19%	18%	22%	17%	16%	18%	20%	17%	18%
				a	ab	abcg	abcg	ab			lo						
ANY DIVERSITY OF CONTENT	105	12	12	26	13	15	43	105	48	58	42	23	20	20	65	40	105
	7%	7%	5%	9%	6%	7%	8%	7%	7%	8%	11%	6%	6%	6%	9%	6%	7%
											klmop						
ANY ADVERTISING/SPONSORSHIP	84	3	11	20	19	11	31	84	35	49	22	27	13	22	49	35	84
	6%	1%	4%	7%	9%	5%	6%	6%	5%	7%	6%	7%	4%	6%	6%	5%	6%
				a	ab	a	a	a									
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	54	2	9	10	14	11	19	54	28	26	21	20	7	6	41	13	54
	4%	1%	3%	4%	7%	5%	4%	4%	4%	4%	5%	5%	2%	2%	5%	2%	4%
					ag	a					lmo	lmo			lmo		o

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1815	1157	220	221	217	1815	1516	299	93	1393	1382	338	1720
Effective Weighted Sample	1381	1070	200	212	199	1381	1177	206	68	1065	1052	270	1311
Total	1418	1203	129	58	28	1418	1225	193	64	1131	1132	227	1359
No, do not have any concerns	895	756	88	32	18	895	782	113	**	738	761	108	869
	63%	63%	69%	56%	64%	63%	64%	59%	**	65%	67%	47%	64%
			c								k		k
Violence (in general)	146	125	12	7	2	146	129	17	**	104	96	40	136
	10%	10%	9%	12%	9%	10%	11%	9%	**	9%	8%	18%	10%
												jl	
Too many repeats	129	108	12	5	4	129	113	16	**	94	91	28	120
	9%	9%	9%	9%	13%	9%	9%	8%	**	8%	8%	12%	9%
												j	
Too many reality TV programmes	113	98	7	6	2	113	101	12	**	82	75	27	101
	8%	8%	6%	10%	6%	8%	8%	6%	**	7%	7%	12%	7%
												jl	
Bad/ offensive language (spoken or song lyrics)	113	93	12	5	2	113	99	13	**	74	67	39	106
	8%	8%	10%	9%	7%	8%	8%	7%	**	7%	6%	17%	8%
												jl	
Poor quality programmes	107	90	8	7	2	107	92	15	**	81	72	25	97
	8%	7%	6%	13%	6%	8%	8%	8%	**	7%	6%	11%	7%
				abde								jl	
Sex/ nakedness (in general)	97	83	10	3	2	97	87	10	**	68	72	21	93
	7%	7%	8%	5%	7%	7%	7%	5%	**	6%	6%	9%	7%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1815	1157	220	221	217	1815	1516	299	93	1393	1382	338	1720
Effective Weighted Sample	1381	1070	200	212	199	1381	1177	206	68	1065	1052	270	1311
Total	1418	1203	129	58	28	1418	1225	193	64	1131	1132	227	1359
Inappropriate programmes shown before the watershed	87 6%	72 6%	8 7%	5 8%	1 5%	87 6%	77 6%	10 5%	** **	61 5%	60 5%	24 10% jl	84 6%
Lack of originality/ programmes are too similar	82 6%	70 6%	7 6%	4 6%	1 4%	82 6%	72 6%	10 5%	** **	63 6%	60 5%	17 7%	76 6%
People behaving badly	66 5%	56 5%	5 4%	4 7%	1 5%	66 5%	60 5%	6 3%	** **	46 4%	46 4%	18 8% jl	64 5%
Too many programmes with celebrities	66 5%	59 5%	5 4%	1 2%	1 3%	66 5%	63 5% g	2 1%	** **	47 4%	47 4%	13 6%	60 4%
Bad taste/ shock tactics	65 5%	46 4%	10 8% ae	6 10% ae	3 10% ae	65 5%	61 5% g	3 2%	** **	48 4%	51 4%	13 6%	64 5%
Too many/ too long advertising breaks	64 5%	59 5%	3 2%	2 3%	1 4%	64 5%	62 5% g	2 1%	** **	48 4%	50 4%	12 5%	62 5%
Drug use/ drug references	56 4%	45 4%	3 3%	5 9% abe	1 5%	56 4%	53 4% g	3 1%	** **	43 4%	43 4%	11 5%	55 4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1815	1157	220	221	217	1815	1516	299	93	1393	1382	338	1720
Effective Weighted Sample	1381	1070	200	212	199	1381	1177	206	68	1065	1052	270	1311
Total	1418	1203	129	58	28	1418	1225	193	64	1131	1132	227	1359
Inaccurate/ biased/ unreliable information broadcast/ reported	39 3%	36 3%	2 2%	* 1%	* 1%	39 3%	33 3%	6 3%	** **	30 3%	32 3%	6 3%	38 3%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	36 3%	33 3%	2 1%	1 1%	1 2%	36 3%	35 3% g	* *%	** **	26 2%	26 2%	9 4%	34 3%
Irritating/ annoying sponsorship messages	33 2%	31 3%	2 1%	* 1%	* 1%	33 2%	33 3% g	* *%	** **	22 2%	25 2%	7 3%	31 2%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	33 2%	28 2% c	5 4% c	- -%	1 2% c	33 2% c	33 3% g	* *%	** **	27 2%	26 2%	6 3%	32 2%
Religion - Discriminatory treatment or portrayal of people based on religion	31 2%	26 2%	3 3%	* 1%	1 2%	31 2%	29 2%	2 1%	** **	25 2%	22 2%	7 3%	29 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1815	1157	220	221	217	1815	1516	299	93	1393	1382	338	1720
Effective Weighted Sample	1381	1070	200	212	199	1381	1177	206	68	1065	1052	270	1311
Total	1418	1203	129	58	28	1418	1225	193	64	1131	1132	227	1359
Too many American programmes	30 2%	26 2%	3 2%	* 1%	* 1%	30 2%	29 2%	1 *%	** **	27 2%	23 2%	6 3%	29 2%
Race - Discriminatory treatment or portrayal of people based on race	28 2%	24 2%	4 3%	* *%	* 1%	28 2%	27 2%	2 1%	** **	21 2%	20 2%	6 3%	26 2%
Not enough programmes for my age group	27 2%	23 2%	3 3%	* *%	1 4% c	27 2%	23 2%	5 2%	** **	20 2%	20 2%	3 1%	23 2%
Age - Discriminatory treatment or portrayal of people based on age	27 2%	23 2%	3 2%	1 1%	* 2%	27 2%	27 2%	* *%	** **	15 1%	13 1%	10 4% jl	24 2%
Disability - Discriminatory treatment or portrayal of people based on disability	27 2%	22 2%	4 3%	1 1%	* 1%	27 2%	27 2% g	* *%	** **	18 2%	16 1%	9 4% jl	25 2%
Not enough racial diversity	23 2%	22 2%	- -%	1 1%	* 1%	23 2%	22 2%	1 *%	** **	18 2%	14 1%	9 4% jl	23 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1815	1157	220	221	217	1815	1516	299	93	1393	1382	338	1720
Effective Weighted Sample	1381	1070	200	212	199	1381	1177	206	68	1065	1052	270	1311
Total	1418	1203	129	58	28	1418	1225	193	64	1131	1132	227	1359
Not enough gender diversity in programmes	20 1%	18 2%	1 1%	* *%	1 3% c	20 1%	20 2%	1 *%	** **	17 2%	15 1%	5 2%	19 1%
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	20 1%	18 1%	1 1%	1 2%	* 1%	20 1%	20 2%	1 *%	** **	15 1%	17 2%	3 1%	20 1%
Phone-in competitions that are fixed/ faked	20 1%	18 1%	1 1%	* *%	1 3% c	20 1%	19 2%	1 *%	** **	12 1%	17 1%	2 1%	19 1%
Product placement	17 1%	16 1%	- -%	* *%	* *%	17 1%	17 1%	- -%	** **	12 1%	13 1%	3 1%	17 1%
Other	57 4%	54 4% b	1 1%	2 3%	* 2%	57 4% b	40 3%	17 9% f	** **	44 4%	37 3%	18 8% jl	54 4%
Don't know	20 1%	18 2%	1 1%	1 1%	* 2%	20 1%	17 1%	4 2%	** **	17 1%	17 2%	2 1%	19 1%
SUMMARY CODES													
ANY CONCERNS	503 35%	429 36%	39 31%	25 43% abe	10 34%	503 35%	426 35%	76 40%	** **	376 33%	354 31%	117 52% jl	471 35%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1815	1157	220	221	217	1815	1516	299	93	1393	1382	338	1720
Effective Weighted Sample	1381	1070	200	212	199	1381	1177	206	68	1065	1052	270	1311
Total	1418	1203	129	58	28	1418	1225	193	64	1131	1132	227	1359
ANY HARMFUL/OFFENSIVE CONTENT	285	237	28	13	7	285	251	34	**	205	195	74	268
	20%	20%	22%	23%	23%	20%	20%	18%	**	18%	17%	32%	20%
												jl	
ANY QUALITY OF CONTENT/REPEATS	261	225	19	13	5	261	224	38	**	199	187	53	240
	18%	19%	15%	23%	17%	18%	18%	20%	**	18%	17%	23%	18%
				b								jl	
ANY DIVERSITY OF CONTENT	105	90	11	2	2	105	98	7	**	76	74	24	98
	7%	8%	8%	3%	8%	7%	8%	4%	**	7%	6%	11%	7%
		c	c		c	c	g					j	
ANY ADVERTISING/SPONSORSHIP	84	77	3	2	1	84	82	2	**	60	61	19	80
	6%	6%	3%	4%	4%	6%	7%	1%	**	5%	5%	8%	6%
		b					g						
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	54	50	2	1	1	54	48	6	**	41	46	6	52
	4%	4%	2%	1%	3%	4%	4%	3%	**	4%	4%	3%	4%
		c											

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN1. Do you ever go online? Please think about any reason you may have for going online - maybe to visit a social media site or app, look at a website or use an app, watch a TV programme or video clip, play games online or check emails. IF NECESSARY: This could be at home or at work, when out and about or elsewhere. It could be through using a fixed broadband connection, perhaps Wi-Fi, or through a 3G or 4G mobile network signal. (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Yes	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
	87%	99%	99%	96%	93%	81%	70%	87%	88%	87%	94%	92%	85%	77%	93%	81%	87%
		defg	cdefg	efg	efg	f		ef			lmop	lmop	m		lmop		mo
No	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
	13%	1%	1%	4%	7%	19%	30%	13%	12%	13%	6%	8%	15%	23%	7%	19%	13%
				b	ab	abcdg	abcdeg	abcd					jkn	jklnp		jknp	jkn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN1. Do you ever go online? Please think about any reason you may have for going online - maybe to visit a social media site or app, look at a website or use an app, watch a TV programme or video clip, play games online or check emails. IF NECESSARY: This could be at home or at work, when out and about or elsewhere. It could be through using a fixed broadband connection, perhaps Wi-Fi, or through a 3G or 4G mobile network signal. (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Yes	1291	1092	120	53	27	1291	1116	174	**	1175	1152	121	1273
	87%	87%	90%	89%	91%	87%	87%	88%	**	100%	98%	50%	90%
											kl		k
No	185	163	13	6	3	185	161	23	**	-	22	120	143
	13%	13%	10%	11%	9%	13%	13%	12%	**	-%	2%	50%	10%
												jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Smartphone (like an iPhone or Samsung Galaxy)	1066	170	265	257	174	131	201	1066	514	551	320	311	226	208	631	435	1066
	83%	95%	96%	93%	86%	72%	56%	83%	81%	84%	86%	85%	83%	74%	86%	78%	83%
		defg	defg	defg	ef	f		ef			mo	mo	m		mo		mo
Computer - Laptop, desktop or netbook computer (PC or Mac)	863	107	156	197	140	131	263	863	468	395	312	248	151	151	560	303	863
	67%	60%	57%	72%	70%	72%	73%	67%	73%	61%	84%	68%	55%	54%	76%	55%	67%
				ab	ab	ab	abg	b	i		klmnop	lmo			klmop		lmo
Tablet (like an iPad, Kindle Fire or Google Nexus)	738	105	141	180	131	86	182	738	357	381	247	230	136	125	477	261	738
	57%	59%	51%	65%	65%	48%	50%	57%	56%	58%	66%	63%	50%	45%	65%	47%	57%
		e		befg	befg			ef			lmop	lmop			lmop		lmo
Smart TV (a TV set that connects directly to the internet and doesn't need a computer set-top box or games console to go online)	293	59	78	81	40	24	35	293	167	125	104	84	66	38	188	105	293
	23%	33%	28%	29%	20%	13%	10%	23%	26%	19%	28%	23%	24%	14%	26%	19%	23%
		defg	def	defg	f			ef	i		mo	m	m		mo		m
Games console or handheld games player	188	64	56	41	21	5	6	188	120	69	49	57	48	34	106	82	188
	15%	36%	20%	15%	11%	3%	2%	15%	19%	11%	13%	16%	18%	12%	14%	15%	15%
		bcdefg	defg	ef	ef			ef	i								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Wearable technology like a smartwatch (like an Apple Watch)	62 5%	14 8% ef	16 6% f	12 4% f	13 6% f	6 3%	7 2%	62 5% f	41 6% i	21 3%	32 9% lmop	20 6% mo	7 3%	2 1%	52 7% lmop	9 2%	62 5% mo
Other type of device	7 1%	1 1%	1 *%	- -%	3 2%	- -%	1 *%	7 1%	4 1%	2 *%	1 *%	3 1%	3 1%	- -%	4 1%	3 *%	7 1%
GOES ONLINE	1291 100%	178 100%	275 100%	275 100%	201 100%	181 100%	361 100%	1291 100%	638 100%	653 100%	371 100%	365 100%	274 100%	281 100%	736 100%	555 100%	1291 100%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1169 91%	175 98% defg	272 99% defg	265 96% efg	189 94% ef	149 82% f	268 74%	1169 91% ef	566 89%	603 92% h	343 92% mo	339 93% mo	247 90%	240 86%	682 93% mo	488 88%	1169 91% m
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	428 33%	71 40% cdef	119 43% cdefg	78 28%	61 30%	50 28%	99 27%	428 33% f	170 27%	258 39% h	60 16%	116 32% jn	123 45% jknp	129 46% jknp	176 24% j	252 45% jknp	428 33% jn
ONLY USE A SMARTPHONE TO GO ONLINE	157 12%	21 12%	62 22% acdefg	25 9%	23 12%	19 11%	26 7%	157 12% f	57 9%	100 15% h	17 4%	27 7%	52 19% jknp	61 22% jknp	44 6%	113 20% jknp	157 12% jkn
ONLY USE A TABLET TO GO ONLINE	54 4%	2 1%	3 1%	3 1%	9 4% abc	11 6% abc	38 10% abcdg	54 4% abc	19 3%	34 5% h	10 3%	16 4%	11 4%	16 6%	26 4%	27 5%	54 4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Smartphone (like an iPhone or Samsung Galaxy)	1066 83%	902 83% c	102 85% c	38 72%	24 87% c	1066 83% c	937 84% g	129 74%	** **	988 84%	1059 92% kl	6 5%	1065 84% k
Computer - Laptop, desktop or netbook computer (PC or Mac)	863 67%	750 69% bcd	73 61% d	28 52%	12 45%	863 67% cd	746 67%	117 67%	** **	811 69%	767 67%	83 69%	850 67%
Tablet (like an iPad, Kindle Fire or Google Nexus)	738 57%	609 56%	75 63%	33 63%	21 78% abce	738 57%	631 57%	107 61%	** **	684 58%	682 59% k	51 42%	733 58% k
Smart TV (a TV set that connects directly to the internet and doesn't need a computer set-top box or games console to go online)	293 23%	246 23% d	33 27% d	10 20%	4 15%	293 23% d	255 23%	38 22%	** **	276 24%	288 25% k	4 3%	292 23% k
Games console or handheld games player	188 15%	157 14%	22 18% c	5 10%	4 14%	188 15%	162 15%	26 15%	** **	179 15%	183 16% k	3 2%	186 15% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Wearable technology like a smartwatch (like an Apple Watch)	62 5%	52 5%	4 3%	4 7%	2 8% abe	62 5%	51 5%	10 6%	** **	61 5%	61 5% k	* *%	62 5% k
Other type of device	7 1%	6 1%	- -%	* 1%	- -%	7 1%	5 *%	2 1%	** **	4 *%	7 1%	- -%	7 1%
GOES ONLINE	1291 100%	1092 100%	120 100%	53 100%	27 100%	1291 100%	1116 100%	174 100%	** **	1175 100%	1152 100%	121 100%	1273 100%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1169 91%	983 90%	114 95% ace	47 89%	25 94%	1169 91%	1016 91%	153 88%	** **	1069 91%	1103 96% kl	57 47%	1160 91% k
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	428 33%	341 31%	47 39% a	25 48% ae	15 55% abe	428 33%	371 33%	57 33%	** **	364 31%	385 33%	38 31%	423 33%
ONLY USE A SMARTPHONE TO GO ONLINE	157 12%	132 12% d	14 12%	9 17% d	2 6%	157 12% d	140 13%	17 10%	** **	131 11%	156 14% k	1 1%	157 12% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
ONLY USE A TABLET TO GO ONLINE	54	40	8	5	1	54	41	13	**	36	21	30	51
	4%	4%	6%	9%	5%	4%	4%	8%	**	3%	2%	25%	4%
				ae				f				jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	122	3	4	10	12	32	93	122	72	49	28	26	27	40	54	67	122
	9%	2%	1%	4%	6%	18%	26%	9%	11%	8%	8%	7%	10%	14%	7%	12%	9%
					ab	abcdg	abcdeg	abc	i					jknp		jkn	
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	741	103	153	187	128	99	170	741	396	346	284	222	124	111	506	235	741
	57%	58%	55%	68%	64%	55%	47%	57%	62%	53%	76%	61%	45%	40%	69%	42%	57%
		f	f	abefg	f			f	i		klmnop	lmo			klmop		lmo
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	428	71	119	78	61	50	99	428	170	258	60	116	123	129	176	252	428
	33%	40%	43%	28%	30%	28%	27%	33%	27%	39%	16%	32%	45%	46%	24%	45%	33%
		cdef	cdefg					f		h		jn	jknp	jknp	j	jknp	jn
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1169	175	272	265	189	149	268	1169	566	603	343	339	247	240	682	488	1169
	91%	98%	99%	96%	94%	82%	74%	91%	89%	92%	92%	93%	90%	86%	93%	88%	91%
		defg	defg	efg	ef	f		ef		h	mo	mo			mo		m

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	122	109	6	6	2	122	101	21	**	106	49	64	113
	9%	10%	5%	11%	6%	9%	9%	12%	**	9%	4%	53%	9%
		b		b		b						jl	j
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	741	642	67	22	11	741	645	96	**	706	717	20	737
	57%	59%	56%	41%	39%	57%	58%	55%	**	60%	62%	16%	58%
		cd	cd			cd					kl		k
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	428	341	47	25	15	428	371	57	**	364	385	38	423
	33%	31%	39%	48%	55%	33%	33%	33%	**	31%	33%	31%	33%
			a	ae	abe								
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1169	983	114	47	25	1169	1016	153	**	1069	1103	57	1160
	91%	90%	95%	89%	94%	91%	91%	88%	**	91%	96%	47%	91%
			ace								kl		k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Smartphone (like an iPhone or Samsung Galaxy)	1066	170	265	257	174	131	201	1066	514	551	320	311	226	208	631	435	1066
	72%	94%	96%	90%	81%	58%	39%	72%	71%	73%	81%	79%	70%	57%	80%	63%	72%
		defg	cdefg	defg	efg	f		ef			lmop	lmop	mo		lmop	m	mo
Computer - Laptop, desktop or netbook computer (PC or Mac)	863	107	156	197	140	131	263	863	468	395	312	248	151	151	560	303	863
	58%	59%	57%	69%	65%	58%	51%	58%	65%	52%	79%	63%	47%	41%	71%	44%	58%
				abefg	f	f		f	i		klmnop	lmo			klmop		lmo
Tablet (like an iPad, Kindle Fire or Google Nexus)	738	105	141	180	131	86	182	738	357	381	247	230	136	125	477	261	738
	50%	58%	51%	63%	61%	38%	35%	50%	49%	51%	63%	58%	42%	34%	60%	38%	50%
		efg	ef	befg	befg			ef			lmop	lmop	m		lmop		lmo
Smart TV (a TV set that connects directly to the internet and doesn't need a computer set-top box or games console to go online)	293	59	78	81	40	24	35	293	167	125	104	84	66	38	188	105	293
	20%	33%	28%	28%	18%	11%	7%	20%	23%	17%	26%	21%	21%	11%	24%	15%	20%
		defg	defg	defg	ef			ef	i		mop	mo	mo		mop	m	mo
Games console or handheld games player	188	64	56	41	21	5	6	188	120	69	49	57	48	34	106	82	188
	13%	36%	20%	14%	10%	2%	1%	13%	17%	9%	12%	15%	15%	9%	13%	12%	13%
		bcdefg	defg	ef	ef			ef	i			m	m		m		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Wearable technology like a smartwatch (like an Apple Watch)	62	14	16	12	13	6	7	62	41	21	32	20	7	2	52	9	62
	4%	8%	6%	4%	6%	2%	1%	4%	6%	3%	8%	5%	2%	1%	7%	1%	4%
		efg	f	f	f			f	i		lmop	mo	m		lmop		mo
Other type of device	7	1	1	-	3	-	1	7	4	2	1	3	3	-	4	3	7
	*%	1%	*%	-%	1%	-%	*%	*%	1%	*%	*%	1%	1%	-%	1%	*%	*%
					f												
GOES ONLINE	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
	87%	99%	99%	96%	93%	81%	70%	87%	88%	87%	94%	92%	85%	77%	93%	81%	87%
		defg	cdefg	efg	efg	f		ef			lmop	lmop	m		lmop		mo
DOES NOT GO ONLINE	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
	13%	1%	1%	4%	7%	19%	30%	13%	12%	13%	6%	8%	15%	23%	7%	19%	13%
				b	ab	abcdg	abcdeg	abcd					jkn	jklnp		jknp	jkn
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1169	175	272	265	189	149	268	1169	566	603	343	339	247	240	682	488	1169
	79%	97%	98%	93%	88%	66%	52%	79%	78%	80%	87%	86%	77%	66%	86%	71%	79%
		defg	cdefg	efg	efg	f		ef			lmop	lmop	m		lmop		mo
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	428	71	119	78	61	50	99	428	170	258	60	116	123	129	176	252	428
	29%	39%	43%	27%	28%	22%	19%	29%	24%	34%	15%	29%	38%	35%	22%	37%	29%
		cdefg	cdefg	f	f			ef		h		jn	jknp	jnp	j	jknp	jn
ONLY USE A SMARTPHONE TO GO ONLINE	157	21	62	25	23	19	26	157	57	100	17	27	52	61	44	113	157
	11%	12%	22%	9%	11%	9%	5%	11%	8%	13%	4%	7%	16%	17%	6%	16%	11%
		f	acdefg	f	f	f		f		h			jknp	jknp		jknp	jkn

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

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IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
ONLY USE A TABLET TO GO ONLINE	54	2	3	3	9	11	38	54	19	34	10	16	11	16	26	27	54
	4%	1%	1%	1%	4%	5%	7%	4%	3%	5%	3%	4%	3%	4%	3%	4%	4%
					abc	abc	abcg	c									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Smartphone (like an iPhone or Samsung Galaxy)	1066	902	102	38	24	1066	937	129	**	988	1059	6	1065
	72%	72%	77%	64%	80%	72%	73%	65%	**	84%	90%	3%	75%
		c	c		ace	c	g				kl		k
Computer - Laptop, desktop or netbook computer (PC or Mac)	863	750	73	28	12	863	746	117	**	811	767	83	850
	58%	60%	55%	47%	41%	58%	58%	59%	**	69%	65%	35%	60%
		cd	d			cd					kl		k
Tablet (like an iPad, Kindle Fire or Google Nexus)	738	609	75	33	21	738	631	107	**	684	682	51	733
	50%	49%	57%	56%	71%	50%	49%	54%	**	58%	58%	21%	52%
			a	a	abce						kl		k
Smart TV (a TV set that connects directly to the internet and doesn't need a computer set-top box or games console to go online)	293	246	33	10	4	293	255	38	**	276	288	4	292
	20%	20%	25%	18%	14%	20%	20%	19%	**	24%	25%	2%	21%
			d			d					kl		k
Games console or handheld games player	188	157	22	5	4	188	162	26	**	179	183	3	186
	13%	13%	16%	9%	13%	13%	13%	13%	**	15%	16%	1%	13%
			c								k		k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Wearable technology like a smartwatch (like an Apple Watch)	62 4%	52 4%	4 3%	4 6%	2 8% abe	62 4%	51 4%	10 5%	** **	61 5%	61 5% k	* *%	62 4% k
Other type of device	7 *%	6 1%	- -%	* *%	- -%	7 *%	5 *%	2 1%	** **	4 *%	7 1%	- -%	7 *%
GOES ONLINE	1291 87%	1092 87%	120 90%	53 89%	27 91%	1291 87%	1116 87%	174 88%	** **	1175 100%	1152 98% kl	121 50%	1273 90% k
DOES NOT GO ONLINE	185 13%	163 13%	13 10%	6 11%	3 9%	185 13%	161 13%	23 12%	** **	- -%	22 2%	120 50% jl	143 10% j
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1169 79%	983 78%	114 86% ae	47 79%	25 86% ae	1169 79%	1016 79%	153 78%	** **	1069 91%	1103 94% kl	57 24%	1160 82% k
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	428 29%	341 27%	47 35% a	25 43% ae	15 51% abe	428 29%	371 29%	57 29%	** **	364 31%	385 33% k	38 16%	423 30% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
ONLY USE A SMARTPHONE TO GO ONLINE	157	132	14	9	2	157	140	17	**	131	156	1	157
	11%	11%	11%	15%	6%	11%	11%	9%	**	11%	13%	*%	11%
		d		d		d					k		k
ONLY USE A TABLET TO GO ONLINE	54	40	8	5	1	54	41	13	**	36	21	30	51
	4%	3%	6%	8%	4%	4%	3%	7%	**	3%	2%	12%	4%
				ae				f				jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	122	3	4	10	12	32	93	122	72	49	28	26	27	40	54	67	122
	8%	2%	1%	3%	6%	14%	18%	8%	10%	7%	7%	7%	8%	11%	7%	10%	8%
					b	abcdg	abcdg	abc	i					kn		n	
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	741	103	153	187	128	99	170	741	396	346	284	222	124	111	506	235	741
	50%	57%	55%	65%	59%	44%	33%	50%	55%	46%	72%	56%	39%	30%	64%	34%	50%
		ef	ef	befg	efg	f		f	i		klmnop	lmop	m		klmop		lmo
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	428	71	119	78	61	50	99	428	170	258	60	116	123	129	176	252	428
	29%	39%	43%	27%	28%	22%	19%	29%	24%	34%	15%	29%	38%	35%	22%	37%	29%
		cdefg	cdefg	f	f			ef		h		jn	jknp	jnp	j	jknp	jn
NONE USED	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
	13%	1%	1%	4%	7%	19%	30%	13%	12%	13%	6%	8%	15%	23%	7%	19%	13%
				b	ab	abcdg	abcdeg	abcd					jkn	jklnp		jknp	jkn
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1169	175	272	265	189	149	268	1169	566	603	343	339	247	240	682	488	1169
	79%	97%	98%	93%	88%	66%	52%	79%	78%	80%	87%	86%	77%	66%	86%	71%	79%
		defg	cdefg	efg	efg	f		ef			lmop	lmop	m		lmop		mo

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	122 8%	109 9% b	6 4%	6 10% b	2 5%	122 8% b	101 8%	21 11%	** **	106 9%	49 4%	64 26% jl	113 8% j
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	741 50%	642 51% cd	67 51% cd	22 37%	11 36%	741 50% cd	645 50%	96 49%	** **	706 60%	717 61% kl	20 8%	737 52% k
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	428 29%	341 27%	47 35% a	25 43% ae	15 51% abe	428 29%	371 29%	57 29%	** **	364 31%	385 33% k	38 16%	423 30% k
NONE USED	185 13%	163 13%	13 10%	6 11%	3 9%	185 13%	161 13%	23 12%	** **	- -%	22 2%	120 50% jl	143 10% j
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1169 79%	983 78%	114 86% ae	47 79%	25 86% ae	1169 79%	1016 79%	153 78%	** **	1069 91%	1103 94% kl	57 24%	1160 82% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN3. (SHOWCARD) How long ago did you first start going online? IF NECESSARY - Wherever you first started going online, perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
In the past year	7	-	-	2	2	1	3	7	4	3	1	1	3	2	2	4	7
	1%	-%	-%	1%	1%	1%	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%
In the past 2 years	13	2	1	1	1	3	8	13	5	8	2	2	3	6	4	9	13
	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	1%	*%	1%	2%	1%	2%	1%
														kn			
In the past 3-4 years	47	9	5	8	5	6	20	47	14	33	10	10	9	17	21	26	47
	4%	5%	2%	3%	2%	3%	6%	4%	2%	5%	3%	3%	3%	6%	3%	5%	4%
							b			h				kn			
In the past 5-9 years	214	70	40	31	19	23	53	214	90	123	37	61	56	60	98	116	214
	17%	40%	15%	11%	10%	13%	15%	17%	14%	19%	10%	17%	20%	21%	13%	21%	17%
		bcdefg						cd		h		j	jn	jn		jnp	j
Ten years ago or more	961	90	218	220	169	141	264	961	495	466	311	280	191	179	591	370	961
	74%	50%	79%	80%	84%	78%	73%	74%	78%	71%	84%	77%	70%	64%	80%	67%	74%
			a	af	afg	a	a	a	i		klmop	lmo			lmop		mo
Can't remember	50	7	11	12	6	8	13	50	30	20	10	10	13	17	20	30	50
	4%	4%	4%	5%	3%	4%	4%	4%	5%	3%	3%	3%	5%	6%	3%	5%	4%
														kn		n	
SUMMARY CODES																	
IN THE PAST 1-2 YEARS	20	2	1	3	3	4	11	20	9	11	4	3	6	8	6	13	20
	2%	1%	1%	1%	1%	2%	3%	2%	1%	2%	1%	1%	2%	3%	1%	2%	2%
							b							kn		kn	
IN THE PAST 1-4 YEARS	66	11	6	11	7	10	31	66	23	44	14	13	14	25	27	39	66
	5%	6%	2%	4%	4%	5%	9%	5%	4%	7%	4%	3%	5%	9%	4%	7%	5%
							bcdg			h				jknp		kn	
FIVE YEARS AGO OR MORE	1225	168	269	264	194	171	330	1225	616	609	357	352	260	256	709	515	1225
	95%	94%	98%	96%	96%	95%	91%	95%	96%	93%	96%	97%	95%	91%	96%	93%	95%
			f	f	f			f	i		m	mo			mo		m

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

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IN3. (SHOWCARD) How long ago did you first start going online? IF NECESSARY - Wherever you first started going online, perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
In the past year	7 1%	5 *%	1 1%	1 1%	- -%	7 1%	5 *%	2 1%	** **	- -%	5 *%	2 2%	7 1%
In the past 2 years	13 1%	11 1%	1 1%	1 1%	* *%	13 1%	12 1%	1 1%	** **	- -%	7 1%	6 5% jl	13 1%
In the past 3-4 years	47 4%	39 4%	4 4%	2 3%	2 8% ae	47 4%	40 4%	6 4%	** **	- -%	34 3%	12 10% jl	46 4%
In the past 5-9 years	214 17%	176 16%	16 13%	15 28% abe	7 26% abe	214 17%	187 17%	27 15%	** **	214 18%	186 16%	26 22%	212 17%
Ten years ago or more	961 74%	817 75% cd	95 80% cd	33 62%	16 60%	961 74% cd	825 74%	136 78%	** **	961 82%	877 76% k	69 57%	946 74% k
Can't remember	50 4%	44 4%	2 2%	2 4%	2 6% b	50 4%	48 4% g	2 1%	** **	- -%	44 4%	6 5%	50 4%
SUMMARY CODES													
IN THE PAST 1-2 YEARS	20 2%	16 1%	2 2%	1 2%	* *%	20 2%	16 1%	3 2%	** **	- -%	12 1%	8 7% jl	20 2%
IN THE PAST 1-4 YEARS	66 5%	55 5%	6 5%	3 6%	2 8%	66 5%	57 5%	10 6%	** **	- -%	45 4%	20 17% jl	66 5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN3. (SHOWCARD) How long ago did you first start going online? IF NECESSARY - Wherever you first started going online, perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
FIVE YEARS AGO OR MORE	1225	1037	113	50	25	1225	1060	165	**	1175	1107	101	1208
	95%	95%	95%	94%	92%	95%	95%	94%	**	100%	96%	83%	95%
											k		k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN4. (SHOWCARD) Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
PROMPTED RESPONSES																	
Ask a friend or family member to help	765	95	142	144	110	133	274	765	315	450	192	210	166	196	403	363	765
	59%	54%	52%	52%	55%	73%	76%	59%	49%	69%	52%	58%	61%	70%	55%	65%	59%
						abcdg	abcdg	bc		h			j	jklnp		jknp	j
Figure it out myself	466	77	120	101	75	42	92	466	279	186	168	137	87	74	305	161	466
	36%	43%	44%	37%	37%	23%	26%	36%	44%	29%	45%	38%	32%	26%	41%	29%	36%
		ef	efg	ef	ef			ef	i		klmop	mo			lmop		mo
Watch 'how to' videos on websites like YouTube or the BBC	306	60	60	84	45	36	57	306	159	147	113	85	64	44	198	108	306
	24%	34%	22%	30%	22%	20%	16%	24%	25%	23%	30%	23%	23%	16%	27%	19%	24%
		bdefg		befg	f			f			kmop	m	m		mo		m
Phone a helpline to get someone to talk me through it	161	19	23	47	26	29	46	161	97	64	57	56	32	17	113	49	161
	13%	10%	8%	17%	13%	16%	13%	13%	15%	10%	15%	15%	12%	6%	15%	9%	13%
				ab		b			i		mo	mo	m		mo		mo
Ask a colleague/ someone at work	132	21	26	37	27	16	19	132	59	72	49	52	23	8	101	31	132
	10%	12%	10%	14%	14%	9%	5%	10%	9%	11%	13%	14%	8%	3%	14%	6%	10%
		f	f	f	f			f			mo	lmop	m		lmop		mo
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	89	17	18	26	12	9	17	89	50	39	32	30	17	10	62	27	89
	7%	10%	6%	10%	6%	5%	5%	7%	8%	6%	9%	8%	6%	4%	8%	5%	7%
		f		f							mo	mo			mo		m

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN4. (SHOWCARD) Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Go to the local library for help	31	2	5	10	4	5	11	31	12	19	11	10	4	7	21	10	31
	2%	1%	2%	4%	2%	3%	3%	2%	2%	3%	3%	3%	1%	2%	3%	2%	2%
Go to my bank branch for help	20	3	3	9	1	4	4	20	7	14	7	8	5	1	15	5	20
	2%	1%	1%	3%	*%	2%	1%	2%	1%	2%	2%	2%	2%	*%	2%	1%	2%
				d								m			m		
Give up or get someone else to do it for me	94	10	18	27	16	14	24	94	42	52	32	29	14	19	61	33	94
	7%	5%	7%	10%	8%	8%	7%	7%	7%	8%	9%	8%	5%	7%	8%	6%	7%
UNPROMPTED RESPONSES																	
Google it/ use a search engine	35	2	9	8	6	7	10	35	12	24	13	9	7	6	22	13	35
	3%	1%	3%	3%	3%	4%	3%	3%	2%	4%	4%	2%	3%	2%	3%	2%	3%
Other	5	1	-	1	*	3	3	5	4	2	2	1	2	1	3	2	5
	*%	1%	-%	*%	*%	1%	1%	*%	1%	*%	1%	*%	1%	*%	*%	*%	*%
ANY OF THESE	1211	162	252	251	193	174	352	1211	588	622	348	339	255	269	687	524	1211
	94%	91%	92%	91%	96%	96%	98%	94%	92%	95%	94%	93%	93%	96%	93%	94%	94%
					ac	ac	abcg			h							
None of these/ I don't tend to get stuck when online	78	16	21	24	8	7	9	78	48	30	22	25	19	12	47	31	78
	6%	9%	8%	9%	4%	4%	2%	6%	7%	5%	6%	7%	7%	4%	6%	6%	6%
		def	f	def				f	i								
Don't know	3	*	2	*	*	-	-	3	2	*	2	-	*	*	2	*	3
	*%	*%	1%	*%	*%	-%	-%	*%	*%	*%	1%	-%	*%	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN4. (SHOWCARD) Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
PROMPTED RESPONSES													
Ask a friend or family member to help	765	640	79	30	16	765	659	106	**	687	657	99	755
	59%	59%	66%	56%	60%	59%	59%	61%	**	58%	57%	82%	59%
												jl	
Figure it out myself	466	393	45	17	11	466	409	56	**	440	439	18	457
	36%	36%	38%	32%	41%	36%	37%	32%	**	37%	38%	15%	36%
											k		k
Watch 'how to' videos on websites like YouTube or the BBC	306	272	23	8	2	306	261	45	**	290	298	6	303
	24%	25%	19%	16%	9%	24%	23%	26%	**	25%	26%	5%	24%
		cd	d			cd					k		k
Phone a helpline to get someone to talk me through it	161	155	2	3	1	161	147	14	**	157	149	9	159
	13%	14%	2%	5%	5%	13%	13%	8%	**	13%	13%	8%	12%
		bcd				bcd							
Ask a colleague/ someone at work	132	111	8	9	4	132	116	16	**	124	129	3	132
	10%	10%	7%	17%	14%	10%	10%	9%	**	11%	11%	2%	10%
				abe	b						k		k
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	89	77	8	3	1	89	73	16	**	89	86	3	89
	7%	7%	7%	6%	3%	7%	7%	9%	**	8%	7%	2%	7%
		d				d					k		k

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

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IN4. (SHOWCARD) Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Go to the local library for help	31	26	2	2	1	31	29	3	**	28	24	8	31
	2%	2%	2%	4%	3%	2%	3%	2%	**	2%	2%	6%	2%
												jl	
Go to my bank branch for help	20	18	2	*	*	20	20	*	**	16	20	*	20
	2%	2%	1%	1%	2%	2%	2%	*%	**	1%	2%	*%	2%
Give up or get someone else to do it for me	94	82	7	3	2	94	87	7	**	82	85	9	94
	7%	8%	6%	7%	6%	7%	8%	4%	**	7%	7%	7%	7%
UNPROMPTED RESPONSES													
Google it/ use a search engine	35	31	3	1	*	35	31	4	**	34	33	2	35
	3%	3%	3%	2%	1%	3%	3%	3%	**	3%	3%	2%	3%
Other	5	5	-	-	*	5	4	1	**	5	5	*	5
	*%	*%	-%	-%	1%	*%	*%	*%	**	*%	*%	*%	*%
ANY OF THESE	1211	1022	113	51	25	1211	1050	161	**	1106	1074	121	1195
	94%	94%	95%	96%	91%	94%	94%	92%	**	94%	93%	100%	94%
												jl	
None of these/ I don't tend to get stuck when online	78	68	6	2	2	78	64	13	**	67	75	*	76
	6%	6%	5%	4%	6%	6%	6%	8%	**	6%	7%	*%	6%
											k		k
Don't know	3	2	-	-	1	3	2	*	**	3	3	-	3
	*%	*%	-%	-%	2%	*%	*%	*%	**	*%	*%	-%	*%
					abce								

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

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IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
None	10	1	*	1	1	3	6	10	9	1	1	-	5	4	1	9	10
	1%	1%	*%	1%	1%	2%	2%	1%	1%	*%	*%	-%	2%	1%	*%	2%	1%
									i				kn	kn		kn	
Up to 1 hour	51	1	3	5	12	12	29	51	25	26	12	11	13	14	24	27	51
	4%	1%	1%	2%	6%	7%	8%	4%	4%	4%	3%	3%	5%	5%	3%	5%	4%
					abc	abc	abcg	a									
Up to 5 hours	236	13	41	47	38	41	98	236	115	121	56	61	50	69	117	119	236
	18%	7%	15%	17%	19%	23%	27%	18%	18%	19%	15%	17%	18%	25%	16%	21%	18%
			a	a	a	a	abcdg	a						jknp		jn	
Up to 10 hours	324	30	63	80	53	50	98	324	158	166	113	93	63	55	207	118	324
	25%	17%	23%	29%	26%	28%	27%	25%	25%	25%	30%	26%	23%	20%	28%	21%	25%
				a	a	a	a	a			lmo				mo		
Up to 15 hours	242	33	60	47	42	31	60	242	115	128	73	77	49	43	150	92	242
	19%	18%	22%	17%	21%	17%	17%	19%	18%	20%	20%	21%	18%	15%	20%	17%	19%
Up to 20 hours	144	34	29	38	16	14	27	144	76	68	46	38	36	25	84	61	144
	11%	19%	11%	14%	8%	8%	8%	11%	12%	10%	12%	10%	13%	9%	11%	11%	11%
		bdefg		f				f									
Up to 30 hours	158	33	46	33	19	16	28	158	86	72	41	47	32	38	88	70	158
	12%	18%	17%	12%	9%	9%	8%	12%	13%	11%	11%	13%	12%	14%	12%	13%	12%
		defg	def					f									
Up to 40 hours	63	20	15	11	13	4	5	63	31	33	15	23	11	14	38	25	63
	5%	11%	5%	4%	6%	2%	1%	5%	5%	5%	4%	6%	4%	5%	5%	5%	5%
		bcefg	f	f	f			f									
Up to 50 hours	27	6	5	8	3	3	4	27	8	19	7	6	7	7	13	14	27
	2%	4%	2%	3%	2%	2%	1%	2%	1%	3%	2%	2%	3%	2%	2%	2%	2%
Over 50 hours	35	8	12	5	3	5	6	35	16	19	6	8	9	11	15	20	35
	3%	4%	4%	2%	2%	3%	2%	3%	2%	3%	2%	2%	3%	4%	2%	4%	3%
			f														

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Mean number of hours per week	15.8	22.3 bcdefg	18.5 cdefg	15.8 ef	14.2 f	12.8	11.3	15.8 ef	15.9	15.7	14.8	16.0	16.3	16.3	15.4	16.3	15.8
Standard deviation	15.38	18.03	17.54	14.19	13.20	13.16	12.44	15.38	16.40	14.34	11.78	13.92	17.45	18.89	12.89	18.17	15.38
Standard error	.38	1.16	1.10	.81	.83	.83	.53	.38	.58	.51	.61	.59	.98	.98	.43	.69	.38

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
None	10 1%	9 1%	1 *%	1 1%	* *%	10 1%	10 1%	- -%	** **	6 1%	4 *%	6 5% jl	10 1%
Up to 1 hour	51 4%	44 4%	4 3%	2 3%	1 3%	51 4%	40 4%	11 6%	** **	28 2%	29 3%	21 17% jl	50 4%
Up to 5 hours	236 18%	195 18%	22 18%	14 26% ae	6 22%	236 18%	199 18%	37 21%	** **	207 18%	191 17%	41 34% jl	232 18%
Up to 10 hours	324 25%	266 24%	35 29%	15 28%	8 31% a	324 25%	283 25%	42 24%	** **	302 26%	292 25%	28 23%	321 25%
Up to 15 hours	242 19%	204 19%	22 19%	10 19%	6 22%	242 19%	205 18%	38 22%	** **	230 20%	229 20% k	11 9%	240 19% k
Up to 20 hours	144 11%	122 11%	14 12%	5 9%	4 14%	144 11%	127 11%	18 10%	** **	133 11%	139 12% k	5 4%	144 11% k
Up to 30 hours	158 12%	138 13% cd	15 12% d	4 7%	2 6%	158 12% cd	144 13%	15 8%	** **	145 12%	152 13% k	4 3%	156 12% k
Up to 40 hours	63 5%	56 5% d	5 4%	1 3%	* 1%	63 5% d	56 5%	7 4%	** **	62 5%	60 5% k	1 1%	61 5% k
Up to 50 hours	27 2%	25 2% d	* *%	1 3% d	- -%	27 2% d	24 2%	3 2%	** **	26 2%	26 2%	1 1%	27 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Over 50 hours	35	32	2	1	-	35	30	5	**	35	28	4	31
	3%	3%	1%	1%	-%	3%	3%	3%	**	3%	2%	3%	2%
		d				d							
Mean number of hours per week	15.8	16.2	14.2	12.6	11.5	15.8	16.0	14.2	**	16.4	16.3	9.3	15.6
		cd	d			cd					k		k
Standard deviation	15.38	16.00	11.62	11.62	7.42	15.38	15.47	14.80	**	15.71	14.86	15.60	15.07
Standard error	.38	.50	.83	.83	.52	.38	.42	.91	**	.41	.40	1.16	.38

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
None	638	61	123	98	78	111	278	638	286	351	135	132	149	221	268	370	638
	49%	34%	45%	35%	39%	61%	77%	49%	45%	54%	36%	36%	54%	79%	36%	67%	49%
			ac			abcdg	abcdeg	acd		h			jkn	jklnop		jklnp	jkn
Up to 1 hour	67	7	23	12	14	10	11	67	27	40	8	15	28	16	23	44	67
	5%	4%	8%	4%	7%	6%	3%	5%	4%	6%	2%	4%	10%	6%	3%	8%	5%
			f		f								jkmnp	j		jknp	jn
Up to 5 hours	186	41	47	41	30	21	27	186	100	87	54	61	52	19	115	71	186
	14%	23%	17%	15%	15%	12%	7%	14%	16%	13%	14%	17%	19%	7%	16%	13%	14%
		cdefg	f	f	f			f			m	m	mo		m	m	m
Up to 10 hours	117	30	27	25	25	10	11	117	62	54	41	42	22	13	82	34	117
	9%	17%	10%	9%	12%	6%	3%	9%	10%	8%	11%	11%	8%	5%	11%	6%	9%
		bcefg	f	f	ef			f			mo	mo			mo		mo
Up to 15 hours	59	6	12	18	11	9	12	59	36	23	25	24	7	4	48	11	59
	5%	3%	4%	7%	5%	5%	3%	5%	6%	4%	7%	6%	2%	2%	7%	2%	5%
											lmo	lmo			lmo		mo
Up to 20 hours	88	19	18	25	14	12	13	88	49	39	35	38	11	4	73	15	88
	7%	10%	6%	9%	7%	6%	4%	7%	8%	6%	9%	11%	4%	1%	10%	3%	7%
		f		f				f			lmo	lmop	m		lmop		mo
Up to 30 hours	83	8	13	38	20	2	4	83	47	35	48	30	1	3	78	5	83
	6%	5%	5%	14%	10%	1%	1%	6%	7%	5%	13%	8%	*%	1%	11%	1%	6%
		f	ef	abefg	ef			ef			klmop	lmo			lmop		lmo
Up to 40 hours	39	2	10	15	9	3	3	39	21	19	20	19	*	-	39	*	39
	3%	1%	4%	5%	4%	2%	1%	3%	3%	3%	6%	5%	*%	-%	5%	*%	3%
			f	af	f			f			lmop	lmop			lmop		lmo
Up to 50 hours	7	2	2	2	1	*	*	7	4	4	3	1	3	1	4	3	7
	1%	1%	1%	1%	*%	*%	*%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%
Over 50 hours	7	2	1	2	1	1	1	7	6	2	3	3	1	-	6	1	7
	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	1%	1%	*%	-%	1%	*%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Mean number of hours per week	6.7	7.8	6.6	10.3	8.4	4.4	2.6	6.7	7.7	5.7	10.7	9.3	3.2	1.6	10.0	2.4	6.7
		ef	ef	abefg	efg	f		ef	i		lmop	lmop	m		lmop	m	lmo
Standard deviation	11.00	11.02	10.98	12.60	11.99	9.26	7.20	11.00	11.71	10.18	12.90	12.17	7.30	5.05	12.56	6.31	11.00
Standard error	.27	.71	.69	.72	.75	.58	.31	.27	.41	.36	.67	.52	.41	.26	.42	.24	.27

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
None	638	536	62	30	9	638	544	94	**	562	518	106	623
	49%	49%	52%	57%	35%	49%	49%	54%	**	48%	45%	87%	49%
		d	d	ade		d						jl	
Up to 1 hour	67	54	10	2	1	67	54	13	**	61	65	2	67
	5%	5%	8%	4%	4%	5%	5%	8%	**	5%	6%	2%	5%
Up to 5 hours	186	153	19	7	6	186	157	29	**	168	178	7	185
	14%	14%	16%	14%	24%	14%	14%	16%	**	14%	15%	5%	15%
					ace						k		k
Up to 10 hours	117	96	12	3	5	117	106	10	**	111	115	2	117
	9%	9%	10%	6%	19%	9%	10%	6%	**	9%	10%	2%	9%
					abce						k		k
Up to 15 hours	59	50	6	2	2	59	54	5	**	58	57	2	59
	5%	5%	5%	3%	6%	5%	5%	3%	**	5%	5%	2%	5%
Up to 20 hours	88	78	3	4	2	88	77	11	**	85	87	1	88
	7%	7%	3%	8%	7%	7%	7%	6%	**	7%	8%	1%	7%
		b		b		b					k		k
Up to 30 hours	83	76	3	3	1	83	74	8	**	79	80	1	81
	6%	7%	2%	5%	5%	6%	7%	5%	**	7%	7%	1%	6%
		b				b					k		k
Up to 40 hours	39	36	3	*	*	39	36	3	**	38	39	*	39
	3%	3%	3%	1%	*%	3%	3%	2%	**	3%	3%	*%	3%
		cd				cd					k		k
Up to 50 hours	7	6	1	*	-	7	6	1	**	7	7	-	7
	1%	1%	1%	1%	-%	1%	1%	1%	**	1%	1%	-%	1%
Over 50 hours	7	7	-	*	-	7	7	-	**	7	6	-	6
	1%	1%	-%	1%	-%	1%	1%	-%	**	1%	1%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Mean number of hours per week	6.7	7.0	4.7	5.2	6.3	6.7	7.0	5.0	**	7.1	7.3	1.1	6.7
		bc				b	g				k		k
Standard deviation	11.00	11.31	8.99	9.68	7.84	11.00	11.23	9.26	**	11.24	11.24	4.34	10.92
Standard error	.27	.36	.64	.69	.55	.27	.31	.57	**	.30	.30	.32	.27

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5C. And how many hours in a typical week would you say you go online anywhere else (including time spent online when commuting, travelling and out and about)?

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
None	523	39	109	62	88	91	224	523	244	278	120	118	141	143	238	284	523
	40%	22%	39%	23%	44%	51%	62%	40%	38%	43%	32%	32%	52%	51%	32%	51%	40%
			ac		ac	abcg	abcdeg	ac					jknp	jknp		jknp	jkn
Up to 1 hour	169	14	26	43	28	42	58	169	77	93	46	48	34	41	94	75	169
	13%	8%	10%	16%	14%	23%	16%	13%	12%	14%	12%	13%	12%	15%	13%	14%	13%
				a		abdfg	ab	a									
Up to 5 hours	422	84	97	119	58	38	64	422	224	198	148	138	71	65	287	135	422
	33%	47%	35%	43%	29%	21%	18%	33%	35%	30%	40%	38%	26%	23%	39%	24%	33%
		bdefg	ef	defg	f			ef			lmop	lmop			lmop		lmo
Up to 10 hours	120	21	27	41	22	6	9	120	66	54	44	39	16	20	84	36	120
	9%	12%	10%	15%	11%	3%	2%	9%	10%	8%	12%	11%	6%	7%	11%	7%	9%
		ef	ef	efg	ef			ef			lmo	lo			lmo		
Up to 15 hours	28	9	8	5	3	2	3	28	14	13	8	6	7	7	14	13	28
	2%	5%	3%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		efg															
Up to 20 hours	14	4	5	2	1	2	2	14	4	10	1	8	3	1	9	5	14
	1%	2%	2%	1%	*%	1%	1%	1%	1%	2%	*%	2%	1%	*%	1%	1%	1%
												j					
Up to 30 hours	7	3	1	-	1	-	2	7	4	3	1	4	*	2	4	3	7
	1%	2%	1%	-%	*%	-%	*%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%
		cg															
Up to 40 hours	7	3	2	2	-	-	-	7	5	3	2	4	*	1	6	2	7
	1%	2%	1%	1%	-%	-%	-%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
		f															
Up to 50 hours	1	1	-	-	-	-	-	1	1	-	-	-	1	-	-	1	1
	*%	1%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%
Mean number of hours per week	2.9	5.4	3.1	3.4	2.5	1.4	1.2	2.9	3.1	2.6	3.0	3.5	2.4	2.3	3.3	2.3	2.9
		bcdefg	ef	def	ef			ef			mo	lmop			lmo		mo

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5C. And how many hours in a typical week would you say you go online anywhere else (including time spent online when commuting, travelling and out and about)?

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Standard deviation	4.94	7.77	5.24	4.28	3.92	2.91	2.80	4.94	5.31	4.54	4.43	5.45	5.01	4.73	4.96	4.87	4.94
Standard error	.12	.50	.33	.24	.25	.18	.12	.12	.19	.16	.23	.23	.28	.25	.16	.19	.12

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5C. And how many hours in a typical week would you say you go online anywhere else (including time spent online when commuting, travelling and out and about)?

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
None	523	440	50	27	6	523	424	98	**	463	413	95	508
	40%	40%	42%	51%	24%	40%	38%	56%	**	39%	36%	78%	40%
		d	d	ade		d		f				jl	j
Up to 1 hour	169	135	24	8	3	169	138	31	**	153	159	10	169
	13%	12%	20%	14%	12%	13%	12%	18%	**	13%	14%	8%	13%
			ade										
Up to 5 hours	422	360	33	14	15	422	387	35	**	388	408	13	421
	33%	33%	28%	26%	57%	33%	35%	20%	**	33%	35%	11%	33%
					abce		g				k		k
Up to 10 hours	120	107	7	4	2	120	112	8	**	116	118	2	119
	9%	10%	6%	7%	8%	9%	10%	5%	**	10%	10%	2%	9%
							g				k		k
Up to 15 hours	28	24	3	*	-	28	26	2	**	26	27	1	28
	2%	2%	3%	1%	-%	2%	2%	1%	**	2%	2%	1%	2%
		d	d			d							
Up to 20 hours	14	12	1	-	-	14	14	-	**	13	12	1	14
	1%	1%	1%	-%	-%	1%	1%	-%	**	1%	1%	1%	1%
Up to 30 hours	7	6	1	*	-	7	7	-	**	7	6	-	6
	1%	1%	1%	1%	-%	1%	1%	-%	**	1%	1%	-%	1%
Up to 40 hours	7	7	-	*	-	7	7	-	**	7	7	-	7
	1%	1%	-%	1%	-%	1%	1%	-%	**	1%	1%	-%	1%
Up to 50 hours	1	1	-	-	-	1	1	-	**	1	1	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%
Mean number of hours per week	2.9	3.0	2.4	2.0	2.6	2.9	3.1	1.3	**	3.0	3.1	.8	2.9
		c				c	g				k		k
Standard deviation	4.94	5.09	4.18	4.17	2.50	4.94	5.18	2.42	**	5.09	5.08	2.72	4.95

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5C. And how many hours in a typical week would you say you go online anywhere else (including time spent online when commuting, travelling and out and about)?

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Standard error	.12	.16	.30	.30	.18	.12	.14	.15	**	.13	.14	.20	.12

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
None	2	-	-	-	-	2	2	2	2	-	-	-	2	1	-	2	2
	*%	-%	-%	-%	-%	1%	1%	*%	*%	-%	-%	-%	1%	*%	-%	*%	*%
													n				
Up to 1 hour	35	-	2	3	7	8	23	35	17	18	9	7	9	10	16	19	35
	3%	-%	1%	1%	4%	4%	7%	3%	3%	3%	2%	2%	3%	3%	2%	3%	3%
					ab	abc	abcg	a									
Up to 5 hours	154	7	17	24	23	30	82	154	76	78	28	34	32	60	62	92	154
	12%	4%	6%	9%	11%	17%	23%	12%	12%	12%	8%	9%	12%	21%	8%	17%	12%
					a	abc	abcdg	ab						jklnp		jknp	jn
Up to 10 hours	178	5	32	29	24	40	88	178	82	95	49	37	42	50	86	92	178
	14%	3%	12%	10%	12%	22%	24%	14%	13%	15%	13%	10%	15%	18%	12%	17%	14%
			a	a	a	abcdg	abcdg	a						kn		kn	
Up to 15 hours	175	22	43	29	29	28	52	175	82	92	40	42	53	40	82	93	175
	14%	12%	16%	11%	14%	15%	14%	14%	13%	14%	11%	12%	19%	14%	11%	17%	14%
													jknp			jkn	
Up to 20 hours	128	19	30	29	18	14	32	128	51	76	37	36	30	26	72	55	128
	10%	11%	11%	10%	9%	8%	9%	10%	8%	12%	10%	10%	11%	9%	10%	10%	10%
										h							
Up to 30 hours	223	39	53	49	40	27	41	223	119	104	66	73	44	41	139	85	223
	17%	22%	19%	18%	20%	15%	11%	17%	19%	16%	18%	20%	16%	14%	19%	15%	17%
		f	f	f	f			f									
Up to 40 hours	156	31	39	41	26	16	19	156	81	75	52	57	27	21	108	48	156
	12%	18%	14%	15%	13%	9%	5%	12%	13%	12%	14%	16%	10%	7%	15%	9%	12%
		efg	f	f	f			f			mo	lmo			mo		mo
Up to 50 hours	93	19	25	28	14	5	6	93	46	47	39	24	17	13	63	30	93
	7%	11%	9%	10%	7%	2%	2%	7%	7%	7%	11%	6%	6%	4%	9%	5%	7%
		ef	ef	ef	ef			ef			kmo				mo		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Over 50 hours	147	35	33	43	20	12	15	147	81	66	52	56	18	21	108	39	147
	11%	20%	12%	16%	10%	7%	4%	11%	13%	10%	14%	15%	6%	8%	15%	7%	11%
		bdefg	f	ef	f			f			lmo	lmop			lmop		lo
Mean number of hours per week	25.3	35.5	28.3	29.5	25.1	18.7	15.0	25.3	26.7	24.0	28.5	28.7	21.9	20.1	28.6	21.0	25.3
		bcdefg	efg	defg	ef	f		ef	i		lmop	lmop			lmop		lmo
Standard deviation	21.83	24.34	22.01	21.33	20.81	19.13	16.77	21.83	23.45	20.06	20.99	22.39	20.95	21.60	21.68	21.28	21.83
Standard error	.55	1.56	1.38	1.21	1.31	1.21	.72	.55	.83	.71	1.10	.96	1.18	1.12	.72	.81	.55

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
None	2 *%	2 *%	1 *%	- -%	- -%	2 *%	2 *%	- -%	** **	2 *%	2 *%	1 1%	2 *%
Up to 1 hour	35 3%	31 3%	2 2%	2 3%	1 3%	35 3%	29 3%	6 3%	** **	17 1%	15 1%	20 17% jl	35 3% j
Up to 5 hours	154 12%	132 12%	14 12%	7 12%	2 8%	154 12%	122 11%	32 18% f	** **	131 11%	108 9%	42 35% jl	150 12%
Up to 10 hours	178 14%	143 13%	17 14%	13 25% abde	4 16%	178 14%	152 14%	26 15%	** **	154 13%	150 13%	24 20% jl	174 14%
Up to 15 hours	175 14%	138 13%	27 23% acde	7 13%	3 10%	175 14%	150 13%	25 14%	** **	167 14%	160 14%	13 11%	173 14%
Up to 20 hours	128 10%	108 10%	11 9%	4 7%	5 17% abce	128 10%	107 10%	21 12%	** **	119 10%	121 11% k	6 5%	127 10% k
Up to 30 hours	223 17%	183 17%	24 20%	9 18%	8 29% abce	223 17%	200 18%	23 13%	** **	203 17%	217 19% k	6 5%	223 18% k
Up to 40 hours	156 12%	134 12%	12 10%	6 11%	3 13%	156 12%	135 12%	21 12%	** **	149 13%	151 13% k	3 3%	154 12% k
Up to 50 hours	93 7%	83 8%	5 4%	3 6%	1 5%	93 7%	82 7%	11 6%	** **	89 8%	91 8% k	1 1%	92 7% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Over 50 hours	147	138	7	3	*	147	137	10	**	144	137	5	142
	11%	13%	5%	5%	1%	11%	12%	6%	**	12%	12%	4%	11%
		bcd	d	d		bcd	g				k		k
Mean number of hours per week	25.3	26.2	21.3	19.9	20.4	25.3	26.1	20.5	**	26.4	26.7	11.2	25.2
		bcd				bcd	g				k		k
Standard deviation	21.83	22.46	18.58	16.88	12.22	21.83	22.14	19.10	**	22.14	21.27	17.66	21.43
Standard error	.55	.71	1.33	1.20	.86	.55	.61	1.17	**	.58	.57	1.31	.54

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

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IN6. (SHOWCARD) Which, if any of these things do you or someone in your household do at home? IF NECESSARY: When you go online through a browser (like Google Chrome/ Internet Explorer/ Firefox and so on) small text files known as cookies are retained on your computer or mobile phone which contain information about a specific visit to a website or app. IF NECESSARY: 'strong' passwords are those that use combinations of uppercase and lowercase letters, numbers and other symbols (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Use strong passwords online or on devices used to go online	799 62%	114 64%	175 64%	175 64%	127 63%	112 62%	207 57%	799 62%	410 64%	390 60%	275 74% klmop	239 66% lmo	153 56%	132 47%	514 70% lmop	285 51%	799 62% mo
Use security software such as an anti-virus or anti-spyware package (e.g. Norton, McAfee, Bitdefender, Kaspersky)	763 59%	85 48%	138 50%	185 67% abg	129 64% ab	110 61% ab	225 62% ab	763 59% ab	404 63% i	359 55%	281 76% klmnop	224 62% lmo	137 50%	120 43%	506 69% klmop	257 46%	763 59% lmo
Download the latest software updates onto devices when prompted	527 41%	74 42%	111 40%	120 43%	83 41%	76 42%	138 38%	527 41%	283 44% i	244 37%	186 50% klmop	138 38%	111 41%	91 32%	324 44% kmo	202 36%	527 41% m
Use a firewall	510 39%	58 33%	110 40%	119 43% a	87 43% a	71 39%	135 37%	510 39%	287 45% i	222 34%	201 54% klmnop	141 39% mo	105 38% mo	63 22%	342 46% klmop	168 30% m	510 39% mo
Routinely back-up the information on your devices	467 36%	71 40% ef	114 41% ef	104 38% f	74 37% f	55 30%	104 29%	467 36% f	240 38%	226 35%	176 47% klmop	137 38% mo	87 32% m	66 24%	313 43% lmop	153 28%	467 36% mo

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

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Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Delete cookies from your web browser (Google Chrome/ Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera etc.)	453 35%	49 28%	89 32%	118 43% abfg	88 44% abfg	69 38% af	108 30%	453 35% a	234 37%	218 33%	159 43% klmop	127 35%	88 32%	79 28%	286 39% mo	167 30%	453 35% mo
Use email filters or software that can block unwanted or spam emails	435 34%	54 31%	82 30%	111 40% abf	73 36%	63 35%	115 32%	435 34%	226 35%	210 32%	169 45% klmop	118 32% m	86 31% m	63 22%	287 39% klmop	149 27%	435 34% mo
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	346 27%	65 37% defg	90 33% ef	81 30% ef	55 27% f	36 20%	55 15%	346 27% ef	168 26%	178 27%	120 32% lmo	104 28% mo	65 24%	57 20%	224 30% lmo	122 22%	346 27% mo
Use a virtual private network (VPN) to hide your location online	156 12%	26 15% f	25 9%	51 19% bdefg	23 12%	19 11%	30 8%	156 12% f	80 13%	75 12%	55 15% mo	48 13% m	29 11%	23 8%	103 14% mo	52 9%	156 12%
ANY OF THESE	1087 84%	150 84%	231 84%	242 88% f	175 87% f	149 83%	289 80%	1087 84% f	552 86% i	535 82%	351 95% klmop	321 88% lmo	211 77%	204 73%	672 91% lmop	415 75%	1087 84% lmo

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Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
None of these	167	23	36	29	20	29	58	167	78	90	15	36	57	59	51	116	167
	13%	13%	13%	11%	10%	16%	16%	13%	12%	14%	4%	10%	21%	21%	7%	21%	13%
							d					j	jknp	jknp		jknp	jn
Don't know	36	5	8	3	6	3	14	36	9	27	6	7	6	17	13	23	36
	3%	3%	3%	1%	3%	1%	4%	3%	1%	4%	2%	2%	2%	6%	2%	4%	3%
										h				jklnp		jn	

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

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Use strong passwords online or on devices used to go online	799 62%	678 62% c	78 65% c	26 50%	18 65% c	799 62% c	684 61%	115 66%	** **	761 65%	738 64% k	54 45%	792 62% k
Use security software such as an anti-virus or anti-spyware package (e.g. Norton, McAfee, Bitdefender, Kaspersky)	763 59%	661 61% cd	66 55% d	27 52% d	9 32%	763 59% d	649 58%	113 65%	** **	728 62%	694 60% k	59 49%	753 59% k
Download the latest software updates onto devices when prompted	527 41%	439 40% d	62 52% acde	19 35% d	7 24%	527 41% d	445 40%	81 47%	** **	507 43%	494 43% k	28 23%	522 41% k
Use a firewall	510 39%	424 39% d	57 48% ade	21 39% d	8 28%	510 39% d	429 38%	80 46%	** **	489 42%	472 41% k	30 25%	502 39% k
Routinely back-up the information on your devices	467 36%	394 36% cd	54 45% acde	13 24%	6 22%	467 36% cd	392 35%	74 43%	** **	445 38%	442 38% k	20 17%	462 36% k

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

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		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Delete cookies from your web browser (Google Chrome/ Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera etc.)	453	379	53	14	7	453	381	71	**	432	421	28	449
	35%	35%	44%	27%	25%	35%	34%	41%	**	37%	37%	23%	35%
		cd	acde			cd					k		k
Use email filters or software that can block unwanted or spam emails	435	368	48	16	5	435	369	66	**	416	408	22	430
	34%	34%	40%	30%	17%	34%	33%	38%	**	35%	35%	18%	34%
		d	cd	d		d					k		k
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	346	300	32	7	6	346	299	46	**	319	341	4	345
	27%	28%	27%	14%	23%	27%	27%	27%	**	27%	30%	3%	27%
		c	c		c	c					k		k
Use a virtual private network (VPN) to hide your location online	156	141	9	4	2	156	137	19	**	147	148	5	153
	12%	13%	7%	7%	8%	12%	12%	11%	**	13%	13%	4%	12%
		bc									k		k
ANY OF THESE	1087	915	110	40	23	1087	938	150	**	1018	992	83	1075
	84%	84%	92%	75%	85%	84%	84%	86%	**	87%	86%	69%	84%
		c	ace		c	c					k		k

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

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
None of these	167	144	7	12	3	167	150	18	**	132	138	23	162
	13%	13%	6%	24%	11%	13%	13%	10%	**	11%	12%	19%	13%
		b		abde		b						jl	
Don't know	36	32	3	1	1	36	29	7	**	25	22	15	36
	3%	3%	2%	1%	4%	3%	3%	4%	**	2%	2%	12%	3%
												jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN7. (SHOWCARD) Have you personally experienced any of the following issues in the past 12 months? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
A computer virus on any device you use to go online	174 13%	27 15% b	22 8%	42 15% b	28 14%	31 17% b	56 15% b	174 13% b	99 15% i	75 12%	61 17% mo	57 16% mo	29 11%	26 9%	119 16% lmo	56 10%	174 13% o
Your email or social media account being hacked (someone accessing your account without your permission)	105 8%	25 14% cefg	23 8%	16 6%	23 11% cf	11 6%	17 5%	105 8% f	51 8%	54 8%	32 9%	33 9%	20 7%	20 7%	65 9%	40 7%	105 8%
Online contact from someone who was pretending to be someone else	74 6%	10 6%	13 5%	10 4%	14 7%	15 8% c	27 7%	74 6%	44 7%	31 5%	31 8% mo	20 5%	12 4%	12 4%	51 7% o	23 4%	74 6%
Lost money online (i.e. got scammed or ripped off)	49 4%	10 6%	8 3%	12 4%	9 5%	6 4%	10 3%	49 4%	23 4%	26 4%	14 4%	16 4%	10 4%	9 3%	30 4%	19 3%	49 4%
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	44 3%	5 3%	5 2%	8 3%	11 5%	11 6% b	14 4%	44 3%	23 4%	21 3%	16 4%	14 4%	8 3%	6 2%	30 4%	14 2%	44 3%

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

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IN7. (SHOWCARD) Have you personally experienced any of the following issues in the past 12 months? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Any form of online bullying/ harassment/ trolling	42 3%	12 7% cfg	10 4%	7 3%	5 3%	6 3%	6 2%	42 3%	23 4%	19 3%	18 5% o	12 3%	5 2%	7 2%	30 4%	12 2%	42 3%
Been threatened or stalked online	20 2%	7 4% cdfg	5 2%	2 1%	1 1%	5 3%	5 1%	20 2%	12 2%	8 1%	4 1%	4 1%	4 2%	8 3% n	7 1%	12 2%	20 2%
ANY OF THESE	347 27%	60 34% b	62 23%	71 26%	57 28%	56 31%	98 27%	347 27%	185 29%	163 25%	113 30% o	104 28%	65 24%	65 23%	217 29% o	130 23%	347 27%
None of these	937 73%	117 66%	213 77% a	204 74%	142 70%	125 69%	261 72%	937 73%	452 71%	484 74%	257 69%	258 71%	209 76%	212 75%	515 70%	421 76% jn	937 73%
Don't know	7 1%	1 1%	- -%	- -%	3 1%	* *%	3 1%	7 1%	1 *%	6 1%	1 *%	3 1%	* *%	3 1%	4 *%	4 1%	7 1%

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

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
A computer virus on any device you use to go online	174 13%	157 14% bd	9 8%	6 11%	2 7%	174 13% bd	151 14%	23 13%	** **	167 14%	159 14%	13 11%	172 14%
Your email or social media account being hacked (someone accessing your account without your permission)	105 8%	92 8% d	6 5%	6 11% bd	1 4%	105 8% d	93 8%	12 7%	** **	98 8%	101 9% k	4 3%	105 8% k
Online contact from someone who was pretending to be someone else	74 6%	67 6% d	4 4%	3 6%	1 2%	74 6% d	61 5%	14 8%	** **	70 6%	65 6%	6 5%	71 6%
Lost money online (i.e. got scammed or ripped off)	49 4%	45 4%	1 1%	2 4%	* 2%	49 4%	40 4%	9 5%	** **	46 4%	48 4% k	1 *%	49 4% k

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

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	44 3%	39 4%	2 2%	2 4% d	* 1%	44 3%	38 3%	6 3%	** **	40 3%	42 4%	2 2%	44 3%
Any form of online bullying/ harassment/ trolling	42 3%	35 3%	6 5%	1 2%	1 2%	42 3%	36 3%	6 3%	** **	40 3%	41 4% k	* *%	41 3% k
Been threatened or stalked online	20 2%	18 2%	1 1%	* 1%	- -%	20 2%	17 1%	3 2%	** **	18 2%	18 2%	1 1%	19 1%
ANY OF THESE	347 27%	306 28% bd	23 19%	14 26% d	4 17%	347 27% bd	300 27%	47 27%	** **	325 28%	320 28% k	22 19%	343 27% k
None of these	937 73%	779 71%	97 81% ae	39 74%	22 82% ace	937 73%	810 73%	126 72%	** **	842 72%	826 72%	98 81% jl	924 73%
Don't know	7 1%	7 1%	- -%	- -%	* 1%	7 1%	6 1%	1 *%	** **	7 1%	5 *%	1 1%	6 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who do not go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	280	3	1	13	18	58	245	280	125	155	28	56	65	131	84	196	280
Effective Weighted Sample	224	2	1	11	15	49	197	224	103	122	23	49	52	104	68	157	224
Total	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	98	**	**	**	**	**	85	98	46	53	**	**	**	42	**	71	98
	53%	**	**	**	**	**	55%	53%	54%	53%	**	**	**	50%	**	54%	53%
Getting online/ getting connected to the internet is too complicated	27	**	**	**	**	**	23	27	14	12	**	**	**	13	**	21	27
	15%	**	**	**	**	**	15%	15%	17%	12%	**	**	**	15%	**	16%	15%
Someone else goes online for me	27	**	**	**	**	**	23	27	14	12	**	**	**	9	**	17	27
	14%	**	**	**	**	**	15%	14%	17%	12%	**	**	**	11%	**	13%	14%
I don't have the right equipment	25	**	**	**	**	**	23	25	10	14	**	**	**	12	**	17	25
	13%	**	**	**	**	**	15%	13%	12%	15%	**	**	**	14%	**	13%	13%
I don't trust the internet/ being online is not safe/secure/data privacy issues	24	**	**	**	**	**	23	24	10	14	**	**	**	10	**	18	24
	13%	**	**	**	**	**	14%	13%	12%	14%	**	**	**	11%	**	13%	13%
Using the internet, finding your way around on the internet is too complicated	23	**	**	**	**	**	21	23	11	12	**	**	**	7	**	16	23
	13%	**	**	**	**	**	14%	13%	13%	12%	**	**	**	9%	**	12%	13%

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

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

Base : Those who do not go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	280	3	1	13	18	58	245	280	125	155	28	56	65	131	84	196	280
Effective Weighted Sample	224	2	1	11	15	49	197	224	103	122	23	49	52	104	68	157	224
Total	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
The equipment needed to go online is too expensive/ not worth the money	21	**	**	**	**	**	16	21	11	10	**	**	**	12	**	15	21
	11%	**	**	**	**	**	10%	11%	12%	10%	**	**	**	15%	**	12%	11%
Being connected to the internet is too expensive/ not worth the money	13	**	**	**	**	**	12	13	5	8	**	**	**	7	**	11	13
	7%	**	**	**	**	**	8%	7%	6%	8%	**	**	**	8%	**	8%	7%
I don't have the right help to know how to start	13	**	**	**	**	**	12	13	7	6	**	**	**	5	**	11	13
	7%	**	**	**	**	**	8%	7%	8%	6%	**	**	**	6%	**	8%	7%
Other	6	**	**	**	**	**	6	6	4	2	**	**	**	2	**	4	6
	3%	**	**	**	**	**	4%	3%	4%	2%	**	**	**	2%	**	3%	3%
Don't know	7	**	**	**	**	**	5	7	4	3	**	**	**	3	**	4	7
	4%	**	**	**	**	**	3%	4%	5%	3%	**	**	**	3%	**	3%	4%
SUMMARY CODES																	
ANY REASONS RELATING TO BEING TOO COMPLICATED	40	**	**	**	**	**	34	40	19	21	**	**	**	16	**	30	40
	22%	**	**	**	**	**	22%	22%	23%	21%	**	**	**	19%	**	23%	22%
ANY REASONS RELATING TO COSTS	28	**	**	**	**	**	21	28	12	15	**	**	**	17	**	22	28
	15%	**	**	**	**	**	14%	15%	14%	15%	**	**	**	20%	**	17%	15%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who do not go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	280	196	31	29	24	280	239	41	-	-	32	174	206
Effective Weighted Sample	224	183	30	28	23	224	195	29	-	-	25	142	168
Total	185	163	13	6	3	185	161	23	-	-	22	120	143
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	98 53%	85 53%	** **	** **	** **	98 53%	83 52%	** **	** **	** **	** **	65 54%	76 53%
Getting online/ getting connected to the internet is too complicated	27 15%	24 15%	** **	** **	** **	27 15%	24 15%	** **	** **	** **	** **	15 12%	19 13%
Someone else goes online for me	27 14%	23 14%	** **	** **	** **	27 14%	24 15%	** **	** **	** **	** **	16 14%	21 14%
I don't have the right equipment	25 13%	21 13%	** **	** **	** **	25 13%	21 13%	** **	** **	** **	** **	17 14%	19 13%
I don't trust the internet/ being online is not safe/ secure/data privacy issues	24 13%	22 14%	** **	** **	** **	24 13%	19 12%	** **	** **	** **	** **	18 15%	22 15%
Using the internet, finding your way around on the internet is too complicated	23 13%	22 14%	** **	** **	** **	23 13%	20 12%	** **	** **	** **	** **	14 12%	18 13%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who do not go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	280	196	31	29	24	280	239	41	-	-	32	174	206
Effective Weighted Sample	224	183	30	28	23	224	195	29	-	-	25	142	168
Total	185	163	13	6	3	185	161	23	-	-	22	120	143
The equipment needed to go online is too expensive/ not worth the money	21	19	**	**	**	21	18	**	**	**	**	17	19
	11%	11%	**	**	**	11%	11%	**	**	**	**	14%	13%
Being connected to the internet is too expensive/ not worth the money	13	10	**	**	**	13	11	**	**	**	**	11	13
	7%	6%	**	**	**	7%	7%	**	**	**	**	9%	9%
I don't have the right help to know how to start	13	9	**	**	**	13	11	**	**	**	**	7	9
	7%	6%	**	**	**	7%	7%	**	**	**	**	6%	6%
Other	6	5	**	**	**	6	4	**	**	**	**	5	5
	3%	3%	**	**	**	3%	2%	**	**	**	**	5%	4%
Don't know	7	7	**	**	**	7	5	**	**	**	**	5	5
	4%	4%	**	**	**	4%	3%	**	**	**	**	4%	4%
SUMMARY CODES													
ANY REASONS RELATING TO BEING TOO COMPLICATED	40	37	**	**	**	40	36	**	**	**	**	21	28
	22%	23%	**	**	**	22%	22%	**	**	**	**	18%	20%
ANY REASONS RELATING TO COSTS	28	23	**	**	**	28	24	**	**	**	**	22	26
	15%	14%	**	**	**	15%	15%	**	**	**	**	18%	18%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who do not go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	280	3	1	13	18	58	245	280	125	155	28	56	65	131	84	196	280
Effective Weighted Sample	224	2	1	11	15	49	197	224	103	122	23	49	52	104	68	157	224
Total	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	87	**	**	**	**	**	74	87	39	48	**	**	**	40	**	64	87
	47%	**	**	**	**	**	48%	47%	46%	48%	**	**	**	47%	**	49%	47%
Someone else goes online for me	22	**	**	**	**	**	18	22	11	10	**	**	**	7	**	13	22
	12%	**	**	**	**	**	11%	12%	13%	10%	**	**	**	8%	**	10%	12%
Getting online/ getting connected to the internet is too complicated	17	**	**	**	**	**	13	17	9	8	**	**	**	6	**	11	17
	9%	**	**	**	**	**	9%	9%	10%	8%	**	**	**	7%	**	8%	9%
I don't trust the internet/ being online is not safe/secure/data privacy issues	12	**	**	**	**	**	11	12	5	7	**	**	**	5	**	8	12
	7%	**	**	**	**	**	7%	7%	5%	7%	**	**	**	6%	**	6%	7%
Using the internet, finding your way around on the internet is too complicated	11	**	**	**	**	**	9	11	4	7	**	**	**	4	**	8	11
	6%	**	**	**	**	**	6%	6%	4%	7%	**	**	**	5%	**	6%	6%
The equipment needed to go online is too expensive/ not worth the money	10	**	**	**	**	**	7	10	5	5	**	**	**	9	**	9	10
	6%	**	**	**	**	**	5%	6%	6%	5%	**	**	**	11%	**	7%	6%

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

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

Base : Those who do not go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	280	3	1	13	18	58	245	280	125	155	28	56	65	131	84	196	280
Effective Weighted Sample	224	2	1	11	15	49	197	224	103	122	23	49	52	104	68	157	224
Total	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
I don't have the right equipment	8	**	**	**	**	**	7	8	3	5	**	**	**	4	**	4	8
	4%	**	**	**	**	**	4%	4%	3%	5%	**	**	**	5%	**	3%	4%
Being connected to the internet is too expensive/ not worth the money	6	**	**	**	**	**	5	6	2	4	**	**	**	3	**	5	6
	3%	**	**	**	**	**	3%	3%	2%	4%	**	**	**	3%	**	4%	3%
I don't have the right help to know how to start	3	**	**	**	**	**	3	3	1	2	**	**	**	2	**	3	3
	1%	**	**	**	**	**	2%	1%	1%	2%	**	**	**	2%	**	2%	1%
Other	3	**	**	**	**	**	3	3	3	*	**	**	**	2	**	2	3
	2%	**	**	**	**	**	2%	2%	3%	*%	**	**	**	2%	**	1%	2%
Don't know	7	**	**	**	**	**	5	7	4	3	**	**	**	3	**	4	7
	4%	**	**	**	**	**	3%	4%	5%	3%	**	**	**	3%	**	3%	4%
SUMMARY CODES																	
ANY REASONS RELATING TO BEING TOO COMPLICATED	28	**	**	**	**	**	23	28	12	15	**	**	**	10	**	19	28
	15%	**	**	**	**	**	15%	15%	15%	15%	**	**	**	12%	**	15%	15%
ANY REASONS RELATING TO COSTS	16	**	**	**	**	**	13	16	7	9	**	**	**	12	**	14	16
	9%	**	**	**	**	**	8%	9%	8%	9%	**	**	**	14%	**	11%	9%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who do not go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	280	196	31	29	24	280	239	41	-	-	32	174	206
Effective Weighted Sample	224	183	30	28	23	224	195	29	-	-	25	142	168
Total	185	163	13	6	3	185	161	23	-	-	22	120	143
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	87 47%	75 46%	** **	** **	** **	87 47%	74 46%	** **	** **	** **	** **	59 49%	68 47%
Someone else goes online for me	22 12%	19 11%	** **	** **	** **	22 12%	21 13%	** **	** **	** **	** **	14 11%	17 12%
Getting online/ getting connected to the internet is too complicated	17 9%	16 10%	** **	** **	** **	17 9%	15 9%	** **	** **	** **	** **	7 6%	11 7%
I don't trust the internet/ being online is not safe/ secure/data privacy issues	12 7%	12 7%	** **	** **	** **	12 7%	11 7%	** **	** **	** **	** **	8 7%	11 8%
Using the internet, finding your way around on the internet is too complicated	11 6%	10 6%	** **	** **	** **	11 6%	10 6%	** **	** **	** **	** **	5 4%	7 5%
The equipment needed to go online is too expensive/ not worth the money	10 6%	9 6%	** **	** **	** **	10 6%	10 6%	** **	** **	** **	** **	8 6%	9 6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who do not go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	280	196	31	29	24	280	239	41	-	-	32	174	206
Effective Weighted Sample	224	183	30	28	23	224	195	29	-	-	25	142	168
Total	185	163	13	6	3	185	161	23	-	-	22	120	143
I don't have the right equipment	8	6	**	**	**	8	6	**	**	**	**	5	6
	4%	4%	**	**	**	4%	4%	**	**	**	**	5%	4%
Being connected to the internet is too expensive/ not worth the money	6	5	**	**	**	6	4	**	**	**	**	5	6
	3%	3%	**	**	**	3%	2%	**	**	**	**	4%	4%
I don't have the right help to know how to start	3	2	**	**	**	3	3	**	**	**	**	1	2
	1%	1%	**	**	**	1%	2%	**	**	**	**	1%	1%
Other	3	3	**	**	**	3	3	**	**	**	**	3	3
	2%	2%	**	**	**	2%	2%	**	**	**	**	2%	2%
Don't know	7	7	**	**	**	7	5	**	**	**	**	5	5
	4%	4%	**	**	**	4%	3%	**	**	**	**	4%	4%
SUMMARY CODES													
ANY REASONS RELATING TO BEING TOO COMPLICATED	28	26	**	**	**	28	24	**	**	**	**	12	18
	15%	16%	**	**	**	15%	15%	**	**	**	**	10%	12%
ANY REASONS RELATING TO COSTS	16	14	**	**	**	16	14	**	**	**	**	13	15
	9%	9%	**	**	**	9%	9%	**	**	**	**	10%	10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	280	3	1	13	18	58	245	280	125	155	28	56	65	131	84	196	280
Effective Weighted Sample	224	2	1	11	15	49	197	224	103	122	23	49	52	104	68	157	224
Total	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
To buy something/ for shopping	52	**	**	**	**	**	43	52	18	34	**	**	**	20	**	34	52
	28%	**	**	**	**	**	28%	28%	21%	34% h	**	**	**	23%	**	26%	28%
To access other information	23	**	**	**	**	**	22	23	12	11	**	**	**	6	**	11	23
	12%	**	**	**	**	**	14%	12%	14%	11%	**	**	**	7%	**	8%	12%
To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.)	15	**	**	**	**	**	13	15	8	7	**	**	**	6	**	11	15
	8%	**	**	**	**	**	8%	8%	10%	7%	**	**	**	7%	**	9%	8%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	10	**	**	**	**	**	7	10	5	4	**	**	**	5	**	7	10
	5%	**	**	**	**	**	4%	5%	6%	4%	**	**	**	6%	**	5%	5%
To get in touch with someone	6	**	**	**	**	**	4	6	4	2	**	**	**	2	**	3	6
	3%	**	**	**	**	**	3%	3%	5%	2%	**	**	**	2%	**	2%	3%
TOTAL - YES	78	**	**	**	**	**	66	78	32	46	**	**	**	29	**	51	78
	42%	**	**	**	**	**	42%	42%	38%	46%	**	**	**	34%	**	39%	42%
No	103	**	**	**	**	**	87	103	52	52	**	**	**	54	**	78	103
	56%	**	**	**	**	**	56%	56%	61%	52%	**	**	**	64%	**	59%	56%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	280	3	1	13	18	58	245	280	125	155	28	56	65	131	84	196	280
Effective Weighted Sample	224	2	1	11	15	49	197	224	103	122	23	49	52	104	68	157	224
Total	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
Don't know	4	**	**	**	**	**	3	4	1	2	**	**	**	2	**	3	4
	2%	**	**	**	**	**	2%	2%	1%	2%	**	**	**	2%	**	2%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	280	196	31	29	24	280	239	41	-	-	32	174	206
Effective Weighted Sample	224	183	30	28	23	224	195	29	-	-	25	142	168
Total	185	163	13	6	3	185	161	23	-	-	22	120	143
To buy something/ for shopping	52	48	**	**	**	52	44	**	**	**	**	35	46
	28%	30%	**	**	**	28%	27%	**	**	**	**	29%	32%
To access other information	23	20	**	**	**	23	19	**	**	**	**	16	19
	12%	12%	**	**	**	12%	12%	**	**	**	**	13%	14%
To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.)	15	15	**	**	**	15	14	**	**	**	**	13	14
	8%	9%	**	**	**	8%	9%	**	**	**	**	11%	10%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	10	8	**	**	**	10	9	**	**	**	**	6	8
	5%	5%	**	**	**	5%	6%	**	**	**	**	5%	6%
To get in touch with someone	6	6	**	**	**	6	6	**	**	**	**	5	5
	3%	4%	**	**	**	3%	4%	**	**	**	**	4%	4%
TOTAL - YES	78	71	**	**	**	78	68	**	**	**	**	55	69
	42%	44%	**	**	**	42%	42%	**	**	**	**	45%	48%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	280	196	31	29	24	280	239	41	-	-	32	174	206
Effective Weighted Sample	224	183	30	28	23	224	195	29	-	-	25	142	168
Total	185	163	13	6	3	185	161	23	-	-	22	120	143
No	103	87	**	**	**	103	90	**	**	**	**	62	70
	56%	54%	**	**	**	56%	55%	**	**	**	**	52%	49%
Don't know	4	4	**	**	**	4	4	**	**	**	**	4	4
	2%	2%	**	**	**	2%	2%	**	**	**	**	3%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who do not go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	280	3	1	13	18	58	245	280	125	155	28	56	65	131	84	196	280
Effective Weighted Sample	224	2	1	11	15	49	197	224	103	122	23	49	52	104	68	157	224
Total	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
To buy something/ for shopping	18	**	**	**	**	**	15	18	7	10	**	**	**	6	**	12	18
	10%	**	**	**	**	**	10%	10%	9%	11%	**	**	**	7%	**	9%	10%
To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.)	13	**	**	**	**	**	9	13	4	9	**	**	**	6	**	9	13
	7%	**	**	**	**	**	6%	7%	5%	9%	**	**	**	8%	**	7%	7%
To access other information	7	**	**	**	**	**	7	7	2	5	**	**	**	2	**	3	7
	4%	**	**	**	**	**	5%	4%	2%	5%	**	**	**	3%	**	2%	4%
To get in touch with someone	6	**	**	**	**	**	5	6	3	3	**	**	**	*	**	2	6
	3%	**	**	**	**	**	3%	3%	4%	3%	**	**	**	*%	**	2%	3%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	6	**	**	**	**	**	4	6	4	2	**	**	**	3	**	5	6
	3%	**	**	**	**	**	3%	3%	5%	2%	**	**	**	4%	**	4%	3%
If I had someone to help me or to show me how to do it	5	**	**	**	**	**	4	5	3	2	**	**	**	2	**	4	5
	3%	**	**	**	**	**	3%	3%	3%	2%	**	**	**	2%	**	3%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who do not go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	280	3	1	13	18	58	245	280	125	155	28	56	65	131	84	196	280
Effective Weighted Sample	224	2	1	11	15	49	197	224	103	122	23	49	52	104	68	157	224
Total	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
If I had better equipment or better access to the internet	3	**	**	**	**	**	1	3	1	1	**	**	**	-	**	1	3
	2%	**	**	**	**	**	*%	2%	2%	1%	**	**	**	-%	**	1%	2%
To watch TV shows on catch up or on demand services like Netflix, Now TV or ITV Hub, BBC iPlayer or All 4	1	**	**	**	**	**	1	1	1	-	**	**	**	-	**	1	1
	1%	**	**	**	**	**	1%	1%	2%	-%	**	**	**	-%	**	1%	1%
If my job required me to go online	1	**	**	**	**	**	1	1	-	1	**	**	**	1	**	1	1
	*%	**	**	**	**	**	*%	*%	-%	1%	**	**	**	1%	**	1%	*%
To specifically use BBC online services such as the BBC iPlayer or the BBC website	1	**	**	**	**	**	1	1	-	1	**	**	**	1	**	1	1
	*%	**	**	**	**	**	*%	*%	-%	1%	**	**	**	1%	**	*%	*%
Other	3	**	**	**	**	**	2	3	2	1	**	**	**	*	**	*	3
	1%	**	**	**	**	**	1%	1%	2%	1%	**	**	**	1%	**	*%	1%
Nothing would prompt me to go online in the next 12 months	132	**	**	**	**	**	115	132	59	72	**	**	**	64	**	97	132
	71%	**	**	**	**	**	74%	71%	70%	73%	**	**	**	76%	**	73%	71%
Don't know	10	**	**	**	**	**	8	10	5	5	**	**	**	6	**	8	10
	5%	**	**	**	**	**	5%	5%	6%	5%	**	**	**	7%	**	6%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who do not go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	280	196	31	29	24	280	239	41	-	-	32	174	206
Effective Weighted Sample	224	183	30	28	23	224	195	29	-	-	25	142	168
Total	185	163	13	6	3	185	161	23	-	-	22	120	143
To buy something/ for shopping	18	16	**	**	**	18	15	**	**	**	**	13	18
	10%	10%	**	**	**	10%	9%	**	**	**	**	10%	12%
To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.)	13	13	**	**	**	13	11	**	**	**	**	11	13
	7%	8%	**	**	**	7%	7%	**	**	**	**	9%	9%
To access other information	7	7	**	**	**	7	4	**	**	**	**	6	7
	4%	4%	**	**	**	4%	3%	**	**	**	**	5%	5%
To get in touch with someone	6	6	**	**	**	6	6	**	**	**	**	6	6
	3%	4%	**	**	**	3%	4%	**	**	**	**	5%	4%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	6	5	**	**	**	6	6	**	**	**	**	4	6
	3%	3%	**	**	**	3%	3%	**	**	**	**	3%	4%
If I had someone to help me or to show me how to do it	5	4	**	**	**	5	4	**	**	**	**	5	5
	3%	2%	**	**	**	3%	2%	**	**	**	**	4%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who do not go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	280	196	31	29	24	280	239	41	-	-	32	174	206
Effective Weighted Sample	224	183	30	28	23	224	195	29	-	-	25	142	168
Total	185	163	13	6	3	185	161	23	-	-	22	120	143
If I had better equipment or better access to the internet	3 2%	3 2%	** **	** **	** **	3 2%	3 2%	** **	** **	** **	** **	2 2%	3 2%
To watch TV shows on catch up or on demand services like Netflix, Now TV or ITV Hub, BBC iPlayer or All 4	1 1%	1 1%	** **	** **	** **	1 1%	1 1%	** **	** **	** **	** **	1 1%	1 1%
If my job required me to go online	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	** **	** **	- -%	1 1%
To specifically use BBC online services such as the BBC iPlayer or the BBC website	1 *%	1 *%	** **	** **	** **	1 *%	- -%	** **	** **	** **	** **	1 1%	1 *%
Other	3 1%	2 1%	** **	** **	** **	3 1%	2 1%	** **	** **	** **	** **	2 1%	2 1%
Nothing would prompt me to go online in the next 12 months	132 71%	114 70%	** **	** **	** **	132 71%	116 72%	** **	** **	** **	** **	83 69%	94 66%
Don't know	10 5%	10 6%	** **	** **	** **	10 5%	9 6%	** **	** **	** **	** **	6 5%	7 5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Very confident	669	130	191	145	106	53	97	669	359	310	229	196	135	109	425	244	669
	52%	73%	69%	53%	53%	29%	27%	52%	56%	48%	62%	54%	49%	39%	58%	44%	52%
		cdefg	cdefg	ef	ef			ef	i		klmop	mo	m		lmop		mo
Fairly confident	460	43	72	108	69	84	168	460	213	246	115	127	100	117	242	217	460
	36%	24%	26%	39%	34%	46%	46%	36%	33%	38%	31%	35%	36%	42%	33%	39%	36%
				ab	a	abdg	abdg	ab						jn		jn	
Neither confident nor not confident	62	2	10	10	6	18	33	62	25	37	13	19	19	12	31	30	62
	5%	1%	4%	4%	3%	10%	9%	5%	4%	6%	3%	5%	7%	4%	4%	5%	5%
						abcdg	abcdg	a									
Not very confident	80	2	2	11	15	20	49	80	32	48	13	14	18	34	28	53	80
	6%	1%	1%	4%	7%	11%	14%	6%	5%	7%	4%	4%	7%	12%	4%	9%	6%
				b	ab	abcg	abcdg	ab						jklnp		jknp	n
Not at all confident	20	1	*	1	4	7	14	20	9	11	2	8	2	8	10	10	20
	2%	1%	*%	*%	2%	4%	4%	2%	1%	2%	*%	2%	1%	3%	1%	2%	2%
						abcg	abcg					j		j			
Don't know	*	-	-	-	-	*	*	*	*	-	-	-	*	-	-	*	*
	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%
SUMMARY CODES																	
TOTAL CONFIDENT	1129	172	263	253	176	136	265	1129	572	556	344	323	235	226	667	461	1129
	87%	97%	95%	92%	87%	75%	73%	87%	90%	85%	93%	89%	86%	81%	91%	83%	87%
		cdefg	defg	ef	ef			ef	i		lmop	mo			lmop		mo
TOTAL NOT CONFIDENT	101	3	3	12	19	27	63	101	41	59	15	23	20	43	37	63	101
	8%	2%	1%	4%	10%	15%	17%	8%	6%	9%	4%	6%	7%	15%	5%	11%	8%
				b	abc	abcg	abcdg	ab						jklnp		jknp	jn
TOTAL NEITHER/ DON'T KNOW	62	2	10	10	6	18	33	62	25	37	13	19	19	12	31	30	62
	5%	1%	4%	4%	3%	10%	9%	5%	4%	6%	3%	5%	7%	4%	4%	5%	5%
						abcdg	abcdg	a									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Very confident	669	563	65	28	12	669	584	85	**	631	641	18	659
	52%	52%	55%	53%	46%	52%	52%	49%	**	54%	56%	15%	52%
											k		k
Fairly confident	460	389	42	18	10	460	395	64	**	417	401	56	456
	36%	36%	35%	34%	37%	36%	35%	37%	**	36%	35%	46%	36%
												jl	
Neither confident nor not confident	62	52	6	1	2	62	53	8	**	56	51	10	61
	5%	5%	5%	2%	7%	5%	5%	5%	**	5%	4%	8%	5%
					c							j	
Not very confident	80	67	5	5	2	80	67	13	**	59	51	27	78
	6%	6%	5%	9%	9%	6%	6%	7%	**	5%	4%	22%	6%
												jl	
Not at all confident	20	20	-	1	*	20	16	4	**	11	8	11	19
	2%	2%	-%	1%	*%	2%	1%	2%	**	1%	1%	9%	1%
												jl	
Don't know	*	-	-	-	*	*	*	-	**	-	*	-	*
	*%	-%	-%	-%	*%	*%	*%	-%	**	-%	*%	-%	*%
					e								
SUMMARY CODES													
TOTAL CONFIDENT	1129	953	108	46	22	1129	979	150	**	1048	1042	73	1115
	87%	87%	90%	88%	83%	87%	88%	86%	**	89%	90%	60%	88%
			d								kl		k
TOTAL NOT CONFIDENT	101	87	5	6	3	101	84	17	**	71	59	38	97
	8%	8%	5%	11%	9%	8%	8%	10%	**	6%	5%	31%	8%
				b								jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
TOTAL NEITHER/ DON'T KNOW	62	52	6	1	2	62	54	8	**	56	51	10	61
	5%	5%	5%	2%	8%	5%	5%	5%	**	5%	4%	8%	5%
					c							j	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11C. (SHOWCARD) 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? (SINGLE CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Very confident	472	85	124	99	76	41	87	472	266	205	153	129	102	88	282	190	472
	37%	48%	45%	36%	38%	22%	24%	37%	42%	31%	41%	35%	37%	31%	38%	34%	37%
		cefg	cefg	ef	ef			ef	i		mo				m		
Fairly confident	489	63	106	118	72	75	130	489	227	262	134	156	102	97	290	199	489
	38%	35%	38%	43%	36%	41%	36%	38%	36%	40%	36%	43%	37%	35%	39%	36%	38%
												mo					
Neither confident nor not confident	131	14	21	32	14	22	50	131	61	70	43	30	25	33	74	58	131
	10%	8%	8%	12%	7%	12%	14%	10%	10%	11%	12%	8%	9%	12%	10%	10%	10%
							abdg										
Not very confident	136	10	22	21	24	29	59	136	58	78	27	32	38	40	59	77	136
	11%	6%	8%	8%	12%	16%	16%	11%	9%	12%	7%	9%	14%	14%	8%	14%	11%
					a	abcg	abcg	a					jkn	jkn		jknp	
Not at all confident	58	5	2	4	13	14	33	58	23	34	12	17	7	22	29	29	58
	4%	3%	1%	2%	6%	8%	9%	4%	4%	5%	3%	5%	2%	8%	4%	5%	4%
					bc	abcg	abcg	bc						jlnp			
Don't know	5	1	*	*	1	2	2	5	2	3	1	1	1	1	2	2	5
	*%	*%	*%	*%	1%	1%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY CODES																	
TOTAL CONFIDENT	961	148	230	217	149	115	217	961	493	468	287	285	204	185	572	389	961
	74%	83%	84%	79%	74%	64%	60%	74%	77%	72%	77%	78%	74%	66%	78%	70%	74%
		defg	defg	ef	ef			ef	i		mo	mo	m		mo		m
TOTAL NOT CONFIDENT	194	15	24	26	37	43	92	194	81	112	39	48	44	62	88	106	194
	15%	8%	9%	9%	18%	24%	25%	15%	13%	17%	11%	13%	16%	22%	12%	19%	15%
					abc	abcg	abcg	abc		h				jknp		jknp	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11C. (SHOWCARD) 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? (SINGLE CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
TOTAL NEITHER/ DON'T KNOW	136	15	21	32	16	23	52	136	63	73	45	31	26	34	76	60	136
	11%	9%	8%	12%	8%	13%	14%	11%	10%	11%	12%	9%	9%	12%	10%	11%	11%
							abdg										

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11C. (SHOWCARD) 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? (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Very confident	472 37%	385 35%	50 42%	26 49% ae	11 39%	472 37%	406 36%	65 37%	** **	436 37%	440 38% k	27 22%	467 37% k
Fairly confident	489 38%	411 38%	51 43%	18 33%	10 37%	489 38%	437 39% g	52 30%	** **	456 39%	446 39%	38 31%	484 38%
Neither confident nor not confident	131 10%	115 11%	10 8%	3 6%	3 10%	131 10%	107 10%	24 14%	** **	118 10%	116 10%	14 11%	129 10%
Not very confident	136 11%	124 11% b	6 5%	4 7%	2 9%	136 11% b	115 10%	22 12%	** **	117 10%	110 10%	23 19% jl	134 10%
Not at all confident	58 4%	53 5%	2 2%	2 4%	1 2%	58 4%	47 4%	11 6%	** **	43 4%	36 3%	19 15% jl	54 4%
Don't know	5 *%	4 *%	- -%	* 1%	1 2% abe	5 *%	4 *%	* *%	** **	4 *%	4 *%	1 1%	5 *%
SUMMARY CODES													
TOTAL CONFIDENT	961 74%	796 73%	101 85% ade	43 82% ae	20 76%	961 74%	843 76% g	118 68%	** **	892 76%	887 77% k	65 53%	951 75% k
TOTAL NOT CONFIDENT	194 15%	177 16% b	8 7%	6 11%	3 12%	194 15% b	161 14%	33 19%	** **	160 14%	146 13%	42 35% jl	188 15%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11C. (SHOWCARD) 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? (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
TOTAL NEITHER/ DON'T KNOW	136	119	10	4	3	136	112	24	**	123	119	14	134
	11%	11%	8%	7%	13%	11%	10%	14%	**	10%	10%	12%	11%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Very confident	579	100	138	130	94	64	117	579	307	273	198	169	119	93	367	213	579
	45%	56%	50%	47%	47%	36%	33%	45%	48%	42%	53%	46%	43%	33%	50%	38%	45%
		efg	ef	ef	ef			ef	i		lmop	mo	m		mop		mo
Fairly confident	513	65	105	108	77	81	159	513	252	261	130	156	108	119	286	227	513
	40%	36%	38%	39%	38%	45%	44%	40%	39%	40%	35%	43%	39%	43%	39%	41%	40%
												j					
Neither confident nor not confident	100	5	21	21	19	13	33	100	42	58	32	20	15	32	52	48	100
	8%	3%	8%	8%	9%	7%	9%	8%	7%	9%	9%	6%	6%	11%	7%	9%	8%
			a	a	a		a	a						klnp			
Not very confident	63	1	9	11	8	16	33	63	24	38	5	10	27	21	15	48	63
	5%	1%	3%	4%	4%	9%	9%	5%	4%	6%	1%	3%	10%	7%	2%	9%	5%
				a	a	abcdg	abcdg	a					jknp	jkn		jknp	jn
Not at all confident	23	3	1	4	4	2	10	23	9	14	3	6	3	11	10	14	23
	2%	2%	*%	1%	2%	1%	3%	2%	1%	2%	1%	2%	1%	4%	1%	2%	2%
							b							jlnp			
Don't know	13	4	-	1	-	4	8	13	5	8	3	3	2	4	7	6	13
	1%	2%	-%	1%	-%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bd				bd	bd										
SUMMARY CODES																	
TOTAL CONFIDENT	1092	165	244	237	170	145	277	1092	558	534	328	325	227	213	653	440	1092
	85%	93%	89%	86%	85%	80%	77%	85%	87%	82%	88%	89%	83%	76%	89%	79%	85%
		cdefg	ef	f	f			f	i		mo	lmop			lmop		mo
TOTAL NOT CONFIDENT	86	4	10	15	12	18	44	86	33	53	8	16	30	32	25	61	86
	7%	3%	4%	6%	6%	10%	12%	7%	5%	8%	2%	4%	11%	11%	3%	11%	7%
						ab	abcdg	a		h			jknp	jknp		jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
TOTAL NEITHER/ DON'T KNOW	113	9	21	23	19	18	41	113	47	66	35	23	18	36	59	54	113
	9%	5%	8%	8%	9%	10%	11%	9%	7%	10%	10%	6%	6%	13%	8%	10%	9%
							a							klnp			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Very confident	579	479	60	28	12	579	489	90	**	539	541	28	570
	45%	44%	50%	53%	43%	45%	44%	52%	**	46%	47%	23%	45%
				ae							k		k
Fairly confident	513	432	51	19	12	513	456	57	**	475	456	54	510
	40%	40%	42%	36%	43%	40%	41%	33%	**	40%	40%	45%	40%
							g						
Neither confident nor not confident	100	92	3	2	2	100	82	18	**	84	84	14	97
	8%	8%	3%	5%	6%	8%	7%	10%	**	7%	7%	11%	8%
		b				b							
Not very confident	63	54	4	2	2	63	55	7	**	47	46	16	62
	5%	5%	4%	5%	6%	5%	5%	4%	**	4%	4%	13%	5%
												jl	
Not at all confident	23	22	*	1	*	23	22	1	**	18	15	8	23
	2%	2%	*%	1%	1%	2%	2%	1%	**	2%	1%	6%	2%
												jl	
Don't know	13	12	1	*	*	13	12	1	**	11	9	2	11
	1%	1%	*%	*%	*%	1%	1%	1%	**	1%	1%	1%	1%
SUMMARY CODES													
TOTAL CONFIDENT	1092	911	111	47	23	1092	945	147	**	1015	998	82	1080
	85%	83%	93%	89%	86%	85%	85%	84%	**	86%	87%	68%	85%
			ade								k		k
TOTAL NOT CONFIDENT	86	76	5	3	2	86	77	8	**	65	61	24	85
	7%	7%	4%	6%	7%	7%	7%	5%	**	6%	5%	20%	7%
												jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
TOTAL NEITHER/ DON'T KNOW	113	105	4	3	2	113	94	19	**	95	93	15	108
	9%	10%	3%	5%	6%	9%	8%	11%	**	8%	8%	13%	8%
		bc				b							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Only used websites or apps that you've used before	464 36%	58 32% c	91 33% c	61 22%	77 38% c	83 46% abcg	177 49% abcdg	464 36% c	207 32%	257 39% h	91 25%	118 32% j	111 40% jkn	143 51% jklnp	209 28%	254 46% jknp	464 36% jn
Used maybe one or two websites or apps that you haven't used before	504 39%	63 35%	114 42%	121 44% d	70 35%	72 40%	136 38%	504 39%	256 40%	248 38%	158 42% mo	153 42% mo	107 39% m	86 31%	311 42% mo	193 35%	504 39% m
Used lots of websites or apps that you haven't used before	285 22%	54 30% efg	66 24% ef	80 29% efg	50 25% ef	22 12%	36 10%	285 22% ef	151 24%	134 21%	109 29% lmop	85 23% mo	48 17%	44 16%	193 26% lmop	91 16%	285 22% mo
Have not gone online in the last month	23 2%	3 2%	2 1%	9 3%	2 1%	1 1%	7 2%	23 2%	15 2%	7 1%	8 2% k	2 1%	8 3% k	4 1%	10 1%	12 2% k	23 2%
Don't know	16 1%	1 1%	2 1%	4 1%	3 1%	2 1%	6 2%	16 1%	9 1%	7 1%	5 1%	7 2% l	* *%	3 1%	12 2%	4 1%	16 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Only used websites or apps that you've used before	464 36%	386 35%	42 35%	26 50% abde	10 36%	464 36%	392 35%	71 41%	** **	404 34%	388 34%	67 56% jl	455 36%
Used maybe one or two websites or apps that you haven't used before	504 39%	416 38%	59 49% ace	16 31%	12 45% c	504 39% c	435 39%	69 40%	** **	474 40%	465 40% k	34 28%	499 39% k
Used lots of websites or apps that you haven't used before	285 22%	253 23% bd	19 16%	9 18%	4 13%	285 22% bd	253 23%	32 18%	** **	267 23%	270 23% k	12 10%	283 22% k
Have not gone online in the last month	23 2%	21 2%	- -%	* 1%	1 3% b	23 2%	21 2%	1 1%	** **	17 1%	18 2%	5 4%	23 2%
Don't know	16 1%	15 1%	- -%	* *%	1 2% b	16 1%	15 1%	* *%	** **	14 1%	11 1%	3 2%	14 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Find information online for your leisure time including cinema and live music	878 68%	118 66% f	197 72% f	209 76% aefg	146 72% f	121 67% f	207 57%	878 68% f	429 67%	449 69%	294 79% lmop	268 74% lmop	175 64% m	140 50%	563 76% lmop	315 57%	878 68% mo
Access news websites or websites about politics or current affairs	827 64%	108 61%	150 54%	186 68% b	150 74% abfg	121 67% b	234 65% b	827 64% b	440 69% i	387 59%	300 81% klmnop	248 68% lmo	153 56% m	125 45%	549 75% klmop	279 50%	827 64% lmo
Compare products or services online such as looking at reviews or doing price comparison searches	811 63%	97 55%	178 64% a	184 67% af	141 70% afg	118 66% a	210 58%	811 63% a	413 65%	398 61%	283 76% klmop	243 67% lmo	156 57% m	129 46%	526 71% lmop	285 51%	811 63% mo
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc	783 61%	84 47%	170 62% a	193 70% aefg	144 71% abefg	107 59% a	193 54%	783 61% af	405 63% i	378 58%	280 75% klmnop	224 61% mo	152 56% m	127 45%	504 68% klmop	279 50%	783 61% mo

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Look online for public services information on government sites such as ni. direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC	743 58%	74 42%	157 57% a	175 64% af	142 70% abfg	111 61% a	196 54% a	743 58% a	380 59%	364 56%	276 74% klmnop	209 57% mo	145 53% m	114 41%	485 66% klmop	259 47%	743 58% mo
Pay bills or check bills online	718 56%	79 44%	179 65% aefg	154 56% a	132 66% acefg	97 53%	175 48%	718 56% af	364 57%	355 54%	240 65% lmop	210 58% mo	151 55% m	117 42%	450 61% mop	268 48%	718 56% mo
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	629 49%	62 35%	149 54% af	169 62% adefg	104 51% af	83 46% a	145 40%	629 49% af	322 50%	307 47%	233 63% klmop	189 52% lmo	119 44% m	87 31%	422 57% lmop	206 37%	629 49% mo
Look online at job opportunities or apply for a job online	609 47%	110 62% defg	170 62% defg	155 57% efg	97 48% ef	65 36% f	76 21%	609 47% ef	293 46%	316 48%	185 50% m	180 49% m	127 46%	116 41%	366 50% mo	243 44%	609 47%
Find information online about cultural activities such as museums or theatre	604 47%	64 36%	120 44%	148 54% abfg	112 55% abfg	93 51% a	161 44% a	604 47% a	300 47%	305 47%	234 63% klmnop	178 49% mo	113 41% m	80 28%	411 56% klmop	193 35%	604 47% mo

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Sign an online petition or used a campaigning website such as change.org	527 41%	61 34%	127 46% af	116 42% f	105 52% acefg	69 38%	118 33%	527 41% f	255 40%	272 42%	186 50% lmop	157 43% mo	104 38% m	80 28%	343 47% lmop	184 33%	527 41% mo
None of these	73 6%	12 6%	20 7%	9 3%	6 3%	10 6%	27 8% cd	73 6%	35 5%	39 6%	7 2%	15 4%	20 7% jn	33 12% jknp	21 3%	52 9% jknp	73 6% jn
Don't know	* *%	- -%	- -%	- -%	- -%	* *%	* *%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	* *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Find information online for your leisure time including cinema and live music	878 68%	739 68%	82 69%	37 71%	19 70%	878 68%	760 68%	118 68%	** **	823 70%	820 71% k	49 41%	870 68% k
Access news websites or websites about politics or current affairs	827 64%	712 65% c	72 60%	27 52%	16 58%	827 64% c	712 64%	116 66%	** **	779 66%	760 66% k	57 47%	817 64% k
Compare products or services online such as looking at reviews or doing price comparison searches	811 63%	687 63% cd	80 67% cd	29 55%	15 54%	811 63% cd	689 62%	122 70% f	** **	769 65%	753 65% k	51 42%	804 63% k
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc	783 61%	682 62% cd	68 56% d	25 47% d	9 34%	783 61% cd	681 61%	103 59%	** **	738 63%	733 64% k	41 33%	773 61% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Look online for public services information on government sites such as ni. direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC	743 58%	646 59% cd	66 55% cd	21 39%	11 39%	743 58% cd	640 57%	104 59%	** **	699 59%	686 60% k	50 42%	737 58% k
Pay bills or check bills online	718 56%	621 57% cd	67 56% cd	21 40%	9 35%	718 56% cd	624 56%	95 54%	** **	682 58%	677 59% k	36 30%	713 56% k
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	629 49%	559 51% bcd	45 38% d	17 33%	7 28%	629 49% bcd	551 49%	77 44%	** **	598 51%	599 52% k	25 21%	624 49% k
Look online at job opportunities or apply for a job online	609 47%	528 48% cd	51 42%	21 39%	10 36%	609 47% cd	548 49% g	61 35%	** **	573 49%	586 51% k	18 15%	604 47% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Find information online about cultural activities such as museums or theatre	604 47%	510 47%	60 50%	22 41%	12 46%	604 47%	516 46%	88 51%	** **	578 49%	561 49% k	40 33%	601 47% k
Sign an online petition or used a campaigning website such as change.org	527 41%	457 42% cd	43 36%	18 33%	8 31%	527 41% d	456 41%	71 41%	** **	504 43%	505 44% k	18 15%	523 41% k
None of these	73 6%	63 6%	4 3%	4 8%	3 10% abe	73 6%	60 5%	13 8%	** **	61 5%	59 5%	12 10% j	70 6%
Don't know	* *%	- -%	- -%	- -%	* *% e	* *%	* *%	- -%	** **	- -%	* *%	- -%	* *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Access news websites or websites about politics or current affairs	489 38%	69 39%	87 31%	110 40%	82 41% b	74 41%	140 39%	489 38%	272 43% i	217 33%	205 55% klmnop	141 39% lmo	77 28%	66 23%	346 47% klmop	143 26%	489 38% lmo
Find information online for your leisure time including cinema and live music	433 34%	71 40% ef	90 33% f	117 42% befg	75 37% ef	47 26%	81 22%	433 34% ef	211 33%	222 34%	166 45% klmop	134 37% mo	82 30% m	51 18%	300 41% lmop	133 24%	433 34% mo
Pay bills or check bills online	378 29%	36 20%	105 38% aefg	84 30% a	64 32% a	50 28%	89 25%	378 29% a	195 31%	182 28%	123 33% mo	107 29% m	90 33% m	58 21%	230 31% m	148 27%	378 29% m
Compare products or services online such as looking at reviews or doing price comparison searches	346 27%	42 23%	64 23%	98 36% abdfg	49 24%	56 31%	93 26%	346 27%	186 29%	160 24%	139 37% klmop	107 29% lmo	60 22% m	40 14%	247 34% lmop	99 18%	346 27% mo
Find information online about cultural activities such as museums or theatre	203 16%	18 10%	27 10%	55 20% ab	37 18% ab	35 19% ab	66 18% ab	203 16% b	105 16%	98 15%	94 25% klmop	53 15% mo	38 14% m	17 6%	147 20% klmop	55 10%	203 16% mo

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Look online for public services information on government sites such as ni. direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC	184 14%	17 9%	41 15%	40 15%	28 14%	38 21% ag	57 16% a	184 14%	94 15%	90 14%	76 20% kmop	43 12%	40 14% m	25 9%	119 16% kmo	65 12%	184 14% m
Look online at job opportunities or apply for a job online	170 13%	39 22% defg	49 18% ef	43 16% ef	24 12% f	14 8%	15 4%	170 13% ef	80 12%	90 14%	51 14%	49 13%	29 11%	41 15%	99 14%	70 13%	170 13%
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	160 12%	13 7%	38 14% af	50 18% afg	27 14%	22 12%	31 9%	160 12% f	80 13%	80 12%	59 16% mo	46 13%	32 12%	23 8%	105 14% mo	55 10%	160 12%
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc	130 10%	20 11%	29 10%	34 12% f	23 11%	15 8%	25 7%	130 10%	63 10%	67 10%	49 13% mo	34 9%	26 10%	21 7%	83 11%	47 9%	130 10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Sign an online petition or used a campaigning website such as change.org	90	11	17	24	20	10	18	90	46	44	31	26	25	9	57	34	90
	7%	6%	6%	9%	10%	6%	5%	7%	7%	7%	8%	7%	9%	3%	8%	6%	7%
					f						m	m	m		m		m
None of these	299	37	65	50	33	47	114	299	153	146	47	70	70	111	118	181	299
	23%	21%	24%	18%	16%	26%	32%	23%	24%	22%	13%	19%	25%	40%	16%	33%	23%
						cd	abcdg	d				j	jn	jklnop		jklnp	jn
Don't know	*	-	*	-	-	*	*	*	*	*	-	-	*	-	-	*	*
	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	-%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Access news websites or websites about politics or current affairs	489 38%	418 38% d	46 39%	16 31%	8 29%	489 38% d	414 37%	74 43%	** **	465 40%	452 39% k	30 25%	482 38% k
Find information online for your leisure time including cinema and live music	433 34%	363 33% d	44 36% d	20 39% d	7 25%	433 34% d	378 34%	55 31%	** **	407 35%	415 36% k	16 13%	431 34% k
Pay bills or check bills online	378 29%	323 30%	36 30%	13 24%	6 23%	378 29%	327 29%	51 29%	** **	358 30%	360 31% k	15 12%	375 29% k
Compare products or services online such as looking at reviews or doing price comparison searches	346 27%	296 27% d	34 28% d	11 21%	5 17%	346 27% d	299 27%	47 27%	** **	335 29%	326 28% k	20 16%	345 27% k
Find information online about cultural activities such as museums or theatre	203 16%	169 15%	23 19%	7 14%	4 14%	203 16%	170 15%	33 19%	** **	200 17%	181 16%	21 17%	202 16%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Look online for public services information on government sites such as ni. direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC	184 14%	165 15% cd	12 10%	5 9%	2 7%	184 14% cd	162 15%	22 13%	** **	172 15%	174 15% k	9 8%	183 14% k
Look online at job opportunities or apply for a job online	170 13%	150 14% d	10 8%	8 14%	2 8%	170 13%	145 13%	25 14%	** **	159 14%	167 15% k	1 1%	168 13% k
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	160 12%	148 14% bcd	7 5%	4 8%	1 4%	160 12% bd	144 13%	16 9%	** **	151 13%	156 14% k	3 3%	159 13% k
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc	130 10%	117 11% b	7 6%	5 9%	2 6%	130 10%	121 11% g	9 5%	** **	121 10%	123 11% k	3 2%	126 10% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Sign an online petition or used a campaigning website such as change.org	90	81	5	3	1	90	79	12	**	86	90	1	90
	7%	7%	4%	7%	3%	7%	7%	7%	**	7%	8%	1%	7%
		d				d					k		k
None of these	299	246	28	14	11	299	257	42	**	247	235	57	292
	23%	23%	23%	26%	41%	23%	23%	24%	**	21%	20%	47%	23%
					abce							jl	
Don't know	*	-	-	-	*	*	*	-	**	-	*	-	*
	*%	-%	-%	-%	1%	*%	*%	-%	**	-%	*%	-%	*%
					ae								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Access news websites or websites about politics or current affairs

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DONE THIS IN THE LAST WEEK	489	69	87	110	82	74	140	489	272	217	205	141	77	66	346	143	489
	38%	39%	31%	40%	41%	41%	39%	38%	43%	33%	55%	39%	28%	23%	47%	26%	38%
					b				i		klmnop	lmo			klmop		lmo
DONE THIS BUT NOT IN THE LAST WEEK	339	39	63	76	67	48	94	339	168	170	95	108	76	60	203	136	339
	26%	22%	23%	27%	33%	26%	26%	26%	26%	26%	26%	30%	28%	21%	28%	25%	26%
					abg							m			m		
EVER DONE THIS	827	108	150	186	150	121	234	827	440	387	300	248	153	125	549	279	827
	64%	61%	54%	68%	74%	67%	65%	64%	69%	59%	81%	68%	56%	45%	75%	50%	64%
				b	abfg	b	b	b	i		klmnop	lmo	m		klmop		lmo
NEVER DONE THIS	463	70	126	89	52	60	127	463	198	265	71	116	121	155	187	276	463
	36%	39%	46%	32%	26%	33%	35%	36%	31%	41%	19%	32%	44%	55%	25%	50%	36%
		d	cdefg				d	d		h		jn	jknp	jklnp	j	jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Access news websites or websites about politics or current affairs

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
DONE THIS IN THE LAST WEEK	489	418	46	16	8	489	414	74	**	465	452	30	482
	38%	38%	39%	31%	29%	38%	37%	43%	**	40%	39%	25%	38%
		d				d					k		k
DONE THIS BUT NOT IN THE LAST WEEK	339	294	26	11	8	339	297	41	**	314	308	28	335
	26%	27%	22%	21%	29%	26%	27%	24%	**	27%	27%	23%	26%
EVER DONE THIS	827	712	72	27	16	827	712	116	**	779	760	57	817
	64%	65%	60%	52%	58%	64%	64%	66%	**	66%	66%	47%	64%
		c				c					k		k
NEVER DONE THIS	463	379	47	25	11	463	405	59	**	396	392	64	456
	36%	35%	40%	48%	42%	36%	36%	34%	**	34%	34%	53%	36%
				ae								jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Sign an online petition or used a campaigning website such as change.org

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DONE THIS IN THE LAST WEEK	90	11	17	24	20	10	18	90	46	44	31	26	25	9	57	34	90
	7%	6%	6%	9%	10%	6%	5%	7%	7%	7%	8%	7%	9%	3%	8%	6%	7%
					f						m	m	m		m		m
DONE THIS BUT NOT IN THE LAST WEEK	437	50	110	92	85	58	100	437	209	228	155	131	79	71	286	150	437
	34%	28%	40%	33%	42%	32%	28%	34%	33%	35%	42%	36%	29%	25%	39%	27%	34%
			af		aefg			f			lmop	mo			lmop		mo
EVER DONE THIS	527	61	127	116	105	69	118	527	255	272	186	157	104	80	343	184	527
	41%	34%	46%	42%	52%	38%	33%	41%	40%	42%	50%	43%	38%	28%	47%	33%	41%
			af	f	acefg			f			lmop	mo	m		lmop		mo
NEVER DONE THIS	764	117	148	159	97	112	243	764	383	381	186	207	171	201	393	371	764
	59%	66%	54%	58%	48%	62%	67%	59%	60%	58%	50%	57%	62%	72%	53%	67%	59%
		bd		d		d	bcdg	d					jn	jklnp		jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Sign an online petition or used a campaigning website such as change.org

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
DONE THIS IN THE LAST WEEK	90	81	5	3	1	90	79	12	**	86	90	1	90
	7%	7%	4%	7%	3%	7%	7%	7%	**	7%	8%	1%	7%
		d				d					k		k
DONE THIS BUT NOT IN THE LAST WEEK	437	377	38	14	8	437	377	59	**	418	415	18	433
	34%	35%	32%	27%	28%	34%	34%	34%	**	36%	36%	14%	34%
		c									k		k
EVER DONE THIS	527	457	43	18	8	527	456	71	**	504	505	18	523
	41%	42%	36%	33%	31%	41%	41%	41%	**	43%	44%	15%	41%
		cd				d					k		k
NEVER DONE THIS	764	634	76	35	19	764	661	103	**	671	647	103	750
	59%	58%	64%	67%	69%	59%	59%	59%	**	57%	56%	85%	59%
				a	ae							jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DONE THIS IN THE LAST WEEK	130	20	29	34	23	15	25	130	63	67	49	34	26	21	83	47	130
	10%	11%	10%	12%	11%	8%	7%	10%	10%	10%	13%	9%	10%	7%	11%	9%	10%
				f							mo						
DONE THIS BUT NOT IN THE LAST WEEK	653	64	141	158	121	92	168	653	342	311	231	190	126	106	421	232	653
	51%	36%	51%	58%	60%	51%	47%	51%	54%	48%	62%	52%	46%	38%	57%	42%	51%
			a	afg	afg	a	a	a	i		klmop	mo			lmop		mo
EVER DONE THIS	783	84	170	193	144	107	193	783	405	378	280	224	152	127	504	279	783
	61%	47%	62%	70%	71%	59%	54%	61%	63%	58%	75%	61%	56%	45%	68%	50%	61%
			a	aefg	abefg	a		af	i		klmnop	mo	m		klmop		mo
NEVER DONE THIS	508	94	106	82	58	74	168	508	233	274	91	141	122	154	232	276	508
	39%	53%	38%	30%	29%	41%	46%	39%	37%	42%	25%	39%	44%	55%	32%	50%	39%
		bcdeg	d			cd	cdg	cd		h		jn	jn	jklnp	j	jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
DONE THIS IN THE LAST WEEK	130	117	7	5	2	130	121	9	**	121	123	3	126
	10%	11%	6%	9%	6%	10%	11%	5%	**	10%	11%	2%	10%
		b					g				k		k
DONE THIS BUT NOT IN THE LAST WEEK	653	565	60	20	8	653	559	94	**	616	609	38	647
	51%	52%	51%	38%	28%	51%	50%	54%	**	52%	53%	31%	51%
		cd	cd	d		cd					k		k
EVER DONE THIS	783	682	68	25	9	783	681	103	**	738	733	41	773
	61%	62%	56%	47%	34%	61%	61%	59%	**	63%	64%	33%	61%
		cd	d	d		cd					k		k
NEVER DONE THIS	508	410	52	28	18	508	436	72	**	437	419	81	500
	39%	38%	44%	53%	66%	39%	39%	41%	**	37%	36%	67%	39%
				ae	abce							jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DONE THIS IN THE LAST WEEK	160	13	38	50	27	22	31	160	80	80	59	46	32	23	105	55	160
	12%	7%	14%	18%	14%	12%	9%	12%	13%	12%	16%	13%	12%	8%	14%	10%	12%
			af	afg				f			mo				mo		
DONE THIS BUT NOT IN THE LAST WEEK	469	48	111	119	76	61	114	469	242	227	174	143	88	64	317	151	469
	36%	27%	40%	43%	38%	34%	32%	36%	38%	35%	47%	39%	32%	23%	43%	27%	36%
			af	aefg	a			a			klmop	mo	m		lmop		mo
EVER DONE THIS	629	62	149	169	104	83	145	629	322	307	233	189	119	87	422	206	629
	49%	35%	54%	62%	51%	46%	40%	49%	50%	47%	63%	52%	44%	31%	57%	37%	49%
			af	adefg	af	a		af			klmop	lmo	m		lmop		mo
NEVER DONE THIS	662	116	126	106	98	98	216	662	316	346	138	175	155	194	314	348	662
	51%	65%	46%	38%	49%	54%	60%	51%	50%	53%	37%	48%	56%	69%	43%	63%	51%
		bcdeg			c	c	bcdg	c				j	jkn	jklnp		jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
DONE THIS IN THE LAST WEEK	160	148	7	4	1	160	144	16	**	151	156	3	159
	12%	14%	5%	8%	4%	12%	13%	9%	**	13%	14%	3%	13%
		bcd				bd					k		k
DONE THIS BUT NOT IN THE LAST WEEK	469	411	39	13	6	469	407	61	**	447	443	22	464
	36%	38%	32%	25%	23%	36%	36%	35%	**	38%	38%	18%	36%
		cd				cd					k		k
EVER DONE THIS	629	559	45	17	7	629	551	77	**	598	599	25	624
	49%	51%	38%	33%	28%	49%	49%	44%	**	51%	52%	21%	49%
		bcd	d			bcd					k		k
NEVER DONE THIS	662	533	74	35	20	662	565	97	**	577	553	96	649
	51%	49%	62%	67%	72%	51%	51%	56%	**	49%	48%	79%	51%
			ae	ae	abe							jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Look online for public services information on government sites such as ni.direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DONE THIS IN THE LAST WEEK	184	17	41	40	28	38	57	184	94	90	76	43	40	25	119	65	184
	14%	9%	15%	15%	14%	21%	16%	14%	15%	14%	20%	12%	14%	9%	16%	12%	14%
						ag	a				kmop		m		kmo		m
DONE THIS BUT NOT IN THE LAST WEEK	560	58	115	134	113	73	139	560	286	274	200	165	105	89	366	194	560
	43%	32%	42%	49%	56%	40%	39%	43%	45%	42%	54%	45%	38%	32%	50%	35%	43%
				af	abefg			a			klmop	mo			lmop		mo
EVER DONE THIS	743	74	157	175	142	111	196	743	380	364	276	209	145	114	485	259	743
	58%	42%	57%	64%	70%	61%	54%	58%	59%	56%	74%	57%	53%	41%	66%	47%	58%
			a	af	abfg	a	a	a			klmnop	mo	m		klmop		mo
NEVER DONE THIS	547	104	118	100	60	70	165	547	259	289	95	156	130	166	251	296	547
	42%	58%	43%	36%	30%	39%	46%	42%	41%	44%	26%	43%	47%	59%	34%	53%	42%
		bcdefg	d				cd	d				jn	jn	jklnp	j	jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Look online for public services information on government sites such as ni.direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
DONE THIS IN THE LAST WEEK	184	165	12	5	2	184	162	22	**	172	174	9	183
	14%	15%	10%	9%	7%	14%	15%	13%	**	15%	15%	8%	14%
		cd				cd					k		k
DONE THIS BUT NOT IN THE LAST WEEK	560	481	54	16	9	560	478	82	**	527	512	41	553
	43%	44%	45%	30%	32%	43%	43%	47%	**	45%	44%	34%	43%
		cd	cd			cd					k		k
EVER DONE THIS	743	646	66	21	11	743	640	104	**	699	686	50	737
	58%	59%	55%	39%	39%	58%	57%	59%	**	59%	60%	42%	58%
		cd	cd			cd					k		k
NEVER DONE THIS	547	445	53	32	16	547	477	71	**	476	466	71	536
	42%	41%	45%	61%	61%	42%	43%	41%	**	41%	40%	58%	42%
				abe	abe							jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Look online at job opportunities or apply for a job online

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DONE THIS IN THE LAST WEEK	170	39	49	43	24	14	15	170	80	90	51	49	29	41	99	70	170
	13%	22%	18%	16%	12%	8%	4%	13%	12%	14%	14%	13%	11%	15%	14%	13%	13%
		defg	ef	ef	f			ef									
DONE THIS BUT NOT IN THE LAST WEEK	439	71	121	113	73	51	61	439	214	226	134	132	98	75	266	173	439
	34%	40%	44%	41%	36%	28%	17%	34%	33%	35%	36%	36%	36%	27%	36%	31%	34%
		ef	efg	efg	f	f		f			m	m	m		m		m
EVER DONE THIS	609	110	170	155	97	65	76	609	293	316	185	180	127	116	366	243	609
	47%	62%	62%	57%	48%	36%	21%	47%	46%	48%	50%	49%	46%	41%	50%	44%	47%
		defg	defg	efg	ef	f		ef			m	m			mo		
NEVER DONE THIS	682	68	105	120	104	116	285	682	345	337	186	184	147	165	370	312	682
	53%	38%	38%	43%	52%	64%	79%	53%	54%	52%	50%	51%	54%	59%	50%	56%	53%
					ab	abcdg	abcdeg	abc						jkn		n	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Look online at job opportunities or apply for a job online

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
DONE THIS IN THE LAST WEEK	170	150	10	8	2	170	145	25	**	159	167	1	168
	13%	14%	8%	14%	8%	13%	13%	14%	**	14%	15%	1%	13%
		d									k		k
DONE THIS BUT NOT IN THE LAST WEEK	439	378	41	13	8	439	403	36	**	414	419	17	436
	34%	35%	34%	25%	28%	34%	36%	21%	**	35%	36%	14%	34%
		c				c	g				k		k
EVER DONE THIS	609	528	51	21	10	609	548	61	**	573	586	18	604
	47%	48%	42%	39%	36%	47%	49%	35%	**	49%	51%	15%	47%
		cd				cd	g				k		k
NEVER DONE THIS	682	564	69	32	17	682	569	113	**	602	566	103	669
	53%	52%	58%	61%	64%	53%	51%	65%	**	51%	49%	85%	53%
				ae	ae			f				jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Find information online for your leisure time including cinema and live music

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DONE THIS IN THE LAST WEEK	433	71	90	117	75	47	81	433	211	222	166	134	82	51	300	133	433
	34%	40%	33%	42%	37%	26%	22%	34%	33%	34%	45%	37%	30%	18%	41%	24%	34%
		ef	f	befg	ef			ef			klmop	mo	m		lmop		mo
DONE THIS BUT NOT IN THE LAST WEEK	444	47	107	93	71	74	126	444	217	227	129	134	93	89	263	182	444
	34%	27%	39%	34%	35%	41%	35%	34%	34%	35%	35%	37%	34%	32%	36%	33%	34%
			a			a	a	a									
EVER DONE THIS	878	118	197	209	146	121	207	878	429	449	294	268	175	140	563	315	878
	68%	66%	72%	76%	72%	67%	57%	68%	67%	69%	79%	74%	64%	50%	76%	57%	68%
		f	f	aefg	f	f		f			lmop	lmop	m		lmop		mo
NEVER DONE THIS	413	60	78	66	56	60	154	413	210	204	77	96	99	141	173	240	413
	32%	34%	28%	24%	28%	33%	43%	32%	33%	31%	21%	26%	36%	50%	24%	43%	32%
		c				c	abcdeg	c					jkn	jklnp		jknp	jkn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Find information online for your leisure time including cinema and live music

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
DONE THIS IN THE LAST WEEK	433	363	44	20	7	433	378	55	**	407	415	16	431
	34%	33%	36%	39%	25%	34%	34%	31%	**	35%	36%	13%	34%
		d	d	d		d					k		k
DONE THIS BUT NOT IN THE LAST WEEK	444	377	38	17	12	444	381	63	**	416	405	33	439
	34%	35%	32%	33%	45%	34%	34%	36%	**	35%	35%	27%	34%
					abce								
EVER DONE THIS	878	739	82	37	19	878	760	118	**	823	820	49	870
	68%	68%	69%	71%	70%	68%	68%	68%	**	70%	71%	41%	68%
											k		k
NEVER DONE THIS	413	353	38	15	8	413	357	56	**	352	332	72	403
	32%	32%	31%	29%	30%	32%	32%	32%	**	30%	29%	59%	32%
												jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Compare products or services online such as looking at reviews or doing price comparison searches

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DONE THIS IN THE LAST WEEK	346	42	64	98	49	56	93	346	186	160	139	107	60	40	247	99	346
	27%	23%	23%	36%	24%	31%	26%	27%	29%	24%	37%	29%	22%	14%	34%	18%	27%
				abdfg							klmop	lmo	m		lmop		mo
DONE THIS BUT NOT IN THE LAST WEEK	465	55	114	87	92	63	117	465	227	238	144	136	96	90	279	185	465
	36%	31%	41%	32%	46%	35%	32%	36%	36%	36%	39%	37%	35%	32%	38%	33%	36%
			acf		acefg												
EVER DONE THIS	811	97	178	184	141	118	210	811	413	398	283	243	156	129	526	285	811
	63%	55%	64%	67%	70%	66%	58%	63%	65%	61%	76%	67%	57%	46%	71%	51%	63%
			a	af	afg	a		a			klmop	lmo	m		lmop		mo
NEVER DONE THIS	480	81	98	91	60	62	151	480	225	255	88	122	119	151	210	270	480
	37%	45%	36%	33%	30%	34%	42%	37%	35%	39%	24%	33%	43%	54%	29%	49%	37%
		bcdeg					cd	d				j	jkn	jklnp		jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Compare products or services online such as looking at reviews or doing price comparison searches

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
DONE THIS IN THE LAST WEEK	346	296	34	11	5	346	299	47	**	335	326	20	345
	27%	27%	28%	21%	17%	27%	27%	27%	**	29%	28%	16%	27%
		d	d			d					k		k
DONE THIS BUT NOT IN THE LAST WEEK	465	390	47	18	10	465	390	75	**	434	427	31	458
	36%	36%	39%	34%	37%	36%	35%	43%	**	37%	37%	26%	36%
								f			k		k
EVER DONE THIS	811	687	80	29	15	811	689	122	**	769	753	51	804
	63%	63%	67%	55%	54%	63%	62%	70%	**	65%	65%	42%	63%
		cd	cd			cd		f			k		k
NEVER DONE THIS	480	405	39	24	12	480	428	53	**	406	399	70	470
	37%	37%	33%	45%	46%	37%	38%	30%	**	35%	35%	58%	37%
				abe	abe		g					jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Find information online about cultural activities such as museums or theatre

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DONE THIS IN THE LAST WEEK	203	18	27	55	37	35	66	203	105	98	94	53	38	17	147	55	203
	16%	10%	10%	20%	18%	19%	18%	16%	16%	15%	25%	15%	14%	6%	20%	10%	16%
				ab	ab	ab	ab	b			klmop	mo	m		klmop		mo
DONE THIS BUT NOT IN THE LAST WEEK	401	45	93	93	75	58	94	401	195	206	140	124	74	63	264	137	401
	31%	25%	34%	34%	37%	32%	26%	31%	31%	32%	38%	34%	27%	22%	36%	25%	31%
			f	f	af						lmop	mo			lmop		mo
EVER DONE THIS	604	64	120	148	112	93	161	604	300	305	234	178	113	80	411	193	604
	47%	36%	44%	54%	55%	51%	44%	47%	47%	47%	63%	49%	41%	28%	56%	35%	47%
				abfg	abfg	a	a	a			klmnop	mo	m		klmop		mo
NEVER DONE THIS	687	114	155	127	90	88	201	687	339	348	138	187	161	201	325	362	687
	53%	64%	56%	46%	45%	49%	56%	53%	53%	53%	37%	51%	59%	72%	44%	65%	53%
		cdefg	cd				cd	cd				jn	jn	jklnp	j	jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Find information online about cultural activities such as museums or theatre

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
DONE THIS IN THE LAST WEEK	203	169	23	7	4	203	170	33	**	200	181	21	202
	16%	15%	19%	14%	14%	16%	15%	19%	**	17%	16%	17%	16%
DONE THIS BUT NOT IN THE LAST WEEK	401	341	38	15	9	401	346	56	**	378	381	19	399
	31%	31%	32%	28%	32%	31%	31%	32%	**	32%	33%	15%	31%
											k		k
EVER DONE THIS	604	510	60	22	12	604	516	88	**	578	561	40	601
	47%	47%	50%	41%	46%	47%	46%	51%	**	49%	49%	33%	47%
											k		k
NEVER DONE THIS	687	582	59	31	15	687	601	86	**	597	591	82	672
	53%	53%	50%	59%	54%	53%	54%	49%	**	51%	51%	67%	53%
												jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Pay bills or check bills online

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DONE THIS IN THE LAST WEEK	378	36	105	84	64	50	89	378	195	182	123	107	90	58	230	148	378
	29%	20%	38%	30%	32%	28%	25%	29%	31%	28%	33%	29%	33%	21%	31%	27%	29%
			aefg	a	a			a			mo	m	m		m		m
DONE THIS BUT NOT IN THE LAST WEEK	341	43	74	70	67	46	86	341	168	172	117	104	61	59	221	120	341
	26%	24%	27%	26%	34%	26%	24%	26%	26%	26%	31%	28%	22%	21%	30%	22%	26%
					afg						lmo	mo			lmo		o
EVER DONE THIS	718	79	179	154	132	97	175	718	364	355	240	210	151	117	450	268	718
	56%	44%	65%	56%	66%	53%	48%	56%	57%	54%	65%	58%	55%	42%	61%	48%	56%
			aefg	a	acefg			af			lmop	mo	m		mop		mo
NEVER DONE THIS	572	99	96	121	69	84	187	572	275	298	131	154	123	164	286	287	572
	44%	56%	35%	44%	34%	47%	52%	44%	43%	46%	35%	42%	45%	58%	39%	52%	44%
		bcdg		d		bd	bdg	bd					j	jklnp		jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Pay bills or check bills online

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
DONE THIS IN THE LAST WEEK	378	323	36	13	6	378	327	51	**	358	360	15	375
	29%	30%	30%	24%	23%	29%	29%	29%	**	30%	31%	12%	29%
											k		k
DONE THIS BUT NOT IN THE LAST WEEK	341	298	31	8	3	341	297	44	**	324	316	22	338
	26%	27%	26%	16%	12%	26%	27%	25%	**	28%	27%	18%	27%
		cd	cd			cd					k		k
EVER DONE THIS	718	621	67	21	9	718	624	95	**	682	677	36	713
	56%	57%	56%	40%	35%	56%	56%	54%	**	58%	59%	30%	56%
		cd	cd			cd					k		k
NEVER DONE THIS	572	471	52	32	18	572	493	80	**	493	475	85	560
	44%	43%	44%	60%	65%	44%	44%	46%	**	42%	41%	70%	44%
				abe	abe							jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	731	139	103	117	88	119	284	731	334	397	110	243	159	219	353	378	731
Effective Weighted Sample	514	99	81	78	61	88	211	514	232	282	79	176	112	156	247	268	514
Total	508	94	106	82	58	74	168	508	233	274	91	141	122	154	232	276	508
PROMPTED RESPONSES																	
I don't need to complete these government processes	167 33%	54 57% bcefg	32 31%	28 34%	** **	21 28%	41 25%	167 33% f	75 32%	92 34%	38 42% lmo	54 38% mo	34 28%	41 27%	92 40% lmo	75 27%	167 33%
I prefer to use pen and paper / fill out a form / use the post	114 23%	10 11%	25 24% a	17 20%	** **	23 31% a	46 28% a	114 23% a	54 23%	60 22%	15 16%	33 24%	28 23%	39 25%	48 21%	66 24%	114 23%
I prefer to make a phone call to do these things	86 17%	7 8%	17 16%	16 20% a	** **	18 25% a	37 22% a	86 17% a	41 18%	45 16%	15 16%	26 18%	20 17%	25 16%	40 17%	45 17%	86 17%
I prefer to talk with someone in person to do these things	75 15%	10 11%	9 9%	11 13%	** **	13 18%	33 20% ab	75 15%	32 14%	43 16%	13 14%	19 14%	16 13%	27 18%	32 14%	43 16%	75 15%
I don't believe it is safe to give my information online to do these things	53 10%	7 7%	5 5%	8 9%	** **	12 17% ab	25 15% ab	53 10%	26 11%	27 10%	13 15% l	16 11%	6 5%	17 11%	29 13% l	23 8%	53 10%
I wasn't aware you could do this online	49 10%	9 10%	7 7%	15 18% bfg	** **	6 8%	15 9%	49 10%	26 11%	23 9%	11 12%	13 10%	12 10%	13 8%	25 11%	25 9%	49 10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	731	139	103	117	88	119	284	731	334	397	110	243	159	219	353	378	731
Effective Weighted Sample	514	99	81	78	61	88	211	514	232	282	79	176	112	156	247	268	514
Total	508	94	106	82	58	74	168	508	233	274	91	141	122	154	232	276	508
The websites or apps are difficult to use or take too long to use	32 6%	3 4%	10 10%	6 8%	** **	2 3%	10 6%	32 6%	18 8%	13 5%	8 9%	10 7%	8 7%	6 4%	18 8%	14 5%	32 6%
It's only possible to do these things in person or by phone, they can't be done online	12 2%	3 3%	1 1%	4 5%	** **	1 2%	3 2%	12 2%	8 3%	4 1%	3 4% m	4 3%	4 3% m	* *%	7 3% m	4 1%	12 2%
UNPROMPTED RESPONSES																	
I'm not responsible for this in the household/ someone else does this for me	12 2%	* *%	3 3%	2 3%	** **	1 2%	5 3%	12 2%	2 1%	10 4%	4 4% l	3 2%	* *%	5 3%	7 3%	6 2%	12 2%
Other reasons	5 1%	3 3%	- -%	- -%	** **	1 2%	1 1%	5 1%	1 *%	4 2%	1 1%	* *%	1 1%	3 2%	1 1%	4 1%	5 1%
Don't know	42 8%	6 6%	9 8%	6 7%	** **	5 6%	16 10%	42 8%	20 9%	22 8%	8 9%	9 7%	11 9%	14 9%	18 8%	24 9%	42 8%
PREFER VERBAL CONTACT	137 27%	18 19%	25 24%	25 30%	** **	23 31%	53 32% a	137 27%	66 28%	71 26%	24 26%	36 25%	32 26%	46 30%	59 26%	78 28%	137 27%
NO NEED/ NOT RESPONSIBLE FOR THIS	179 35%	54 57% bcefg	35 33%	30 36%	** **	22 30%	46 28%	179 35% f	77 33%	102 37%	42 46% lmo	57 40% lo	34 28%	46 30%	99 43% lmo	80 29%	179 35%

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

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IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	731	396	89	108	138	731	601	130	75	618	593	127	720
Effective Weighted Sample	514	367	80	104	128	514	432	84	53	437	409	99	505
Total	508	410	52	28	18	508	436	72	46	437	419	81	500
PROMPTED RESPONSES													
I don't need to complete these government processes	167 33%	139 34% cd	** **	6 21%	3 18%	167 33% cd	146 33%	21 29%	** **	151 35%	150 36% k	15 19%	165 33% k
I prefer to use pen and paper / fill out a form / use the post	114 23%	86 21%	** **	8 29%	8 43% ace	114 23%	99 23%	16 22%	** **	98 22%	84 20%	27 33% jl	111 22%
I prefer to make a phone call to do these things	86 17%	74 18% d	** **	4 14%	1 8%	86 17% d	71 16%	14 20%	** **	67 15%	68 16%	17 21%	86 17%
I prefer to talk with someone in person to do these things	75 15%	65 16%	** **	5 17%	2 12%	75 15%	67 15%	8 11%	** **	65 15%	58 14%	17 21%	75 15%
I don't believe it is safe to give my information online to do these things	53 10%	44 11%	** **	3 9%	2 9%	53 10%	46 11%	7 9%	** **	45 10%	39 9%	12 15%	52 10%
I wasn't aware you could do this online	49 10%	42 10% c	** **	* 2%	1 8% c	49 10% c	44 10%	5 7%	** **	41 9%	45 11%	4 5%	49 10%

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Base : Those who have never completed government processes online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	731	396	89	108	138	731	601	130	75	618	593	127	720
Effective Weighted Sample	514	367	80	104	128	514	432	84	53	437	409	99	505
Total	508	410	52	28	18	508	436	72	46	437	419	81	500
The websites or apps are difficult to use or take too long to use	32 6%	24 6% d	** **	6 20% ade	* 1%	32 6% d	27 6%	5 7%	** **	29 7%	25 6%	6 8%	31 6%
It's only possible to do these things in person or by phone, they can't be done online	12 2%	9 2%	** **	1 4%	* 1%	12 2%	12 3%	- -%	** **	10 2%	10 2%	2 2%	12 2%
UNPROMPTED RESPONSES													
I'm not responsible for this in the household/ someone else does this for me	12 2%	10 2%	** **	1 3%	- -%	12 2%	6 1%	6 8% f	** **	10 2%	8 2%	4 5%	12 2%
Other reasons	5 1%	4 1%	** **	* 2%	- -%	5 1%	5 1%	* *%	** **	4 1%	2 1%	3 4% jl	5 1%
Don't know	42 8%	37 9%	** **	1 4%	2 11% c	42 8%	35 8%	7 10%	** **	38 9%	36 9%	4 5%	40 8%
PREFER VERBAL CONTACT	137 27%	115 28%	** **	8 30%	3 20%	137 27%	120 28%	17 24%	** **	111 25%	111 26%	25 32%	136 27%

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IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	731	396	89	108	138	731	601	130	75	618	593	127	720
Effective Weighted Sample	514	367	80	104	128	514	432	84	53	437	409	99	505
Total	508	410	52	28	18	508	436	72	46	437	419	81	500
NO NEED/ NOT RESPONSIBLE FOR THIS	179	149	**	7	3	179	152	27	**	161	159	19	178
	35%	36%	**	24%	18%	35%	35%	38%	**	37%	38%	24%	36%
		cd				cd					k		k

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
No, do not have any concerns	691	108	150	131	90	87	213	691	346	345	134	187	177	193	321	370	691
	47%	60%	54%	46%	42%	39%	41%	47%	48%	46%	34%	47%	55%	53%	41%	54%	47%
		cdefg	defg					ef				jn	jknp	jnp	j	jknp	jn
Identity theft	282	26	42	56	59	47	99	282	153	129	103	80	50	49	183	99	282
	19%	14%	15%	20%	27%	21%	19%	19%	21%	17%	26%	20%	16%	13%	23%	14%	19%
					abfg						lmop	mo			lmop		mo
Fraud	261	23	36	38	57	45	106	261	133	128	87	82	43	49	169	92	261
	18%	13%	13%	13%	27%	20%	21%	18%	18%	17%	22%	21%	13%	13%	21%	13%	18%
					abcg	bc	abc				lmo	lmo			lmop		mo
Strangers contacting children	209	12	39	53	45	29	61	209	82	127	72	55	39	43	127	82	209
	14%	6%	14%	18%	21%	13%	12%	14%	11%	17%	18%	14%	12%	12%	16%	12%	14%
			a	af	aefg	a	a	a		h	lmo				o		
Children being able to access unsuitable content	180	10	38	47	36	21	49	180	76	104	65	45	37	34	110	71	180
	12%	5%	14%	17%	17%	9%	10%	12%	11%	14%	17%	11%	11%	9%	14%	10%	12%
			a	aef	aef			a			kmop				mo		
Online bullying /harassment/ trolling	166	15	35	38	37	21	40	166	75	91	55	54	26	31	108	57	166
	11%	8%	13%	13%	17%	9%	8%	11%	10%	12%	14%	14%	8%	9%	14%	8%	11%
			f	f	aefg			f			lmo	lmo			lmo		o
People masquerading as younger people online	137	12	25	34	29	18	38	137	59	79	46	40	29	22	87	51	137
	9%	7%	9%	12%	14%	8%	7%	9%	8%	10%	12%	10%	9%	6%	11%	7%	9%
				f	afg						mo	m			mo		m

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Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Viruses/ trojans/ worms/ spyware/ malicious software	127	14	19	26	27	23	40	127	78	49	49	40	19	19	89	38	127
	9%	8%	7%	9%	12%	10%	8%	9%	11%	6%	12%	10%	6%	5%	11%	6%	9%
					f				i		lmop	lmo			lmop		mo
Claims for money/ phishing emails	122	12	12	20	37	23	41	122	64	58	44	42	19	17	86	36	122
	8%	6%	4%	7%	17%	10%	8%	8%	9%	8%	11%	11%	6%	5%	11%	5%	8%
					abcefg	b					lmo	lmo			lmop		mo
Sexual content/ pornography	119	6	16	33	24	23	40	119	48	71	45	32	21	21	77	42	119
	8%	4%	6%	11%	11%	10%	8%	8%	7%	9%	12%	8%	6%	6%	10%	6%	8%
				ab	ab	a	a	a			lmop				mo		
Third parties having access to/ using your personal data without informing you	119	6	21	20	30	18	42	119	66	53	60	28	17	14	88	32	119
	8%	3%	7%	7%	14%	8%	8%	8%	9%	7%	15%	7%	5%	4%	11%	5%	8%
					abcefg	a	a	a			klmop				klmop		mo
Unsecure websites or apps	119	11	13	27	26	16	42	119	61	58	40	39	15	25	79	40	119
	8%	6%	5%	10%	12%	7%	8%	8%	8%	8%	10%	10%	5%	7%	10%	6%	8%
				b	abg						lo	lo			lo		l
Personal information that companies or the government may hold about me	119	11	11	25	28	23	44	119	57	62	40	44	16	20	83	36	119
	8%	6%	4%	9%	13%	10%	9%	8%	8%	8%	10%	11%	5%	5%	11%	5%	8%
					abg	b	b	b			lmo	lmop			lmo		o

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
General concerns about online privacy (unspecified)	112 8%	8 4%	19 7%	21 8%	24 11% a	15 6%	39 8%	112 8%	60 8%	52 7%	34 9%	32 8%	25 8%	20 6%	67 8%	45 7%	112 8%
Stalking or threats/ threatening behaviour online	97 7%	11 6%	17 6%	27 10% f	18 9% f	12 5%	24 5%	97 7%	42 6%	55 7%	29 7%	32 8%	18 6%	19 5%	61 8%	36 5%	97 7%
Violent content	96 7%	4 2%	18 6% a	29 10% afg	20 9% af	12 5%	26 5%	96 7% a	43 6%	53 7%	32 8% m	30 7%	19 6%	16 4%	61 8% mo	35 5%	96 7%
Spam/ unwanted emails	88 6%	6 3%	13 5%	18 6%	21 10% abfg	15 7%	30 6%	88 6%	45 6%	43 6%	36 9% lmop	28 7% mo	14 4%	11 3%	63 8% lmo	25 4%	88 6% mo
Content showing indecent images of children/ children being abused	81 6%	4 2%	16 6%	17 6%	18 8% a	14 6% a	26 5%	81 6%	38 5%	43 6%	28 7% mo	30 8% mo	14 4%	10 3%	58 7% mo	23 3%	81 6% mo
Content instructing how to commit suicide/ self-harm	78 5%	8 4%	16 6%	15 5%	21 10% aefg	8 4%	18 3%	78 5%	34 5%	44 6%	31 8% mo	25 6% mo	14 4%	8 2%	56 7% mo	22 3%	78 5% mo
Religious hate material content	72 5%	8 4%	12 4%	18 6% f	19 9% fg	10 4%	16 3%	72 5%	35 5%	37 5%	29 7% mo	25 6% mo	13 4% m	5 1%	54 7% mo	18 3%	72 5% mo

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Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Illegal goods for sale online	70	9	8	17	18	7	17	70	37	33	26	20	13	10	46	24	70
	5%	5%	3%	6%	8%	3%	3%	5%	5%	4%	7%	5%	4%	3%	6%	3%	5%
					befg						mo				mo		
Content promoting radicalisation/ instructing how to be a terrorist	69	9	7	15	19	10	21	69	33	37	28	18	14	9	46	23	69
	5%	5%	2%	5%	9%	4%	4%	5%	5%	5%	7%	5%	4%	2%	6%	3%	5%
					bfg						mo				mo		m
Racist/ far right content	69	10	14	18	12	9	15	69	37	32	26	31	8	4	57	12	69
	5%	5%	5%	6%	6%	4%	3%	5%	5%	4%	7%	8%	3%	1%	7%	2%	5%
				f							lmo	lmop			lmop		mo
Content relating to body image/ excessive dieting/ eating disorders	68	8	10	17	19	7	13	68	29	39	25	26	13	5	51	18	68
	5%	4%	4%	6%	9%	3%	3%	5%	4%	5%	6%	7%	4%	1%	6%	3%	5%
				f	befg			f			mo	mo	m		mo		mo
Not controlled/ regulated/ anything can be shown on it/ fake news/ mis-information	67	1	11	14	19	15	21	67	38	29	31	25	7	4	56	11	67
	5%	1%	4%	5%	9%	7%	4%	5%	5%	4%	8%	6%	2%	1%	7%	2%	5%
			a	a	abfg	a	a	a			lmop	lmo			lmop		mo
Content encouraging violence or crime	66	6	12	13	16	11	19	66	28	37	26	20	12	8	46	19	66
	4%	3%	4%	4%	8%	5%	4%	4%	4%	5%	7%	5%	4%	2%	6%	3%	4%
					afg						mo	mo			mo		m

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Homophobic material/ content	64	4	10	19	17	7	14	64	34	29	19	25	15	5	44	20	64
	4%	2%	4%	7%	8%	3%	3%	4%	5%	4%	5%	6%	5%	1%	6%	3%	4%
				af	aefg						m	mo	m		mo		m
Strong/ offensive language/ swearing	63	3	10	18	19	8	14	63	24	39	24	20	10	10	44	20	63
	4%	2%	4%	6%	9%	4%	3%	4%	3%	5%	6%	5%	3%	3%	6%	3%	4%
				af	abefg						mo				mo		
Pop-up adverts/ too many adverts	60	4	11	13	19	9	14	60	25	35	23	22	9	6	45	15	60
	4%	2%	4%	5%	9%	4%	3%	4%	3%	5%	6%	6%	3%	2%	6%	2%	4%
					abefg						mo	mo			mo		mo
People gambling online	56	5	9	8	13	10	21	56	29	27	20	14	12	9	35	21	56
	4%	3%	3%	3%	6%	4%	4%	4%	4%	4%	5%	4%	4%	3%	4%	3%	4%
Spending too much time online/ anti-social/ addictive	53	2	11	15	10	6	15	53	26	27	20	14	10	9	34	18	53
	4%	1%	4%	5%	5%	3%	3%	4%	4%	4%	5%	4%	3%	2%	4%	3%	4%
			a	a	a						o						
Receiving advertising that is personally targeted	48	2	7	12	18	5	9	48	23	25	22	15	5	5	38	11	48
	3%	1%	3%	4%	8%	2%	2%	3%	3%	3%	6%	4%	2%	1%	5%	2%	3%
				f	abefg						lmop	mo			lmo		o
My behaviour online being recorded/ tracked by websites/ apps	42	1	9	9	8	7	15	42	23	18	17	12	7	5	29	13	42
	3%	1%	3%	3%	4%	3%	3%	3%	3%	2%	4%	3%	2%	1%	4%	2%	3%
											mo				mo		

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Inappropriate advertising/ selling/ lack of clarity about what content is advertising	41 3%	3 2%	5 2%	8 3%	13 6% abefg	5 2%	12 2%	41 3%	26 4% i	14 2%	15 4%	13 3%	6 2%	6 2%	28 4% o	12 2%	41 3%
The dark web	8 1%	3 1%	- -%	1 *%	2 1%	1 *%	2 *%	8 1%	6 1%	1 *%	4 1%	1 *%	3 1%	- -%	5 1%	3 *%	8 1%
Other	50 3%	5 3%	4 2%	6 2%	10 5%	9 4%	24 5% b	50 3%	28 4%	22 3%	13 3%	12 3%	9 3%	15 4%	25 3%	24 4%	50 3%
Don't know	18 1%	1 1%	2 1%	1 *%	2 1%	3 1%	13 2% cg	18 1%	8 1%	11 1%	3 1%	1 *%	5 2%	9 2% kn	5 1%	14 2% kn	18 1%
SUMMARY CODES																	
ANY CONCERNS	766 52%	72 40%	125 45%	155 54% a	123 57% ab	134 60% abg	291 56% ab	766 52% a	369 51%	397 53%	257 65% klmnop	206 52% lmo	139 43%	164 45%	463 59% klmop	303 44%	766 52% lmo
SECURITY/ FRAUD	462 31%	42 23%	68 25%	78 27%	90 42% abcg	84 37% abc	183 35% abc	462 31% a	243 34%	219 29%	172 44% klmop	130 33% lmo	75 23%	84 23%	302 38% lmop	159 23%	462 31% lmo
OFFENSIVE/ ILLEGAL CONTENT	363 25%	29 16%	69 25% a	91 32% afg	66 31% af	56 25% a	108 21%	363 25% a	163 22%	200 27%	131 33% klmop	103 26% mo	68 21%	61 17%	234 30% lmop	129 19%	363 25% mo
RISKS TO OTHERS/ SOCIETY	348 24%	33 19%	68 25%	89 31% aefg	62 29% af	48 22%	95 18%	348 24% f	145 20%	203 27% h	120 30% lmop	100 25% mo	62 19%	67 18%	220 28% lmop	128 19%	348 24% mo

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
PERSONAL PRIVACY	192	17	26	36	40	33	73	192	94	98	62	61	34	36	122	70	192
	13%	9%	9%	13%	19%	15%	14%	13%	13%	13%	16%	15%	11%	10%	15%	10%	13%
					abg						mo	mo			lmo		
ADVERTISING	106	7	16	23	31	16	30	106	53	53	40	33	18	15	73	32	106
	7%	4%	6%	8%	14%	7%	6%	7%	7%	7%	10%	8%	6%	4%	9%	5%	7%
					abcefg						lmo	mo			mo		mo

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
No, do not have any concerns	691	601	56	24	10	691	613	78	**	547	564	101	664
	47%	48%	42%	41%	35%	47%	48%	39%	**	47%	48%	42%	47%
		d				d	g						
Identity theft	282	236	32	11	3	282	239	43	**	239	232	43	275
	19%	19%	24%	19%	12%	19%	19%	22%	**	20%	20%	18%	19%
		d	d	d		d							
Fraud	261	214	28	14	5	261	217	44	**	218	209	42	250
	18%	17%	21%	23%	18%	18%	17%	22%	**	19%	18%	17%	18%
				a									
Strangers contacting children	209	159	33	8	9	209	185	24	**	176	176	26	202
	14%	13%	25%	14%	32%	14%	15%	12%	**	15%	15%	11%	14%
			ace		ace								
Children being able to access unsuitable content	180	142	26	7	5	180	155	25	**	160	150	24	174
	12%	11%	20%	11%	18%	12%	12%	13%	**	14%	13%	10%	12%
			ace		ace								
Online bullying /harassment/ trolling	166	125	27	9	5	166	143	22	**	142	142	20	161
	11%	10%	20%	14%	17%	11%	11%	11%	**	12%	12%	8%	11%
			ae	a	ae								
People masquerading as younger people online	137	94	28	8	7	137	121	16	**	117	114	18	132
	9%	8%	21%	14%	23%	9%	9%	8%	**	10%	10%	8%	9%
			ae	ae	ace								

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Viruses/ trojans/ worms/ spyware/ malicious software	127	104	15	4	3	127	110	17	**	119	113	11	124
	9%	8%	12%	7%	10%	9%	9%	9%	**	10%	10%	5%	9%
											k		k
Claims for money/ phishing emails	122	104	11	5	2	122	107	14	**	107	101	18	119
	8%	8%	8%	9%	6%	8%	8%	7%	**	9%	9%	8%	8%
Sexual content/ pornography	119	95	15	6	4	119	103	17	**	101	98	19	117
	8%	8%	11%	11%	14%	8%	8%	8%	**	9%	8%	8%	8%
					ae								
Third parties having access to/ using your personal data without informing you	119	106	7	6	1	119	103	17	**	101	102	15	117
	8%	8%	5%	10%	3%	8%	8%	8%	**	9%	9%	6%	8%
		d		d		d							
Unsecure websites or apps	119	104	9	6	1	119	103	17	**	105	105	12	117
	8%	8%	7%	11%	2%	8%	8%	8%	**	9%	9%	5%	8%
		d	d	d		d					k		
Personal information that companies or the government may hold about me	119	110	5	4	1	119	106	13	**	108	100	16	116
	8%	9%	4%	7%	2%	8%	8%	6%	**	9%	9%	7%	8%
		bd		d		bd							

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
General concerns about online privacy (unspecified)	112	101	8	3	*	112	96	15	**	84	91	13	105
	8%	8%	6%	5%	1%	8%	8%	8%	**	7%	8%	5%	7%
		d	d	d		d							
Stalking or threats/ threatening behaviour online	97	74	14	5	4	97	88	10	**	83	84	9	93
	7%	6%	11%	8%	14%	7%	7%	5%	**	7%	7%	4%	7%
			ae		ae						k		
Violent content	96	84	6	4	2	96	85	11	**	81	83	10	93
	7%	7%	5%	7%	5%	7%	7%	6%	**	7%	7%	4%	7%
Spam/ unwanted emails	88	76	8	4	1	88	74	14	**	81	78	8	86
	6%	6%	6%	6%	2%	6%	6%	7%	**	7%	7%	3%	6%
		d		d		d					k		
Content showing indecent images of children/ children being abused	81	57	17	5	2	81	72	9	**	70	68	11	79
	6%	5%	13%	9%	8%	6%	6%	5%	**	6%	6%	4%	6%
			ae	a									
Content instructing how to commit suicide/ self-harm	78	57	12	7	2	78	67	11	**	63	64	9	73
	5%	5%	9%	12%	8%	5%	5%	5%	**	5%	5%	4%	5%
			ae	ae									
Religious hate material content	72	57	8	4	2	72	63	9	**	67	62	6	68
	5%	5%	6%	7%	7%	5%	5%	5%	**	6%	5%	3%	5%

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Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Illegal goods for sale online	70	47	13	8	2	70	65	5	**	58	61	7	67
	5%	4%	10%	13%	6%	5%	5%	3%	**	5%	5%	3%	5%
			ae	ade									
Content promoting radicalisation/ instructing how to be a terrorist	69	52	10	6	2	69	58	11	**	59	60	7	67
	5%	4%	7%	10%	7%	5%	5%	6%	**	5%	5%	3%	5%
			a	ae									
Racist/ far right content	69	51	12	4	2	69	60	9	**	64	63	4	67
	5%	4%	9%	6%	7%	5%	5%	5%	**	5%	5%	2%	5%
			ae		a						k		k
Content relating to body image/ excessive dieting/ eating disorders	68	53	8	3	3	68	60	8	**	58	57	7	65
	5%	4%	6%	6%	11%	5%	5%	4%	**	5%	5%	3%	5%
					ace								
Not controlled/ regulated/ anything can be shown on it/ fake news/ mis-information	67	61	3	3	*	67	58	9	**	61	60	5	65
	5%	5%	3%	5%	1%	5%	5%	5%	**	5%	5%	2%	5%
		d		d		d					k		
Content encouraging violence or crime	66	51	10	3	1	66	60	5	**	60	58	6	63
	4%	4%	8%	6%	4%	4%	5%	3%	**	5%	5%	2%	4%
			ae										

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Homophobic material/ content	64	51	8	3	2	64	58	6	**	55	55	7	62
	4%	4%	6%	4%	7%	4%	5%	3%	**	5%	5%	3%	4%
Strong/ offensive language/ swearing	63	48	12	1	2	63	59	5	**	58	56	8	63
	4%	4%	9%	2%	8%	4%	5%	2%	**	5%	5%	3%	4%
			ace		ace								
Pop-up adverts/ too many adverts	60	52	6	1	1	60	56	4	**	58	59	1	60
	4%	4%	4%	3%	3%	4%	4%	2%	**	5%	5%	1%	4%
											k		k
People gambling online	56	39	11	5	2	56	50	6	**	42	42	11	53
	4%	3%	8%	8%	6%	4%	4%	3%	**	4%	4%	4%	4%
			ae	ae	a								
Spending too much time online/ anti-social/ addictive	53	42	7	3	*	53	46	7	**	42	38	11	49
	4%	3%	5%	5%	1%	4%	4%	3%	**	4%	3%	5%	3%
			d	d									
Receiving advertising that is personally targeted	48	44	3	1	1	48	43	5	**	46	42	5	47
	3%	3%	2%	3%	2%	3%	3%	3%	**	4%	4%	2%	3%
My behaviour online being recorded/ tracked by websites/ apps	42	37	2	2	*	42	39	3	**	34	35	4	39
	3%	3%	2%	4%	*%	3%	3%	1%	**	3%	3%	2%	3%
		d		d		d							

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Inappropriate advertising/ selling/ lack of clarity about what content is advertising	41 3%	36 3%	2 2%	2 3%	* 1%	41 3%	34 3%	6 3%	** **	35 3%	34 3%	6 3%	41 3%
The dark web	8 1%	7 1%	1 1%	- -%	- -%	8 1%	5 *%	2 1%	** **	8 1%	7 1%	* *%	8 1%
Other	50 3%	48 4% bd	1 *%	1 2%	* 1%	50 3% b	39 3%	11 5%	** **	34 3%	32 3%	16 7% jl	48 3%
Don't know	18 1%	15 1%	1 1%	2 4% abe	1 3%	18 1%	17 1%	1 1%	** **	8 1%	8 1%	7 3% jl	15 1%
SUMMARY CODES													
ANY CONCERNS	766 52%	639 51%	76 57%	33 55%	18 63% ae	766 52%	647 51%	119 60% f	** **	620 53%	603 51%	134 55%	737 52%
SECURITY/ FRAUD	462 31%	392 31%	44 33%	18 31%	7 25%	462 31%	383 30%	79 40% f	** **	387 33%	367 31%	79 33%	446 32%
OFFENSIVE/ ILLEGAL CONTENT	363 25%	288 23%	44 33% ae	20 33% ae	11 39% ae	363 25%	315 25%	48 24%	** **	308 26%	305 26% k	47 19%	351 25% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
RISKS TO OTHERS/ SOCIETY	348	265	52	17	13	348	303	45	**	291	290	45	335
	24%	21%	39%	30%	46%	24%	24%	23%	**	25%	25%	19%	24%
			ace	a	ace						k		
PERSONAL PRIVACY	192	176	10	6	1	192	169	23	**	155	157	27	184
	13%	14%	7%	10%	3%	13%	13%	12%	**	13%	13%	11%	13%
		bd	d	d		bd							
ADVERTISING	106	94	8	3	1	106	96	10	**	97	92	12	104
	7%	7%	6%	5%	5%	7%	7%	5%	**	8%	8%	5%	7%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
No, do not have any concerns	600	106	149	123	84	66	138	600	297	303	129	171	150	151	300	301	600
	47%	60%	54%	45%	42%	36%	38%	47%	47%	46%	35%	47%	55%	54%	41%	54%	47%
		cdefg	defg					ef				jn	jnp	jnp		jknp	jn
Identity theft	260	25	42	55	58	42	79	260	144	116	97	74	46	43	171	89	260
	20%	14%	15%	20%	29%	23%	22%	20%	23%	18%	26%	20%	17%	15%	23%	16%	20%
					abcg	ab	ab		i		lmop				lmo		o
Fraud	239	23	36	38	53	41	88	239	123	116	81	77	40	40	159	80	239
	19%	13%	13%	14%	27%	23%	24%	19%	19%	18%	22%	21%	15%	14%	22%	14%	19%
					abcg	abc	abcg				lmo	lmo			lmo		o
Strangers contacting children	193	12	39	53	42	25	48	193	78	115	68	53	38	35	120	73	193
	15%	7%	14%	19%	21%	14%	13%	15%	12%	18%	18%	15%	14%	12%	16%	13%	15%
			a	af	afg	a	a	a		h							
Children being able to access unsuitable content	168	10	38	47	34	19	38	168	70	98	64	43	34	28	106	61	168
	13%	5%	14%	17%	17%	10%	11%	13%	11%	15%	17%	12%	12%	10%	14%	11%	13%
			a	aef	aef		a	a		h	kmo						
Online bullying /harassment/ trolling	154	15	35	38	34	19	31	154	70	84	54	52	26	22	106	48	154
	12%	8%	13%	14%	17%	11%	9%	12%	11%	13%	15%	14%	9%	8%	14%	9%	12%
				f	afg						mo	mo			lmo		o
People masquerading as younger people online	130	12	25	34	28	16	32	130	54	75	45	40	29	15	85	45	130
	10%	7%	9%	12%	14%	9%	9%	10%	9%	12%	12%	11%	11%	5%	12%	8%	10%
					a						m	m	m		mo		m

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Viruses/ trojans/ worms/ spyware/ malicious software	124	14	19	26	27	23	37	124	75	49	48	39	18	19	87	37	124
	10%	8%	7%	10%	13%	13%	10%	10%	12%	7%	13%	11%	6%	7%	12%	7%	10%
					b				i		lmo	o			lmo		o
Claims for money/ phishing emails	117	12	12	20	36	21	37	117	61	56	43	40	18	16	83	34	117
	9%	7%	4%	7%	18%	12%	10%	9%	10%	9%	12%	11%	7%	6%	11%	6%	9%
					abcfg	b	b	b			mo	mo			lmo		o
Unsecure websites or apps	116	11	13	27	25	16	39	116	59	57	39	38	15	24	77	39	116
	9%	6%	5%	10%	13%	9%	11%	9%	9%	9%	11%	10%	5%	9%	10%	7%	9%
				b	ab		b	b			l	l			lo		
Personal information that companies or the government may hold about me	112	11	11	25	28	21	37	112	54	57	38	42	15	16	80	31	112
	9%	6%	4%	9%	14%	12%	10%	9%	9%	9%	10%	12%	6%	6%	11%	6%	9%
				b	abg	ab	b	b			mo	lmo			lmo		o
Third parties having access to/ using your personal data without informing you	111	6	21	20	30	17	33	111	62	49	58	26	14	13	84	26	111
	9%	3%	8%	7%	15%	9%	9%	9%	10%	7%	16%	7%	5%	5%	11%	5%	9%
					abcfg	a	a	a			klmop				klmop		mo
Sexual content/ pornography	108	6	16	33	21	22	32	108	44	64	45	30	20	13	75	33	108
	8%	4%	6%	12%	10%	12%	9%	8%	7%	10%	12%	8%	7%	4%	10%	6%	8%
				ab	a	ab	a	a			mop	m			mo		m

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Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
General concerns about online privacy (unspecified)	97 8%	8 4%	19 7%	21 8%	23 12% ae	10 6%	26 7%	97 8%	56 9%	42 6%	30 8%	32 9%	20 7%	16 6%	62 8%	36 6%	97 8%
Stalking or threats/ threatening behaviour online	91 7%	11 6%	17 6%	26 10% f	18 9%	11 6%	19 5%	91 7%	39 6%	53 8%	28 8%	32 9%	17 6%	15 5%	60 8%	31 6%	91 7%
Violent content	89 7%	4 2%	18 6% a	29 10% af	19 10% a	11 6% a	20 5%	89 7% a	41 6%	49 7%	31 8% m	28 8% m	19 7%	11 4%	59 8% m	30 5%	89 7%
Spam/ unwanted emails	88 7%	6 3%	13 5%	18 7%	21 11% ab	15 8% a	30 8% a	88 7%	45 7%	43 7%	36 10% lmo	28 8% o	14 5%	11 4%	63 9% mo	25 4%	88 7%
Content showing indecent images of children/ children being abused	74 6%	4 2%	16 6%	17 6%	17 8% a	10 6%	20 6%	74 6% a	34 5%	40 6%	26 7% mo	29 8% mo	14 5%	6 2%	55 7% mo	19 4%	74 6% mo
Religious hate material content	71 5%	8 4%	12 4%	18 7%	19 9% bfg	10 5%	15 4%	71 5%	34 5%	37 6%	29 8% mo	25 7% mo	12 5% m	4 1%	54 7% mo	17 3%	71 5% mo
Content instructing how to commit suicide/ self-harm	70 5%	8 4%	16 6%	15 5%	19 10% efg	6 3%	12 3%	70 5%	31 5%	38 6%	29 8% mo	23 6% mo	13 5%	5 2%	53 7% mo	17 3%	70 5% mo

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Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Racist/ far right content	68 5%	10 5%	14 5%	18 7%	12 6%	9 5%	15 4%	68 5%	36 6%	32 5%	25 7% lmo	31 8% lmop	8 3%	4 1%	56 8% lmop	12 2%	68 5% mo
Not controlled/ regulated/ anything can be shown on it/ fake news/ mis-information	66 5%	1 1%	11 4% a	14 5% a	19 10% abg	15 8% a	20 6% a	66 5% a	37 6%	29 4%	30 8% lmop	24 7% lmo	7 3%	4 2%	55 7% lmop	11 2%	66 5% mo
Content promoting radicalisation/ instructing how to be a terrorist	66 5%	9 5%	7 2%	15 5%	18 9% bg	10 5%	18 5%	66 5%	32 5%	33 5%	28 7% mo	17 5%	14 5%	6 2%	45 6% m	21 4%	66 5% m
Content relating to body image/ excessive dieting/ eating disorders	64 5%	8 5%	10 4%	16 6%	19 9% befg	6 3%	11 3%	64 5%	27 4%	37 6%	24 7% mo	24 7% mo	11 4%	4 1%	48 7% mo	15 3%	64 5% mo
Illegal goods for sale online	64 5%	9 5%	8 3%	16 6%	17 8% bef	4 2%	13 4%	64 5%	33 5%	31 5%	25 7% mo	19 5%	12 4%	8 3%	44 6% m	20 4%	64 5%
Content encouraging violence or crime	63 5%	6 3%	12 4%	13 5%	15 8%	9 5%	17 5%	63 5%	28 4%	34 5%	25 7% mo	20 5% m	12 4%	6 2%	44 6% mo	18 3%	63 5%

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

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Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Homophobic material/ content	60	4	10	18	16	7	13	60	33	28	19	23	14	4	42	18	60
	5%	2%	4%	6%	8%	4%	4%	5%	5%	4%	5%	6%	5%	1%	6%	3%	5%
				a	af						m	mo	m		mo		m
Pop-up adverts/ too many adverts	60	4	11	13	19	9	13	60	25	35	23	22	9	6	45	15	60
	5%	2%	4%	5%	9%	5%	4%	5%	4%	5%	6%	6%	3%	2%	6%	3%	5%
					abfg						mo	mo			mo		
Strong/ offensive language/ swearing	59	3	10	18	16	8	12	59	22	37	24	20	10	6	44	16	59
	5%	2%	4%	6%	8%	4%	3%	5%	3%	6%	6%	5%	3%	2%	6%	3%	5%
				a	afg						mo	mo			mo		
Receiving advertising that is personally targeted	48	2	7	12	18	5	9	48	23	25	22	15	5	5	38	11	48
	4%	1%	3%	4%	9%	3%	2%	4%	4%	4%	6%	4%	2%	2%	5%	2%	4%
					abcefg						lmo	o			lmo		o
People gambling online	47	5	9	7	11	8	15	47	24	22	20	13	9	4	33	13	47
	4%	3%	3%	2%	5%	4%	4%	4%	4%	3%	5%	4%	3%	1%	5%	2%	4%
											mo				mo		
Spending too much time online/ anti-social/ addictive	46	2	11	15	8	6	10	46	23	23	19	14	8	5	33	13	46
	4%	1%	4%	5%	4%	3%	3%	4%	4%	3%	5%	4%	3%	2%	4%	2%	4%
			a	a							mo						
My behaviour online being recorded/ tracked by websites/ apps	39	1	9	9	8	7	12	39	21	17	17	12	6	4	29	10	39
	3%	1%	3%	3%	4%	4%	3%	3%	3%	3%	5%	3%	2%	1%	4%	2%	3%
											mo				mo		

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Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Inappropriate advertising/ selling/ lack of clarity about what content is advertising	37 3%	3 2%	5 2%	8 3%	13 6% abefg	4 2%	9 2%	37 3%	24 4%	13 2%	15 4% o	13 4%	4 1%	5 2%	28 4% o	9 2%	37 3%
The dark web	8 1%	3 1%	- -%	1 *%	2 1%	1 1%	2 *%	8 1%	6 1%	1 *%	4 1%	1 *%	3 1%	- -%	5 1%	3 *%	8 1%
Other	37 3%	5 3%	4 2%	5 2%	8 4%	7 4%	15 4%	37 3%	24 4%	13 2%	11 3%	11 3%	7 3%	8 3%	22 3%	15 3%	37 3%
Don't know	9 1%	- -%	2 1%	* *%	2 1%	- -%	4 1%	9 1%	6 1%	3 *%	3 1%	1 *%	3 1%	1 1%	4 1%	5 1%	9 1%
SUMMARY CODES																	
ANY CONCERNS	682 53%	72 40%	125 45%	151 55% ab	115 57% ab	115 64% abg	219 61% abg	682 53% ab	335 52%	347 53%	239 64% klmop	193 53% lo	122 44%	128 46%	432 59% lmop	249 45%	682 53% lmo
SECURITY/ FRAUD	422 33%	42 24%	68 25%	77 28%	86 43% abcg	76 42% abcg	148 41% abcg	422 33% ab	224 35%	197 30%	162 44% klmop	121 33% lmo	66 24%	72 26%	284 39% lmop	138 25%	422 33% lmo
OFFENSIVE/ ILLEGAL CONTENT	334 26%	29 16%	69 25% a	90 33% afg	61 30% a	48 26% a	86 24% a	334 26% a	149 23%	185 28% h	126 34% klmop	99 27% mo	63 23%	46 17%	225 31% lmop	110 20%	334 26% mo
RISKS TO OTHERS/ SOCIETY	321 25%	33 19%	68 25%	88 32% aefg	57 28% af	41 23%	74 20%	321 25%	135 21%	186 28% h	116 31% lmop	95 26% mo	58 21%	51 18%	211 29% lmo	110 20%	321 25% mo

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Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
PERSONAL PRIVACY	171	17	26	36	39	27	53	171	87	84	56	59	28	29	114	57	171
	13%	9%	9%	13%	20%	15%	15%	13%	14%	13%	15%	16%	10%	10%	16%	10%	13%
					abg						o	lmo			lmo		
ADVERTISING	101	7	16	23	31	14	26	101	50	51	40	32	16	14	72	29	101
	8%	4%	6%	8%	15%	8%	7%	8%	8%	8%	11%	9%	6%	5%	10%	5%	8%
					abcefg			a			lmo	mo			mo		

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
No, do not have any concerns	600	520	50	22	9	600	531	69	**	547	551	43	595
	47%	48%	42%	41%	33%	47%	48%	40%	**	47%	48%	36%	47%
		d				d	g				k		k
Identity theft	260	217	29	11	3	260	219	41	**	239	231	27	258
	20%	20%	24%	20%	13%	20%	20%	24%	**	20%	20%	23%	20%
		d	d			d							
Fraud	239	196	25	13	5	239	198	41	**	218	208	26	234
	19%	18%	21%	24%	19%	19%	18%	23%	**	19%	18%	22%	18%
Strangers contacting children	193	146	31	7	9	193	171	22	**	176	174	17	191
	15%	13%	26%	14%	34%	15%	15%	12%	**	15%	15%	14%	15%
			ace		ace								
Children being able to access unsuitable content	168	132	25	6	5	168	145	23	**	160	149	16	164
	13%	12%	21%	11%	20%	13%	13%	13%	**	14%	13%	13%	13%
			ace		ace								
Online bullying /harassment/ trolling	154	116	25	8	5	154	134	20	**	142	140	11	151
	12%	11%	21%	14%	18%	12%	12%	12%	**	12%	12%	9%	12%
			ae		ae								
People masquerading as younger people online	130	89	27	8	7	130	115	15	**	117	114	14	127
	10%	8%	22%	15%	24%	10%	10%	9%	**	10%	10%	11%	10%
			ae	ae	ace								

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

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		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Viruses/ trojans/ worms/ spyware/ malicious software	124 10%	102 9%	15 13%	4 8%	3 11%	124 10%	107 10%	17 10%	** **	119 10%	113 10%	9 7%	121 10%
Claims for money/ phishing emails	117 9%	100 9%	11 9%	5 9%	2 7%	117 9%	103 9%	14 8%	** **	107 9%	101 9%	14 12%	115 9%
Unsecure websites or apps	116 9%	101 9% d	9 7% d	6 11% d	1 3%	116 9% d	99 9%	17 9%	** **	105 9%	104 9%	9 7%	113 9%
Personal information that companies or the government may hold about me	112 9%	103 9% bd	5 4%	4 7% d	1 2%	112 9% bd	100 9%	12 7%	** **	108 9%	98 9%	12 10%	111 9%
Third parties having access to/ using your personal data without informing you	111 9%	98 9% d	6 5%	5 10% d	1 3%	111 9% d	97 9%	13 8%	** **	101 9%	100 9%	9 8%	109 9%
Sexual content/ pornography	108 8%	85 8%	13 11%	6 10%	4 15% ae	108 8%	91 8%	17 9%	** **	101 9%	97 8%	10 9%	107 8%

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

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
General concerns about online privacy (unspecified)	97	88	7	2	*	97	86	12	**	84	88	8	95
	8%	8%	6%	4%	*%	8%	8%	7%	**	7%	8%	6%	7%
		d	d	d		d							
Stalking or threats/ threatening behaviour online	91	70	14	4	4	91	82	9	**	83	83	6	88
	7%	6%	11%	8%	14%	7%	7%	5%	**	7%	7%	5%	7%
			ae		ae								
Violent content	89	79	5	4	2	89	78	11	**	81	83	4	87
	7%	7%	4%	7%	6%	7%	7%	7%	**	7%	7%	3%	7%
Spam/ unwanted emails	88	76	8	4	1	88	74	14	**	81	78	8	86
	7%	7%	6%	7%	3%	7%	7%	8%	**	7%	7%	6%	7%
		d		d		d							
Content showing indecent images of children/ children being abused	74	52	16	5	2	74	65	9	**	70	67	7	73
	6%	5%	13%	9%	8%	6%	6%	5%	**	6%	6%	6%	6%
			ae	a	a								
Religious hate material content	71	56	8	4	2	71	61	9	**	67	62	5	68
	5%	5%	7%	8%	7%	5%	6%	5%	**	6%	5%	4%	5%
Content instructing how to commit suicide/ self-harm	70	50	11	7	2	70	59	11	**	63	64	4	68
	5%	5%	9%	13%	8%	5%	5%	6%	**	5%	6%	3%	5%
			ae	ae	a								

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Racist/ far right content	68	50	12	4	2	68	59	9	**	64	63	3	66
	5%	5%	10%	7%	8%	5%	5%	5%	**	5%	5%	3%	5%
			ae										
Not controlled/ regulated/ anything can be shown on it/ fake news/ mis-information	66	60	3	3	*	66	57	9	**	61	60	4	64
	5%	5%	3%	5%	1%	5%	5%	5%	**	5%	5%	3%	5%
		d		d		d							
Content promoting radicalisation/ instructing how to be a terrorist	66	49	9	6	2	66	55	11	**	59	60	3	63
	5%	4%	7%	11%	7%	5%	5%	6%	**	5%	5%	3%	5%
				ae									
Content relating to body image/ excessive dieting/ eating disorders	64	49	8	3	3	64	56	8	**	58	57	4	61
	5%	4%	7%	6%	12%	5%	5%	4%	**	5%	5%	4%	5%
					ace								
Illegal goods for sale online	64	41	13	8	2	64	59	5	**	58	60	3	63
	5%	4%	11%	15%	7%	5%	5%	3%	**	5%	5%	2%	5%
			ae	ade									
Content encouraging violence or crime	63	48	10	3	1	63	57	5	**	60	57	5	61
	5%	4%	9%	6%	4%	5%	5%	3%	**	5%	5%	4%	5%
			ae										

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Homophobic material/ content	60 5%	48 4%	8 7%	2 4%	2 7%	60 5%	54 5%	6 4%	** **	55 5%	55 5%	4 3%	58 5%
Pop-up adverts/ too many adverts	60 5%	52 5%	6 5%	1 3%	1 3%	60 5%	56 5%	4 2%	** **	58 5%	58 5% k	1 1%	59 5% k
Strong/ offensive language/ swearing	59 5%	45 4%	11 9% ace	1 3%	2 8% ace	59 5%	55 5%	5 3%	** **	58 5%	55 5%	4 4%	59 5%
Receiving advertising that is personally targeted	48 4%	44 4%	3 2%	1 2%	1 2%	48 4%	43 4%	5 3%	** **	46 4%	42 4%	5 4%	47 4%
People gambling online	47 4%	30 3%	10 9% ae	5 9% ae	2 7% a	47 4%	40 4%	6 3%	** **	42 4%	41 4%	4 3%	45 4%
Spending too much time online/ anti-social/ addictive	46 4%	36 3%	6 5% d	2 5%	* 2%	46 4%	41 4%	4 2%	** **	42 4%	38 3%	6 5%	44 3%
My behaviour online being recorded/ tracked by websites/ apps	39 3%	34 3% d	2 2%	2 4% d	* *%	39 3% d	36 3%	3 2%	** **	34 3%	35 3%	2 2%	37 3%

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Inappropriate advertising/ selling/ lack of clarity about what content is advertising	37 3%	33 3%	2 2%	2 3%	* 1%	37 3%	32 3%	5 3%	** **	35 3%	33 3%	4 4%	37 3%
The dark web	8 1%	7 1%	1 1%	- -%	- -%	8 1%	5 *%	2 1%	** **	8 1%	7 1%	* *%	8 1%
Other	37 3%	36 3% b	1 1%	* 1%	* 1%	37 3%	29 3%	9 5%	** **	34 3%	31 3%	6 5%	37 3%
Don't know	9 1%	7 1%	- -%	1 2% abe	* *%	9 1%	8 1%	1 *%	** **	8 1%	7 1%	1 1%	8 1%
SUMMARY CODES													
ANY CONCERNS	682 53%	564 52%	70 58%	30 57%	18 67% ace	682 53%	577 52%	105 60% f	** **	620 53%	593 52%	77 64% jl	670 53%
SECURITY/ FRAUD	422 33%	357 33%	41 34%	17 32%	7 27%	422 33%	351 31%	71 41% f	** **	387 33%	365 32%	49 41% j	415 33%
OFFENSIVE/ ILLEGAL CONTENT	334 26%	264 24%	41 34% ae	18 35% ae	11 42% ae	334 26%	288 26%	46 26%	** **	308 26%	301 26%	27 23%	328 26%

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
RISKS TO OTHERS/ SOCIETY	321	242	49	16	13	321	278	42	**	291	287	28	315
	25%	22%	41%	31%	49%	25%	25%	24%	**	25%	25%	23%	25%
			ace	a	ace								
PERSONAL PRIVACY	171	156	9	5	1	171	152	19	**	155	152	17	169
	13%	14%	8%	10%	3%	13%	14%	11%	**	13%	13%	14%	13%
		bd	d	d		bd							
ADVERTISING	101	90	8	2	1	101	93	9	**	97	90	10	100
	8%	8%	6%	5%	5%	8%	8%	5%	**	8%	8%	8%	8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
I have never seen things like this	578	50	94	99	98	101	237	578	278	300	162	145	124	146	307	270	578
	45%	28%	34%	36%	48%	56%	66%	45%	44%	46%	44%	40%	45%	52%	42%	49%	45%
					abc	abcg	abcdeg	abc						jknp		kn	
I sometimes see things like this	500	81	121	132	76	57	89	500	251	250	155	157	100	89	311	189	500
	39%	46%	44%	48%	38%	32%	25%	39%	39%	38%	42%	43%	36%	32%	42%	34%	39%
		ef	ef	defg	f			f			mo	mo			mo		m
I often see things like this	183	46	53	39	22	16	23	183	94	89	47	56	44	37	103	81	183
	14%	26%	19%	14%	11%	9%	6%	14%	15%	14%	13%	15%	16%	13%	14%	15%	14%
		cdefg	def	f	f			ef									
TOTAL - HAVE SEEN SOMETHING HATEFUL IN THE PAST YEAR	683	127	174	171	99	74	112	683	345	339	202	212	144	126	414	270	683
	53%	71%	63%	62%	49%	41%	31%	53%	54%	52%	54%	58%	52%	45%	56%	49%	53%
		defg	defg	defg	f	f		ef			m	mo			mo		m
Don't know	30	1	8	4	5	6	12	30	16	14	8	7	6	9	15	15	30
	2%	*%	3%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%
						a	a										

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
I have never seen things like this	578	482	53	29	14	578	481	97	**	512	470	97	567
	45%	44%	45%	55%	50%	45%	43%	56%	**	44%	41%	80%	45%
				abe				f				jl	
I sometimes see things like this	500	422	50	18	10	500	447	53	**	470	482	15	497
	39%	39%	42%	35%	38%	39%	40%	30%	**	40%	42%	12%	39%
							g				k		k
I often see things like this	183	164	12	5	2	183	160	23	**	169	175	5	180
	14%	15%	10%	9%	8%	14%	14%	13%	**	14%	15%	4%	14%
		cd				cd					k		k
TOTAL - HAVE SEEN SOMETHING HATEFUL IN THE PAST YEAR	683	586	62	23	12	683	607	76	**	639	657	20	677
	53%	54%	52%	44%	46%	53%	54%	44%	**	54%	57%	16%	53%
		c				c	g				k		k
Don't know	30	24	5	1	1	30	29	1	**	24	25	4	30
	2%	2%	4%	1%	3%	2%	3%	1%	**	2%	2%	3%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who have ever seen something hateful online in the past year

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	786	169	164	181	118	98	154	786	392	394	181	296	149	160	477	309	786
Effective Weighted Sample	613	126	130	148	95	80	126	613	305	308	151	240	117	124	375	238	613
Total	683	127	174	171	99	74	112	683	345	339	202	212	144	126	414	270	683
I ignored it/ didn't do anything	403	76	112	99	52	**	65	403	223	180	112	122	89	81	233	170	403
	59%	59%	64%	58%	52%	**	58%	59%	65%	53%	55%	57%	62%	65%	56%	63%	59%
									i								
I reported it to the website/ app	118	25	34	32	17	**	9	118	48	69	35	37	25	21	72	46	118
	17%	20%	20%	19%	17%	**	8%	17%	14%	20%	17%	17%	17%	17%	17%	17%	17%
		f	f	f	f			f		h							
I blocked the person who shared or made the comments	82	14	20	20	17	**	11	82	36	46	26	25	18	14	51	31	82
	12%	11%	12%	12%	17%	**	10%	12%	10%	14%	13%	12%	12%	11%	12%	12%	12%
I commented on it to say I thought it was wrong	78	13	14	21	14	**	17	78	29	49	29	26	16	7	55	23	78
	11%	10%	8%	12%	14%	**	15%	11%	8%	15%	14%	12%	11%	6%	13%	9%	11%
										h	m	m			m		
I responded by 'disliking' the post/ comment/ video	52	12	11	12	10	**	8	52	24	28	23	17	8	5	39	13	52
	8%	9%	6%	7%	10%	**	7%	8%	7%	8%	11%	8%	6%	4%	9%	5%	8%
											mo				mo		
I shared it with my friends to say I thought it was wrong	40	9	9	9	6	**	7	40	17	23	15	19	5	1	33	6	40
	6%	7%	5%	5%	6%	**	7%	6%	5%	7%	7%	9%	4%	1%	8%	2%	6%
											mo	mo			mo		mo
I didn't visit the website/ app again	28	6	3	6	5	**	8	28	10	18	9	11	4	4	19	9	28
	4%	5%	2%	3%	5%	**	8%	4%	3%	5%	4%	5%	3%	3%	5%	3%	4%
							b										

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

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IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who have ever seen something hateful online in the past year

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	786	169	164	181	118	98	154	786	392	394	181	296	149	160	477	309	786
Effective Weighted Sample	613	126	130	148	95	80	126	613	305	308	151	240	117	124	375	238	613
Total	683	127	174	171	99	74	112	683	345	339	202	212	144	126	414	270	683
I reported it somewhere else (i.e. police, Ofcom etc)	19 3%	2 2%	8 5%	7 4%	* *%	** **	1 1%	19 3%	11 3%	8 2%	4 2%	4 2%	7 5%	5 4%	7 2%	12 4%	19 3%
Other	14 2%	* *%	3 2%	4 3%	3 3% a	** **	3 2%	14 2%	3 1%	10 3%	5 2%	4 2%	3 2%	2 2%	8 2%	5 2%	14 2%
TOTAL - TOOK SOME SORT OF ACTION	278 41%	52 41%	62 36%	73 42%	46 47%	** **	46 41%	278 41%	119 35%	158 47% h	90 45%	90 42%	55 38%	43 34%	179 43%	98 37%	278 41%
Don't know	2 *%	- -%	- -%	- -%	1 1%	** **	1 1%	2 *%	2 1%	- -%	* *%	1 *%	- -%	1 1%	1 *%	1 *%	2 *%

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

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IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who have ever seen something hateful online in the past year

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h	i	j	~k	l
Unweighted total	786	514	98	82	92	786	683	103	28	734	749	29	778
Effective Weighted Sample	613	484	89	79	87	613	539	75	22	574	585	23	607
Total	683	586	62	23	12	683	607	76	23	639	657	20	677
I ignored it/ didn't do anything	403	342	**	**	**	403	368	35	**	370	385	**	401
	59%	58%	**	**	**	59%	61% g	46%	**	58%	59%	**	59%
I reported it to the website/ app	118	105	**	**	**	118	95	23	**	116	118	**	118
	17%	18%	**	**	**	17%	16%	30% f	**	18%	18%	**	17%
I blocked the person who shared or made the comments	82	73	**	**	**	82	72	10	**	80	80	**	81
	12%	12%	**	**	**	12%	12%	13%	**	12%	12%	**	12%
I commented on it to say I thought it was wrong	78	68	**	**	**	78	67	11	**	73	75	**	78
	11%	12%	**	**	**	11%	11%	15%	**	11%	11%	**	12%
I responded by 'disliking' the post/ comment/ video	52	45	**	**	**	52	46	6	**	51	52	**	52
	8%	8%	**	**	**	8%	8%	8%	**	8%	8%	**	8%
I shared it with my friends to say I thought it was wrong	40	36	**	**	**	40	32	8	**	38	39	**	40
	6%	6%	**	**	**	6%	5%	10%	**	6%	6%	**	6%
I didn't visit the website/ app again	28	23	**	**	**	28	27	1	**	27	27	**	27
	4%	4%	**	**	**	4%	4%	2%	**	4%	4%	**	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who have ever seen something hateful online in the past year

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h	i	j	~k	l
Unweighted total	786	514	98	82	92	786	683	103	28	734	749	29	778
Effective Weighted Sample	613	484	89	79	87	613	539	75	22	574	585	23	607
Total	683	586	62	23	12	683	607	76	23	639	657	20	677
I reported it somewhere else (i.e. police, Ofcom etc)	19 3%	17 3%	** **	** **	** **	19 3%	19 3%	- -%	** **	17 3%	18 3%	** **	18 3%
Other	14 2%	13 2%	** **	** **	** **	14 2%	9 1%	5 6% f	** **	14 2%	12 2%	** **	12 2%
TOTAL - TOOK SOME SORT OF ACTION	278 41%	243 41%	** **	** **	** **	278 41%	237 39%	41 54% f	** **	267 42%	270 41%	** **	275 41%
Don't know	2 *%	2 *%	** **	** **	** **	2 *%	2 *%	* *%	** **	2 *%	1 *%	** **	1 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
I ignored it/ didn't do anything	403	76	112	99	52	43	65	403	223	180	112	122	89	81	233	170	403
	31%	42%	41%	36%	26%	24%	18%	31%	35%	28%	30%	33%	32%	29%	32%	31%	31%
		defg	defg	def	f			ef	i								
I reported it to the website/ app	118	25	34	32	17	7	9	118	48	69	35	37	25	21	72	46	118
	9%	14%	12%	12%	8%	4%	2%	9%	8%	11%	9%	10%	9%	8%	10%	8%	9%
		efg	ef	ef	f			ef									
I blocked the person who shared or made the comments	82	14	20	20	17	9	11	82	36	46	26	25	18	14	51	31	82
	6%	8%	7%	7%	8%	5%	3%	6%	6%	7%	7%	7%	6%	5%	7%	6%	6%
		f	f	f	f			f									
I commented on it to say I thought it was wrong	78	13	14	21	14	11	17	78	29	49	29	26	16	7	55	23	78
	6%	7%	5%	8%	7%	6%	5%	6%	5%	8%	8%	7%	6%	3%	7%	4%	6%
										h	mo	mo			mo		m
I responded by 'disliking' the post/ comment/ video	52	12	11	12	10	7	8	52	24	28	23	17	8	5	39	13	52
	4%	7%	4%	4%	5%	4%	2%	4%	4%	4%	6%	5%	3%	2%	5%	2%	4%
		f									mo	m			mo		
I shared it with my friends to say I thought it was wrong	40	9	9	9	6	4	7	40	17	23	15	19	5	1	33	6	40
	3%	5%	3%	3%	3%	2%	2%	3%	3%	3%	4%	5%	2%	*%	5%	1%	3%
											mo	lmop			mo		mo
I didn't visit the website/ app again	28	6	3	6	5	3	8	28	10	18	9	11	4	4	19	9	28
	2%	3%	1%	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
I reported it somewhere else (i.e. police, Ofcom etc)	19 1%	2 1%	8 3% def	7 2% f	* *%	1 *%	1 *%	19 1%	11 2%	8 1%	4 1%	4 1%	7 3%	5 2%	7 1%	12 2%	19 1%
Other	14 1%	* *%	3 1%	4 2%	3 2%	2 1%	3 1%	14 1%	3 1%	10 2%	5 1%	4 1%	3 1%	2 1%	8 1%	5 1%	14 1%
TOTAL - TOOK SOME SORT OF ACTION	278 22%	52 29% efg	62 22% f	73 26% ef	46 23% f	31 17%	46 13%	278 22% f	119 19%	158 24% h	90 24% mo	90 25% mo	55 20%	43 15%	179 24% mo	98 18%	278 22% m
NOT SEEN ANYTHING HATEFUL IN THE PAST YEAR	607 47%	51 29%	101 37%	104 38%	103 51% abc	107 59% abcg	249 69% abcdeg	607 47% abc	293 46%	314 48%	170 46%	152 42%	130 48%	155 55% jknp	322 44%	285 51% kn	607 47%
Don't know	2 *%	- -%	- -%	- -%	1 *%	* *%	1 *%	2 *%	2 *%	- -%	* *%	1 *%	- -%	1 *%	1 *%	1 *%	2 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
I ignored it/ didn't do anything	403	342	44	10	8	403	368	35	**	370	385	16	401
	31%	31%	37%	18%	31%	31%	33%	20%	**	31%	33%	13%	31%
		c	c		c	c	g				k		k
I reported it to the website/ app	118	105	7	5	1	118	95	23	**	116	118	-	118
	9%	10%	6%	10%	3%	9%	9%	13%	**	10%	10%	-%	9%
		d		d		d					k		k
I blocked the person who shared or made the comments	82	73	5	3	1	82	72	10	**	80	80	*	81
	6%	7%	4%	6%	3%	6%	6%	6%	**	7%	7%	*%	6%
											k		k
I commented on it to say I thought it was wrong	78	68	7	2	1	78	67	11	**	73	75	3	78
	6%	6%	6%	3%	5%	6%	6%	6%	**	6%	7%	2%	6%
I responded by 'disliking' the post/ comment/ video	52	45	4	3	*	52	46	6	**	51	52	*	52
	4%	4%	3%	6%	1%	4%	4%	4%	**	4%	5%	*%	4%
		d		d		d					k		k
I shared it with my friends to say I thought it was wrong	40	36	3	*	*	40	32	8	**	38	39	1	40
	3%	3%	2%	1%	*%	3%	3%	5%	**	3%	3%	1%	3%
		cd				d							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
I didn't visit the website/ app again	28 2%	23 2%	3 3%	2 3%	1 2%	28 2%	27 2%	1 1%	** **	27 2%	27 2%	- -%	27 2%
I reported it somewhere else (i.e. police, Ofcom etc)	19 1%	17 2%	1 1%	1 1%	* 1%	19 1%	19 2%	- -%	** **	17 1%	18 2%	- -%	18 1%
Other	14 1%	13 1%	- -%	* 1%	* *%	14 1%	9 1%	5 3% f	** **	14 1%	12 1%	- -%	12 1%
TOTAL - TOOK SOME SORT OF ACTION	278 22%	243 22% bd	18 15%	14 26% bd	4 15%	278 22% bd	237 21%	41 24%	** **	267 23%	270 23% k	4 4%	275 22% k
NOT SEEN ANYTHING HATEFUL IN THE PAST YEAR	607 47%	505 46%	58 48%	30 56% ae	14 54%	607 47%	509 46%	98 56% f	** **	536 46%	495 43%	101 84% jl	596 47%
Don't know	2 *%	2 *%	- -%	- -%	* 1% e	2 *%	2 *%	* *%	** **	2 *%	1 *%	- -%	1 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19A. Do you ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook? IF NECESSARY: By 'videos' I mean any kind of videos including those made by professionals or media organisations, as well as videos made by ordinary people. (SINGLE CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Yes	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
	78%	96%	91%	84%	80%	63%	53%	78%	78%	77%	80%	79%	81%	70%	80%	75%	78%
		cdefg	cdefg	efg	ef	f		ef			m	m	m		m		m
No	286	7	25	44	41	68	169	286	136	150	72	77	53	84	149	137	286
	22%	4%	9%	16%	20%	37%	47%	22%	21%	23%	19%	21%	19%	30%	20%	25%	22%
			a	ab	ab	abcdg	abcdeg	abc						jklnp			
Don't know	2	*	-	*	-	-	2	2	2	*	1	1	-	*	2	*	2
	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19A. Do you ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook? IF NECESSARY: By 'videos' I mean any kind of videos including those made by professionals or media organisations, as well as videos made by ordinary people. (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Yes	1003	846	99	38	20	1003	881	122	**	938	950	44	993
	78%	77%	83%	73%	72%	78%	79%	70%	**	80%	82%	36%	78%
			cd				g				kl		k
No	286	244	21	14	7	286	234	52	**	235	201	77	278
	22%	22%	17%	27%	27%	22%	21%	30%	**	20%	17%	63%	22%
				b	b			f				jl	j
Don't know	2	2	-	-	*	2	2	-	**	2	1	1	2
	*%	*%	-%	-%	1%	*%	*%	-%	**	*%	*%	1%	*%
					e								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1179	232	229	252	202	150	264	1179	588	591	276	415	244	244	691	488	1179
Effective Weighted Sample	910	173	186	201	158	123	210	910	449	461	229	329	187	188	536	374	910
Total	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
Music videos	618	123	170	132	99	68	94	618	312	307	171	183	139	126	354	264	618
	62%	72%	68%	57%	61%	60%	49%	62%	62%	61%	57%	64%	63%	64%	60%	63%	62%
		cdefg	cf		f			f									
'How- to' videos, tips or tutorials about things that I want to do	569	104	138	129	86	65	111	569	288	280	187	167	124	91	353	215	569
	57%	61%	55%	56%	54%	57%	58%	57%	58%	56%	63%	58%	56%	46%	60%	52%	57%
											mo	m			mo		m
Funny videos / jokes / pranks / challenges	560	115	161	121	83	53	79	560	290	270	146	166	138	110	311	248	560
	56%	67%	64%	53%	52%	47%	41%	56%	58%	54%	49%	58%	62%	56%	53%	60%	56%
		cdefg	cdefg	f	f			f				j	jn			j	
Short entertainment videos (film trailers, clips from TV programmes or highlights).	421	93	114	103	55	42	57	421	226	195	132	131	93	65	262	159	421
	42%	54%	46%	44%	34%	37%	30%	42%	45%	39%	44%	46%	42%	33%	45%	38%	42%
		defg	df	df				f			m	mo			mo		m
Reviews about things I may want to buy	392	62	108	105	58	32	60	392	216	176	128	112	82	70	240	152	392
	39%	37%	43%	45%	36%	28%	32%	39%	43%	35%	43%	39%	37%	36%	41%	37%	39%
			ef	ef				ef	i								
Sports/ football clips or videos	293	64	81	52	55	25	41	293	230	63	91	76	75	51	167	126	293
	29%	37%	32%	23%	34%	22%	21%	29%	46%	13%	31%	26%	34%	26%	28%	30%	29%
		cefg	cf		cef			f	i								
News / current affairs / documentaries	291	48	67	75	47	32	54	291	161	130	110	87	52	42	197	94	291
	29%	28%	27%	33%	29%	28%	28%	29%	32%	26%	37%	30%	24%	21%	34%	23%	29%
									i		lmop	mo			lmo		mo

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1179	232	229	252	202	150	264	1179	588	591	276	415	244	244	691	488	1179
Effective Weighted Sample	910	173	186	201	158	123	210	910	449	461	229	329	187	188	536	374	910
Total	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
Whole TV programmes or films	251	69	66	48	32	22	36	251	141	110	77	61	57	56	137	114	251
	25%	41%	26%	21%	20%	19%	19%	25%	28%	22%	26%	21%	26%	29%	23%	27%	25%
		bcdefg							i								
Game tutorials, walk-throughs, watching other people play games	130	49	37	33	2	6	9	130	85	45	35	39	36	20	74	56	130
	13%	29%	15%	14%	1%	5%	5%	13%	17%	9%	12%	14%	16%	10%	13%	13%	13%
		bcdefg	def	def			d	def	i								
Vlogs from vloggers/ influencers (like Zoella or Thatcher Joe)	103	41	33	18	5	6	6	103	50	53	24	33	22	24	57	46	103
	10%	24%	13%	8%	3%	5%	3%	10%	10%	11%	8%	12%	10%	12%	10%	11%	10%
		bcdefg	def	f				df									
Political speeches or campaigns	90	17	18	22	13	14	20	90	64	26	32	40	12	6	72	18	90
	9%	10%	7%	9%	8%	12%	11%	9%	13%	5%	11%	14%	5%	3%	12%	4%	9%
									i		mo	lmop			lmop		mo
Religious speeches or events	34	5	8	11	3	3	8	34	18	16	14	13	3	4	27	7	34
	3%	3%	3%	5%	2%	3%	4%	3%	4%	3%	5%	5%	1%	2%	5%	2%	3%
											o	lo			lo		
Other types of videos	35	2	6	6	6	9	16	35	19	17	7	9	11	9	16	20	35
	4%	1%	2%	2%	4%	8%	8%	4%	4%	3%	2%	3%	5%	4%	3%	5%	4%
						abcg	abcg										
Don't know	8	-	1	2	2	*	3	8	4	4	3	1	3	1	4	4	8
	1%	-%	*%	1%	1%	*%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
Music videos	618	531	60	19	8	618	553	65	**	583	591	**	613
	62%	63%	60%	51%	42%	62%	63%	54%	**	62%	62%	**	62%
		cd	d			cd							
'How- to' videos, tips or tutorials about things that I want to do	569	480	58	20	10	569	486	83	**	539	543	**	564
	57%	57%	59%	53%	51%	57%	55%	68%	**	57%	57%	**	57%
								f					
Funny videos / jokes / pranks / challenges	560	458	64	24	14	560	488	71	**	527	534	**	557
	56%	54%	65%	63%	70%	56%	55%	59%	**	56%	56%	**	56%
			ae	a	ae								
Short entertainment videos (film trailers, clips from TV programmes or highlights).	421	356	43	17	6	421	378	43	**	401	400	**	419
	42%	42%	43%	43%	30%	42%	43%	35%	**	43%	42%	**	42%
		d	d	d		d							
Reviews about things I may want to buy	392	318	47	18	10	392	342	50	**	372	377	**	391
	39%	38%	47%	47%	49%	39%	39%	41%	**	40%	40%	**	39%
			a	a	ae								
Sports/ football clips or videos	293	243	31	13	5	293	258	35	**	273	283	**	291
	29%	29%	31%	34%	27%	29%	29%	29%	**	29%	30%	**	29%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
News / current affairs / documentaries	291	247	28	7	9	291	256	35	**	280	276	**	288
	29%	29%	28%	19%	45%	29%	29%	28%	**	30%	29%	**	29%
		c			abce	c							
Whole TV programmes or films	251	214	24	9	3	251	220	31	**	233	239	**	250
	25%	25%	25%	25%	17%	25%	25%	25%	**	25%	25%	**	25%
Game tutorials, walk-throughs, watching other people play games	130	111	13	4	1	130	120	10	**	121	124	**	126
	13%	13%	13%	11%	7%	13%	14%	8%	**	13%	13%	**	13%
		d											
Vlogs from vloggers/ influencers (like Zoella or Thatcher Joe)	103	90	6	5	1	103	92	11	**	97	101	**	102
	10%	11%	6%	14%	7%	10%	10%	9%	**	10%	11%	**	10%
				b									
Political speeches or campaigns	90	79	8	2	2	90	80	11	**	88	85	**	88
	9%	9%	8%	4%	9%	9%	9%	9%	**	9%	9%	**	9%
Religious speeches or events	34	31	2	-	1	34	30	4	**	32	30	**	34
	3%	4%	2%	-%	6%	3%	3%	3%	**	3%	3%	**	3%
		c			bc	c							
Other types of videos	35	26	6	3	*	35	29	6	**	33	31	**	34
	4%	3%	6%	8%	*%	4%	3%	5%	**	4%	3%	**	3%
			d	ade									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
Don't know	8	7	1	-	*	8	8	-	**	7	7	**	7
	1%	1%	1%	-%	1%	1%	1%	-%	**	1%	1%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Music videos	618	123	170	132	99	68	94	618	312	307	171	183	139	126	354	264	618
	48%	69%	62%	48%	49%	38%	26%	48%	49%	47%	46%	50%	51%	45%	48%	48%	48%
		cdefg	cdefg	ef	ef	f		ef									
'How- to' videos, tips or tutorials about things that I want to do	569	104	138	129	86	65	111	569	288	280	187	167	124	91	353	215	569
	44%	58%	50%	47%	43%	36%	31%	44%	45%	43%	50%	46%	45%	32%	48%	39%	44%
		cdefg	ef	ef	f			ef			mo	mo	m		mo		mo
Funny videos / jokes / pranks / challenges	560	115	161	121	83	53	79	560	290	270	146	166	138	110	311	248	560
	43%	65%	59%	44%	41%	29%	22%	43%	45%	41%	39%	45%	50%	39%	42%	45%	43%
		cdefg	cdefg	ef	ef	f		ef					jmnp				
Short entertainment videos (film trailers, clips from TV programmes or highlights).	421	93	114	103	55	42	57	421	226	195	132	131	93	65	262	159	421
	33%	52%	42%	37%	27%	23%	16%	33%	35%	30%	35%	36%	34%	23%	36%	29%	33%
		bcdefg	defg	def	f	f		ef	i		mo	mo	m		mo		m
Reviews about things I may want to buy	392	62	108	105	58	32	60	392	216	176	128	112	82	70	240	152	392
	30%	35%	39%	38%	29%	18%	17%	30%	34%	27%	35%	31%	30%	25%	33%	27%	30%
		ef	defg	defg	ef			ef	i		mo				m		
Sports/ football clips or videos	293	64	81	52	55	25	41	293	230	63	91	76	75	51	167	126	293
	23%	36%	29%	19%	27%	14%	11%	23%	36%	10%	25%	21%	27%	18%	23%	23%	23%
		cefg	cefg	f	cef			ef	i				m				
News / current affairs / documentaries	291	48	67	75	47	32	54	291	161	130	110	87	52	42	197	94	291
	23%	27%	24%	27%	23%	18%	15%	23%	25%	20%	30%	24%	19%	15%	27%	17%	23%
		ef	f	ef	f			f	i		lmop	mo			lmop		mo

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Whole TV programmes or films	251	69	66	48	32	22	36	251	141	110	77	61	57	56	137	114	251
	19%	39%	24%	17%	16%	12%	10%	19%	22%	17%	21%	17%	21%	20%	19%	20%	19%
		bcdefg	def	f	f			ef	i								
Game tutorials, walk-throughs, watching other people play games	130	49	37	33	2	6	9	130	85	45	35	39	36	20	74	56	130
	10%	28%	13%	12%	1%	3%	3%	10%	13%	7%	9%	11%	13%	7%	10%	10%	10%
		bcdefg	def	def				def	i				m				
Vlogs from vloggers/ influencers (like Zoella or Thatcher Joe)	103	41	33	18	5	6	6	103	50	53	24	33	22	24	57	46	103
	8%	23%	12%	7%	3%	3%	2%	8%	8%	8%	6%	9%	8%	9%	8%	8%	8%
		bcdefg	cdef	f				def									
Political speeches or campaigns	90	17	18	22	13	14	20	90	64	26	32	40	12	6	72	18	90
	7%	10%	7%	8%	6%	8%	6%	7%	10%	4%	9%	11%	4%	2%	10%	3%	7%
									i		lmo	lmop			lmop		mo
Religious speeches or events	34	5	8	11	3	3	8	34	18	16	14	13	3	4	27	7	34
	3%	3%	3%	4%	1%	2%	2%	3%	3%	2%	4%	4%	1%	1%	4%	1%	3%
											o	lo			lo		
Other types of videos	35	2	6	6	6	9	16	35	19	17	7	9	11	9	16	20	35
	3%	1%	2%	2%	3%	5%	4%	3%	3%	3%	2%	2%	4%	3%	2%	4%	3%
						a	a										
Don't know	8	-	1	2	2	*	3	8	4	4	3	1	3	1	4	4	8
	1%	-%	*%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
DON'T WATCH VIDEOS ON THESE TYPES OF SITES/APPS	288	7	25	44	41	68	171	288	138	151	73	78	53	84	151	138	288
	22%	4%	9%	16%	20%	37%	47%	22%	22%	23%	20%	21%	19%	30%	20%	25%	22%
				ab	ab	abcdg	abcdeg	abc						jklnp			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Music videos	618 48%	531 49% cd	60 50% cd	19 37%	8 30%	618 48% cd	553 50% g	65 38%	** **	583 50%	591 51% k	22 18%	613 48% k
'How- to' videos, tips or tutorials about things that I want to do	569 44%	480 44%	58 49% cd	20 38%	10 37%	569 44%	486 44%	83 47%	** **	539 46%	543 47% k	21 17%	564 44% k
Funny videos / jokes / pranks / challenges	560 43%	458 42%	64 54% ae	24 46%	14 50% a	560 43%	488 44%	71 41%	** **	527 45%	534 46% k	23 19%	557 44% k
Short entertainment videos (film trailers, clips from TV programmes or highlights).	421 33%	356 33% d	43 36% d	17 32% d	6 22%	421 33% d	378 34% g	43 25%	** **	401 34%	400 35% k	19 16%	419 33% k
Reviews about things I may want to buy	392 30%	318 29%	47 39% ae	18 35%	10 36%	392 30%	342 31%	50 29%	** **	372 32%	377 33% k	14 12%	391 31% k
Sports/ football clips or videos	293 23%	243 22%	31 26%	13 25%	5 19%	293 23%	258 23%	35 20%	** **	273 23%	283 25% k	8 6%	291 23% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
News / current affairs / documentaries	291 23%	247 23% c	28 23% c	7 14%	9 32% ace	291 23% c	256 23%	35 20%	** **	280 24%	276 24% k	12 10%	288 23% k
Whole TV programmes or films	251 19%	214 20% d	24 20% d	9 18%	3 13%	251 19% d	220 20%	31 18%	** **	233 20%	239 21% k	11 9%	250 20% k
Game tutorials, walk-throughs, watching other people play games	130 10%	111 10% d	13 11% d	4 8%	1 5%	130 10% d	120 11% g	10 6%	** **	121 10%	124 11% k	2 2%	126 10% k
Vlogs from vloggers/ influencers (like Zoella or Thatcher Joe)	103 8%	90 8%	6 5%	5 10% b	1 5%	103 8%	92 8%	11 6%	** **	97 8%	101 9% k	1 1%	102 8% k
Political speeches or campaigns	90 7%	79 7% c	8 6%	2 3%	2 7%	90 7% c	80 7%	11 6%	** **	88 7%	85 7% k	3 2%	88 7% k
Religious speeches or events	34 3%	31 3% c	2 1%	- -%	1 5% c	34 3% c	30 3%	4 2%	** **	32 3%	30 3%	4 3%	34 3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Other types of videos	35	26	6	3	*	35	29	6	**	33	31	3	34
	3%	2%	5%	6%	*%	3%	3%	4%	**	3%	3%	2%	3%
			ad	ade									
Don't know	8	7	1	-	*	8	8	-	**	7	7	-	7
	1%	1%	1%	-%	*%	1%	1%	-%	**	1%	1%	-%	1%
DON'T WATCH VIDEOS ON THESE TYPES OF SITES/APPS	288	246	21	14	7	288	236	52	**	237	202	77	280
	22%	23%	17%	27%	28%	22%	21%	30%	**	20%	18%	64%	22%
				b	b			f				jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Yes	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
	80%	94%	92%	87%	81%	72%	57%	80%	74%	86%	78%	85%	81%	73%	82%	77%	80%
		cdefg	defg	efg	ef	f		ef		h		jmop	m		m		m
No	255	10	20	35	38	51	151	255	162	93	80	54	48	74	134	121	255
	20%	6%	7%	13%	19%	28%	42%	20%	25%	14%	22%	15%	17%	26%	18%	22%	20%
				a	ab	abcdg	abcdeg	abc	i		k			klnp		k	k
Don't know	5	-	3	-	-	1	3	5	5	-	1	-	3	1	1	5	5
	*%	-%	1%	-%	-%	*%	1%	*%	1%	-%	*%	-%	1%	*%	*%	1%	*%
									i				kn				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Yes	1030	864	101	42	22	1030	895	135	**	953	980	45	1025
	80%	79%	85%	80%	83%	80%	80%	77%	**	81%	85%	37%	81%
											kl		k
No	255	222	18	11	5	255	218	37	**	217	167	76	243
	20%	20%	15%	20%	17%	20%	20%	21%	**	18%	14%	63%	19%
												jl	j
Don't know	5	5	-	-	-	5	3	2	**	5	5	-	5
	*%	1%	-%	-%	-%	*%	*%	1%	**	*%	*%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Yes	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
	70%	93%	91%	84%	76%	58%	40%	70%	65%	74%	74%	79%	69%	56%	76%	62%	70%
		cdefg	cdefg	defg	ef	f		ef		h	mo	lmop	mo		lmop		mo
No	255	10	20	35	38	51	151	255	162	93	80	54	48	74	134	121	255
	17%	6%	7%	12%	18%	23%	29%	17%	22%	12%	20%	14%	15%	20%	17%	18%	17%
				a	ab	abcg	abcdeg	ab	i		k			k			
Don't know	5	-	3	-	-	1	3	5	5	-	1	-	3	1	1	5	5
	*%	-%	1%	-%	-%	*%	1%	*%	1%	-%	*%	-%	1%	*%	*%	1%	*%
									i				kn				
DOES NOT GO ONLINE	185	3	1	11	14	43	155	185	85	100	23	30	47	85	53	132	185
	13%	1%	1%	4%	7%	19%	30%	13%	12%	13%	6%	8%	15%	23%	7%	19%	13%
				b	ab	abcdg	abcdeg	abcd					jkn	jklnp		jknp	jkn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Yes	1030	864	101	42	22	1030	895	135	**	953	980	45	1025
	70%	69%	76%	71%	76%	70%	70%	68%	**	81%	83%	19%	72%
			a		a						kl		k
No	255	222	18	11	5	255	218	37	**	217	167	76	243
	17%	18%	14%	18%	16%	17%	17%	19%	**	18%	14%	32%	17%
												jl	j
Don't know	5	5	-	-	-	5	3	2	**	5	5	-	5
	*%	*%	-%	-%	-%	*%	*%	1%	**	*%	*%	-%	*%
DOES NOT GO ONLINE	185	163	13	6	3	185	161	23	**	-	22	120	143
	13%	13%	10%	11%	9%	13%	13%	12%	**	-%	2%	50%	10%
												jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN22. (SHOWCARD) Which social media or messaging sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
Facebook	905	155	228	206	140	110	176	905	391	514	230	273	208	193	504	401	905
	88%	92%	90%	86%	86%	85%	85%	88%	83%	92%	79%	88%	93%	94%	84%	94%	88%
		ef								h		j	jnp	jknp		jknp	jn
WhatsApp	630	108	172	159	101	63	91	630	293	338	198	210	131	92	408	223	630
	61%	64%	68%	66%	62%	49%	44%	61%	62%	60%	68%	67%	59%	45%	68%	52%	61%
		ef	ef	ef	ef			ef			lmo	lmop	m		lmop		mo
Instagram	391	104	127	73	50	28	37	391	162	230	117	129	86	60	246	145	391
	38%	62%	50%	31%	31%	22%	18%	38%	34%	41%	40%	41%	38%	29%	41%	34%	38%
		bcdefg	cdefg	f	f			cef		h	m	mo	m		mo		m
YouTube	360	91	108	70	44	32	45	360	185	175	98	111	85	65	209	151	360
	35%	54%	43%	29%	27%	25%	22%	35%	39%	31%	34%	36%	38%	32%	35%	35%	35%
		bcdefg	cdefg					ef	i								
Snapchat	260	99	105	30	20	5	5	260	98	162	62	79	65	54	141	119	260
	25%	59%	42%	13%	12%	4%	2%	25%	21%	29%	21%	25%	29%	26%	23%	28%	25%
		bcdefg	cdefg	ef	ef			cdef		h							
Twitter	258	59	60	60	40	28	40	258	135	123	97	84	50	28	181	78	258
	25%	35%	24%	25%	25%	21%	19%	25%	29%	22%	33%	27%	23%	13%	30%	18%	25%
		bcdefg							i		lmop	mo	m		lmop		mo
LinkedIn	163	21	45	45	33	14	20	163	94	69	83	54	20	5	137	26	163
	16%	13%	18%	19%	20%	11%	9%	16%	20%	12%	29%	17%	9%	3%	23%	6%	16%
			f	f	ef			f	i		klmop	lmo	m		lmop		lmo
Pinterest	128	27	40	25	20	11	16	128	37	92	46	40	28	13	87	42	128
	12%	16%	16%	11%	12%	8%	8%	12%	8%	16%	16%	13%	13%	7%	14%	10%	12%
		ef	ef					f		h	mo	m	m		mo		m
Google+ (inc. Google Hangouts)	112	30	26	24	14	11	18	112	52	60	32	33	26	21	65	46	112
	11%	18%	10%	10%	8%	8%	9%	11%	11%	11%	11%	11%	11%	10%	11%	11%	11%
		bcdefg															

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN22. (SHOWCARD) Which social media or messaging sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
Twitch	33	16	5	10	-	1	1	33	24	9	6	12	11	4	18	15	33
	3%	9%	2%	4%	-%	1%	1%	3%	5%	2%	2%	4%	5%	2%	3%	3%	3%
		bcdefg		df				df	i								
Tumblr	28	10	10	7	1	-	-	28	14	14	4	10	10	3	15	13	28
	3%	6%	4%	3%	1%	-%	-%	3%	3%	2%	2%	3%	5%	1%	2%	3%	3%
		defg	ef	ef				ef									
Reddit	25	11	8	3	-	2	2	25	18	7	8	7	5	4	16	9	25
	2%	7%	3%	1%	-%	2%	1%	2%	4%	1%	3%	2%	2%	2%	3%	2%	2%
		cdefg	d					d	i								
Musical.ly	20	11	1	6	1	1	1	20	11	9	5	8	5	1	13	7	20
	2%	6%	*%	3%	1%	1%	1%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%
		bdefg															
Other	9	3	1	1	3	*	1	9	4	5	1	6	-	2	7	2	9
	1%	2%	*%	*%	2%	*%	1%	1%	1%	1%	*%	2%	-%	1%	1%	1%	1%
FACEBOOK ONLY	208	14	36	48	41	38	69	208	80	127	36	57	44	70	93	115	208
	20%	8%	14%	20%	25%	30%	33%	20%	17%	23%	12%	18%	20%	34%	15%	27%	20%
				a	ab	abcg	abcg	a		h		j	j	jklnp		jknp	jn
Don't know	1	-	-	-	-	*	1	1	-	1	-	1	-	-	1	-	1
	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN22. (SHOWCARD) Which social media or messaging sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
Facebook	905	755	91	39	20	905	783	122	**	839	863	**	901
	88%	87%	90%	92%	88%	88%	87%	91%	**	88%	88%	**	88%
WhatsApp	630	529	63	22	17	630	560	70	**	592	619	**	630
	61%	61%	62%	52%	75%	61%	63%	52%	**	62%	63%	**	61%
		c			abce	c	g						
Instagram	391	323	45	14	9	391	336	55	**	366	390	**	391
	38%	37%	45%	34%	42%	38%	38%	41%	**	38%	40%	**	38%
YouTube	360	307	37	11	5	360	325	35	**	333	350	**	357
	35%	36%	37%	26%	21%	35%	36%	26%	**	35%	36%	**	35%
		cd	cd			cd	g						
Snapchat	260	208	31	13	8	260	226	33	**	240	259	**	260
	25%	24%	30%	31%	35%	25%	25%	25%	**	25%	26%	**	25%
					ae								
Twitter	258	229	15	10	4	258	230	28	**	245	255	**	257
	25%	26%	15%	24%	19%	25%	26%	21%	**	26%	26%	**	25%
		b				b							
LinkedIn	163	145	10	5	4	163	147	16	**	157	162	**	163
	16%	17%	10%	11%	17%	16%	16%	12%	**	16%	17%	**	16%
		b				b							
Pinterest	128	109	8	7	4	128	105	24	**	120	127	**	127
	12%	13%	8%	16%	18%	12%	12%	18%	**	13%	13%	**	12%
				b	b								
Google+ (inc. Google Hangouts)	112	100	7	3	1	112	96	16	**	97	108	**	110
	11%	12%	7%	7%	5%	11%	11%	11%	**	10%	11%	**	11%
		d				d							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN22. (SHOWCARD) Which social media or messaging sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
Twitch	33	28	3	1	1	33	30	3	**	31	30	**	30
	3%	3%	3%	2%	3%	3%	3%	2%	**	3%	3%	**	3%
Tumblr	28	24	3	*	*	28	27	1	**	28	27	**	27
	3%	3%	3%	1%	1%	3%	3%	1%	**	3%	3%	**	3%
Reddit	25	21	2	*	2	25	23	2	**	25	24	**	24
	2%	2%	2%	1%	7%	2%	3%	2%	**	3%	2%	**	2%
					abce								
Musical.ly	20	20	-	*	*	20	19	1	**	20	20	**	20
	2%	2%	-%	1%	2%	2%	2%	1%	**	2%	2%	**	2%
Other	9	8	1	*	-	9	7	2	**	9	8	**	8
	1%	1%	1%	1%	-%	1%	1%	2%	**	1%	1%	**	1%
FACEBOOK ONLY	208	170	21	12	3	208	176	31	**	186	183	**	207
	20%	20%	21%	29%	15%	20%	20%	23%	**	20%	19%	**	20%
				ade									
Don't know	1	1	-	-	*	1	1	*	**	-	1	**	1
	*%	*%	-%	-%	1%	*%	*%	*%	**	-%	*%	**	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
Facebook	593	81	154	125	100	77	133	593	236	357	121	176	146	150	297	296	593
	58%	48%	61%	52%	61%	59%	64%	58%	50%	64%	42%	57%	65%	73%	49%	69%	58%
			a		a	a	ac	a		h		jn	jknp	jknp		jknp	jn
WhatsApp	234	24	51	76	42	31	42	234	113	121	100	86	33	16	186	49	234
	23%	14%	20%	32%	26%	24%	20%	23%	24%	22%	34%	28%	15%	8%	31%	11%	23%
				abfg	a	a		a			lmop	lmo	m		lmop		lmo
Instagram	56	13	25	11	5	1	1	56	28	28	13	19	16	8	31	24	56
	5%	8%	10%	5%	3%	1%	1%	5%	6%	5%	4%	6%	7%	4%	5%	6%	5%
		ef	cdefg	ef	f			ef									
Twitter	41	3	4	16	8	7	10	41	27	14	24	7	4	7	30	10	41
	4%	2%	1%	7%	5%	5%	5%	4%	6%	2%	8%	2%	2%	3%	5%	2%	4%
				ab					i		klmop				klo		
YouTube	38	12	5	6	2	8	12	38	29	8	11	6	11	10	17	21	38
	4%	7%	2%	3%	1%	6%	6%	4%	6%	1%	4%	2%	5%	5%	3%	5%	4%
		bcdg				bd	d		i							k	
Snapchat	37	28	6	1	2	-	-	37	17	21	10	7	11	9	17	21	37
	4%	17%	3%	*%	1%	-%	-%	4%	4%	4%	3%	2%	5%	5%	3%	5%	4%
		bcdefg	f					cef									
LinkedIn	7	1	-	2	2	1	1	7	7	-	6	1	-	-	7	-	7
	1%	1%	-%	1%	2%	1%	1%	1%	2%	-%	2%	*%	-%	-%	1%	-%	1%
									i		klmop				o		
Google+ (inc. Google Hangouts)	7	1	1	-	-	3	5	7	5	2	2	3	-	2	5	2	7
	1%	1%	1%	-%	-%	2%	2%	1%	1%	*%	1%	1%	-%	1%	1%	*%	1%
						c	cg										
Reddit	3	1	-	1	-	-	-	3	1	1	1	-	-	1	1	1	3
	*%	1%	-%	*%	-%	-%	-%	*%	*%	*%	*%	-%	-%	1%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
Musical.ly	2	2	-	-	-	-	-	2	*	1	-	-	*	1	-	2	2
	*%	1%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%	*%	1%	-%	*%	*%
Pinterest	*	-	-	-	*	-	-	*	-	*	-	*	-	-	*	-	*
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
Other	2	1	1	-	-	-	-	2	2	-	-	2	-	-	2	-	2
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	1%	-%	-%	*%	-%	*%
Don't know	10	2	5	-	1	2	3	10	5	6	3	4	2	2	7	3	10
	1%	1%	2%	-%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			c														

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
Facebook	593	483	65	32	13	593	505	88	**	546	558	**	592
	58%	56%	64%	76%	59%	58%	56%	65%	**	57%	57%	**	58%
				abde									
WhatsApp	234	209	16	4	6	234	213	22	**	221	228	**	234
	23%	24%	16%	10%	26%	23%	24%	16%	**	23%	23%	**	23%
		bc			bc	c	g						
Instagram	56	41	11	2	1	56	51	5	**	51	56	**	56
	5%	5%	11%	4%	7%	5%	6%	4%	**	5%	6%	**	5%
			ace										
Twitter	41	37	2	2	*	41	37	4	**	40	39	**	39
	4%	4%	2%	4%	1%	4%	4%	3%	**	4%	4%	**	4%
YouTube	38	35	2	*	*	38	34	4	**	34	35	**	37
	4%	4%	2%	*%	1%	4%	4%	3%	**	4%	4%	**	4%
		c				c							
Snapchat	37	29	5	2	1	37	31	6	**	33	37	**	37
	4%	3%	5%	5%	4%	4%	3%	5%	**	3%	4%	**	4%
LinkedIn	7	7	-	-	-	7	5	3	**	7	7	**	7
	1%	1%	-%	-%	-%	1%	1%	2%	**	1%	1%	**	1%
Google+ (inc. Google Hangouts)	7	7	-	-	-	7	6	1	**	6	5	**	7
	1%	1%	-%	-%	-%	1%	1%	1%	**	1%	1%	**	1%
Reddit	3	2	-	-	*	3	3	-	**	3	3	**	3
	*%	*%	-%	-%	*%	*%	*%	-%	**	*%	*%	**	*%
Musical.ly	2	1	-	*	-	2	1	*	**	2	2	**	2
	*%	*%	-%	1%	-%	*%	*%	*%	**	*%	*%	**	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
Pinterest	*	-	-	*	-	*	*	-	**	*	*	**	*
	*%	-%	-%	1%	-%	*%	*%	-%	**	*%	*%	**	*%
				ae									
Other	2	2	-	-	-	2	1	1	**	2	1	**	1
	*%	*%	-%	-%	-%	*%	*%	1%	**	*%	*%	**	*%
Don't know	10	10	-	-	*	10	10	1	**	9	10	**	10
	1%	1%	-%	-%	1%	1%	1%	1%	**	1%	1%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
Strongly disagree	65	8	15	9	9	12	23	65	30	36	15	27	12	13	41	24	65
	6%	5%	6%	4%	6%	9%	11%	6%	6%	6%	5%	9%	5%	6%	7%	6%	6%
						c	acg										
Slightly disagree	86	2	20	21	18	15	24	86	42	44	23	23	18	22	46	40	86
	8%	1%	8%	9%	11%	12%	12%	8%	9%	8%	8%	7%	8%	11%	8%	9%	8%
			a	a	a	a	a	a									
Neither agree nor disagree	72	6	14	22	14	12	16	72	29	43	19	29	13	11	48	24	72
	7%	4%	6%	9%	9%	10%	7%	7%	6%	8%	7%	9%	6%	5%	8%	6%	7%
				a		a						o					
Slightly agree	240	36	36	74	42	38	53	240	109	132	71	69	50	51	140	100	240
	23%	21%	14%	31%	26%	29%	26%	23%	23%	24%	24%	22%	22%	25%	23%	23%	23%
				abg	b	b	b	b									
Strongly agree	561	116	165	114	78	52	89	561	257	305	162	162	130	107	324	237	561
	54%	69%	65%	48%	48%	40%	43%	54%	55%	54%	56%	52%	58%	52%	54%	55%	54%
		cdefg	cdefg					ef									
Don't know	5	-	2	-	2	*	2	5	4	1	1	1	2	2	2	4	5
	1%	-%	1%	-%	1%	*%	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%
SUMMARY CODES																	
TOTAL DISAGREE	151	10	36	30	27	27	47	151	72	80	37	50	30	35	87	65	151
	15%	6%	14%	13%	17%	21%	23%	15%	15%	14%	13%	16%	13%	17%	14%	15%	15%
			a	a	a	ac	abcg	a									
TOTAL AGREE	802	151	201	188	120	90	143	802	366	436	233	231	179	158	465	337	802
	78%	90%	80%	78%	73%	69%	69%	78%	78%	78%	80%	74%	80%	77%	77%	79%	78%
		bcdefg	ef	f				ef									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
TOTAL NEITHER/ DON'T KNOW	77	6	16	22	16	13	17	77	33	44	20	30	14	13	50	27	77
	7%	4%	6%	9%	10%	10%	8%	7%	7%	8%	7%	10%	6%	6%	8%	6%	7%
				a	a	a											

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
Strongly disagree	65	52	6	6	1	65	55	10	**	59	63	**	65
	6%	6%	5%	15%	6%	6%	6%	8%	**	6%	6%	**	6%
				abde									
Slightly disagree	86	74	9	3	1	86	73	13	**	73	80	**	85
	8%	9%	9%	6%	5%	8%	8%	10%	**	8%	8%	**	8%
Neither agree nor disagree	72	64	3	2	2	72	57	14	**	64	63	**	70
	7%	7%	3%	4%	10%	7%	6%	10%	**	7%	6%	**	7%
		b			b								
Slightly agree	240	209	17	8	7	240	216	24	**	225	230	**	239
	23%	24%	16%	20%	30%	23%	24%	18%	**	24%	23%	**	23%
		b			bc								
Strongly agree	561	460	67	23	11	561	488	73	**	526	541	**	559
	54%	53%	66%	55%	48%	54%	55%	54%	**	55%	55%	**	55%
			acde										
Don't know	5	5	-	-	*	5	5	-	**	5	4	**	5
	1%	1%	-%	-%	1%	1%	1%	-%	**	*%	*%	**	1%
SUMMARY CODES													
TOTAL DISAGREE	151	126	14	9	2	151	128	24	**	132	143	**	151
	15%	15%	14%	21%	11%	15%	14%	18%	**	14%	15%	**	15%
				ade									
TOTAL AGREE	802	669	84	31	17	802	705	97	**	751	771	**	799
	78%	77%	83%	75%	78%	78%	79%	72%	**	79%	79%	**	78%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
TOTAL NEITHER/ DON'T KNOW	77	70	3	2	2	77	63	14	**	69	66	**	76
	7%	8%	3%	4%	11%	7%	7%	10%	**	7%	7%	**	7%
		b			bc	b							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
I often see views that I disagree with.	173	29	44	34	31	24	35	173	79	94	45	62	37	28	107	66	173
	17%	17%	17%	14%	19%	19%	17%	17%	17%	17%	15%	20%	17%	14%	18%	15%	17%
I sometimes see views that I disagree with	590	100	154	143	93	70	99	590	275	315	179	173	126	111	352	237	590
	57%	60%	61%	60%	57%	54%	48%	57%	58%	56%	62%	56%	57%	54%	59%	55%	57%
		f	f	f				f									
I rarely see views that I disagree with	244	33	49	59	31	34	72	244	107	137	61	71	53	60	131	113	244
	24%	20%	19%	25%	19%	26%	34%	24%	23%	24%	21%	23%	24%	29%	22%	26%	24%
							abcdg							jn			
Don't know	24	5	6	3	8	1	2	24	10	14	6	5	7	7	11	13	24
	2%	3%	2%	1%	5%	1%	1%	2%	2%	3%	2%	2%	3%	3%	2%	3%	2%
					cef												

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
I often see views that I disagree with.	173	135	24	11	3	173	149	24	**	160	165	**	170
	17%	16%	24%	26%	13%	17%	17%	18%	**	17%	17%	**	17%
			ade	ade									
I sometimes see views that I disagree with	590	495	61	20	14	590	516	73	**	551	573	**	587
	57%	57%	60%	48%	61%	57%	58%	54%	**	58%	58%	**	57%
		c	c		c	c							
I rarely see views that I disagree with	244	212	17	10	5	244	207	37	**	221	222	**	244
	24%	24%	17%	23%	24%	24%	23%	28%	**	23%	23%	**	24%
		b											
Don't know	24	23	-	1	*	24	23	*	**	21	21	**	24
	2%	3%	-%	2%	1%	2%	3%	*%	**	2%	2%	**	2%
		b											

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
PROMPTED RESPONSES																	
Check if it was by an organisation I had heard of	373 36%	66 39% f	95 38% f	103 43% df	52 32%	44 34%	57 28%	373 36% f	177 38%	195 35%	132 45% lmop	122 39% lmo	63 28%	56 27%	254 42% lmop	119 28%	373 36% lmo
Check if it was by an organisation I thought was trustworthy	311 30%	51 30%	65 26%	94 39% bdfg	47 29%	40 31%	53 26%	311 30%	152 32%	159 28%	119 41% klmop	102 33% lmo	51 23%	38 19%	221 37% lmop	90 21%	311 30% lmo
Check to see if the same information in the article appears anywhere else	297 29%	51 31%	74 29%	70 29%	44 27%	37 29%	57 28%	297 29%	133 28%	164 29%	96 33% lo	95 31% l	49 22%	56 27%	191 32% lo	106 25%	297 29%
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	297 29%	54 32% f	74 29% f	81 34% f	46 28%	32 25%	43 21%	297 29% f	152 32% i	145 26%	108 37% lmop	106 34% lmo	47 21%	36 17%	214 36% lmop	82 19%	297 29% lmo
Look at the comments/ what people have said about the article	272 26%	51 31% f	61 24%	65 27% f	55 34% bef	28 22%	40 19%	272 26% f	117 25%	155 28%	83 29%	91 29% o	51 23%	47 23%	174 29% o	98 23%	272 26%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
Think about what the article is about to see how likely it is to be true	242 23%	42 25%	50 20%	65 27%	42 26%	28 22%	43 21%	242 23%	113 24%	129 23%	99 34% klmop	70 22%	38 17%	35 17%	169 28% lmop	73 17%	242 23% mo
Think about whether the person who shared it was someone I trusted	233 23%	34 20%	48 19%	67 28% bf	45 28% bf	26 20%	39 19%	233 23%	108 23%	125 22%	92 32% klmop	72 23% lmo	36 16%	33 16%	164 27% lmop	68 16%	233 23% lmo
Check to see if it is by someone who was there when it happened/ saw it for themselves	126 12%	23 14% b	16 6%	42 18% bfg	23 14% b	16 13% b	22 11%	126 12% b	55 12%	71 13%	43 15%	36 12%	24 11%	23 11%	79 13%	48 11%	126 12%
UNPROMPTED RESPONSE																	
I would Google it	15 1%	4 2%	7 3%	1 *%	1 1%	2 1%	3 1%	15 1%	4 1%	11 2%	3 1%	5 2%	4 2%	3 2%	7 1%	8 2%	15 1%
Other	7 1%	* *%	2 1%	1 *%	1 1%	1 1%	2 1%	7 1%	3 1%	3 1%	- -%	4 1%	2 1%	1 1%	4 1%	3 1%	7 1%
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	713 69%	128 76% bef	163 65%	183 76% befg	115 70% f	84 65%	124 60%	713 69% f	333 71%	380 68%	225 78% lmop	223 72% lmo	141 63%	125 61%	448 74% lmop	265 62%	713 69% mo

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

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

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
I wouldn't tend to check the information in the article to see if it was true	186 18% c	25 15%	57 22%	29 12%	27 17%	26 20%	48 23% ac	186 18% c	87 19%	99 18%	41 14%	59 19%	44 20%	43 21%	100 17%	87 20%	186 18%
I don't see news stories/ articles on social media	91 9%	12 7%	23 9%	18 7%	10 6%	16 13% d	28 13% acdg	91 9%	38 8%	53 9%	19 7%	22 7%	22 10%	27 13% jknp	41 7%	50 12% jkn	91 9%
Don't know	40 4%	3 2%	9 4%	10 4%	11 7% a	4 3%	7 3%	40 4%	12 3%	28 5%	5 2%	8 2%	17 7% jknp	11 5% n	13 2%	27 6% jknp	40 4%
TOTAL - WOULD CHECK TO SEE IF THE INFORMATION APPEARS ANYWHERE ELSE - INCLUDING GOOGLE	309 30%	54 32%	81 32%	71 29%	45 28%	38 29%	59 28%	309 30%	137 29%	172 31%	97 33% l	99 32%	53 24%	60 29%	196 33% lo	113 26%	309 30%
ANY ORGANISATIONAL MEASURE	473 46%	81 48% f	111 44%	142 59% abdefg	65 40%	56 43%	75 36%	473 46% f	234 50% i	239 43%	168 58% lmop	156 50% lmo	83 37%	67 32%	323 54% lmop	150 35%	473 46% lmo
ANY PEER MEASURE	384 37%	66 39% f	83 33%	102 42% bef	73 45% bef	41 32%	60 29%	384 37% f	170 36%	214 38%	133 46% lmop	126 41% lmo	66 30%	59 29%	259 43% lmop	125 29%	384 37% lmo

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

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Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
PROMPTED RESPONSES													
Check if it was by an organisation I had heard of	373 36%	324 37% c	31 31%	10 24%	7 33%	373 36% c	327 37%	46 34%	** **	354 37%	367 37%	** **	371 36%
Check if it was by an organisation I thought was trustworthy	311 30%	277 32% bcd	23 23% c	6 13%	5 22% c	311 30% c	274 31%	37 27%	** **	298 31%	304 31%	** **	307 30%
Check to see if the same information in the article appears anywhere else	297 29%	253 29% c	31 31% c	8 19%	5 22%	297 29% c	259 29%	37 28%	** **	279 29%	286 29%	** **	293 29%
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	297 29%	258 30% c	24 24%	8 18%	7 29% c	297 29% c	266 30%	31 23%	** **	284 30%	290 30%	** **	295 29%

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

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

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		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
Look at the comments/ what people have said about the article	272 26%	233 27%	24 24%	9 21%	6 26%	272 26%	246 27% g	26 19%	** **	255 27%	261 27%	** **	267 26%
Think about what the article is about to see how likely it is to be true	242 23%	205 24% c	24 24% c	6 15%	6 26% c	242 23% c	206 23%	35 26%	** **	230 24%	235 24%	** **	240 23%
Think about whether the person who shared it was someone I trusted	233 23%	198 23%	22 22%	8 19%	5 22%	233 23%	203 23%	30 22%	** **	221 23%	225 23%	** **	231 22%
Check to see if it is by someone who was there when it happened/ saw it for themselves	126 12%	112 13%	9 9%	4 9%	2 7%	126 12%	112 13%	14 10%	** **	118 12%	124 13%	** **	126 12%
UNPROMPTED RESPONSE													
I would Google it	15 1%	13 1%	1 1%	1 2%	* 1%	15 1%	9 1%	6 4% f	** **	15 2%	15 2%	** **	15 1%

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

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Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
Other	7	4	2	-	-	7	6	1	**	5	5	**	7
	1%	*%	2%	-%	-%	1%	1%	*%	**	1%	*%	**	1%
			ae										
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	713	606	65	27	15	713	624	89	**	665	687	**	709
	69%	70%	64%	65%	69%	69%	70%	66%	**	70%	70%	**	69%
I wouldn't tend to check the information in the article to see if it was true	186	144	29	8	4	186	157	30	**	173	176	**	186
	18%	17%	29%	20%	20%	18%	17%	22%	**	18%	18%	**	18%
			ae										
I don't see news stories/ articles on social media	91	79	5	5	1	91	81	10	**	78	81	**	91
	9%	9%	5%	13%	5%	9%	9%	7%	**	8%	8%	**	9%
				bd									
Don't know	40	35	2	1	1	40	34	6	**	37	36	**	40
	4%	4%	2%	3%	6%	4%	4%	4%	**	4%	4%	**	4%
TOTAL - WOULD CHECK TO SEE IF THE INFORMATION APPEARS ANYWHERE ELSE - INCLUDING GOOGLE	309	263	33	8	5	309	268	42	**	291	299	**	305
	30%	30%	32%	20%	22%	30%	30%	31%	**	31%	30%	**	30%
		cd	c			c							

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Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
ANY ORGANISATIONAL MEASURE	473	413	38	13	9	473	417	56	**	448	464	**	469
	46%	48%	38%	31%	42%	46%	47%	41%	**	47%	47%	**	46%
		bc			c	c							
ANY PEER MEASURE	384	329	35	12	9	384	342	42	**	361	371	**	380
	37%	38%	34%	28%	40%	37%	38%	31%	**	38%	38%	**	37%
		c			c	c							

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

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Base : Those who see news content on social media

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	955	187	177	219	159	127	213	955	443	512	226	353	182	194	579	376	955
Effective Weighted Sample	733	139	142	175	122	107	168	733	333	401	188	279	137	149	449	285	733
Total	804	140	187	200	124	100	152	804	371	433	244	245	163	152	489	315	804
PROMPTED RESPONSES																	
Check if it was by an organisation I had heard of	373 46%	66 47%	95 51% f	103 51% f	52 42%	44 44%	57 38%	373 46% f	177 48%	195 45%	132 54% lmo	122 50% lmo	63 38%	56 37%	254 52% lmo	119 38%	373 46% mo
Check if it was by an organisation I thought was trustworthy	311 39%	51 36%	65 35%	94 47% bfg	47 38%	40 40%	53 35%	311 39%	152 41%	159 37%	119 49% lmop	102 42% lmo	51 32%	38 25%	221 45% lmop	90 29%	311 39% mo
Check to see if the same information in the article appears anywhere else	297 37%	51 37%	74 40%	70 35%	44 36%	37 37%	57 38%	297 37%	133 36%	164 38%	96 39%	95 39%	49 30%	56 37%	191 39%	106 34%	297 37%
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	297 37%	54 38%	74 40% f	81 40% f	46 37%	32 32%	43 28%	297 37% f	152 41% i	145 33%	108 44% lmo	106 43% lmo	47 29%	36 24%	214 44% lmop	82 26%	297 37% mo
Look at the comments/ what people have said about the article	272 34%	51 37% f	61 32%	65 32%	55 44% cefg	28 28%	40 26%	272 34%	117 32%	155 36%	83 34%	91 37%	51 31%	47 31%	174 36%	98 31%	272 34%

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Base : Those who see news content on social media

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	955	187	177	219	159	127	213	955	443	512	226	353	182	194	579	376	955
Effective Weighted Sample	733	139	142	175	122	107	168	733	333	401	188	279	137	149	449	285	733
Total	804	140	187	200	124	100	152	804	371	433	244	245	163	152	489	315	804
Think about what the article is about to see how likely it is to be true	242 30%	42 30%	50 27%	65 32%	42 34%	28 28%	43 28%	242 30%	113 30%	129 30%	99 41% klmop	70 28%	38 23%	35 23%	169 35% lmo	73 23%	242 30% o
Think about whether the person who shared it was someone I trusted	233 29%	34 24%	48 25%	67 33%	45 37% af	26 26%	39 26%	233 29%	108 29%	125 29%	92 38% lmop	72 29% o	36 22%	33 22%	164 34% lmo	68 22%	233 29% o
Check to see if it is by someone who was there when it happened/ saw it for themselves	126 16%	23 17% b	16 8%	42 21% b	23 18% b	16 16%	22 15%	126 16% b	55 15%	71 16%	43 17%	36 15%	24 15%	23 15%	79 16%	48 15%	126 16%
UNPROMPTED RESPONSE																	
I would Google it	15 2%	4 3%	7 4% c	1 1%	1 1%	2 2%	3 2%	15 2%	4 1%	11 2%	3 1%	5 2%	4 3%	3 2%	7 2%	8 2%	15 2%
Other	7 1%	* *%	2 1%	1 1%	1 1%	1 1%	2 1%	7 1%	3 1%	3 1%	- -%	4 1%	2 1%	1 1%	4 1%	3 1%	7 1%
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	713 89%	128 91% f	163 87%	183 91% f	115 92% ef	84 84%	124 82%	713 89% f	333 90%	380 88%	225 92% mo	223 91% mo	141 86%	125 82%	448 92% mo	265 84%	713 89% m

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Base : Those who see news content on social media

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	955	187	177	219	159	127	213	955	443	512	226	353	182	194	579	376	955
Effective Weighted Sample	733	139	142	175	122	107	168	733	333	401	188	279	137	149	449	285	733
Total	804	140	187	200	124	100	152	804	371	433	244	245	163	152	489	315	804
I don't see news stories/ articles on social media	91 11%	12 9%	23 13%	18 9%	10 8%	16 16% d	28 18% acdg	91 11%	38 10%	53 12%	19 8%	22 9%	22 14%	27 18% jknp	41 8%	50 16% jkn	91 11%
TOTAL - WOULD CHECK TO SEE IF THE INFORMATION APPEARS ANYWHERE ELSE - INCLUDING GOOGLE	309 38%	54 39%	81 43%	71 35%	45 36%	38 38%	59 39%	309 38%	137 37%	172 40%	97 40%	99 40%	53 33%	60 39%	196 40%	113 36%	309 38%
ANY ORGANISATIONAL MEASURE	473 59%	81 58%	111 60%	142 71% abdefg	65 52%	56 56%	75 49%	473 59% f	234 63% i	239 55%	168 69% lmop	156 64% lmo	83 51%	67 44%	323 66% lmop	150 48%	473 59% mo
ANY PEER MEASURE	384 48%	66 47%	83 44%	102 51% f	73 59% befg	41 41%	60 39%	384 48% f	170 46%	214 49%	133 54% lmo	126 52% lmo	66 41%	59 39%	259 53% lmo	125 40%	384 48% mo

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Base : Those who see news content on social media

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	955	603	113	118	121	955	803	152	49	875	900	50	950
Effective Weighted Sample	733	571	104	114	112	733	632	103	36	676	694	36	729
Total	804	685	70	32	17	804	705	99	36	742	769	31	799
PROMPTED RESPONSES													
Check if it was by an organisation I had heard of	373	324	31	10	7	373	327	46	**	354	367	**	371
	46%	47%	44%	31%	45%	46%	46%	46%	**	48%	48%	**	46%
		c			c	c							
Check if it was by an organisation I thought was trustworthy	311	277	23	6	5	311	274	37	**	298	304	**	307
	39%	41%	33%	17%	30%	39%	39%	37%	**	40%	39%	**	38%
		cd	c		c	c							
Check to see if the same information in the article appears anywhere else	297	253	31	8	5	297	259	37	**	279	286	**	293
	37%	37%	45%	24%	29%	37%	37%	38%	**	38%	37%	**	37%
		c	cd			c							
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	297	258	24	8	7	297	266	31	**	284	290	**	295
	37%	38%	35%	24%	40%	37%	38%	31%	**	38%	38%	**	37%
		c			c	c							

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

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Base : Those who see news content on social media

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	955	603	113	118	121	955	803	152	49	875	900	50	950
Effective Weighted Sample	733	571	104	114	112	733	632	103	36	676	694	36	729
Total	804	685	70	32	17	804	705	99	36	742	769	31	799
Look at the comments/ what people have said about the article	272 34%	233 34%	24 35%	9 27%	6 35%	272 34%	246 35%	26 26%	** **	255 34%	261 34%	** **	267 33%
Think about what the article is about to see how likely it is to be true	242 30%	205 30% c	24 35% c	6 19%	6 35% c	242 30% c	206 29%	35 36%	** **	230 31%	235 31%	** **	240 30%
Think about whether the person who shared it was someone I trusted	233 29%	198 29%	22 31%	8 25%	5 30%	233 29%	203 29%	30 30%	** **	221 30%	225 29%	** **	231 29%
Check to see if it is by someone who was there when it happened/ saw it for themselves	126 16%	112 16%	9 12%	4 12%	2 10%	126 16%	112 16%	14 14%	** **	118 16%	124 16%	** **	126 16%
UNPROMPTED RESPONSE													
I would Google it	15 2%	13 2%	1 2%	1 2%	* 1%	15 2%	9 1%	6 6% f	** **	15 2%	15 2%	** **	15 2%
Other	7 1%	4 1%	2 4% acde	- -%	- -%	7 1%	6 1%	1 1%	** **	5 1%	5 1%	** **	7 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who see news content on social media

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	955	603	113	118	121	955	803	152	49	875	900	50	950
Effective Weighted Sample	733	571	104	114	112	733	632	103	36	676	694	36	729
Total	804	685	70	32	17	804	705	99	36	742	769	31	799
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	713	606	65	27	15	713	624	89	**	665	687	**	709
	89%	88%	92%	84%	93%	89%	89%	90%	**	90%	89%	**	89%
			c		c								
I don't see news stories/ articles on social media	91	79	5	5	1	91	81	10	**	78	81	**	91
	11%	12%	8%	16%	7%	11%	11%	10%	**	10%	11%	**	11%
				bd									
TOTAL - WOULD CHECK TO SEE IF THE INFORMATION APPEARS ANYWHERE ELSE - INCLUDING GOOGLE	309	263	33	8	5	309	268	42	**	291	299	**	305
	38%	38%	47%	26%	30%	38%	38%	42%	**	39%	39%	**	38%
		c	cd			c							
ANY ORGANISATIONAL MEASURE	473	413	38	13	9	473	417	56	**	448	464	**	469
	59%	60%	55%	40%	57%	59%	59%	56%	**	60%	60%	**	59%
		c	c		c	c							
ANY PEER MEASURE	384	329	35	12	9	384	342	42	**	361	371	**	380
	48%	48%	50%	36%	54%	48%	49%	43%	**	49%	48%	**	47%
		c			c	c							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN30A. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use? (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
Yes, often	91	20	25	19	12	13	15	91	39	53	24	28	22	17	52	39	91
	9%	12%	10%	8%	7%	10%	7%	9%	8%	9%	8%	9%	10%	8%	9%	9%	9%
Yes, sometimes	286	46	75	70	54	31	41	286	122	164	91	94	54	47	185	101	286
	28%	28%	30%	29%	33%	24%	20%	28%	26%	29%	31%	30%	24%	23%	31%	24%	28%
			f	f	f			f			mo	o			mo		
Yes, rarely	216	31	56	56	39	23	34	216	107	110	58	69	51	38	127	89	216
	21%	19%	22%	23%	24%	18%	16%	21%	23%	20%	20%	22%	23%	19%	21%	21%	21%
TOTAL - YES	594	98	156	145	104	67	90	594	267	326	174	191	127	102	364	229	594
	58%	58%	62%	61%	64%	51%	43%	58%	57%	58%	60%	61%	57%	50%	61%	53%	58%
		f	f	f	ef			f			m	mo			mo		m
No, never	434	70	95	93	58	63	118	434	203	231	116	118	96	104	235	200	434
	42%	42%	38%	39%	36%	49%	57%	42%	43%	41%	40%	38%	43%	50%	39%	47%	42%
						d	abcdg							jknp		kn	
Don't know	3	-	1	1	*	-	-	3	-	3	*	2	-	*	2	*	3
	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	1%	-%	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN30A. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use? (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
Yes, often	91	82	6	3	1	91	81	10	**	84	87	**	89
	9%	9%	6%	6%	5%	9%	9%	8%	**	9%	9%	**	9%
Yes, sometimes	286	250	24	9	3	286	259	27	**	269	281	**	286
	28%	29%	24%	21%	13%	28%	29%	20%	**	28%	29%	**	28%
		d	d			d	g						
Yes, rarely	216	165	30	13	8	216	184	32	**	206	208	**	215
	21%	19%	30%	30%	36%	21%	21%	23%	**	22%	21%	**	21%
			ae	ae	ae								
TOTAL - YES	594	497	61	24	12	594	524	69	**	560	575	**	590
	58%	57%	60%	57%	54%	58%	59%	51%	**	59%	59%	**	58%
No, never	434	365	41	18	10	434	368	66	**	390	402	**	433
	42%	42%	40%	42%	46%	42%	41%	49%	**	41%	41%	**	42%
Don't know	3	2	-	*	*	3	3	-	**	3	3	**	3
	*%	*%	-%	1%	1%	*%	*%	-%	**	*%	*%	**	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN30B. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/app who have seen something upsetting or offensive on social media in the past 12 months

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	702	138	153	159	126	84	126	702	312	390	158	272	137	135	430	272	702
Effective Weighted Sample	538	100	120	127	101	70	98	538	236	302	130	216	106	102	331	207	538
Total	594	98	156	145	104	67	90	594	267	326	174	191	127	102	364	229	594
I reported it through the report function or the block content function on the website	172 29%	33 33% f	53 34% f	44 30% f	30 29% f	** **	12 13%	172 29% f	71 27%	101 31%	43 25%	54 28%	47 37% jn	29 28%	97 27%	75 33%	172 29%
I blocked the person who shared the content or made the comments	152 26%	32 33% b	28 18%	44 30% b	27 26%	** **	21 23%	152 26%	61 23%	91 28%	49 28%	52 27%	26 21%	26 25%	101 28%	52 23%	152 26%
I responded publicly to the person who shared the content or made the comments	59 10%	9 9%	16 10%	16 11%	9 8%	** **	9 10%	59 10%	27 10%	32 10%	16 9%	18 9%	16 13%	9 9%	34 9%	25 11%	59 10%
I shared it to highlight the issue to others	37 6%	12 12% dfg	10 6%	10 7%	2 2%	** **	3 4%	37 6%	17 6%	20 6%	13 7%	12 6%	8 7%	4 4%	25 7%	13 5%	37 6%
I responded privately to the person who shared the content or made the comments	37 6%	8 8%	10 6%	8 6%	5 5%	** **	5 6%	37 6%	17 6%	20 6%	14 8%	11 6%	8 6%	4 4%	25 7%	11 5%	37 6%
I stopped using that social media site	16 3%	4 4%	1 1%	8 5% b	1 1%	** **	2 2%	16 3%	5 2%	11 3%	8 5%	5 2%	2 2%	1 1%	13 4%	3 1%	16 3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN30B. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/app who have seen something upsetting or offensive on social media in the past 12 months

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	702	138	153	159	126	84	126	702	312	390	158	272	137	135	430	272	702
Effective Weighted Sample	538	100	120	127	101	70	98	538	236	302	130	216	106	102	331	207	538
Total	594	98	156	145	104	67	90	594	267	326	174	191	127	102	364	229	594
TOTAL - TOOK ANY OF THESE ACTIONS	324	63	76	89	55	**	41	324	143	181	100	103	69	53	203	121	324
	55%	64%	49%	61%	53%	**	45%	55%	54%	55%	58%	54%	54%	52%	56%	53%	55%
		bf		f													
I didn't take any of these actions	265	35	78	56	46	**	49	265	124	141	74	86	58	47	159	106	265
	45%	36%	50%	39%	44%	**	55%	45%	46%	43%	42%	45%	46%	46%	44%	46%	45%
			a				ac										
Don't know	4	-	1	-	3	**	-	4	-	4	*	2	-	2	2	2	4
	1%	-%	1%	-%	3%	**	-%	1%	-%	1%	*%	1%	-%	2%	1%	1%	1%
					cg												

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN30B. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/app who have seen something upsetting or offensive on social media in the past 12 months

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	702	433	94	85	90	702	607	95	26	656	672	26	698
Effective Weighted Sample	538	409	85	82	83	538	471	67	19	507	518	18	534
Total	594	497	61	24	12	594	524	69	19	560	575	15	590
I reported it through the report function or the block content function on the website	172 29%	149 30%	** **	** **	** **	172 29%	152 29%	** **	** **	163 29%	170 30%	** **	171 29%
I blocked the person who shared the content or made the comments	152 26%	132 27%	** **	** **	** **	152 26%	135 26%	** **	** **	144 26%	150 26%	** **	150 25%
I responded publicly to the person who shared the content or made the comments	59 10%	54 11%	** **	** **	** **	59 10%	56 11%	** **	** **	56 10%	55 10%	** **	57 10%
I shared it to highlight the issue to others	37 6%	29 6%	** **	** **	** **	37 6%	29 6%	** **	** **	35 6%	35 6%	** **	36 6%
I responded privately to the person who shared the content or made the comments	37 6%	33 7%	** **	** **	** **	37 6%	33 6%	** **	** **	33 6%	35 6%	** **	36 6%
I stopped using that social media site	16 3%	14 3%	** **	** **	** **	16 3%	13 3%	** **	** **	13 2%	16 3%	** **	16 3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN30B. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/app who have seen something upsetting or offensive on social media in the past 12 months

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	702	433	94	85	90	702	607	95	26	656	672	26	698
Effective Weighted Sample	538	409	85	82	83	538	471	67	19	507	518	18	534
Total	594	497	61	24	12	594	524	69	19	560	575	15	590
TOTAL - TOOK ANY OF THESE ACTIONS	324	281	**	**	**	324	285	**	**	305	315	**	320
	55%	57%	**	**	**	55%	54%	**	**	55%	55%	**	54%
I didn't take any of these actions	265	211	**	**	**	265	236	**	**	251	256	**	265
	45%	43%	**	**	**	45%	45%	**	**	45%	44%	**	45%
Don't know	4	4	**	**	**	4	3	**	**	3	4	**	4
	1%	1%	**	**	**	1%	1%	**	**	1%	1%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Licence fee/ by the public	919	88	173	191	153	150	315	919	484	435	265	268	187	199	533	386	919
	62%	49%	62%	67%	71%	67%	61%	62%	67%	58%	67%	68%	58%	55%	68%	56%	62%
			a	a	afg	a	a	a	i		lmo	lmop			lmop		mo
Advertising on the website	82	11	18	20	16	5	17	82	40	42	32	22	16	12	53	28	82
	6%	6%	6%	7%	7%	2%	3%	6%	5%	6%	8%	6%	5%	3%	7%	4%	6%
		e	e	ef	ef			ef			mo				mo		
By the government	54	12	7	11	6	9	18	54	29	25	17	15	9	13	32	22	54
	4%	7%	3%	4%	3%	4%	3%	4%	4%	3%	4%	4%	3%	4%	4%	3%	4%
Advertisers pay when users click through from sponsored links to their website	17	3	3	8	*	1	1	17	9	8	7	8	1	1	15	2	17
	1%	2%	1%	3%	*%	1%	*%	1%	1%	1%	2%	2%	*%	*%	2%	*%	1%
		f		defg				f			o	lmo			lmo		
Sales of programmes and services to other channels/countries	16	3	6	2	3	1	3	16	8	8	5	5	3	3	10	6	16
	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Advertisers pay to prioritise their entry on the list/ be first on the list	13	2	1	5	3	1	2	13	7	6	4	5	1	2	9	4	13
	1%	1%	*%	2%	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
				f													
Other	7	*	2	1	1	1	3	7	2	6	3	*	2	2	3	4	7
	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%
Never heard of it	23	1	1	1	2	6	18	23	11	12	3	4	3	12	8	16	23
	2%	1%	*%	*%	1%	3%	3%	2%	1%	2%	1%	1%	1%	3%	1%	2%	2%
						c	abcg							jknp		n	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Don't know	345	60	66	47	31	50	140	345	134	211	59	67	99	120	126	219	345
	23%	33%	24%	16%	14%	22%	27%	23%	18%	28%	15%	17%	31%	33%	16%	32%	23%
		bcdeg	cd			d	cd	cd		h			jknp	jknp		jknp	jkn
SUMMARY CODES																	
INCORRECT RESPONSE	188	32	37	48	29	18	44	188	94	94	67	55	32	34	122	66	188
	13%	17%	13%	17%	13%	8%	8%	13%	13%	13%	17%	14%	10%	9%	16%	10%	13%
		ef	f	ef	f			ef			lmop	mo			lmo		o
TOTAL NEVER HEARD OF IT/ DON'T KNOW	368	61	67	48	34	56	158	368	145	223	62	72	102	132	134	234	368
	25%	34%	24%	17%	16%	25%	31%	25%	20%	30%	16%	18%	32%	36%	17%	34%	25%
		bcdeg	cd			cd	cdg	cd		h			jknp	jknp		jknp	jkn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Licence fee/ by the public	919	763	92	44	20	919	806	113	**	783	774	117	891
	62%	61%	69%	75%	68%	62%	63%	57%	**	67%	66%	49%	63%
			a	ae							k		k
Advertising on the website	82	70	9	2	1	82	69	12	**	72	71	10	81
	6%	6%	7%	3%	5%	6%	5%	6%	**	6%	6%	4%	6%
By the government	54	49	2	1	1	54	48	6	**	41	44	7	51
	4%	4%	2%	2%	2%	4%	4%	3%	**	4%	4%	3%	4%
Advertisers pay when users click through from sponsored links to their website	17	15	1	-	*	17	14	3	**	17	17	-	17
	1%	1%	1%	-%	1%	1%	1%	1%	**	1%	1%	-%	1%
											k		
Sales of programmes and services to other channels/countries	16	11	3	1	1	16	15	1	**	11	15	1	16
	1%	1%	2%	2%	2%	1%	1%	1%	**	1%	1%	*%	1%
Advertisers pay to prioritise their entry on the list/ be first on the list	13	9	3	-	*	13	10	2	**	11	11	2	12
	1%	1%	2%	-%	1%	1%	1%	1%	**	1%	1%	1%	1%
			c										
Other	7	7	*	*	*	7	6	1	**	4	6	1	6
	1%	1%	*%	*%	*%	1%	1%	*%	**	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Never heard of it	23	19	3	1	*	23	18	5	**	5	3	12	15
	2%	2%	2%	2%	1%	2%	1%	3%	**	*%	*%	5%	1%
												jl	j
Don't know	345	310	19	10	6	345	292	53	**	231	233	92	325
	23%	25%	14%	16%	20%	23%	23%	27%	**	20%	20%	38%	23%
		bc				bc						jl	
SUMMARY CODES													
INCORRECT RESPONSE	188	162	19	4	3	188	162	26	**	156	164	20	184
	13%	13%	14%	7%	11%	13%	13%	13%	**	13%	14%	8%	13%
		c	c			c					k		k
TOTAL NEVER HEARD OF IT/ DON'T KNOW	368	329	22	11	6	368	310	58	**	235	237	104	341
	25%	26%	17%	18%	21%	25%	24%	29%	**	20%	20%	43%	24%
		bc				bc						jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Advertising on the website	676	81	129	142	99	116	225	676	362	314	217	192	126	142	409	267	676
	46%	45%	47%	50%	46%	52%	44%	46%	50%	42%	55%	49%	39%	39%	52%	39%	46%
						f			i		lmop	lmo			lmop		lmo
Advertisers pay to prioritise their entry on the list/ be first on the list	122	19	18	34	19	14	32	122	73	49	48	35	24	15	83	39	122
	8%	10%	7%	12%	9%	6%	6%	8%	10%	7%	12%	9%	7%	4%	11%	6%	8%
				ef					i		lmop	mo			mo		mo
Advertisers pay when users click through from sponsored links to their website	116	7	30	28	29	14	22	116	64	52	35	37	27	16	72	43	116
	8%	4%	11%	10%	13%	6%	4%	8%	9%	7%	9%	9%	8%	4%	9%	6%	8%
			af	af	aefg			f			m	mo	m		mo		m
Licence fee/ by the public	57	5	15	14	10	3	13	57	33	24	12	19	13	12	32	25	57
	4%	3%	5%	5%	5%	1%	2%	4%	5%	3%	3%	5%	4%	3%	4%	4%	4%
			ef	e	e			e									
Selling content to other channels or countries	39	6	5	17	4	4	7	39	18	21	15	18	1	4	33	5	39
	3%	3%	2%	6%	2%	2%	1%	3%	2%	3%	4%	5%	*%	1%	4%	1%	3%
		f		bdefg							lmo	lmop			lmop		lo
By the government	32	9	3	8	4	4	8	32	17	15	9	8	6	8	17	15	32
	2%	5%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		befg															
Other	23	6	1	1	6	3	9	23	12	11	2	5	6	10	7	16	23
	2%	4%	*%	*%	3%	1%	2%	2%	2%	1%	1%	1%	2%	3%	1%	2%	2%
		bc			c									jn		n	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Never heard of it	27	1	1	1	-	4	24	27	15	12	5	3	5	14	8	19	27
	2%	1%	*%	*%	-%	2%	5%	2%	2%	2%	1%	1%	2%	4%	1%	3%	2%
							abcdeg	d						jknp		kn	
Don't know	383	46	74	43	44	63	178	383	129	254	50	77	113	143	127	256	383
	26%	25%	27%	15%	20%	28%	34%	26%	18%	34%	13%	19%	35%	39%	16%	37%	26%
		c	c			cd	abcdg	c		h		j	jknp	jknp		jknp	jkn
SUMMARY CODES																	
CORRECT RESPONSES	792	88	159	170	128	130	247	792	425	367	252	230	153	158	481	311	792
	54%	49%	58%	59%	59%	58%	48%	54%	59%	49%	64%	58%	48%	43%	61%	45%	54%
			f	af	af	f		f	i		lmop	lmo			lmop		mo
INCORRECT RESPONSES	273	46	42	73	44	27	68	273	153	119	88	85	50	50	173	100	273
	18%	25%	15%	25%	20%	12%	13%	18%	21%	16%	22%	22%	16%	14%	22%	15%	18%
		befg		befg	ef			ef	i		lmo	lmo			lmo		mo
TOTAL NEVER HEARD OF IT/ DON'T KNOW	411	47	75	44	44	67	202	411	144	266	55	80	118	157	135	276	411
	28%	26%	27%	15%	20%	30%	39%	28%	20%	35%	14%	20%	37%	43%	17%	40%	28%
		c	c			cd	abcdeg	cd		h		j	jknp	jknp		jknp	jkn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Advertising on the website	676	560	76	32	8	676	580	96	**	607	588	73	661
	46%	45%	57%	54%	28%	46%	45%	49%	**	52%	50%	30%	47%
		d	ade	ade		d					k		k
Advertisers pay to prioritise their entry on the list/ be first on the list	122	94	15	9	4	122	105	17	**	109	112	9	121
	8%	8%	12%	15%	14%	8%	8%	9%	**	9%	10%	4%	9%
			a	ae	ae						k		k
Advertisers pay when users click through from sponsored links to their website	116	100	8	4	4	116	103	13	**	106	108	7	115
	8%	8%	6%	7%	13%	8%	8%	7%	**	9%	9%	3%	8%
					abce						k		k
Licence fee/ by the public	57	51	3	1	2	57	54	3	**	44	48	8	56
	4%	4%	2%	2%	6%	4%	4%	1%	**	4%	4%	3%	4%
							g						
Selling content to other channels or countries	39	36	2	*	1	39	33	6	**	37	35	4	39
	3%	3%	1%	1%	2%	3%	3%	3%	**	3%	3%	2%	3%
By the government	32	31	*	*	1	32	31	1	**	22	27	5	32
	2%	2%	*%	1%	2%	2%	2%	1%	**	2%	2%	2%	2%
Other	23	21	1	-	*	23	20	2	**	12	15	6	21
	2%	2%	1%	-%	1%	2%	2%	1%	**	1%	1%	3%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Never heard of it	27	23	4	*	*	27	25	2	**	4	4	14	17
	2%	2%	3%	1%	1%	2%	2%	1%	**	*%	*%	6%	1%
												jl	j
Don't know	383	338	24	12	10	383	327	56	**	233	237	116	353
	26%	27%	18%	21%	33%	26%	26%	28%	**	20%	20%	48%	25%
		b			bce	b						jl	j
SUMMARY CODES													
CORRECT RESPONSES	792	661	84	36	12	792	683	110	**	714	697	80	776
	54%	53%	63%	60%	41%	54%	53%	55%	**	61%	59%	33%	55%
		d	ade	ad		d					kl		k
INCORRECT RESPONSES	273	233	22	11	7	273	243	30	**	224	237	32	269
	18%	19%	16%	18%	24%	18%	19%	15%	**	19%	20%	13%	19%
					be						k		k
TOTAL NEVER HEARD OF IT/ DON'T KNOW	411	360	27	13	10	411	352	58	**	237	241	130	371
	28%	29%	21%	21%	34%	28%	28%	30%	**	20%	21%	54%	26%
		bc			bce	bc						jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Licence fee/ by the public	788	73	172	152	134	123	257	788	424	364	242	221	162	163	463	325	788
	53%	40%	62%	53%	62%	55%	50%	53%	59%	48%	61%	56%	50%	45%	59%	47%	53%
			afg	a	acfg	a	a	a	i		lmop	mo			lmop		mo
Advertising on the website	127	28	19	39	18	17	23	127	52	75	39	44	25	20	83	45	127
	9%	15%	7%	14%	8%	8%	4%	9%	7%	10%	10%	11%	8%	5%	10%	6%	9%
		bdefg		befg	f			f			m	mo			mo		m
By the government	50	12	3	15	6	6	15	50	35	15	17	15	8	10	32	18	50
	3%	6%	1%	5%	3%	3%	3%	3%	5%	2%	4%	4%	3%	3%	4%	3%	3%
		bfg		b					i								
Advertisers pay when users click through from sponsored links to their website	35	4	5	14	4	6	8	35	14	20	12	11	6	5	23	11	35
	2%	2%	2%	5%	2%	3%	2%	2%	2%	3%	3%	3%	2%	1%	3%	2%	2%
				fg													
Sales of programmes and services to other channels/countries	29	6	4	6	6	3	7	29	17	12	9	11	5	4	20	9	29
	2%	4%	1%	2%	3%	1%	1%	2%	2%	2%	2%	3%	2%	1%	3%	1%	2%
Advertisers pay to prioritise their entry on the list/ be first on the list	27	2	3	10	7	1	5	27	14	12	7	11	5	3	18	8	27
	2%	1%	1%	4%	3%	*%	1%	2%	2%	2%	2%	3%	2%	1%	2%	1%	2%
				ef	ef							mo					
Other	9	2	-	3	2	1	2	9	5	4	2	1	2	3	3	6	9
	1%	1%	-%	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Never heard of it	33	-	2	*	2	7	29	33	16	18	6	7	8	13	13	21	33
	2%	-%	1%	*%	1%	3%	6%	2%	2%	2%	1%	2%	3%	3%	2%	3%	2%
						ac	abcdg	ac						n			
Don't know	378	54	70	47	35	61	171	378	146	232	60	74	100	143	134	244	378
	26%	30%	25%	16%	16%	27%	33%	26%	20%	31%	15%	19%	31%	39%	17%	36%	26%
		cd	cd			cd	bcdg	cd		h			jknp	jklnp		jknp	jkn
SUMMARY CODES																	
INCORRECT RESPONSE	276	53	33	87	44	34	59	276	137	139	87	93	51	46	179	97	276
	19%	30%	12%	30%	20%	15%	11%	19%	19%	18%	22%	23%	16%	13%	23%	14%	19%
		bdefg		bdefg	bf			bf			mo	lmop			lmop		mo
TOTAL NEVER HEARD OF IT/ DON'T KNOW	411	54	72	47	37	67	201	411	162	249	65	81	109	156	146	265	411
	28%	30%	26%	16%	17%	30%	39%	28%	22%	33%	17%	21%	34%	43%	19%	39%	28%
		cd	cd			cd	abcdeg	cd		h			jknp	jklnp		jknp	jkn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Licence fee/ by the public	788	651	82	41	14	788	677	112	**	695	685	80	766
	53%	52%	62%	70%	47%	53%	53%	56%	**	59%	58%	33%	54%
			ade	ade							kl		k
Advertising on the website	127	113	8	2	3	127	114	13	**	108	112	13	125
	9%	9%	6%	4%	10%	9%	9%	7%	**	9%	10%	6%	9%
		c			c	c					k		
By the government	50	48	1	*	1	50	44	6	**	38	42	6	48
	3%	4%	1%	1%	2%	3%	3%	3%	**	3%	4%	2%	3%
		bc				bc							
Advertisers pay when users click through from sponsored links to their website	35	33	1	*	1	35	30	5	**	32	31	3	34
	2%	3%	*%	1%	2%	2%	2%	2%	**	3%	3%	1%	2%
Sales of programmes and services to other channels/countries	29	20	7	2	*	29	25	5	**	27	25	4	29
	2%	2%	5%	4%	1%	2%	2%	2%	**	2%	2%	2%	2%
			ade	ad									
Advertisers pay to prioritise their entry on the list/ be first on the list	27	24	1	*	1	27	25	1	**	20	23	3	26
	2%	2%	1%	*%	3%	2%	2%	1%	**	2%	2%	1%	2%
					c								
Other	9	9	-	-	*	9	6	3	**	7	7	2	9
	1%	1%	-%	-%	*%	1%	*%	1%	**	1%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Never heard of it	33	29	3	1	*	33	29	5	**	4	5	18	23
	2%	2%	2%	1%	1%	2%	2%	2%	**	*%	*%	7%	2%
												jl	j
Don't know	378	327	29	12	10	378	328	49	**	245	244	111	355
	26%	26%	22%	20%	34%	26%	26%	25%	**	21%	21%	46%	25%
		c			abce							jl	j
SUMMARY CODES													
INCORRECT RESPONSE	276	247	18	5	6	276	244	32	**	232	240	32	271
	19%	20%	13%	9%	19%	19%	19%	16%	**	20%	20%	13%	19%
		bc			c	c					k		k
TOTAL NEVER HEARD OF IT/ DON'T KNOW	411	356	33	12	10	411	357	54	**	249	249	130	379
	28%	28%	24%	21%	34%	28%	28%	27%	**	21%	21%	54%	27%
		c			bc	c						jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Advertising on the website	652	88	130	150	106	99	178	652	346	306	219	191	130	112	410	242	652
	44%	49%	47%	52%	49%	44%	34%	44%	48%	41%	56%	48%	40%	31%	52%	35%	44%
		f	f	fg	f	f		f	i		lmop	lmo	m		lmop		mo
Advertisers pay when users click through from sponsored links to their website	133	17	37	31	17	14	32	133	73	61	36	43	33	22	79	55	133
	9%	9%	13%	11%	8%	6%	6%	9%	10%	8%	9%	11%	10%	6%	10%	8%	9%
			ef	f				f				m	m		m		
Advertisers pay to prioritise their entry on the list/ be first on the list	91	14	16	21	24	8	17	91	48	44	30	27	17	18	57	35	91
	6%	8%	6%	7%	11%	4%	3%	6%	7%	6%	8%	7%	5%	5%	7%	5%	6%
		f		f	efg			f									
Selling content to other channels or countries	55	6	7	25	10	4	7	55	29	25	21	21	5	8	42	13	55
	4%	3%	3%	9%	5%	2%	1%	4%	4%	3%	5%	5%	2%	2%	5%	2%	4%
				abefg	f			f			lmo	lmo			lmo		o
Licence fee/ by the public	35	4	9	6	3	3	12	35	18	17	5	13	6	11	18	17	35
	2%	2%	3%	2%	1%	1%	2%	2%	2%	2%	1%	3%	2%	3%	2%	2%	2%
By the government	21	4	3	6	2	4	6	21	11	10	3	8	4	7	10	11	21
	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%
Other	24	4	4	-	7	5	8	24	14	9	3	7	5	8	11	13	24
	2%	2%	2%	-%	3%	2%	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%
		c	c		c	c	c	c									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Never heard of it	25	-	-	1	1	4	23	25	16	9	8	3	6	7	12	13	25
	2%	-%	-%	*%	1%	2%	4%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%
						b	abcdg										
Don't know	440	43	70	46	46	84	235	440	168	272	69	82	116	173	151	289	440
	30%	24%	25%	16%	21%	37%	45%	30%	23%	36%	17%	21%	36%	47%	19%	42%	30%
		c	c			abcdg	abcdeg	cd		h			jknp	jklnp		jknp	jkn
SUMMARY CODES																	
INCORRECT RESPONSES	359	49	76	90	62	37	82	359	193	166	99	118	70	73	216	143	359
	24%	27%	28%	31%	29%	17%	16%	24%	27%	22%	25%	30%	22%	20%	27%	21%	24%
		ef	ef	efg	ef			ef	i			lmop			mo		
TOTAL NEVER HEARD OF IT/ DON'T KNOW	464	43	70	47	47	88	257	464	183	281	77	86	122	180	163	302	464
	31%	24%	25%	16%	22%	39%	50%	31%	25%	37%	19%	22%	38%	49%	21%	44%	31%
			c			abcdg	abcdeg	acd		h			jknp	jklnp		jknp	jkn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Advertising on the website	652	551	66	26	9	652	561	91	**	595	590	55	644
	44%	44%	50%	44%	30%	44%	44%	46%	**	51%	50%	23%	45%
		d	d	d		d					kl		k
Advertisers pay when users click through from sponsored links to their website	133	105	15	8	5	133	120	13	**	119	121	11	132
	9%	8%	11%	13%	19%	9%	9%	7%	**	10%	10%	4%	9%
				ae	abe						k		k
Advertisers pay to prioritise their entry on the list/ be first on the list	91	73	9	6	4	91	82	9	**	84	84	8	91
	6%	6%	7%	11%	12%	6%	6%	5%	**	7%	7%	3%	6%
				ae	ae						k		k
Selling content to other channels or countries	55	51	3	1	*	55	45	10	**	48	52	3	55
	4%	4%	2%	1%	1%	4%	3%	5%	**	4%	4%	1%	4%
		d									k		k
Licence fee/ by the public	35	31	3	*	1	35	32	3	**	24	24	9	33
	2%	3%	2%	*%	2%	2%	3%	1%	**	2%	2%	4%	2%
		c											
By the government	21	21	-	*	*	21	21	-	**	16	16	5	21
	1%	2%	-%	1%	*%	1%	2%	-%	**	1%	1%	2%	1%
Other	24	22	1	*	*	24	20	4	**	16	18	4	22
	2%	2%	1%	*%	1%	2%	2%	2%	**	1%	2%	2%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Never heard of it	25	20	3	1	*	25	23	2	**	4	1	14	15
	2%	2%	2%	2%	1%	2%	2%	1%	**	*%	*%	6%	1%
												jl	j
Don't know	440	380	34	16	10	440	374	66	**	268	268	133	401
	30%	30%	25%	27%	33%	30%	29%	33%	**	23%	23%	55%	28%
												jl	j
SUMMARY CODES													
INCORRECT RESPONSES	359	303	30	16	10	359	320	39	**	308	316	39	355
	24%	24%	23%	27%	35%	24%	25%	20%	**	26%	27%	16%	25%
					abe						k		k
TOTAL NEVER HEARD OF IT/ DON'T KNOW	464	400	37	17	10	464	397	67	**	272	269	148	417
	31%	32%	28%	29%	35%	31%	31%	34%	**	23%	23%	61%	29%
												jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Strongly disagree	54 4%	9 5%	13 5%	6 2%	10 5%	5 3%	17 5%	54 4%	35 6% i	18 3%	19 5%	11 3%	12 4%	11 4%	31 4%	23 4%	54 4%
Slightly disagree	76 6%	14 8% c	12 5%	8 3%	21 10% bcg	10 5%	21 6%	76 6%	41 6%	35 5%	29 8% k	16 4%	16 6%	15 5%	45 6%	31 6%	76 6%
Neither agree nor disagree	145 11%	24 13%	31 11%	29 11%	20 10%	26 14%	42 12%	145 11%	78 12%	67 10%	39 11%	50 14% l	21 8%	35 13%	89 12%	56 10%	145 11%
Slightly agree	361 28%	54 30% ef	74 27%	101 37% bdefg	55 28%	36 20%	76 21%	361 28% ef	196 31% i	165 25%	112 30% m	114 31% mo	76 28%	59 21%	226 31% mo	135 24%	361 28% m
Strongly agree	641 50%	75 42%	141 51%	128 46%	95 47%	102 56% ac	202 56% acdg	641 50%	283 44%	357 55% h	169 45%	169 46%	145 53%	158 56% jknp	338 46%	303 55% jkn	641 50%
Don't know	14 1%	3 2%	3 1%	3 1%	2 1%	2 1%	3 1%	14 1%	4 1%	10 1%	2 1%	4 1%	4 1%	3 1%	7 1%	7 1%	14 1%
SUMMARY CODES																	
TOTAL DISAGREE	130 10%	23 13% c	25 9%	14 5%	30 15% ceg	15 8%	38 11% c	130 10% c	77 12% i	54 8%	49 13% k	27 7%	29 10%	26 9%	76 10%	54 10%	130 10%
TOTAL AGREE	1002 78%	129 73%	215 78%	229 83% ad	150 74%	138 76%	279 77%	1002 78%	480 75%	522 80% h	281 76%	283 78%	221 81%	217 77%	564 77%	438 79%	1002 78%
TOTAL NEITHER/ DON'T KNOW	159 12%	26 15%	34 12%	32 12%	21 10%	28 16%	44 12%	159 12%	82 13%	77 12%	42 11%	54 15% l	25 9%	38 14%	96 13%	63 11%	159 12%

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

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Strongly disagree	54	41	7	4	1	54	45	9	**	45	46	7	54
	4%	4%	6%	8%	5%	4%	4%	5%	**	4%	4%	6%	4%
				ae									
Slightly disagree	76	65	7	3	1	76	69	8	**	70	68	5	73
	6%	6%	6%	6%	5%	6%	6%	4%	**	6%	6%	4%	6%
Neither agree nor disagree	145	117	19	6	3	145	129	17	**	128	132	10	142
	11%	11%	16%	12%	10%	11%	12%	10%	**	11%	11%	9%	11%
			a										
Slightly agree	361	314	28	12	7	361	322	40	**	340	335	20	356
	28%	29%	24%	22%	25%	28%	29%	23%	**	29%	29%	17%	28%
											k		k
Strongly agree	641	545	55	27	14	641	540	101	**	577	559	76	635
	50%	50%	46%	52%	53%	50%	48%	58%	**	49%	49%	63%	50%
								f				jl	
Don't know	14	9	3	1	1	14	13	1	**	13	11	2	13
	1%	1%	2%	1%	3%	1%	1%	1%	**	1%	1%	1%	1%
					a								
SUMMARY CODES													
TOTAL DISAGREE	130	106	14	7	3	130	113	17	**	116	114	13	127
	10%	10%	12%	14%	9%	10%	10%	10%	**	10%	10%	10%	10%
TOTAL AGREE	1002	859	83	39	21	1002	862	140	**	918	895	97	991
	78%	79%	70%	74%	78%	78%	77%	80%	**	78%	78%	80%	78%
		b				b							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
TOTAL NEITHER/ DON'T KNOW	159	127	22	7	3	159	141	17	**	141	143	12	155
	12%	12%	18%	13%	13%	12%	13%	10%	**	12%	12%	10%	12%
			ae										

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Strongly disagree	235	20	41	47	43	45	85	235	120	115	92	64	33	46	156	79	235
	18%	11%	15%	17%	21%	25%	24%	18%	19%	18%	25%	18%	12%	16%	21%	14%	18%
					a	abcg	abcg	a			klmop				lo		lo
Slightly disagree	221	32	39	58	35	36	59	221	105	116	71	68	40	42	139	82	221
	17%	18%	14%	21%	17%	20%	16%	17%	17%	18%	19%	19%	15%	15%	19%	15%	17%
Neither agree nor disagree	251	26	72	51	31	31	70	251	133	118	51	69	65	65	120	130	251
	19%	15%	26%	18%	16%	17%	19%	19%	21%	18%	14%	19%	24%	23%	16%	23%	19%
			acdeg										jn	jn		jn	j
Slightly agree	327	50	71	76	51	40	78	327	158	169	97	94	75	61	191	136	327
	25%	28%	26%	28%	26%	22%	22%	25%	25%	26%	26%	26%	27%	22%	26%	25%	25%
Strongly agree	197	40	40	39	28	24	51	197	101	97	48	54	50	46	101	96	197
	15%	23%	14%	14%	14%	13%	14%	15%	16%	15%	13%	15%	18%	16%	14%	17%	15%
		bcdefg															
Don't know	59	10	13	5	13	5	18	59	21	38	12	16	11	21	28	31	59
	5%	6%	5%	2%	7%	3%	5%	5%	3%	6%	3%	4%	4%	7%	4%	6%	5%
		c			c		c	c		h				jn			
SUMMARY CODES																	
TOTAL DISAGREE	456	51	79	104	77	81	144	456	226	231	163	132	73	87	295	161	456
	35%	29%	29%	38%	38%	45%	40%	35%	35%	35%	44%	36%	27%	31%	40%	29%	35%
				b	ab	abg	ab				klmop	lo			lmop		lo
TOTAL AGREE	525	90	111	115	79	64	129	525	259	266	145	147	125	107	292	232	525
	41%	51%	40%	42%	39%	35%	36%	41%	41%	41%	39%	40%	46%	38%	40%	42%	41%
		bdefg															
TOTAL NEITHER/ DON'T KNOW	310	37	85	56	45	36	88	310	154	156	63	85	76	86	148	162	310
	24%	21%	31%	20%	22%	20%	24%	24%	24%	24%	17%	23%	28%	31%	20%	29%	24%
			aceg									j	jn	jknp		jknp	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Strongly disagree	235	199	14	14	8	235	202	33	**	213	200	31	231
	18%	18%	12%	27%	28%	18%	18%	19%	**	18%	17%	26%	18%
		b		abe	abe	b						jl	
Slightly disagree	221	183	21	9	8	221	192	29	**	201	203	14	217
	17%	17%	18%	17%	28%	17%	17%	17%	**	17%	18%	12%	17%
					abce								
Neither agree nor disagree	251	211	25	10	5	251	218	33	**	229	226	23	249
	19%	19%	21%	19%	18%	19%	20%	19%	**	20%	20%	19%	20%
Slightly agree	327	286	28	9	3	327	288	39	**	303	299	24	322
	25%	26%	24%	18%	12%	25%	26%	23%	**	26%	26%	19%	25%
		cd	d			cd							
Strongly agree	197	164	26	6	1	197	168	29	**	180	178	18	195
	15%	15%	22%	12%	4%	15%	15%	17%	**	15%	15%	15%	15%
		d	acde	d		d							
Don't know	59	48	4	4	2	59	48	11	**	48	47	12	59
	5%	4%	4%	8%	9%	5%	4%	6%	**	4%	4%	10%	5%
					abe							jl	
SUMMARY CODES													
TOTAL DISAGREE	456	382	36	23	15	456	394	63	**	414	403	45	448
	35%	35%	30%	44%	56%	35%	35%	36%	**	35%	35%	37%	35%
				abe	abce								
TOTAL AGREE	525	450	54	16	5	525	456	68	**	483	476	41	517
	41%	41%	45%	30%	17%	41%	41%	39%	**	41%	41%	34%	41%
		cd	cd	d		cd							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
TOTAL NEITHER/ DON'T KNOW	310	259	29	14	7	310	267	43	**	278	273	35	308
	24%	24%	25%	27%	27%	24%	24%	25%	**	24%	24%	29%	24%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Strongly disagree	317	27	61	51	48	59	129	317	141	176	93	73	80	71	166	151	317
	25%	15%	22%	19%	24%	33%	36%	25%	22%	27%	25%	20%	29%	25%	23%	27%	25%
					a	abcg	abcdg	ac		h			kn			k	
Slightly disagree	193	23	51	39	28	24	51	193	98	96	60	52	48	33	112	81	193
	15%	13%	19%	14%	14%	13%	14%	15%	15%	15%	16%	14%	17%	12%	15%	15%	15%
Neither agree nor disagree	217	37	54	52	30	24	45	217	113	104	60	75	35	46	136	81	217
	17%	21%	20%	19%	15%	13%	12%	17%	18%	16%	16%	21%	13%	16%	18%	15%	17%
		ef	f	f				f				lo			l		
Slightly agree	302	43	58	81	54	40	66	302	163	140	103	88	55	56	192	111	302
	23%	24%	21%	29%	27%	22%	18%	23%	25%	21%	28%	24%	20%	20%	26%	20%	23%
				bfg	f			f			lmo				mo		
Strongly agree	223	39	45	46	34	30	59	223	107	116	42	66	50	65	108	115	223
	17%	22%	16%	17%	17%	16%	16%	17%	17%	18%	11%	18%	18%	23%	15%	21%	17%
												j	j	jnp		jn	j
Don't know	38	9	6	6	6	4	11	38	17	21	13	9	7	9	22	16	38
	3%	5%	2%	2%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
SUMMARY CODES																	
TOTAL DISAGREE	510	51	112	90	77	84	180	510	238	272	153	125	128	104	278	232	510
	40%	28%	41%	33%	38%	46%	50%	40%	37%	42%	41%	34%	47%	37%	38%	42%	40%
			a		a	ac	abcdg	ac					kmnp			k	
TOTAL AGREE	526	82	103	128	89	69	125	526	270	256	145	154	105	121	300	226	526
	41%	46%	37%	46%	44%	38%	35%	41%	42%	39%	39%	42%	38%	43%	41%	41%	41%
		f		f	f			f									
TOTAL NEITHER/ DON'T KNOW	255	46	60	57	36	28	56	255	130	125	73	85	42	55	158	97	255
	20%	26%	22%	21%	18%	15%	15%	20%	20%	19%	20%	23%	15%	20%	21%	17%	20%
		ef	f					f				lo			l		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Strongly disagree	317	249	41	17	11	317	263	54	**	281	267	47	315
	25%	23%	35%	32%	39%	25%	24%	31%	**	24%	23%	39%	25%
			ae	ae	ae			f				jl	
Slightly disagree	193	155	22	10	5	193	161	33	**	174	179	13	192
	15%	14%	19%	19%	20%	15%	14%	19%	**	15%	16%	11%	15%
					a								
Neither agree nor disagree	217	189	14	10	3	217	190	27	**	195	199	14	213
	17%	17%	12%	20%	12%	17%	17%	16%	**	17%	17%	12%	17%
				bd									
Slightly agree	302	273	20	6	3	302	267	35	**	288	279	20	300
	23%	25%	16%	12%	12%	23%	24%	20%	**	24%	24%	17%	24%
		bcd				bcd					k		
Strongly agree	223	198	16	7	1	223	202	21	**	202	193	23	216
	17%	18%	13%	14%	5%	17%	18%	12%	**	17%	17%	19%	17%
		d	d	d		d							
Don't know	38	27	6	2	3	38	34	4	**	35	33	3	37
	3%	2%	5%	3%	11%	3%	3%	2%	**	3%	3%	3%	3%
			a		abce								
SUMMARY CODES													
TOTAL DISAGREE	510	404	63	27	16	510	424	86	**	455	446	61	507
	40%	37%	53%	51%	59%	40%	38%	49%	**	39%	39%	50%	40%
			ae	ae	ae			f				jl	
TOTAL AGREE	526	472	36	14	5	526	469	57	**	490	473	43	516
	41%	43%	30%	26%	17%	41%	42%	32%	**	42%	41%	36%	41%
		bcd	d	d		bcd	g						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
TOTAL NEITHER/ DON'T KNOW	255	216	21	12	6	255	223	31	**	230	233	17	250
	20%	20%	17%	23%	24%	20%	20%	18%	**	20%	20%	14%	20%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Strongly disagree	324	31	69	43	61	49	120	324	115	208	69	81	85	89	150	174	324
	25%	18%	25%	16%	30%	27%	33%	25%	18%	32%	19%	22%	31%	32%	20%	31%	25%
			c		ac	ac	abcg	ac		h			jkn	jknp		jknp	jn
Slightly disagree	233	29	58	52	32	30	62	233	114	119	71	63	45	55	134	99	233
	18%	16%	21%	19%	16%	17%	17%	18%	18%	18%	19%	17%	16%	19%	18%	18%	18%
Neither agree nor disagree	242	41	59	48	30	33	64	242	128	114	79	71	35	56	150	92	242
	19%	23%	21%	18%	15%	18%	18%	19%	20%	17%	21%	20%	13%	20%	20%	16%	19%
		d									l	l		l	l		l
Slightly agree	306	43	50	92	52	43	68	306	173	134	97	91	69	50	187	119	306
	24%	24%	18%	34%	26%	24%	19%	24%	27%	20%	26%	25%	25%	18%	25%	21%	24%
				abefg	f			f	i		m	m	m		m		m
Strongly agree	159	29	34	37	23	20	35	159	92	66	50	56	29	24	106	53	159
	12%	16%	12%	14%	12%	11%	10%	12%	14%	10%	14%	15%	11%	8%	14%	10%	12%
		f							i			mo			mo		
Don't know	27	5	5	3	3	6	12	27	16	12	5	3	12	7	9	19	27
	2%	3%	2%	1%	2%	3%	3%	2%	2%	2%	1%	1%	4%	3%	1%	3%	2%
													jkn			kn	
SUMMARY CODES																	
TOTAL DISAGREE	557	61	127	94	93	79	182	557	230	327	141	144	129	143	284	273	557
	43%	34%	46%	34%	46%	44%	50%	43%	36%	50%	38%	39%	47%	51%	39%	49%	43%
			ac		ac	c	acg	ac		h			jn	jknp		jknp	
TOTAL AGREE	465	72	84	130	76	63	103	465	265	200	147	146	98	74	293	172	465
	36%	40%	31%	47%	38%	35%	29%	36%	41%	31%	40%	40%	36%	26%	40%	31%	36%
		bf		bdefg	f			f	i		mo	mo	m		mo		mo

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
TOTAL NEITHER/ DON'T KNOW	269	45	64	51	33	39	76	269	144	125	84	75	47	63	159	110	269
	21%	26%	23%	19%	16%	22%	21%	21%	23%	19%	23%	21%	17%	23%	22%	20%	21%
		d															

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Strongly disagree	324	269	29	15	11	324	268	56	**	288	270	50	320
	25%	25%	24%	28%	41%	25%	24%	32%	**	25%	23%	41%	25%
					abce			f				jl	
Slightly disagree	233	192	25	11	5	233	206	27	**	212	208	21	229
	18%	18%	21%	21%	20%	18%	18%	16%	**	18%	18%	18%	18%
Neither agree nor disagree	242	208	18	12	3	242	207	34	**	230	219	18	237
	19%	19%	15%	23%	12%	19%	19%	20%	**	20%	19%	15%	19%
		d		d		d							
Slightly agree	306	265	28	10	4	306	269	37	**	278	284	19	303
	24%	24%	23%	18%	13%	24%	24%	21%	**	24%	25%	16%	24%
		d	d			d					k		k
Strongly agree	159	139	14	5	1	159	145	14	**	142	145	11	157
	12%	13%	12%	9%	5%	12%	13%	8%	**	12%	13%	9%	12%
		d	d			d							
Don't know	27	19	6	1	2	27	21	6	**	25	26	1	27
	2%	2%	5%	2%	9%	2%	2%	4%	**	2%	2%	1%	2%
			ae		ace								
SUMMARY CODES													
TOTAL DISAGREE	557	461	54	26	17	557	474	83	**	500	477	72	549
	43%	42%	45%	49%	61%	43%	42%	48%	**	43%	41%	59%	43%
					abce							jl	
TOTAL AGREE	465	404	42	14	5	465	414	51	**	420	429	30	460
	36%	37%	35%	27%	18%	36%	37%	29%	**	36%	37%	25%	36%
		cd	d	d		cd	g				k		k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
TOTAL NEITHER/ DON'T KNOW	269	227	24	13	6	269	228	41	**	255	245	19	264
	21%	21%	20%	24%	21%	21%	20%	23%	**	22%	21%	16%	21%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Strongly disagree	158	17	24	32	23	24	62	158	81	76	39	33	45	42	71	86	158
	12%	10%	9%	11%	11%	13%	17%	12%	13%	12%	10%	9%	16%	15%	10%	16%	12%
							abg						jkn	kn		jkn	
Slightly disagree	114	16	26	26	19	12	28	114	59	55	34	38	20	23	72	42	114
	9%	9%	10%	9%	9%	7%	8%	9%	9%	8%	9%	10%	7%	8%	10%	8%	9%
Neither agree nor disagree	127	21	26	35	16	16	30	127	71	56	39	34	25	29	73	54	127
	10%	12%	9%	13%	8%	9%	8%	10%	11%	9%	10%	9%	9%	10%	10%	10%	10%
Slightly agree	373	43	80	98	63	49	88	373	188	186	116	121	69	68	237	137	373
	29%	24%	29%	36%	32%	27%	24%	29%	29%	28%	31%	33%	25%	24%	32%	25%	29%
				afg							o	lmo			lmo		
Strongly agree	511	80	119	85	79	78	148	511	236	275	142	137	115	117	279	232	511
	40%	45%	43%	31%	39%	43%	41%	40%	37%	42%	38%	38%	42%	42%	38%	42%	40%
		c	c			c	c	c									
Don't know	7	*	-	*	1	2	6	7	3	5	2	2	1	3	4	4	7
	1%	*%	-%	*%	*%	1%	2%	1%	*%	1%	1%	*%	*%	1%	*%	1%	1%
							g										
SUMMARY CODES																	
TOTAL DISAGREE	272	34	50	57	42	36	89	272	141	131	72	71	64	64	143	129	272
	21%	19%	18%	21%	21%	20%	25%	21%	22%	20%	19%	19%	23%	23%	19%	23%	21%
TOTAL AGREE	884	123	199	183	143	127	236	884	423	461	258	258	184	184	516	368	884
	69%	69%	72%	67%	71%	70%	65%	69%	66%	71%	70%	71%	67%	66%	70%	66%	69%
TOTAL NEITHER/ DON'T KNOW	134	21	26	35	17	18	35	134	74	60	41	36	26	32	77	58	134
	10%	12%	9%	13%	8%	10%	10%	10%	12%	9%	11%	10%	9%	11%	10%	10%	10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Strongly disagree	158	132	12	11	2	158	133	24	**	140	129	26	155
	12%	12%	10%	21%	7%	12%	12%	14%	**	12%	11%	21%	12%
				abde								jl	
Slightly disagree	114	96	11	4	3	114	105	10	**	107	100	14	113
	9%	9%	9%	8%	12%	9%	9%	6%	**	9%	9%	11%	9%
Neither agree nor disagree	127	112	3	9	4	127	110	18	**	106	115	8	124
	10%	10%	3%	16%	14%	10%	10%	10%	**	9%	10%	7%	10%
		b		abe	b	b							
Slightly agree	373	328	26	9	11	373	325	49	**	345	343	26	369
	29%	30%	22%	17%	39%	29%	29%	28%	**	29%	30%	22%	29%
		bc			abce	bc					k		
Strongly agree	511	420	65	19	7	511	438	73	**	469	461	44	505
	40%	38%	55%	37%	25%	40%	39%	42%	**	40%	40%	36%	40%
		d	acde	d		d							
Don't know	7	5	1	*	1	7	6	2	**	7	4	4	7
	1%	*%	1%	1%	3%	1%	1%	1%	**	1%	*%	3%	1%
					ae							jl	
SUMMARY CODES													
TOTAL DISAGREE	272	228	24	15	5	272	238	34	**	248	229	39	268
	21%	21%	20%	29%	19%	21%	21%	19%	**	21%	20%	32%	21%
				abde								jl	
TOTAL AGREE	884	747	91	28	17	884	763	121	**	814	804	70	874
	69%	68%	77%	54%	64%	69%	68%	70%	**	69%	70%	58%	69%
		c	acde		c	c					k		k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
TOTAL NEITHER/ DON'T KNOW	134	116	4	9	5	134	115	19	**	113	119	12	131
	10%	11%	4%	17%	17%	10%	10%	11%	**	10%	10%	10%	10%
		b		abe	abe	b							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN36. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA/ MESSAGING SITES OR APPS - When I use social media and messaging sites I usually accept the terms & conditions without reading them. (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/app

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1247	230	236	269	212	170	300	1247	568	679	274	448	250	275	722	525	1247
Effective Weighted Sample	948	171	190	210	163	141	236	948	426	523	223	356	190	204	557	392	948
Total	1030	168	252	240	163	129	207	1030	471	560	290	311	223	206	601	429	1030
Strongly disagree	110	13	35	26	14	12	22	110	55	55	25	26	38	22	51	59	110
	11%	8%	14%	11%	9%	9%	11%	11%	12%	10%	9%	8%	17%	11%	8%	14%	11%
													jknp			kn	
Slightly disagree	100	15	25	28	17	14	16	100	48	52	30	40	12	18	70	30	100
	10%	9%	10%	11%	11%	11%	8%	10%	10%	9%	10%	13%	6%	9%	12%	7%	10%
												lo			lo		
Neither agree nor disagree	82	13	17	21	10	14	21	82	39	43	24	33	13	12	58	25	82
	8%	8%	7%	9%	6%	11%	10%	8%	8%	8%	8%	11%	6%	6%	10%	6%	8%
												lmo			o		
Slightly agree	309	42	57	91	57	40	63	309	147	162	103	94	64	48	197	112	309
	30%	25%	23%	38%	35%	31%	30%	30%	31%	29%	35%	30%	29%	23%	33%	26%	30%
				abg	b			b			mo				mo		
Strongly agree	419	84	117	73	62	50	83	419	176	243	107	116	95	101	223	195	419
	41%	50%	46%	30%	38%	39%	40%	41%	37%	43%	37%	37%	42%	49%	37%	46%	41%
		cdeg	c				c	c						jknp		jkn	
Don't know	10	2	3	1	2	-	2	10	5	5	1	1	2	6	2	7	10
	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	*%	*%	1%	3%	*%	2%	1%
														jknp		n	
SUMMARY CODES																	
TOTAL DISAGREE	210	28	59	54	32	25	38	210	104	106	55	66	50	39	121	89	210
	20%	16%	23%	22%	20%	19%	18%	20%	22%	19%	19%	21%	22%	19%	20%	21%	20%
TOTAL AGREE	728	126	174	163	119	90	146	728	323	405	210	210	159	149	420	308	728
	71%	75%	69%	68%	73%	70%	71%	71%	69%	72%	72%	68%	71%	72%	70%	72%	71%
TOTAL NEITHER/ DON'T KNOW	92	14	20	23	12	14	23	92	43	48	25	35	14	18	60	32	92
	9%	9%	8%	9%	7%	11%	11%	9%	9%	9%	9%	11%	6%	9%	10%	7%	9%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN36. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA/ MESSAGING SITES OR APPS - When I use social media and messaging sites I usually accept the terms & conditions without reading them. (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
Strongly disagree	110	94	8	7	1	110	94	17	**	102	104	**	109
	11%	11%	7%	17%	6%	11%	10%	12%	**	11%	11%	**	11%
				abde									
Slightly disagree	100	87	8	3	2	100	90	10	**	94	98	**	100
	10%	10%	8%	7%	9%	10%	10%	8%	**	10%	10%	**	10%
Neither agree nor disagree	82	72	2	5	2	82	72	10	**	76	78	**	81
	8%	8%	2%	13%	11%	8%	8%	8%	**	8%	8%	**	8%
		b		b	b	b							
Slightly agree	309	262	29	8	10	309	272	37	**	287	295	**	309
	30%	30%	29%	19%	46%	30%	30%	27%	**	30%	30%	**	30%
		c			abce	c							
Strongly agree	419	341	54	18	6	419	359	60	**	388	399	**	415
	41%	39%	53%	42%	27%	41%	40%	44%	**	41%	41%	**	41%
		d	ade	d		d							
Don't know	10	8	1	*	*	10	9	1	**	6	7	**	10
	1%	1%	1%	1%	2%	1%	1%	1%	**	1%	1%	**	1%
SUMMARY CODES													
TOTAL DISAGREE	210	181	16	10	3	210	183	27	**	196	202	**	209
	20%	21%	16%	25%	14%	20%	20%	20%	**	21%	21%	**	20%
				d									
TOTAL AGREE	728	603	83	26	16	728	631	97	**	675	694	**	725
	71%	70%	82%	62%	73%	71%	71%	72%	**	71%	71%	**	71%
			ace		c	c							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN36. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA/ MESSAGING SITES OR APPS - When I use social media and messaging sites I usually accept the terms & conditions without reading them. (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1247	767	163	153	164	1247	1045	202	61	1141	1170	71	1241
Effective Weighted Sample	948	722	149	147	152	948	811	139	44	873	893	53	943
Total	1030	864	101	42	22	1030	895	135	41	953	980	45	1025
TOTAL NEITHER/ DON'T KNOW	92	81	3	6	3	92	81	11	**	82	85	**	91
	9%	9%	2%	14%	13%	9%	9%	8%	**	9%	9%	**	9%
		b		b	b	b							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
All is truthful	43	4	7	10	10	6	13	43	18	25	15	10	11	8	24	18	43
	3%	2%	2%	3%	5%	3%	3%	3%	3%	4%	4%	3%	4%	3%	3%	3%	3%
Most is truthful	362	49	60	83	59	57	111	362	183	179	129	84	79	70	213	149	362
	28%	28%	22%	30%	29%	31%	31%	28%	29%	27%	35%	23%	29%	25%	29%	27%	28%
				b		b	b				kmop				k		k
Some is truthful	700	98	157	150	110	97	185	700	355	346	196	217	134	153	413	288	700
	54%	55%	57%	55%	55%	54%	51%	54%	56%	53%	53%	60%	49%	55%	56%	52%	54%
												lo					
Don't know	56	6	11	8	10	6	20	56	24	32	6	16	17	17	22	34	56
	4%	4%	4%	3%	5%	3%	6%	4%	4%	5%	2%	4%	6%	6%	3%	6%	4%
													jn	jn		jn	j
Don't think about whether the information is truthful	130	20	40	24	13	15	33	130	59	71	25	38	34	32	64	66	130
	10%	11%	15%	9%	7%	8%	9%	10%	9%	11%	7%	11%	12%	12%	9%	12%	10%
			def										j			j	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
All is truthful	43	37	5	1	-	43	39	3	**	35	38	4	43
	3%	3%	4%	1%	-%	3%	4%	2%	**	3%	3%	4%	3%
		d	cd			d							
Most is truthful	362	317	28	11	7	362	303	60	**	341	316	40	355
	28%	29%	23%	20%	26%	28%	27%	34%	**	29%	27%	33%	28%
		c				c							
Some is truthful	700	586	64	34	16	700	610	90	**	644	637	56	693
	54%	54%	54%	64%	60%	54%	55%	52%	**	55%	55%	46%	54%
				abe							k		
Don't know	56	46	6	3	1	56	46	10	**	43	48	6	54
	4%	4%	5%	5%	5%	4%	4%	6%	**	4%	4%	5%	4%
Don't think about whether the information is truthful	130	105	17	5	3	130	118	11	**	112	113	15	128
	10%	10%	14%	10%	9%	10%	11%	6%	**	10%	10%	13%	10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online - excluding those who do not consider whether the information is truthful

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1440	220	216	277	238	228	489	1440	722	718	345	496	278	321	841	599	1440
Effective Weighted Sample	1093	161	175	219	185	183	382	1093	540	552	276	387	211	246	637	456	1093
Total	1161	158	235	251	188	166	328	1161	579	582	346	326	241	248	672	489	1161
All is truthful	43	4	7	10	10	6	13	43	18	25	15	10	11	8	24	18	43
	4%	3%	3%	4%	5%	4%	4%	4%	3%	4%	4%	3%	4%	3%	4%	4%	4%
Most is truthful	362	49	60	83	59	57	111	362	183	179	129	84	79	70	213	149	362
	31%	31%	26%	33%	31%	34%	34%	31%	32%	31%	37%	26%	33%	28%	32%	31%	31%
											kmp				k		k
Some is truthful	700	98	157	150	110	97	185	700	355	346	196	217	134	153	413	288	700
	60%	62%	67%	60%	58%	58%	56%	60%	61%	59%	57%	67%	56%	62%	61%	59%	60%
			f									jlop					
Don't know	56	6	11	8	10	6	20	56	24	32	6	16	17	17	22	34	56
	5%	4%	5%	3%	5%	4%	6%	5%	4%	6%	2%	5%	7%	7%	3%	7%	5%
												j	jn	jn		jn	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online - excluding those who do not consider whether the information is truthful

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1440	908	169	181	182	1440	1192	248	82	1311	1260	158	1418
Effective Weighted Sample	1093	847	154	174	167	1093	924	171	61	998	957	123	1074
Total	1161	986	103	48	24	1161	998	163	59	1063	1039	106	1145
All is truthful	43	37	5	1	-	43	39	3	**	35	38	4	43
	4%	4%	5%	1%	-%	4%	4%	2%	**	3%	4%	4%	4%
		d	cd			d							
Most is truthful	362	317	28	11	7	362	303	60	**	341	316	40	355
	31%	32%	27%	22%	28%	31%	30%	37%	**	32%	30%	37%	31%
		c				c							
Some is truthful	700	586	64	34	16	700	610	90	**	644	637	56	693
	60%	59%	62%	71%	66%	60%	61%	55%	**	61%	61%	53%	61%
				ae									
Don't know	56	46	6	3	1	56	46	10	**	43	48	6	54
	5%	5%	5%	5%	6%	5%	5%	6%	**	4%	5%	6%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who would consider whether the information they find online is truthful

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1361	210	207	264	226	219	454	1361	688	673	336	472	260	293	808	553	1361
Effective Weighted Sample	1036	155	167	211	175	176	356	1036	516	521	270	368	197	228	613	424	1036
Total	1105	152	224	243	179	160	308	1105	556	550	340	310	224	231	650	455	1105
PROMPTED RESPONSES																	
Check different websites to see if the same information appears on them all	511 46%	77 51% f	115 51% f	125 52% f	80 45%	67 42%	113 37%	511 46% f	255 46%	256 47%	176 52% mo	150 48% mo	97 43%	88 38%	326 50% mo	185 41%	511 46% mo
Check that the website address looks genuine	366 33%	58 38% f	71 32%	94 39% f	59 33%	50 32%	83 27%	366 33% f	185 33%	181 33%	139 41% klmop	102 33% m	67 30%	57 25%	241 37% mo	125 27%	366 33% mo
Check the credibility of the information (authors name or link to original publication)	313 28%	47 31% f	62 28%	91 37% bdefg	43 24%	40 25%	70 23%	313 28% f	170 31%	143 26%	144 42% klmnop	85 27% mo	55 24% m	30 13%	228 35% klmop	85 19%	313 28% mo
Check whether the site looks professional	256 23%	35 23%	50 22%	70 29% ef	41 23%	30 19%	61 20%	256 23%	141 25%	115 21%	110 32% klmop	74 24% lmo	33 15%	39 17%	184 28% lmop	72 16%	256 23% lmo
Check whether people I trust use the site or sites	240 22%	36 24%	42 19%	72 30% bdfg	33 19%	38 24%	57 18%	240 22%	111 20%	129 23%	84 25% o	74 24% o	39 17%	42 18%	159 24% lo	81 18%	240 22%
Check whether the site is regularly updated	204 18%	36 24% bef	33 15%	65 27% bdefg	30 17%	24 15%	40 13%	204 18% f	99 18%	105 19%	76 22% lmo	62 20% o	31 14%	35 15%	138 21% lo	66 14%	204 18%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who would consider whether the information they find online is truthful

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1361	210	207	264	226	219	454	1361	688	673	336	472	260	293	808	553	1361
Effective Weighted Sample	1036	155	167	211	175	176	356	1036	516	521	270	368	197	228	613	424	1036
Total	1105	152	224	243	179	160	308	1105	556	550	340	310	224	231	650	455	1105
UNPROMPTED RESPONSE																	
Ask other people/ family/ friends, see what they think	7	2	*	-	1	2	3	7	3	4	1	1	1	3	3	4	7
	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%
Make checks in other ways	18	-	5	4	5	3	4	18	10	8	11	3	2	2	13	4	18
	2%	-%	2%	2%	3%	2%	1%	2%	2%	1%	3%	1%	1%	1%	2%	1%	2%
					a						ko						
ANY CHECKS MADE	795	114	159	201	127	106	192	795	401	394	278	231	137	148	509	285	795
	72%	75%	71%	83%	71%	66%	62%	72%	72%	72%	82%	74%	61%	64%	78%	63%	72%
		f	f	bdefg	f			f			klmop	lmo			lmop		lmo
I don't make any checks	296	37	58	42	49	53	110	296	149	147	60	75	82	78	135	160	296
	27%	25%	26%	17%	27%	33%	36%	27%	27%	27%	18%	24%	37%	34%	21%	35%	27%
			c		c	c	abcdg	c				j	jknp	jknp		jknp	jn
Don't know	15	-	6	*	3	1	6	15	6	9	2	4	4	5	6	9	15
	1%	-%	3%	*%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%
			ac														

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who would consider whether the information they find online is truthful

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1361	862	159	171	169	1361	1127	234	70	1251	1194	147	1341
Effective Weighted Sample	1036	805	145	165	156	1036	879	160	53	954	910	114	1020
Total	1105	940	97	45	23	1105	952	153	52	1020	991	99	1091
PROMPTED RESPONSES													
Check different websites to see if the same information appears on them all	511 46%	434 46% d	44 46% d	25 55% ade	8 33%	511 46% d	450 47%	61 40%	** **	480 47%	477 48% k	27 27%	504 46% k
Check that the website address looks genuine	366 33%	324 34% bcd	24 25%	11 25%	6 24%	366 33% cd	314 33%	51 34%	** **	352 34%	343 35% k	19 19%	362 33% k
Check the credibility of the information (authors name or link to original publication)	313 28%	274 29% c	27 28% c	7 15%	5 23%	313 28% c	279 29%	34 22%	** **	293 29%	290 29% k	19 19%	308 28% k
Check whether the site looks professional	256 23%	228 24% cd	18 18%	7 16%	4 16%	256 23% cd	218 23%	38 25%	** **	244 24%	234 24%	19 19%	253 23%
Check whether people I trust use the site or sites	240 22%	201 21%	25 26%	8 18%	5 24%	240 22%	211 22%	29 19%	** **	222 22%	222 22%	16 16%	238 22%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who would consider whether the information they find online is truthful

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1361	862	159	171	169	1361	1127	234	70	1251	1194	147	1341
Effective Weighted Sample	1036	805	145	165	156	1036	879	160	53	954	910	114	1020
Total	1105	940	97	45	23	1105	952	153	52	1020	991	99	1091
Check whether the site is regularly updated	204 18%	179 19% c	15 15%	4 9%	6 26% bce	204 18% c	181 19%	22 15%	** **	187 18%	190 19%	12 12%	202 18%
UNPROMPTED RESPONSE													
Ask other people/ family/ friends, see what they think	7 1%	6 1%	- -%	* 1%	- -%	7 1%	6 1%	* *%	** **	5 1%	5 *%	2 2%	6 1%
Make checks in other ways	18 2%	17 2%	1 1%	* 1%	- -%	18 2%	11 1%	7 4% f	** **	16 2%	15 1%	3 3%	18 2%
ANY CHECKS MADE	795 72%	681 72%	66 68%	33 73%	15 65%	795 72%	687 72%	108 70%	** **	744 73%	728 73% k	59 59%	787 72% k
I don't make any checks	296 27%	246 26%	31 32%	12 26%	7 32%	296 27%	252 26%	44 29%	** **	265 26%	254 26%	36 36% jl	290 27%
Don't know	15 1%	14 1%	- -%	* 1%	1 3% b	15 1%	13 1%	2 1%	** **	11 1%	9 1%	5 5% jl	14 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
If the site looks secure (has the padlock symbol or uses 'https')	797 62%	117 66% f	181 66% f	186 68% f	129 64% f	106 59%	184 51%	797 62% f	402 63%	395 61%	281 76% klmnop	222 61% mo	166 61% m	128 46%	503 68% klmop	294 53% m	797 62% mo
If I'm familiar with the company or brand	634 49%	94 53% f	142 52% f	143 52% f	102 51%	83 46%	153 42%	634 49% f	325 51%	309 47%	235 63% klmnop	178 49% mo	120 44%	101 36%	413 56% klmop	221 40%	634 49% mo
If there is a link to another reputable service like PayPal	582 45%	78 44% f	127 46% f	153 56% abefg	98 48% ef	69 38%	126 35%	582 45% f	285 45%	297 45%	202 54% lmop	174 48% mo	112 41%	94 34%	376 51% lmop	206 37%	582 45% mo
If there is a guarantee my details won't be shared with anyone else.	383 30%	47 26%	87 32%	89 32%	63 31%	55 30%	97 27%	383 30%	184 29%	199 30%	155 42% klmnop	99 27%	70 26%	59 21%	254 35% klmop	129 23%	383 30% mo
If the site is recommended by friends/ family	308 24%	48 27% f	67 24%	80 29% f	49 24%	39 22%	64 18%	308 24% f	148 23%	161 25%	113 30% kmop	85 23% m	64 23% m	46 16%	198 27% mo	110 20%	308 24% m
If the site is listed by a search engine such as Google or Bing	162 13%	31 17% df	34 12%	47 17% df	20 10%	20 11%	30 8%	162 13% f	87 14%	75 12%	51 14% m	58 16% mo	31 11%	22 8%	109 15% mo	53 10%	162 13% m

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
If it's the only way to get the service or product I want	133 10%	22 12%	31 11%	34 12%	18 9%	19 11%	29 8%	133 10%	76 12%	56 9%	58 16% lmop	41 11% lmo	17 6%	17 6%	98 13% lmop	34 6%	133 10% mo
Other	20 2%	* *%	9 3% ad	2 1%	1 1%	4 2% a	7 2%	20 2%	8 1%	12 2%	5 1%	5 1%	4 2%	6 2%	10 1%	10 2%	20 2%
I enter my credit or debit card details online whenever they are required	30 2%	5 3%	4 1%	3 1%	8 4% c	4 2%	9 3%	30 2%	15 2%	14 2%	7 2%	10 3%	3 1%	9 3%	18 2%	12 2%	30 2%
I don't buy things online	179 14%	21 12%	33 12%	19 7%	20 10%	39 22% abcdg	86 24% abcdg	179 14% c	98 15%	81 12%	17 5%	42 11% jn	49 18% jkn	71 25% jklnp	58 8%	121 22% jknp	179 14% jn
Don't know	8 1%	1 1%	2 1%	- -%	1 1%	1 1%	5 1%	8 1%	4 1%	5 1%	3 1%	2 1%	2 1%	2 1%	5 1%	4 1%	8 1%
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	285 22%	48 27% f	60 22%	72 26% f	42 21%	37 20%	63 17%	285 22% f	158 25% i	127 19%	100 27% lmo	96 26% lmo	46 17%	43 15%	196 27% lmop	89 16%	285 22% mo

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	818	107	181	185	138	104	208	818	378	440	252	225	177	165	477	342	818
	63%	60%	66%	67%	69%	58%	57%	63%	59%	67%	68%	62%	64%	59%	65%	62%	63%
				ef	ef			f		h	m						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
If the site looks secure (has the padlock symbol or uses 'https')	797 62%	677 62% d	73 61% d	36 68% d	11 41%	797 62% d	688 62%	109 62%	** **	759 65%	750 65% k	37 30%	787 62% k
If I'm familiar with the company or brand	634 49%	541 50% c	61 51% c	21 39%	11 42%	634 49% c	543 49%	91 52%	** **	595 51%	596 52% k	30 25%	626 49% k
If there is a link to another reputable service like PayPal	582 45%	487 45%	62 52% c	21 39%	12 45%	582 45%	490 44%	91 52% f	** **	549 47%	548 48% k	28 23%	576 45% k
If there is a guarantee my details won't be shared with anyone else.	383 30%	343 31% bcd	26 22%	8 15%	6 23% c	383 30% bc	323 29%	60 35%	** **	368 31%	364 32% k	17 14%	380 30% k
If the site is recommended by friends/ family	308 24%	263 24% c	31 26% c	8 15%	6 22%	308 24% c	267 24%	41 24%	** **	292 25%	292 25% k	14 12%	307 24% k
If the site is listed by a search engine such as Google or Bing	162 13%	146 13% c	10 8%	2 5%	3 13% c	162 13% c	137 12%	25 15%	** **	154 13%	155 13% k	6 5%	161 13% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
If it's the only way to get the service or product I want	133 10%	116 11%	11 9%	3 6%	2 8%	133 10%	122 11%	11 6%	** **	126 11%	123 11%	7 6%	130 10%
Other	20 2%	18 2%	2 2%	* *%	* *%	20 2%	14 1%	6 3% f	** **	19 2%	18 2%	1 1%	20 2%
I enter my credit or debit card details online whenever they are required	30 2%	24 2%	3 3%	1 2%	1 4%	30 2%	25 2%	4 2%	** **	27 2%	27 2%	3 2%	30 2%
I don't buy things online	179 14%	153 14%	14 11%	8 15%	4 16%	179 14%	156 14%	23 13%	** **	135 11%	123 11%	50 41% jl	172 14% j
Don't know	8 1%	7 1%	1 1%	- -%	1 3% ace	8 1%	7 1%	2 1%	** **	8 1%	7 1%	1 1%	8 1%
SUMMARY CODES													
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	285 22%	251 23% c	22 18%	6 12%	6 23% c	285 22% c	248 22%	37 21%	** **	269 23%	266 23% k	15 13%	281 22% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	818	681	83	39	16	818	705	113	**	764	756	55	811
	63%	62%	70%	73%	58%	63%	63%	65%	**	65%	66%	45%	64%
			d	ade							k		k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who say they buy things online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1351	214	225	285	228	193	399	1351	659	692	340	478	257	276	818	533	1351
Effective Weighted Sample	1030	159	181	223	177	156	314	1030	498	533	279	377	194	208	630	400	1030
Total	1112	157	243	256	182	142	275	1112	540	572	355	323	225	209	678	434	1112
If the site looks secure (has the padlock symbol or uses 'https')	797 72%	117 75%	181 75%	186 73%	129 71%	106 75%	184 67%	797 72%	402 75%	395 69%	281 79% kmop	222 69%	166 74% m	128 61%	503 74% mo	294 68%	797 72% m
If I'm familiar with the company or brand	634 57%	94 60%	142 59%	143 56%	102 56%	83 58%	153 56%	634 57%	325 60% i	309 54%	235 66% klmop	178 55%	120 53%	101 48%	413 61% mo	221 51%	634 57% mo
If there is a link to another reputable service like PayPal	582 52%	78 50%	127 52%	153 60% efg	98 54%	69 48%	126 46%	582 52% f	285 53%	297 52%	202 57% mo	174 54% m	112 50%	94 45%	376 55% mo	206 47%	582 52%
If there is a guarantee my details won't be shared with anyone else.	383 34%	47 30%	87 36%	89 35%	63 35%	55 39%	97 35%	383 34%	184 34%	199 35%	155 44% klmop	99 31%	70 31%	59 28%	254 38% kmo	129 30%	383 34%
If the site is recommended by friends/ family	308 28%	48 31%	67 28%	80 31% f	49 27%	39 28%	64 23%	308 28%	148 27%	161 28%	113 32% m	85 26%	64 28%	46 22%	198 29% m	110 25%	308 28%
If the site is listed by a search engine such as Google or Bing	162 15%	31 20% df	34 14%	47 18% df	20 11%	20 14%	30 11%	162 15%	87 16%	75 13%	51 14%	58 18% mo	31 14%	22 10%	109 16% m	53 12%	162 15%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who say they buy things online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1351	214	225	285	228	193	399	1351	659	692	340	478	257	276	818	533	1351
Effective Weighted Sample	1030	159	181	223	177	156	314	1030	498	533	279	377	194	208	630	400	1030
Total	1112	157	243	256	182	142	275	1112	540	572	355	323	225	209	678	434	1112
If it's the only way to get the service or product I want	133 12%	22 14%	31 13%	34 13%	18 10%	19 13%	29 10%	133 12%	76 14% i	56 10%	58 16% lmo	41 13% o	17 8%	17 8%	98 15% lmo	34 8%	133 12% o
Other	20 2%	* *%	9 4% acd	2 1%	1 1%	4 3% a	7 3% a	20 2%	8 1%	12 2%	5 1%	5 1%	4 2%	6 3%	10 1%	10 2%	20 2%
I enter my credit or debit card details online whenever they are required	30 3%	5 3%	4 2%	3 1%	8 5% c	4 2%	9 3%	30 3%	15 3%	14 2%	7 2%	10 3%	3 1%	9 4%	18 3%	12 3%	30 3%
Don't know	8 1%	1 1%	2 1%	- -%	1 1%	1 1%	5 2%	8 1%	4 1%	5 1%	3 1%	2 1%	2 1%	2 1%	5 1%	4 1%	8 1%
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	285 26%	48 31%	60 25%	72 28%	42 23%	37 26%	63 23%	285 26%	158 29% i	127 22%	100 28% mo	96 30% lmo	46 21%	43 20%	196 29% lmo	89 20%	285 26% o
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	818 74%	107 69%	181 74%	185 72%	138 76%	104 73%	208 76%	818 74%	378 70%	440 77% h	252 71%	225 70%	177 79% kn	165 79% kn	477 70%	342 79% jknp	818 74%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who say they buy things online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1351	847	171	168	165	1351	1129	222	48	1252	1228	110	1338
Effective Weighted Sample	1030	792	156	162	153	1030	878	154	34	961	940	83	1019
Total	1112	938	106	45	23	1112	960	152	33	1040	1029	72	1101
If the site looks secure (has the padlock symbol or uses 'https')	797 72%	677 72% d	73 69% d	36 80% abde	11 49%	797 72% d	688 72%	109 72%	** **	759 73%	750 73% k	37 51%	787 72% k
If I'm familiar with the company or brand	634 57%	541 58% c	61 57% c	21 46%	11 50%	634 57% c	543 57%	91 60%	** **	595 57%	596 58% k	30 42%	626 57% k
If there is a link to another reputable service like PayPal	582 52%	487 52%	62 58% c	21 46%	12 54%	582 52%	490 51%	91 60% f	** **	549 53%	548 53% k	28 40%	576 52% k
If there is a guarantee my details won't be shared with anyone else.	383 34%	343 37% bcd	26 25%	8 18%	6 28% c	383 34% bc	323 34%	60 40%	** **	368 35%	364 35% k	17 23%	380 35% k
If the site is recommended by friends/ family	308 28%	263 28% c	31 30% c	8 18%	6 26%	308 28% c	267 28%	41 27%	** **	292 28%	292 28%	14 20%	307 28%
If the site is listed by a search engine such as Google or Bing	162 15%	146 16% c	10 10%	2 5%	3 15% c	162 15% c	137 14%	25 17%	** **	154 15%	155 15%	6 8%	161 15%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who say they buy things online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1351	847	171	168	165	1351	1129	222	48	1252	1228	110	1338
Effective Weighted Sample	1030	792	156	162	153	1030	878	154	34	961	940	83	1019
Total	1112	938	106	45	23	1112	960	152	33	1040	1029	72	1101
If it's the only way to get the service or product I want	133 12%	116 12%	11 10%	3 7%	2 10%	133 12%	122 13%	11 7%	** **	126 12%	123 12%	7 10%	130 12%
Other	20 2%	18 2%	2 2%	* *%	* 1%	20 2%	14 1%	6 4% f	** **	19 2%	18 2%	1 2%	20 2%
I enter my credit or debit card details online whenever they are required	30 3%	24 3%	3 3%	1 2%	1 5%	30 3%	25 3%	4 3%	** **	27 3%	27 3%	3 4%	30 3%
Don't know	8 1%	7 1%	1 1%	- -%	1 3% ace	8 1%	7 1%	2 1%	** **	8 1%	7 1%	1 2%	8 1%
SUMMARY CODES													
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	285 26%	251 27% c	22 20%	6 14%	6 28% c	285 26% c	248 26%	37 24%	** **	269 26%	266 26%	15 22%	281 26%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who say they buy things online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1351	847	171	168	165	1351	1129	222	48	1252	1228	110	1338
Effective Weighted Sample	1030	792	156	162	153	1030	878	154	34	961	940	83	1019
Total	1112	938	106	45	23	1112	960	152	33	1040	1029	72	1101
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	818	681	83	39	16	818	705	113	**	764	756	55	811
	74%	73%	79%	86%	69%	74%	73%	74%	**	73%	73%	77%	74%
				ade									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN40. (SHOWCARD) 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? IF NECESSARY By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
If the site looks secure (has the padlock symbol or uses 'https')	792	103	169	195	129	107	195	792	395	397	266	231	149	146	497	295	792
	61%	58%	62%	71%	64%	59%	54%	61%	62%	61%	72%	63%	54%	52%	67%	53%	61%
				abefg	f			f			klmop	lmo			lmop		lmo
If I'm familiar with the company or brand	595	85	118	126	106	89	160	595	303	292	206	182	111	96	388	207	595
	46%	48%	43%	46%	53%	49%	44%	46%	48%	45%	56%	50%	41%	34%	53%	37%	46%
											lmop	lmo			lmop		mo
If there is a link to another reputable service like PayPal	510	67	102	138	88	65	115	510	244	265	189	139	96	87	327	183	510
	39%	37%	37%	50%	44%	36%	32%	39%	38%	41%	51%	38%	35%	31%	44%	33%	39%
				abefg	f			f			klmop				klmop		mo
If there is a guarantee my details won't be shared with anyone else.	444	57	102	91	79	67	115	444	229	215	161	122	89	71	284	160	444
	34%	32%	37%	33%	39%	37%	32%	34%	36%	33%	43%	34%	32%	25%	39%	29%	34%
											klmop	m			mo		mo
If the site is recommended by friends/ family	299	54	64	71	48	36	63	299	147	152	102	91	58	49	192	106	299
	23%	30%	23%	26%	24%	20%	17%	23%	23%	23%	27%	25%	21%	17%	26%	19%	23%
		efg		f				f			mo	mo			mo		m
If it's the only way to get the service or product I want	182	28	29	55	29	24	42	182	105	77	69	54	31	28	123	59	182
	14%	16%	11%	20%	14%	13%	11%	14%	16%	12%	19%	15%	11%	10%	17%	11%	14%
				bfg					i		lmop				lmo		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN40. (SHOWCARD) 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? IF NECESSARY By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
If the site is listed by a search engine such as Google or Bing	148	33	29	34	18	23	34	148	76	72	50	54	23	20	105	43	148
	11%	18%	10%	12%	9%	12%	9%	11%	12%	11%	14%	15%	8%	7%	14%	8%	11%
		bdfg									mo	lmo			lmo		mo
UNPROMPTED RESPONSES																	
I don't do this/ I never register online/ I don't give out my personal details	52	3	6	6	8	13	29	52	29	24	9	11	14	18	20	32	52
	4%	2%	2%	2%	4%	7%	8%	4%	4%	4%	2%	3%	5%	6%	3%	6%	4%
						abcg	abcg							jkn		jkn	
Other	10	1	3	1	-	3	5	10	3	8	5	1	3	1	7	4	10
	1%	1%	1%	*%	-%	2%	1%	1%	*%	1%	1%	*%	1%	*%	1%	1%	1%
I register my details online whenever they are required	59	18	16	7	3	6	15	59	31	28	7	17	16	18	25	34	59
	5%	10%	6%	3%	2%	3%	4%	5%	5%	4%	2%	5%	6%	6%	3%	6%	5%
		cdefg	d										j	jn		jn	j
Don't know	66	5	18	7	7	11	29	66	31	34	10	17	16	23	26	40	66
	5%	3%	6%	2%	4%	6%	8%	5%	5%	5%	3%	5%	6%	8%	4%	7%	5%
			c				acdg							jknp		jn	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN40. (SHOWCARD) 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? IF NECESSARY By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	348 27%	67 37% bdefg	69 25%	83 30% d	44 22%	48 27%	86 24%	348 27%	188 30% i	160 25%	113 31% lmo	110 30% lmo	62 22%	64 23%	223 30% lmo	125 23%	348 27%
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	824 64%	103 58%	183 66%	178 65%	143 71% aef	109 60%	218 60%	824 64%	390 61%	435 67% h	239 64%	227 62%	183 67%	175 63%	466 63%	358 65%	824 64%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN40. (SHOWCARD) 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? IF NECESSARY By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
If the site looks secure (has the padlock symbol or uses 'https')	792 61%	674 62% d	74 62% d	34 65% d	10 37%	792 61% d	691 62%	101 58%	** **	747 64%	733 64% k	51 42%	784 62% k
If I'm familiar with the company or brand	595 46%	506 46% d	59 50% d	21 40%	9 32%	595 46% d	520 47%	75 43%	** **	552 47%	550 48% k	40 33%	590 46% k
If there is a link to another reputable service like PayPal	510 39%	434 40%	47 39%	18 35%	10 39%	510 39%	428 38%	82 47% f	** **	483 41%	479 42% k	27 22%	506 40% k
If there is a guarantee my details won't be shared with anyone else.	444 34%	387 35% cd	39 32% c	12 22%	6 24%	444 34% cd	378 34%	65 38%	** **	427 36%	418 36% k	21 17%	439 34% k
If the site is recommended by friends/ family	299 23%	254 23% cd	35 29% cd	6 11%	4 16%	299 23% cd	266 24%	33 19%	** **	281 24%	280 24% k	14 12%	295 23% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN40. (SHOWCARD) 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? IF NECESSARY By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
If it's the only way to get the service or product I want	182 14%	157 14% c	16 14%	4 8%	4 15% c	182 14% c	169 15% g	13 7%	** **	174 15%	170 15% k	7 6%	177 14% k
If the site is listed by a search engine such as Google or Bing	148 11%	134 12% bcd	8 7%	4 7%	1 5%	148 11% d	128 11%	20 11%	** **	140 12%	139 12% k	7 6%	146 11% k
UNPROMPTED RESPONSES													
I don't do this/ I never register online/ I don't give out my personal details	52 4%	45 4%	3 3%	3 6%	1 3%	52 4%	43 4%	10 6%	** **	40 3%	36 3%	16 13% jl	51 4%
Other	10 1%	10 1%	- -%	- -%	- -%	10 1%	6 1%	4 2% f	** **	10 1%	10 1%	- -%	10 1%
I register my details online whenever they are required	59 5%	48 4%	6 5%	2 4%	3 10% ace	59 5%	50 4%	9 5%	** **	52 4%	52 5%	5 4%	57 4%
Don't know	66 5%	56 5%	3 3%	3 5%	4 13% abce	66 5%	55 5%	11 6%	** **	57 5%	48 4%	15 13% jl	63 5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN40. (SHOWCARD) 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? IF NECESSARY By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
SUMMARY CODES													
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	348 27%	303 28% c	30 25%	9 17%	7 28% c	348 27% c	311 28%	38 22%	** **	327 28%	323 28% k	19 15%	342 27% k
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	824 64%	688 63%	84 70% d	38 71% ade	15 56%	824 64% d	708 63%	116 67%	** **	750 64%	745 65%	72 59%	817 64%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN41. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Search engines - such as Google	1220	168	260	265	189	175	337	1220	599	621	360	349	259	252	709	511	1220
	94%	94%	95%	96%	94%	97%	93%	94%	94%	95%	97%	96%	94%	90%	96%	92%	94%
											mo	mo			mo		m
The Wikipedia website	604	89	118	145	96	75	156	604	324	280	224	172	106	101	397	207	604
	47%	50%	43%	53%	47%	42%	43%	47%	51%	43%	60%	47%	39%	36%	54%	37%	47%
				bef					i		klmop	lmo			klmop		lmo
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	597	77	123	130	100	87	168	597	302	294	217	172	110	97	389	207	597
	46%	43%	45%	47%	50%	48%	46%	46%	47%	45%	58%	47%	40%	35%	53%	37%	46%
											klmop	mo			lmop		mo
The YouTube website	486	90	113	112	69	63	103	486	259	227	159	142	101	85	300	186	486
	38%	51%	41%	41%	34%	35%	28%	38%	41%	35%	43%	39%	37%	30%	41%	33%	38%
		cdefg	f	f				f	i		mo	m			mo		m
The BBC website	464	74	84	107	71	72	129	464	254	210	189	135	80	60	324	140	464
	36%	42%	30%	39%	35%	40%	36%	36%	40%	32%	51%	37%	29%	22%	44%	25%	36%
		b							i		klmnop	lmo	m		klmop		lmo
Social media websites or apps (like Facebook, Twitter, Instagram)	388	86	97	83	56	41	67	388	167	221	112	115	86	76	227	161	388
	30%	48%	35%	30%	28%	23%	18%	30%	26%	34%	30%	31%	31%	27%	31%	29%	30%
		bcdefg	ef	f	f			ef		h							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN41. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Newspaper websites/apps like theguardian.com or www.dailymail.co.uk etc.	380 29%	56 32%	63 23%	91 33% b	62 31%	55 30%	108 30%	380 29%	209 33% i	171 26%	163 44% klmnop	110 30% lmo	52 19%	56 20%	272 37% klmop	108 19%	380 29% lmo
A Government or local council website	362 28%	35 20%	66 24%	83 30% a	59 29% a	62 34% ab	119 33% ab	362 28% a	188 30%	173 27%	138 37% klmop	108 30% lmo	56 20%	61 22%	245 33% lmop	116 21%	362 28% lmo
Online articles on sites/ apps like Buzzfeed.com or huffingtonpost.co.uk etc.	136 11%	30 17% efg	30 11% f	36 13% ef	22 11% f	13 7%	19 5%	136 11% f	66 10%	70 11%	51 14% lmo	54 15% lmop	16 6%	16 6%	105 14% lmop	31 6%	136 11% lmo
ANY OF THESE	1265 98%	175 98%	269 98%	274 100% df	195 97%	179 99%	352 97%	1265 98%	626 98%	639 98%	369 99% mo	358 98% m	269 98%	268 96%	727 99% mo	537 97%	1265 98% m
None of these	26 2%	3 2%	7 2%	1 *%	6 3% c	2 1%	9 3% c	26 2%	12 2%	14 2%	2 1%	7 2%	6 2%	12 4% jknp	9 1%	18 3% jn	26 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN41. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Search engines - such as Google	1220	1032	113	49	25	1220	1055	165	**	1120	1097	106	1203
	94%	95%	95%	93%	94%	94%	94%	95%	**	95%	95%	88%	94%
											k		k
The Wikipedia website	604	512	58	22	12	604	520	84	**	572	560	36	596
	47%	47%	49%	42%	43%	47%	47%	48%	**	49%	49%	30%	47%
											k		k
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	597	492	66	30	9	597	505	91	**	569	555	35	589
	46%	45%	55%	56%	35%	46%	45%	52%	**	48%	48%	29%	46%
		d	ade	ade		d					k		k
The YouTube website	486	408	54	15	9	486	425	61	**	462	462	20	483
	38%	37%	45%	29%	34%	38%	38%	35%	**	39%	40%	17%	38%
		c	cd			c					k		k
The BBC website	464	402	39	15	7	464	396	69	**	440	425	31	457
	36%	37%	33%	29%	27%	36%	35%	39%	**	37%	37%	26%	36%
		cd				d					k		k
Social media websites or apps (like Facebook, Twitter, Instagram)	388	316	43	19	10	388	345	42	**	360	373	13	385
	30%	29%	36%	36%	35%	30%	31%	24%	**	31%	32%	10%	30%
											k		k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN41. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Newspaper websites/apps like theguardian.com or www.dailymail.co.uk etc.	380 29%	322 29%	35 29%	15 28%	9 33%	380 29%	332 30%	48 28%	** **	362 31%	352 31% k	22 19%	374 29% k
A Government or local council website	362 28%	303 28% d	42 35% cd	12 22%	5 19%	362 28% d	293 26%	69 39% f	** **	345 29%	328 28%	27 22%	354 28%
Online articles on sites/ apps like Buzzfeed.com or huffingtonpost.co.uk etc.	136 11%	111 10%	14 12%	8 14%	3 12%	136 11%	123 11%	14 8%	** **	132 11%	129 11% k	3 3%	132 10% k
ANY OF THESE	1265 98%	1067 98%	119 99%	52 99%	27 99%	1265 98%	1094 98%	170 98%	** **	1157 99%	1134 98% k	113 93%	1247 98% k
None of these	26 2%	24 2%	1 1%	1 1%	* 1%	26 2%	22 2%	4 2%	** **	17 1%	18 2%	8 7% jl	26 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Yes	1249	175	268	271	193	173	342	1249	621	628	365	354	261	269	719	530	1249
	97%	98%	97%	98%	96%	96%	95%	97%	97%	96%	98%	97%	95%	96%	98%	95%	97%
				f							o				o		
No	41	3	6	4	8	8	19	41	17	24	7	10	13	12	16	25	41
	3%	2%	2%	2%	4%	4%	5%	3%	3%	4%	2%	3%	5%	4%	2%	4%	3%
							c						n			jn	
Don't know	1	-	1	*	-	-	-	1	*	1	-	1	-	*	1	*	1
	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Yes	1249	1053	119	51	26	1249	1080	169	**	1143	1123	110	1233
	97%	96%	99%	96%	97%	97%	97%	97%	**	97%	98%	91%	97%
			a								k		k
No	41	37	1	2	1	41	36	5	**	31	27	11	39
	3%	3%	1%	4%	3%	3%	3%	3%	**	3%	2%	9%	3%
		b										jl	
Don't know	1	1	-	-	*	1	1	-	**	1	1	*	1
	*%	*%	-%	-%	*%	*%	*%	-%	**	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who have used search engines in the last year

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1547	240	249	304	244	239	510	1547	774	773	358	534	301	354	892	655	1547
Effective Weighted Sample	1175	178	201	238	190	192	399	1175	581	593	290	420	227	267	683	492	1175
Total	1249	175	268	271	193	173	342	1249	621	628	365	354	261	269	719	530	1249
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	251 20%	38 22%	53 20%	59 22%	38 20%	33 19%	64 19%	251 20%	118 19%	133 21%	71 19%	66 19%	51 19%	64 24%	137 19%	114 22%	251 20%
I think that some of the websites will be accurate or unbiased and some won't be	732 59%	104 59%	154 57%	167 62%	117 61%	98 56%	191 56%	732 59%	381 61%	351 56%	237 65% mop	223 63% mo	149 57% m	123 46%	460 64% mop	272 51%	732 59% mo
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	213 17%	25 14%	49 18%	40 15%	33 17%	35 20%	67 20%	213 17%	103 17%	109 17%	45 12%	55 16%	50 19% j	62 23% jknp	101 14%	112 21% jknp	213 17%
Don't know	53 4%	8 5%	13 5%	5 2%	5 3%	8 4%	21 6% c	53 4%	19 3%	34 5% h	11 3%	10 3%	12 5%	20 7% jknp	21 3%	32 6% kn	53 4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who have used search engines in the last year

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1547	968	194	190	195	1547	1292	255	86	1401	1362	166	1528
Effective Weighted Sample	1175	902	177	183	180	1175	1000	176	64	1070	1034	130	1158
Total	1249	1053	119	51	26	1249	1080	169	60	1143	1123	110	1233
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	251 20%	212 20%	19 16%	13 25% b	7 25% b	251 20%	229 21% g	22 13%	** **	222 19%	222 20%	24 22%	246 20%
I think that some of the websites will be accurate or unbiased and some won't be	732 59%	622 59%	68 57%	28 56%	14 53%	732 59%	615 57%	117 69% f	** **	684 60%	675 60% k	50 46%	726 59% k
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	213 17%	179 17% d	24 20% d	8 15%	2 9%	213 17% d	187 17%	26 15%	** **	191 17%	183 16%	28 25% jl	211 17%
Don't know	53 4%	40 4%	8 6%	2 4%	3 13% abce	53 4%	49 5%	4 2%	** **	46 4%	43 4%	8 7%	51 4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who have used search engines in the last year

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1547	240	249	304	244	239	510	1547	774	773	358	534	301	354	892	655	1547
Effective Weighted Sample	1175	178	201	238	190	192	399	1175	581	593	290	420	227	267	683	492	1175
Total	1249	175	268	271	193	173	342	1249	621	628	365	354	261	269	719	530	1249
These are adverts/ sponsored links/ paid to appear here	784 63%	109 62%	167 62%	178 66%	117 61%	110 64%	213 62%	784 63%	412 66% i	373 59%	275 75% klmop	223 63% mo	161 62% m	126 47%	498 69% klmop	287 54%	784 63% mo
These are the best results/ the most relevant results	285 23%	44 25% f	51 19%	86 32% bdefg	44 23%	37 22%	61 18%	285 23% f	149 24%	137 22%	84 23%	90 25%	55 21%	57 21%	173 24%	112 21%	285 23%
These are most popular results used by other people	285 23%	39 22%	60 22%	54 20%	53 27%	43 25%	80 23%	285 23%	134 22%	151 24%	71 19%	80 23%	52 20%	82 30% jklnp	151 21%	134 25%	285 23%
Other	14 1%	4 2% bc	- -%	- -%	3 2%	4 2% bc	7 2% bc	14 1%	10 2%	5 1%	3 1%	3 1%	5 2%	4 2%	6 1%	9 2%	14 1%
ONLY SELECTED THE CORRECT RESPONSE- ADVERTS/ SPONSORED LINKS/ PAID TO APPEAR	605 48%	82 47%	139 52%	123 45%	88 46%	83 48%	172 50%	605 48%	311 50%	293 47%	208 57% kmop	166 47% m	132 50% m	99 37%	374 52% mo	231 44%	605 48% m
Don't know	125 10%	14 8%	29 11%	24 9%	18 10%	18 10%	40 12%	125 10%	54 9%	72 11%	19 5%	33 9% j	31 12% jn	42 16% jknp	52 7%	73 14% jknp	125 10% jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who have used search engines in the last year

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1547	968	194	190	195	1547	1292	255	86	1401	1362	166	1528
Effective Weighted Sample	1175	902	177	183	180	1175	1000	176	64	1070	1034	130	1158
Total	1249	1053	119	51	26	1249	1080	169	60	1143	1123	110	1233
These are adverts/ sponsored links/ paid to appear here	784 63%	678 64% bd	67 56% d	30 60% d	9 36%	784 63% d	687 64%	97 57%	** **	732 64%	713 63% k	60 54%	772 63%
These are the best results/ the most relevant results	285 23%	249 24% bc	18 15%	8 17%	10 38% abce	285 23% b	256 24%	30 18%	** **	266 23%	265 24%	19 17%	284 23%
These are most popular results used by other people	285 23%	240 23%	28 24%	13 25%	5 17%	285 23%	249 23%	36 22%	** **	264 23%	257 23%	25 23%	282 23%
Other	14 1%	12 1%	2 2%	* 1%	* *%	14 1%	11 1%	3 2%	** **	12 1%	11 1%	3 3%	14 1%
ONLY SELECTED THE CORRECT RESPONSE- ADVERTS/ SPONSORED LINKS/ PAID TO APPEAR	605 48%	509 48% d	60 51% d	27 53% d	8 32%	605 48% d	523 48%	82 48%	** **	561 49%	546 49%	49 45%	595 48%
Don't know	125 10%	104 10%	13 11%	5 9%	4 15%	125 10%	101 9%	25 15% f	** **	103 9%	104 9%	19 17% jl	123 10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Everyone will see exactly the same adverts as me	321 25%	37 21%	59 21%	71 26%	59 29% a	45 25%	95 26%	321 25%	152 24%	169 26%	81 22%	92 25%	66 24%	83 30% jn	173 23%	149 27%	321 25%
Some people might see different adverts to the ones that I see	778 60%	122 69% defg	181 66% df	173 63% f	111 55%	104 58%	190 53%	778 60% f	407 64% i	371 57%	256 69% kmop	223 61% mo	168 61% m	132 47%	478 65% mop	300 54%	778 60% mo
Don't know	191 15%	19 11%	35 13%	31 11%	31 15%	32 17%	76 21% abcg	191 15%	79 12%	113 17% h	35 9%	50 14%	41 15%	65 23% jklnp	85 12%	106 19% jknp	191 15% jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Everyone will see exactly the same adverts as me	321 25%	280 26% b	20 17%	14 26% b	8 29% b	321 25% b	281 25%	40 23%	** **	297 25%	286 25%	30 25%	316 25%
Some people might see different adverts to the ones that I see	778 60%	650 60%	83 70% acde	30 57%	15 54%	778 60%	668 60%	110 63%	** **	720 61%	711 62% k	61 50%	772 61% k
Don't know	191 15%	162 15%	16 14%	9 16%	5 17%	191 15%	167 15%	24 14%	** **	158 13%	155 13%	31 25% jl	186 15%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN49. (SHOWCARD) Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
I don't mind seeing any online ads	308 24%	59 33% cefg	76 28% cf	50 18%	50 25%	35 20%	73 20%	308 24%	161 25%	147 23%	77 21%	79 22%	72 26%	79 28% jkn	156 21%	152 27% jkn	308 24%
I don't mind seeing online ads as long as they are for things I'm interested in	495 38%	64 36%	104 38%	123 45% f	78 39%	65 36%	127 35%	495 38%	243 38%	252 39%	141 38%	151 42% m	107 39%	96 34%	292 40%	203 37%	495 38%
I dislike all online ads	470 36%	52 29%	94 34%	97 35%	74 37%	78 43% a	152 42% ag	470 36%	227 36%	243 37%	150 40%	130 36%	89 32%	100 36%	281 38%	189 34%	470 36%
Don't know	18 1%	2 1%	2 1%	5 2%	* *%	2 1%	9 3% d	18 1%	7 1%	11 2%	3 1%	4 1%	6 2%	6 2%	7 1%	11 2%	18 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN49. (SHOWCARD) Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
I don't mind seeing any online ads	308	266	22	13	7	308	269	39	**	272	275	29	304
	24%	24%	19%	24%	25%	24%	24%	22%	**	23%	24%	24%	24%
I don't mind seeing online ads as long as they are for things I'm interested in	495	398	66	18	14	495	440	55	**	457	454	38	492
	38%	36%	55%	34%	51%	38%	39%	32%	**	39%	39%	31%	39%
			ace		ace		g						
I dislike all online ads	470	413	30	21	5	470	394	76	**	433	408	50	459
	36%	38%	25%	40%	20%	36%	35%	43%	**	37%	35%	42%	36%
		bd		bd		bd		f					
Don't know	18	15	1	1	1	18	13	5	**	13	14	4	18
	1%	1%	1%	1%	4%	1%	1%	3%	**	1%	1%	3%	1%
					abe							j	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN50. (SHOWCARD) Have you ever done any of the following? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Say no / don't tick the box allowing companies to send me 'information on offers and news'	746 58%	92 52%	162 59%	161 59%	136 68% afg	105 58%	194 54%	746 58%	370 58%	376 58%	257 69% klmop	207 57%	141 51%	141 50%	464 63% klmop	282 51%	746 58% mo
Used ad-blocking filters or software (software that prevents some types of ads appearing)	437 34%	67 38% f	97 35% f	101 37% f	76 37% f	55 30%	96 27%	437 34% f	234 37% i	202 31%	152 41% klmop	122 33%	84 31%	79 28%	273 37% mo	163 29%	437 34%
Used false information when registering for things online to avoid spam/ junk email	267 21%	48 27% ef	70 25% ef	59 22% ef	50 25% ef	26 14%	39 11%	267 21% ef	141 22%	126 19%	92 25% lmo	91 25% lmo	42 15%	42 15%	183 25% lmop	84 15%	267 21% mo
ANY OF THESE STEPS TAKEN	937 73%	126 71%	204 74% f	215 78% ef	157 78% f	126 70%	235 65%	937 73% f	473 74%	464 71%	311 84% klmnop	264 72% mo	187 68%	175 62%	575 78% klmop	362 65%	937 73% mo
None of these	338 26%	51 29%	65 24%	58 21%	42 21%	52 28%	122 34% bcdg	338 26%	162 25%	177 27%	57 15%	96 26% jn	85 31% jn	101 36% jknp	153 21% j	185 33% jknp	338 26% jn
Don't know	16 1%	1 1%	6 2%	1 1%	2 1%	3 2%	5 1%	16 1%	4 1%	12 2%	4 1%	4 1%	3 1%	5 2%	8 1%	8 1%	16 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN50. (SHOWCARD) Have you ever done any of the following? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Say no / don't tick the box allowing companies to send me 'information on offers and news'	746 58%	627 57% cd	85 71% acde	24 46% d	9 34%	746 58% cd	628 56%	117 67% f	** **	699 59%	684 59% k	57 47%	741 58% k
Used ad-blocking filters or software (software that prevents some types of ads appearing)	437 34%	375 34% d	41 35% d	17 33% d	3 11%	437 34% d	383 34%	53 31%	** **	416 35%	414 36% k	16 13%	430 34% k
Used false information when registering for things online to avoid spam/ junk email	267 21%	226 21% d	29 24% d	9 16%	3 12%	267 21% d	241 22% g	26 15%	** **	250 21%	261 23% k	4 4%	265 21% k
ANY OF THESE STEPS TAKEN	937 73%	793 73% d	96 80% acde	36 69% d	11 42%	937 73% d	806 72%	131 75%	** **	874 74%	866 75% k	63 52%	929 73% k
None of these	338 26%	283 26%	24 20%	16 30% b	15 56% abce	338 26%	297 27%	42 24%	** **	287 24%	273 24%	56 46% jl	329 26%
Don't know	16 1%	15 1%	- -%	* 1%	1 2%	16 1%	14 1%	2 1%	** **	14 1%	13 1%	2 2%	15 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1179	232	229	252	202	150	264	1179	588	591	276	415	244	244	691	488	1179
Effective Weighted Sample	910	173	186	201	158	123	210	910	449	461	229	329	187	188	536	374	910
Total	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
They are being paid by the company or brand to say this	739 74%	137 80% cef	186 74%	161 70%	121 76%	78 68%	134 70%	739 74%	379 76%	360 72%	237 79% lmo	216 75% o	149 67%	137 70%	454 77% lmo	286 69%	739 74%
They think this information will be of interest or use to their followers	337 34%	63 37% f	83 33% f	88 38% f	58 36% f	32 28%	45 24%	337 34% f	172 34%	166 33%	128 43% klmop	98 34% mo	64 29%	48 24%	226 39% lmo	112 27%	337 34% mo
They like to use those particular products or brands because of their quality or value	197 20%	35 20%	61 24% f	49 21% f	26 16%	20 17%	26 14%	197 20% f	94 19%	102 20%	64 21%	54 19%	50 22%	29 15%	117 20%	79 19%	197 20%
Other	5 1%	- -%	- -%	- -%	2 1%	1 1%	3 1%	5 1%	5 1% i	- -%	2 1%	1 *%	2 1%	- -%	3 *%	2 1%	5 1%
Don't know	106 11%	12 7%	27 11%	18 8%	17 11%	18 16% ac	32 17% acg	106 11%	39 8%	67 13% h	20 7%	21 7%	33 15% jkn	32 16% jknp	41 7%	65 16% jknp	106 11% n

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
They are being paid by the company or brand to say this	739 74%	628 74%	69 69%	27 71%	16 80% b	739 74%	647 73%	92 76%	** **	697 74%	705 74%	** **	732 74%
They think this information will be of interest or use to their followers	337 34%	290 34%	29 29%	12 32%	6 31%	337 34%	291 33%	46 38%	** **	321 34%	327 34%	** **	334 34%
They like to use those particular products or brands because of their quality or value	197 20%	172 20%	15 15%	6 16%	4 19%	197 20%	167 19%	29 24%	** **	184 20%	187 20%	** **	194 20%
Other	5 1%	5 1%	- -%	* 1%	- -%	5 1%	4 *%	1 1%	** **	5 1%	5 1%	** **	5 1%
Don't know	106 11%	91 11%	11 11%	2 6%	2 9%	106 11%	93 11%	12 10%	** **	97 10%	94 10%	** **	105 11%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN52. (SHOWCARD) There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? IF NECESSARY: This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the John Lewis or Tesco websites/ apps (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Using 'cookies' to collect information about the websites people visit or what products and services interest them	911 71%	127 71%	208 76% f	198 72%	140 70%	133 73%	238 66%	911 71%	464 73%	447 69%	291 78% klmop	262 72% mo	186 68%	172 61%	553 75% lmop	358 65%	911 71% mo
Collecting information from social media accounts i.e. about users interests, "likes", location, preferences and so on	771 60%	118 66% ef	180 65% ef	172 63% f	125 62% f	101 56%	176 49%	771 60% f	403 63% i	368 56%	261 70% lmop	232 64% mo	156 57% m	122 43%	493 67% lmop	278 50%	771 60% mo
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	738 57%	94 53%	176 64% af	165 60% f	120 59% f	104 57%	183 51%	738 57% f	389 61% i	349 53%	246 66% lmop	228 63% lmop	141 51%	124 44%	474 64% lmop	264 48%	738 57% mo
Using apps on smartphones to collect data on users' locations or what products and services interest them	628 49%	94 53% f	146 53% f	144 52% f	105 52% f	84 47%	139 38%	628 49% f	340 53% i	288 44%	225 60% klmop	188 52% lmo	118 43% m	97 35%	413 56% lmop	215 39%	628 49% mo

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN52. (SHOWCARD) There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? IF NECESSARY: This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the John Lewis or Tesco websites/ apps (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	1056 82%	151 85% f	236 86% f	227 82% f	169 84% f	146 81%	273 76%	1056 82% f	538 84% i	518 79%	324 87% lmop	308 85% mo	220 80% m	204 73%	632 86% lmop	423 76%	1056 82% mo
TOTAL - AWARE OF ALL OF THESE WAYS	478 37%	61 34%	117 42% f	113 41% f	78 39% f	69 38% f	109 30%	478 37% f	261 41% i	217 33%	174 47% klmop	142 39% mo	92 33% m	70 25%	316 43% lmop	161 29%	478 37% mo
Not aware of any of these / Not aware that companies collect information about what people do online	143 11%	12 7%	21 8%	41 15% ab	18 9%	23 13%	51 14% ab	143 11%	64 10%	79 12%	27 7%	37 10%	28 10%	50 18% jklnp	64 9%	78 14% jn	143 11%
Don't know	93 7%	16 9% c	18 7%	8 3%	14 7% c	12 7%	37 10% cg	93 7% c	37 6%	56 9%	20 6%	19 5%	26 10% kn	27 10% kn	39 5%	53 10% jkn	93 7%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN52. (SHOWCARD) There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? IF NECESSARY: This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the John Lewis or Tesco websites/ apps (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Using 'cookies' to collect information about the websites people visit or what products and services interest them	911 71%	768 70% d	88 73% d	41 79% ade	14 53%	911 71% d	780 70%	131 75%	** **	851 72%	843 73% k	57 47%	900 71% k
Collecting information from social media accounts i.e. about users interests, "likes", location, preferences and so on	771 60%	655 60%	71 59%	30 56%	16 59%	771 60%	655 59%	116 67% f	** **	721 61%	723 63% k	41 34%	764 60% k
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	738 57%	619 57% d	79 66% acde	29 56% d	11 40%	738 57% d	624 56%	114 65% f	** **	695 59%	684 59% k	49 40%	733 58% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN52. (SHOWCARD) There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? IF NECESSARY: This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the John Lewis or Tesco websites/ apps (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Using apps on smartphones to collect data on users' locations or what products and services interest them	628 49%	532 49% d	63 52% cd	22 42%	11 40%	628 49% d	533 48%	95 54%	** **	592 50%	598 52% k	25 20%	623 49% k
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	1056 82%	882 81%	106 89% ade	47 89% ade	21 77%	1056 82%	902 81%	154 88% f	** **	980 83%	968 84% k	75 62%	1043 82% k
TOTAL - AWARE OF ALL OF THESE WAYS	478 37%	409 37% d	44 37% d	18 35% d	6 23%	478 37% d	402 36%	75 43%	** **	455 39%	456 40% k	18 15%	474 37% k
Not aware of any of these / Not aware that companies collect information about what people do online	143 11%	127 12%	8 7%	4 8%	3 12%	143 11%	131 12% g	12 7%	** **	121 10%	109 10%	30 25% jl	140 11%
Don't know	93 7%	83 8% c	5 4%	2 3%	3 10% bc	93 7% c	83 7%	9 5%	** **	74 6%	74 6%	16 14% jl	91 7%

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

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Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
I can choose to opt-out at any point and they will stop using my data	390 30%	58 33% ef	94 34% ef	87 32% ef	70 35% ef	41 23%	80 22%	390 30% ef	194 30%	196 30%	136 36% lmop	116 32% mo	77 28%	62 22%	251 34% mo	139 25%	390 30% mo
They are clear about how they will use my information	377 29%	56 31% f	100 36% efg	90 33% ef	56 28% f	42 23%	74 21%	377 29% f	185 29%	192 29%	142 38% klmop	109 30% mo	74 27% m	52 19%	251 34% lmop	126 23%	377 29% mo
They reassure me they will not share my information with other companies	342 26%	44 25%	86 31%	68 25%	56 28%	48 26%	87 24%	342 26%	164 26%	178 27%	125 34% kmop	96 26% m	72 26% m	49 17%	221 30% mo	121 22%	342 26% mo
I get something like access to a free service in return - like access to their public WiFi network	286 22%	62 35% cdefg	78 28% defg	60 22% f	31 15%	34 19%	54 15%	286 22% df	165 26% i	121 19%	95 26% m	80 22%	61 22%	49 18%	175 24% m	110 20%	286 22%
They use it to send me relevant special offers/ discounts for products/ services they think I might like	278 22%	50 28% efg	72 26% ef	60 22% ef	43 21% ef	25 14%	53 15%	278 22% ef	133 21%	145 22%	91 25% mo	83 23% m	59 22%	44 16%	174 24% mo	103 19%	278 22% m

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

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Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
I get a personalised service in return - like a weather update on my phone (based on my location)	195 15%	36 20% def	50 18% f	48 18% f	23 11%	22 12%	38 11%	195 15% f	119 19% i	76 12%	75 20% lmop	54 15%	35 13%	32 11%	129 17% mo	67 12%	195 15%
They use it to show me adverts or information that might be more relevant to me	194 15%	37 21% defg	46 17% f	52 19% ef	25 12%	19 10%	35 10%	194 15% f	96 15%	98 15%	62 17%	60 17%	34 12%	38 14%	122 17%	72 13%	194 15%
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	736 57%	122 68% defg	173 63% ef	174 63% ef	115 57% ef	78 43%	151 42%	736 57% ef	367 57%	369 56%	242 65% lmop	213 59% mo	146 53%	134 48%	455 62% lmop	280 51%	736 57% mo
I am not happy for companies to collect and use my personal information	510 39%	49 28%	94 34%	92 33%	80 40% a	100 56% abcdg	195 54% abcdg	510 39% a	253 40%	257 39%	115 31%	147 40% j	118 43% jn	130 46% jnp	262 36%	248 45% jnp	510 39% j
Don't know	46 4%	7 4%	8 3%	9 3%	7 3%	3 1%	15 4%	46 4%	18 3%	27 4%	15 4% k	4 1%	10 4% k	16 6% kn	19 3%	26 5% kn	46 4% k

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

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
I can choose to opt-out at any point and they will stop using my data	390 30%	322 30% c	53 44% acde	9 18%	6 23%	390 30% cd	324 29%	66 38% f	** **	369 31%	369 32% k	15 12%	384 30% k
They are clear about how they will use my information	377 29%	312 29% c	50 42% acde	9 16%	6 22%	377 29% cd	322 29%	55 31%	** **	355 30%	356 31% k	14 12%	371 29% k
They reassure me they will not share my information with other companies	342 26%	285 26% d	43 36% acde	10 20%	4 14%	342 26% d	282 25%	60 34% f	** **	323 27%	316 27% k	20 17%	336 26% k
I get something like access to a free service in return - like access to their public WiFi network	286 22%	243 22% d	25 21% d	15 28% d	3 10%	286 22% d	254 23%	31 18%	** **	267 23%	268 23% k	13 10%	281 22% k

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

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
They use it to send me relevant special offers/ discounts for products/ services they think I might like	278 22%	223 20%	41 34% acde	10 18%	4 16%	278 22%	236 21%	42 24%	** **	260 22%	262 23% k	13 11%	275 22% k
I get a personalised service in return - like a weather update on my phone (based on my location)	195 15%	164 15% d	22 18% d	8 15% d	1 5%	195 15% d	168 15%	27 15%	** **	184 16%	186 16% k	6 5%	192 15% k
They use it to show me adverts or information that might be more relevant to me	194 15%	159 15% d	23 19% d	10 19% d	2 9%	194 15% d	170 15%	25 14%	** **	173 15%	186 16% k	8 6%	194 15% k
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	736 57%	608 56% d	85 71% acde	31 60% d	12 44%	736 57% d	642 57%	94 54%	** **	681 58%	686 60% k	40 33%	726 57% k

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

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
I am not happy for companies to collect and use my personal information	510	442	34	20	13	510	436	74	**	455	429	74	503
	39%	41%	29%	38%	48%	39%	39%	42%	**	39%	37%	61%	39%
		b			bce	b						jl	
Don't know	46	42	1	1	2	46	39	7	**	39	37	8	44
	4%	4%	1%	2%	8%	4%	3%	4%	**	3%	3%	6%	3%
		b			abce	b							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN54. (SHOWCARD) Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Added filters to or edited a digital photo	458	104	132	97	60	33	64	458	213	245	137	135	95	91	272	186	458
	35%	59%	48%	35%	30%	18%	18%	35%	33%	37%	37%	37%	35%	32%	37%	33%	35%
		bcdefg	cdefg	ef	ef			ef									
Followed online tutorials (e.g. hair, make up, DIY, cookery, drawing, how to play a musical instrument etc.)	400	82	98	89	53	44	78	400	199	201	132	119	80	69	250	150	400
	31%	46%	36%	32%	26%	24%	21%	31%	31%	31%	35%	33%	29%	25%	34%	27%	31%
		bcdefg	def	f				f			mo	m			mo		m
Made a video and shared it online	374	84	116	83	45	27	47	374	192	183	97	116	92	69	214	161	374
	29%	47%	42%	30%	22%	15%	13%	29%	30%	28%	26%	32%	33%	25%	29%	29%	29%
		cdefg	cdefg	ef	f			ef				m	m				
Live streamed videos on sites like Facebook Live, YouTube Live or 'Live' on Instagram Stories	234	52	72	52	31	22	27	234	113	120	53	75	60	46	128	106	234
	18%	29%	26%	19%	15%	12%	7%	18%	18%	18%	14%	21%	22%	16%	17%	19%	18%
		cdefg	defg	f	f	f		ef				j	j				
Created an online photo book, calendar, personalised birthday card	223	30	75	55	34	19	28	223	84	139	80	71	37	34	151	71	223
	17%	17%	27%	20%	17%	11%	8%	17%	13%	21%	22%	19%	14%	12%	21%	13%	17%
		f	adefg	ef	f			ef		h	lmo	mo			lmo		mo

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IN54. (SHOWCARD) Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Made a meme or gif (an image, video or text that gets circulated online)	144	34	49	37	13	6	12	144	76	68	33	49	35	27	82	63	144
	11%	19%	18%	13%	7%	4%	3%	11%	12%	10%	9%	13%	13%	10%	11%	11%	11%
		defg	defg	def				ef									
Made/ built/ modified a website or app	130	24	40	30	19	12	17	130	85	45	51	40	29	11	91	40	130
	10%	14%	14%	11%	9%	7%	5%	10%	13%	7%	14%	11%	10%	4%	12%	7%	10%
		ef	ef	f	f			f	i		mo	mo	m		mo		m
Made a blog or vlog (video blog)	100	19	35	26	7	12	13	100	46	54	36	28	22	15	64	37	100
	8%	11%	13%	9%	4%	7%	4%	8%	7%	8%	10%	8%	8%	5%	9%	7%	8%
		df	defg	df				df			m						
Created an online scrapbook of ideas, on sites like Pinterest	89	16	36	20	8	6	8	89	31	58	27	28	24	11	55	35	89
	7%	9%	13%	7%	4%	3%	2%	7%	5%	9%	7%	8%	9%	4%	7%	6%	7%
		ef	cdefg	f				ef		h		m	m		m		
Made your own music online or changed/ edited somebody else's music (such as editing/ cutting or mixing tracks)	85	28	21	21	10	4	6	85	55	30	24	26	23	12	50	36	85
	7%	16%	8%	8%	5%	2%	2%	7%	9%	5%	7%	7%	9%	4%	7%	6%	7%
		bcdefg	ef	ef	f			ef	i								
TOTAL - ANY OF THESE	757	138	193	176	106	80	144	757	372	385	231	227	160	139	458	299	757
	59%	78%	70%	64%	52%	44%	40%	59%	58%	59%	62%	62%	58%	50%	62%	54%	59%
		cdefg	defg	def	f			ef			mo	mo	m		mo		m

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

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Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
None of these	525	40	80	96	95	101	214	525	263	262	139	137	112	137	276	249	525
	41%	22%	29%	35%	47%	56%	59%	41%	41%	40%	37%	38%	41%	49%	38%	45%	41%
				a	abc	abcg	abcdg	ab						jknp		jkn	
Don't know	9	*	2	3	1	*	3	9	3	6	1	1	3	4	2	7	9
	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%	*%	*%	1%	2%	*%	1%	1%
														n		n	

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

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Added filters to or edited a digital photo	458 35%	372 34%	60 50% acde	19 35%	7 27%	458 35% d	399 36%	59 34%	** **	430 37%	442 38% k	13 10%	455 36% k
Followed online tutorials (e.g. hair, make up, DIY, cookery, drawing, how to play a musical instrument etc.)	400 31%	340 31% d	38 32% d	16 30%	6 21%	400 31% d	330 30%	69 40% f	** **	383 33%	377 33% k	17 14%	394 31% k
Made a video and shared it online	374 29%	308 28%	46 38% acde	15 28%	7 24%	374 29%	328 29%	47 27%	** **	355 30%	364 32% k	8 6%	371 29% k
Live streamed videos on sites like Facebook Live, YouTube Live or 'Live' on Instagram Stories	234 18%	188 17%	30 25% ade	11 21%	4 15%	234 18%	205 18%	29 17%	** **	226 19%	226 20% k	5 4%	231 18% k
Created an online photo book, calendar, personalised birthday card	223 17%	176 16%	30 25% ade	12 23% ade	4 14%	223 17%	190 17%	32 19%	** **	212 18%	216 19% k	4 4%	220 17% k

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

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Made a meme or gif (an image, video or text that gets circulated online)	144 11%	113 10%	22 18% ade	8 14% d	2 7%	144 11%	130 12%	14 8%	** **	133 11%	141 12% k	- -%	141 11% k
Made/ built/ modified a website or app	130 10%	113 10% d	13 11% d	3 6%	1 4%	130 10% d	112 10%	19 11%	** **	124 11%	125 11% k	* *%	125 10% k
Made a blog or vlog (video blog)	100 8%	90 8%	7 5%	3 5%	1 4%	100 8%	90 8%	10 6%	** **	90 8%	97 8% k	- -%	97 8% k
Created an online scrapbook of ideas, on sites like Pinterest	89 7%	73 7%	7 6%	7 12% abe	2 8%	89 7%	75 7%	14 8%	** **	86 7%	87 8% k	- -%	87 7% k
Made your own music online or changed/ edited somebody else's music (such as editing/ cutting or mixing tracks)	85 7%	73 7% d	8 7% d	4 7% d	1 2%	85 7% d	77 7%	8 5%	** **	81 7%	82 7% k	2 2%	84 7% k
TOTAL - ANY OF THESE	757 59%	626 57%	88 74% acde	29 56%	13 50%	757 59% d	651 58%	106 61%	** **	711 61%	720 62% k	29 24%	749 59% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN54. (SHOWCARD) Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
None of these	525	458	31	23	13	525	457	68	**	456	425	90	515
	41%	42%	26%	44%	49%	41%	41%	39%	**	39%	37%	75%	40%
		b		b	be	b						jl	
Don't know	9	8	1	*	*	9	8	1	**	8	7	2	9
	1%	1%	1%	1%	1%	1%	1%	*%	**	1%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Insurance (e.g. travel, life, home or car/ van)	778 60%	68 38%	184 67% af	178 65% af	143 71% afg	113 62% a	204 57% a	778 60% a	398 62%	381 58%	262 70% klmop	231 63% mo	171 62% mo	114 41%	493 67% mop	285 51% m	778 60% mo
Travel (e.g. flights, hotels, holidays)	662 51%	74 41%	145 53% a	157 57% af	118 59% af	95 53% a	168 47%	662 51% a	337 53%	325 50%	237 64% lmop	212 58% lmop	121 44% m	93 33%	448 61% lmop	214 38%	662 51% lmo
Utilities (e.g. gas, electricity, water)	554 43%	33 18%	126 46% a	141 51% afg	105 52% afg	84 47% a	149 41% a	554 43% a	286 45%	267 41%	206 56% klmop	164 45% lmo	101 37%	82 29%	371 50% lmop	183 33%	554 43% mo
Household services (e.g. broadband, pay TV, mobile phone, landline, postal services)	492 38%	48 27%	113 41% af	131 48% aefg	92 46% aefg	63 35%	107 30%	492 38% af	255 40%	236 36%	185 50% klmop	149 41% lmo	88 32% m	68 24%	335 45% lmop	157 28%	492 38% mo
Banking (e.g. loans, credit cards or mortgages)	340 26%	38 21%	80 29% ef	108 39% abdefg	59 29% ef	33 18%	54 15%	340 26% ef	181 28%	159 24%	136 37% lmop	113 31% lmo	55 20% m	35 12%	249 34% lmop	90 16%	340 26% lmo
Other	21 2%	4 2%	3 1%	4 1%	4 2%	2 1%	5 1%	21 2%	9 1%	12 2%	12 3% ko	4 1%	2 1%	3 1%	15 2%	5 1%	21 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
EVER USED A PRICE COMPARISON WEBSITE	959	108	211	212	171	135	257	959	487	472	303	281	207	168	584	375	959
	74%	61%	77%	77%	85%	75%	71%	74%	76%	72%	82%	77%	75%	60%	79%	68%	74%
			a	a	abcefg	a	a	a			mop	mo	mo		mop	m	mo
Have never used a Price comparison website	322	69	62	61	29	45	101	322	149	173	67	80	66	109	146	175	322
	25%	39%	22%	22%	14%	25%	28%	25%	23%	26%	18%	22%	24%	39%	20%	32%	25%
		bcdefg	d	d		d	d	d						jklnop		jklnp	jn
Don't know	10	1	3	2	1	1	3	10	2	8	2	4	2	3	5	5	10
	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Insurance (e.g. travel, life, home or car/ van)	778	659	73	30	16	778	660	118	**	737	722	50	772
	60%	60%	61%	58%	59%	60%	59%	68%	**	63%	63%	41%	61%
								f			k		k
Travel (e.g. flights, hotels, holidays)	662	550	66	30	16	662	573	89	**	621	619	38	657
	51%	50%	55%	57%	59%	51%	51%	51%	**	53%	54%	32%	52%
					a						k		k
Utilities (e.g. gas, electricity, water)	554	482	48	18	6	554	475	78	**	527	512	35	547
	43%	44%	40%	34%	21%	43%	43%	45%	**	45%	44%	29%	43%
		cd	d	d		cd					k		k
Household services (e.g. broadband, pay TV, mobile phone, landline, postal services)	492	424	40	18	9	492	426	66	**	471	459	28	488
	38%	39%	34%	35%	32%	38%	38%	38%	**	40%	40%	23%	38%
											k		k
Banking (e.g. loans, credit cards or mortgages)	340	293	30	10	7	340	301	38	**	318	325	13	338
	26%	27%	25%	19%	24%	26%	27%	22%	**	27%	28%	11%	27%
		c				c					k		k
Other	21	20	-	*	*	21	18	3	**	17	20	1	21
	2%	2%	-%	*%	1%	2%	2%	2%	**	1%	2%	1%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
EVER USED A PRICE COMPARISON WEBSITE	959	809	91	39	20	959	819	140	**	900	882	68	950
	74%	74%	76%	74%	74%	74%	73%	80%	**	77%	77%	56%	75%
								f			k		k
Have never used a Price comparison website	322	274	27	14	6	322	288	34	**	267	260	53	313
	25%	25%	23%	26%	24%	25%	26%	19%	**	23%	23%	44%	25%
												jl	
Don't know	10	8	1	-	1	10	10	*	**	8	10	*	10
	1%	1%	1%	-%	3%	1%	1%	*%	**	1%	1%	*%	1%
					ace								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN56. (SHOWCARD) And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Insurance (e.g. travel, life, home or car/ van)	624 48%	55 31%	155 56% afg	131 48% a	119 59% acfg	92 51% a	164 45% a	624 48% a	320 50%	304 47%	212 57% kmop	173 47% m	145 53% mo	94 34%	385 52% mo	240 43% m	624 48% mo
Travel (e.g. flights, hotels, holidays)	515 40%	53 30%	114 42% a	122 44% af	97 48% afg	79 44% af	128 36%	515 40% a	263 41%	253 39%	189 51% lmop	166 46% lmop	93 34% m	68 24%	355 48% lmop	160 29%	515 40% mo
Utilities (e.g. gas, electricity, water)	349 27%	19 11%	84 31% a	78 28% a	63 31% a	60 33% a	105 29% a	349 27% a	190 30% i	160 24%	137 37% klmop	93 25%	64 23%	56 20%	230 31% klmo	120 22%	349 27% mo
Household services (e.g. broadband, pay TV, mobile phone, landline, postal services)	287 22%	27 15%	63 23%	81 29% afg	45 22%	48 26% a	72 20%	287 22% a	155 24%	132 20%	119 32% klmop	78 21% m	53 19%	38 13%	196 27% klmop	91 16%	287 22% mo
Banking (e.g. loans, credit cards or mortgages)	182 14%	23 13%	43 16% f	57 21% aefg	30 15% f	19 10%	29 8%	182 14% f	98 15%	83 13%	70 19% lmop	57 16% mo	32 12%	23 8%	127 17% lmo	54 10%	182 14% mo
Other	17 1%	4 2%	3 1%	2 1%	3 1%	2 1%	5 1%	17 1%	8 1%	10 2%	9 2%	3 1%	2 1%	3 1%	12 2%	5 1%	17 1%
USED A PRICE COMPARISON WEBSITE IN THE PAST 12 MONTHS	885 69%	102 57%	196 71% a	196 71% af	161 80% abcefg	122 67% a	230 64%	885 69% a	450 71%	434 67%	288 78% klmop	258 71% mo	190 69% mo	149 53%	546 74% mop	339 61% m	885 69% mo

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN56. (SHOWCARD) And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months? (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
Have not used a price comparison website in the past 12 months	392	74	76	74	40	58	128	392	184	208	81	101	82	127	183	209	392
	30%	42%	28%	27%	20%	32%	35%	30%	29%	32%	22%	28%	30%	45%	25%	38%	30%
		bcdg				d	cd	d					j	jklnop		jklnp	jn
Don't know	14	2	4	5	1	1	3	14	4	10	2	5	3	4	7	7	14
	1%	1%	1%	2%	*%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN56. (SHOWCARD) And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
Insurance (e.g. travel, life, home or car/ van)	624	530	60	22	12	624	522	102	**	594	584	36	620
	48%	49%	50%	42%	44%	48%	47%	59%	**	51%	51%	30%	49%
								f			k		k
Travel (e.g. flights, hotels, holidays)	515	420	55	27	14	515	443	73	**	487	488	23	511
	40%	38%	46%	50%	51%	40%	40%	42%	**	41%	42%	19%	40%
				ae	ae						k		k
Utilities (e.g. gas, electricity, water)	349	300	33	13	3	349	292	57	**	333	320	22	342
	27%	27%	28%	25%	10%	27%	26%	33%	**	28%	28%	18%	27%
		d	d	d		d					k		k
Household services (e.g. broadband, pay TV, mobile phone, landline, postal services)	287	247	26	10	4	287	238	49	**	279	272	13	285
	22%	23%	22%	20%	15%	22%	21%	28%	**	24%	24%	11%	22%
		d				d		f			k		k
Banking (e.g. loans, credit cards or mortgages)	182	157	16	4	4	182	155	27	**	166	172	9	181
	14%	14%	14%	8%	16%	14%	14%	15%	**	14%	15%	8%	14%
		c			c	c					k		k
Other	17	17	-	-	*	17	16	1	**	14	17	1	17
	1%	2%	-%	-%	*%	1%	1%	1%	**	1%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN56. (SHOWCARD) And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
USED A PRICE COMPARISON WEBSITE IN THE PAST 12 MONTHS	885 69%	746 68%	83 69%	37 71%	19 69%	885 69%	753 67%	132 76% f	** **	829 71%	819 71% k	56 46%	875 69% k
Have not used a price comparison website in the past 12 months	392 30%	334 31%	35 29%	15 29%	7 27%	392 30%	350 31% g	42 24%	** **	335 28%	319 28%	65 53% jl	383 30%
Don't know	14 1%	11 1%	2 2%	- -%	1 4% ace	14 1%	14 1%	1 *%	** **	11 1%	14 1%	* *%	14 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN56. (SHOWCARD) And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months? (MULTI CODE)

Base : Those who have ever used a price comparison website

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1177	152	197	239	214	179	375	1177	603	574	302	422	238	215	724	453	1177
Effective Weighted Sample	896	109	160	186	167	147	295	896	455	441	242	327	183	165	549	347	896
Total	959	108	211	212	171	135	257	959	487	472	303	281	207	168	584	375	959
Insurance (e.g. travel, life, home or car/ van)	624 65%	55 51%	155 73% acfg	131 62%	119 70% a	92 68% a	164 64% a	624 65% a	320 66%	304 64%	212 70% km	173 62%	145 70% km	94 56%	385 66% m	240 64%	624 65% m
Travel (e.g. flights, hotels, holidays)	515 54%	53 49%	114 54%	122 58%	97 57%	79 59%	128 50%	515 54%	263 54%	253 54%	189 62% lmop	166 59% lmo	93 45%	68 40%	355 61% lmop	160 43%	515 54% lmo
Utilities (e.g. gas, electricity, water)	349 36%	19 18%	84 40% a	78 37% a	63 37% a	60 44% a	105 41% a	349 36% a	190 39%	160 34%	137 45% klmop	93 33%	64 31%	56 33%	230 39% lo	120 32%	349 36%
Household services (e.g. broadband, pay TV, mobile phone, landline, postal services)	287 30%	27 25%	63 30%	81 38% adfg	45 26%	48 35%	72 28%	287 30%	155 32%	132 28%	119 39% klmop	78 28%	53 26%	38 22%	196 34% mo	91 24%	287 30% mo
Banking (e.g. loans, credit cards or mortgages)	182 19%	23 22% f	43 20% f	57 27% defg	30 17%	19 14%	29 11%	182 19% f	98 20%	83 18%	70 23% lmo	57 20% o	32 15%	23 13%	127 22% mo	54 14%	182 19%
Other	17 2%	4 3%	3 2%	2 1%	3 2%	2 1%	5 2%	17 2%	8 2%	10 2%	9 3%	3 1%	2 1%	3 2%	12 2%	5 1%	17 2%
USED A PRICE COMPARISON WEBSITE IN THE PAST 12 MONTHS	885 92%	102 94%	196 93%	196 93%	161 94%	122 90%	230 90%	885 92%	450 92%	434 92%	288 95% mo	258 92%	190 92%	149 89%	546 93% m	339 90%	885 92%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN56. (SHOWCARD) And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months? (MULTI CODE)

Base : Those who have ever used a price comparison website

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1177	152	197	239	214	179	375	1177	603	574	302	422	238	215	724	453	1177
Effective Weighted Sample	896	109	160	186	167	147	295	896	455	441	242	327	183	165	549	347	896
Total	959	108	211	212	171	135	257	959	487	472	303	281	207	168	584	375	959
Have not used a price comparison website in the past 12 months	70	5	14	13	11	13	27	70	35	35	15	22	16	18	36	34	70
	7%	5%	7%	6%	6%	10%	10%	7%	7%	7%	5%	8%	8%	11%	6%	9%	7%
														j			
Don't know	4	1	1	2	-	-	-	4	2	3	-	2	1	1	2	2	4
	*%	1%	*%	1%	-%	-%	-%	*%	*%	1%	-%	1%	*%	1%	*%	1%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN56. (SHOWCARD) And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months? (MULTI CODE)

Base : Those who have ever used a price comparison website

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1177	737	144	147	149	1177	976	201	37	1095	1066	98	1164
Effective Weighted Sample	896	689	132	142	137	896	754	143	24	838	811	77	886
Total	959	809	91	39	20	959	819	140	22	900	882	68	950
Insurance (e.g. travel, life, home or car/ van)	624	530	60	22	12	624	522	102	**	594	584	**	620
	65%	66%	66%	57%	60%	65%	64%	73%	**	66%	66%	**	65%
		c						f					
Travel (e.g. flights, hotels, holidays)	515	420	55	27	14	515	443	73	**	487	488	**	511
	54%	52%	60%	68%	69%	54%	54%	52%	**	54%	55%	**	54%
				ae	ae								
Utilities (e.g. gas, electricity, water)	349	300	33	13	3	349	292	57	**	333	320	**	342
	36%	37%	37%	34%	14%	36%	36%	41%	**	37%	36%	**	36%
		d	d	d		d							
Household services (e.g. broadband, pay TV, mobile phone, landline, postal services)	287	247	26	10	4	287	238	49	**	279	272	**	285
	30%	31%	28%	27%	21%	30%	29%	35%	**	31%	31%	**	30%
		d				d							
Banking (e.g. loans, credit cards or mortgages)	182	157	16	4	4	182	155	27	**	166	172	**	181
	19%	19%	18%	10%	22%	19%	19%	19%	**	18%	19%	**	19%
		c			c	c							
Other	17	17	-	-	*	17	16	1	**	14	17	**	17
	2%	2%	-%	-%	1%	2%	2%	1%	**	2%	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN56. (SHOWCARD) And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months? (MULTI CODE)

Base : Those who have ever used a price comparison website

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1177	737	144	147	149	1177	976	201	37	1095	1066	98	1164
Effective Weighted Sample	896	689	132	142	137	896	754	143	24	838	811	77	886
Total	959	809	91	39	20	959	819	140	22	900	882	68	950
USED A PRICE COMPARISON WEBSITE IN THE PAST 12 MONTHS	885	746	83	37	19	885	753	132	**	829	819	**	875
	92%	92%	90%	95%	94%	92%	92%	94%	**	92%	93%	**	92%
Have not used a price comparison website in the past 12 months	70	59	8	2	1	70	62	8	**	67	58	**	70
	7%	7%	9%	5%	4%	7%	8%	6%	**	7%	7%	**	7%
Don't know	4	3	1	-	*	4	4	*	**	3	4	**	4
	*%	*%	1%	-%	1%	*%	*%	*%	**	*%	*%	**	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
USED A PRICE COMPARISON WEBSITE IN THE PAST 12 MONTHS	885	102	196	196	161	122	230	885	450	434	288	258	190	149	546	339	885
	69%	57%	71%	71%	80%	67%	64%	69%	71%	67%	78%	71%	69%	53%	74%	61%	69%
			a	af	abcefg	a		a			klmop	mo	mo		mop	m	mo
USED A PRICE COMPARISON WEBSITE BUT NOT IN THE PAST 12 MONTHS	74	6	15	16	11	13	27	74	37	38	15	24	17	19	38	36	74
	6%	3%	6%	6%	5%	7%	7%	6%	6%	6%	4%	6%	6%	7%	5%	7%	6%
TOTAL - EVER USED A PRICE COMPARISON WEBSITE	959	108	211	212	171	135	257	959	487	472	303	281	207	168	584	375	959
	74%	61%	77%	77%	85%	75%	71%	74%	76%	72%	82%	77%	75%	60%	79%	68%	74%
			a	a	abcefg	a	a	a			mop	mo	mo		mop	m	mo
NEVER USED A PRICE COMPARISON WEBSITE	332	70	64	63	30	46	104	332	151	181	68	83	68	112	152	180	332
	26%	39%	23%	23%	15%	25%	29%	26%	24%	28%	18%	23%	25%	40%	21%	32%	26%
		bcdefg	d	d		d	d	d						jklnop		jklnp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
USED A PRICE COMPARISON WEBSITE IN THE PAST 12 MONTHS	885 69%	746 68%	83 69%	37 71%	19 69%	885 69%	753 67%	132 76% f	** **	829 71%	819 71% k	56 46%	875 69% k
USED A PRICE COMPARISON WEBSITE BUT NOT IN THE PAST 12 MONTHS	74 6%	62 6%	9 7%	2 3%	1 4%	74 6%	66 6%	8 5%	** **	71 6%	63 5%	12 10% j	74 6%
TOTAL - EVER USED A PRICE COMPARISON WEBSITE	959 74%	809 74%	91 76%	39 74%	20 74%	959 74%	819 73%	140 80% f	** **	900 77%	882 77% k	68 56%	950 75% k
NEVER USED A PRICE COMPARISON WEBSITE	332 26%	283 26%	28 24%	14 26%	7 26%	332 26%	298 27% g	34 20%	** **	275 23%	270 23%	53 44% jl	323 25%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Insurance (e.g. travel, life, home or car/ van)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
USED A PRICE COMPARISON WEBSITE FOR THIS IN THE PAST 12 MONTHS	624	55	155	131	119	92	164	624	320	304	212	173	145	94	385	240	624
	48%	31%	56%	48%	59%	51%	45%	48%	50%	47%	57%	47%	53%	34%	52%	43%	48%
			afg	a	acfg	a	a	a			kmop	m	mo		mo	m	mo
USED A PRICE COMPARISON WEBSITE FOR THIS BUT NOT IN THE PAST 12 MONTHS	154	13	30	47	23	21	41	154	77	77	50	58	26	20	108	46	154
	12%	7%	11%	17%	12%	11%	11%	12%	12%	12%	13%	16%	9%	7%	15%	8%	12%
				afg							mo	lmop			lmo		mo
TOTAL - EVER USED A PRICE COMPARISON WEBSITE FOR THIS	778	68	184	178	143	113	204	778	398	381	262	231	171	114	493	285	778
	60%	38%	67%	65%	71%	62%	57%	60%	62%	58%	70%	63%	62%	41%	67%	51%	60%
			af	af	afg	a	a	a			klmop	mo	mo		mop	m	mo
NEVER USED A PRICE COMPARISON WEBSITE FOR THIS	513	110	91	97	59	68	157	513	241	272	110	134	103	166	243	269	513
	40%	62%	33%	35%	29%	38%	43%	40%	38%	42%	30%	37%	38%	59%	33%	49%	40%
		bcdefg					bcd	d				j	j	jklnop		jklnp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Insurance (e.g. travel, life, home or car/ van)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
USED A PRICE COMPARISON WEBSITE FOR THIS IN THE PAST 12 MONTHS	624 48%	530 49%	60 50%	22 42%	12 44%	624 48%	522 47%	102 59% f	** **	594 51%	584 51% k	36 30%	620 49% k
USED A PRICE COMPARISON WEBSITE FOR THIS BUT NOT IN THE PAST 12 MONTHS	154 12%	128 12%	13 11%	8 15%	4 15%	154 12%	138 12%	16 9%	** **	144 12%	138 12%	14 11%	152 12%
TOTAL - EVER USED A PRICE COMPARISON WEBSITE FOR THIS	778 60%	659 60%	73 61%	30 58%	16 59%	778 60%	660 59%	118 68% f	** **	737 63%	722 63% k	50 41%	772 61% k
NEVER USED A PRICE COMPARISON WEBSITE FOR THIS	513 40%	433 40%	46 39%	22 42%	11 41%	513 40%	457 41% g	56 32%	** **	438 37%	430 37%	71 59% jl	501 39%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Banking (e.g. loans, credit cards or mortgages)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
USED A PRICE COMPARISON WEBSITE FOR THIS IN THE PAST 12 MONTHS	182	23	43	57	30	19	29	182	98	83	70	57	32	23	127	54	182
	14%	13%	16%	21%	15%	10%	8%	14%	15%	13%	19%	16%	12%	8%	17%	10%	14%
			f	aefg	f			f			lmop	mo			lmo		mo
USED A PRICE COMPARISON WEBSITE FOR THIS BUT NOT IN THE PAST 12 MONTHS	158	15	37	52	29	15	25	158	83	75	66	56	24	12	122	36	158
	12%	8%	14%	19%	14%	8%	7%	12%	13%	12%	18%	15%	9%	4%	17%	6%	12%
			f	aefg	ef			f			lmop	lmo			lmop		mo
TOTAL - EVER USED A PRICE COMPARISON WEBSITE FOR THIS	340	38	80	108	59	33	54	340	181	159	136	113	55	35	249	90	340
	26%	21%	29%	39%	29%	18%	15%	26%	28%	24%	37%	31%	20%	12%	34%	16%	26%
			ef	abdefg	ef			ef			lmop	lmo	m		lmop		lmo
NEVER USED A PRICE COMPARISON WEBSITE FOR THIS	951	140	195	167	143	148	307	951	457	494	236	251	219	246	487	465	951
	74%	79%	71%	61%	71%	82%	85%	74%	72%	76%	63%	69%	80%	88%	66%	84%	74%
		c	c		c	bcdg	bcdg	c					jknp	jklnp		jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Banking (e.g. loans, credit cards or mortgages)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
USED A PRICE COMPARISON WEBSITE FOR THIS IN THE PAST 12 MONTHS	182 14%	157 14% c	16 14%	4 8%	4 16% c	182 14% c	155 14%	27 15%	** **	166 14%	172 15% k	9 8%	181 14% k
USED A PRICE COMPARISON WEBSITE FOR THIS BUT NOT IN THE PAST 12 MONTHS	158 12%	136 12%	14 12%	6 11%	2 8%	158 12%	146 13% g	12 7%	** **	152 13%	153 13% k	4 3%	157 12% k
TOTAL - EVER USED A PRICE COMPARISON WEBSITE FOR THIS	340 26%	293 27% c	30 25%	10 19%	7 24%	340 26% c	301 27%	38 22%	** **	318 27%	325 28% k	13 11%	338 27% k
NEVER USED A PRICE COMPARISON WEBSITE FOR THIS	951 74%	799 73%	89 75%	43 81% ae	20 76%	951 74%	815 73%	136 78%	** **	857 73%	827 72%	108 89% jl	935 73%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Utilities (e.g. gas, electricity, water)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
USED A PRICE COMPARISON WEBSITE FOR THIS IN THE PAST 12 MONTHS	349	19	84	78	63	60	105	349	190	160	137	93	64	56	230	120	349
	27%	11%	31%	28%	31%	33%	29%	27%	30%	24%	37%	25%	23%	20%	31%	22%	27%
			a	a	a	a	a	a	i		klmop				klmo		mo
USED A PRICE COMPARISON WEBSITE FOR THIS BUT NOT IN THE PAST 12 MONTHS	204	14	41	63	42	25	45	204	97	108	69	71	37	26	141	63	204
	16%	8%	15%	23%	21%	14%	12%	16%	15%	16%	19%	20%	14%	9%	19%	11%	16%
			a	abefg	af			a			mo	lmo			lmo		mo
TOTAL - EVER USED A PRICE COMPARISON WEBSITE FOR THIS	554	33	126	141	105	84	149	554	286	267	206	164	101	82	371	183	554
	43%	18%	46%	51%	52%	47%	41%	43%	45%	41%	56%	45%	37%	29%	50%	33%	43%
			a	afg	afg	a	a	a			klmop	lmo			lmop		mo
NEVER USED A PRICE COMPARISON WEBSITE FOR THIS	737	145	150	134	96	97	212	737	352	385	165	200	173	199	365	372	737
	57%	82%	54%	49%	48%	53%	59%	57%	55%	59%	44%	55%	63%	71%	50%	67%	57%
		bcdefg					cd	cd				j	jkn	jknp		jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Utilities (e.g. gas, electricity, water)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
USED A PRICE COMPARISON WEBSITE FOR THIS IN THE PAST 12 MONTHS	349 27%	300 27% d	33 28% d	13 25% d	3 10%	349 27% d	292 26%	57 33%	** **	333 28%	320 28% k	22 18%	342 27% k
USED A PRICE COMPARISON WEBSITE FOR THIS BUT NOT IN THE PAST 12 MONTHS	204 16%	182 17% c	14 12%	5 9%	3 11%	204 16% c	183 16%	21 12%	** **	195 17%	192 17%	13 10%	204 16%
TOTAL - EVER USED A PRICE COMPARISON WEBSITE FOR THIS	554 43%	482 44% cd	48 40% d	18 34% d	6 21%	554 43% cd	475 43%	78 45%	** **	527 45%	512 44% k	35 29%	547 43% k
NEVER USED A PRICE COMPARISON WEBSITE FOR THIS	737 57%	610 56%	72 60%	35 66% ae	21 79% abce	737 57%	641 57%	96 55%	** **	648 55%	640 56%	87 71% jl	727 57%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Household services (e.g. broadband, pay TV, mobile phone, landline, postal services)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
USED A PRICE COMPARISON WEBSITE FOR THIS IN THE PAST 12 MONTHS	287	27	63	81	45	48	72	287	155	132	119	78	53	38	196	91	287
	22%	15%	23%	29%	22%	26%	20%	22%	24%	20%	32%	21%	19%	13%	27%	16%	22%
				afg		a		a			klmop	m			klmop		mo
USED A PRICE COMPARISON WEBSITE FOR THIS BUT NOT IN THE PAST 12 MONTHS	204	21	51	50	48	15	35	204	100	104	67	71	35	31	138	66	204
	16%	12%	18%	18%	24%	8%	10%	16%	16%	16%	18%	20%	13%	11%	19%	12%	16%
			ef	ef	aefg			ef			mo	lmo			lmo		mo
TOTAL - EVER USED A PRICE COMPARISON WEBSITE FOR THIS	492	48	113	131	92	63	107	492	255	236	185	149	88	68	335	157	492
	38%	27%	41%	48%	46%	35%	30%	38%	40%	36%	50%	41%	32%	24%	45%	28%	38%
			af	aefg	aefg			af			klmop	lmo	m		lmop		mo
NEVER USED A PRICE COMPARISON WEBSITE FOR THIS	799	130	162	144	109	118	254	799	383	416	186	215	186	212	401	398	799
	62%	73%	59%	52%	54%	65%	70%	62%	60%	64%	50%	59%	68%	76%	55%	72%	62%
		bcdg				cd	bcdg	cd				j	jkn	jklnp		jknp	jn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Household services (e.g. broadband, pay TV, mobile phone, landline, postal services)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
USED A PRICE COMPARISON WEBSITE FOR THIS IN THE PAST 12 MONTHS	287 22%	247 23% d	26 22%	10 20%	4 15%	287 22% d	238 21%	49 28% f	** **	279 24%	272 24% k	13 11%	285 22% k
USED A PRICE COMPARISON WEBSITE FOR THIS BUT NOT IN THE PAST 12 MONTHS	204 16%	177 16%	14 12%	8 15%	5 17%	204 16%	188 17% g	16 9%	** **	192 16%	187 16%	15 12%	202 16%
TOTAL - EVER USED A PRICE COMPARISON WEBSITE FOR THIS	492 38%	424 39%	40 34%	18 35%	9 32%	492 38%	426 38%	66 38%	** **	471 40%	459 40% k	28 23%	488 38% k
NEVER USED A PRICE COMPARISON WEBSITE FOR THIS	799 62%	667 61%	79 66%	34 65%	18 68%	799 62%	691 62%	109 62%	** **	704 60%	692 60%	93 77% jl	786 62%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Travel (e.g. flights, hotels, holidays)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1602	243	255	309	254	251	541	1602	797	805	367	548	316	371	915	687	1602
Effective Weighted Sample	1216	181	206	242	198	201	423	1216	599	617	295	432	239	280	699	517	1216
Total	1291	178	275	275	201	181	361	1291	638	653	371	365	274	281	736	555	1291
USED A PRICE COMPARISON WEBSITE FOR THIS IN THE PAST 12 MONTHS	515	53	114	122	97	79	128	515	263	253	189	166	93	68	355	160	515
	40%	30%	42%	44%	48%	44%	36%	40%	41%	39%	51%	46%	34%	24%	48%	29%	40%
			a	af	afg	af		a			lmop	lmop	m		lmop		mo
USED A PRICE COMPARISON WEBSITE FOR THIS BUT NOT IN THE PAST 12 MONTHS	146	20	31	35	20	16	40	146	74	72	48	45	28	25	93	53	146
	11%	11%	11%	13%	10%	9%	11%	11%	12%	11%	13%	12%	10%	9%	13%	10%	11%
TOTAL - EVER USED A PRICE COMPARISON WEBSITE FOR THIS	662	74	145	157	118	95	168	662	337	325	237	212	121	93	448	214	662
	51%	41%	53%	57%	59%	53%	47%	51%	53%	50%	64%	58%	44%	33%	61%	38%	51%
			a	af	af	a		a			lmop	lmop	m		lmop		lmo
NEVER USED A PRICE COMPARISON WEBSITE FOR THIS	629	104	130	118	84	86	193	629	301	328	135	153	153	188	288	341	629
	49%	59%	47%	43%	41%	47%	53%	49%	47%	50%	36%	42%	56%	67%	39%	62%	49%
		bcdeg					cd						jknp	jklnp		jknp	jkn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PRICE COMPARISON WEBSITES - Travel (e.g. flights, hotels, holidays)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1602	1006	196	198	202	1602	1337	265	97	1441	1397	182	1579
Effective Weighted Sample	1216	937	179	190	186	1216	1036	183	71	1101	1061	143	1197
Total	1291	1092	120	53	27	1291	1116	174	66	1175	1152	121	1273
USED A PRICE COMPARISON WEBSITE FOR THIS IN THE PAST 12 MONTHS	515 40%	420 38%	55 46%	27 50% ae	14 51% ae	515 40%	443 40%	73 42%	** **	487 41%	488 42% k	23 19%	511 40% k
USED A PRICE COMPARISON WEBSITE FOR THIS BUT NOT IN THE PAST 12 MONTHS	146 11%	130 12% c	11 9%	4 7%	2 8%	146 11%	130 12%	16 9%	** **	134 11%	130 11%	15 12%	146 11%
TOTAL - EVER USED A PRICE COMPARISON WEBSITE FOR THIS	662 51%	550 50%	66 55%	30 57%	16 59% a	662 51%	573 51%	89 51%	** **	621 53%	619 54% k	38 32%	657 52% k
NEVER USED A PRICE COMPARISON WEBSITE FOR THIS	629 49%	542 50% d	54 45%	23 43%	11 41%	629 49%	543 49%	86 49%	** **	554 47%	533 46%	83 68% jl	616 48%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who have ever used a price comparison website

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1177	152	197	239	214	179	375	1177	603	574	302	422	238	215	724	453	1177
Effective Weighted Sample	896	109	160	186	167	147	295	896	455	441	242	327	183	165	549	347	896
Total	959	108	211	212	171	135	257	959	487	472	303	281	207	168	584	375	959
...the deals considered most suitable for my needs based on the information I provide	460 48%	56 52%	97 46%	109 51%	78 45%	65 48%	121 47%	460 48%	229 47%	231 49%	153 50%	135 48%	92 44%	82 48%	287 49%	173 46%	460 48%
...the cheapest deals	442 46%	56 51% f	99 47%	95 45%	91 53% f	66 49%	101 39%	442 46% f	224 46%	218 46%	138 46%	127 45%	96 46%	80 48%	266 46%	176 47%	442 46%
...there because companies may have paid for their deal to appear first	331 34%	24 22%	81 38% a	80 38% a	53 31%	55 41% a	94 37% a	331 34% a	167 34%	164 35%	129 43% lmop	101 36% mo	59 29%	41 25%	230 39% lmo	101 27%	331 34% mo
None of these	18 2%	2 2%	2 1%	2 1%	5 3%	1 1%	7 3%	18 2%	12 2%	6 1%	6 2%	7 3%	2 1%	3 2%	13 2%	4 1%	18 2%
Don't know	38 4%	4 4%	10 5%	7 3%	8 5%	4 3%	9 4%	38 4%	21 4%	17 4%	7 2%	9 3%	12 6% n	11 6% jn	15 3%	23 6% jn	38 4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who have ever used a price comparison website

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1177	737	144	147	149	1177	976	201	37	1095	1066	98	1164
Effective Weighted Sample	896	689	132	142	137	896	754	143	24	838	811	77	886
Total	959	809	91	39	20	959	819	140	22	900	882	68	950
...the deals considered most suitable for my needs based on the information I provide	460 48%	399 49% b	34 38%	16 42%	11 54% bc	460 48% b	398 49%	63 45%	** **	432 48%	429 49%	** **	458 48%
...the cheapest deals	442 46%	383 47% bd	33 36%	19 50% bd	7 33%	442 46% bd	386 47%	56 40%	** **	408 45%	416 47%	** **	438 46%
...there because companies may have paid for their deal to appear first	331 34%	283 35% d	33 36% d	12 30% d	3 17%	331 34% d	274 33%	57 40%	** **	313 35%	302 34%	** **	327 34%
None of these	18 2%	16 2%	1 1%	* 1%	1 3%	18 2%	17 2%	1 1%	** **	17 2%	14 2%	** **	17 2%
Don't know	38 4%	25 3%	12 13% acde	1 2%	1 5%	38 4%	33 4%	6 4%	** **	37 4%	35 4%	** **	38 4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN58A. You said earlier you ever watch videos on sites or apps like YouTube. Did you know there is a reporting button or flag on YouTube which can be used to report inappropriate content? (SINGLE CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1179	232	229	252	202	150	264	1179	588	591	276	415	244	244	691	488	1179
Effective Weighted Sample	910	173	186	201	158	123	210	910	449	461	229	329	187	188	536	374	910
Total	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
Yes	751	149	199	187	115	63	102	751	380	371	241	228	155	127	469	282	751
	75%	87%	79%	81%	72%	55%	54%	75%	76%	74%	81%	80%	70%	65%	80%	68%	75%
		defg	ef	def	ef			ef			lmo	lmo			lmop		mo
No	225	20	46	41	38	45	80	225	113	113	50	50	62	63	101	125	225
	22%	12%	18%	18%	24%	40%	42%	22%	22%	22%	17%	18%	28%	32%	17%	30%	22%
					a	abcdg	abcdg	a					jkn	jknp		jknp	n
Don't know	26	2	6	3	7	5	8	26	8	18	8	8	4	6	16	11	26
	3%	1%	2%	2%	5%	5%	4%	3%	2%	4%	3%	3%	2%	3%	3%	3%	3%
					a	a											

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN58A. You said earlier you ever watch videos on sites or apps like YouTube. Did you know there is a reporting button or flag on YouTube which can be used to report inappropriate content? (SINGLE CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
Yes	751	630	80	26	15	751	661	90	**	708	723	**	744
	75%	74%	81%	67%	76%	75%	75%	73%	**	75%	76%	**	75%
			c			c							
No	225	191	19	12	4	225	195	30	**	207	203	**	223
	22%	23%	19%	31%	21%	22%	22%	25%	**	22%	21%	**	22%
				abe									
Don't know	26	25	-	1	1	26	24	2	**	23	24	**	26
	3%	3%	-%	2%	3%	3%	3%	2%	**	2%	2%	**	3%
		b			b								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN58B. Have you ever seen something on YouTube that you considered inappropriate? (SINGLE CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1179	232	229	252	202	150	264	1179	588	591	276	415	244	244	691	488	1179
Effective Weighted Sample	910	173	186	201	158	123	210	910	449	461	229	329	187	188	536	374	910
Total	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
Yes	259	58	62	75	39	18	25	259	129	130	74	80	55	51	154	105	259
	26%	34%	25%	33%	25%	16%	13%	26%	26%	26%	25%	28%	25%	26%	26%	25%	26%
		efg	f	ef	f			ef									
No	723	108	185	150	115	94	165	723	362	360	220	198	161	144	417	305	723
	72%	63%	74%	65%	72%	83%	86%	72%	72%	72%	74%	69%	73%	73%	71%	73%	72%
			a			abcdg	abcdg	ac									
Don't know	21	5	4	5	6	1	1	21	10	11	5	9	5	1	14	7	21
	2%	3%	2%	2%	4%	1%	*%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%
					f												

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN58B. Have you ever seen something on YouTube that you considered inappropriate? (SINGLE CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
Yes	259	224	26	6	3	259	225	34	**	248	249	**	255
	26%	26%	26%	16%	17%	26%	26%	28%	**	26%	26%	**	26%
		cd	c			cd							
No	723	602	73	32	16	723	637	86	**	669	682	**	717
	72%	71%	74%	84%	82%	72%	72%	71%	**	71%	72%	**	72%
				abe	ae								
Don't know	21	21	-	*	*	21	19	2	**	21	18	**	21
	2%	2%	-%	1%	1%	2%	2%	1%	**	2%	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube (MULTI CODE)

Base : Those who have ever seen anything inappropriate on YouTube

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	~j	k	~l	~m	n	o	p
Unweighted total	281	69	52	75	47	28	38	281	145	136	62	108	52	59	170	111	281
Effective Weighted Sample	229	55	46	64	37	21	30	229	116	113	56	89	43	47	140	89	229
Total	259	58	62	75	39	18	25	259	129	130	74	80	55	51	154	105	259
I reported it through the reporting button/ flag on YouTube	74	**	**	**	**	**	**	74	34	39	**	21	**	**	42	31	74
	29%	**	**	**	**	**	**	29%	27%	30%	**	26%	**	**	28%	30%	29%
I emailed/ sent a message to YouTube	26	**	**	**	**	**	**	26	17	9	**	9	**	**	16	10	26
	10%	**	**	**	**	**	**	10%	13%	7%	**	11%	**	**	10%	10%	10%
I posted a comment on the site/ app under the inappropriate content	12	**	**	**	**	**	**	12	5	7	**	4	**	**	8	4	12
	5%	**	**	**	**	**	**	5%	4%	5%	**	5%	**	**	5%	4%	5%
Other	3	**	**	**	**	**	**	3	-	3	**	-	**	**	2	1	3
	1%	**	**	**	**	**	**	1%	-%	3%	**	-%	**	**	1%	1%	1%
EVER REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	96	**	**	**	**	**	**	96	45	50	**	30	**	**	56	39	96
	37%	**	**	**	**	**	**	37%	35%	39%	**	37%	**	**	37%	37%	37%
Don't know	2	**	**	**	**	**	**	2	-	2	**	-	**	**	2	-	2
	1%	**	**	**	**	**	**	1%	-%	1%	**	-%	**	**	1%	-%	1%
I have not reported something inappropriate to YouTube	162	**	**	**	**	**	**	162	83	78	**	50	**	**	96	66	162
	62%	**	**	**	**	**	**	62%	65%	60%	**	63%	**	**	62%	63%	62%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube (MULTI CODE)

Base : Those who have ever seen anything inappropriate on YouTube

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	281	193	41	23	24	281	241	40	5	271	268	8	276
Effective Weighted Sample	229	183	38	23	22	229	198	31	5	220	219	6	225
Total	259	224	26	6	3	259	225	34	5	248	249	6	255
I reported it through the reporting button/flag on YouTube	74	67	**	**	**	74	67	**	**	72	71	**	72
	29%	30%	**	**	**	29%	30%	**	**	29%	28%	**	28%
I emailed/ sent a message to YouTube	26	23	**	**	**	26	24	**	**	24	25	**	25
	10%	10%	**	**	**	10%	11%	**	**	10%	10%	**	10%
I posted a comment on the site/ app under the inappropriate content	12	11	**	**	**	12	12	**	**	12	11	**	11
	5%	5%	**	**	**	5%	5%	**	**	5%	4%	**	4%
Other	3	3	**	**	**	3	1	**	**	3	3	**	3
	1%	1%	**	**	**	1%	*%	**	**	1%	1%	**	1%
EVER REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	96	85	**	**	**	96	84	**	**	92	92	**	93
	37%	38%	**	**	**	37%	37%	**	**	37%	37%	**	37%
Don't know	2	1	**	**	**	2	-	**	**	2	2	**	2
	1%	1%	**	**	**	1%	-%	**	**	1%	1%	**	1%
I have not reported something inappropriate to YouTube	162	138	**	**	**	162	142	**	**	155	156	**	160
	62%	61%	**	**	**	62%	63%	**	**	62%	62%	**	63%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1179	232	229	252	202	150	264	1179	588	591	276	415	244	244	691	488	1179
Effective Weighted Sample	910	173	186	201	158	123	210	910	449	461	229	329	187	188	536	374	910
Total	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
I reported it through the reporting button/ flag on YouTube	74 7%	23 13% befg	14 6% f	23 10% ef	11 7% f	2 2%	3 2%	74 7% ef	34 7%	39 8%	21 7%	21 7%	14 6%	17 9%	42 7%	31 8%	74 7%
I emailed/ sent a message to YouTube	26 3%	9 6% bdfg	3 1%	12 5% bdf	- -%	2 1%	2 1%	26 3% d	17 3%	9 2%	7 2%	9 3%	8 4%	2 1%	16 3%	10 2%	26 3%
I posted a comment on the site/ app under the inappropriate content	12 1%	3 2%	2 1%	3 1%	2 1%	3 2%	3 1%	12 1%	5 1%	7 1%	4 1%	4 1%	4 2%	* *%	8 1%	4 1%	12 1%
Other	3 *%	1 1%	- -%	1 *%	1 1%	- -%	- -%	3 *%	- -%	3 1%	2 1%	- -%	1 1%	- -%	2 *%	1 *%	3 *%
EVER REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	96 10%	30 18% bdefg	17 7%	30 13% bef	13 8% f	5 4%	6 3%	96 10% f	45 9%	50 10%	26 9%	30 10%	21 10%	18 9%	56 10%	39 9%	96 10%
Don't know	2 *%	1 1%	- -%	* *%	- -%	- -%	- -%	2 *%	- -%	2 *%	2 1%	- -%	- -%	- -%	2 *%	- -%	2 *%
I have not reported something inappropriate to YouTube	162 16%	26 15%	45 18% f	45 20% f	26 17%	13 12%	19 10%	162 16% f	83 17%	78 16%	46 15%	50 17%	34 15%	32 17%	96 16%	66 16%	162 16%

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

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IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1179	232	229	252	202	150	264	1179	588	591	276	415	244	244	691	488	1179
Effective Weighted Sample	910	173	186	201	158	123	210	910	449	461	229	329	187	188	536	374	910
Total	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON YOUTUBE	744	113	189	156	121	95	165	744	372	372	225	207	166	145	432	312	744
	74%	66%	75%	67%	75%	84%	87%	74%	74%	74%	75%	72%	75%	74%	74%	75%	74%
						acg	abcdg	a									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
I reported it through the reporting button/flag on YouTube	74 7%	67 8% d	5 5%	2 4%	1 3%	74 7%	67 8%	7 6%	** **	72 8%	71 7%	** **	72 7%
I emailed/ sent a message to YouTube	26 3%	23 3%	2 2%	1 2%	- -%	26 3%	24 3%	2 2%	** **	24 3%	25 3%	** **	25 2%
I posted a comment on the site/ app under the inappropriate content	12 1%	11 1%	- -%	1 1%	1 3% b	12 1%	12 1%	* *%	** **	12 1%	11 1%	** **	11 1%
Other	3 *%	3 *%	1 1%	- -%	- -%	3 *%	1 *%	3 2% f	** **	3 *%	3 *%	** **	3 *%
EVER REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	96 10%	85 10%	8 8%	2 5%	1 6%	96 10%	84 9%	12 10%	** **	92 10%	92 10%	** **	93 9%
Don't know	2 *%	1 *%	- -%	- -%	* 1%	2 *%	- -%	2 1% f	** **	2 *%	2 *%	** **	2 *%
I have not reported something inappropriate to YouTube	162 16%	138 16%	18 19% c	4 10%	2 10%	162 16%	142 16%	20 17%	** **	155 17%	156 16%	** **	160 16%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON YOUTUBE	744	622	73	32	16	744	656	88	**	690	700	**	738
	74%	74%	74%	84%	83%	74%	74%	72%	**	74%	74%	**	74%
				abe	ae								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE)

Base : Those who have seen anything inappropriate on YouTube and not reported it

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	n	~o	p
Unweighted total	177	34	38	42	33	21	30	177	94	83	38	68	34	37	106	71	177
Effective Weighted Sample	143	27	33	37	26	15	24	143	75	68	35	57	26	30	88	55	143
Total	162	26	45	45	26	13	19	162	83	78	46	50	34	32	96	66	162
I couldn't be bothered	44	**	**	**	**	**	**	44	**	**	**	**	**	**	28	**	44
	27%	**	**	**	**	**	**	27%	**	**	**	**	**	**	29%	**	27%
Didn't think they would do anything about it	33	**	**	**	**	**	**	33	**	**	**	**	**	**	14	**	33
	21%	**	**	**	**	**	**	21%	**	**	**	**	**	**	15%	**	21%
I didn't know how to report it	29	**	**	**	**	**	**	29	**	**	**	**	**	**	19	**	29
	18%	**	**	**	**	**	**	18%	**	**	**	**	**	**	19%	**	18%
I didn't have time	26	**	**	**	**	**	**	26	**	**	**	**	**	**	13	**	26
	16%	**	**	**	**	**	**	16%	**	**	**	**	**	**	14%	**	16%
Expected other people to report it	21	**	**	**	**	**	**	21	**	**	**	**	**	**	11	**	21
	13%	**	**	**	**	**	**	13%	**	**	**	**	**	**	11%	**	13%
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	7	**	**	**	**	**	**	7	**	**	**	**	**	**	1	**	7
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	1%	**	4%
Just ignored it/ chose not to watch it/ look at it/ didn't occur to me to report it	3	**	**	**	**	**	**	3	**	**	**	**	**	**	3	**	3
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	3%	**	2%
Asked someone else to do it for me	2	**	**	**	**	**	**	2	**	**	**	**	**	**	2	**	2
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	2%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE)

Base : Those who have seen anything inappropriate on YouTube and not reported it

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	n	~o	p
Unweighted total	177	34	38	42	33	21	30	177	94	83	38	68	34	37	106	71	177
Effective Weighted Sample	143	27	33	37	26	15	24	143	75	68	35	57	26	30	88	55	143
Total	162	26	45	45	26	13	19	162	83	78	46	50	34	32	96	66	162
Didn't want to get involved/ draw attention to myself by reporting it	2	**	**	**	**	**	**	2	**	**	**	**	**	**	2	**	2
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	2%	**	1%
Assumed that they would take it down	*	**	**	**	**	**	**	*	**	**	**	**	**	**	*	**	*
	*%	**	**	**	**	**	**	*%	**	**	**	**	**	**	*%	**	*%
Other	5	**	**	**	**	**	**	5	**	**	**	**	**	**	4	**	5
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	4%	**	3%
Don't know	11	**	**	**	**	**	**	11	**	**	**	**	**	**	8	**	11
	7%	**	**	**	**	**	**	7%	**	**	**	**	**	**	9%	**	7%
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO YOUTUBE	162	**	**	**	**	**	**	162	**	**	**	**	**	**	96	**	162
	100%	**	**	**	**	**	**	100%	**	**	**	**	**	**	100%	**	100%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE)

Base : Those who have seen anything inappropriate on YouTube and not reported it

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	177	119	29	15	14	177	153	24	2	171	168	6	174
Effective Weighted Sample	143	112	27	15	13	143	124	19	2	138	137	4	141
Total	162	138	18	4	2	162	142	20	2	155	156	5	160
I couldn't be bothered	44	41	**	**	**	44	43	**	**	43	44	**	44
	27%	30%	**	**	**	27%	30%	**	**	28%	28%	**	27%
Didn't think they would do anything about it	33	26	**	**	**	33	29	**	**	33	31	**	33
	21%	19%	**	**	**	21%	20%	**	**	21%	20%	**	21%
I didn't know how to report it	29	27	**	**	**	29	24	**	**	28	28	**	29
	18%	19%	**	**	**	18%	17%	**	**	18%	18%	**	18%
I didn't have time	26	20	**	**	**	26	25	**	**	24	26	**	26
	16%	15%	**	**	**	16%	18%	**	**	16%	16%	**	16%
Expected other people to report it	21	16	**	**	**	21	17	**	**	21	21	**	21
	13%	11%	**	**	**	13%	12%	**	**	13%	13%	**	13%
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	7	6	**	**	**	7	7	**	**	5	7	**	7
	4%	4%	**	**	**	4%	5%	**	**	3%	4%	**	4%
Just ignored it/ chose not to watch it/ look at it/ didn't occur to me to report it	3	3	**	**	**	3	2	**	**	3	3	**	3
	2%	2%	**	**	**	2%	1%	**	**	2%	2%	**	2%
Asked someone else to do it for me	2	2	**	**	**	2	2	**	**	2	2	**	2
	1%	2%	**	**	**	1%	2%	**	**	1%	1%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE)

Base : Those who have seen anything inappropriate on YouTube and not reported it

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	177	119	29	15	14	177	153	24	2	171	168	6	174
Effective Weighted Sample	143	112	27	15	13	143	124	19	2	138	137	4	141
Total	162	138	18	4	2	162	142	20	2	155	156	5	160
Didn't want to get involved/ draw attention to myself by reporting it	2	2	**	**	**	2	2	**	**	2	1	**	1
	1%	2%	**	**	**	1%	2%	**	**	1%	1%	**	1%
Assumed that they would take it down	*	-	**	**	**	*	*	**	**	*	*	**	*
	*%	-%	**	**	**	*%	*%	**	**	*%	*%	**	*%
Other	5	5	**	**	**	5	4	**	**	5	4	**	5
	3%	4%	**	**	**	3%	3%	**	**	3%	2%	**	3%
Don't know	11	9	**	**	**	11	9	**	**	11	11	**	11
	7%	7%	**	**	**	7%	6%	**	**	7%	7%	**	7%
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO YOUTUBE	162	138	**	**	**	162	142	**	**	155	156	**	160
	100%	100%	**	**	**	100%	100%	**	**	100%	100%	**	100%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1179	232	229	252	202	150	264	1179	588	591	276	415	244	244	691	488	1179
Effective Weighted Sample	910	173	186	201	158	123	210	910	449	461	229	329	187	188	536	374	910
Total	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
I couldn't be bothered	44 4%	5 3%	10 4%	14 6%	8 5%	5 4%	6 3%	44 4%	29 6% i	15 3%	13 4%	15 5%	10 5%	7 3%	28 5%	17 4%	44 4%
Didn't think they would do anything about it	33 3%	8 4%	10 4%	8 3%	5 3%	3 3%	3 2%	33 3%	23 5% i	10 2%	3 1%	11 4%	8 4%	11 5% jn	14 2%	19 5% j	33 3%
I didn't know how to report it	29 3%	3 2%	7 3%	7 3%	6 4%	3 3%	6 3%	29 3%	9 2%	20 4% h	8 3%	10 4%	5 2%	6 3%	19 3%	11 3%	29 3%
I didn't have time	26 3%	6 3%	8 3%	10 4% df	1 1%	1 1%	1 1%	26 3%	12 2%	14 3%	7 2%	6 2%	9 4%	4 2%	13 2%	12 3%	26 3%
Expected other people to report it	21 2%	4 2%	8 3% f	6 3%	2 1%	1 1%	1 *%	21 2%	8 2%	13 3%	4 1%	7 2%	5 2%	5 2%	11 2%	10 2%	21 2%
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	7 1%	- -%	5 2% c	- -%	1 *%	1 1%	1 *%	7 1%	3 1%	3 1%	- -%	1 *%	6 3% jkmnp	- -%	1 *%	6 1% n	7 1%
Just ignored it/ chose not to watch it/ look at it/ didn't occur to me to report it	3 *%	2 1%	- -%	1 *%	- -%	- -%	- -%	3 *%	3 1%	- -%	1 *%	2 1%	- -%	- -%	3 1%	- -%	3 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1179	232	229	252	202	150	264	1179	588	591	276	415	244	244	691	488	1179
Effective Weighted Sample	910	173	186	201	158	123	210	910	449	461	229	329	187	188	536	374	910
Total	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
Asked someone else to do it for me	2 *%	1 1%	- -%	1 1%	- -%	- -%	- -%	2 *%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	2 *%	- -%	2 *%
Didn't want to get involved/ draw attention to myself by reporting it	2 *%	- -%	- -%	1 1%	- -%	- -%	1 *%	2 *%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	2 *%	- -%	2 *%
Assumed that they would take it down	* *%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	- -%	- -%	* *%	- -%	* *%
Other	5 *%	- -%	- -%	2 1%	2 2%	- -%	- -%	5 *%	2 *%	2 *%	3 1%	1 *%	- -%	1 1%	4 1%	1 *%	5 *%
Don't know	11 1%	4 2%	1 1%	2 1%	2 1%	2 1%	3 1%	11 1%	4 1%	7 1%	5 2%	3 1%	* *%	3 1%	8 1%	3 1%	11 1%
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO YOUTUBE	162 16%	26 15%	45 18% f	45 20% f	26 17%	13 12%	19 10%	162 16% f	83 17%	78 16%	46 15%	50 17%	34 15%	32 17%	96 16%	66 16%	162 16%
EVER REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	96 10%	30 18% bdefg	17 7%	30 13% bef	13 8% f	5 4%	6 3%	96 10% f	45 9%	50 10%	26 9%	30 10%	21 10%	18 9%	56 10%	39 9%	96 10%
UNSURE IF REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	2 *%	1 1%	- -%	* *%	- -%	- -%	- -%	2 *%	- -%	2 *%	2 1%	- -%	- -%	- -%	2 *%	- -%	2 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1179	232	229	252	202	150	264	1179	588	591	276	415	244	244	691	488	1179
Effective Weighted Sample	910	173	186	201	158	123	210	910	449	461	229	329	187	188	536	374	910
Total	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON YOUTUBE	744	113	189	156	121	95	165	744	372	372	225	207	166	145	432	312	744
	74%	66%	75%	67%	75%	84%	87%	74%	74%	74%	75%	72%	75%	74%	74%	75%	74%
						acg	abcdg	a									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
I couldn't be bothered	44	41	2	1	1	44	43	2	**	43	44	**	44
	4%	5%	2%	1%	5%	4%	5%	1%	**	5%	5%	**	4%
Didn't think they would do anything about it	33	26	6	1	*	33	29	4	**	33	31	**	33
	3%	3%	6%	3%	2%	3%	3%	4%	**	3%	3%	**	3%
I didn't know how to report it	29	27	2	*	*	29	24	6	**	28	28	**	29
	3%	3%	3%	1%	1%	3%	3%	5%	**	3%	3%	**	3%
I didn't have time	26	20	5	*	*	26	25	*	**	24	26	**	26
	3%	2%	5%	1%	2%	3%	3%	*%	**	3%	3%	**	3%
			c										
Expected other people to report it	21	16	5	-	*	21	17	4	**	21	21	**	21
	2%	2%	5%	-%	1%	2%	2%	3%	**	2%	2%	**	2%
			ace										
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	7	6	1	-	-	7	7	-	**	5	7	**	7
	1%	1%	1%	-%	-%	1%	1%	-%	**	1%	1%	**	1%
Just ignored it/ chose not to watch it/ look at it/ didn't occur to me to report it	3	3	-	-	-	3	2	1	**	3	3	**	3
	*%	*%	-%	-%	-%	*%	*%	1%	**	*%	*%	**	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
Asked someone else to do it for me	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	** **	2 *%	2 *%	** **	2 *%
Didn't want to get involved/ draw attention to myself by reporting it	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	** **	2 *%	1 *%	** **	1 *%
Assumed that they would take it down	* *%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	** **	* *%	* *%	** **	* *%
Other	5 *%	5 1%	- -%	- -%	- -%	5 *%	4 *%	1 1%	** **	5 1%	4 *%	** **	5 *%
Don't know	11 1%	9 1%	1 1%	2 4% ae	* 1%	11 1%	9 1%	2 2%	** **	11 1%	11 1%	** **	11 1%
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO YOUTUBE	162 16%	138 16%	18 19% c	4 10%	2 10%	162 16%	142 16%	20 17%	** **	155 17%	156 16%	** **	160 16%
EVER REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	96 10%	85 10%	8 8%	2 5%	1 6%	96 10%	84 9%	12 10%	** **	92 10%	92 10%	** **	93 9%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN64. Why did you not report the inappropriate content to YouTube? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
UNSURE IF REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	2 *%	1 *%	- -%	- -%	* 1%	2 *%	- -%	2 1% f	** **	2 *%	2 *%	** **	2 *%
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON YOUTUBE	744 74%	622 74%	73 74%	32 84% abe	16 83% ae	744 74%	656 74%	88 72%	** **	690 74%	700 74%	** **	738 74%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR REPORTING INAPPROPRIATE CONTENT - YOUTUBE

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1179	232	229	252	202	150	264	1179	588	591	276	415	244	244	691	488	1179
Effective Weighted Sample	910	173	186	201	158	123	210	910	449	461	229	329	187	188	536	374	910
Total	1003	171	250	231	160	113	190	1003	501	502	299	287	221	196	585	417	1003
SEEN INAPPROPRIATE CONTENT ON YOUTUBE AND REPORTED IT	96 10%	30 18% bdefg	17 7%	30 13% bef	13 8% f	5 4%	6 3%	96 10% f	45 9%	50 10%	26 9%	30 10%	21 10%	18 9%	56 10%	39 9%	96 10%
SEEN INAPPROPRTATE CONTENT ON YOTUBE AND NOT REPORTED IT	162 16%	26 15%	45 18% f	45 20% f	26 17%	13 12%	19 10%	162 16% f	83 17%	78 16%	46 15%	50 17%	34 15%	32 17%	96 16%	66 16%	162 16%
SEEN INAPPROPRTATE CONTENT ON YOTUBE AND UNSURE IF REPORTED IT	2 *%	1 1%	- -%	* *%	- -%	- -%	- -%	2 *%	- -%	2 *%	2 1%	- -%	- -%	- -%	2 *%	- -%	2 *%
TOTAL SEEN INAPPROPRIATE CONTENT ON YOUTUBE	259 26%	58 34% efg	62 25% f	75 33% ef	39 25% f	18 16%	25 13%	259 26% ef	129 26%	130 26%	74 25%	80 28%	55 25%	51 26%	154 26%	105 25%	259 26%
NOT SEEN INAPPROPRIATE CONTENT ON YOUTUBE	723 72%	108 63%	185 74% a	150 65%	115 72%	94 83% abcdg	165 86% abcdg	723 72% ac	362 72%	360 72%	220 74%	198 69%	161 73%	144 73%	417 71%	305 73%	723 72%
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT ON YOUTUBE	21 2%	5 3%	4 2%	5 2%	6 4% f	1 1%	1 *%	21 2%	10 2%	11 2%	5 2%	9 3%	5 2%	1 1%	14 2%	7 2%	21 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR REPORTING INAPPROPRIATE CONTENT - YOUTUBE

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1179	743	156	141	139	1179	998	181	45	1098	1105	62	1167
Effective Weighted Sample	910	699	144	136	129	910	788	123	34	850	854	46	900
Total	1003	846	99	38	20	1003	881	122	33	938	950	44	993
SEEN INAPPROPRIATE CONTENT ON YOUTUBE AND REPORTED IT	96 10%	85 10%	8 8%	2 5%	1 6%	96 10%	84 9%	12 10%	** **	92 10%	92 10%	** **	93 9%
SEEN INAPPROPRTATE CONTENT ON YOTUBE AND NOT REPORTED IT	162 16%	138 16%	18 19% c	4 10%	2 10%	162 16%	142 16%	20 17%	** **	155 17%	156 16%	** **	160 16%
SEEN INAPPROPRTATE CONTENT ON YOTUBE AND UNSURE IF REPORTED IT	2 *%	1 *%	- -%	- -%	* 1%	2 *%	- -%	2 1% f	** **	2 *%	2 *%	** **	2 *%
TOTAL SEEN INAPPROPRIATE CONTENT ON YOUTUBE	259 26%	224 26% cd	26 26% c	6 16%	3 17%	259 26% cd	225 26%	34 28%	** **	248 26%	249 26%	** **	255 26%
NOT SEEN INAPPROPRIATE CONTENT ON YOUTUBE	723 72%	602 71%	73 74%	32 84% abe	16 82% ae	723 72%	637 72%	86 71%	** **	669 71%	682 72%	** **	717 72%
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT ON YOUTUBE	21 2%	21 2%	- -%	* 1%	* 1%	21 2%	19 2%	2 1%	** **	21 2%	18 2%	** **	21 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN59A. You said earlier you used Facebook. Did you know there is a reporting button or flag on Facebook which can be used to report inappropriate content? (SINGLE CODE)

Base : Those with a Facebook profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1103	212	215	233	182	147	261	1103	479	624	219	397	232	255	616	487	1103
Effective Weighted Sample	837	156	174	181	140	122	205	837	355	482	177	313	177	191	471	366	837
Total	905	155	228	206	140	110	176	905	391	514	230	273	208	193	504	401	905
Yes	737	138	210	170	114	72	106	737	319	418	202	225	168	142	428	309	737
	81%	89%	92%	82%	81%	66%	60%	81%	82%	81%	88%	82%	81%	73%	85%	77%	81%
		efg	cdefg	ef	ef			ef			mop	m			mo		m
No	155	15	18	33	23	35	65	155	69	86	23	41	39	51	65	90	155
	17%	10%	8%	16%	16%	32%	37%	17%	18%	17%	10%	15%	19%	26%	13%	22%	17%
				b	b	abcdg	abcdg	ab					j	jknp		jknp	jn
Don't know	13	2	-	3	4	2	5	13	3	10	5	6	1	1	11	2	13
	1%	1%	-%	1%	3%	2%	3%	1%	1%	2%	2%	2%	1%	*%	2%	*%	1%
					b		b					o			o		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN59A. You said earlier you used Facebook. Did you know there is a reporting button or flag on Facebook which can be used to report inappropriate content? (SINGLE CODE)

Base : Those with a Facebook profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1103	671	147	140	145	1103	920	183	53	1012	1036	62	1098
Effective Weighted Sample	837	632	134	135	134	837	713	125	39	772	789	47	832
Total	905	755	91	39	20	905	783	122	37	839	863	37	901
Yes	737	615	77	30	16	737	643	94	**	691	718	**	733
	81%	81%	84%	77%	80%	81%	82%	77%	**	82%	83%	**	81%
No	155	129	14	8	4	155	130	25	**	135	136	**	155
	17%	17%	16%	21%	19%	17%	17%	20%	**	16%	16%	**	17%
Don't know	13	12	-	1	*	13	9	4	**	12	10	**	13
	1%	2%	-%	2%	1%	1%	1%	3%	**	1%	1%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN59B. Have you ever seen something on Facebook that you considered inappropriate? (SINGLE CODE)

Base : Those with a Facebook profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1103	212	215	233	182	147	261	1103	479	624	219	397	232	255	616	487	1103
Effective Weighted Sample	837	156	174	181	140	122	205	837	355	482	177	313	177	191	471	366	837
Total	905	155	228	206	140	110	176	905	391	514	230	273	208	193	504	401	905
Yes	415	92	123	93	60	32	46	415	179	236	99	126	103	87	226	189	415
	46%	60%	54%	45%	43%	30%	26%	46%	46%	46%	43%	46%	49%	45%	45%	47%	46%
		cdefg	ef	ef	ef			ef									
No	472	60	101	107	77	75	126	472	203	269	128	142	102	100	270	202	472
	52%	39%	45%	52%	55%	69%	72%	52%	52%	52%	56%	52%	49%	52%	54%	50%	52%
				a	a	abcdg	abcdg	a									
Don't know	18	3	3	6	3	2	4	18	9	9	3	5	4	7	8	10	18
	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	3%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN59B. Have you ever seen something on Facebook that you considered inappropriate? (SINGLE CODE)

Base : Those with a Facebook profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1103	671	147	140	145	1103	920	183	53	1012	1036	62	1098
Effective Weighted Sample	837	632	134	135	134	837	713	125	39	772	789	47	832
Total	905	755	91	39	20	905	783	122	37	839	863	37	901
Yes	415	347	46	17	4	415	361	54	**	388	404	**	412
	46%	46%	51%	45%	23%	46%	46%	44%	**	46%	47%	**	46%
		d	d	d		d							
No	472	393	43	21	15	472	405	67	**	435	441	**	470
	52%	52%	47%	54%	75%	52%	52%	55%	**	52%	51%	**	52%
					abce								
Don't know	18	15	2	1	*	18	17	1	**	16	18	**	18
	2%	2%	2%	1%	2%	2%	2%	1%	**	2%	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook (MULTI CODE)

Base : Those who have ever seen anything inappropriate on Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	~j	k	l	m	n	o	p
Unweighted total	464	116	112	103	70	40	63	464	198	266	85	172	103	104	257	207	464
Effective Weighted Sample	371	88	94	83	60	35	52	371	158	213	74	141	84	81	207	165	371
Total	415	92	123	93	60	32	46	415	179	236	99	126	103	87	226	189	415
I reported it through the reporting button/ flag on Facebook	201 49%	47 51%	69 57%	45 48%	** **	** **	** **	201 49%	86 48%	115 49%	** **	64 51%	55 54% m	33 38%	114 50%	88 46%	201 49%
I emailed/ sent a message to Facebook	49 12%	14 15%	10 8%	8 9%	** **	** **	** **	49 12%	21 12%	28 12%	** **	15 12%	7 7%	14 16%	28 12%	21 11%	49 12%
I posted a comment on the site/ app under the inappropriate content	33 8%	9 10%	6 5%	4 5%	** **	** **	** **	33 8%	11 6%	22 9%	** **	7 6%	6 6%	8 10%	18 8%	15 8%	33 8%
Other	7 2%	1 1%	- -%	1 2%	** **	** **	** **	7 2%	2 1%	5 2%	** **	- -%	1 1%	2 2%	4 2%	3 1%	7 2%
EVER REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	246 59%	60 65%	75 61%	51 55%	** **	** **	** **	246 59%	104 58%	142 60%	** **	76 60%	62 60%	48 55%	136 60%	110 58%	246 59%
Don't know	2 1%	- -%	1 1%	* *%	** **	** **	** **	2 1%	1 1%	1 *%	** **	* *%	1 1%	- -%	1 1%	1 1%	2 1%
I have not reported something inappropriate to Facebook	167 40%	32 35%	47 38%	41 44%	** **	** **	** **	167 40%	75 42%	92 39%	** **	51 40%	40 39%	39 45%	88 39%	78 41%	167 40%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook (MULTI CODE)

Base : Those who have ever seen anything inappropriate on Facebook

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	464	298	73	60	33	464	399	65	15	433	449	12	461
Effective Weighted Sample	371	283	66	58	31	371	321	50	12	347	360	9	368
Total	415	347	46	17	4	415	361	54	12	388	404	8	412
I reported it through the reporting button/flag on Facebook	201 49%	177 51%	** **	** **	** **	201 49%	172 48%	** **	** **	193 50%	198 49%	** **	199 48%
I emailed/ sent a message to Facebook	49 12%	41 12%	** **	** **	** **	49 12%	41 11%	** **	** **	46 12%	47 12%	** **	48 12%
I posted a comment on the site/ app under the inappropriate content	33 8%	28 8%	** **	** **	** **	33 8%	27 7%	** **	** **	28 7%	32 8%	** **	32 8%
Other	7 2%	7 2%	** **	** **	** **	7 2%	4 1%	** **	** **	6 1%	7 2%	** **	7 2%
EVER REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	246 59%	214 62%	** **	** **	** **	246 59%	210 58%	** **	** **	235 60%	242 60%	** **	243 59%
Don't know	2 1%	1 *%	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	2 1%	** **	2 1%
I have not reported something inappropriate to Facebook	167 40%	131 38%	** **	** **	** **	167 40%	148 41%	** **	** **	151 39%	160 40%	** **	167 40%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook (MULTI CODE)

Base : Those with a Facebook profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1103	212	215	233	182	147	261	1103	479	624	219	397	232	255	616	487	1103
Effective Weighted Sample	837	156	174	181	140	122	205	837	355	482	177	313	177	191	471	366	837
Total	905	155	228	206	140	110	176	905	391	514	230	273	208	193	504	401	905
I reported it through the reporting button/ flag on Facebook	201 22%	47 30% defg	69 31% defg	45 22% ef	25 18% f	14 12%	15 8%	201 22% ef	86 22%	115 22%	49 21%	64 24%	55 27% m	33 17%	114 23%	88 22%	201 22%
I emailed/ sent a message to Facebook	49 5%	14 9%	10 4%	8 4%	9 6%	6 5%	7 4%	49 5%	21 5%	28 5%	13 6%	15 5%	7 3%	14 7%	28 6%	21 5%	49 5%
I posted a comment on the site/ app under the inappropriate content	33 4%	9 6%	6 3%	4 2%	9 6%	5 5%	5 3%	33 4%	11 3%	22 4%	11 5%	7 3%	6 3%	8 4%	18 4%	15 4%	33 4%
Other	7 1%	1 1%	- -%	1 1%	- -%	3 3% bdg	4 2% b	7 1%	2 *%	5 1%	4 2% k	- -%	1 *%	2 1%	4 1%	3 1%	7 1%
EVER REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	246 27%	60 39% cdefg	75 33% ef	51 25% f	36 26% f	19 18%	23 13%	246 27% ef	104 26%	142 28%	60 26%	76 28%	62 30%	48 25%	136 27%	110 27%	246 27%
Don't know	2 *%	- -%	1 *%	* *%	1 1%	- -%	- -%	2 *%	1 *%	1 *%	1 1%	* *%	1 *%	- -%	1 *%	1 *%	2 *%
I have not reported something inappropriate to Facebook	167 18%	32 21% ef	47 21% ef	41 20%	23 17%	13 12%	23 13%	167 18%	75 19%	92 18%	38 16%	51 18%	40 19%	39 20%	88 18%	78 20%	167 18%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook (MULTI CODE)

Base : Those with a Facebook profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1103	212	215	233	182	147	261	1103	479	624	219	397	232	255	616	487	1103
Effective Weighted Sample	837	156	174	181	140	122	205	837	355	482	177	313	177	191	471	366	837
Total	905	155	228	206	140	110	176	905	391	514	230	273	208	193	504	401	905
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON FACEBOOK	490	63	105	113	80	77	130	490	212	278	131	147	105	106	278	212	490
	54%	40%	46%	55%	57%	70%	74%	54%	54%	54%	57%	54%	51%	55%	55%	53%	54%
				a	a	abcdg	abcdg	a									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook (MULTI CODE)

Base : Those with a Facebook profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1103	671	147	140	145	1103	920	183	53	1012	1036	62	1098
Effective Weighted Sample	837	632	134	135	134	837	713	125	39	772	789	47	832
Total	905	755	91	39	20	905	783	122	37	839	863	37	901
I reported it through the reporting button/flag on Facebook	201 22%	177 23% d	14 16% d	9 24% d	1 7%	201 22% d	172 22%	30 24%	** **	193 23%	198 23%	** **	199 22%
I emailed/ sent a message to Facebook	49 5%	41 5% d	5 6% d	2 5%	* 1%	49 5% d	41 5%	7 6%	** **	46 5%	47 5%	** **	48 5%
I posted a comment on the site/ app under the inappropriate content	33 4%	28 4%	2 3%	2 5%	* 2%	33 4%	27 3%	6 5%	** **	28 3%	32 4%	** **	32 4%
Other	7 1%	7 1%	- -%	- -%	- -%	7 1%	4 1%	2 2%	** **	6 1%	7 1%	** **	7 1%
EVER REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	246 27%	214 28% d	18 20% d	11 29% d	2 9%	246 27% d	210 27%	36 29%	** **	235 28%	242 28%	** **	243 27%
Don't know	2 *%	1 *%	1 1%	- -%	* 2% ae	2 *%	2 *%	* *%	** **	2 *%	2 *%	** **	2 *%
I have not reported something inappropriate to Facebook	167 18%	131 17%	27 29% acde	6 15%	2 13%	167 18%	148 19%	18 15%	** **	151 18%	160 19%	** **	167 18%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook (MULTI CODE)

Base : Those with a Facebook profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1103	671	147	140	145	1103	920	183	53	1012	1036	62	1098
Effective Weighted Sample	837	632	134	135	134	837	713	125	39	772	789	47	832
Total	905	755	91	39	20	905	783	122	37	839	863	37	901
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON FACEBOOK	490	408	45	21	15	490	422	68	**	451	459	**	488
	54%	54%	49%	55%	77%	54%	54%	56%	**	54%	53%	**	54%
					abce								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE)

Base : Those who have seen anything inappropriate on Facebook and not reported it

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	i	~j	~k	~l	~m	n	~o	p
Unweighted total	197	43	44	45	29	19	36	197	85	112	32	72	42	51	104	93	197
Effective Weighted Sample	155	32	38	36	24	16	29	155	68	87	28	57	35	38	82	73	155
Total	167	32	47	41	23	13	23	167	75	92	38	51	40	39	88	78	167
Didn't think they would do anything about it	51	**	**	**	**	**	**	51	**	22	**	**	**	**	26	**	51
	31%	**	**	**	**	**	**	31%	**	24%	**	**	**	**	29%	**	31%
I couldn't be bothered	44	**	**	**	**	**	**	44	**	16	**	**	**	**	25	**	44
	26%	**	**	**	**	**	**	26%	**	18%	**	**	**	**	28%	**	26%
I didn't have time	18	**	**	**	**	**	**	18	**	11	**	**	**	**	9	**	18
	11%	**	**	**	**	**	**	11%	**	12%	**	**	**	**	11%	**	11%
I didn't know how to report it	18	**	**	**	**	**	**	18	**	10	**	**	**	**	6	**	18
	11%	**	**	**	**	**	**	11%	**	11%	**	**	**	**	6%	**	11%
Expected other people to report it	18	**	**	**	**	**	**	18	**	13	**	**	**	**	9	**	18
	11%	**	**	**	**	**	**	11%	**	14%	**	**	**	**	10%	**	11%
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	8	**	**	**	**	**	**	8	**	7	**	**	**	**	6	**	8
	5%	**	**	**	**	**	**	5%	**	7%	**	**	**	**	7%	**	5%
Didn't want to get involved/ draw attention to myself by reporting it	3	**	**	**	**	**	**	3	**	1	**	**	**	**	1	**	3
	2%	**	**	**	**	**	**	2%	**	2%	**	**	**	**	2%	**	2%
No point/ something similar would get posted some other time	3	**	**	**	**	**	**	3	**	-	**	**	**	**	1	**	3
	2%	**	**	**	**	**	**	2%	**	-%	**	**	**	**	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE)

Base : Those who have seen anything inappropriate on Facebook and not reported it

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	i	~j	~k	~l	~m	n	~o	p
Unweighted total	197	43	44	45	29	19	36	197	85	112	32	72	42	51	104	93	197
Effective Weighted Sample	155	32	38	36	24	16	29	155	68	87	28	57	35	38	82	73	155
Total	167	32	47	41	23	13	23	167	75	92	38	51	40	39	88	78	167
Asked someone else to do it for me	2	**	**	**	**	**	**	2	**	2	**	**	**	**	-	**	2
	1%	**	**	**	**	**	**	1%	**	3%	**	**	**	**	-%	**	1%
Just ignored it/ chose not to watch it/ look at it/ didn't occur to me to report it	2	**	**	**	**	**	**	2	**	1	**	**	**	**	2	**	2
	1%	**	**	**	**	**	**	1%	**	1%	**	**	**	**	2%	**	1%
Reported it somewhere else - e.g police, school	1	**	**	**	**	**	**	1	**	*	**	**	**	**	1	**	1
	1%	**	**	**	**	**	**	1%	**	*%	**	**	**	**	1%	**	1%
Other	5	**	**	**	**	**	**	5	**	4	**	**	**	**	4	**	5
	3%	**	**	**	**	**	**	3%	**	5%	**	**	**	**	5%	**	3%
Don't know	15	**	**	**	**	**	**	15	**	13	**	**	**	**	7	**	15
	9%	**	**	**	**	**	**	9%	**	14%	**	**	**	**	8%	**	9%
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO FACEBOOK	167	**	**	**	**	**	**	167	**	92	**	**	**	**	88	**	167
	100%	**	**	**	**	**	**	100%	**	100%	**	**	**	**	100%	**	100%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE)

Base : Those who have seen anything inappropriate on Facebook and not reported it

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	197	115	44	20	18	197	169	28	9	179	188	9	197
Effective Weighted Sample	155	109	40	19	17	155	135	20	7	141	148	7	155
Total	167	131	27	6	2	167	148	18	6	151	160	7	167
Didn't think they would do anything about it	51	42	**	**	**	51	50	**	**	45	48	**	51
	31%	32%	**	**	**	31%	34%	**	**	30%	30%	**	31%
I couldn't be bothered	44	36	**	**	**	44	40	**	**	42	43	**	44
	26%	27%	**	**	**	26%	27%	**	**	28%	27%	**	26%
I didn't have time	18	11	**	**	**	18	16	**	**	18	18	**	18
	11%	9%	**	**	**	11%	11%	**	**	12%	11%	**	11%
I didn't know how to report it	18	14	**	**	**	18	13	**	**	17	16	**	18
	11%	11%	**	**	**	11%	9%	**	**	11%	10%	**	11%
Expected other people to report it	18	13	**	**	**	18	13	**	**	14	18	**	18
	11%	10%	**	**	**	11%	8%	**	**	9%	11%	**	11%
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	8	6	**	**	**	8	7	**	**	5	8	**	8
	5%	5%	**	**	**	5%	4%	**	**	3%	5%	**	5%
Didn't want to get involved/ draw attention to myself by reporting it	3	3	**	**	**	3	3	**	**	3	3	**	3
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE)

Base : Those who have seen anything inappropriate on Facebook and not reported it

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	197	115	44	20	18	197	169	28	9	179	188	9	197
Effective Weighted Sample	155	109	40	19	17	155	135	20	7	141	148	7	155
Total	167	131	27	6	2	167	148	18	6	151	160	7	167
No point/ something similar would get posted some other time	3 2%	3 2%	** **	** **	** **	3 2%	3 2%	** **	** **	3 2%	3 2%	** **	3 2%
Asked someone else to do it for me	2 1%	2 1%	** **	** **	** **	2 1%	2 2%	** **	** **	2 2%	2 1%	** **	2 1%
Just ignored it/ chose not to watch it/ look at it/ didn't occur to me to report it	2 1%	2 1%	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	2 1%	** **	2 1%
Reported it somewhere else - e.g police, school	1 1%	- -%	** **	** **	** **	1 1%	1 1%	** **	** **	1 1%	1 1%	** **	1 1%
Other	5 3%	5 4%	** **	** **	** **	5 3%	5 4%	** **	** **	5 4%	5 3%	** **	5 3%
Don't know	15 9%	12 9%	** **	** **	** **	15 9%	14 10%	** **	** **	15 10%	15 9%	** **	15 9%
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO FACEBOOK	167 100%	131 100%	** **	** **	** **	167 100%	148 100%	** **	** **	151 100%	160 100%	** **	167 100%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE)

Base : Those with a Facebook profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1103	212	215	233	182	147	261	1103	479	624	219	397	232	255	616	487	1103
Effective Weighted Sample	837	156	174	181	140	122	205	837	355	482	177	313	177	191	471	366	837
Total	905	155	228	206	140	110	176	905	391	514	230	273	208	193	504	401	905
Didn't think they would do anything about it	51 6%	13 8% f	16 7%	13 6%	5 3%	4 4%	5 3%	51 6%	29 7%	22 4%	11 5%	15 5%	12 6%	13 7%	26 5%	26 6%	51 6%
I couldn't be bothered	44 5%	8 5%	10 5%	12 6%	6 4%	4 4%	8 4%	44 5%	28 7% i	16 3%	12 5%	13 5%	10 5%	9 4%	25 5%	19 5%	44 5%
I didn't have time	18 2%	5 3%	6 3%	5 2%	* *%	- -%	2 1%	18 2%	7 2%	11 2%	5 2%	5 2%	4 2%	4 2%	9 2%	9 2%	18 2%
I didn't know how to report it	18 2%	4 2%	3 1%	4 2%	2 2%	2 2%	5 3%	18 2%	8 2%	10 2%	3 1%	3 1%	7 3%	6 3%	6 1%	12 3% n	18 2%
Expected other people to report it	18 2%	3 2%	6 3%	4 2%	2 2%	2 1%	3 2%	18 2%	5 1%	13 2%	4 2%	5 2%	4 2%	4 2%	9 2%	9 2%	18 2%
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	8 1%	- -%	5 2%	2 1%	1 *%	1 1%	1 *%	8 1%	1 *%	7 1%	1 *%	5 2%	2 1%	- -%	6 1%	2 1%	8 1%
Didn't want to get involved/ draw attention to myself by reporting it	3 *%	- -%	- -%	1 1%	1 1%	* *%	* *%	3 *%	1 *%	1 *%	1 1%	- -%	* *%	1 1%	1 *%	1 *%	3 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE)

Base : Those with a Facebook profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1103	212	215	233	182	147	261	1103	479	624	219	397	232	255	616	487	1103
Effective Weighted Sample	837	156	174	181	140	122	205	837	355	482	177	313	177	191	471	366	837
Total	905	155	228	206	140	110	176	905	391	514	230	273	208	193	504	401	905
No point/ something similar would get posted some other time	3 *%	- -%	1 1%	- -%	1 1%	- -%	- -%	3 *%	3 1%	- -%	- -%	1 *%	- -%	1 1%	1 *%	1 *%	3 *%
Asked someone else to do it for me	2 *%	- -%	1 *%	- -%	1 1%	- -%	1 *%	2 *%	- -%	2 *%	- -%	- -%	1 *%	2 1%	- -%	2 1%	2 *%
Just ignored it/ chose not to watch it/ look at it/ didn't occur to me to report it	2 *%	1 1%	- -%	- -%	1 1%	- -%	- -%	2 *%	1 *%	1 *%	- -%	2 1%	- -%	- -%	2 *%	- -%	2 *%
Reported it somewhere else - e.g police, school	1 *%	- -%	- -%	- -%	1 1%	- -%	- -%	1 *%	* *%	* *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%
Other	5 1%	- -%	1 1%	3 1%	1 1%	- -%	- -%	5 1%	1 *%	4 1%	1 1%	3 1%	1 1%	- -%	4 1%	1 *%	5 1%
Don't know	15 2%	5 3% f	3 2%	3 2%	2 2%	1 1%	1 *%	15 2%	3 1%	13 2% h	4 2%	3 1%	3 1%	5 3%	7 1%	8 2%	15 2%
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO FACEBOOK	167 18%	32 21% ef	47 21% ef	41 20%	23 17%	13 12%	23 13%	167 18%	75 19%	92 18%	38 16%	51 18%	40 19%	39 20%	88 18%	78 20%	167 18%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE)

Base : Those with a Facebook profile

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1103	212	215	233	182	147	261	1103	479	624	219	397	232	255	616	487	1103
Effective Weighted Sample	837	156	174	181	140	122	205	837	355	482	177	313	177	191	471	366	837
Total	905	155	228	206	140	110	176	905	391	514	230	273	208	193	504	401	905
EVER REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	246 27%	60 39% cdefg	75 33% ef	51 25% f	36 26% f	19 18%	23 13%	246 27% ef	104 26%	142 28%	60 26%	76 28%	62 30%	48 25%	136 27%	110 27%	246 27%
UNSURE IF REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	2 *%	- -%	1 *%	* *%	1 1%	- -%	- -%	2 *%	1 *%	1 *%	1 1%	* *%	1 *%	- -%	1 *%	1 *%	2 *%
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON FACEBOOK	490 54%	63 40%	105 46%	113 55% a	80 57% a	77 70% abcdg	130 74% abcdg	490 54% a	212 54%	278 54%	131 57%	147 54%	105 51%	106 55%	278 55%	212 53%	490 54%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE)

Base : Those with a Facebook profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1103	671	147	140	145	1103	920	183	53	1012	1036	62	1098
Effective Weighted Sample	837	632	134	135	134	837	713	125	39	772	789	47	832
Total	905	755	91	39	20	905	783	122	37	839	863	37	901
Didn't think they would do anything about it	51	42	7	2	1	51	50	2	**	45	48	**	51
	6%	6%	8%	5%	3%	6%	6%	1%	**	5%	6%	**	6%
							g						
I couldn't be bothered	44	36	5	2	1	44	40	3	**	42	43	**	44
	5%	5%	6%	6%	3%	5%	5%	3%	**	5%	5%	**	5%
I didn't have time	18	11	5	1	*	18	16	2	**	18	18	**	18
	2%	2%	5%	3%	2%	2%	2%	1%	**	2%	2%	**	2%
			ae										
I didn't know how to report it	18	14	3	1	-	18	13	5	**	17	16	**	18
	2%	2%	3%	2%	-%	2%	2%	4%	**	2%	2%	**	2%
Expected other people to report it	18	13	4	-	*	18	13	5	**	14	18	**	18
	2%	2%	5%	-%	1%	2%	2%	4%	**	2%	2%	**	2%
			ac										
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	8	6	2	-	-	8	7	2	**	5	8	**	8
	1%	1%	2%	-%	-%	1%	1%	1%	**	1%	1%	**	1%
Didn't want to get involved/ draw attention to myself by reporting it	3	3	-	*	-	3	3	-	**	3	3	**	3
	*%	*%	-%	1%	-%	*%	*%	-%	**	*%	*%	**	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE)

Base : Those with a Facebook profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1103	671	147	140	145	1103	920	183	53	1012	1036	62	1098
Effective Weighted Sample	837	632	134	135	134	837	713	125	39	772	789	47	832
Total	905	755	91	39	20	905	783	122	37	839	863	37	901
No point/ something similar would get posted some other time	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	** **	3 *%	3 *%	** **	3 *%
Asked someone else to do it for me	2 *%	2 *%	1 1%	- -%	* 1%	2 *%	2 *%	* *%	** **	2 *%	2 *%	** **	2 *%
Just ignored it/ chose not to watch it/ look at it/ didn't occur to me to report it	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	** **	2 *%	2 *%	** **	2 *%
Reported it somewhere else - e.g police, school	1 *%	- -%	1 1% ae	- -%	- -%	1 *%	1 *%	- -%	** **	1 *%	1 *%	** **	1 *%
Other	5 1%	5 1%	- -%	- -%	- -%	5 1%	5 1%	- -%	** **	5 1%	5 1%	** **	5 1%
Don't know	15 2%	12 2%	3 3%	* 1%	1 3%	15 2%	14 2%	1 1%	** **	15 2%	15 2%	** **	15 2%
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO FACEBOOK	167 18%	131 17%	27 29% acde	6 15%	2 13%	167 18%	148 19%	18 15%	** **	151 18%	160 19%	** **	167 18%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN65. Why did you not report the inappropriate content to Facebook? (MULTI CODE)

Base : Those with a Facebook profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1103	671	147	140	145	1103	920	183	53	1012	1036	62	1098
Effective Weighted Sample	837	632	134	135	134	837	713	125	39	772	789	47	832
Total	905	755	91	39	20	905	783	122	37	839	863	37	901
EVER REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	246	214	18	11	2	246	210	36	**	235	242	**	243
	27%	28%	20%	29%	9%	27%	27%	29%	**	28%	28%	**	27%
		d	d	d		d							
UNSURE IF REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	2	1	1	-	*	2	2	*	**	2	2	**	2
	*%	*%	1%	-%	2%	*%	*%	*%	**	*%	*%	**	*%
					ae								
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON FACEBOOK	490	408	45	21	15	490	422	68	**	451	459	**	488
	54%	54%	49%	55%	77%	54%	54%	56%	**	54%	53%	**	54%
					abce								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR REPORTING INAPPROPRIATE CONTENT - FACEBOOK

Base : Those with a Facebook profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1103	212	215	233	182	147	261	1103	479	624	219	397	232	255	616	487	1103
Effective Weighted Sample	837	156	174	181	140	122	205	837	355	482	177	313	177	191	471	366	837
Total	905	155	228	206	140	110	176	905	391	514	230	273	208	193	504	401	905
SEEN INAPPROPRIATE CONTENT ON FACEBOOK AND REPORTED IT	246 27%	60 39% cdefg	75 33% ef	51 25% f	36 26% f	19 18%	23 13%	246 27% ef	104 26%	142 28%	60 26%	76 28%	62 30%	48 25%	136 27%	110 27%	246 27%
SEEN INAPPROPRTATE CONTENT ON FACEBOOK AND NOT REPORTED IT	167 18%	32 21% ef	47 21% ef	41 20%	23 17%	13 12%	23 13%	167 18%	75 19%	92 18%	38 16%	51 18%	40 19%	39 20%	88 18%	78 20%	167 18%
SEEN INAPPROPRTATE CONTENT ON FACEBOOK AND UNSURE IF REPORTED IT	2 *%	- -%	1 *%	* *%	1 1%	- -%	- -%	2 *%	1 *%	1 *%	1 1%	* *%	1 *%	- -%	1 *%	1 *%	2 *%
TOTAL SEEN INAPPROPRIATE CONTENT ON FACEBOOK	415 46%	92 60% cdefg	123 54% ef	93 45% ef	60 43% ef	32 30%	46 26%	415 46% ef	179 46%	236 46%	99 43%	126 46%	103 49%	87 45%	226 45%	189 47%	415 46%
NOT SEEN INAPPROPRIATE CONTENT ON FACEBOOK	472 52%	60 39%	101 45%	107 52% a	77 55% a	75 69% abcdg	126 72% abcdg	472 52% a	203 52%	269 52%	128 56%	142 52%	102 49%	100 52%	270 54%	202 50%	472 52%
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT ON FACEBOOK	18 2%	3 2%	3 1%	6 3%	3 2%	2 2%	4 2%	18 2%	9 2%	9 2%	3 1%	5 2%	4 2%	7 3%	8 2%	10 3%	18 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR REPORTING INAPPROPRIATE CONTENT - FACEBOOK

Base : Those with a Facebook profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1103	671	147	140	145	1103	920	183	53	1012	1036	62	1098
Effective Weighted Sample	837	632	134	135	134	837	713	125	39	772	789	47	832
Total	905	755	91	39	20	905	783	122	37	839	863	37	901
SEEN INAPPROPRIATE CONTENT ON FACEBOOK AND REPORTED IT	246 27%	214 28% d	18 20% d	11 29% d	2 9%	246 27% d	210 27%	36 29%	** **	235 28%	242 28%	** **	243 27%
SEEN INAPPROPRTATE CONTENT ON FACEBOOK AND NOT REPORTED IT	167 18%	131 17%	27 29% acde	6 15%	2 13%	167 18%	148 19%	18 15%	** **	151 18%	160 19%	** **	167 18%
SEEN INAPPROPRTATE CONTENT ON FACEBOOK AND UNSURE IF REPORTED IT	2 *%	1 *%	1 1%	- -%	* 2% ae	2 *%	2 *%	* *%	** **	2 *%	2 *%	** **	2 *%
TOTAL SEEN INAPPROPRIATE CONTENT ON FACEBOOK	415 46%	347 46% d	46 51% d	17 45% d	4 23%	415 46% d	361 46%	54 44%	** **	388 46%	404 47%	** **	412 46%
NOT SEEN INAPPROPRIATE CONTENT ON FACEBOOK	472 52%	393 52%	43 47%	21 54%	15 75% abce	472 52%	405 52%	67 55%	** **	435 52%	441 51%	** **	470 52%
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT ON FACEBOOK	18 2%	15 2%	2 2%	1 1%	* 2%	18 2%	17 2%	1 1%	** **	16 2%	18 2%	** **	18 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN60A. You said earlier you used Twitter. Did you know there is a reporting button or flag on Twitter which can be used to report inappropriate content? (SINGLE CODE)

Base : Those with a Twitter profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	~j	k	~l	~m	n	~o	p
Unweighted total	289	80	51	62	47	33	49	289	160	129	87	115	53	34	202	87	289
Effective Weighted Sample	225	59	43	50	37	29	41	225	118	107	73	91	40	28	158	67	225
Total	258	59	60	60	40	28	40	258	135	123	97	84	50	28	181	78	258
Yes	197	**	**	**	**	**	**	197	107	89	**	62	**	**	143	**	197
	76%	**	**	**	**	**	**	76%	79%	73%	**	74%	**	**	79%	**	76%
No	56	**	**	**	**	**	**	56	25	31	**	21	**	**	35	**	56
	22%	**	**	**	**	**	**	22%	19%	25%	**	25%	**	**	19%	**	22%
Don't know	5	**	**	**	**	**	**	5	3	3	**	1	**	**	3	**	5
	2%	**	**	**	**	**	**	2%	2%	2%	**	1%	**	**	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN60A. You said earlier you used Twitter. Did you know there is a reporting button or flag on Twitter which can be used to report inappropriate content? (SINGLE CODE)

Base : Those with a Twitter profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	289	197	24	37	31	289	253	36	7	275	284	3	287
Effective Weighted Sample	225	186	22	36	29	225	198	27	6	214	222	2	224
Total	258	229	15	10	4	258	230	28	6	245	255	2	257
Yes	197	172	**	**	**	197	173	**	**	189	194	**	195
	76%	75%	**	**	**	76%	75%	**	**	77%	76%	**	76%
No	56	51	**	**	**	56	51	**	**	51	55	**	56
	22%	22%	**	**	**	22%	22%	**	**	21%	22%	**	22%
Don't know	5	5	**	**	**	5	5	**	**	5	5	**	5
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN60B. Have you ever seen something on Twitter that you considered inappropriate? (SINGLE CODE)

Base : Those with a Twitter profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	~j	k	~l	~m	n	~o	p
Unweighted total	289	80	51	62	47	33	49	289	160	129	87	115	53	34	202	87	289
Effective Weighted Sample	225	59	43	50	37	29	41	225	118	107	73	91	40	28	158	67	225
Total	258	59	60	60	40	28	40	258	135	123	97	84	50	28	181	78	258
Yes	69	**	**	**	**	**	**	69	36	33	**	20	**	**	45	**	69
	27%	**	**	**	**	**	**	27%	27%	27%	**	24%	**	**	25%	**	27%
No	184	**	**	**	**	**	**	184	96	88	**	61	**	**	132	**	184
	71%	**	**	**	**	**	**	71%	71%	71%	**	74%	**	**	73%	**	71%
Don't know	5	**	**	**	**	**	**	5	3	2	**	2	**	**	4	**	5
	2%	**	**	**	**	**	**	2%	2%	2%	**	3%	**	**	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN60B. Have you ever seen something on Twitter that you considered inappropriate? (SINGLE CODE)

Base : Those with a Twitter profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	289	197	24	37	31	289	253	36	7	275	284	3	287
Effective Weighted Sample	225	186	22	36	29	225	198	27	6	214	222	2	224
Total	258	229	15	10	4	258	230	28	6	245	255	2	257
Yes	69	60	**	**	**	69	62	**	**	65	67	**	68
	27%	26%	**	**	**	27%	27%	**	**	27%	26%	**	26%
No	184	164	**	**	**	184	163	**	**	175	182	**	184
	71%	72%	**	**	**	71%	71%	**	**	71%	72%	**	72%
Don't know	5	5	**	**	**	5	5	**	**	5	5	**	5
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN63. Have you ever reported inappropriate content to Twitter? IF YES - (SHOWCARD) How did you report this inappropriate content to Twitter? (MULTI CODE)

Base : Those who have ever seen anything inappropriate on Twitter

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	75	25	14	11	13	10	12	75	43	32	22	25	17	11	47	28	75
Effective Weighted Sample	61	19	12	9	12	9	10	61	33	29	19	22	14	8	40	21	61
Total	69	18	17	10	14	9	10	69	36	33	25	20	17	7	45	24	69
I reported it through the reporting button/ flag on Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I emailed/ sent a message to Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I posted a comment on the site/ app under the inappropriate content	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EVER REPORTED INAPPROPRIATE CONTENT TO TWITTER	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I have not reported something inappropriate to Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN63. Have you ever reported inappropriate content to Twitter? IF YES - (SHOWCARD) How did you report this inappropriate content to Twitter? (MULTI CODE)

Base : Those who have ever seen anything inappropriate on Twitter

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	75	53	9	8	5	75	67	8	-	72	72	1	73
Effective Weighted Sample	61	50	8	8	5	61	54	7	-	58	59	1	59
Total	69	60	6	2	1	69	62	7	-	65	67	*	68
I reported it through the reporting button/flag on Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I emailed/ sent a message to Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I posted a comment on the site/ app under the inappropriate content	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
EVER REPORTED INAPPROPRIATE CONTENT TO TWITTER	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I have not reported something inappropriate to Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN63. Have you ever reported inappropriate content to Twitter? IF YES - (SHOWCARD) How did you report this inappropriate content to Twitter? (MULTI CODE)

Base : Those with a Twitter profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	~j	k	~l	~m	n	~o	p
Unweighted total	289	80	51	62	47	33	49	289	160	129	87	115	53	34	202	87	289
Effective Weighted Sample	225	59	43	50	37	29	41	225	118	107	73	91	40	28	158	67	225
Total	258	59	60	60	40	28	40	258	135	123	97	84	50	28	181	78	258
I reported it through the reporting button/ flag on Twitter	28	**	**	**	**	**	**	28	15	13	**	9	**	**	20	**	28
	11%	**	**	**	**	**	**	11%	11%	11%	**	10%	**	**	11%	**	11%
I emailed/ sent a message to Twitter	3	**	**	**	**	**	**	3	2	1	**	1	**	**	2	**	3
	1%	**	**	**	**	**	**	1%	2%	1%	**	2%	**	**	1%	**	1%
I posted a comment on the site/ app under the inappropriate content	3	**	**	**	**	**	**	3	*	3	**	1	**	**	1	**	3
	1%	**	**	**	**	**	**	1%	*%	2%	**	1%	**	**	1%	**	1%
Other	1	**	**	**	**	**	**	1	1	-	**	1	**	**	1	**	1
	*%	**	**	**	**	**	**	*%	1%	-%	**	1%	**	**	1%	**	*%
EVER REPORTED INAPPROPRIATE CONTENT TO TWITTER	33	**	**	**	**	**	**	33	17	16	**	11	**	**	23	**	33
	13%	**	**	**	**	**	**	13%	12%	13%	**	13%	**	**	12%	**	13%
Don't know	1	**	**	**	**	**	**	1	1	-	**	-	**	**	1	**	1
	*%	**	**	**	**	**	**	*%	1%	-%	**	-%	**	**	1%	**	*%
I have not reported something inappropriate to Twitter	35	**	**	**	**	**	**	35	18	17	**	9	**	**	21	**	35
	14%	**	**	**	**	**	**	14%	13%	14%	**	11%	**	**	12%	**	14%
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON TWITTER	189	**	**	**	**	**	**	189	99	90	**	64	**	**	136	**	189
	73%	**	**	**	**	**	**	73%	73%	73%	**	76%	**	**	75%	**	73%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN63. Have you ever reported inappropriate content to Twitter? IF YES - (SHOWCARD) How did you report this inappropriate content to Twitter? (MULTI CODE)

Base : Those with a Twitter profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	289	197	24	37	31	289	253	36	7	275	284	3	287
Effective Weighted Sample	225	186	22	36	29	225	198	27	6	214	222	2	224
Total	258	229	15	10	4	258	230	28	6	245	255	2	257
I reported it through the reporting button/flag on Twitter	28 11%	26 11%	** **	** **	** **	28 11%	24 10%	** **	** **	28 11%	26 10%	** **	26 10%
I emailed/ sent a message to Twitter	3 1%	2 1%	** **	** **	** **	3 1%	2 1%	** **	** **	3 1%	3 1%	** **	3 1%
I posted a comment on the site/ app under the inappropriate content	3 1%	3 1%	** **	** **	** **	3 1%	3 1%	** **	** **	2 1%	3 1%	** **	3 1%
Other	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	1 *%	** **	1 *%
EVER REPORTED INAPPROPRIATE CONTENT TO TWITTER	33 13%	30 13%	** **	** **	** **	33 13%	28 12%	** **	** **	32 13%	31 12%	** **	31 12%
Don't know	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	1 *%	** **	1 *%
I have not reported something inappropriate to Twitter	35 14%	29 13%	** **	** **	** **	35 14%	33 14%	** **	** **	33 13%	35 14%	** **	35 14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN63. Have you ever reported inappropriate content to Twitter? IF YES - (SHOWCARD) How did you report this inappropriate content to Twitter? (MULTI CODE)

Base : Those with a Twitter profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	289	197	24	37	31	289	253	36	7	275	284	3	287
Effective Weighted Sample	225	186	22	36	29	225	198	27	6	214	222	2	224
Total	258	229	15	10	4	258	230	28	6	245	255	2	257
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON TWITTER	189	169	**	**	**	189	168	**	**	179	188	**	189
	73%	74%	**	**	**	73%	73%	**	**	73%	74%	**	74%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN66. Why did you not report the inappropriate content to Twitter? (MULTI CODE)

Base : Those who have seen anything inappropriate on Twitter and not reported it

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	39	11	8	9	6	5	5	39	22	17	11	12	8	8	23	16	39
Effective Weighted Sample	32	8	7	7	6	4	4	32	17	15	9	10	7	6	19	13	32
Total	35	8	9	8	6	4	4	35	18	17	12	9	9	5	21	14	35
I couldn't be bothered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Didn't think they would do anything about it	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't have time	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Expected other people to report it	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't know how to report it	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO TWITTER	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN66. Why did you not report the inappropriate content to Twitter? (MULTI CODE)

Base : Those who have seen anything inappropriate on Twitter and not reported it

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	39	26	7	3	3	39	37	2	-	37	39	-	39
Effective Weighted Sample	32	24	6	3	3	32	30	2	-	30	32	-	32
Total	35	29	5	1	*	35	33	2	-	33	35	-	35
I couldn't be bothered	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Didn't think they would do anything about it	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't have time	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Expected other people to report it	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't know how to report it	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO TWITTER	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN66. Why did you not report the inappropriate content to Twitter? (MULTI CODE)

Base : Those with a Twitter profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	~j	k	~l	~m	n	~o	p
Unweighted total	289	80	51	62	47	33	49	289	160	129	87	115	53	34	202	87	289
Effective Weighted Sample	225	59	43	50	37	29	41	225	118	107	73	91	40	28	158	67	225
Total	258	59	60	60	40	28	40	258	135	123	97	84	50	28	181	78	258
I couldn't be bothered	10	**	**	**	**	**	**	10	6	3	**	2	**	**	5	**	10
	4%	**	**	**	**	**	**	4%	5%	3%	**	3%	**	**	3%	**	4%
Didn't think they would do anything about it	9	**	**	**	**	**	**	9	4	5	**	3	**	**	7	**	9
	3%	**	**	**	**	**	**	3%	3%	4%	**	4%	**	**	4%	**	3%
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	5	**	**	**	**	**	**	5	3	2	**	1	**	**	2	**	5
	2%	**	**	**	**	**	**	2%	2%	1%	**	1%	**	**	1%	**	2%
I didn't have time	4	**	**	**	**	**	**	4	1	4	**	3	**	**	4	**	4
	2%	**	**	**	**	**	**	2%	1%	3%	**	3%	**	**	2%	**	2%
Expected other people to report it	3	**	**	**	**	**	**	3	1	2	**	-	**	**	2	**	3
	1%	**	**	**	**	**	**	1%	1%	2%	**	-%	**	**	1%	**	1%
I didn't know how to report it	3	**	**	**	**	**	**	3	3	-	**	1	**	**	1	**	3
	1%	**	**	**	**	**	**	1%	2%	-%	**	1%	**	**	*%	**	1%
Don't know	3	**	**	**	**	**	**	3	1	2	**	*	**	**	2	**	3
	1%	**	**	**	**	**	**	1%	1%	2%	**	*%	**	**	1%	**	1%
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO TWITTER	35	**	**	**	**	**	**	35	18	17	**	9	**	**	21	**	35
	14%	**	**	**	**	**	**	14%	13%	14%	**	11%	**	**	12%	**	14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN66. Why did you not report the inappropriate content to Twitter? (MULTI CODE)

Base : Those with a Twitter profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	~j	k	~l	~m	n	~o	p
Unweighted total	289	80	51	62	47	33	49	289	160	129	87	115	53	34	202	87	289
Effective Weighted Sample	225	59	43	50	37	29	41	225	118	107	73	91	40	28	158	67	225
Total	258	59	60	60	40	28	40	258	135	123	97	84	50	28	181	78	258
EVER REPORTED INAPPROPRIATE CONTENT TO TWITTER	33	**	**	**	**	**	**	33	17	16	**	11	**	**	23	**	33
	13%	**	**	**	**	**	**	13%	12%	13%	**	13%	**	**	12%	**	13%
UNSURE IF REPORTED INAPPROPRIATE CONTENT TO TWITTER	1	**	**	**	**	**	**	1	1	-	**	-	**	**	1	**	1
	*%	**	**	**	**	**	**	*%	1%	-%	**	-%	**	**	1%	**	*%
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON TWITTER	189	**	**	**	**	**	**	189	99	90	**	64	**	**	136	**	189
	73%	**	**	**	**	**	**	73%	73%	73%	**	76%	**	**	75%	**	73%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN66. Why did you not report the inappropriate content to Twitter? (MULTI CODE)

Base : Those with a Twitter profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	289	197	24	37	31	289	253	36	7	275	284	3	287
Effective Weighted Sample	225	186	22	36	29	225	198	27	6	214	222	2	224
Total	258	229	15	10	4	258	230	28	6	245	255	2	257
I couldn't be bothered	10	9	**	**	**	10	10	**	**	7	10	**	10
	4%	4%	**	**	**	4%	4%	**	**	3%	4%	**	4%
Didn't think they would do anything about it	9	8	**	**	**	9	9	**	**	9	9	**	9
	3%	4%	**	**	**	3%	4%	**	**	4%	4%	**	3%
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	5	4	**	**	**	5	5	**	**	5	5	**	5
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	2%
I didn't have time	4	4	**	**	**	4	3	**	**	4	4	**	4
	2%	2%	**	**	**	2%	1%	**	**	2%	2%	**	2%
Expected other people to report it	3	2	**	**	**	3	3	**	**	3	3	**	3
	1%	1%	**	**	**	1%	1%	**	**	1%	1%	**	1%
I didn't know how to report it	3	2	**	**	**	3	1	**	**	3	3	**	3
	1%	1%	**	**	**	1%	1%	**	**	1%	1%	**	1%
Don't know	3	1	**	**	**	3	3	**	**	3	3	**	3
	1%	*%	**	**	**	1%	1%	**	**	1%	1%	**	1%
TOTAL - I HAVE NOT REPORTED SOMETHING INAPPROPRIATE TO TWITTER	35	29	**	**	**	35	33	**	**	33	35	**	35
	14%	13%	**	**	**	14%	14%	**	**	13%	14%	**	14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN66. Why did you not report the inappropriate content to Twitter? (MULTI CODE)

Base : Those with a Twitter profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	289	197	24	37	31	289	253	36	7	275	284	3	287
Effective Weighted Sample	225	186	22	36	29	225	198	27	6	214	222	2	224
Total	258	229	15	10	4	258	230	28	6	245	255	2	257
EVER REPORTED INAPPROPRIATE CONTENT TO TWITTER	33	30	**	**	**	33	28	**	**	32	31	**	31
	13%	13%	**	**	**	13%	12%	**	**	13%	12%	**	12%
UNSURE IF REPORTED INAPPROPRIATE CONTENT TO TWITTER	1	1	**	**	**	1	1	**	**	1	1	**	1
	*%	*%	**	**	**	*%	*%	**	**	*%	*%	**	*%
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON TWITTER	189	169	**	**	**	189	168	**	**	179	188	**	189
	73%	74%	**	**	**	73%	73%	**	**	73%	74%	**	74%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR REPORTING INAPPROPRIATE CONTENT - TWITTER

Base : Those with a Twitter profile

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	~j	k	~l	~m	n	~o	p
Unweighted total	289	80	51	62	47	33	49	289	160	129	87	115	53	34	202	87	289
Effective Weighted Sample	225	59	43	50	37	29	41	225	118	107	73	91	40	28	158	67	225
Total	258	59	60	60	40	28	40	258	135	123	97	84	50	28	181	78	258
SEEN INAPPROPRIATE CONTENT ON TWITTER AND REPORTED IT	33	**	**	**	**	**	**	33	17	16	**	11	**	**	23	**	33
	13%	**	**	**	**	**	**	13%	12%	13%	**	13%	**	**	12%	**	13%
SEEN INAPPROPRTATE CONTENT ON TWITTER AND NOT REPORTED IT	35	**	**	**	**	**	**	35	18	17	**	9	**	**	21	**	35
	14%	**	**	**	**	**	**	14%	13%	14%	**	11%	**	**	12%	**	14%
SEEN INAPPROPRTATE CONTENT ON TWITTER AND UNSURE IF REPORTED IT	1	**	**	**	**	**	**	1	1	-	**	-	**	**	1	**	1
	*%	**	**	**	**	**	**	*%	1%	-%	**	-%	**	**	1%	**	*%
TOTAL SEEN INAPPROPRIATE CONTENT ON TWITTER	69	**	**	**	**	**	**	69	36	33	**	20	**	**	45	**	69
	27%	**	**	**	**	**	**	27%	27%	27%	**	24%	**	**	25%	**	27%
NOT SEEN INAPPROPRIATE CONTENT ON TWITTER	184	**	**	**	**	**	**	184	96	88	**	61	**	**	132	**	184
	71%	**	**	**	**	**	**	71%	71%	71%	**	74%	**	**	73%	**	71%
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT ON TWITTER	5	**	**	**	**	**	**	5	3	2	**	2	**	**	4	**	5
	2%	**	**	**	**	**	**	2%	2%	2%	**	3%	**	**	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR REPORTING INAPPROPRIATE CONTENT - TWITTER

Base : Those with a Twitter profile

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	289	197	24	37	31	289	253	36	7	275	284	3	287
Effective Weighted Sample	225	186	22	36	29	225	198	27	6	214	222	2	224
Total	258	229	15	10	4	258	230	28	6	245	255	2	257
SEEN INAPPROPRIATE CONTENT ON TWITTER AND REPORTED IT	33 13%	30 13%	** **	** **	** **	33 13%	28 12%	** **	** **	32 13%	31 12%	** **	31 12%
SEEN INAPPROPRTATE CONTENT ON TWITTER AND NOT REPORTED IT	35 14%	29 13%	** **	** **	** **	35 14%	33 14%	** **	** **	33 13%	35 14%	** **	35 14%
SEEN INAPPROPRTATE CONTENT ON TWITTER AND UNSURE IF REPORTED IT	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	1 *%	** **	1 *%
TOTAL SEEN INAPPROPRIATE CONTENT ON TWITTER	69 27%	60 26%	** **	** **	** **	69 27%	62 27%	** **	** **	65 27%	67 26%	** **	68 26%
NOT SEEN INAPPROPRIATE CONTENT ON TWITTER	184 71%	164 72%	** **	** **	** **	184 71%	163 71%	** **	** **	175 71%	182 72%	** **	184 72%
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT ON TWITTER	5 2%	5 2%	** **	** **	** **	5 2%	5 2%	** **	** **	5 2%	5 2%	** **	5 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
No, do not have any concerns	1023	136	211	201	135	148	339	1023	492	532	250	274	231	268	525	499	1023
	69%	75%	76%	70%	63%	66%	66%	69%	68%	71%	63%	70%	72%	73%	66%	73%	69%
		def	defg										j	jn		jn	j
People driving while using mobile phones	119	6	21	24	25	21	44	119	62	57	48	36	21	15	84	36	119
	8%	3%	8%	9%	11%	9%	8%	8%	9%	8%	12%	9%	7%	4%	11%	5%	8%
				a	a	a	a	a			lmop	mo			lmop		mo
Children having phones at a young age	100	6	25	17	21	12	30	100	42	57	36	25	23	16	61	39	100
	7%	4%	9%	6%	10%	5%	6%	7%	6%	8%	9%	6%	7%	4%	8%	6%	7%
			a		a						mo				m		
Junk/ spam text messages	74	10	17	11	11	12	25	74	33	41	22	26	16	11	47	27	74
	5%	6%	6%	4%	5%	5%	5%	5%	5%	5%	5%	7%	5%	3%	6%	4%	5%
												mo			m		
Cost of new handsets	67	10	15	18	14	4	9	67	39	28	24	14	12	16	39	28	67
	5%	6%	5%	6%	7%	2%	2%	5%	5%	4%	6%	4%	4%	5%	5%	4%	5%
		ef	ef	ef	ef			ef									
Strangers contacting children	63	3	14	18	12	9	17	63	29	34	26	15	13	9	41	22	63
	4%	1%	5%	6%	5%	4%	3%	4%	4%	5%	7%	4%	4%	2%	5%	3%	4%
			a	af	a						mo				m		
Health concerns - using handset	61	4	8	11	16	9	22	61	27	35	27	19	6	10	46	16	61
	4%	2%	3%	4%	8%	4%	4%	4%	4%	5%	7%	5%	2%	3%	6%	2%	4%
					abg						lmop	lo			lmo		o

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Intrusion into other people's space/ public space	61 4%	5 3%	11 4%	9 3%	5 2%	15 7% d	31 6% d	61 4%	31 4%	30 4%	17 4%	18 5%	15 5%	11 3%	35 4%	26 4%	61 4%
Health concerns - masts	60 4%	* *%	10 4% a	12 4% a	14 6% a	16 7% ag	24 5% a	60 4% a	24 3%	37 5%	22 6%	14 4%	13 4%	11 3%	37 5%	24 3%	60 4%
Cost of calls - generally	60 4%	3 2%	7 2%	12 4%	14 6% a	8 4%	24 5%	60 4%	28 4%	32 4%	9 2%	12 3%	11 3%	27 7% jklnp	21 3%	38 6% jn	60 4%
Unsolicited text messages that charge a premium rate to respond	58 4%	6 4%	11 4%	13 5%	14 6% f	8 3%	14 3%	58 4%	25 3%	33 4%	19 5%	19 5%	10 3%	10 3%	39 5%	20 3%	58 4%
People using phones in quiet spaces	52 4%	2 1%	8 3%	7 3%	8 4%	12 5% a	26 5% a	52 4%	26 4%	26 3%	19 5%	13 3%	12 4%	8 2%	32 4%	20 3%	52 4%
Target for stealing mobile phone	49 3%	7 4%	10 4%	7 2%	13 6% f	6 3%	12 2%	49 3%	25 3%	24 3%	16 4%	18 5% mo	8 2%	7 2%	34 4% mo	15 2%	49 3%
Getting viruses, trojans or malware installed on the phone	46 3%	4 2%	9 3%	9 3%	10 5%	7 3%	15 3%	46 3%	18 2%	29 4%	12 3%	21 5% lmop	6 2%	7 2%	34 4% mo	13 2%	46 3%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Cost of calls when abroad	44 3%	4 2%	7 3%	4 1%	12 6% cg	9 4% c	16 3%	44 3%	17 2%	26 4%	15 4% m	15 4% mo	8 3%	5 1%	31 4% mo	13 2%	44 3%
Use of phone to film anti-social or inappropriate behaviour	40 3%	1 1%	13 5% af	10 3% a	9 4% af	4 2%	8 2%	40 3%	14 2%	26 4%	14 4% m	13 3%	9 3%	5 1%	27 3% m	13 2%	40 3%
Receiving targeted advertising based on my location	40 3%	3 2%	3 1%	9 3%	10 4% b	8 4%	15 3%	40 3%	22 3%	18 2%	13 3%	11 3%	9 3%	6 2%	24 3%	15 2%	40 3%
Incurring unexpected costs due to exceeding the data plan/ going online too much	36 2%	3 2%	6 2%	13 5% f	5 3%	4 2%	8 2%	36 2%	14 2%	22 3%	16 4% o	9 2%	5 2%	6 2%	25 3%	11 2%	36 2%
Cost of using the phone to get online/ visit websites / data usage	35 2%	3 2%	11 4% f	8 3%	7 3%	3 1%	7 1%	35 2%	17 2%	18 2%	11 3%	9 2%	7 2%	8 2%	20 2%	16 2%	35 2%
Incurring unexpected additional charges through using apps/ applications	30 2%	2 1%	5 2%	6 2%	9 4% f	3 1%	9 2%	30 2%	13 2%	18 2%	9 2%	6 2%	6 2%	9 2%	15 2%	15 2%	30 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Cost of premium rate text messages	30	5	2	3	13	3	8	30	12	18	12	7	4	7	19	11	30
	2%	3%	1%	1%	6%	1%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%
					bcefg												
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	27	3	3	5	1	6	14	27	19	8	11	5	6	5	15	12	27
	2%	2%	1%	2%	1%	3%	3%	2%	3%	1%	3%	1%	2%	1%	2%	2%	2%
									i								
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft/ too much information on the phone	16	2	3	1	2	7	9	16	10	6	5	3	6	2	8	8	16
	1%	1%	1%	*%	1%	3%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
						cg											
Being tracked through them/ people listening in to calls/ location tracking	12	-	-	3	4	4	5	12	7	5	6	3	1	2	9	4	12
	1%	-%	-%	1%	2%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
Unsolicited calls on the phone/ cold calling/ scams	10	2	1	2	-	1	4	10	6	4	5	3	2	*	8	2	10
	1%	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Other	44	4	6	4	9	6	21	44	25	20	15	12	10	7	26	18	44
	3%	2%	2%	1%	4%	3%	4%	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%
Don't know	8	1	1	*	1	1	5	8	3	4	1	4	1	1	5	3	8
	1%	1%	*%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	*%	1%	*%	1%
SUMMARY CODES																	
ANY CONCERNS	444	43	64	85	80	75	172	444	228	217	143	116	90	96	259	185	444
	30%	24%	23%	30%	37%	34%	33%	30%	31%	29%	36%	29%	28%	26%	33%	27%	30%
					abg	ab	ab	b			klmop				mo		
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	184	13	35	38	36	25	61	184	87	96	68	54	33	29	121	63	184
	12%	7%	13%	13%	17%	11%	12%	12%	12%	13%	17%	14%	10%	8%	15%	9%	12%
					a			a			lmop	mo			lmo		mo
ANY AFFORDABILITY	166	19	27	35	38	20	47	166	79	87	51	41	32	42	92	74	166
	11%	11%	10%	12%	18%	9%	9%	11%	11%	12%	13%	10%	10%	11%	12%	11%	11%
					abefg												
ANY SECURITY/ FRAUD	118	13	20	23	22	20	40	118	49	69	35	43	20	20	78	40	118
	8%	7%	7%	8%	10%	9%	8%	8%	7%	9%	9%	11%	6%	6%	10%	6%	8%
												lmop			mo		
ANY PRIVACY	108	8	18	19	15	22	47	108	56	52	36	29	25	18	65	42	108
	7%	4%	7%	7%	7%	10%	9%	7%	8%	7%	9%	7%	8%	5%	8%	6%	7%
						a	a				m				m		
ANY HEALTH	90	4	15	19	18	19	35	90	36	54	35	24	18	13	59	31	90
	6%	2%	5%	7%	8%	8%	7%	6%	5%	7%	9%	6%	5%	4%	8%	4%	6%
				a	a	a	a	a			mo				mo		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
No, do not have any concerns	1023	876	87	38	22	1023	895	128	**	816	823	156	979
	69%	70%	66%	65%	74%	69%	70%	65%	**	69%	70%	64%	69%
					c								
People driving while using mobile phones	119	102	11	4	2	119	99	20	**	102	97	19	116
	8%	8%	8%	6%	8%	8%	8%	10%	**	9%	8%	8%	8%
Children having phones at a young age	100	84	11	3	2	100	83	17	**	83	82	15	97
	7%	7%	8%	4%	7%	7%	6%	9%	**	7%	7%	6%	7%
Junk/ spam text messages	74	58	12	3	2	74	63	11	**	62	63	9	73
	5%	5%	9%	5%	5%	5%	5%	6%	**	5%	5%	4%	5%
			ae										
Cost of new handsets	67	52	11	3	1	67	57	9	**	57	58	8	67
	5%	4%	9%	5%	2%	5%	4%	5%	**	5%	5%	3%	5%
			ade										
Strangers contacting children	63	52	9	1	1	63	50	13	**	57	56	5	61
	4%	4%	7%	3%	3%	4%	4%	7%	**	5%	5%	2%	4%
			c								k		
Health concerns - using handset	61	55	5	1	*	61	51	10	**	51	48	11	59
	4%	4%	4%	2%	2%	4%	4%	5%	**	4%	4%	5%	4%
Intrusion into other people's space/ public space	61	51	6	3	*	61	55	6	**	50	44	12	56
	4%	4%	5%	5%	2%	4%	4%	3%	**	4%	4%	5%	4%

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Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Health concerns - masts	60	54	4	2	1	60	56	4	**	47	46	13	59
	4%	4%	3%	3%	4%	4%	4%	2%	**	4%	4%	6%	4%
Cost of calls - generally	60	46	11	2	1	60	53	7	**	40	38	19	56
	4%	4%	8%	4%	3%	4%	4%	3%	**	3%	3%	8%	4%
			acde									jl	
Unsolicited text messages that charge a premium rate to respond	58	48	7	2	1	58	50	8	**	46	49	8	57
	4%	4%	5%	4%	3%	4%	4%	4%	**	4%	4%	3%	4%
People using phones in quiet spaces	52	41	8	2	1	52	42	10	**	37	34	13	48
	4%	3%	6%	3%	3%	4%	3%	5%	**	3%	3%	6%	3%
												j	
Target for stealing mobile phone	49	43	4	1	1	49	41	8	**	45	45	2	48
	3%	3%	3%	2%	3%	3%	3%	4%	**	4%	4%	1%	3%
											k		k
Getting viruses, trojans or malware installed on the phone	46	41	4	1	*	46	39	8	**	34	41	6	46
	3%	3%	3%	1%	1%	3%	3%	4%	**	3%	3%	2%	3%
Cost of calls when abroad	44	36	5	2	1	44	41	3	**	37	39	5	44
	3%	3%	4%	3%	4%	3%	3%	2%	**	3%	3%	2%	3%

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	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Use of phone to film anti-social or inappropriate behaviour	40 3%	31 2%	6 5%	2 3%	1 5%	40 3%	33 3%	7 4%	** **	37 3%	37 3% k	2 1%	39 3%
Receiving targeted advertising based on my location	40 3%	34 3%	3 2%	2 3%	* 2%	40 3%	32 3%	7 4%	** **	32 3%	34 3%	6 2%	40 3%
Incurring unexpected costs due to exceeding the data plan/ going online too much	36 2%	31 2%	2 2%	2 4% d	* 1%	36 2%	34 3%	1 1%	** **	27 2%	29 2%	7 3%	36 3%
Cost of using the phone to get online/ visit websites / data usage	35 2%	25 2%	7 5% ade	4 7% ade	* 1%	35 2%	34 3%	2 1%	** **	25 2%	29 2%	7 3%	35 3%
Incurring unexpected additional charges through using apps/ applications	30 2%	23 2%	4 3%	2 4%	* 2%	30 2%	29 2%	2 1%	** **	22 2%	24 2%	6 2%	30 2%
Cost of premium rate text messages	30 2%	26 2%	2 2%	2 3% d	* *%	30 2%	27 2%	3 2%	** **	25 2%	26 2%	5 2%	30 2%

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Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
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Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	27 2%	25 2% d	1 *%	2 3% d	- -%	27 2%	18 1%	9 5% f	** **	20 2%	17 1%	9 4% jl	26 2%
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft/ too much information on the phone	16 1%	15 1%	1 1%	* *%	- -%	16 1%	12 1%	5 2%	** **	14 1%	15 1%	2 1%	16 1%
Being tracked through them/ people listening in to calls/ location tracking	12 1%	11 1%	1 *%	* *%	* *%	12 1%	9 1%	3 1%	** **	11 1%	11 1%	1 *%	12 1%
Unsolicited calls on the phone/ cold calling/ scams	10 1%	7 1%	2 2%	1 1%	- -%	10 1%	7 1%	3 1%	** **	9 1%	9 1%	1 *%	10 1%
Other	44 3%	39 3%	3 2%	2 4%	* 1%	44 3%	40 3%	5 2%	** **	33 3%	33 3%	10 4%	43 3%
Don't know	8 1%	7 1%	* *%	* *%	1 3% abce	8 1%	7 1%	1 *%	** **	5 *%	6 *%	1 *%	7 *%

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Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
SUMMARY CODES													
ANY CONCERNS	444	372	45	21	7	444	375	69	**	354	345	85	430
	30%	30%	34%	35%	23%	30%	29%	35%	**	30%	29%	35%	30%
		d	d	d		d							
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	184	156	19	6	3	184	153	31	**	154	150	29	178
	12%	12%	14%	9%	12%	12%	12%	16%	**	13%	13%	12%	13%
ANY AFFORDABILITY	166	129	25	9	3	166	147	19	**	130	132	31	162
	11%	10%	19%	15%	9%	11%	12%	10%	**	11%	11%	13%	11%
			ade	d									
ANY SECURITY/ FRAUD	118	97	15	4	2	118	96	22	**	94	99	16	116
	8%	8%	11%	6%	8%	8%	8%	11%	**	8%	8%	7%	8%
ANY PRIVACY	108	91	11	5	1	108	90	17	**	84	80	23	103
	7%	7%	8%	8%	4%	7%	7%	9%	**	7%	7%	9%	7%
				d									
ANY HEALTH	90	81	5	2	1	90	78	12	**	72	70	18	88
	6%	6%	4%	4%	4%	6%	6%	6%	**	6%	6%	7%	6%

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1785	244	253	321	267	296	700	1785	865	920	380	589	355	461	969	816	1785
Effective Weighted Sample	1359	182	205	252	208	239	552	1359	653	706	307	465	271	350	741	618	1359
Total	1416	179	274	285	211	214	467	1416	685	731	384	386	305	341	770	646	1416
No, do not have any concerns	979	135	210	200	132	141	302	979	462	517	244	269	216	250	513	466	979
	69%	75%	77%	70%	63%	66%	65%	69%	67%	71%	64%	70%	71%	73%	67%	72%	69%
		def	defg											jn		jn	
People driving while using mobile phones	116	6	20	24	25	20	41	116	60	56	47	34	20	14	81	35	116
	8%	3%	7%	9%	12%	9%	9%	8%	9%	8%	12%	9%	7%	4%	11%	5%	8%
				a	a	a	a	a			lmop	mo			mo		mo
Children having phones at a young age	97	6	24	17	21	11	29	97	41	56	35	24	23	15	59	38	97
	7%	4%	9%	6%	10%	5%	6%	7%	6%	8%	9%	6%	7%	5%	8%	6%	7%
			a		ae						m						
Junk/ spam text messages	73	10	17	11	11	11	23	73	33	40	22	25	15	11	46	26	73
	5%	6%	6%	4%	5%	5%	5%	5%	5%	5%	6%	6%	5%	3%	6%	4%	5%
												m			m		
Cost of new handsets	67	10	15	18	14	4	9	67	39	28	24	14	12	16	39	28	67
	5%	6%	5%	6%	7%	2%	2%	5%	6%	4%	6%	4%	4%	5%	5%	4%	5%
		ef	ef	ef	ef			ef									
Strangers contacting children	61	3	13	18	11	9	16	61	28	33	26	14	13	8	40	21	61
	4%	1%	5%	6%	5%	4%	3%	4%	4%	4%	7%	4%	4%	2%	5%	3%	4%
				a	a						mo				m		
Health concerns - masts	59	*	10	12	14	16	23	59	24	36	22	14	13	9	37	23	59
	4%	*%	4%	4%	7%	7%	5%	4%	3%	5%	6%	4%	4%	3%	5%	3%	4%
			a	a	a	ag	a	a									
Health concerns - using handset	59	4	8	11	16	8	20	59	25	34	26	19	6	8	45	14	59
	4%	2%	3%	4%	8%	4%	4%	4%	4%	5%	7%	5%	2%	2%	6%	2%	4%
					abg						lmo	lo			lmo		o

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	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1785	244	253	321	267	296	700	1785	865	920	380	589	355	461	969	816	1785
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Total	1416	179	274	285	211	214	467	1416	685	731	384	386	305	341	770	646	1416
Unsolicited text messages that charge a premium rate to respond	57 4%	6 4%	11 4%	13 5%	13 6%	8 4%	14 3%	57 4%	25 4%	32 4%	19 5%	19 5%	10 3%	9 3%	39 5% o	19 3%	57 4%
Cost of calls - generally	56 4%	3 2%	7 2%	12 4%	12 6%	8 4%	22 5%	56 4%	27 4%	30 4%	9 2%	12 3%	11 4%	24 7% jknp	21 3%	35 5% jn	56 4%
Intrusion into other people's space/ public space	56 4%	5 3%	10 4%	9 3%	5 2%	13 6% d	27 6% d	56 4%	28 4%	28 4%	15 4%	16 4%	14 5%	11 3%	31 4%	25 4%	56 4%
People using phones in quiet spaces	48 3%	2 1%	7 2%	7 3%	8 4%	11 5% a	23 5% a	48 3%	23 3%	25 3%	16 4%	11 3%	12 4%	8 2%	28 4%	20 3%	48 3%
Target for stealing mobile phone	48 3%	7 4%	9 3%	7 2%	13 6% f	6 3%	12 3%	48 3%	24 3%	24 3%	16 4%	17 4%	8 3%	7 2%	33 4% o	15 2%	48 3%
Getting viruses, trojans or malware installed on the phone	46 3%	4 2%	9 3%	9 3%	10 5%	7 3%	15 3%	46 3%	18 3%	29 4%	12 3%	21 6% lmop	6 2%	7 2%	34 4% mo	13 2%	46 3%
Cost of calls when abroad	44 3%	4 2%	7 3%	4 1%	12 6% cg	9 4% c	16 3%	44 3%	17 3%	26 4%	15 4% m	15 4% m	8 3%	5 1%	31 4% mo	13 2%	44 3%

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Base : Those who use a mobile phone

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1785	244	253	321	267	296	700	1785	865	920	380	589	355	461	969	816	1785
Effective Weighted Sample	1359	182	205	252	208	239	552	1359	653	706	307	465	271	350	741	618	1359
Total	1416	179	274	285	211	214	467	1416	685	731	384	386	305	341	770	646	1416
Receiving targeted advertising based on my location	40 3%	3 2%	3 1%	9 3%	10 5% b	8 4%	15 3%	40 3%	22 3%	18 2%	13 3%	11 3%	9 3%	6 2%	24 3%	15 2%	40 3%
Use of phone to film anti-social or inappropriate behaviour	39 3%	1 1%	12 4% af	10 3% a	9 4% af	4 2%	7 2%	39 3%	13 2%	26 4%	14 4% m	12 3%	9 3%	4 1%	26 3% m	12 2%	39 3%
Incurring unexpected costs due to exceeding the data plan/ going online too much	36 3%	3 2%	6 2%	13 5% f	5 3%	4 2%	8 2%	36 3%	14 2%	22 3%	16 4% o	9 2%	5 2%	6 2%	25 3%	11 2%	36 3%
Cost of using the phone to get online/ visit websites / data usage	35 3%	3 2%	11 4% f	8 3%	7 3%	3 1%	7 2%	35 3%	17 2%	18 3%	11 3%	9 2%	7 2%	8 2%	20 3%	16 2%	35 3%
Incurring unexpected additional charges through using apps/ applications	30 2%	2 1%	5 2%	6 2%	9 4%	3 1%	9 2%	30 2%	13 2%	18 2%	9 2%	6 2%	6 2%	9 3%	15 2%	15 2%	30 2%
Cost of premium rate text messages	30 2%	5 3%	2 1%	3 1%	13 6% bcefg	3 1%	8 2%	30 2%	12 2%	18 2%	12 3%	7 2%	4 1%	7 2%	19 2%	11 2%	30 2%

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	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
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Total	1416	179	274	285	211	214	467	1416	685	731	384	386	305	341	770	646	1416
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	26 2%	3 2%	3 1%	5 2%	1 1%	6 3%	13 3%	26 2%	17 3%	8 1%	10 3%	5 1%	6 2%	5 2%	14 2%	11 2%	26 2%
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft/ too much information on the phone	16 1%	2 1%	3 1%	1 *%	2 1%	7 3% cg	9 2%	16 1%	10 1%	6 1%	5 1%	3 1%	6 2%	2 1%	8 1%	8 1%	16 1%
Being tracked through them/ people listening in to calls/ location tracking	12 1%	- -%	- -%	3 1%	4 2%	4 2%	5 1%	12 1%	7 1%	5 1%	6 1%	3 1%	1 *%	2 1%	9 1%	4 1%	12 1%
Unsolicited calls on the phone/ cold calling/ scams	10 1%	2 1%	1 1%	2 1%	- -%	1 *%	4 1%	10 1%	6 1%	4 1%	5 1%	3 1%	2 1%	* *%	8 1%	2 *%	10 1%
Other	43 3%	4 2%	6 2%	4 1%	9 4%	6 3%	20 4% c	43 3%	23 3%	19 3%	13 3%	12 3%	10 3%	7 2%	25 3%	18 3%	43 3%
Don't know	7 *%	1 1%	1 *%	* *%	1 *%	1 *%	4 1%	7 *%	3 *%	4 1%	1 *%	4 1%	1 *%	1 *%	5 1%	2 *%	7 *%

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

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		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
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Total	1416	179	274	285	211	214	467	1416	685	731	384	386	305	341	770	646	1416
SUMMARY CODES																	
ANY CONCERNS	430	43	63	85	78	72	161	430	220	210	139	113	88	90	251	178	430
	30%	24%	23%	30%	37%	34%	34%	30%	32%	29%	36%	29%	29%	27%	33%	28%	30%
					ab	ab	ab	b			kmop				mo		
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	178	13	34	38	35	24	58	178	85	93	66	52	33	27	118	60	178
	13%	7%	12%	13%	17%	11%	12%	13%	12%	13%	17%	13%	11%	8%	15%	9%	13%
					a			a			lmop	mo			mo		mo
ANY AFFORDABILITY	162	19	27	35	36	20	46	162	77	85	51	41	31	39	92	70	162
	11%	11%	10%	12%	17%	9%	10%	11%	11%	12%	13%	11%	10%	11%	12%	11%	11%
					befg												
ANY SECURITY/ FRAUD	116	13	20	23	21	19	39	116	49	67	35	42	20	19	77	39	116
	8%	7%	7%	8%	10%	9%	8%	8%	7%	9%	9%	11%	6%	6%	10%	6%	8%
												lmo			mo		
ANY PRIVACY	103	8	17	19	15	21	44	103	53	50	34	27	24	18	61	42	103
	7%	4%	6%	7%	7%	10%	9%	7%	8%	7%	9%	7%	8%	5%	8%	6%	7%
						a	a										
ANY HEALTH	88	4	15	19	18	18	33	88	35	53	34	24	17	12	59	29	88
	6%	2%	5%	7%	8%	8%	7%	6%	5%	7%	9%	6%	6%	3%	8%	4%	6%
				a	a	a	a	a			mo				mo		m

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1785	1139	216	214	216	1785	1500	285	96	1419	1429	356	1785
Effective Weighted Sample	1359	1055	196	205	199	1359	1163	198	70	1082	1085	285	1359
Total	1416	1203	128	56	29	1416	1228	187	66	1158	1174	241	1416
No, do not have any concerns	979	837	85	36	21	979	859	120	**	803	823	156	979
	69%	70%	66%	65%	74%	69%	70%	64%	**	69%	70%	64%	69%
					c								
People driving while using mobile phones	116	99	11	4	2	116	96	20	**	101	97	19	116
	8%	8%	8%	7%	8%	8%	8%	10%	**	9%	8%	8%	8%
Children having phones at a young age	97	82	11	3	2	97	80	17	**	82	82	15	97
	7%	7%	8%	5%	7%	7%	7%	9%	**	7%	7%	6%	7%
Junk/ spam text messages	73	57	11	3	2	73	62	11	**	62	63	9	73
	5%	5%	9%	5%	6%	5%	5%	6%	**	5%	5%	4%	5%
			ae										
Cost of new handsets	67	52	11	3	1	67	57	9	**	57	58	8	67
	5%	4%	9%	5%	2%	5%	5%	5%	**	5%	5%	3%	5%
			ade										
Strangers contacting children	61	49	9	1	1	61	47	13	**	56	56	5	61
	4%	4%	7%	3%	4%	4%	4%	7%	**	5%	5%	2%	4%
			c					f			k		
Health concerns - masts	59	53	4	2	1	59	56	3	**	47	46	13	59
	4%	4%	3%	3%	4%	4%	5%	2%	**	4%	4%	6%	4%
Health concerns - using handset	59	53	4	1	*	59	50	9	**	50	48	11	59
	4%	4%	3%	2%	2%	4%	4%	5%	**	4%	4%	5%	4%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1785	1139	216	214	216	1785	1500	285	96	1419	1429	356	1785
Effective Weighted Sample	1359	1055	196	205	199	1359	1163	198	70	1082	1085	285	1359
Total	1416	1203	128	56	29	1416	1228	187	66	1158	1174	241	1416
Unsolicited text messages that charge a premium rate to respond	57 4%	47 4%	7 6%	2 4%	1 3%	57 4%	49 4%	8 4%	** **	46 4%	49 4%	8 3%	57 4%
Cost of calls - generally	56 4%	43 4%	10 8% ade	2 4%	1 3%	56 4%	50 4%	7 3%	** **	40 3%	38 3%	19 8% jl	56 4%
Intrusion into other people's space/ public space	56 4%	47 4%	6 5%	2 4%	* 2%	56 4%	51 4%	5 3%	** **	48 4%	44 4%	12 5%	56 4%
People using phones in quiet spaces	48 3%	37 3%	8 6% a	2 3%	1 3%	48 3%	39 3%	8 4%	** **	36 3%	34 3%	13 6% j	48 3%
Target for stealing mobile phone	48 3%	42 3%	4 3%	1 2%	1 3%	48 3%	39 3%	8 4%	** **	44 4%	45 4% k	2 1%	48 3% k
Getting viruses, trojans or malware installed on the phone	46 3%	41 3%	4 3%	1 1%	* 2%	46 3%	39 3%	8 4%	** **	34 3%	41 3%	6 2%	46 3%
Cost of calls when abroad	44 3%	36 3%	5 4%	2 3%	1 4%	44 3%	41 3%	3 2%	** **	37 3%	39 3%	5 2%	44 3%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1785	1139	216	214	216	1785	1500	285	96	1419	1429	356	1785
Effective Weighted Sample	1359	1055	196	205	199	1359	1163	198	70	1082	1085	285	1359
Total	1416	1203	128	56	29	1416	1228	187	66	1158	1174	241	1416
Receiving targeted advertising based on my location	40 3%	34 3%	3 2%	2 3%	* 2%	40 3%	32 3%	7 4%	** **	32 3%	34 3%	6 2%	40 3%
Use of phone to film anti-social or inappropriate behaviour	39 3%	29 2%	6 5%	2 3%	1 5% a	39 3%	31 3%	7 4%	** **	36 3%	37 3% k	2 1%	39 3%
Incurring unexpected costs due to exceeding the data plan/ going online too much	36 3%	31 3%	2 2%	2 4% d	* 1%	36 3%	34 3%	1 1%	** **	27 2%	29 2%	7 3%	36 3%
Cost of using the phone to get online/ visit websites / data usage	35 3%	25 2%	7 5% ade	4 7% ade	* 1%	35 3%	34 3%	2 1%	** **	25 2%	29 2%	7 3%	35 3%
Incurring unexpected additional charges through using apps/ applications	30 2%	23 2%	4 3%	2 4%	* 2%	30 2%	29 2%	2 1%	** **	22 2%	24 2%	6 2%	30 2%
Cost of premium rate text messages	30 2%	26 2%	2 2%	2 3% d	* *%	30 2%	27 2%	3 2%	** **	25 2%	26 2%	5 2%	30 2%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1785	1139	216	214	216	1785	1500	285	96	1419	1429	356	1785
Effective Weighted Sample	1359	1055	196	205	199	1359	1163	198	70	1082	1085	285	1359
Total	1416	1203	128	56	29	1416	1228	187	66	1158	1174	241	1416
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	26 2%	24 2% d	1 *%	1 2% d	- -%	26 2%	18 1%	8 4% f	** **	20 2%	17 1%	9 4% jl	26 2%
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft/ too much information on the phone	16 1%	15 1%	1 1%	* *%	- -%	16 1%	12 1%	5 2%	** **	14 1%	15 1%	2 1%	16 1%
Being tracked through them/ people listening in to calls/ location tracking	12 1%	11 1%	1 *%	* *%	* *%	12 1%	9 1%	3 2%	** **	11 1%	11 1%	1 *%	12 1%
Unsolicited calls on the phone/ cold calling/ scams	10 1%	7 1%	2 2%	1 1%	- -%	10 1%	7 1%	3 1%	** **	9 1%	9 1%	1 *%	10 1%
Other	43 3%	38 3%	3 2%	2 4%	* 1%	43 3%	38 3%	5 2%	** **	31 3%	33 3%	10 4%	43 3%
Don't know	7 *%	6 *%	- -%	* *%	1 3% abe	7 *%	6 *%	1 *%	** **	5 *%	6 *%	1 *%	7 *%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1785	1139	216	214	216	1785	1500	285	96	1419	1429	356	1785
Effective Weighted Sample	1359	1055	196	205	199	1359	1163	198	70	1082	1085	285	1359
Total	1416	1203	128	56	29	1416	1228	187	66	1158	1174	241	1416
SUMMARY CODES													
ANY CONCERNS	430	360	44	20	7	430	363	66	**	350	345	85	430
	30%	30%	34%	35%	24%	30%	30%	35%	**	30%	29%	35%	30%
			d	d									
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	178	151	19	6	3	178	148	30	**	152	150	29	178
	13%	13%	15%	10%	12%	13%	12%	16%	**	13%	13%	12%	13%
ANY AFFORDABILITY	162	127	24	9	3	162	144	19	**	130	132	31	162
	11%	11%	19%	15%	9%	11%	12%	10%	**	11%	11%	13%	11%
			ade	a									
ANY SECURITY/ FRAUD	116	95	15	4	2	116	94	22	**	94	99	16	116
	8%	8%	12%	6%	8%	8%	8%	12%	**	8%	8%	7%	8%
ANY PRIVACY	103	87	11	5	1	103	87	16	**	82	80	23	103
	7%	7%	8%	8%	4%	7%	7%	9%	**	7%	7%	9%	7%
ANY HEALTH	88	80	5	2	1	88	77	11	**	71	70	18	88
	6%	7%	4%	4%	5%	6%	6%	6%	**	6%	6%	7%	6%

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

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M2A. Do you know how to check your data allowance to see how much data you have left? (SINGLE CODE)

Base : Those who have a smartphone

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1429	238	248	299	238	219	406	1429	696	733	324	503	285	317	827	602	1429
Effective Weighted Sample	1085	176	202	236	185	177	313	1085	522	563	264	396	215	239	633	452	1085
Total	1174	174	271	269	187	160	273	1174	569	605	339	339	251	246	678	496	1174
Yes	959	155	247	228	152	122	177	959	470	489	283	277	203	196	560	399	959
	82%	89%	91%	85%	81%	76%	65%	82%	83%	81%	84%	82%	81%	80%	83%	80%	82%
		defg	cdefg	ef	f	f		f									
No	209	18	24	39	35	38	94	209	94	115	54	60	48	47	114	95	209
	18%	10%	9%	14%	19%	23%	34%	18%	17%	19%	16%	18%	19%	19%	17%	19%	18%
					ab	abc	abcdeg	ab									
Don't know	6	1	*	2	*	1	2	6	5	2	1	3	*	2	4	2	6
	1%	1%	*%	1%	*%	*%	1%	1%	1%	*%	*%	1%	*%	1%	1%	*%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M2A. Do you know how to check your data allowance to see how much data you have left? (SINGLE CODE)

Base : Those who have a smartphone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1429	889	179	174	187	1429	1197	232	66	1276	1429	-	1429
Effective Weighted Sample	1085	833	165	168	173	1085	928	159	46	976	1085	-	1085
Total	1174	991	111	47	25	1174	1020	155	45	1063	1174	-	1174
Yes	959	813	97	32	17	959	837	122	**	886	959	**	959
	82%	82%	87%	69%	67%	82%	82%	79%	**	83%	82%	**	82%
		cd	cd			cd							
No	209	174	14	14	7	209	179	30	**	171	209	**	209
	18%	18%	13%	29%	28%	18%	18%	19%	**	16%	18%	**	18%
				abe	abe								
Don't know	6	4	-	1	1	6	3	3	**	6	6	**	6
	1%	*%	-%	2%	4%	1%	*%	2%	**	1%	1%	**	1%
				abe	abe			f					

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M2B. Do you ever check your data allowance to see how much data you have left? (SINGLE CODE)

Base : Those with a smartphone who know how to check their mobile data allowance

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1103	205	222	245	187	159	244	1103	547	556	254	391	221	237	645	458	1103
Effective Weighted Sample	862	156	184	197	146	132	198	862	421	441	214	315	170	185	508	354	862
Total	959	155	247	228	152	122	177	959	470	489	283	277	203	196	560	399	959
Yes	686	124	185	161	99	82	117	686	337	349	189	199	149	149	388	298	686
	72%	80%	75%	71%	65%	68%	66%	72%	72%	71%	67%	72%	74%	76%	69%	75%	72%
		cdefg												j		j	
No	271	30	60	67	53	39	61	271	131	139	94	78	52	47	172	99	271
	28%	20%	24%	29%	35%	32%	34%	28%	28%	29%	33%	28%	25%	24%	31%	25%	28%
				a	ab	a	ab	a			mo						
Don't know	2	-	2	*	-	-	-	2	2	-	-	*	2	-	*	2	2
	*%	-%	1%	*%	-%	-%	-%	*%	*%	-%	-%	*%	1%	-%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M2B. Do you ever check your data allowance to see how much data you have left? (SINGLE CODE)

Base : Those with a smartphone who know how to check their mobile data allowance

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1103	710	152	117	124	1103	937	166	41	1010	1103	-	1103
Effective Weighted Sample	862	668	140	113	116	862	744	119	31	794	862	-	862
Total	959	813	97	32	17	959	837	122	30	886	959	-	959
Yes	686	584	68	25	9	686	604	83	**	633	686	**	686
	72%	72%	70%	77%	54%	72%	72%	68%	**	71%	72%	**	72%
		d	d	d		d							
No	271	226	29	7	8	271	232	39	**	251	271	**	271
	28%	28%	30%	22%	46%	28%	28%	32%	**	28%	28%	**	28%
					abce								
Don't know	2	2	-	*	-	2	2	-	**	2	2	**	2
	*%	*%	-%	1%	-%	*%	*%	-%	**	*%	*%	**	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF AWARENESS AND USE OF CHECKING DATA ALLOWANCE

Base : Those who have a smartphone

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1429	238	248	299	238	219	406	1429	696	733	324	503	285	317	827	602	1429
Effective Weighted Sample	1085	176	202	236	185	177	313	1085	522	563	264	396	215	239	633	452	1085
Total	1174	174	271	269	187	160	273	1174	569	605	339	339	251	246	678	496	1174
CHECKS DATA ALLOWANCE	686	124	185	161	99	82	117	686	337	349	189	199	149	149	388	298	686
	58%	71%	68%	60%	53%	52%	43%	58%	59%	58%	56%	59%	60%	61%	57%	60%	58%
		cdefg	defg	f	f			f									
DOES NOT CHECK DATA ALLOWANCE	271	30	60	67	53	39	61	271	131	139	94	78	52	47	172	99	271
	23%	18%	22%	25%	28%	25%	22%	23%	23%	23%	28%	23%	21%	19%	25%	20%	23%
					a						mo				o		
UNSURE WHETHER CHECKS DATA ALLWANCE	2	-	2	*	-	-	-	2	2	-	-	*	2	-	*	2	2
	*%	-%	1%	*%	-%	-%	-%	*%	*%	-%	-%	*%	1%	-%	*%	*%	*%
TOTAL - AWARE OF HOW TO CHECK DATA ALLOWANCE	959	155	247	228	152	122	177	959	470	489	283	277	203	196	560	399	959
	82%	89%	91%	85%	81%	76%	65%	82%	83%	81%	84%	82%	81%	80%	83%	80%	82%
		defg	cdefg	ef	f	f		f									
UNAWARE OF HOW TO CHECK DATA ALLOWANCE	215	19	24	41	35	38	96	215	99	116	56	62	48	50	118	98	215
	18%	11%	9%	15%	19%	24%	35%	18%	17%	19%	16%	18%	19%	20%	17%	20%	18%
				b	ab	abc	abcdeg	ab									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF AWARENESS AND USE OF CHECKING DATA ALLOWANCE

Base : Those who have a smartphone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1429	889	179	174	187	1429	1197	232	66	1276	1429	-	1429
Effective Weighted Sample	1085	833	165	168	173	1085	928	159	46	976	1085	-	1085
Total	1174	991	111	47	25	1174	1020	155	45	1063	1174	-	1174
CHECKS DATA ALLOWANCE	686	584	68	25	9	686	604	83	**	633	686	**	686
	58%	59%	61%	53%	36%	58%	59%	53%	**	60%	58%	**	58%
		d	d	d		d							
DOES NOT CHECK DATA ALLOWANCE	271	226	29	7	8	271	232	39	**	251	271	**	271
	23%	23%	26%	15%	31%	23%	23%	25%	**	24%	23%	**	23%
		c	c		ace	c							
UNSURE WHETHER CHECKS DATA ALLWANCE	2	2	-	*	-	2	2	-	**	2	2	**	2
	*%	*%	-%	1%	-%	*%	*%	-%	**	*%	*%	**	*%
TOTAL - AWARE OF HOW TO CHECK DATA ALLOWANCE	959	813	97	32	17	959	837	122	**	886	959	**	959
	82%	82%	87%	69%	67%	82%	82%	79%	**	83%	82%	**	82%
		cd	cd			cd							
UNAWARE OF HOW TO CHECK DATA ALLOWANCE	215	178	14	15	8	215	182	33	**	177	215	**	215
	18%	18%	13%	31%	33%	18%	18%	21%	**	17%	18%	**	18%
				abe	abe								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M3. Do you ever use up your data allowance on your mobile phone? (SINGLE CODE)

Base : Those who have a smartphone

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1429	238	248	299	238	219	406	1429	696	733	324	503	285	317	827	602	1429
Effective Weighted Sample	1085	176	202	236	185	177	313	1085	522	563	264	396	215	239	633	452	1085
Total	1174	174	271	269	187	160	273	1174	569	605	339	339	251	246	678	496	1174
Yes, very often/ most months	70	18	22	15	10	3	5	70	30	40	16	16	16	23	31	38	70
	6%	10%	8%	6%	5%	2%	2%	6%	5%	7%	5%	5%	6%	9%	5%	8%	6%
		efg	ef	ef	f			ef						jkn		n	
Yes, often / not every month	82	22	24	19	6	11	12	82	33	49	16	23	24	19	39	43	82
	7%	13%	9%	7%	3%	7%	4%	7%	6%	8%	5%	7%	10%	8%	6%	9%	7%
		dfg	df					d					j				
Yes, sometimes / a couple of times a year	249	40	73	56	39	29	42	249	120	129	71	68	60	50	139	110	249
	21%	23%	27%	21%	21%	18%	15%	21%	21%	21%	21%	20%	24%	20%	21%	22%	21%
		f	ef					f									
TOTAL - YES	401	79	119	89	55	42	58	401	183	218	103	107	100	91	210	191	401
	34%	46%	44%	33%	29%	26%	21%	34%	32%	36%	30%	32%	40%	37%	31%	38%	34%
		cdefg	cdefg	f	f			ef					jkn			jkn	
No, I never run out of data	763	94	151	177	131	117	210	763	381	382	236	228	149	151	463	300	763
	65%	54%	56%	66%	70%	73%	77%	65%	67%	63%	70%	67%	59%	62%	68%	60%	65%
				ab	ab	abg	abcg	ab			lo	o			lo		
Don't know	10	1	1	2	1	1	5	10	5	5	*	4	2	4	5	6	10
	1%	*%	1%	1%	*%	*%	2%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M3. Do you ever use up your data allowance on your mobile phone? (SINGLE CODE)

Base : Those who have a smartphone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1429	889	179	174	187	1429	1197	232	66	1276	1429	-	1429
Effective Weighted Sample	1085	833	165	168	173	1085	928	159	46	976	1085	-	1085
Total	1174	991	111	47	25	1174	1020	155	45	1063	1174	-	1174
Yes, very often/ most months	70	53	10	6	1	70	59	11	**	63	70	**	70
	6%	5%	9%	13%	4%	6%	6%	7%	**	6%	6%	**	6%
				ade									
Yes, often / not every month	82	69	10	2	1	82	73	9	**	76	82	**	82
	7%	7%	9%	5%	5%	7%	7%	6%	**	7%	7%	**	7%
Yes, sometimes / a couple of times a year	249	209	28	7	4	249	216	32	**	229	249	**	249
	21%	21%	25%	15%	16%	21%	21%	21%	**	22%	21%	**	21%
			cd										
TOTAL - YES	401	331	48	15	6	401	349	52	**	369	401	**	401
	34%	33%	43%	33%	26%	34%	34%	34%	**	35%	34%	**	34%
		d	ade			d							
No, I never run out of data	763	652	63	30	18	763	664	100	**	688	763	**	763
	65%	66%	56%	65%	72%	65%	65%	64%	**	65%	65%	**	65%
		b			b	b							
Don't know	10	8	1	1	1	10	8	3	**	6	10	**	10
	1%	1%	1%	2%	3%	1%	1%	2%	**	1%	1%	**	1%
					a								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M4. (SHOWCARD) When you are at risk of running out of data do you ever do any of the following things? (MULTI CODE)

Base : Those with a smartphone who have ever used up their data allowance

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	~j	k	l	m	n	o	p
Unweighted total	459	113	114	94	61	53	77	459	214	245	94	150	103	112	244	215	459
Effective Weighted Sample	363	84	93	77	53	44	63	363	164	198	79	121	83	88	193	170	363
Total	401	79	119	89	55	42	58	401	183	218	103	107	100	91	210	191	401
Only go online when you can use Wi-Fi	214	50	67	**	**	**	**	214	94	121	**	58	48	50	116	98	214
	53%	64%	56%	**	**	**	**	53%	51%	55%	**	55%	48%	55%	55%	51%	53%
Use the phone less for going online so you can save your data	188	40	57	**	**	**	**	188	83	106	**	49	44	49	95	93	188
	47%	51%	47%	**	**	**	**	47%	45%	48%	**	46%	44%	54%	45%	49%	47%
Buy extra data	101	20	32	**	**	**	**	101	53	48	**	31	26	17	58	43	101
	25%	26%	27%	**	**	**	**	25%	29%	22%	**	29%	26%	19%	28%	23%	25%
Turn off or restrict automatic downloads of upgrades or automatic updates for apps	84	19	19	**	**	**	**	84	45	38	**	28	15	17	51	32	84
	21%	24%	16%	**	**	**	**	21%	25%	18%	**	26%	15%	19%	24%	17%	21%
Avoid doing 'data-hungry' activities like playing videos or playing games	71	21	20	**	**	**	**	71	39	32	**	22	17	10	44	27	71
	18%	26%	17%	**	**	**	**	18%	22%	15%	**	21%	17%	12%	21%	14%	18%
Go to fewer sites or apps than you would usually/ use your browser less	57	16	12	**	**	**	**	57	26	31	**	19	14	12	32	25	57
	14%	21%	10%	**	**	**	**	14%	14%	14%	**	18%	14%	13%	15%	13%	14%
Other	9	1	1	**	**	**	**	9	5	4	**	2	*	2	7	2	9
	2%	1%	1%	**	**	**	**	2%	3%	2%	**	2%	*%	2%	3%	1%	2%
Don't know	8	*	4	**	**	**	**	8	2	5	**	2	4	1	3	4	8
	2%	*%	3%	**	**	**	**	2%	1%	2%	**	2%	4%	1%	2%	2%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M4. (SHOWCARD) When you are at risk of running out of data do you ever do any of the following things? (MULTI CODE)

Base : Those with a smartphone who have ever used up their data allowance

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	459	289	69	54	47	459	392	67	18	414	459	-	459
Effective Weighted Sample	363	273	64	52	43	363	314	48	14	331	363	-	363
Total	401	331	48	15	6	401	349	52	14	369	401	-	401
Only go online when you can use Wi-Fi	214	174	**	**	**	214	182	**	**	202	214	**	214
	53%	53%	**	**	**	53%	52%	**	**	55%	53%	**	53%
Use the phone less for going online so you can save your data	188	153	**	**	**	188	170	**	**	172	188	**	188
	47%	46%	**	**	**	47%	49%	**	**	47%	47%	**	47%
Buy extra data	101	86	**	**	**	101	89	**	**	94	101	**	101
	25%	26%	**	**	**	25%	26%	**	**	26%	25%	**	25%
Turn off or restrict automatic downloads of upgrades or automatic updates for apps	84	66	**	**	**	84	71	**	**	79	84	**	84
	21%	20%	**	**	**	21%	20%	**	**	21%	21%	**	21%
Avoid doing 'data-hungry' activities like playing videos or playing games	71	51	**	**	**	71	58	**	**	70	71	**	71
	18%	15%	**	**	**	18%	17%	**	**	19%	18%	**	18%
Go to fewer sites or apps than you would usually/ use your browser less	57	44	**	**	**	57	49	**	**	52	57	**	57
	14%	13%	**	**	**	14%	14%	**	**	14%	14%	**	14%
Other	9	7	**	**	**	9	6	**	**	9	9	**	9
	2%	2%	**	**	**	2%	2%	**	**	3%	2%	**	2%
Don't know	8	6	**	**	**	8	5	**	**	6	8	**	8
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M5. Do you ever use free public Wi-Fi? IF NECESSARY Wi-Fi that is provided free of charge in public locations like coffee shops or hotels. Some of these may require you to register or to log in to gain access to the public Wi-Fi. (SINGLE CODE)

Base : Those who have a smartphone

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1429	238	248	299	238	219	406	1429	696	733	324	503	285	317	827	602	1429
Effective Weighted Sample	1085	176	202	236	185	177	313	1085	522	563	264	396	215	239	633	452	1085
Total	1174	174	271	269	187	160	273	1174	569	605	339	339	251	246	678	496	1174
Yes	794	135	193	182	133	95	150	794	394	400	239	244	170	142	482	312	794
	68%	78%	71%	68%	71%	59%	55%	68%	69%	66%	70%	72%	68%	58%	71%	63%	68%
		cefg	ef	f	ef			ef			mo	mo	m		mo		m
No	374	38	78	86	52	65	121	374	173	202	98	93	80	104	190	184	374
	32%	22%	29%	32%	28%	40%	44%	32%	30%	33%	29%	27%	32%	42%	28%	37%	32%
				a		abdg	abcdg	a						jklnp		jknp	
Don't know	6	1	-	1	2	*	2	6	3	3	3	3	1	-	5	1	6
	1%	*%	-%	*%	1%	*%	1%	1%	*%	1%	1%	1%	*%	-%	1%	*%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M5. Do you ever use free public Wi-Fi? IF NECESSARY Wi-Fi that is provided free of charge in public locations like coffee shops or hotels. Some of these may require you to register or to log in to gain access to the public Wi-Fi. (SINGLE CODE)

Base : Those who have a smartphone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1429	889	179	174	187	1429	1197	232	66	1276	1429	-	1429
Effective Weighted Sample	1085	833	165	168	173	1085	928	159	46	976	1085	-	1085
Total	1174	991	111	47	25	1174	1020	155	45	1063	1174	-	1174
Yes	794	665	77	33	20	794	686	108	**	741	794	**	794
	68%	67%	69%	71%	78%	68%	67%	70%	**	70%	68%	**	68%
					ae								
No	374	320	35	14	6	374	328	46	**	317	374	**	374
	32%	32%	31%	29%	22%	32%	32%	30%	**	30%	32%	**	32%
		d	d			d							
Don't know	6	6	-	-	*	6	6	*	**	5	6	**	6
	1%	1%	-%	-%	1%	1%	1%	*%	**	1%	1%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M6. (SHOWCARD) Using this card, please tell me the extent to which you agree or disagree with the following statement :Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (SINGLE CODE)

Base : Those who have a smartphone

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1429	238	248	299	238	219	406	1429	696	733	324	503	285	317	827	602	1429
Effective Weighted Sample	1085	176	202	236	185	177	313	1085	522	563	264	396	215	239	633	452	1085
Total	1174	174	271	269	187	160	273	1174	569	605	339	339	251	246	678	496	1174
Strongly disagree	67	14	20	15	13	4	6	67	36	31	19	13	17	19	31	36	67
	6%	8%	7%	5%	7%	2%	2%	6%	6%	5%	5%	4%	7%	8%	5%	7%	6%
		ef	ef	f	ef			f						k		k	
Slightly disagree	72	13	15	18	12	9	14	72	36	37	14	23	17	18	37	36	72
	6%	7%	6%	7%	6%	6%	5%	6%	6%	6%	4%	7%	7%	7%	5%	7%	6%
Neither agree nor disagree	140	26	43	36	16	12	19	140	66	74	37	48	27	28	85	55	140
	12%	15%	16%	13%	9%	7%	7%	12%	12%	12%	11%	14%	11%	11%	13%	11%	12%
		ef	def	f				f									
Slightly agree	305	46	85	85	49	29	39	305	166	139	91	95	67	51	186	118	305
	26%	27%	31%	32%	26%	18%	14%	26%	29%	23%	27%	28%	27%	21%	27%	24%	26%
		f	ef	ef	f			ef	i			m			m		
Strongly agree	547	70	104	110	92	98	172	547	250	297	174	153	108	112	327	220	547
	47%	40%	38%	41%	49%	61%	63%	47%	44%	49%	51%	45%	43%	46%	48%	44%	47%
					b	abcdg	abcdg	b									
Don't know	43	5	3	5	4	8	25	43	16	28	4	8	15	17	12	32	43
	4%	3%	1%	2%	2%	5%	9%	4%	3%	5%	1%	2%	6%	7%	2%	6%	4%
						b	abcdg						jkn	jknp		jknp	jn
SUMMARY CODES																	
TOTAL DISAGREE	140	27	35	33	25	13	19	140	72	68	32	36	35	37	68	72	140
	12%	16%	13%	12%	13%	8%	7%	12%	13%	11%	10%	10%	14%	15%	10%	14%	12%
		ef	f	f	f			f						n		n	
TOTAL AGREE	852	116	189	195	141	127	210	852	416	436	266	248	175	164	513	338	852
	73%	67%	70%	72%	76%	79%	77%	73%	73%	72%	78%	73%	70%	67%	76%	68%	73%
						ab	a				lmo				mo		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M6. (SHOWCARD) Using this card, please tell me the extent to which you agree or disagree with the following statement :Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (SINGLE CODE)

Base : Those who have a smartphone

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1429	238	248	299	238	219	406	1429	696	733	324	503	285	317	827	602	1429
Effective Weighted Sample	1085	176	202	236	185	177	313	1085	522	563	264	396	215	239	633	452	1085
Total	1174	174	271	269	187	160	273	1174	569	605	339	339	251	246	678	496	1174
TOTAL NEITHER/ DON'T KNOW	183	31	47	41	20	20	44	183	82	101	41	56	42	45	97	86	183
	16%	18%	17%	15%	11%	12%	16%	16%	14%	17%	12%	16%	17%	18%	14%	17%	16%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M6. (SHOWCARD) Using this card, please tell me the extent to which you agree or disagree with the following statement :Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (SINGLE CODE)

Base : Those who have a smartphone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1429	889	179	174	187	1429	1197	232	66	1276	1429	-	1429
Effective Weighted Sample	1085	833	165	168	173	1085	928	159	46	976	1085	-	1085
Total	1174	991	111	47	25	1174	1020	155	45	1063	1174	-	1174
Strongly disagree	67	56	7	4	*	67	61	7	**	59	67	**	67
	6%	6%	7%	8%	1%	6%	6%	4%	**	6%	6%	**	6%
		d	d	d		d							
Slightly disagree	72	61	6	5	*	72	68	4	**	66	72	**	72
	6%	6%	5%	10%	2%	6%	7%	3%	**	6%	6%	**	6%
		d		de		d	g						
Neither agree nor disagree	140	123	11	2	2	140	131	9	**	127	140	**	140
	12%	12%	10%	5%	10%	12%	13%	6%	**	12%	12%	**	12%
		c				c	g						
Slightly agree	305	259	34	6	5	305	270	34	**	278	305	**	305
	26%	26%	31%	13%	22%	26%	26%	22%	**	26%	26%	**	26%
		c	c		c	c							
Strongly agree	547	458	50	25	14	547	457	90	**	511	547	**	547
	47%	46%	45%	53%	57%	47%	45%	58%	**	48%	47%	**	47%
					abe			f					
Don't know	43	33	3	5	2	43	33	10	**	22	43	**	43
	4%	3%	3%	10%	9%	4%	3%	7%	**	2%	4%	**	4%
				abe	abe			f					
SUMMARY CODES													
TOTAL DISAGREE	140	117	13	9	1	140	129	11	**	125	140	**	140
	12%	12%	12%	19%	3%	12%	13%	7%	**	12%	12%	**	12%
		d	d	ade		d	g						
TOTAL AGREE	852	717	84	31	20	852	727	124	**	789	852	**	852
	73%	72%	76%	66%	78%	73%	71%	80%	**	74%	73%	**	73%
					c			f					

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M6. (SHOWCARD) Using this card, please tell me the extent to which you agree or disagree with the following statement :Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (SINGLE CODE)

Base : Those who have a smartphone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1429	889	179	174	187	1429	1197	232	66	1276	1429	-	1429
Effective Weighted Sample	1085	833	165	168	173	1085	928	159	46	976	1085	-	1085
Total	1174	991	111	47	25	1174	1020	155	45	1063	1174	-	1174
TOTAL NEITHER/ DON'T KNOW	183	157	14	7	5	183	163	20	**	149	183	**	183
	16%	16%	13%	15%	19%	16%	16%	13%	**	14%	16%	**	16%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7. (SHOWCARD) Using this card please tell me how often you use your mobile phone to complete a form or an application for something on your phone (SINGLE CODE)

Base : Those who have a smartphone

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1429	238	248	299	238	219	406	1429	696	733	324	503	285	317	827	602	1429
Effective Weighted Sample	1085	176	202	236	185	177	313	1085	522	563	264	396	215	239	633	452	1085
Total	1174	174	271	269	187	160	273	1174	569	605	339	339	251	246	678	496	1174
Most days	53	13	20	12	6	1	2	53	22	31	14	15	11	14	29	24	53
	5%	7%	7%	5%	3%	1%	1%	5%	4%	5%	4%	4%	4%	6%	4%	5%	5%
		ef	ef	ef	f			ef									
Once or twice a week	121	25	34	27	24	7	11	121	58	62	44	30	24	22	74	46	121
	10%	14%	13%	10%	13%	4%	4%	10%	10%	10%	13%	9%	10%	9%	11%	9%	10%
		ef	ef	ef	ef			ef									
At least every 3 months	205	30	57	63	29	22	26	205	108	98	66	62	40	37	128	77	205
	17%	17%	21%	23%	16%	14%	9%	17%	19%	16%	20%	18%	16%	15%	19%	15%	17%
		f	f	efg	f			f									
Less often	409	69	99	96	69	55	76	409	200	209	119	128	82	81	247	162	409
	35%	40%	36%	36%	37%	34%	28%	35%	35%	35%	35%	38%	33%	33%	36%	33%	35%
		f	f	f	f			f									
Never	386	37	61	71	58	74	159	386	181	204	96	104	94	92	199	186	386
	33%	21%	23%	26%	31%	46%	58%	33%	32%	34%	28%	31%	38%	37%	29%	38%	33%
					a	abcdg	abcdeg	ab					jn	jn		jkn	
SUMMARY CODES																	
EVER DO THIS	788	137	210	198	129	86	114	788	388	401	243	235	157	154	478	310	788
	67%	79%	77%	74%	69%	54%	42%	67%	68%	66%	72%	69%	62%	63%	71%	62%	67%
		defg	efg	ef	ef	f		ef			lmo	o			lmo		
AT LEAST WEEKLY	174	38	54	39	30	8	12	174	80	94	58	45	35	36	103	71	174
	15%	22%	20%	15%	16%	5%	4%	15%	14%	15%	17%	13%	14%	15%	15%	14%	15%
		efg	ef	ef	ef			ef									
AT LEAST QUARTERLY	379	68	112	102	59	30	38	379	188	191	124	107	75	73	231	148	379
	32%	39%	41%	38%	32%	19%	14%	32%	33%	32%	37%	32%	30%	30%	34%	30%	32%
		ef	efg	ef	ef			ef									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7. (SHOWCARD) Using this card please tell me how often you use your mobile phone to complete a form or an application for something on your phone (SINGLE CODE)

Base : Those who have a smartphone

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1429	238	248	299	238	219	406	1429	696	733	324	503	285	317	827	602	1429
Effective Weighted Sample	1085	176	202	236	185	177	313	1085	522	563	264	396	215	239	633	452	1085
Total	1174	174	271	269	187	160	273	1174	569	605	339	339	251	246	678	496	1174
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	615	99	156	159	99	78	102	615	308	307	185	190	122	118	376	239	615
	52%	57%	58%	59%	53%	49%	37%	52%	54%	51%	55%	56%	49%	48%	55%	48%	52%
		f	f	ef	f	f		f				mo			mo		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7. (SHOWCARD) Using this card please tell me how often you use your mobile phone to complete a form or an application for something on your phone (SINGLE CODE)

Base : Those who have a smartphone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1429	889	179	174	187	1429	1197	232	66	1276	1429	-	1429
Effective Weighted Sample	1085	833	165	168	173	1085	928	159	46	976	1085	-	1085
Total	1174	991	111	47	25	1174	1020	155	45	1063	1174	-	1174
Most days	53	51	2	1	*	53	46	7	**	48	53	**	53
	5%	5%	1%	1%	1%	5%	5%	4%	**	5%	5%	**	5%
		bcd				cd							
Once or twice a week	121	107	10	3	1	121	110	10	**	113	121	**	121
	10%	11%	9%	5%	4%	10%	11%	7%	**	11%	10%	**	10%
		cd				d							
At least every 3 months	205	173	20	7	5	205	186	19	**	192	205	**	205
	17%	18%	18%	16%	18%	17%	18%	12%	**	18%	17%	**	17%
Less often	409	352	39	13	6	409	358	51	**	377	409	**	409
	35%	36%	35%	27%	22%	35%	35%	33%	**	35%	35%	**	35%
		cd	d			cd							
Never	386	307	42	24	14	386	318	68	**	333	386	**	386
	33%	31%	37%	50%	55%	33%	31%	44%	**	31%	33%	**	33%
				abe	abe			f					
SUMMARY CODES													
EVER DO THIS	788	684	70	23	11	788	701	87	**	730	788	**	788
	67%	69%	63%	50%	45%	67%	69%	56%	**	69%	67%	**	67%
		cd	cd			cd	g						
AT LEAST WEEKLY	174	158	11	3	1	174	157	17	**	161	174	**	174
	15%	16%	10%	7%	5%	15%	15%	11%	**	15%	15%	**	15%
		cd				cd							
AT LEAST QUARTERLY	379	332	31	11	6	379	343	36	**	353	379	**	379
	32%	33%	28%	23%	23%	32%	34%	23%	**	33%	32%	**	32%
		cd				cd	g						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7. (SHOWCARD) Using this card please tell me how often you use your mobile phone to complete a form or an application for something on your phone (SINGLE CODE)

Base : Those who have a smartphone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1429	889	179	174	187	1429	1197	232	66	1276	1429	-	1429
Effective Weighted Sample	1085	833	165	168	173	1085	928	159	46	976	1085	-	1085
Total	1174	991	111	47	25	1174	1020	155	45	1063	1174	-	1174
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	615	526	59	20	10	615	545	70	**	569	615	**	615
	52%	53%	53%	43%	40%	52%	53%	45%	**	54%	52%	**	52%
		cd	d			cd							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	318 22%	72 40% cdefg	113 41% cdefg	54 19% ef	42 19% ef	28 12% f	36 7%	318 22% ef	161 22%	157 21%	73 19%	99 25% jm	78 24%	68 18%	172 22%	145 21%	318 22%
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	247 17%	86 48% bcdefg	76 27% cdefg	52 18% def	20 9% ef	7 3%	12 2%	247 17% def	184 25% i	63 8%	57 14%	65 16%	72 22% jkmnp	53 14%	122 15%	125 18%	247 17%
On a desktop computer, laptop, or netbook	173 12%	44 24% bcdefg	36 13% f	32 11%	20 9%	23 10%	42 8%	173 12% f	105 15% i	68 9%	45 11%	57 15% o	33 10%	38 10%	102 13%	71 10%	173 12%
On a tablet computer (such as an iPad)	158 11%	28 15% cef	42 15% cef	23 8%	24 11%	16 7%	41 8%	158 11%	78 11%	80 11%	44 11%	43 11%	40 12%	31 8%	88 11%	70 10%	158 11%
On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)	89 6%	32 18% bcdefg	23 8% def	18 6% ef	7 3%	4 2%	9 2%	89 6% ef	58 8% i	31 4%	24 6%	31 8% l	13 4%	21 6%	55 7%	34 5%	89 6%
Through an app on a smart TV	30 2%	11 6% defg	9 3% ef	7 2% ef	2 1%	- -%	1 *%	30 2% ef	24 3% i	6 1%	13 3% m	6 1%	9 3% m	3 1%	18 2%	12 2%	30 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
On a virtual reality gaming headset/ device	21	8	7	5	*	-	-	21	17	4	7	5	4	5	12	9	21
	1%	5%	3%	2%	*%	-%	-%	1%	2%	*%	2%	1%	1%	1%	1%	1%	1%
		defg	def	ef				f	i								
Using wearable technology like a smart watch (such as Apple Watch)	8	3	3	-	1	-	-	8	4	3	-	4	4	*	4	4	8
	1%	2%	1%	-%	*%	-%	-%	1%	1%	*%	-%	1%	1%	*%	*%	1%	1%
		cefg	f										m				
TOTAL - ANY GAMING	559	117	162	104	75	51	101	559	315	244	138	161	138	123	299	261	559
	38%	65%	59%	36%	35%	23%	20%	38%	44%	32%	35%	41%	43%	34%	38%	38%	38%
		cdefg	cdefg	ef	ef			ef	i			m	jm				
No, never	916	64	114	182	141	173	415	916	408	508	257	234	184	242	490	426	916
	62%	35%	41%	64%	65%	77%	80%	62%	56%	68%	65%	59%	57%	66%	62%	62%	62%
				ab	ab	abcdg	abcdg	ab		h	l			kl			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	318 22%	269 21%	33 25% d	11 18%	5 16%	318 22%	278 22%	40 20%	** **	293 25%	316 27% kl	2 1%	318 22% k
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	247 17%	203 16%	26 19%	12 21%	6 21%	247 17%	219 17%	28 14%	** **	218 19%	235 20% k	8 3%	243 17% k
On a desktop computer, laptop, or netbook	173 12%	152 12% d	14 10% d	6 10% d	1 4%	173 12% d	150 12%	23 11%	** **	164 14%	155 13% k	13 5%	168 12% k
On a tablet computer (such as an iPad)	158 11%	142 11% b	7 6%	6 10%	3 9%	158 11% b	133 10%	25 13%	** **	141 12%	143 12% k	15 6%	158 11% k
On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)	89 6%	73 6%	9 7%	6 10% ade	1 4%	89 6%	81 6%	8 4%	** **	79 7%	84 7% k	2 1%	86 6% k
Through an app on a smart TV	30 2%	26 2%	3 2%	1 1%	1 3%	30 2%	28 2%	2 1%	** **	27 2%	30 3% k	- -%	30 2% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
On a virtual reality gaming headset/ device	21	18	2	1	1	21	18	3	**	20	21	-	21
	1%	1%	1%	1%	4%	1%	1%	1%	**	2%	2%	-%	1%
					ae						k		k
Using wearable technology like a smart watch (such as Apple Watch)	8	7	-	*	1	8	5	3	**	8	8	-	8
	1%	1%	-%	1%	2%	1%	*%	1%	**	1%	1%	-%	1%
					abe								
TOTAL - ANY GAMING	559	474	54	23	8	559	486	74	**	501	516	36	551
	38%	38%	41%	39%	29%	38%	38%	37%	**	43%	44%	15%	39%
		d	d	d		d					kl		k
No, never	916	780	79	36	21	916	792	124	**	674	659	206	864
	62%	62%	59%	61%	71%	62%	62%	63%	**	57%	56%	85%	61%
					abce							jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
No, do not have any concerns	998	139	211	195	122	145	330	998	504	494	245	265	228	259	510	487	998
	68%	77%	76%	68%	57%	65%	64%	68%	70%	66%	62%	67%	71%	71%	65%	71%	68%
		cdefg	defg	d				d					j	jn		jn	
Unsuitable for children	167	14	31	35	37	28	50	167	73	95	53	47	35	33	100	68	167
	11%	8%	11%	12%	17%	12%	10%	11%	10%	13%	13%	12%	11%	9%	13%	10%	11%
					afg												
Violent content	151	9	20	35	39	21	48	151	69	82	51	39	33	29	89	62	151
	10%	5%	7%	12%	18%	10%	9%	10%	10%	11%	13%	10%	10%	8%	11%	9%	10%
				a	abefg			a			m						
Others could become addicted to playing games	106	5	16	17	20	20	47	106	50	56	48	30	15	12	78	28	106
	7%	3%	6%	6%	9%	9%	9%	7%	7%	7%	12%	8%	5%	3%	10%	4%	7%
					a	a	a	a			klmop	mo			lmop		mo
Encourage children to stay indoors	103	3	12	20	26	21	42	103	38	65	43	28	16	16	71	32	103
	7%	2%	4%	7%	12%	9%	8%	7%	5%	9%	11%	7%	5%	5%	9%	5%	7%
				a	abg	ab	a	a		h	lmop				lmo		o
Discourage creative play for children	90	4	18	18	20	14	29	90	32	58	40	25	14	12	65	25	90
	6%	2%	6%	6%	9%	6%	6%	6%	4%	8%	10%	6%	4%	3%	8%	4%	6%
					a			a		h	lmop	mo			lmo		mo
Bad/ offensive language	84	10	10	24	20	9	20	84	38	46	26	28	19	11	54	30	84
	6%	6%	4%	9%	9%	4%	4%	6%	5%	6%	7%	7%	6%	3%	7%	4%	6%
				bef	bef						m	m			mo		m

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Waste too much time playing games	78	5	11	16	17	15	29	78	35	42	35	20	16	7	55	23	78
	5%	3%	4%	6%	8%	7%	6%	5%	5%	6%	9%	5%	5%	2%	7%	3%	5%
					a						kmop	m	m		mo		m
Impact on social skills	75	5	9	19	22	6	20	75	29	46	32	23	14	6	55	20	75
	5%	3%	3%	7%	10%	3%	4%	5%	4%	6%	8%	6%	4%	2%	7%	3%	5%
				e	abefg						mop	mo	m		mo		mo
Cost of in-game purchases	68	7	19	12	20	5	11	68	29	39	28	20	9	12	48	21	68
	5%	4%	7%	4%	9%	2%	2%	5%	4%	5%	7%	5%	3%	3%	6%	3%	5%
			ef		acefg			f			lmo				lmo		
Cost of games	68	8	10	18	21	6	10	68	29	38	24	13	14	17	37	31	68
	5%	5%	4%	6%	10%	3%	2%	5%	4%	5%	6%	3%	4%	5%	5%	4%	5%
		f		f	abefg			f									
Encourages gambling style behaviour	61	1	9	9	11	15	31	61	34	27	20	19	12	10	39	22	61
	4%	1%	3%	3%	5%	7%	6%	4%	5%	4%	5%	5%	4%	3%	5%	3%	4%
					a	a	a	a									
Sexual content	61	6	10	12	16	12	18	61	25	36	14	22	16	10	36	25	61
	4%	3%	4%	4%	7%	5%	4%	4%	3%	5%	4%	5%	5%	3%	5%	4%	4%
					fg							m					
Health issues	53	5	7	19	10	5	11	53	21	32	23	15	10	4	39	14	53
	4%	3%	3%	7%	5%	2%	2%	4%	3%	4%	6%	4%	3%	1%	5%	2%	4%
				befg	f						mo	m			mo		m
I could become addicted to playing games	48	5	8	4	8	11	24	48	22	26	15	16	9	8	31	17	48
	3%	3%	3%	1%	4%	5%	5%	3%	3%	3%	4%	4%	3%	2%	4%	3%	3%
						c	c										

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Contact with people I don't personally know/ I've never met in person	45 3%	6 3%	8 3%	15 5% f	9 4% f	5 2%	6 1%	45 3% f	17 2%	28 4%	18 5% mo	17 4% mo	7 2%	2 1%	35 4% mo	9 1%	45 3% mo
Contributes to obesity	39 3%	4 2%	3 1%	11 4%	8 3%	6 3%	14 3%	39 3%	17 2%	23 3%	18 5% mo	12 3% m	6 2%	4 1%	30 4% mo	9 1%	39 3%
Cost of games consoles/ games players	38 3%	5 3%	6 2%	8 3%	12 5% efg	3 1%	6 1%	38 3%	18 2%	20 3%	14 3%	12 3%	4 1%	8 2%	26 3%	12 2%	38 3%
Concerned for children playing/ kids getting obsessed with playing/ spending too much time/ money /playing inappropriate games/ getting bullied	17 1%	2 1%	4 2%	5 2%	1 1%	1 *%	4 1%	17 1%	6 1%	11 2%	4 1%	4 1%	2 *%	7 2%	9 1%	9 1%	17 1%
Gaming is not safe/secure/ games can be hacked/ can suffer from fraud/ might get a virus	9 1%	2 1%	1 *%	1 *%	1 1%	1 1%	3 1%	9 1%	6 1%	3 *%	2 1%	3 1%	3 1%	1 *%	5 1%	4 1%	9 1%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Gambling/ betting games are too easy to use/ it's too easy to get into debt	3 *%	- -%	- -%	- -%	- -%	1 *%	3 1%	3 *%	1 *%	2 *%	1 *%	* *%	1 *%	- -%	2 *%	1 *%	3 *%
Other	15 1%	1 1%	1 *%	5 2%	3 1%	1 *%	4 1%	15 1%	1 *%	14 2% h	7 2% m	2 1%	4 1%	1 *%	10 1%	5 1%	15 1%
Don't know	29 2%	1 1%	2 1%	3 1%	6 3%	2 1%	17 3% b	29 2%	13 2%	16 2%	7 2%	2 *%	6 2%	14 4% knp	9 1%	20 3% kn	29 2% k
SUMMARY CODES																	
ANY CONCERNS	449 30%	40 22%	64 23%	88 31% a	88 41% abcfg	77 34% ab	169 33% ab	449 30% ab	207 29%	243 32%	142 36% lmop	128 32% mo	87 27%	92 25%	270 34% lmo	179 26%	449 30% mo
ANY OFFENSIVE CONTENT	263 18%	20 11%	41 15%	62 22% af	62 29% abefg	39 17%	79 15%	263 18% a	125 17%	139 18%	83 21% mo	74 19%	55 17%	51 14%	157 20% mo	106 15%	263 18%
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	194 13%	8 5%	31 11% a	35 12% a	41 19% abcg	34 15% a	80 15% a	194 13% a	84 12%	110 15%	68 17% lmo	61 15% mo	35 11%	31 8%	129 16% lmop	65 10%	194 13% mo
ANY HEALTH	169 11%	11 6%	23 8%	29 10%	28 13% a	32 14% ab	77 15% abg	169 11% a	80 11%	90 12%	68 17% lmop	52 13% lmo	27 8%	23 6%	119 15% lmop	50 7%	169 11% mo
ANY AFFORDABILITY	113 8%	13 7% f	23 8% f	24 8% f	34 16% abcefg	10 5%	19 4%	113 8% f	49 7%	64 9%	41 10% lo	31 8%	16 5%	25 7%	72 9% lo	41 6%	113 8%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
No, do not have any concerns	998	854	91	32	20	998	879	119	**	795	811	146	957
	68%	68%	69%	55%	68%	68%	69%	60%	**	68%	69%	61%	68%
		c	c		c	c	g				k		k
Unsuitable for children	167	131	23	11	3	167	140	27	**	133	139	21	160
	11%	10%	17%	18%	12%	11%	11%	14%	**	11%	12%	9%	11%
			ae	ae									
Violent content	151	125	13	10	3	151	124	27	**	122	118	26	144
	10%	10%	10%	16%	11%	10%	10%	14%	**	10%	10%	11%	10%
				abe									
Others could become addicted to playing games	106	91	10	3	2	106	89	17	**	88	76	27	103
	7%	7%	7%	5%	6%	7%	7%	8%	**	7%	6%	11%	7%
												jl	
Encourage children to stay indoors	103	79	11	9	3	103	87	16	**	78	77	23	100
	7%	6%	8%	16%	11%	7%	7%	8%	**	7%	7%	10%	7%
				abe	a								
Discourage creative play for children	90	67	15	6	2	90	75	15	**	70	70	19	89
	6%	5%	11%	11%	8%	6%	6%	8%	**	6%	6%	8%	6%
			ae	ae									
Bad/ offensive language	84	67	7	7	2	84	72	12	**	66	71	11	82
	6%	5%	6%	12%	8%	6%	6%	6%	**	6%	6%	4%	6%
				abe									

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Waste too much time playing games	78	67	6	4	1	78	61	17	**	66	63	12	75
	5%	5%	4%	7%	4%	5%	5%	9%	**	6%	5%	5%	5%
								f					
Impact on social skills	75	56	11	5	3	75	57	18	**	66	60	14	74
	5%	4%	8%	8%	10%	5%	4%	9%	**	6%	5%	6%	5%
			a	a	ae			f					
Cost of in-game purchases	68	59	5	4	1	68	59	9	**	56	59	6	65
	5%	5%	4%	6%	2%	5%	5%	5%	**	5%	5%	2%	5%
				d									
Cost of games	68	58	6	3	1	68	60	8	**	54	56	10	65
	5%	5%	4%	4%	3%	5%	5%	4%	**	5%	5%	4%	5%
Encourages gambling style behaviour	61	50	7	3	2	61	51	10	**	44	40	18	58
	4%	4%	5%	5%	6%	4%	4%	5%	**	4%	3%	7%	4%
												jl	
Sexual content	61	45	5	8	3	61	50	11	**	47	48	11	59
	4%	4%	4%	14%	10%	4%	4%	5%	**	4%	4%	4%	4%
				abe	abe								
Health issues	53	44	4	3	2	53	46	7	**	43	43	8	52
	4%	4%	3%	4%	6%	4%	4%	3%	**	4%	4%	3%	4%
I could become addicted to playing games	48	41	5	2	1	48	37	11	**	38	37	9	47
	3%	3%	4%	3%	3%	3%	3%	6%	**	3%	3%	4%	3%
								f					

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Contact with people I don't personally know/ I've never met in person	45 3%	40 3%	3 2%	1 2%	1 2%	45 3%	34 3%	11 6% f	** **	41 4%	42 4% k	2 1%	43 3% k
Contributes to obesity	39 3%	33 3%	2 1%	3 6% abe	1 2%	39 3%	34 3%	5 3%	** **	30 3%	28 2%	9 4%	38 3%
Cost of games consoles/ games players	38 3%	31 2%	5 4%	1 2%	1 3%	38 3%	33 3%	5 2%	** **	34 3%	34 3%	3 1%	37 3%
Concerned for children playing/ kids getting obsessed with playing/ spending too much time/ money /playing inappropriate games/ getting bullied	17 1%	17 1%	1 *%	* *%	* *%	17 1%	12 1%	6 3% f	** **	13 1%	13 1%	5 2%	17 1%
Gaming is not safe/secure/ games can be hacked/ can suffer from fraud/ might get a virus	9 1%	9 1%	- -%	- -%	- -%	9 1%	6 *%	2 1%	** **	7 1%	8 1%	1 *%	9 1%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Gambling/ betting games are too easy to use/ it's too easy to get into debt	3 *%	3 *%	- -%	- -%	- -%	3 *%	1 *%	2 1% f	** **	1 *%	- -%	3 1% jl	3 *%
Other	15 1%	13 1%	2 1%	- -%	- -%	15 1%	14 1%	1 1%	** **	14 1%	14 1%	1 *%	15 1%
Don't know	29 2%	26 2%	1 1%	* *%	2 5% abce	29 2%	25 2%	4 2%	** **	20 2%	18 2%	9 4% j	27 2%
SUMMARY CODES													
ANY CONCERNS	449 30%	374 30%	41 31%	26 45% abde	8 27%	449 30%	374 29%	75 38% f	** **	360 31%	345 29%	87 36% j	431 30%
ANY OFFENSIVE CONTENT	263 18%	215 17%	28 21%	16 27% ade	5 18%	263 18%	223 17%	40 20%	** **	210 18%	210 18%	44 18%	254 18%
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	194 13%	151 12%	26 20% ae	13 21% ae	5 16%	194 13%	161 13%	34 17%	** **	152 13%	142 12%	46 19% jl	188 13%
ANY HEALTH	169 11%	142 11%	18 13%	7 11%	3 11%	169 11%	142 11%	27 14%	** **	134 11%	123 10%	42 17% jl	165 12%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
ANY AFFORDABILITY	113	95	11	6	2	113	100	14	**	94	98	12	110
	8%	8%	8%	10%	6%	8%	8%	7%	**	8%	8% k	5%	8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	649	164	146	118	87	68	134	649	369	280	129	232	139	149	361	288	649
Effective Weighted Sample	510	119	122	94	71	60	116	510	283	227	109	184	112	118	283	228	510
Total	559	117	162	104	75	51	101	559	315	244	138	161	138	123	299	261	559
No, do not have any concerns	412	92	132	74	**	**	68	412	231	181	99	114	102	97	213	199	412
	74%	79%	81%	71%	**	**	67%	74%	73%	74%	72%	71%	74%	79%	71%	76%	74%
		f	f														
Unsuitable for children	49	9	12	11	**	**	6	49	26	23	12	14	12	11	27	23	49
	9%	7%	8%	10%	**	**	6%	9%	8%	10%	9%	9%	9%	9%	9%	9%	9%
Violent content	33	4	9	5	**	**	8	33	19	14	6	11	9	6	18	15	33
	6%	4%	5%	4%	**	**	8%	6%	6%	6%	5%	7%	7%	5%	6%	6%	6%
Others could become addicted to playing games	28	2	9	3	**	**	9	28	19	9	9	14	4	2	22	6	28
	5%	2%	5%	3%	**	**	9%	5%	6%	4%	6%	8%	3%	2%	8%	2%	5%
							a					mo			mo		
Bad/ offensive language	28	4	5	6	**	**	6	28	17	11	7	9	10	3	15	13	28
	5%	4%	3%	6%	**	**	6%	5%	5%	4%	5%	5%	7%	2%	5%	5%	5%
Cost of in-game purchases	25	4	9	5	**	**	3	25	13	12	5	12	3	5	17	8	25
	4%	3%	6%	5%	**	**	3%	4%	4%	5%	4%	7%	2%	4%	6%	3%	4%
Encourages gambling style behaviour	25	1	8	5	**	**	10	25	16	9	5	11	6	3	16	9	25
	4%	1%	5%	5%	**	**	10%	4%	5%	4%	3%	7%	4%	2%	5%	3%	4%
							ag										
Waste too much time playing games	22	2	6	5	**	**	7	22	13	9	8	8	5	1	16	6	22
	4%	1%	4%	5%	**	**	7%	4%	4%	4%	6%	5%	4%	1%	5%	2%	4%
							a				m				m		

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	649	164	146	118	87	68	134	649	369	280	129	232	139	149	361	288	649
Effective Weighted Sample	510	119	122	94	71	60	116	510	283	227	109	184	112	118	283	228	510
Total	559	117	162	104	75	51	101	559	315	244	138	161	138	123	299	261	559
Cost of games	21	4	2	6	**	**	2	21	13	8	7	5	3	5	12	9	21
	4%	4%	1%	6%	**	**	2%	4%	4%	3%	5%	3%	2%	4%	4%	3%	4%
Contact with people I don't personally know/ I've never met in person	19	3	4	7	**	**	2	19	6	12	3	9	4	2	12	7	19
	3%	3%	2%	6%	**	**	2%	3%	2%	5%	2%	6%	3%	2%	4%	3%	3%
Encourage children to stay indoors	18	1	5	4	**	**	2	18	6	13	4	6	3	4	11	8	18
	3%	1%	3%	4%	**	**	2%	3%	2%	5%	3%	4%	2%	4%	4%	3%	3%
										h							
Discourage creative play for children	18	1	6	2	**	**	4	18	8	10	5	6	4	3	11	7	18
	3%	1%	3%	2%	**	**	4%	3%	3%	4%	4%	4%	3%	2%	4%	3%	3%
I could become addicted to playing games	18	2	7	1	**	**	5	18	7	11	3	7	4	4	11	7	18
	3%	2%	4%	1%	**	**	5%	3%	2%	5%	2%	4%	3%	3%	4%	3%	3%
Impact on social skills	18	2	3	2	**	**	6	18	8	10	5	8	3	2	13	5	18
	3%	2%	2%	2%	**	**	6%	3%	3%	4%	4%	5%	2%	2%	4%	2%	3%
Sexual content	17	2	4	3	**	**	3	17	7	10	1	9	5	2	10	7	17
	3%	2%	3%	3%	**	**	3%	3%	2%	4%	1%	5%	4%	2%	3%	3%	3%
												j					
Health issues	15	2	5	4	**	**	3	15	9	7	4	7	4	1	10	5	15
	3%	2%	3%	4%	**	**	3%	3%	3%	3%	3%	4%	3%	1%	4%	2%	3%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	649	164	146	118	87	68	134	649	369	280	129	232	139	149	361	288	649
Effective Weighted Sample	510	119	122	94	71	60	116	510	283	227	109	184	112	118	283	228	510
Total	559	117	162	104	75	51	101	559	315	244	138	161	138	123	299	261	559
Cost of games consoles/ games players	9	2	2	2	**	**	1	9	4	5	2	3	2	2	5	4	9
	2%	2%	1%	1%	**	**	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
Concerned for children playing/ kids getting obsessed with playing/ spending too much time/ money /playing inappropriate games/ getting bullied	8	2	3	2	**	**	1	8	4	5	3	2	2	2	5	3	8
	1%	2%	2%	2%	**	**	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%
Contributes to obesity	8	1	1	*	**	**	4	8	5	3	2	2	1	2	4	3	8
	1%	1%	1%	*%	**	**	4%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
Gaming is not safe/secure/ games can be hacked/ can suffer from fraud/ might get a virus	8	2	1	1	**	**	2	8	5	3	1	3	3	1	4	4	8
	1%	2%	1%	1%	**	**	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%
Gambling/ betting games are too easy to use/ it's too easy to get into debt	1	-	-	-	**	**	1	1	1	-	-	-	1	-	-	1	1
	*%	-%	-%	-%	**	**	1%	*%	*%	-%	-%	-%	1%	-%	-%	*%	*%
Other	6	1	-	2	**	**	1	6	-	6	3	-	1	1	3	2	6
	1%	1%	-%	2%	**	**	1%	1%	-%	2%	2%	-%	1%	1%	1%	1%	1%
										h	k						
Don't know	2	-	-	-	**	**	-	2	1	1	-	-	1	1	-	2	2
	*%	-%	-%	-%	**	**	-%	*%	*%	*%	-%	-%	1%	1%	-%	1%	*%

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	649	164	146	118	87	68	134	649	369	280	129	232	139	149	361	288	649
Effective Weighted Sample	510	119	122	94	71	60	116	510	283	227	109	184	112	118	283	228	510
Total	559	117	162	104	75	51	101	559	315	244	138	161	138	123	299	261	559
SUMMARY CODES																	
ANY CONCERNS	145	25	30	30	**	**	33	145	83	62	39	47	35	25	85	60	145
	26%	21%	19%	29%	**	**	33%	26%	26%	25%	28%	29%	25%	20%	29%	23%	26%
							ab										
ANY OFFENSIVE CONTENT	74	11	19	18	**	**	11	74	45	29	18	23	20	13	41	33	74
	13%	9%	12%	17%	**	**	11%	13%	14%	12%	13%	14%	15%	11%	14%	13%	13%
ANY HEALTH	47	5	15	6	**	**	14	47	29	18	12	21	8	6	33	14	47
	8%	4%	9%	6%	**	**	14%	8%	9%	7%	9%	13%	6%	5%	11%	5%	8%
							a					mo			mo		
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	46	3	13	7	**	**	15	46	25	21	10	21	8	7	31	14	46
	8%	3%	8%	7%	**	**	15%	8%	8%	8%	7%	13%	6%	5%	10%	6%	8%
							ag	a				lmo			o		
ANY AFFORDABILITY	37	6	10	8	**	**	3	37	23	14	12	14	4	7	26	11	37
	7%	5%	6%	8%	**	**	3%	7%	7%	6%	9%	9%	3%	6%	9%	4%	7%

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	649	423	81	84	61	649	551	98	25	581	596	44	640
Effective Weighted Sample	510	397	74	81	56	510	438	73	22	455	464	39	502
Total	559	474	54	23	8	559	486	74	22	501	516	36	551
No, do not have any concerns	412	348	**	**	**	412	370	**	**	373	388	**	407
	74%	73%	**	**	**	74%	76%	**	**	74%	75%	**	74%
Unsuitable for children	49	42	**	**	**	49	40	**	**	41	46	**	49
	9%	9%	**	**	**	9%	8%	**	**	8%	9%	**	9%
Violent content	33	29	**	**	**	33	23	**	**	26	30	**	33
	6%	6%	**	**	**	6%	5%	**	**	5%	6%	**	6%
Others could become addicted to playing games	28	26	**	**	**	28	22	**	**	26	23	**	27
	5%	6%	**	**	**	5%	5%	**	**	5%	4%	**	5%
Bad/ offensive language	28	23	**	**	**	28	23	**	**	21	24	**	28
	5%	5%	**	**	**	5%	5%	**	**	4%	5%	**	5%
Cost of in-game purchases	25	19	**	**	**	25	19	**	**	22	23	**	23
	4%	4%	**	**	**	4%	4%	**	**	4%	4%	**	4%
Encourages gambling style behaviour	25	22	**	**	**	25	18	**	**	21	18	**	23
	4%	5%	**	**	**	4%	4%	**	**	4%	4%	**	4%
Waste too much time playing games	22	18	**	**	**	22	14	**	**	20	19	**	22
	4%	4%	**	**	**	4%	3%	**	**	4%	4%	**	4%
Cost of games	21	18	**	**	**	21	17	**	**	17	19	**	20
	4%	4%	**	**	**	4%	3%	**	**	3%	4%	**	4%

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	649	423	81	84	61	649	551	98	25	581	596	44	640
Effective Weighted Sample	510	397	74	81	56	510	438	73	22	455	464	39	502
Total	559	474	54	23	8	559	486	74	22	501	516	36	551
Contact with people I don't personally know/ I've never met in person	19	16	**	**	**	19	12	**	**	17	19	**	19
	3%	3%	**	**	**	3%	2%	**	**	3%	4%	**	3%
Encourage children to stay indoors	18	16	**	**	**	18	16	**	**	14	17	**	18
	3%	3%	**	**	**	3%	3%	**	**	3%	3%	**	3%
Discourage creative play for children	18	17	**	**	**	18	13	**	**	15	17	**	18
	3%	4%	**	**	**	3%	3%	**	**	3%	3%	**	3%
I could become addicted to playing games	18	16	**	**	**	18	10	**	**	15	15	**	17
	3%	3%	**	**	**	3%	2%	**	**	3%	3%	**	3%
Impact on social skills	18	16	**	**	**	18	11	**	**	15	14	**	18
	3%	3%	**	**	**	3%	2%	**	**	3%	3%	**	3%
Sexual content	17	13	**	**	**	17	14	**	**	13	16	**	17
	3%	3%	**	**	**	3%	3%	**	**	3%	3%	**	3%
Health issues	15	14	**	**	**	15	13	**	**	13	13	**	15
	3%	3%	**	**	**	3%	3%	**	**	3%	2%	**	3%
Cost of games consoles/ games players	9	7	**	**	**	9	7	**	**	8	9	**	9
	2%	1%	**	**	**	2%	1%	**	**	2%	2%	**	2%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	649	423	81	84	61	649	551	98	25	581	596	44	640
Effective Weighted Sample	510	397	74	81	56	510	438	73	22	455	464	39	502
Total	559	474	54	23	8	559	486	74	22	501	516	36	551
Concerned for children playing/ kids getting obsessed with playing/ spending too much time/ money /playing inappropriate games/ getting bullied	8 1%	7 2%	** **	** **	** **	8 1%	2 1%	** **	** **	6 1%	8 1%	** **	8 1%
Contributes to obesity	8 1%	7 1%	** **	** **	** **	8 1%	5 1%	** **	** **	6 1%	5 1%	** **	6 1%
Gaming is not safe/secure/ games can be hacked/ can suffer from fraud/ might get a virus	8 1%	8 2%	** **	** **	** **	8 1%	6 1%	** **	** **	6 1%	7 1%	** **	8 1%
Gambling/ betting games are too easy to use/ it's too easy to get into debt	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	- -%	** **	1 *%
Other	6 1%	5 1%	** **	** **	** **	6 1%	4 1%	** **	** **	5 1%	6 1%	** **	6 1%
Don't know	2 *%	2 *%	** **	** **	** **	2 *%	2 *%	** **	** **	2 *%	2 *%	** **	2 *%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	649	423	81	84	61	649	551	98	25	581	596	44	640
Effective Weighted Sample	510	397	74	81	56	510	438	73	22	455	464	39	502
Total	559	474	54	23	8	559	486	74	22	501	516	36	551
SUMMARY CODES													
ANY CONCERNS	145	124	**	**	**	145	114	**	**	126	126	**	142
	26%	26%	**	**	**	26%	23%	**	**	25%	24%	**	26%
ANY OFFENSIVE CONTENT	74	63	**	**	**	74	61	**	**	61	67	**	73
	13%	13%	**	**	**	13%	13%	**	**	12%	13%	**	13%
ANY HEALTH	47	42	**	**	**	47	36	**	**	41	38	**	46
	8%	9%	**	**	**	8%	7%	**	**	8%	7%	**	8%
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	46	40	**	**	**	46	35	**	**	39	36	**	45
	8%	8%	**	**	**	8%	7%	**	**	8%	7%	**	8%
ANY AFFORDABILITY	37	30	**	**	**	37	30	**	**	32	34	**	35
	7%	6%	**	**	**	7%	6%	**	**	6%	7%	**	6%

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

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G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : Those who play games on any type of gaming device

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	649	164	146	118	87	68	134	649	369	280	129	232	139	149	361	288	649
Effective Weighted Sample	510	119	122	94	71	60	116	510	283	227	109	184	112	118	283	228	510
Total	559	117	162	104	75	51	101	559	315	244	138	161	138	123	299	261	559
Yes	244	81	76	44	**	**	20	244	187	57	67	67	65	45	133	111	244
	44%	70%	47%	42%	**	**	20%	44%	60%	23%	48%	42%	47%	37%	45%	42%	44%
		bcfg	f	f				f	i								
No	315	35	87	60	**	**	81	315	128	188	71	94	72	78	165	150	315
	56%	30%	53%	58%	**	**	80%	56%	40%	77%	52%	58%	53%	63%	55%	58%	56%
			a	a			abcg	a		h							
ALL WHO EVER PLAY GAMES	559	117	162	104	**	**	101	559	315	244	138	161	138	123	299	261	559
	100%	100%	100%	100%	**	**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : Those who play games on any type of gaming device

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	649	423	81	84	61	649	551	98	25	581	596	44	640
Effective Weighted Sample	510	397	74	81	56	510	438	73	22	455	464	39	502
Total	559	474	54	23	8	559	486	74	22	501	516	36	551
Yes	244	205	**	**	**	244	218	**	**	222	232	**	239
	44%	43%	**	**	**	44%	45%	**	**	44%	45%	**	43%
No	315	269	**	**	**	315	268	**	**	279	283	**	312
	56%	57%	**	**	**	56%	55%	**	**	56%	55%	**	57%
ALL WHO EVER PLAY GAMES	559	474	**	**	**	559	486	**	**	501	516	**	551
	100%	100%	**	**	**	100%	100%	**	**	100%	100%	**	100%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Yes	244	81	76	44	23	10	20	244	187	57	67	67	65	45	133	111	244
	17%	45%	27%	15%	11%	5%	4%	17%	26%	8%	17%	17%	20%	12%	17%	16%	17%
		bcdefg	cdefg	ef	ef			def	i				m		m		
No	315	35	87	60	52	41	81	315	128	188	71	94	72	78	165	150	315
	21%	20%	31%	21%	24%	18%	16%	21%	18%	25%	18%	24%	22%	21%	21%	22%	21%
			acefg		f			f		h							
ALL WHO EVER PLAY GAMES	559	117	162	104	75	51	101	559	315	244	138	161	138	123	299	261	559
	38%	65%	59%	36%	35%	23%	20%	38%	44%	32%	35%	41%	43%	34%	38%	38%	38%
		cdefg	cdefg	ef	ef			ef	i			m	jm				
NEVER PLAY GAMES	916	64	114	182	141	173	415	916	408	508	257	234	184	242	490	426	916
	62%	35%	41%	64%	65%	77%	80%	62%	56%	68%	65%	59%	57%	66%	62%	62%	62%
				ab	ab	abcdg	abcdg	ab		h	l			kl			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Yes	244	205	22	11	6	244	218	26	**	222	232	7	239
	17%	16%	17%	19%	19%	17%	17%	13%	**	19%	20%	3%	17%
											k		k
No	315	269	32	12	3	315	268	47	**	279	283	29	312
	21%	21%	24%	20%	10%	21%	21%	24%	**	24%	24%	12%	22%
		d	d	d		d					k		k
ALL WHO EVER PLAY GAMES	559	474	54	23	8	559	486	74	**	501	516	36	551
	38%	38%	41%	39%	29%	38%	38%	37%	**	43%	44%	15%	39%
		d	d	d		d					kl		k
NEVER PLAY GAMES	916	780	79	36	21	916	792	124	**	674	659	206	864
	62%	62%	59%	61%	71%	62%	62%	63%	**	57%	56%	85%	61%
					abce							jl	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. (SHOWCARD) Please take a look at the options shown on this card and let me know which number applies to you? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Married/ Civil partnership	716	9	111	193	134	118	269	716	373	344	241	181	157	138	421	295	716
	49%	5%	40%	68%	62%	53%	52%	49%	52%	46%	61%	46%	49%	38%	53%	43%	49%
			a	abefg	abefg	ab	ab	ab	i		klmnop	m	m		kmop		mo
Co-habiting	183	34	66	33	24	16	26	183	91	92	41	60	48	34	101	82	183
	12%	19%	24%	12%	11%	7%	5%	12%	13%	12%	10%	15%	15%	9%	13%	12%	12%
		cdefg	cdefg	f	f			ef				m	m				
Single	372	135	96	52	31	35	58	372	183	189	68	109	74	121	177	195	372
	25%	75%	35%	18%	14%	16%	11%	25%	25%	25%	17%	28%	23%	33%	22%	28%	25%
		bcdefg	cdefg	f				cdef				jn		jlnp		jn	j
Widowed, divorced or separated	195	-	3	8	27	54	158	195	73	122	42	44	41	68	86	110	195
	13%	-%	1%	3%	12%	24%	31%	13%	10%	16%	11%	11%	13%	19%	11%	16%	13%
				a	abc	abcdg	abcdg	abc		h				jklnp		jkn	
Refused	9	2	*	*	-	1	6	9	2	6	2	1	1	4	4	5	9
	1%	1%	*%	*%	-%	*%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. (SHOWCARD) Please take a look at the options shown on this card and let me know which number applies to you? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Married/ Civil partnership	716	622	56	24	15	716	611	105	**	587	580	114	694
	49%	50%	42%	41%	50%	49%	48%	53%	**	50%	49%	47%	49%
		bc			c	c							
Co-habiting	183	157	16	7	3	183	156	28	**	162	172	9	181
	12%	12%	12%	13%	11%	12%	12%	14%	**	14%	15%	4%	13%
											k		k
Single	372	306	42	17	8	372	333	39	**	313	321	39	360
	25%	24%	32%	28%	25%	25%	26%	20%	**	27%	27%	16%	25%
			a				g				k		k
Widowed, divorced or separated	195	163	18	11	3	195	170	25	**	108	97	74	171
	13%	13%	14%	18%	10%	13%	13%	13%	**	9%	8%	31%	12%
				ade								jl	j
Refused	9	7	1	-	1	9	8	1	**	4	4	5	9
	1%	1%	1%	-%	3%	1%	1%	1%	**	*%	*%	2%	1%
					ace							jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
1	251	6	22	20	17	73	185	251	129	122	41	58	50	102	99	152	251
	17%	3%	8%	7%	8%	32%	36%	17%	18%	16%	10%	15%	16%	28%	13%	22%	17%
			a		a	abcdg	abcdg	abcd						jklnop		jklnp	jn
2	485	43	72	42	76	97	252	485	245	240	141	132	90	122	273	212	485
	33%	24%	26%	15%	35%	43%	49%	33%	34%	32%	36%	33%	28%	33%	35%	31%	33%
		c	c		abc	abcg	abcdg	abc			l				l		
3	322	59	77	75	58	31	53	322	144	178	93	86	70	73	179	143	322
	22%	32%	28%	26%	27%	14%	10%	22%	20%	24%	23%	22%	22%	20%	23%	21%	22%
		efg	efg	ef	ef			ef									
4	266	40	72	91	46	16	17	266	138	128	77	86	62	40	164	102	266
	18%	22%	26%	32%	21%	7%	3%	18%	19%	17%	20%	22%	19%	11%	21%	15%	18%
		ef	efg	adefg	ef	f		ef			m	mo	m		mo		m
5-6	138	28	28	56	18	7	8	138	59	79	40	28	43	27	68	70	138
	9%	16%	10%	19%	8%	3%	2%	9%	8%	11%	10%	7%	13%	7%	9%	10%	9%
		defg	ef	bdefg	ef			ef					kmnp				
7-9	13	6	4	2	-	1	1	13	9	4	2	4	5	2	6	7	13
	1%	3%	2%	1%	-%	*%	*%	1%	1%	1%	*%	1%	2%	*%	1%	1%	1%
		cdefg	f														
10 or more	1	-	1	-	-	-	-	1	-	1	-	-	1	-	-	1	1
	*%	-%	*%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
1	251	198	35	14	4	251	219	32	**	145	128	94	222
	17%	16%	27%	23%	13%	17%	17%	16%	**	12%	11%	39%	16%
			ade	ade								jl	j
2	485	414	42	18	11	485	406	79	**	376	360	102	462
	33%	33%	32%	31%	37%	33%	32%	40%	**	32%	31%	42%	33%
								f				jl	
3	322	278	27	11	6	322	272	50	**	282	290	26	316
	22%	22%	20%	19%	21%	22%	21%	25%	**	24%	25%	11%	22%
											k		k
4	266	231	18	11	6	266	240	26	**	236	256	9	265
	18%	18%	14%	19%	19%	18%	19%	13%	**	20%	22%	4%	19%
											k		k
5-6	138	121	9	4	3	138	127	11	**	125	127	10	137
	9%	10%	7%	8%	11%	9%	10%	5%	**	11%	11%	4%	10%
							g				k		k
7-9	13	12	1	*	-	13	13	-	**	12	13	-	13
	1%	1%	1%	*%	-%	1%	1%	-%	**	1%	1%	-%	1%
10 or more	1	1	-	-	-	1	1	-	**	-	1	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	**	-%	*%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Do you have any children aged under 16 who live at home with you - where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
None	944	120	107	87	133	209	497	944	503	442	256	250	186	252	506	438	944
	64%	66%	39%	30%	62%	93%	96%	64%	70%	59%	65%	63%	58%	69%	64%	64%	64%
		bc			bc	abcdg	abcdeg	bc	i					l			
1	227	35	74	57	49	9	12	227	91	136	55	57	58	57	112	115	227
	15%	19%	27%	20%	23%	4%	2%	15%	13%	18%	14%	14%	18%	16%	14%	17%	15%
		ef	efg	ef	efg			ef		h							
2	227	19	74	96	31	7	7	227	103	124	63	70	53	41	134	93	227
	15%	11%	27%	33%	14%	3%	1%	15%	14%	17%	16%	18%	16%	11%	17%	14%	15%
		ef	adefg	adefg	ef			ef				mo	m		m		m
3	64	5	17	39	2	-	-	64	24	39	20	14	17	13	34	30	64
	4%	3%	6%	14%	1%	-%	-%	4%	3%	5%	5%	3%	5%	4%	4%	4%	4%
		ef	def	abdefg	f			def									
4	9	1	3	6	-	-	-	9	*	9	-	4	4	2	4	6	9
	1%	*%	1%	2%	-%	-%	-%	1%	*%	1%	-%	1%	1%	*%	*%	1%	1%
			f	defg				f		h							
5-6	2	-	1	1	-	-	-	2	1	1	-	-	1	1	-	2	2
	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%
7-9	2	1	1	-	-	-	-	2	1	1	-	-	2	-	-	2	2
	*%	1%	*%	-%	-%	-%	-%	*%	*%	*%	-%	-%	1%	-%	-%	*%	*%
													n				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Do you have any children aged under 16 who live at home with you - where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
None	944	790	94	41	20	944	798	147	**	694	660	226	887
	64%	63%	71%	69%	67%	64%	62%	74%	**	59%	56%	94%	63%
			a					f				jl	j
1	227	196	19	8	4	227	201	26	**	204	221	6	227
	15%	16%	14%	13%	15%	15%	16%	13%	**	17%	19%	2%	16%
											k		k
2	227	199	15	9	4	227	206	21	**	205	219	6	225
	15%	16%	11%	15%	13%	15%	16%	10%	**	17%	19%	2%	16%
							g				k		k
3	64	56	5	2	1	64	59	5	**	59	60	3	64
	4%	4%	4%	3%	4%	4%	5%	2%	**	5%	5%	1%	4%
											k		k
4	9	9	-	-	*	9	9	-	**	9	9	*	9
	1%	1%	-%	-%	1%	1%	1%	-%	**	1%	1%	*%	1%
5-6	2	2	-	-	-	2	2	-	**	2	2	-	2
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%
7-9	2	2	-	-	-	2	2	-	**	1	2	-	2
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what ages are these children (MULTI CODE)

Base : Those with children aged under 16 at home

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	572	81	153	216	97	21	25	572	235	337	123	190	131	128	313	259	572
Effective Weighted Sample	452	62	125	172	79	18	21	452	185	267	101	155	106	100	247	205	452
Total	531	61	170	199	83	15	19	531	220	311	138	145	135	113	283	248	531
Under 1 year old	47	**	28	7	**	**	**	47	13	35	6	10	17	14	16	31	47
	9%	**	16%	3%	**	**	**	9%	6%	11%	4%	7%	13%	13%	6%	13%	9%
			cg					c		h			jn	jn		jn	
1-4 years old	182	**	91	52	**	**	**	182	65	117	33	51	53	46	84	98	182
	34%	**	54%	26%	**	**	**	34%	29%	38%	24%	35%	39%	40%	30%	40%	34%
			cg					c					j	j		jn	j
5-7 years old	199	**	77	94	**	**	**	199	78	121	55	61	47	36	116	83	199
	37%	**	45%	47%	**	**	**	37%	35%	39%	40%	42%	34%	32%	41%	33%	37%
				g													
8-11 years old	187	**	48	96	**	**	**	187	85	102	54	56	44	33	110	77	187
	35%	**	28%	48%	**	**	**	35%	39%	33%	39%	39%	33%	30%	39%	31%	35%
				bg													
12-15 years old	184	**	17	78	**	**	**	184	91	93	60	44	44	36	104	80	184
	35%	**	10%	39%	**	**	**	35%	41%	30%	43%	31%	32%	32%	37%	32%	35%
				b				b	i		k						
Refused	5	**	1	3	**	**	**	5	1	4	-	2	3	*	2	3	5
	1%	**	1%	2%	**	**	**	1%	*%	1%	-%	1%	2%	*%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what ages are these children (MULTI CODE)

Base : Those with children aged under 16 at home

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	572	385	56	61	70	572	501	71	23	513	550	19	569
Effective Weighted Sample	452	366	53	59	66	452	404	49	18	406	435	15	450
Total	531	464	39	18	10	531	480	51	19	481	514	15	529
Under 1 year old	47	38	**	**	**	47	45	**	**	41	46	**	47
	9%	8%	**	**	**	9%	9%	**	**	9%	9%	**	9%
1-4 years old	182	166	**	**	**	182	164	**	**	173	177	**	182
	34%	36%	**	**	**	34%	34%	**	**	36%	34%	**	34%
5-7 years old	199	178	**	**	**	199	179	**	**	180	193	**	199
	37%	38%	**	**	**	37%	37%	**	**	37%	38%	**	38%
8-11 years old	187	161	**	**	**	187	171	**	**	169	178	**	185
	35%	35%	**	**	**	35%	36%	**	**	35%	35%	**	35%
12-15 years old	184	157	**	**	**	184	167	**	**	162	178	**	182
	35%	34%	**	**	**	35%	35%	**	**	34%	35%	**	34%
Refused	5	5	**	**	**	5	5	**	**	4	5	**	5
	1%	1%	**	**	**	1%	1%	**	**	1%	1%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Husband/ Wife/ Partner	882	44	176	220	153	131	289	882	449	432	276	240	201	164	516	366	882
	60%	25%	63%	77%	71%	59%	56%	60%	62%	57%	70%	61%	63%	45%	65%	53%	60%
			a	abefg	aefg	a	a	a			kmop	mo	mo		mop	m	mo
Child/ children aged 16 and over	204	8	9	39	79	48	70	204	82	122	65	48	44	46	114	90	204
	14%	4%	3%	14%	36%	21%	14%	14%	11%	16%	17%	12%	14%	13%	14%	13%	14%
				ab	abcefg	abcfg	ab	ab		h							
Mother/ Stepmother/ Partner of Father	132	92	28	7	2	2	4	132	81	50	30	37	38	27	67	64	132
	9%	51%	10%	2%	1%	1%	1%	9%	11%	7%	8%	9%	12%	7%	9%	9%	9%
		bcdefg	cdef	f				cdef	i								
Father/ Stepfather/ Partner of Mother	82	59	19	4	1	-	-	82	54	28	23	19	28	12	43	40	82
	6%	32%	7%	1%	*%	-%	-%	6%	8%	4%	6%	5%	9%	3%	5%	6%	6%
		bcdefg	cdef	f				cdef	i				km				
Brothers/ Sisters/ Stepbrothers/ Stepsisters	61	36	19	4	*	1	2	61	36	25	13	18	17	13	31	30	61
	4%	20%	7%	1%	*%	*%	*%	4%	5%	3%	3%	5%	5%	4%	4%	4%	4%
		bcdefg	cdef					cdef									
Friend/ other person not related to you aged 16 or over	54	18	11	12	6	3	6	54	37	16	17	17	12	7	34	19	54
	4%	10%	4%	4%	3%	1%	1%	4%	5%	2%	4%	4%	4%	2%	4%	3%	4%
		bcdefg	f	f				f	i		m	m			m		
Other relative aged 16 or over	28	6	3	2	3	7	14	28	10	18	8	8	4	8	16	12	28
	2%	3%	1%	1%	1%	3%	3%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
		c				c											

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Grandmother	6	3	3	-	-	-	-	6	2	4	1	2	-	2	4	2	6
	*%	2%	1%	-%	-%	-%	-%	*%	*%	*%	*%	1%	-%	1%	*%	*%	*%
		cefg	f														
Grandfather	1	1	-	-	-	-	-	1	1	-	-	-	-	1	-	1	1
	*%	1%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%
None - I am the only adult in the household	339	18	60	42	33	73	186	339	138	201	52	85	66	137	137	202	339
	23%	10%	22%	15%	15%	32%	36%	23%	19%	27%	13%	22%	20%	37%	17%	29%	23%
			a			abcdg	abcdg	acd		h		j	j	jklnop		jklnp	jn
Refused	5	*	1	*	-	-	4	5	3	2	4	1	-	*	5	*	5
	*%	*%	*%	*%	-%	-%	1%	*%	*%	*%	1%	*%	-%	*%	1%	*%	*%
											o						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Husband/ Wife/ Partner	882	761	72	30	18	882	749	133	**	736	736	122	858
	60%	61%	54%	51%	62%	60%	59%	67%	**	63%	63%	51%	61%
		c			c	c		f			k		k
Child/ children aged 16 and over	204	177	15	8	3	204	173	31	**	164	172	25	197
	14%	14%	12%	14%	11%	14%	14%	16%	**	14%	15%	10%	14%
Mother/ Stepmother/ Partner of Father	132	113	10	5	4	132	114	17	**	119	125	6	131
	9%	9%	7%	9%	15%	9%	9%	9%	**	10%	11%	3%	9%
					abe						k		k
Father/ Stepfather/ Partner of Mother	82	70	7	2	3	82	72	10	**	76	79	3	82
	6%	6%	5%	4%	11%	6%	6%	5%	**	6%	7%	1%	6%
					abce						k		k
Brothers/ Sisters/ Stepbrothers/ Stepsisters	61	51	5	2	3	61	56	5	**	57	60	-	60
	4%	4%	4%	3%	10%	4%	4%	2%	**	5%	5%	-%	4%
					abce						k		k
Friend/ other person not related to you aged 16 or over	54	46	3	4	1	54	51	3	**	42	47	5	53
	4%	4%	2%	6%	3%	4%	4%	1%	**	4%	4%	2%	4%
				b									
Other relative aged 16 or over	28	25	2	1	-	28	24	4	**	20	16	11	27
	2%	2%	2%	2%	-%	2%	2%	2%	**	2%	1%	5%	2%
		d				d						jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Grandmother	6	5	1	-	-	6	5	1	**	5	6	-	6
	*%	*%	1%	-%	-%	*%	*%	1%	**	*%	1%	-%	*%
Grandfather	1	1	-	-	-	1	1	-	**	1	1	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%
None - I am the only adult in the household	339	272	45	18	5	339	303	37	**	225	215	96	310
	23%	22%	34%	30%	17%	23%	24%	19%	**	19%	18%	40%	22%
			ade	ade								jl	j
Refused	5	5	-	-	*	5	5	-	**	3	3	1	5
	*%	*%	-%	-%	1%	*%	*%	-%	**	*%	*%	1%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6a. Are you currently working? IF YES - Is that full-time or part-time? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Working full-time (30 hours per week plus)	637 43%	55 30% f	157 57% aefg	194 68% abefg	135 63% aefg	84 37% f	97 19%	637 43% af	385 53% i	252 34%	209 53% mop	210 53% lmop	147 46% mo	71 19%	419 53% lmop	218 32% m	637 43% mo
Working part-time (Under 30 hours per week)	218 15%	34 19% f	44 16% f	48 17% f	37 17% f	49 22% fg	56 11%	218 15% f	49 7%	170 23% h	44 11%	58 15%	68 21% jkmnp	49 13%	101 13%	117 17% jn	218 15%
Looking for work	38 3%	14 8% cdefg	10 4% f	4 1%	4 2%	5 2%	5 1%	38 3% f	18 2%	20 3%	4 1%	6 2%	5 2%	22 6% jklnp	10 1%	27 4% jkln	38 3%
In full-time education	60 4%	50 28% bcdefg	8 3% cdef	1 *%	- -%	1 *%	1 *%	60 4% cdef	34 5%	26 3%	21 5% lmo	24 6% lmo	6 2%	8 2%	46 6% lmo	14 2%	60 4% o
Retired	314 21%	- -%	- -%	- -%	9 4% abc	44 19% abcd	304 59% abcdeg	314 21% abcd	172 24% i	142 19%	88 22%	70 18%	65 20%	91 25% k	158 20%	156 23% k	314 21%
Not working	205 14%	28 15%	55 20% fg	40 14%	30 14%	42 19% fg	54 10%	205 14% f	65 9%	141 19% h	28 7%	23 6%	30 9%	124 34% jklnop	51 6%	154 22% jklnp	205 14% jkln
Refused	3 *%	- -%	3 1% f	- -%	- -%	- -%	* *%	3 *%	* *%	3 *%	- -%	3 1% o	- -%	- -%	3 *%	- -%	3 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6a. Are you currently working? IF YES - Is that full-time or part-time? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Working full-time (30 hours per week plus)	637	542	59	20	16	637	561	76	**	581	599	34	634
	43%	43%	44%	33%	56%	43%	44%	39%	**	49%	51%	14%	45%
		c	c		abce	c					kl		k
Working part-time (Under 30 hours per week)	218	190	18	7	3	218	186	32	**	192	193	22	214
	15%	15%	13%	12%	11%	15%	15%	16%	**	16%	16%	9%	15%
											k		k
Looking for work	38	32	3	3	*	38	35	3	**	31	34	3	38
	3%	3%	2%	5%	1%	3%	3%	1%	**	3%	3%	1%	3%
				ade									
In full-time education	60	47	6	5	2	60	51	9	**	54	60	-	60
	4%	4%	4%	8%	7%	4%	4%	5%	**	5%	5%	-%	4%
				ae	ae						k		k
Retired	314	266	30	15	4	314	256	58	**	171	128	144	272
	21%	21%	22%	25%	13%	21%	20%	29%	**	15%	11%	60%	19%
		d	d	d		d		f				jl	j
Not working	205	175	17	10	4	205	186	19	**	144	157	38	195
	14%	14%	13%	16%	13%	14%	15%	10%	**	12%	13%	16%	14%
Refused	3	3	1	-	-	3	3	1	**	2	3	-	3
	*%	*%	*%	-%	-%	*%	*%	*%	**	*%	*%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6b. Are any other adults in the household working either full time or part time? (SINGLE CODE)

Base : Households with more than one adult where the respondent is not working

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	609	122	52	43	43	85	349	609	306	303	131	175	106	197	306	303	609
Effective Weighted Sample	473	90	43	34	36	72	277	473	231	242	106	144	83	153	237	236	473
Total	423	83	52	31	33	60	223	423	208	215	112	95	77	138	207	215	423
Yes, somebody in the household is working	191	58	**	**	**	**	64	191	77	114	62	48	42	39	111	80	191
	45%	70%	**	**	**	**	29%	45%	37%	53%	55%	51%	54%	28%	53%	37%	45%
		fg						f		h	mo	mo	mo		mop		mo
No members of the household are working	228	25	**	**	**	**	157	228	128	100	49	46	35	98	95	133	228
	54%	30%	**	**	**	**	71%	54%	62%	47%	44%	49%	46%	71%	46%	62%	54%
							ag	a	i					jklnp		jklnp	n
Don't know/ refused to say	4	-	**	**	**	**	2	4	2	1	1	*	-	2	2	2	4
	1%	-%	**	**	**	**	1%	1%	1%	1%	1%	*%	-%	1%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6b. Are any other adults in the household working either full time or part time? (SINGLE CODE)

Base : Households with more than one adult where the respondent is not working

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h	i	j	k	l
Unweighted total	609	402	61	79	67	609	498	111	44	422	400	166	566
Effective Weighted Sample	473	374	57	76	62	473	392	81	34	327	308	134	440
Total	423	365	31	19	7	423	355	68	32	298	287	109	396
Yes, somebody in the household is working	191	166	**	**	**	191	163	28	**	143	153	27	180
	45%	46%	**	**	**	45%	46%	41%	**	48%	53%	25%	46%
											kl		k
No members of the household are working	228	195	**	**	**	228	188	40	**	152	131	82	212
	54%	53%	**	**	**	54%	53%	59%	**	51%	45%	75%	54%
												jl	j
Don't know/ refused to say	4	4	**	**	**	4	4	-	**	4	4	-	4
	1%	1%	**	**	**	1%	1%	-%	**	1%	1%	-%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. At what age did you finish your education? IF STILL IN EDUCATION - At what age do you expect to finish your education? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Aged 16 or under	534	40	73	65	83	107	273	534	239	295	43	102	153	236	145	389	534
	36%	22%	26%	23%	38%	48%	53%	36%	33%	39%	11%	26%	47%	65%	18%	57%	36%
					abc	abcdg	abcdg	abc		h		jn	jknp	jklnop	j	jklnp	jkn
Aged 17-18	301	55	64	50	49	43	83	301	152	149	45	98	87	71	143	158	301
	20%	30%	23%	18%	23%	19%	16%	20%	21%	20%	11%	25%	27%	19%	18%	23%	20%
		cefg	f		f			f				jnp	jmnp	j	j	jn	j
Aged 19-20	168	25	49	40	17	19	37	168	88	80	53	54	38	23	107	61	168
	11%	14%	18%	14%	8%	9%	7%	11%	12%	11%	13%	14%	12%	6%	14%	9%	11%
		f	defg	df				f			mo	mo	m		mo		m
Aged 21 or over	450	50	87	130	66	54	117	450	233	218	246	133	41	30	379	71	450
	31%	28%	31%	45%	30%	24%	23%	31%	32%	29%	62%	34%	13%	8%	48%	10%	31%
			f	abdefg	f			ef			klmnop	lmo			klmop		lmo
Don't know	17	10	3	1	2	-	2	17	9	8	6	5	3	3	12	5	17
	1%	5%	1%	*%	1%	-%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		bcdefg															
Refused	6	1	1	*	-	1	4	6	2	4	2	2	-	3	4	3	6
	*%	1%	*%	*%	-%	*%	1%	*%	*%	1%	*%	*%	-%	1%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. At what age did you finish your education? IF STILL IN EDUCATION - At what age do you expect to finish your education? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Aged 16 or under	534	455	49	23	7	534	466	68	**	333	339	155	494
	36%	36%	37%	39%	22%	36%	36%	35%	**	28%	29%	64%	35%
		d	d	d		d						jl	j
Aged 17-18	301	248	30	16	7	301	260	41	**	261	254	40	294
	20%	20%	22%	27%	24%	20%	20%	21%	**	22%	22%	17%	21%
				ae									
Aged 19-20	168	144	16	3	5	168	147	21	**	152	152	11	163
	11%	11%	12%	5%	18%	11%	12%	10%	**	13%	13%	4%	12%
		c	c		ace	c					k		k
Aged 21 or over	450	390	35	16	8	450	388	62	**	411	409	33	442
	31%	31%	27%	28%	29%	31%	30%	31%	**	35%	35%	14%	31%
											k		k
Don't know	17	13	2	1	2	17	13	4	**	15	16	1	17
	1%	1%	1%	1%	6%	1%	1%	2%	**	1%	1%	*%	1%
					abce								
Refused	6	5	1	-	1	6	4	2	**	3	3	2	5
	*%	*%	1%	-%	2%	*%	*%	1%	**	*%	*%	1%	*%
					ae								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Very confident	1141	139	227	210	172	164	394	1141	552	589	353	320	248	220	673	468	1141
	77%	77%	82%	73%	80%	73%	76%	77%	76%	78%	89%	81%	77%	60%	85%	68%	77%
			ce								klmop	mo	mo		lmop	m	mo
Fairly confident	264	29	41	65	31	50	97	264	137	127	37	65	60	103	101	162	264
	18%	16%	15%	23%	15%	22%	19%	18%	19%	17%	9%	16%	19%	28%	13%	24%	18%
				bd		bd						j	jn	jklnp		jknp	jn
Neither confident nor not confident	31	6	5	5	5	5	11	31	14	17	1	7	5	18	8	23	31
	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	*%	2%	1%	5%	1%	3%	2%
														jklnp		jn	j
Not very confident	27	4	4	6	4	3	9	27	12	15	2	1	7	17	3	24	27
	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	*%	*%	2%	5%	*%	4%	2%
													kn	jknp		jknp	kn
Not at all confident	10	2	-	1	4	3	4	10	6	5	1	1	2	6	2	8	10
	1%	1%	-%	*%	2%	1%	1%	1%	1%	1%	*%	*%	1%	2%	*%	1%	1%
														kn		n	
Don't know	1	-	-	-	-	-	1	1	1	-	1	-	-	1	1	1	1
	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%
Refused	*	*	-	-	-	-	-	*	-	*	-	-	-	*	-	*	*
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
SUMMARY CODES																	
TOTAL CONFIDENT	1405	168	268	275	203	214	491	1405	689	716	390	385	307	323	775	630	1405
	95%	93%	97%	96%	94%	96%	95%	95%	95%	95%	99%	98%	96%	88%	98%	92%	95%
											lmop	mop	mo		lmop		mo
TOTAL NOT CONFIDENT	38	7	4	6	7	5	13	38	18	20	3	2	9	23	5	33	38
	3%	4%	1%	2%	3%	2%	3%	3%	3%	3%	1%	1%	3%	6%	1%	5%	3%
													jkn	jklnp		jknp	jkn

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
TOTAL NEITHER/ DON'T KNOW	33	6	5	5	5	5	12	33	16	17	2	7	5	19	9	23	33
	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	*%	2%	1%	5%	1%	3%	2%
														jklnp		jn	j

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Very confident	1141	965	105	48	23	1141	988	153	**	960	947	157	1104
	77%	77%	79%	81%	79%	77%	77%	78%	**	82%	81% k	65%	78% k
Fairly confident	264	231	21	8	4	264	231	33	**	182	193	58	251
	18%	18%	16%	13%	13%	18%	18%	17%	**	16%	16%	24% jl	18%
Neither confident nor not confident	31	25	3	2	1	31	26	5	**	16	17	12	29
	2%	2%	2%	3%	4%	2%	2%	2%	**	1%	1%	5% jl	2%
Not very confident	27	22	4	1	1	27	26	2	**	12	12	11	22
	2%	2%	3%	2%	2%	2%	2%	1%	**	1%	1%	4% jl	2%
Not at all confident	10	9	*	1	*	10	6	4	**	5	4	4	8
	1%	1%	*%	1%	1%	1%	1%	2% f	**	*%	*%	2% jl	1%
Don't know	1	1	-	-	-	1	1	1	**	1	1	-	1
	*%	*%	-%	-%	-%	*%	*%	*%	**	*%	*%	-%	*%
Refused	*	-	-	-	*	*	-	*	**	*	*	-	*
	*%	-%	-%	-%	1% ae	*%	-%	*%	**	*%	*%	-%	*%
SUMMARY CODES													
TOTAL CONFIDENT	1405	1197	125	56	27	1405	1218	187	**	1142	1141	215	1355
	95%	95%	94%	94%	93%	95%	95%	94%	**	97%	97% k	89%	96% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
TOTAL NOT CONFIDENT	38	31	4	2	1	38	32	6	**	16	15	15	30
	3%	2%	3%	3%	3%	3%	3%	3%	**	1%	1%	6%	2%
												jl	
TOTAL NEITHER/ DON'T KNOW	33	27	3	2	1	33	27	5	**	17	18	12	30
	2%	2%	2%	3%	4%	2%	2%	3%	**	1%	2%	5%	2%
												jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. (SHOWCARD) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Up to £199 / Up to £10,399	93	12	18	10	9	16	45	93	37	56	4	10	14	66	14	79	93
	6%	7%	6%	3%	4%	7%	9%	6%	5%	7%	1%	2%	4%	18%	2%	12%	6%
							cd						jn	jklnop		jklnp	jkn
From £200 to £299 / From £10,400 to £15,599	118	6	19	15	13	23	65	118	43	75	6	26	28	58	32	86	118
	8%	3%	7%	5%	6%	10%	13%	8%	6%	10%	2%	7%	9%	16%	4%	13%	8%
						ac	abcdg	a		h		jn	jn	jklnp	j	jknp	jn
From £300 to £499 / From £15,600 to £25,999	179	13	38	29	21	31	78	179	93	86	21	51	53	55	71	108	179
	12%	7%	14%	10%	10%	14%	15%	12%	13%	11%	5%	13%	16%	15%	9%	16%	12%
						a	ac					jn	jnp	jn	j	jnp	jn
From £500 to £699/ From £26,000 to £36,399	187	17	48	47	39	21	36	187	100	87	48	70	48	21	118	69	187
	13%	9%	17%	16%	18%	9%	7%	13%	14%	12%	12%	18%	15%	6%	15%	10%	13%
			aef	aef	aefg			f			m	jmop	mo		mo	m	m
From £700 to £999 / From £36,400 to £51,999	117	3	34	32	16	20	32	117	62	55	48	39	27	4	87	30	117
	8%	2%	12%	11%	8%	9%	6%	8%	9%	7%	12%	10%	8%	1%	11%	4%	8%
			afg	af	a	a	a	a			mop	mo	mo		mop	m	mo
£1,000 and above / £52,000 and above	167	21	22	60	33	22	30	167	99	68	112	38	15	2	149	17	167
	11%	12%	8%	21%	15%	10%	6%	11%	14%	9%	28%	10%	5%	1%	19%	3%	11%
		f		abefg	bf	f		f	i		klmnop	lmo	m		klmop	m	lmo
Don't know/ Refused	614	108	98	93	84	92	231	614	289	325	156	162	137	160	318	296	614
	42%	60%	35%	32%	39%	41%	45%	42%	40%	43%	40%	41%	43%	44%	40%	43%	42%
		bcdefg					bc	c									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. (SHOWCARD) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Up to £199 / Up to £10,399	93	70	14	8	1	93	86	7	**	51	53	33	85
	6%	6%	10%	13%	3%	6%	7%	4%	**	4%	4%	14%	6%
			ade	ade								jl	
From £200 to £299 / From £10,400 to £15,599	118	99	11	7	2	118	100	18	**	83	76	34	110
	8%	8%	8%	12%	6%	8%	8%	9%	**	7%	6%	14%	8%
				ade								jl	
From £300 to £499 / From £15,600 to £25,999	179	151	18	6	4	179	160	20	**	141	139	36	174
	12%	12%	14%	10%	14%	12%	12%	10%	**	12%	12%	15%	12%
From £500 to £699/ From £26,000 to £36,399	187	164	17	4	2	187	168	19	**	162	166	18	185
	13%	13%	13%	7%	7%	13%	13%	10%	**	14%	14%	8%	13%
		cd	d			cd					k		k
From £700 to £999 / From £36,400 to £51,999	117	101	11	3	1	117	100	17	**	110	106	11	117
	8%	8%	9%	5%	5%	8%	8%	8%	**	9%	9%	5%	8%
											k		k
£1,000 and above / £52,000 and above	167	150	14	2	1	167	141	26	**	158	165	2	167
	11%	12%	11%	3%	3%	11%	11%	13%	**	13%	14%	1%	12%
		cd	cd			cd					k		k
Don't know/ Refused	614	519	48	29	19	614	522	92	**	470	470	108	578
	42%	41%	36%	49%	63%	42%	41%	46%	**	40%	40%	45%	41%
				abe	abce								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. (SHOWCARD) Which of these options applies to your home? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1882	246	256	322	272	309	786	1882	922	960	395	604	381	502	999	883	1882
Effective Weighted Sample	1430	183	207	253	213	250	618	1430	697	734	318	477	290	382	763	668	1430
Total	1476	181	277	286	216	224	516	1476	723	753	394	394	321	365	789	687	1476
Being bought on mortgage	433	53	78	144	99	43	59	433	219	213	169	132	79	53	301	131	433
	29%	29%	28%	50%	46%	19%	11%	29%	30%	28%	43%	34%	24%	14%	38%	19%	29%
		ef	ef	abefg	abefg	f		ef			klmop	lmo	m		lmop		mo
Owned outright by the household	397	16	12	24	43	103	302	397	208	189	136	102	87	72	238	159	397
	27%	9%	4%	8%	20%	46%	58%	27%	29%	25%	34%	26%	27%	20%	30%	23%	27%
					abc	abcdg	abcdeg	abcd			kmop	m	m		mo		m
Rented from Local Authority/ Housing Association/ Trust	327	47	80	48	39	58	113	327	138	188	16	62	82	166	78	249	327
	22%	26%	29%	17%	18%	26%	22%	22%	19%	25%	4%	16%	26%	46%	10%	36%	22%
		c	cdfg			cd				h		jn	jkn	jklnop	j	jklnp	jkn
Rented from Private Landlord	272	48	99	65	30	18	31	272	132	141	56	88	62	67	143	129	272
	18%	26%	36%	23%	14%	8%	6%	18%	18%	19%	14%	22%	19%	18%	18%	19%	18%
		defg	acdefg	def	ef			ef				j					
Other	25	5	4	4	3	3	9	25	11	15	9	7	5	4	16	9	25
	2%	3%	2%	1%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%
Don't know	21	12	4	1	1	-	3	21	15	7	9	3	6	4	12	9	21
	1%	7%	1%	*%	1%	-%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%
		bcdefg															

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. (SHOWCARD) Which of these options applies to your home? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1882	1202	227	227	226	1882	1576	306	97	1441	1429	356	1785
Effective Weighted Sample	1430	1111	206	218	208	1430	1221	211	71	1101	1085	285	1359
Total	1476	1254	133	59	30	1476	1278	198	66	1175	1174	241	1416
Being bought on mortgage	433	372	38	11	11	433	370	63	**	385	402	28	431
	29%	30%	29%	18%	39%	29%	29%	32%	**	33%	34%	12%	30%
		c	c		abce	c					kl		k
Owned outright by the household	397	337	32	21	7	397	319	78	**	297	257	116	373
	27%	27%	24%	36%	23%	27%	25%	40%	**	25%	22%	48%	26%
				abde				f				jl	j
Rented from Local Authority/ Housing Association/ Trust	327	273	36	15	3	327	294	33	**	225	235	72	307
	22%	22%	27%	25%	10%	22%	23%	17%	**	19%	20%	30%	22%
		d	d	d		d	g					jl	
Rented from Private Landlord	272	228	25	12	7	272	259	14	**	232	244	20	264
	18%	18%	19%	20%	25%	18%	20%	7%	**	20%	21%	8%	19%
					ae		g				k		k
Other	25	24	1	*	*	25	17	8	**	18	18	5	23
	2%	2%	1%	*%	1%	2%	1%	4%	**	2%	2%	2%	2%
								f					
Don't know	21	20	1	1	1	21	19	2	**	18	18	-	18
	1%	2%	*%	1%	2%	1%	2%	1%	**	2%	2%	-%	1%
											k		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. Do you have any long-standing illness, disability or infirmity? IF NECESSARY: By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1694	227	239	281	240	283	707	1694	828	866	352	543	355	444	895	799	1694
Effective Weighted Sample	1296	170	193	225	190	229	557	1296	629	667	287	433	269	339	691	605	1296
Total	1340	167	257	256	194	205	465	1340	655	685	358	358	298	325	716	623	1340
Yes	294	20	29	38	35	60	171	294	144	150	56	53	55	130	109	185	294
	22%	12%	11%	15%	18%	29%	37%	22%	22%	22%	16%	15%	18%	40%	15%	30%	22%
						abcdg	abcdeg	abc						jklnop		jklnp	jkn
No	1042	147	228	218	159	145	290	1042	509	533	302	304	242	193	606	436	1042
	78%	88%	89%	85%	82%	71%	62%	78%	78%	78%	84%	85%	81%	59%	85%	70%	78%
		efg	efg	efg	ef	f		ef			mop	mop	mo		mop	m	mo
Don't know	1	-	-	-	-	-	1	1	1	-	-	-	1	-	-	1	1
	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%
Refused	3	-	-	-	-	-	3	3	1	2	1	*	-	2	1	2	3
	*%	-%	-%	-%	-%	-%	1%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. Do you have any long-standing illness, disability or infirmity? IF NECESSARY: By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1694	1086	213	209	186	1694	1408	286	85	1310	1295	312	1607
Effective Weighted Sample	1296	1003	193	200	171	1296	1095	202	62	1009	991	250	1231
Total	1340	1135	126	54	24	1340	1149	191	57	1080	1074	212	1285
Yes	294	239	33	18	3	294	241	52	**	195	184	88	272
	22%	21%	27%	34%	11%	22%	21%	27%	**	18%	17%	41%	21%
		d	d	ade		d		f				jl	j
No	1042	892	92	36	22	1042	903	139	**	883	889	120	1009
	78%	79%	73%	66%	89%	78%	79%	73%	**	82%	83%	57%	79%
		c			abce	c					kl		k
Don't know	1	1	-	-	-	1	1	-	**	-	-	1	1
	*%	*%	-%	-%	-%	*%	*%	-%	**	-%	-%	*%	*%
												j	
Refused	3	3	-	-	-	3	3	-	**	2	*	3	3
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	1%	*%
												jl	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C12. Does this illness, disability or infirmity limit your activities in any way? (SINGLE CODE)

Base : Those with a long standing illness/ disability or infirmity (giving thieir consent to answer this question)

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	n	o	p
Unweighted total	429	27	28	48	43	85	283	429	208	221	62	97	78	192	159	270	429
Effective Weighted Sample	331	20	23	38	36	70	224	331	163	168	52	79	60	148	123	208	331
Total	294	20	29	38	35	60	171	294	144	150	56	53	55	130	109	185	294
Yes	217	**	**	**	**	**	127	217	103	114	**	**	**	103	72	145	217
	74%	**	**	**	**	**	74%	74%	72%	76%	**	**	**	80% n	66%	78% n	74%
No	77	**	**	**	**	**	44	77	41	36	**	**	**	26	37	40	77
	26%	**	**	**	**	**	26%	26%	28%	24%	**	**	**	20%	34% mo	22%	26%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C12. Does this illness, disability or infirmity limit your activities in any way? (SINGLE CODE)

Base : Those with a long standing illness/ disability or infirmity (giving thieir consent to answer this question)

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	k	l
Unweighted total	429	262	67	75	25	429	353	76	28	268	257	135	392
Effective Weighted Sample	331	241	62	71	23	331	273	58	21	207	195	108	301
Total	294	239	33	18	3	294	241	52	16	195	184	88	272
Yes	217	179	**	**	**	217	181	**	**	139	126	71	196
	74%	75%	**	**	**	74%	75%	**	**	72%	68%	80%	72%
												j	
No	77	60	**	**	**	77	60	**	**	55	58	17	75
	26%	25%	**	**	**	26%	25%	**	**	28%	32%	20%	28%
											k		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C13. (SHOWCARD) Which of these limit your activities? (MULTI CODE)

Base : Those whose long standing illness/ disability or infirmity limits their activities in any way

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	n	o	p
Unweighted total	321	15	18	38	37	66	213	321	148	173	41	65	57	158	106	215	321
Effective Weighted Sample	248	11	14	30	32	54	167	248	117	131	35	53	44	121	83	165	248
Total	217	11	17	31	31	47	127	217	103	114	37	35	41	103	72	145	217
Cannot walk very far or manage stairs or can only do so with difficulty	83	**	**	**	**	**	58	83	34	49	**	**	**	39	29	54	83
	38%	**	**	**	**	**	46%	38%	33%	43%	**	**	**	37%	41%	37%	38%
Mental health problems or difficulties	58	**	**	**	**	**	15	58	25	34	**	**	**	38	13	45	58
	27%	**	**	**	**	**	12%	27%	24%	30%	**	**	**	37%	18%	31%	27%
								f						np		n	
Breathlessness or chest pains	47	**	**	**	**	**	33	47	25	22	**	**	**	19	17	31	47
	22%	**	**	**	**	**	26%	22%	24%	20%	**	**	**	18%	23%	21%	22%
Limited ability to reach	21	**	**	**	**	**	16	21	10	11	**	**	**	10	6	15	21
	10%	**	**	**	**	**	13%	10%	10%	10%	**	**	**	10%	9%	10%	10%
Poor hearing, partial hearing or deafness	21	**	**	**	**	**	16	21	11	10	**	**	**	7	11	10	21
	10%	**	**	**	**	**	12%	10%	11%	9%	**	**	**	6%	15%	7%	10%
															mo		
Cannot walk at all/ use a wheelchair	17	**	**	**	**	**	13	17	7	10	**	**	**	10	7	11	17
	8%	**	**	**	**	**	10%	8%	7%	9%	**	**	**	9%	9%	7%	8%
Poor vision, partial sight or blindness	15	**	**	**	**	**	10	15	6	9	**	**	**	8	4	11	15
	7%	**	**	**	**	**	8%	7%	6%	8%	**	**	**	8%	6%	7%	7%
Dyslexia	13	**	**	**	**	**	3	13	7	6	**	**	**	9	2	11	13
	6%	**	**	**	**	**	2%	6%	6%	6%	**	**	**	9%	3%	7%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C13. (SHOWCARD) Which of these limit your activities? (MULTI CODE)

Base : Those whose long standing illness/ disability or infirmity limits their activities in any way

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	n	o	p
Unweighted total	321	15	18	38	37	66	213	321	148	173	41	65	57	158	106	215	321
Effective Weighted Sample	248	11	14	30	32	54	167	248	117	131	35	53	44	121	83	165	248
Total	217	11	17	31	31	47	127	217	103	114	37	35	41	103	72	145	217
Difficulty in speaking or communicating	9	**	**	**	**	**	4	9	5	4	**	**	**	5	2	7	9
	4%	**	**	**	**	**	3%	4%	5%	4%	**	**	**	5%	3%	5%	4%
Other illnesses/ health problems which limit daily activities	62	**	**	**	**	**	34	62	29	33	**	**	**	28	24	38	62
	29%	**	**	**	**	**	27%	29%	28%	29%	**	**	**	27%	33%	26%	29%
Refused	13	**	**	**	**	**	7	13	5	8	**	**	**	3	5	9	13
	6%	**	**	**	**	**	6%	6%	5%	7%	**	**	**	3%	6%	6%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C13. (SHOWCARD) Which of these limit your activities? (MULTI CODE)

Base : Those whose long standing illness/ disability or infirmity limits their activities in any way

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	k	l
Unweighted total	321	198	46	56	21	321	270	51	19	189	174	112	286
Effective Weighted Sample	248	183	43	53	20	248	210	38	14	148	134	87	220
Total	217	179	22	13	2	217	181	36	9	139	126	71	196
Cannot walk very far or manage stairs or can only do so with difficulty	83	68	**	**	**	83	70	**	**	51	46	29	75
	38%	38%	**	**	**	38%	39%	**	**	37%	37%	41%	38%
Mental health problems or difficulties	58	49	**	**	**	58	47	**	**	44	41	12	53
	27%	27%	**	**	**	27%	26%	**	**	31%	32% k	17%	27%
Breathlessness or chest pains	47	38	**	**	**	47	42	**	**	30	29	13	42
	22%	21%	**	**	**	22%	23%	**	**	22%	23%	19%	22%
Limited ability to reach	21	18	**	**	**	21	17	**	**	11	9	10	19
	10%	10%	**	**	**	10%	9%	**	**	8%	7%	14%	10%
Poor hearing, partial hearing or deafness	21	19	**	**	**	21	13	**	**	11	9	9	18
	10%	11%	**	**	**	10%	7%	**	**	8%	7%	13%	9%
Cannot walk at all/ use a wheelchair	17	15	**	**	**	17	16	**	**	10	11	5	16
	8%	8%	**	**	**	8%	9%	**	**	7%	8%	7%	8%
Poor vision, partial sight or blindness	15	14	**	**	**	15	13	**	**	8	7	6	12
	7%	8%	**	**	**	7%	7%	**	**	5%	5%	8%	6%
Dyslexia	13	11	**	**	**	13	10	**	**	7	7	4	11
	6%	6%	**	**	**	6%	5%	**	**	5%	6%	6%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C13. (SHOWCARD) Which of these limit your activities? (MULTI CODE)

Base : Those whose long standing illness/ disability or infirmity limits their activities in any way

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	k	l
Unweighted total	321	198	46	56	21	321	270	51	19	189	174	112	286
Effective Weighted Sample	248	183	43	53	20	248	210	38	14	148	134	87	220
Total	217	179	22	13	2	217	181	36	9	139	126	71	196
Difficulty in speaking or communicating	9	7	**	**	**	9	8	**	**	6	4	4	8
	4%	4%	**	**	**	4%	4%	**	**	4%	4%	6%	4%
Other illnesses/ health problems which limit daily activities	62	54	**	**	**	62	55	**	**	39	32	24	56
	29%	30%	**	**	**	29%	30%	**	**	28%	25%	35%	29%
Refused	13	10	**	**	**	13	10	**	**	9	11	3	13
	6%	5%	**	**	**	6%	6%	**	**	7%	8%	4%	7%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C15. (SHOWCARD) How would you describe your national identity? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1710	217	234	284	240	293	735	1710	835	875	357	548	356	449	905	805	1710
Effective Weighted Sample	1319	165	191	229	190	241	584	1319	641	678	294	439	274	345	703	616	1319
Total	1362	164	255	261	194	217	489	1362	666	696	365	363	304	330	728	634	1362
English	698	83	108	130	104	114	273	698	341	358	185	178	159	176	363	335	698
	51%	50%	42%	50%	54%	52%	56%	51%	51%	51%	51%	49%	52%	53%	50%	53%	51%
					b	b	b	b									
Scottish	116	16	32	14	13	19	41	116	53	63	24	31	26	35	55	61	116
	9%	9%	13%	5%	7%	9%	8%	9%	8%	9%	7%	8%	9%	11%	8%	10%	9%
			cd														
Welsh	37	6	6	6	4	9	15	37	18	19	7	10	12	8	17	20	37
	3%	3%	2%	2%	2%	4%	3%	3%	3%	3%	2%	3%	4%	2%	2%	3%	3%
Northern Irish	16	2	1	6	2	3	5	16	6	10	3	3	4	5	7	9	16
	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
British	427	46	90	85	61	70	145	427	219	208	124	120	90	92	245	182	427
	31%	28%	35%	33%	32%	32%	30%	31%	33%	30%	34%	33%	30%	28%	34%	29%	31%
Other	66	12	15	19	10	3	10	66	27	39	20	20	13	12	40	25	66
	5%	7%	6%	7%	5%	1%	2%	5%	4%	6%	6%	5%	4%	4%	5%	4%	5%
		ef	ef	ef	ef			ef									
Refused	3	*	2	1	-	*	*	3	3	*	-	1	*	2	1	2	3
	*%	*%	1%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C15. (SHOWCARD) How would you describe your national identity? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1710	1109	220	210	171	1710	1432	278	87	1309	1294	327	1621
Effective Weighted Sample	1319	1025	199	201	157	1319	1121	199	65	1018	1002	263	1254
Total	1362	1156	129	55	22	1362	1172	190	60	1088	1086	222	1308
English	698	689	4	5	*	698	595	103	**	544	545	125	671
	51%	60%	3%	8%	1%	51%	51%	54%	**	50%	50%	56%	51%
		bcde		bd		bcd							
Scottish	116	11	104	*	*	116	100	16	**	94	93	16	110
	9%	1%	80%	1%	1%	9%	9%	8%	**	9%	9%	7%	8%
			acde			acd							
Welsh	37	7	-	30	-	37	27	9	**	31	30	5	35
	3%	1%	-%	54%	-%	3%	2%	5%	**	3%	3%	2%	3%
				abde		abd		f					
Northern Irish	16	5	2	-	9	16	12	4	**	13	13	1	15
	1%	*%	1%	-%	39%	1%	1%	2%	**	1%	1%	1%	1%
					abce								
British	427	382	15	19	11	427	374	53	**	350	343	66	409
	31%	33%	11%	34%	52%	31%	32%	28%	**	32%	32%	30%	31%
		b		b	abce	b							
Other	66	58	5	1	1	66	60	6	**	56	58	8	66
	5%	5%	4%	3%	7%	5%	5%	3%	**	5%	5%	3%	5%
Refused	3	3	-	-	*	3	3	-	**	1	3	*	3
	*%	*%	-%	-%	1%	*%	*%	-%	**	*%	*%	*%	*%
					ae								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C16. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1320	177	190	224	183	226	546	1320	656	664	281	413	278	348	694	626	1320
Effective Weighted Sample	1023	137	155	180	146	185	435	1023	509	515	232	338	211	269	546	478	1023
Total	1074	138	208	208	150	168	371	1074	538	536	297	283	234	260	580	494	1074
WHITE																	
British	572	73	104	110	92	94	193	572	282	290	167	136	130	139	303	269	572
	53%	53%	50%	53%	62%	56%	52%	53%	52%	54%	56%	48%	56%	54%	52%	55%	53%
					bf												
English	250	27	35	37	30	46	121	250	128	121	66	66	55	63	132	117	250
	23%	19%	17%	18%	20%	28%	33%	23%	24%	23%	22%	23%	23%	24%	23%	24%	23%
						bc	abcdg										
Scottish	80	12	26	9	8	12	26	80	40	40	14	20	18	28	35	46	80
	7%	9%	12%	4%	5%	7%	7%	7%	7%	8%	5%	7%	8%	11%	6%	9%	7%
			cdfg											jn		jn	
Welsh	16	2	2	4	1	4	7	16	8	9	5	4	5	2	9	7	16
	2%	1%	1%	2%	1%	3%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%
Irish	9	1	*	3	1	1	5	9	5	4	1	4	2	3	5	5	9
	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	1	-	-	1	-	-	-	1	1	-	-	1	-	-	1	-	1
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
Any other white background	41	5	10	21	1	1	3	41	18	23	11	9	13	8	19	21	41
	4%	3%	5%	10%	1%	*%	1%	4%	3%	4%	4%	3%	6%	3%	3%	4%	4%
		ef	def	adefg				def									
MIXED																	
White and Black Caribbean	4	1	-	1	1	1	1	4	1	3	-	2	1	1	2	2	4
	*%	1%	-%	1%	1%	*%	*%	*%	*%	1%	-%	1%	*%	*%	*%	*%	*%

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

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C16. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**55+**	**ALL UK**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**	**ALL UK**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1320	177	190	224	183	226	546	1320	656	664	281	413	278	348	694	626	1320
Effective Weighted Sample	1023	137	155	180	146	185	435	1023	509	515	232	338	211	269	546	478	1023
Total	1074	138	208	208	150	168	371	1074	538	536	297	283	234	260	580	494	1074
White and Black African	2	2	-	-	1	-	-	2	1	1	-	1	1	*	1	2	2
	*%	1%	-%	-%	*%	-%	-%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%
		f															
White and Asian	3	1	1	*	*	-	-	3	*	2	1	2	-	-	3	-	3
	*%	1%	1%	*%	*%	-%	-%	*%	*%	*%	*%	1%	-%	-%	1%	-%	*%
Any other mixed background	1	1	-	-	-	-	-	1	-	1	-	1	-	-	1	-	1
	*%	1%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
ASIAN AND BRITISH ASIAN																	
Indian	19	2	6	3	2	5	6	19	9	10	10	4	4	1	14	5	19
	2%	1%	3%	1%	1%	3%	2%	2%	2%	2%	3%	2%	2%	*%	2%	1%	2%
											mo				m		
Pakistani	13	2	2	5	2	1	2	13	7	6	3	6	-	4	9	4	13
	1%	2%	1%	2%	1%	*%	1%	1%	1%	1%	1%	2%	-%	2%	2%	1%	1%
												l					
Bangladeshi	11	2	4	3	2	-	-	11	4	7	-	7	2	2	7	5	11
	1%	2%	2%	2%	1%	-%	-%	1%	1%	1%	-%	2%	1%	1%	1%	1%	1%
		f	f	f	f			f				j					
Any other Asian background	9	1	4	3	1	-	-	9	9	1	3	4	-	3	7	3	9
	1%	1%	2%	1%	1%	-%	-%	1%	2%	*%	1%	2%	-%	1%	1%	1%	1%
		f	f	f					i								
BLACK AND BLACK BRITISH																	
Caribbean	12	2	6	1	-	1	2	12	6	5	5	3	-	3	8	3	12
	1%	1%	3%	1%	-%	*%	1%	1%	1%	1%	2%	1%	-%	1%	1%	1%	1%
			df														

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

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C16. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1320	177	190	224	183	226	546	1320	656	664	281	413	278	348	694	626	1320
Effective Weighted Sample	1023	137	155	180	146	185	435	1023	509	515	232	338	211	269	546	478	1023
Total	1074	138	208	208	150	168	371	1074	538	536	297	283	234	260	580	494	1074
African	14	4	4	2	2	1	2	14	11	3	1	8	3	2	9	5	14
	1%	3%	2%	1%	1%	*%	1%	1%	2%	1%	*%	3%	1%	1%	2%	1%	1%
		f							i			j					
Any other black background	1	-	-	-	1	-	-	1	1	-	1	-	-	-	1	-	1
	*%	-%	-%	-%	1%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
					f												
MIDDLE EAST AND ARABIC ORIGIN																	
Iranian	*	*	-	-	-	-	-	*	*	-	-	*	-	-	*	-	*
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
CHINESE OR OTHER ETHNIC GROUP																	
Chinese	3	-	2	-	*	-	1	3	1	2	2	-	-	1	2	1	3
	*%	-%	1%	-%	*%	-%	*%	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%
Any other background	13	1	2	3	4	2	2	13	6	7	8	5	-	-	13	-	13
	1%	1%	1%	2%	3%	1%	*%	1%	1%	1%	3%	2%	-%	-%	2%	-%	1%
					f						lmo	mo			lmo		o
Refused	*	*	-	-	-	-	-	*	-	*	-	*	-	-	*	-	*
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
WHITE	969	119	177	186	132	159	355	969	481	488	264	241	222	242	504	465	969
	90%	86%	85%	90%	88%	94%	96%	90%	90%	91%	89%	85%	95%	93%	87%	94%	90%
						ab	abcdg	b					jknp	kn		jknp	kn
NON-WHITE	105	19	31	22	17	10	16	105	56	49	34	42	11	17	76	29	105
	10%	14%	15%	10%	12%	6%	4%	10%	10%	9%	11%	15%	5%	7%	13%	6%	10%
		ef	efg	f	f			f			lo	lmop			lmop		lo

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

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C16. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1320	890	142	148	140	1320	1110	210	64	1019	994	266	1260
Effective Weighted Sample	1023	822	128	141	129	1023	879	145	48	796	773	217	980
Total	1074	933	84	39	18	1074	930	144	47	863	851	185	1036
WHITE													
British	572	529	7	24	13	572	491	82	**	470	464	85	549
	53%	57%	8%	62%	69%	53%	53%	57%	**	54%	55%	46%	53%
		b		b	abe	b					k		
English	250	249	1	*	*	250	205	44	**	183	174	66	240
	23%	27%	1%	1%	1%	23%	22%	31%	**	21%	20%	36%	23%
		bcd				bcd		f				jl	
Scottish	80	8	72	*	*	80	76	4	**	66	62	14	77
	7%	1%	85%	1%	1%	7%	8%	3%	**	8%	7%	8%	7%
			acde			acd	g						
Welsh	16	5	-	11	-	16	11	5	**	14	13	3	16
	2%	1%	-%	29%	-%	2%	1%	4%	**	2%	2%	1%	2%
				abde				f					
Irish	9	4	*	-	5	9	8	2	**	6	7	2	9
	1%	*%	1%	-%	25%	1%	1%	1%	**	1%	1%	1%	1%
					abce								
Gypsy, Traveller or Irish Traveller	1	1	-	-	-	1	1	-	**	1	1	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%
Any other white background	41	38	2	*	*	41	39	2	**	34	33	8	41
	4%	4%	3%	1%	2%	4%	4%	1%	**	4%	4%	4%	4%
MIXED													
White and Black Caribbean	4	4	-	*	-	4	4	*	**	4	3	1	4
	*%	*%	-%	1%	-%	*%	*%	*%	**	*%	*%	*%	*%

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

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C16. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1320	890	142	148	140	1320	1110	210	64	1019	994	266	1260
Effective Weighted Sample	1023	822	128	141	129	1023	879	145	48	796	773	217	980
Total	1074	933	84	39	18	1074	930	144	47	863	851	185	1036
White and Black African	2	2	-	1	-	2	2	1	**	2	1	-	1
	*%	*%	-%	2% ae	-%	*%	*%	*%	**	*%	*%	-%	*%
White and Asian	3	1	1	*	-	3	2	1	**	3	3	-	3
	*%	*%	2% ae	1%	-%	*%	*%	1%	**	*%	*%	-%	*%
Any other mixed background	1	1	-	-	-	1	1	-	**	1	1	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%
ASIAN AND BRITISH ASIAN													
Indian	19	17	1	1	-	19	19	-	**	16	19	-	19
	2%	2%	1%	1%	-%	2%	2%	-%	**	2%	2% k	-%	2% k
Pakistani	13	13	-	*	-	13	12	1	**	10	10	3	13
	1%	1%	-%	1%	-%	1%	1%	*%	**	1%	1%	1%	1%
Bangladeshi	11	11	-	-	-	11	11	-	**	10	10	1	11
	1%	1%	-%	-%	-%	1%	1%	-%	**	1%	1%	1%	1%
Any other Asian background	9	9	-	-	-	9	8	1	**	9	9	1	9
	1%	1%	-%	-%	-%	1%	1%	1%	**	1%	1%	*%	1%
BLACK AND BLACK BRITISH													
Caribbean	12	12	-	-	-	12	12	-	**	9	10	1	12
	1%	1%	-%	-%	-%	1%	1%	-%	**	1%	1%	1%	1%

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

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Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1320	890	142	148	140	1320	1110	210	64	1019	994	266	1260
Effective Weighted Sample	1023	822	128	141	129	1023	879	145	48	796	773	217	980
Total	1074	933	84	39	18	1074	930	144	47	863	851	185	1036
African	14	14	-	-	-	14	14	-	**	12	13	1	14
	1%	1%	-%	-%	-%	1%	1%	-%	**	1%	1%	1%	1%
Any other black background	1	1	-	-	-	1	1	-	**	1	1	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%
MIDDLE EAST AND ARABIC ORIGIN													
Iranian	*	-	-	*	-	*	*	-	**	*	*	-	*
	*%	-%	-%	1%	-%	*%	*%	-%	**	*%	*%	-%	*%
				ae									
CHINESE OR OTHER ETHNIC GROUP													
Chinese	3	2	-	*	-	3	3	-	**	2	2	1	3
	*%	*%	-%	1%	-%	*%	*%	-%	**	*%	*%	*%	*%
Any other background	13	12	-	-	*	13	10	2	**	10	13	-	13
	1%	1%	-%	-%	2%	1%	1%	1%	**	1%	1%	-%	1%
Refused	*	-	-	-	*	*	*	-	**	*	*	-	*
	*%	-%	-%	-%	1%	*%	*%	-%	**	*%	*%	-%	*%
					ae								
WHITE	969	833	82	36	18	969	831	138	**	774	755	177	932
	90%	89%	98%	94%	98%	90%	89%	96%	**	90%	89%	96%	90%
			ae		ae			f				jl	
NON-WHITE	105	100	2	3	*	105	99	6	**	89	95	8	104
	10%	11%	2%	6%	2%	10%	11%	4%	**	10%	11%	4%	10%
		bd				bd	g				k		k

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