

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook	
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Base : Those who go online	
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Base : All respondents	
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Base : Those who have a smartphone	
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Base : Those who have a smartphone

M7B. (SHOWCARD) Edit photos or videos (SINGLE CODE) 441

Base : Those who have a smartphone

M7C. (SHOWCARD) Use features such as maps or satellite navigation to get to where you want to go/ plot a route to your destination (SINGLE CODE) 445

Base : Those who have a smartphone

M7D. (SHOWCARD) Use your phone as a ticket or boarding pass or as an entry ticket to an event (SINGLE CODE) 449

Base : Those who have a smartphone

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Base : Those who have a smartphone

M9. (SHOWCARD) AGREEMENT WITH STATEMENT - I know how to make decisions about using location services on my mobile? IF NECESSARY: Location services monitor your location to provide information to your phone based on where you are - this might be an updated weather forecast, bars, pubs or petrol stations near you or help you to plan a journey (SINGLE CODE) 457

Base : Those who have a smartphone

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE) 461

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) 465

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) 473

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) 480

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) 482

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) 484

Base : All respondents

C2. How many people are there in your household in total (including yourself)? (SINGLE CODE) 486

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) 488

Base : All respondents

C4. And what ages are these children? (MULTI CODE) 490

Base : Those with children aged under 16 at home

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Base : All respondents

C6. Are you currently working? (SINGLE CODE) 496

Base : All respondents

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) 498

Base : All respondents

C8. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE) 500

Base : All respondents

C10. (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) 502

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) 505

Base : All respondents

C12. Does this illness, disability or infirmity limit your activities in any way? (SINGLE CODE) 507

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Base : Those with a long standing illness/ disability or infirmity

C13. (SHOWCARD) Which of these limit your activities? (MULTI CODE) 509

Base : Those whose long standing illness/ disability or infirmity limits their activities in any way

C14. (SHOWCARD) Which of these options applies to your home? (SINGLE CODE) 513

Base : All respondents

C15. (SHOWCARD) How would you describe your national identity? (SINGLE CODE) 515

Base : All respondents

C16. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE) 517

Base : All respondents

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
England	1291	160	238	250	194	191	450	1291	634	657	361	345	271	314	706	585	1291
	85%	84%	85%	87%	85%	85%	85%	85%	85%	85%	89% lmo	85%	82%	84%	87% lo	83%	85%
Scotland	137	19	25	25	22	19	45	137	65	72	30	37	36	33	67	70	137
	9%	10%	9%	9%	9%	8%	9%	9%	9%	9%	7%	9%	11%	9%	8%	10%	9%
Wales	61	8	12	7	8	10	25	61	31	30	10	17	16	19	26	35	61
	4%	4%	4%	2%	4%	5%	5%	4%	4%	4%	2%	4%	5%	5%	3%	5%	4%
Northern Ireland	30	4	5	6	4	4	11	30	14	16	5	7	8	10	13	18	30
	2%	2%	2%	2%	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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
England	1291	1291	-	-	-	1291	1136	155	78	1020	964	196	1160
	85%	100%	-%	-%	-%	85%	86%	76%	86%	85%	86%	85%	86%
		bcde				bcd	g						
Scotland	137	-	137	-	-	137	113	24	6	109	97	20	118
	9%	-%	100%	-%	-%	9%	9%	12%	6%	9%	9%	9%	9%
			acde			acd							
Wales	61	-	-	61	-	61	48	13	5	45	41	10	51
	4%	-%	-%	100%	-%	4%	4%	6%	5%	4%	4%	4%	4%
				abde		abd							
Northern Ireland	30	-	-	-	30	30	18	12	2	21	22	4	26
	2%	-%	-%	-%	100%	2%	1%	6%	3%	2%	2%	2%	2%
					abce	abc	f						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
London	216	29	44	63	27	25	54	216	109	107	69	64	38	45	133	83	216
	14%	15%	16%	22%	12%	11%	10%	14%	15%	14%	17%	16%	11%	12%	16%	12%	14%
			f	defg				f			lo				lo		
South East	212	22	33	40	31	34	86	212	107	105	78	60	36	38	139	73	212
	14%	11%	12%	14%	14%	15%	16%	14%	14%	14%	19%	15%	11%	10%	17%	10%	14%
											lmop	mo			lmo		mo
South West	120	12	19	22	19	17	49	120	62	58	29	31	37	23	60	60	120
	8%	6%	7%	8%	8%	8%	9%	8%	8%	8%	7%	8%	11%	6%	7%	8%	8%
													mn				
Eastern	127	14	20	25	17	24	51	127	54	73	40	30	22	35	69	58	127
	8%	7%	7%	9%	8%	11%	10%	8%	7%	9%	10%	7%	7%	9%	9%	8%	8%
East Midlands	100	16	15	14	13	19	41	100	48	52	26	29	20	25	55	45	100
	7%	9%	5%	5%	6%	8%	8%	7%	6%	7%	6%	7%	6%	7%	7%	6%	7%
West Midlands	156	20	31	30	31	17	45	156	76	80	36	42	40	38	78	79	156
	10%	10%	11%	10%	14%	8%	8%	10%	10%	10%	9%	10%	12%	10%	10%	11%	10%
					ef												
Wales	61	8	12	7	8	10	25	61	31	30	10	17	16	19	26	35	61
	4%	4%	4%	2%	4%	5%	5%	4%	4%	4%	2%	4%	5%	5%	3%	5%	4%
Yorkshire & Humber	128	19	35	12	22	15	40	128	63	65	25	27	32	44	52	76	128
	8%	10%	12%	4%	10%	7%	7%	8%	8%	8%	6%	7%	10%	12%	6%	11%	8%
		c	cef		c			c						jkn		jkn	
North East	66	8	16	11	9	9	22	66	31	35	24	13	10	19	37	29	66
	4%	4%	6%	4%	4%	4%	4%	4%	4%	4%	6%	3%	3%	5%	5%	4%	4%
North West	166	20	26	33	24	31	63	166	83	83	35	49	36	47	84	82	166
	11%	11%	9%	11%	11%	14%	12%	11%	11%	11%	9%	12%	11%	12%	10%	12%	11%
Scotland	137	19	25	25	22	19	45	137	65	72	30	37	36	33	67	70	137
	9%	10%	9%	9%	9%	8%	9%	9%	9%	9%	7%	9%	11%	9%	8%	10%	9%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Northern Ireland	30	4	5	6	4	4	11	30	14	16	5	7	8	10	13	18	30
	2%	2%	2%	2%	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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
London	216	216	-	-	-	216	207	9	8	174	173	18	191
	14%	17%	-%	-%	-%	14%	16%	5%	9%	15%	15%	8%	14%
		bcd				bcd	g				k		k
South East	212	212	-	-	-	212	178	34	20	160	153	37	191
	14%	16%	-%	-%	-%	14%	14%	17%	22%	13%	14%	16%	14%
		bcd				bcd			i				
South West	120	120	-	-	-	120	98	22	5	103	84	23	107
	8%	9%	-%	-%	-%	8%	7%	11%	5%	9%	7%	10%	8%
		bcd				bcd							
Eastern	127	127	-	-	-	127	106	21	5	107	89	26	116
	8%	10%	-%	-%	-%	8%	8%	10%	5%	9%	8%	11%	9%
		bcd				bcd							
East Midlands	100	100	-	-	-	100	87	13	8	71	66	19	85
	7%	8%	-%	-%	-%	7%	7%	6%	9%	6%	6%	8%	6%
		bcd				bcd							
West Midlands	156	156	-	-	-	156	131	25	10	122	121	20	142
	10%	12%	-%	-%	-%	10%	10%	12%	11%	10%	11%	9%	10%
		bcd				bcd							
Wales	61	-	-	61	-	61	48	13	5	45	41	10	51
	4%	-%	-%	100%	-%	4%	4%	6%	5%	4%	4%	4%	4%
				abde		abd							
Yorkshire & Humber	128	128	-	-	-	128	121	7	6	99	94	23	118
	8%	10%	-%	-%	-%	8%	9%	3%	7%	8%	8%	10%	9%
		bcd				bcd	g						
North East	66	66	-	-	-	66	56	10	2	60	55	8	63
	4%	5%	-%	-%	-%	4%	4%	5%	2%	5%	5%	3%	5%
		bcd				bcd							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
North West	166	166	-	-	-	166	153	13	14	124	127	21	148
	11%	13%	-%	-%	-%	11%	12%	7%	15%	10%	11%	9%	11%
		bcd				bcd	g						
Scotland	137	-	137	-	-	137	113	24	6	109	97	20	118
	9%	-%	100%	-%	-%	9%	9%	12%	6%	9%	9%	9%	9%
			acde			acd							
Northern Ireland	30	-	-	-	30	30	18	12	2	21	22	4	26
	2%	-%	-%	-%	100%	2%	1%	6%	3%	2%	2%	2%	2%
					abce	abc	f						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 3

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Urban	1315	170	258	252	193	189	442	1315	645	670	325	362	284	344	687	628	1315
	87%	89%	92%	87%	85%	85%	83%	87%	87%	86%	80%	89%	86%	92%	85%	89%	87%
		f	defg					f				jn		jlnp		jn	j
Rural	204	21	22	36	35	35	89	204	99	105	81	44	47	31	125	79	204
	13%	11%	8%	13%	15%	15%	17%	13%	13%	14%	20%	11%	14%	8%	15%	11%	13%
				b	b	abg	b				kmop	m		kmo		m	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 3

Any break column with 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

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Urban	1315	1136	113	48	18	1315	1315	-	79	1034	980	191	1171
	87%	88%	83%	79%	60%	87%	100%	-%	87%	87%	87%	83%	87%
		bcd	d	d		cd	g						
Rural	204	155	24	13	12	204	-	204	12	160	144	39	183
	13%	12%	17%	21%	40%	13%	-%	100%	13%	13%	13%	17%	13%
			a	ae	abce		f						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
A	30	*	2	11	7	2	10	30	18	12	30	-	-	-	30	-	30
	2%	*%	1%	4%	3%	1%	2%	2%	2%	2%	7%	-%	-%	-%	4%	-%	2%
				abe	ab						klmnop				klmop		klmo
B	376	37	44	89	75	55	131	376	189	186	376	-	-	-	376	-	376
	25%	19%	16%	31%	33%	25%	25%	25%	25%	24%	93%	-%	-%	-%	46%	-%	25%
				ab	abfg	b	b	b			klmnop				klmop		klmo
C1	406	65	83	80	50	55	127	406	187	219	-	406	-	-	406	-	406
	27%	34%	30%	28%	22%	25%	24%	27%	25%	28%	-%	100%	-%	-%	50%	-%	27%
		defg										jlmnop			jlmop		jlmo
C2	331	34	63	50	56	52	128	331	171	159	-	-	331	-	-	331	331
	22%	18%	22%	17%	25%	23%	24%	22%	23%	21%	-%	-%	100%	-%	-%	47%	22%
							c						jkmnop			jkmnp	jkmn
D	185	26	55	35	21	27	47	185	87	97	-	-	-	185	-	185	185
	12%	14%	20%	12%	9%	12%	9%	12%	12%	13%	-%	-%	-%	49%	-%	26%	12%
			cdefg					f						jklnop		jklnp	jkln
E	191	28	33	23	19	32	88	191	90	101	-	-	-	191	-	191	191
	13%	15%	12%	8%	8%	14%	17%	13%	12%	13%	-%	-%	-%	51%	-%	27%	13%
		cd				cd	cdg	c						jklnop		jklnp	jkln
SUMMARY CODES																	
AB	406	37	46	100	82	57	141	406	208	198	406	-	-	-	406	-	406
	27%	20%	16%	35%	36%	26%	26%	27%	28%	26%	100%	-%	-%	-%	50%	-%	27%
				abefg	abefg	b	b	ab			klmnop				klmop		klmo
DE	376	54	88	58	40	59	135	376	178	198	-	-	-	376	-	376	376
	25%	28%	32%	20%	17%	26%	25%	25%	24%	26%	-%	-%	-%	100%	-%	53%	25%
		cd	cdg			d	d	d						jklnop		jklnp	jkln
ABC1	812	103	129	180	132	112	268	812	395	417	406	406	-	-	812	-	812
	53%	54%	46%	62%	58%	50%	50%	53%	53%	54%	100%	100%	-%	-%	100%	-%	53%
				befg	b			b			lmop	lmop			lmop		lmo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
C2DE	707	88	151	108	96	111	264	707	349	358	-	-	331	376	-	707	707
	47%	46%	54%	38%	42%	50%	50%	47%	47%	46%	-%	-%	100%	100%	-%	100%	47%
			cdg			c	c	c					jknp	jknp		jknp	jknp

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
A	30 2%	29 2%	* *%	1 1%	* 1%	30 2%	24 2%	6 3%	- -%	26 2%	23 2%	5 2%	28 2%
B	376 25%	332 26%	30 22%	9 15%	5 16%	376 25%	300 23%	75 37%	11 12%	336 28%	314 28%	35 15%	349 26%
		cd			cd		f		h	k		k	
C1	406 27%	345 27%	37 27%	17 27%	7 24%	406 27%	362 28%	44 22%	23 26%	336 28%	321 29%	49 21%	369 27%
											k		k
C2	331 22%	271 21%	36 27%	16 26%	8 26%	331 22%	284 22%	47 23%	18 20%	249 21%	228 20%	64 28%	292 22%
												jl	
D	185 12%	151 12%	20 15%	8 14%	5 17%	185 12%	171 13%	13 7%	19 21%	136 11%	137 12%	29 13%	166 12%
							g		i				
E	191 13%	163 13%	13 10%	11 17%	5 16%	191 13%	173 13%	18 9%	20 22%	111 9%	102 9%	48 21%	150 11%
				b					i			jl	
SUMMARY CODES													
AB	406 27%	361 28%	30 22%	10 16%	5 17%	406 27%	325 25%	81 40%	11 12%	362 30%	336 30%	41 18%	377 28%
		cd			cd		f		h	k		k	
DE	376 25%	314 24%	33 24%	19 31%	10 32%	376 25%	344 26%	31 15%	39 43%	247 21%	239 21%	77 33%	316 23%
				ae	ae		g		i			jl	
ABC1	812 53%	706 55%	67 49%	26 43%	13 42%	812 53%	687 52%	125 61%	34 38%	698 58%	657 58%	89 39%	746 55%
		cd			cd		f		h	k		k	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
C2DE	707	585	70	35	18	707	628	79	57	496	467	141	608
	47%	45%	51%	57%	58%	47%	48%	39%	62%	42%	42%	61%	45%
				ae	ae		g		i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 5

Any break column with 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 AGE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
16 - 17	36 2%	36 19%	- -%	- -%	- -%	- -%	- -%	36 2%	23 3%	13 2%	7 2%	9 2%	10 3%	10 3%	16 2%	20 3%	36 2%
		bcdefg						bcdef									
18 - 24	155 10%	155 81%	- -%	- -%	- -%	- -%	- -%	155 10%	77 10%	78 10%	31 8%	56 14%	24 7%	44 12%	87 11%	68 10%	155 10%
		bcdefg						bcdef				jl	op				
25 - 34	280 18%	- -%	280 100%	- -%	- -%	- -%	- -%	280 18%	124 17%	156 20%	46 11%	83 20%	63 19%	88 24%	129 16%	151 21%	280 18%
			acdefg					acdef				j	j	jnp	j	j	j
35 - 44	288 19%	- -%	- -%	288 100%	- -%	- -%	- -%	288 19%	133 18%	155 20%	100 25%	80 20%	50 15%	58 15%	180 22%	108 15%	288 19%
				abdefg				abdef			lmop				lmo		o
45 - 54	228 15%	- -%	- -%	- -%	228 100%	- -%	- -%	228 15%	103 14%	125 16%	82 20%	50 12%	56 17%	40 11%	132 16%	96 14%	228 15%
					abcefg			abcef			kmop		m		m		m
55 - 64	224 15%	- -%	- -%	- -%	- -%	224 100%	224 42%	224 15%	110 15%	113 15%	57 14%	55 14%	52 16%	59 16%	112 14%	111 16%	224 15%
						abcdfg	abcdg	abcd									
65 - 74	174 11%	- -%	- -%	- -%	- -%	- -%	174 33%	174 11%	103 14%	70 9%	47 12%	47 12%	51 15%	29 8%	94 12%	80 11%	174 11%
							abcdeg	abcde		i			m		m		m
75-79	81 5%	- -%	- -%	- -%	- -%	- -%	81 15%	81 5%	45 6%	37 5%	22 5%	13 3%	15 4%	33 9%	34 4%	47 7%	81 5%
							abcdeg	abcde						klmp		kn	
80+	53 3%	- -%	- -%	- -%	- -%	- -%	53 10%	53 3%	26 3%	27 4%	15 4%	12 3%	11 3%	15 4%	27 3%	26 4%	53 3%
							abcdeg	abcde									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 5

Any break column with 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 AGE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
SUMMARY CODES																	
16 - 24	191	191	-	-	-	-	-	191	100	91	37	65	34	54	103	88	191
	13%	100%	-%	-%	-%	-%	-%	13%	13%	12%	9%	16%	10%	14%	13%	12%	13%
		bcdefg						bcdef				jl		j			
25 - 44	568	-	280	288	-	-	-	568	258	311	146	163	113	147	309	259	568
	37%	-%	100%	100%	-%	-%	-%	37%	35%	40%	36%	40%	34%	39%	38%	37%	37%
			adefg	adefg				adef		h							
45 - 64	452	-	-	-	228	224	224	452	213	238	140	105	108	99	245	207	452
	30%	-%	-%	-%	100%	100%	42%	30%	29%	31%	34%	26%	33%	26%	30%	29%	30%
					abcfg	abcfg	abcg	abc			km						
55+	532	-	-	-	-	224	532	532	283	248	141	127	128	135	268	264	532
	35%	-%	-%	-%	-%	100%	100%	35%	38%	32%	35%	31%	39%	36%	33%	37%	35%
						abcdg	abcdg	abcd		i			k			k	
65+	308	-	-	-	-	-	308	308	173	135	83	72	76	76	155	152	308
	20%	-%	-%	-%	-%	-%	58%	20%	23%	17%	21%	18%	23%	20%	19%	22%	20%
							abcdeg	abcde		i							
75+	134	-	-	-	-	-	134	134	70	64	36	25	25	47	61	73	134
	9%	-%	-%	-%	-%	-%	25%	9%	9%	8%	9%	6%	8%	13%	8%	10%	9%
							abcdeg	abcde						klnp		k	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 5

Any break column with 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 AGE

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
16 - 17	36 2%	32 2%	3 2%	1 2%	1 2%	36 2%	31 2%	5 3%	7 8% i	27 2%	33 3% k	- -%	33 2% k
18 - 24	155 10%	128 10%	16 12%	7 11%	4 12%	155 10%	139 11%	16 8%	8 8%	135 11%	144 13% k	5 2%	149 11% k
25 - 34	280 18%	238 18%	25 18%	12 20%	5 15%	280 18%	258 20% g	22 11%	7 8%	253 21% h	255 23% k	11 5%	266 20% k
35 - 44	288 19%	250 19% c	25 18%	7 12%	6 21% c	288 19% c	252 19%	36 18%	11 12%	257 22% h	256 23% k	15 6%	270 20% k
45 - 54	228 15%	194 15%	22 16%	8 14%	4 14%	228 15%	193 15%	35 17%	12 13%	202 17%	193 17% k	19 8%	213 16% k
55 - 64	224 15%	191 15%	19 14%	10 17%	4 13%	224 15%	189 14%	35 17%	23 25% i	154 13%	143 13%	45 20% jl	189 14%
65 - 74	174 11%	145 11%	16 12%	9 15%	4 13%	174 11%	140 11%	34 17% f	10 11%	109 9%	71 6%	69 30% jl	141 10% j
75-79	81 5%	69 5%	8 5%	4 6%	2 5%	81 5%	67 5%	15 7%	8 9% i	40 3%	20 2%	40 17% jl	60 4% j
80+	53 3%	46 4%	3 3%	2 4%	1 5%	53 3%	46 4%	6 3%	5 5% i	16 1%	8 1%	26 11% jl	34 2% j

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 5

Any break column with 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 AGE

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
SUMMARY CODES													
16 - 24	191 13%	160 12%	19 14%	8 13%	4 14%	191 13%	170 13%	21 10%	15 17%	162 14%	178 16% k	5 2%	182 13% k
25 - 44	568 37%	488 38%	50 37%	19 32%	11 36%	568 37%	510 39% g	58 29%	19 20%	511 43% h	511 45% kl	25 11%	536 40% k
45 - 64	452 30%	384 30%	40 30%	19 31%	8 27%	452 30%	382 29%	70 34%	35 39%	357 30%	337 30%	64 28%	401 30%
55+	532 35%	450 35%	45 33%	25 42%	11 36%	532 35%	442 34%	89 44% f	45 50% i	319 27%	243 22%	180 78% jl	423 31% j
65+	308 20%	259 20%	27 20%	15 24%	7 23%	308 20%	253 19%	55 27% f	22 25% i	164 14%	99 9%	135 59% jl	234 17% j
75+	134 9%	114 9%	11 8%	6 10%	3 10%	134 9%	113 9%	21 10%	13 14% i	55 5%	28 2%	66 29% jl	94 7% j

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 6

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Male	744	100	124	133	103	110	283	744	744	-	208	187	171	178	395	349	744
	49%	52%	44%	46%	45%	49%	53%	49%	100%	-%	51%	46%	52%	47%	49%	49%	49%
							bd		i								
Female	775	91	156	155	125	113	248	775	-	775	198	219	159	198	417	358	775
	51%	48%	56%	54%	55%	51%	47%	51%	-%	100%	49%	54%	48%	53%	51%	51%	51%
			f		f					h							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 6

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Male	744	634	65	31	14	744	645	99	33	584	540	119	659
	49%	49%	48%	51%	47%	49%	49%	49%	36%	49%	48%	52%	49%
										h			
Female	775	657	72	30	16	775	670	105	58	610	584	111	695
	51%	51%	52%	49%	53%	51%	51%	51%	64%	51%	52%	48%	51%
									i				

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 7

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Mobile phone or Smartphone	1435	185	274	280	218	208	477	1435	701	733	396	388	311	340	783	652	1435
	94%	97%	98%	97%	96%	93%	90%	94%	94%	95%	97%	95%	94%	91%	96%	92%	94%
		f	efg	ef	f		f				lmop	mo			mop		mo
Computer - laptop, desktop or netbook computer (PC or Mac)	1106	149	191	229	191	158	346	1106	543	564	358	319	229	201	676	430	1106
	73%	78%	68%	79%	84%	70%	65%	73%	73%	73%	88%	78%	69%	54%	83%	61%	73%
		bf		befg	befg		f				klmnop	lmop	mo		klmop	m	mo
Standard TV set	1014	121	175	166	146	152	408	1014	502	512	238	268	233	275	506	508	1014
	67%	63%	62%	57%	64%	68%	77%	67%	67%	66%	59%	66%	70%	73%	62%	72%	67%
				c	abcdeg	c					j	jn	jknp		jknp	jn	
Tablet (like an iPad, Kindle Fire or Google Nexus)	981	130	205	213	155	142	279	981	450	531	315	280	200	186	595	386	981
	65%	68%	73%	74%	68%	63%	52%	65%	60%	69%	78%	69%	60%	49%	73%	55%	65%
		f	efg	efg	f	f	f	f		h	klmop	lmo	m		lmop		mo
Radio set (either DAB or AM/ FM)	883	85	111	156	139	164	392	883	445	439	279	235	188	182	514	369	883
	58%	45%	40%	54%	61%	73%	74%	58%	60%	57%	69%	58%	57%	48%	63%	52%	58%
			b	ab	abcdg	abcdg	ab				klmop	m	m		mop		mo
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	794	90	125	188	130	127	261	794	396	398	259	231	166	137	490	304	794
	52%	47%	45%	65%	57%	57%	49%	52%	53%	51%	64%	57%	50%	37%	60%	43%	52%
			abfg	b	abf		b				lmop	mo	mo		lmop	m	mo
Smart TV set (a TV set that connects directly to the internet)	706	96	133	170	130	100	176	706	330	376	246	202	136	120	449	257	706
	46%	51%	48%	59%	57%	45%	33%	46%	44%	48%	61%	50%	41%	32%	55%	36%	46%
		f	f	befg	efg	f	f	f			klmop	lmo	m		lmop		mo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 7

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Games console or handheld games player	571 38%	122 64%	152 54%	155 54%	88 39%	38 17%	52 10%	571 38%	285 38%	286 37%	160 39%	165 41%	119 36%	127 34%	325 40%	246 35%	571 38%
		bcdefg	defg	defg	ef	f	ef					m			mo		
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	321 21%	54 28%	66 24%	75 26%	68 30%	37 17%	58 11%	321 21%	146 20%	175 23%	121 30%	89 22%	65 20%	46 12%	210 26%	111 16%	321 21%
		efg	f	ef	efg	f	f				klmop	mo	m		lmop		mo
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	203 13%	33 17%	37 13%	61 21%	42 18%	21 10%	30 6%	203 13%	96 13%	106 14%	98 24%	62 15%	22 7%	21 6%	160 20%	43 6%	203 13%
		ef	f	befg	efg	f	f				klmop	lmo			lmop		lmo
ANY TV	1478 97%	181 95%	264 94%	282 98%	224 98%	222 99%	528 99%	1478 97%	718 97%	760 98%	397 98%	392 97%	322 97%	367 98%	789 97%	689 98%	1478 97%
				b	b	ab	abg	b									
None of these	4 *%	1 *%	1 1%	- -%	- -%	- -%	1 *%	4 *%	1 *%	2 *%	1 *%	1 *%	1 *%	* *%	2 *%	2 *%	4 *%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 7

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Mobile phone or Smartphone	1435	1224	129	55	27	1435	1240	195	86	1156	1124	230	1354
	94%	95%	94%	91%	89%	94%	94%	96%	94%	97%	100%	100%	100%
		cd			cd								
Computer - laptop, desktop or netbook computer (PC or Mac)	1106	971	78	40	16	1106	942	165	52	975	896	124	1021
	73%	75%	57%	67%	54%	73%	72%	81%	57%	82%	80%	54%	75%
		bcd		d		bd		f		h	kl		k
Standard TV set	1014	847	99	45	23	1014	878	136	60	759	687	203	891
	67%	66%	73%	75%	76%	67%	67%	67%	66%	64%	61%	88%	66%
			a	ae	ae							jl	j
Tablet (like an iPad, Kindle Fire or Google Nexus)	981	830	91	40	19	981	850	131	50	869	825	89	915
	65%	64%	66%	66%	63%	65%	65%	64%	54%	73%	73%	39%	68%
										h	kl		k
Radio set (either DAB or AM/ FM)	883	752	75	41	15	883	741	142	42	689	625	155	781
	58%	58%	55%	68%	48%	58%	56%	70%	47%	58%	56%	68%	58%
		d		abde		d		f		h		jl	
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	794	678	75	30	10	794	670	124	37	678	645	86	731
	52%	53%	55%	50%	34%	52%	51%	61%	40%	57%	57%	37%	54%
		d	d	d		d		f		h	k		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Smart TV set (a TV set that connects directly to the internet)	706 46%	614 48% cd	58 42%	24 39%	10 34%	706 46% cd	600 46%	105 52%	39 42%	618 52%	621 55% kl	37 16%	657 49% k
Games console or handheld games player	571 38%	501 39% bd	39 29%	21 35%	9 29%	571 38% bd	493 37%	78 38%	27 29%	514 43% h	513 46% kl	25 11%	538 40% k
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	321 21%	269 21%	32 23%	14 23%	6 21%	321 21%	263 20%	59 29% f	7 8%	303 25% h	297 26% kl	8 3%	305 23% k
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	203 13%	174 13% d	22 16% cd	6 9% d	1 4%	203 13% d	166 13%	36 18% f	1 1%	196 16% h	191 17% k	2 1%	193 14% k
ANY TV	1478 97%	1253 97%	135 99%	60 100% a	30 98%	1478 97%	1280 97%	198 97%	89 97%	1160 97%	1093 97%	226 98%	1319 97%
None of these	4 *%	3 *%	- -%	- -%	* 1%	4 *%	4 *%	- -%	1 1%	3 *%	- -%	- -%	- -%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 8

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Mobile phone or Smartphone	1354	182	266	270	213	189	423	1354	659	695	377	369	292	316	746	608	1354
	89%	96%	95%	94%	93%	84%	80%	89%	89%	90%	93%	91%	88%	84%	92%	86%	89%
		efg	efg	efg	ef			ef			mop	mo			mop		mo
Computer - laptop, desktop or netbook computer (PC or Mac)	1019	136	178	218	181	139	307	1019	513	506	337	298	204	181	635	385	1019
	67%	71%	64%	76%	79%	62%	58%	67%	69%	65%	83%	73%	62%	48%	78%	54%	67%
		f		befg	befg			f			klmop	lmop	mo		lmop		mo
Standard TV set	887	98	143	141	120	139	385	887	446	441	210	226	204	246	437	450	887
	58%	51%	51%	49%	53%	62%	72%	58%	60%	57%	52%	56%	62%	65%	54%	64%	58%
						abcd	abcdeg	c					jn	jknp	jknp	jknp	jn
Tablet (like an iPad, Kindle Fire or Google Nexus)	876	111	184	190	142	127	249	876	398	478	289	255	176	156	544	332	876
	58%	58%	66%	66%	62%	57%	47%	58%	54%	62%	71%	63%	53%	42%	67%	47%	58%
		f	fg	efg	f	f		f		h	klmop	lmo	m		lmop		mo
Radio set (either DAB or AM/ FM)	720	54	89	120	120	137	337	720	364	357	223	199	149	150	422	299	720
	47%	28%	32%	42%	53%	61%	63%	47%	49%	46%	55%	49%	45%	40%	52%	42%	47%
				ab	abc	abcg	abcdg	ab			lmop	mo			lmop		mo
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	674	74	110	157	110	109	222	674	343	331	222	201	137	113	423	251	674
	44%	39%	39%	55%	48%	49%	42%	44%	46%	43%	55%	49%	42%	30%	52%	35%	44%
				abfg		ab					lmop	lmo	m		lmop		mo
Smart TV set (a TV set that connects directly to the internet)	664	90	128	156	125	93	165	664	311	353	231	193	125	114	424	240	664
	44%	47%	46%	54%	55%	42%	31%	44%	42%	46%	57%	47%	38%	30%	52%	34%	44%
		f	f	efg	efg	f		f			klmop	lmo	m		lmop		mo

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

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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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Games console or handheld games player	319 21%	97 51%	89 32%	78 27%	37 16%	12 5%	17 3%	319 21%	200 27%	118 15%	73 18%	91 22%	71 21%	84 22%	164 20%	155 22%	319 21%
		bcdefg	defg	defg	ef			ef		i							
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	256 17%	42 22%	52 19%	64 22%	53 23%	29 13%	44 8%	256 17%	124 17%	133 17%	99 24%	70 17%	52 16%	36 9%	169 21%	87 12%	256 17%
		ef	f	efg	efg	f		f			klmop	mo	m		mop		mo
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	137 9%	18 9%	26 9%	45 15%	31 14%	14 6%	18 3%	137 9%	64 9%	73 9%	60 15%	47 12%	14 4%	15 4%	108 13%	30 4%	137 9%
		f	f	efg	efg			f			lmop	lmo			lmop		lmo
ANY TV	1376 91%	163 85%	238 85%	260 90%	209 92%	209 93%	506 95%	1376 91%	670 90%	706 91%	380 94%	364 90%	295 89%	336 89%	744 92%	631 89%	1376 91%
		ab		ab	ab	ab	ab	ab			klmo						
None of these	9 1%	1 1%	4 1%	- -%	* *%	1 1%	4 1%	9 1%	5 1%	4 1%	2 *%	3 1%	4 1%	1 *%	4 1%	5 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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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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Mobile phone or Smartphone	1354	1160	118	51	26	1354	1171	183	80	1102	1124	230	1354
	89%	90%	86%	84%	85%	89%	89%	90%	87%	92%	100%	100%	100%
		cd				c							
Computer - laptop, desktop or netbook computer (PC or Mac)	1019	901	70	36	13	1019	864	155	45	925	840	108	948
	67%	70%	51%	59%	41%	67%	66%	76%	50%	77%	75%	47%	70%
		bcd	d	d		bcd		f		h	kl		k
Standard TV set	887	739	86	41	21	887	771	116	56	650	588	197	785
	58%	57%	63%	67%	68%	58%	59%	57%	61%	54%	52%	86%	58%
			ae	ae	ae							jl	j
Tablet (like an iPad, Kindle Fire or Google Nexus)	876	748	78	34	16	876	762	114	43	792	750	74	824
	58%	58%	57%	56%	54%	58%	58%	56%	48%	66%	67%	32%	61%
										h	kl		k
Radio set (either DAB or AM/ FM)	720	619	57	33	11	720	608	112	36	571	520	146	666
	47%	48%	42%	55%	36%	47%	46%	55%	39%	48%	46%	63%	49%
		d		bde		d		f				jl	
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	674	573	68	24	8	674	570	103	28	582	564	77	641
	44%	44%	50%	40%	27%	44%	43%	51%	31%	49%	50%	34%	47%
		d	d	d		d		f		h	k		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Smart TV set (a TV set that connects directly to the internet)	664 44%	584 45%	48 35%	23 37%	9 29%	664 44%	567 43%	96 47%	35 38%	584 49%	591 53%	35 15%	626 46%
		bcd			bd					h	kl		k
Games console or handheld games player	319 21%	284 22%	19 14%	12 19%	4 14%	319 21%	282 21%	37 18%	13 15%	291 24%	295 26%	10 4%	305 23%
		bd			bd					h	kl		k
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	256 17%	214 17%	27 20%	11 17%	5 16%	256 17%	209 16%	48 23%	4 5%	246 21%	241 21%	5 2%	246 18%
							f			h	k		k
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	137 9%	117 9%	17 13%	2 4%	* 1%	137 9%	120 9%	17 9%	1 1%	133 11%	132 12%	1 *%	132 10%
		cd	cd	d		cd				h	k		k
ANY TV	1376 91%	1172 91%	121 88%	56 93%	27 89%	1376 91%	1190 90%	186 91%	83 91%	1077 90%	1023 91%	219 95%	1243 92%
												jl	
None of these	9 1%	5 *%	3 2%	1 1%	* 1%	9 1%	8 1%	1 *%	1 1%	6 *%	- -%	- -%	- -%
			ae										

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 9

Any break column with 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. (SHOWCARD) Which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Mobile phone or Smartphone	695	142	180	162	116	59	95	695	306	390	188	199	154	154	387	308	695
	46%	74%	64%	56%	51%	26%	18%	46%	41%	50%	46%	49%	47%	41%	48%	44%	46%
		bcdefg	defg	efg	ef	f	ef	ef		h		m			m		
Standard TV set	297	6	19	29	29	57	214	297	143	154	51	66	81	99	118	180	297
	20%	3%	7%	10%	13%	26%	40%	20%	19%	20%	13%	16%	24%	26%	14%	25%	20%
				a	ab	abcdg	abcdeg	abcd					jkn	jknp		jknp	jn
Computer - laptop, desktop or netbook computer (PC or Mac)	158	13	20	31	30	33	64	158	95	63	62	46	27	23	108	50	158
	10%	7%	7%	11%	13%	15%	12%	10%	13%	8%	15%	11%	8%	6%	13%	7%	10%
				ab	ab	ab			i		lmop	mo			lmop		mo
Smart TV set (a TV set that connects directly to the internet)	133	8	13	26	24	35	63	133	64	69	39	34	26	34	73	60	133
	9%	4%	5%	9%	11%	16%	12%	9%	9%	9%	10%	8%	8%	9%	9%	9%	9%
				ab	ab	ab	ab	ab									
Tablet (like an iPad, Kindle Fire or Google Nexus)	82	3	10	18	12	23	38	82	34	48	31	24	13	14	56	27	82
	5%	2%	4%	6%	5%	10%	7%	5%	5%	6%	8%	6%	4%	4%	7%	4%	5%
				a	a	abg	a	a			lmo				mo		
Radio set (either DAB or AM/ FM)	48	1	3	5	9	8	30	48	28	21	12	10	11	15	22	26	48
	3%	*%	1%	2%	4%	4%	6%	3%	4%	3%	3%	2%	3%	4%	3%	4%	3%
				ab	ab	ab	ab	ab									
Games console or handheld games player	34	13	17	4	*	-	-	34	32	2	4	8	2	21	11	23	34
	2%	7%	6%	1%	*%	-%	-%	2%	4%	*%	1%	2%	1%	6%	1%	3%	2%
		cdefg	cdefg	f				def	i					jklnp		jin	

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

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A3. (SHOWCARD) Which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875	
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409	
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519	
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	18 1%	2 1%	5 2%	2 1%	2 1%	4 2%	8 1%	18 1%	10 1%	8 1%	4 1%	6 2%	4 1%	4 1%	11 1%	8 1%	18 1%	
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	6 *% f	* *% f	2 1% f	3 1% f	- -% f	* *% f	* *% f	* *% f	6 *% f	2 *% f	4 1% f	2 *% f	3 1% f	- -% f	1 *% f	4 1% f	1 *% f	6 *% f
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	5 *% f	1 *% f	1 *% f	3 1% f	1 *% f	- -% f	- -% f	5 *% f	3 *% f	2 *% f	2 *% f	3 1% f	1 *% f	- -% f	4 1% f	1 *% f	5 *% f	
ANY TV	431 28%	14 7%	32 11%	55 19% ab	53 23% ab	92 41% abcdg	277 52% abcdeg	431 28% abc	207 28% i	224 29% i	91 22% i	100 25% i	107 32% jkn	133 35% jknp	191 24% jkn	240 34% jknp	431 28% jn	
None of these	41 3%	2 1%	10 4%	6 2%	4 2%	4 2%	19 4%	41 3%	28 4% i	13 2% i	10 2% i	7 2% i	13 4% i	11 3% i	17 2% i	24 3% i	41 3% i	

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

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Any break column with 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. (SHOWCARD) Which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Mobile phone or Smartphone	695 46%	603 47%	57 42%	20 32%	16 52%	695 46%	615 47%	81 40%	39 43%	597 50%	657 58%	38 17%	695 51%
Standard TV set	297 20%	242 19%	31 22%	18 29%	7 24%	297 20%	261 20%	36 18%	24 27%	152 13%	107 9%	114 49%	220 16%
Computer - laptop, desktop or netbook computer (PC or Mac)	158 10%	142 11%	8 6%	6 10%	1 5%	158 10%	129 10%	29 14%	2 2%	151 13%	118 10%	18 8%	136 10%
Smart TV set (a TV set that connects directly to the internet)	133 9%	109 8%	16 12%	7 12%	2 6%	133 9%	113 9%	21 10%	14 16%	105 9%	94 8%	18 8%	113 8%
Tablet (like an iPad, Kindle Fire or Google Nexus)	82 5%	69 5%	8 6%	4 7%	1 4%	82 5%	65 5%	17 8%	5 5%	74 6%	66 6%	6 3%	72 5%
Radio set (either DAB or AM/ FM)	48 3%	43 3%	3 2%	2 3%	1 4%	48 3%	39 3%	9 5%	1 2%	33 3%	18 2%	17 7%	34 3%
Games console or handheld games player	34 2%	27 2%	5 4%	* *%	1 3%	34 2%	33 3%	1 *%	1 1%	30 3%	30 3%	3 1%	33 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 9

Any break column with 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. (SHOWCARD) Which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	18 1%	16 1%	1 1%	1 1%	- -%	18 1%	14 1%	5 2%	* *%	17 1%	12 1%	3 1%	15 1%
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	6 *%	5 *%	1 *%	* *%	* *%	6 *%	6 *%	- -%	- -%	6 *%	5 *%	1 *%	6 *%
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	5 *%	5 *%	1 *%	- -%	- -%	5 *%	5 *%	- -%	- -%	5 *%	3 *%	- -%	3 *%
ANY TV	431 28%	350 27%	47 34% a	25 41% ade	9 30%	431 28%	374 28%	56 28%	39 42% i	257 21%	201 18%	132 57% jl	333 25% j
None of these	41 3%	31 2%	6 4%	3 5% ae	1 3%	41 3%	35 3%	6 3%	4 5%	25 2%	15 1%	13 5% jl	28 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 10

Any break column with 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. You said you use a mobile phone. Is it a smartphone? (SINGLE CODE)

Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1623	238	258	285	246	247	596	1623	778	845	380	517	329	397	897	726	1623
Effective Weighted Sample	1229	182	199	222	191	191	461	1229	594	635	307	400	246	292	693	537	1229
Total	1354	182	266	270	213	189	423	1354	659	695	377	369	292	316	746	608	1354
Yes	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
	83%	97%	96%	95%	91%	76%	57%	83%	82%	84%	89%	87%	78%	76%	88%	77%	83%
		defg	defg	efg	efg	f	ef	ef			lmop	lmo			lmop		mo
No	228	5	11	14	19	45	179	228	117	111	40	48	64	76	88	139	228
	17%	3%	4%	5%	9%	24%	42%	17%	18%	16%	11%	13%	22%	24%	12%	23%	17%
					ab	abcdg	abcdeg	abcd					jkn	jknp		jknp	jn
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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 10

Any break column with 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. You said you use a mobile phone. Is it a smartphone? (SINGLE CODE)

Base : Those who use a mobile phone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1623	1067	187	184	185	1623	1337	286	117	1268	1289	334	1623
Effective Weighted Sample	1229	966	169	179	172	1229	1030	209	84	969	978	265	1229
Total	1354	1160	118	51	26	1354	1171	183	80	1102	1124	230	1354
Yes	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
	83%	83%	83%	81%	85%	83%	84%	79%	66%	91%	100%	-%	83%
										h	kl		k
No	228	194	20	10	4	228	190	38	27	96	-	228	228
	17%	17%	17%	19%	14%	17%	16%	21%	34%	9%	-%	99%	17%
									i			jl	j
Don't know	2	2	-	-	*	2	1	1	-	2	-	2	2
	*%	*%	-%	-%	1%	*%	*%	1%	-%	*%	-%	1%	*%
					ae							jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 11

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
SMARTPHONE	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
	74%	93%	91%	89%	85%	64%	46%	74%	73%	75%	83%	79%	69%	64%	81%	66%	74%
		defg	defg	efg	efg	f		ef			lmop	lmop			lmop		mo
NOT A SMARTPHONE	228	5	11	14	19	45	179	228	117	111	40	48	64	76	88	139	228
	15%	2%	4%	5%	8%	20%	34%	15%	16%	14%	10%	12%	19%	20%	11%	20%	15%
				a	abcdg	abcdeg	abcd						jkn	jknp		jknp	jn
UNSURE WHETHER SMARTPHONE	2	-	-	1	-	*	1	2	2	*	1	*	*	1	1	1	2
	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USES A MOBILE PHONE	1354	182	266	270	213	189	423	1354	659	695	377	369	292	316	746	608	1354
	89%	96%	95%	94%	93%	84%	80%	89%	89%	90%	93%	91%	88%	84%	92%	86%	89%
		efg	efg	efg	ef			ef			mop	mo			mop		mo
DOES NOT USE A MOBILE PHONE	165	8	14	18	15	35	108	165	85	79	29	37	39	60	66	99	165
	11%	4%	5%	6%	7%	16%	20%	11%	11%	10%	7%	9%	12%	16%	8%	14%	11%
						abcdg	abcdg	abc						jknp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 11

Any break column with 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	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
SMARTPHONE	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
	74%	75%	71%	68%	72%	74%	75%	71%	58%	84%	100%	-%	83%
		c								h	kl		k
NOT A SMARTPHONE	228	194	20	10	4	228	190	38	27	96	-	228	228
	15%	15%	15%	16%	12%	15%	14%	18%	30%	8%	-%	99%	17%
									i			jl	j
UNSURE WHETHER SMARTPHONE	2	2	-	-	*	2	1	1	-	2	-	2	2
	*%	*%	-%	-%	1%	*%	*%	1%	-%	*%	-%	1%	*%
					ae							jl	
USES A MOBILE PHONE	1354	1160	118	51	26	1354	1171	183	80	1102	1124	230	1354
	89%	90%	86%	84%	85%	89%	89%	90%	87%	92%	100%	100%	100%
		cd				c							
DOES NOT USE A MOBILE PHONE	165	131	19	10	5	165	144	21	12	92	-	-	-
	11%	10%	14%	16%	15%	11%	11%	10%	13%	8%	-%	-%	-%
				ae	a								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 12

Any break column with 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. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Sky Satellite TV	596 39%	79 41%	118 42%	145 50%	90 39%	79 35%	165 31%	596 39%	296 40%	300 39%	184 45%	170 42%	130 39%	112 30%	354 44%	242 34%	596 39%
		f	f	defg	f			f			mop	mo	m		mop		mo
Freeview (through a set-top box or television set)	579 38%	62 33%	101 36%	82 28%	89 39%	90 40%	245 46%	579 38%	261 35%	318 41%	133 33%	135 33%	125 38%	187 50%	268 33%	312 44%	579 38%
					c	c	abcg	c		h				ijklnp		jknp	n
Virgin Media (Cable TV)	251 17%	27 14%	44 16%	54 19%	46 20%	38 17%	80 15%	251 17%	120 16%	131 17%	69 17%	78 19%	50 15%	55 15%	147 18%	104 15%	251 17%
												o					
Freesat Satellite TV	82 5%	8 4%	7 3%	14 5%	13 5%	17 8%	40 8%	82 5%	52 7%	30 4%	25 6%	23 6%	16 5%	18 5%	48 6%	34 5%	82 5%
						b	b		i								
BT TV (formerly BT Vision)	59 4%	9 5%	3 1%	8 3%	12 5%	14 6%	26 5%	59 4%	29 4%	29 4%	21 5%	14 3%	15 5%	9 2%	34 4%	24 3%	59 4%
		b			b	b	b	b									
Talk Talk TV	34 2%	7 4%	7 3%	4 1%	5 2%	3 1%	10 2%	34 2%	20 3%	14 2%	8 2%	5 1%	12 4%	9 2%	13 2%	21 3%	34 2%
												k					
YouView	17 1%	2 1%	1 *%	4 2%	3 1%	1 *%	6 1%	17 1%	10 1%	7 1%	6 2%	2 1%	4 1%	4 1%	8 1%	8 1%	17 1%
EETV	12 1%	- -%	3 1%	4 1%	2 1%	2 1%	3 1%	12 1%	7 1%	6 1%	3 1%	2 1%	1 *%	6 2%	5 1%	7 1%	12 1%
Other Satellite TV	12 1%	2 1%	1 1%	4 1%	- -%	2 1%	5 1%	12 1%	6 1%	6 1%	2 *%	4 1%	3 1%	4 1%	5 1%	7 1%	12 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 12

Any break column with 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. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
No TV in the household	40	10	16	6	4	1	4	40	26	14	9	14	8	9	23	17	40
	3%	5%	6%	2%	2%	1%	1%	3%	3%	2%	2%	3%	3%	2%	3%	2%	3%
		ef	cdefg					f									
Don't know	21	4	8	4	-	2	5	21	6	15	4	5	5	9	8	13	21
	1%	2%	3%	1%	-%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
		d	df														
SUMMARY CODES																	
ANY SATELLITE	681	86	126	161	101	96	207	681	347	334	209	191	149	132	400	281	681
	45%	45%	45%	56%	44%	43%	39%	45%	47%	43%	52%	47%	45%	35%	49%	40%	45%
				abdefg				f			mop	mo	m		mop		mo
ANY TV SETS IN THE HOUSEHOLD AND AWARE OF TV SERVICE	1457	177	256	278	224	221	523	1457	712	745	394	387	318	358	781	676	1457
	96%	93%	91%	96%	98%	99%	98%	96%	96%	96%	97%	95%	96%	95%	96%	96%	96%
				b	ab	abg	abg	ab					ab				

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 12

Any break column with 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. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Sky Satellite TV	596 39%	503 39%	51 37%	28 46%	15 50% abe	596 39%	507 39%	90 44%	30 33%	496 42%	481 43% k	63 28%	545 40% k
Freeview (through a set-top box or television set)	579 38%	493 38%	50 37%	24 40%	12 40%	579 38%	489 37%	90 44% f	40 44%	422 35%	376 33%	122 53% jl	498 37%
Virgin Media (Cable TV)	251 17%	216 17% cd	26 19% cd	6 10%	2 7%	251 17% cd	242 18% g	10 5%	12 14%	212 18%	204 18% k	29 13%	233 17%
Freesat Satellite TV	82 5%	73 6%	5 4%	2 4%	2 6%	82 5%	61 5%	21 10% f	6 6%	59 5%	59 5%	18 8%	77 6%
BT TV (formerly BT Vision)	59 4%	47 4%	7 5%	3 5%	1 5%	59 4%	39 3%	20 10% f	3 3%	52 4%	49 4%	5 2%	54 4%
Talk Talk TV	34 2%	28 2%	3 2%	2 3%	1 2%	34 2%	30 2%	4 2%	3 3%	30 3%	27 2%	3 1%	30 2%
YouView	17 1%	17 1%	- -%	- -%	- -%	17 1%	15 1%	1 1%	- -%	16 1%	15 1%	- -%	15 1%
EETV	12 1%	12 1%	- -%	* *%	* 1%	12 1%	12 1%	* *%	- -%	11 1%	12 1%	1 *%	12 1%
Other Satellite TV	12 1%	12 1%	- -%	- -%	* 1%	12 1%	9 1%	3 1%	3 3%	9 1%	11 1%	1 *%	12 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 12

Any break column with 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. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
No TV in the household	40 3%	38 3%	2 1%	* *%	1 2%	40 3%	35 3%	6 3%	2 3%	34 3%	31 3%	4 2%	35 3%
Don't know	21 1%	19 1%	1 1%	1 1%	- -%	21 1%	21 2%	- -%	1 1%	16 1%	16 1%	2 1%	18 1%
SUMMARY CODES													
ANY SATELLITE	681 45%	578 45%	56 41%	30 50%	17 56%	681 45%	571 43%	110 54%	37 41%	558 47%	543 48%	81 35%	624 46%
ANY TV SETS IN THE HOUSEHOLD AND AWARE OF TV SERVICE	1457 96%	1234 96%	134 98%	60 98%	30 98%	1457 96%	1259 96%	198 97%	88 96%	1144 96%	1077 96%	224 97%	1301 96%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 13

Any break column with 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. 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, 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Yes	842	122	174	196	139	112	211	842	396	446	269	253	167	154	522	320	842
	55%	64%	62%	68%	61%	50%	40%	55%	53%	58%	66%	62%	50%	41%	64%	45%	55%
		efg	ef	efg	ef	f	f	f			lmop	lmop	m		lmop		mo
No	673	68	106	90	89	112	320	673	347	326	137	152	164	220	289	384	673
	44%	36%	38%	31%	39%	50%	60%	44%	47%	42%	34%	37%	50%	59%	36%	54%	44%
					abcd	abcdeg	ac						jkn	jklnp		jknp	jknp
Don't know	4	1	-	2	-	-	1	4	1	3	-	2	-	2	2	2	4
	*%	*%	-%	1%	-%	-%	*%	*%	*%	*%	-%	*%	-%	1%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 13

Any break column with 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. 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, 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	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Yes	842	708	90	30	14	842	722	119	33	765	733	49	781
	55%	55%	66%	50%	45%	55%	55%	59%	36%	64%	65%	21%	58%
		d	acde			d				h	kl		k
No	673	579	47	30	17	673	589	84	58	429	391	179	570
	44%	45%	34%	50%	55%	44%	45%	41%	63%	36%	35%	78%	42%
		b		b	abe	b			i			jl	j
Don't know	4	3	-	*	-	4	4	-	1	*	*	2	2
	*%	*%	-%	*%	-%	*%	*%	-%	1%	*%	*%	1%	*%
									i			j	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 14

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

T3A. (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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	974	158	179	204	156	137	277	974	444	530	263	349	184	178	612	362	974
Effective Weighted Sample	747	121	133	159	125	109	220	747	345	402	216	274	137	133	479	269	747
Total	842	122	174	196	139	112	211	842	396	446	269	253	167	154	522	320	842
I have specific programmes I watch regularly	489 58%	69 57%	101 58%	105 54%	88 63%	66 59%	126 60%	489 58%	232 59%	257 58%	169 63%	142 56%	96 58%	82 53%	311 60%	178 56%	489 58%
I browse through the service to see what's available	458 54%	72 59%	95 55%	99 50%	82 59%	64 57%	111 52%	458 54%	218 55%	240 54%	139 52%	151 60%	92 55%	77 50%	289 55%	168 53%	458 54%
If it's something I missed when it was shown/ originally broadcast	383 46%	40 32%	67 39%	87 45%	78 56%	60 54%	111 53%	383 46%	187 47%	196 44%	129 48%	124 49%	70 42%	59 39%	254 49%	129 40%	383 46%
Friends or family tell me about them/ recommend them	350 42%	61 50%	82 47%	75 38%	53 38%	52 46%	80 38%	350 42%	161 41%	190 43%	122 46%	106 42%	62 37%	60 39%	228 44%	122 38%	350 42%
I like to watch a specific type of show or film (e.g. horror, comedies, drama and so on)	308 37%	52 42%	58 33%	85 43%	51 37%	44 39%	63 30%	308 37%	169 43%	139 31%	96 36%	95 37%	63 38%	54 35%	191 37%	117 37%	308 37%
I see it promoted in trailers or adverts	222 26%	36 30%	51 30%	50 26%	42 30%	23 21%	42 20%	222 26%	107 27%	115 26%	78 29%	61 24%	42 25%	41 27%	139 27%	83 26%	222 26%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 14

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

T3A. (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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	974	158	179	204	156	137	277	974	444	530	263	349	184	178	612	362	974
Effective Weighted Sample	747	121	133	159	125	109	220	747	345	402	216	274	137	133	479	269	747
Total	842	122	174	196	139	112	211	842	396	446	269	253	167	154	522	320	842
I see it recommended or highlighted by the service (newly added / most popular / you might enjoy sections)	149	19	39	31	27	20	33	149	72	77	56	39	29	25	95	54	149
	18%	16%	22%	16%	19%	18%	16%	18%	18%	17%	21%	15%	17%	17%	18%	17%	18%
It's discussed or reviewed on TV, radio or in newspapers or magazines	118	9	13	27	28	22	41	118	62	56	52	32	19	16	84	34	118
	14%	7%	8%	14%	20%	19%	20%	14%	16%	13%	19%	13%	11%	10%	16%	11%	14%
				ab	ab	abg	ab				klmo				o		
Somebody mentions it on social media	117	24	41	22	15	12	15	117	55	62	37	28	29	23	65	52	117
	14%	19%	23%	11%	11%	11%	7%	14%	14%	14%	14%	11%	18%	15%	12%	16%	14%
		f	cdefg				f										
Other	4	-	-	-	1	-	3	4	3	1	1	1	1	1	2	2	4
	*%	-%	-%	-%	1%	-%	1%	*%	1%	*%	*%	*%	1%	1%	*%	1%	*%
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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 14

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

T3A. (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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	974	629	138	107	100	974	805	169	51	866	823	75	898
Effective Weighted Sample	747	574	127	104	93	747	625	126	39	668	633	64	689
Total	842	708	90	30	14	842	722	119	33	765	733	49	781
I have specific programmes I watch regularly	489	413	54	14	9	489	426	63	**	443	420	**	451
	58%	58%	61%	45%	64%	58%	59%	53%	**	58%	57%	**	58%
		c	c		c	c							
I browse through the service to see what's available	458	377	58	16	6	458	392	66	**	416	402	**	428
	54%	53%	65%	54%	43%	54%	54%	55%	**	54%	55%	**	55%
			ade		d	d							
If it's something I missed when it was shown/ originally broadcast	383	323	38	17	5	383	329	54	**	345	332	**	354
	46%	46%	42%	56%	36%	46%	46%	46%	**	45%	45%	**	45%
			abde										
Friends or family tell me about them/ recommend them	350	297	34	11	7	350	301	49	**	320	320	**	336
	42%	42%	38%	38%	54%	42%	42%	41%	**	42%	44%	**	43%
					abce								
I like to watch a specific type of show or film (e.g. horror, comedies, drama and so on)	308	271	24	8	4	308	276	32	**	284	270	**	286
	37%	38%	27%	25%	32%	37%	38%	27%	**	37%	37%	**	37%
		bc				bc	g						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 14

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

T3A. (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	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	974	629	138	107	100	974	805	169	51	866	823	75	898
Effective Weighted Sample	747	574	127	104	93	747	625	126	39	668	633	64	689
Total	842	708	90	30	14	842	722	119	33	765	733	49	781
I see it promoted in trailers or adverts	222	185	24	8	5	222	196	26	**	206	200	**	211
	26%	26%	27%	26%	35%	26%	27%	22%	**	27%	27%	**	27%
I see it recommended or highlighted by the service (newly added / most popular / you might enjoy sections)	149	131	12	3	4	149	135	15	**	138	129	**	137
	18%	18%	13%	10%	27%	18%	19%	12%	**	18%	18%	**	18%
		c			bce								
It's discussed or reviewed on TV, radio or in newspapers or magazines	118	104	9	3	2	118	98	20	**	109	102	**	107
	14%	15%	10%	9%	15%	14%	14%	17%	**	14%	14%	**	14%
Somebody mentions it on social media	117	99	11	3	3	117	101	16	**	112	106	**	109
	14%	14%	13%	11%	23%	14%	14%	14%	**	15%	14%	**	14%
					abce								
Other	4	4	-	-	-	4	3	1	**	3	2	**	3
	*%	1%	-%	-%	-%	*%	*%	1%	**	*%	*%	**	*%
Don't know	1	1	-	-	*	1	1	*	**	*	*	**	1
	*%	*%	-%	-%	2%	*%	*%	*%	**	*%	*%	**	*%
					ae								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 15

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

T3B. Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES - (SHOWCARD): How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with any TV sets in the household that are aware of their TV service provider

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1808	232	257	293	263	291	763	1808	875	933	405	548	374	481	953	855	1808
Effective Weighted Sample	1354	175	195	226	203	224	587	1354	659	695	325	422	276	348	732	622	1354
Total	1457	177	256	278	224	221	523	1457	712	745	394	387	318	358	781	676	1457
I have specific programmes I watch regularly	1001 69%	100 57%	166 65%	176 63%	156 70%	165 75%	402 77%	1001 69%	475 67%	526 71%	263 67%	252 65%	228 72%	258 72%	515 66%	486 72%	1001 69%
I browse through the channels or listings to see what's available	691 47%	82 46%	112 44%	132 48%	101 45%	114 52%	263 50%	691 47%	355 50%	337 45%	186 47%	187 48%	161 51%	158 44%	372 48%	319 47%	691 47%
I like to watch a specific channel	384 26%	52 30%	59 23%	68 25%	48 21%	55 25%	156 30%	384 26%	201 28%	183 25%	94 24%	99 26%	88 28%	102 28%	194 25%	190 28%	384 26%
Friends or family tell me about them/ recommend them	377 26%	49 28%	70 27%	79 28%	55 24%	60 27%	125 24%	377 26%	168 24%	209 28%	118 30%	97 25%	84 26%	77 22%	215 28%	161 24%	377 26%
I see it promoted in trailers or adverts	272 19%	32 18%	39 15%	58 21%	49 22%	44 20%	93 18%	272 19%	136 19%	136 18%	94 24%	57 15%	54 17%	67 19%	151 19%	122 18%	272 19%
I look in newspapers or magazines to see what's available	254 17%	19 11%	23 9%	33 12%	30 13%	49 22%	149 28%	254 17%	133 19%	121 16%	69 18%	54 14%	67 21%	65 18%	123 16%	132 19%	254 17%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 15

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

T3B. Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES - (SHOWCARD): How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with any TV sets in the household that are aware of their TV service provider

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1808	232	257	293	263	291	763	1808	875	933	405	548	374	481	953	855	1808
Effective Weighted Sample	1354	175	195	226	203	224	587	1354	659	695	325	422	276	348	732	622	1354
Total	1457	177	256	278	224	221	523	1457	712	745	394	387	318	358	781	676	1457
If it's discussed or reviewed on TV, radio or in newspapers or magazines	124 9%	5 3%	14 5%	22 8%	25 11%	24 11%	58 11%	124 9%	67 9%	57 8%	54 14%	23 6%	27 8%	21 6%	77 10%	48 7%	124 9%
Somebody mentions it on social media	106 7%	22 12%	31 12%	25 9%	11 5%	8 4%	17 3%	106 7%	45 6%	61 8%	33 8%	21 5%	28 9%	24 7%	54 7%	52 8%	106 7%
If it's listed at the top of the page of the on-screen TV guide	93 6%	6 3%	19 8%	24 9%	14 6%	15 7%	30 6%	93 6%	53 7%	41 5%	26 7%	29 8%	23 7%	16 4%	55 7%	38 6%	93 6%
Other	4 *%	- -%	- -%	1 *%	2 1%	- -%	1 *%	4 *%	2 *%	2 *%	- -%	1 *%	1 *%	2 *%	1 *%	3 *%	4 *%
Don't know	4 *%	3 1%	- -%	- -%	* *%	* *%	1 *%	4 *%	3 *%	* *%	2 *%	1 *%	* *%	1 *%	2 *%	1 *%	4 *%
I don't watch scheduled TV	138 9%	23 13%	29 11%	28 10%	30 13%	12 6%	28 5%	138 9%	67 9%	71 9%	45 11%	43 11%	19 6%	31 9%	88 11%	50 7%	138 9%
WATCHES SCHEDULED TV	1319 91%	154 87%	227 89%	250 90%	194 87%	208 94%	495 95%	1319 91%	645 91%	674 91%	349 89%	344 89%	299 94%	327 91%	693 89%	626 93%	1319 91%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 15

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

T3B. Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES - (SHOWCARD): How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with any TV sets in the household that are aware of their TV service provider

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1808	1158	217	216	217	1808	1489	319	129	1334	1243	325	1568
Effective Weighted Sample	1354	1046	197	211	202	1354	1133	232	94	1014	938	258	1183
Total	1457	1234	134	60	30	1457	1259	198	88	1144	1077	224	1301
I have specific programmes I watch regularly	1001	838	102	40	21	1001	877	124	60	782	716	165	880
	69%	68%	76% ace	67%	71%	69%	70% g	63%	69%	68%	66%	73% j	68%
I browse through the channels or listings to see what's available	691	574	71	36	11	691	592	100	40	554	515	108	624
	47%	46% d	53% d	60% ade	36% d	47% d	47%	50%	45%	48%	48%	48%	48%
I like to watch a specific channel	384	325	36	15	8	384	337	47	22	306	272	71	342
	26%	26%	27%	26%	27%	26%	27%	24%	26%	27%	25%	32% j	26%
Friends or family tell me about them/ recommend them	377	327	27	15	8	377	325	52	19	316	300	56	355
	26%	26%	20%	26%	26%	26%	26%	26%	21%	28%	28%	25%	27%
I see it promoted in trailers or adverts	272	230	22	12	7	272	228	44	18	223	220	30	250
	19%	19%	17%	20%	25% abe	19%	18%	22%	21%	19%	20% k	13%	19% k
I look in newspapers or magazines to see what's available	254	218	18	12	6	254	216	39	16	176	146	68	213
	17%	18%	13%	21% b	19%	17%	17%	20%	18%	15%	14%	30% jl	16%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 15

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

T3B. Do you ever watch TV programmes or films via scheduled TV - so TV programmes that you watch at the time they are broadcast? IF YES - (SHOWCARD): How do you choose what TV programmes or films to watch via scheduled TV? (MULTI CODE)

Base : Those with any TV sets in the household that are aware of their TV service provider

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1808	1158	217	216	217	1808	1489	319	129	1334	1243	325	1568
Effective Weighted Sample	1354	1046	197	211	202	1354	1133	232	94	1014	938	258	1183
Total	1457	1234	134	60	30	1457	1259	198	88	1144	1077	224	1301
It's discussed or reviewed on TV, radio or in newspapers or magazines	124 9%	111 9%	7 6%	4 7%	2 7%	124 9%	104 8%	20 10%	6 7%	104 9%	94 9%	18 8%	112 9%
Somebody mentions it on social media	106 7%	92 7%	7 5%	3 5%	3 10%	106 7%	86 7%	20 10%	1 1%	98 9%	94 9%	5 2%	99 8%
If it's listed at the top of the page of the on-screen TV guide	93 6%	85 7%	1 1%	5 9%	2 6%	93 6%	78 6%	15 7%	4 5%	76 7%	71 7%	14 6%	85 7%
Other	4 *%	4 *%	- -%	- -%	* *%	4 *%	4 *%	- -%	1 1%	2 *%	3 *%	- -%	3 *%
Don't know	4 *%	3 *%	- -%	- -%	* 1%	4 *%	3 *%	1 *%	- -%	3 *%	3 *%	1 *%	4 *%
I don't watch scheduled TV	138 9%	124 10%	6 5%	4 7%	4 12%	138 9%	115 9%	23 11%	8 9%	102 9%	109 10%	20 9%	129 10%
WATCHES SCHEDULED TV	1319 91%	1110 90%	127 95%	56 93%	26 88%	1319 91%	1144 91%	175 89%	79 91%	1042 91%	968 90%	203 91%	1172 90%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 16

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Licence fee/ by the public	1208	90	208	237	192	202	480	1208	610	598	341	340	267	260	681	527	1208
	80%	47%	74%	82%	84%	90%	90%	80%	82%	77%	84%	84%	81%	69%	84%	75%	80%
			a	ab	ab	ab	ab	a	i		mo	mo	mo		mop		mo
By the government	65	14	15	12	6	5	18	65	30	36	21	16	15	12	38	28	65
	4%	7%	6%	4%	3%	2%	3%	4%	4%	5%	5%	4%	5%	3%	5%	4%	4%
		def															
Advertising	42	20	8	10	1	1	3	42	23	19	6	9	9	17	15	27	42
	3%	10%	3%	4%	1%	1%	1%	3%	3%	2%	1%	2%	3%	5%	2%	4%	3%
		bcdefg	f	def				ef						jn		jn	
Programme sponsorship	15	5	3	3	2	1	3	15	7	8	4	3	1	6	8	7	15
	1%	3%	1%	1%	1%	%	%	1%	1%	1%	1%	1%	%	2%	1%	1%	1%
		ef															
Sales of programmes and/or services to other channels/countries	10	1	-	2	4	1	2	10	5	5	6	2	-	2	8	2	10
	1%	1%	-%	1%	2%	%	%	1%	1%	1%	2%	%	-%	1%	1%	%	1%
					bf						lo						
Other	10	3	2	-	2	2	3	10	5	6	4	1	*	5	5	5	10
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	%	%	1%	1%	1%	1%
Don't know	168	58	44	24	20	12	22	168	65	103	23	35	38	73	57	111	168
	11%	30%	16%	8%	9%	5%	4%	11%	9%	13%	6%	9%	11%	19%	7%	16%	11%
		bcdefg	cdefg	f	f			ef		h			jn	jklnp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 16

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Licence fee/ by the public	1208	1022	113	49	24	1208	1042	166	62	951	876	192	1068
	80%	79%	83%	81%	78%	80%	79%	81%	68%	80% h	78%	84% j	79%
By the government	65	61	2	1	2	65	54	11	3	49	50	10	61
	4%	5%	2%	1%	5%	4%	4%	6%	3%	4%	4%	5%	4%
		bc			bc	c							
Advertising	42	36	5	-	1	42	34	8	7	28	32	5	37
	3%	3%	4%	-%	2%	3%	3%	4%	8%	2%	3%	2%	3%
		c	c		c	c			i				
Programme sponsorship	15	10	4	*	*	15	14	1	3	12	13	1	15
	1%	1%	3%	1%	1%	1%	1%	*%	3%	1%	1%	1%	1%
			ae										
Sales of programmes and/or services to other channels/countries	10	8	2	-	-	10	10	-	-	8	4	2	7
	1%	1%	1%	-%	-%	1%	1%	-%	-%	1%	*%	1%	*%
Other	10	9	1	-	*	10	8	2	1	9	8	2	10
	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	168	144	10	10	4	168	153	16	16	137	141	16	157
	11%	11%	7%	17%	12%	11%	12%	8%	17%	11%	13%	7%	12%
				abe							k		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 17

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Advertising	1065	106	163	206	166	187	424	1065	544	521	306	294	230	234	601	464	1065
	70%	56%	58%	71%	73%	84%	80%	70%	73%	67%	75%	73%	70%	62%	74%	66%	70%
				ab	ab	abcdg	abcdg	ab	i		mo	mo	m		mo		mo
Licence fee/ by the public	136	21	29	34	19	12	33	136	72	64	39	34	28	35	73	63	136
	9%	11%	10%	12%	8%	5%	6%	9%	10%	8%	10%	8%	8%	9%	9%	9%	9%
		ef	ef	ef				f									
Programme sponsorship	59	8	12	15	10	5	14	59	35	24	15	20	11	12	35	23	59
	4%	4%	4%	5%	4%	2%	3%	4%	5%	3%	4%	5%	3%	3%	4%	3%	4%
				f													
By the government	30	7	7	5	3	2	7	30	7	22	8	5	7	9	14	16	30
	2%	4%	3%	2%	1%	1%	1%	2%	1%	3%	2%	1%	2%	2%	2%	2%	2%
										h							
Sales of programmes and services to other channels/countries	25	2	5	2	6	2	11	25	12	13	10	6	4	4	16	9	25
	2%	1%	2%	1%	3%	1%	2%	2%	2%	2%	3%	1%	1%	1%	2%	1%	2%
Other	8	3	2	1	*	1	1	8	5	3	2	3	2	1	5	3	8
	1%	2%	1%	*%	*%	*%	*%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%
		fg															
Don't know	196	44	63	25	23	14	41	196	69	127	25	43	48	80	68	128	196
	13%	23%	23%	9%	10%	6%	8%	13%	9%	16%	6%	11%	15%	21%	8%	18%	13%
		cdefg	cdefg					ef		h		j	jn	jklnp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 17

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Advertising	1065	899	106	41	19	1065	915	149	61	863	776	167	944
	70%	70%	78%	67%	62%	70%	70%	73%	67%	72%	69%	73%	70%
		d	acde		d								
Licence fee/ by the public	136	123	8	2	4	136	116	20	5	93	104	17	121
	9%	10%	6%	3%	12%	9%	9%	10%	5%	8%	9%	7%	9%
		c			bc	c							
Programme sponsorship	59	50	3	4	1	59	51	7	3	49	49	5	54
	4%	4%	2%	6%	5%	4%	4%	4%	3%	4%	4%	2%	4%
By the government	30	27	1	1	1	30	23	6	1	25	25	4	29
	2%	2%	1%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%
Sales of programmes and services to other channels/countries	25	21	3	1	1	25	23	2	4	16	15	6	21
	2%	2%	2%	1%	4%	2%	2%	1%	4%	1%	1%	3%	2%
					ae				i				
Other	8	7	-	*	*	8	7	1	-	8	7	1	8
	1%	1%	-%	1%	*%	1%	1%	*%	-%	1%	1%	*%	1%
Don't know	196	163	16	13	5	196	179	18	18	140	147	31	178
	13%	13%	11%	21%	16%	13%	14%	9%	20%	12%	13%	13%	13%
				abe			g		i				

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 18

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Those with Sky or Virgin Media pay for it/ subscriptions to Sky or Virgin	819	92	159	161	127	127	280	819	414	405	236	231	184	168	467	352	819
	54%	48%	57%	56%	56%	57%	53%	54%	56%	52%	58%	57%	56%	45%	57%	50%	54%
									mo	mo	m	mo	m	mo	m	m	m
Advertising	324	35	47	66	51	51	125	324	169	155	88	87	60	89	176	148	324
	21%	18%	17%	23%	22%	23%	24%	21%	23%	20%	22%	21%	18%	24%	22%	21%	21%
							b										
Licence fee/ by the public	76	10	19	14	8	10	27	76	40	36	23	21	12	20	45	32	76
	5%	5%	7%	5%	3%	4%	5%	5%	5%	5%	6%	5%	4%	5%	6%	4%	5%
Programme sponsorship	46	8	7	10	10	7	11	46	27	19	11	14	13	9	24	22	46
	3%	4%	3%	3%	4%	3%	2%	3%	4%	2%	3%	3%	4%	2%	3%	3%	3%
Sales of programmes and/or services to other channels/countries	28	*	6	8	7	1	7	28	17	11	6	9	7	6	15	13	28
	2%	0%	2%	3%	3%	0%	1%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%
				a	ae												
Other	13	3	*	4	3	1	3	13	7	6	7	1	3	2	8	5	13
	1%	2%	0%	1%	1%	0%	0%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%
Don't know	212	42	41	26	24	26	79	212	70	142	35	42	52	83	77	135	212
	14%	22%	15%	9%	10%	12%	15%	14%	9%	18%	9%	10%	16%	22%	9%	19%	14%
		cdefg					c	c		h			jkn	jklmp		jkn	jkn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 18

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Those with Sky or Virgin Media pay for it/ subscriptions to Sky or Virgin	819 54%	675 52%	86 63% ade	43 70% ade	15 50%	819 54%	700 53%	118 58%	45 50%	665 56%	631 56% k	102 44%	733 54% k
Advertising	324 21%	280 22% c	29 21%	9 14%	6 19%	324 21% c	281 21%	43 21%	17 18%	266 22%	236 21%	52 23%	288 21%
Licence fee/ by the public	76 5%	73 6% bc	2 1%	* *% c	1 4% c	76 5% bc	61 5%	16 8%	4 4%	46 4%	53 5%	14 6%	68 5%
Programme sponsorship	46 3%	40 3%	4 3%	1 2%	1 4%	46 3%	43 3%	4 2%	2 2%	39 3%	39 3%	4 2%	42 3%
Sales of programmes and/or services to other channels/countries	28 2%	25 2% c	1 1%	- -%	2 5% abce	28 2% c	27 2%	1 1%	2 2%	25 2%	22 2%	4 2%	27 2%
Other	13 1%	12 1%	* *%	1 1%	* 2%	13 1%	12 1%	1 1%	1 2%	12 1%	11 1%	1 *%	12 1%
Don't know	212 14%	186 14%	14 10%	7 12%	5 16%	212 14%	191 15%	21 10%	20 22% i	141 12%	132 12%	52 23% jl	185 14%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 19

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
No, do not have any concerns	948	150	206	184	127	129	282	948	480	468	227	260	220	240	487	461	948
	62%	78%	74%	64%	56%	58%	53%	62%	64%	60%	56%	64%	67%	64%	60%	65%	62%
		cdefg	cdefg	f			f					j	j	j		jn	j
Violence (in general)	177	7	23	36	19	32	93	177	71	106	63	47	34	33	109	67	177
	12%	3%	8%	12%	8%	14%	17%	12%	10%	14%	15%	12%	10%	9%	13%	10%	12%
			a	a	a	abd	abdg	a		h	mo				mo		
Too many repeats	134	13	11	32	20	23	58	134	68	65	39	33	31	31	72	62	134
	9%	7%	4%	11%	9%	10%	11%	9%	9%	8%	10%	8%	9%	8%	9%	9%	9%
				b	b	b	b	b									
Bad/ offensive language (spoken or song lyrics)	130	2	14	23	19	23	72	130	51	79	41	39	28	22	80	50	130
	9%	1%	5%	8%	8%	10%	14%	9%	7%	10%	10%	10%	8%	6%	10%	7%	9%
			a	a	a	ab	abcdg	a		h	m	m			m		
Sex/ nakedness (in general)	112	5	18	22	16	19	51	112	47	65	38	30	16	28	68	44	112
	7%	3%	6%	8%	7%	9%	10%	7%	6%	8%	9%	7%	5%	7%	8%	6%	7%
				a	a	a	a	a			l						
Too many reality TV programmes	102	7	10	24	20	17	40	102	60	42	37	28	17	20	65	37	102
	7%	4%	4%	8%	9%	8%	8%	7%	8%	5%	9%	7%	5%	5%	8%	5%	7%
				ab	ab		b		i		mo				o		
Inappropriate programmes shown before the watershed	95	5	12	24	17	16	36	95	40	55	38	25	16	16	63	32	95
	6%	3%	4%	8%	8%	7%	7%	6%	5%	7%	9%	6%	5%	4%	8%	4%	6%
				a	a	a	a				lmop				mo		

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 19

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Poor quality programmes	92 6%	6 3%	7 2%	33 11% abefg	15 7% b	13 6%	31 6%	92 6%	53 7%	39 5%	46 11% klmop	21 5%	13 4%	12 3%	67 8% klmop	25 3%	92 6% mo
Too many/ too long advertising breaks	86 6%	10 5%	10 3%	18 6%	16 7%	12 5%	32 6%	86 6%	43 6%	43 6%	28 7%	20 5%	14 4%	24 6%	48 6%	38 5%	86 6%
Lack of originality/ programmes are too similar	69 5%	5 2%	10 3%	14 5%	13 6%	11 5%	28 5%	69 5%	39 5%	31 4%	34 8% klmop	16 4%	7 2%	12 3%	50 6% lmo	19 3%	69 5% o
People behaving badly	65 4%	2 1%	10 4%	16 6% a	7 3% a	10 5% a	30 6% a	65 4% a	33 4%	32 4%	26 6% mo	15 4%	11 3%	12 3%	41 5%	23 3%	65 4%
Bad taste/ shock tactics	65 4%	3 1%	6 2%	14 5% a	8 4%	18 8% abdg	34 6% abg	65 4% a	27 4%	38 5%	30 7% lmop	19 5% mo	9 3%	7 2%	49 6% lmo	16 2%	65 4% mo
Too many programmes with celebrities	60 4%	2 1%	8 3%	20 7% abg	9 4%	10 4%	21 4%	60 4% a	36 5%	24 3%	27 7% lmop	16 4%	8 3%	9 2%	43 5% mo	17 2%	60 4%
Drug use/ drug references	50 3%	2 1%	12 4% a	13 4% a	11 5% a	6 3%	13 2%	50 3%	24 3%	26 3%	24 6% lmop	17 4% lmo	5 1%	5 1%	41 5% lmop	9 1%	50 3% mo
Inaccurate/ biased information broadcast	41 3%	2 1%	5 2%	6 2%	9 4%	7 3%	19 3%	41 3%	26 4% i	14 2%	16 4% mo	14 3% mo	8 2%	3 1%	30 4% mo	11 2%	41 3% m

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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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Irritating/ annoying sponsorship messages	40 3%	3 1%	7 3%	18 6% aefg	6 3%	3 1%	5 1%	40 3%	21 3%	19 2%	19 5% lmop	10 3%	4 1%	6 2%	30 4% lo	10 1%	40 3%
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	36 2%	4 2%	6 2%	14 5% fg	4 2%	7 3%	9 2%	36 2%	16 2%	20 3%	14 3%	9 2%	8 2%	6 1%	23 3%	14 2%	36 2%
Too many American programmes	36 2%	3 1%	2 1%	12 4% b	6 3%	7 3%	13 2%	36 2%	14 2%	21 3%	13 3%	11 3%	5 2%	7 2%	24 3%	12 2%	36 2%
Race - Discriminatory treatment or portrayal of people based on race	31 2%	1 1%	7 2%	13 4% adfg	2 1%	4 2%	8 2%	31 2%	15 2%	15 2%	13 3%	6 2%	6 2%	5 1%	20 2%	11 2%	31 2%
Religion - Discriminatory treatment or portrayal of people based on religion	30 2%	1 1%	7 2%	9 3%	5 2%	3 1%	8 2%	30 2%	11 2%	19 2%	10 2%	11 3%	4 1%	6 2%	20 2%	10 1%	30 2%
Phone-in competitions that are fixed/ faked	28 2%	2 1%	2 1%	9 3%	5 2%	5 2%	9 2%	28 2%	16 2%	12 2%	10 2%	6 1%	5 1%	8 2%	16 2%	12 2%	28 2%

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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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	27 2%	1 *%	7 2%	8 3% a	3 1%	4 2%	9 2%	27 2%	16 2%	11 1%	13 3% kmo	4 1%	6 2%	3 1%	18 2%	9 1%	27 2%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	27 2%	1 *%	5 2%	8 3%	3 2%	5 2%	9 2%	27 2%	11 1%	16 2%	8 2%	8 2%	4 1%	6 2%	16 2%	10 1%	27 2%
Age - Discriminatory treatment or portrayal of people based on age	26 2%	3 1%	4 1%	9 3%	2 1%	5 2%	9 2%	26 2%	15 2%	12 2%	12 3%	6 1%	3 1%	5 1%	18 2%	9 1%	26 2%
Not enough racial diversity	22 1%	3 1% f	7 2% ef	8 3% ef	4 2% f	1 *%	1 *%	22 1% f	12 2%	10 1%	10 3% o	7 2%	2 1%	3 1%	17 2% o	5 1%	22 1%
Product placement	21 1%	1 *%	2 1%	10 4% abfg	2 1%	2 1%	5 1%	21 1%	10 1%	11 1%	8 2%	7 2%	3 1%	3 1%	15 2%	6 1%	21 1%
Disability - Discriminatory treatment or portrayal of people based on disability	20 1%	1 *%	4 1%	7 2% d	* *%	5 2%	8 1%	20 1%	9 1%	11 1%	7 2%	3 1%	4 1%	6 2%	10 1%	10 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 : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Not enough programmes for my age group	18 1%	3 2%	3 1%	2 1%	5 2%	1 *%	5 1%	18 1%	10 1%	7 1%	5 1%	4 1%	4 1%	5 1%	9 1%	9 1%	18 1%
Other	70 5%	4 2%	10 4%	10 3%	12 5%	14 6%	33 6%	70 5%	31 4%	39 5%	21 5%	16 4%	17 5%	16 4%	38 5%	33 5%	70 5%
Don't know	16 1%	2 1%	5 2%	- -%	3 1%	4 2%	6 1%	16 1%	5 1%	10 1%	3 1%	3 1%	1 *%	9 2%	6 1%	10 1%	16 1%
				c									ln				
SUMMARY CODES																	
ANY CONCERNS	555 37%	39 21%	69 25%	105 36%	98 43%	91 41%	244 46%	555 37%	259 35%	296 38%	176 43%	143 35%	110 33%	127 34%	319 39%	236 33%	555 37%
				ab	ab	ab	abcg	ab			klmop				o		
ANY HARMFUL/ OFFENSIVE CONTENT	333 22%	17 9%	35 12%	69 24%	52 23%	54 24%	160 30%	333 22%	134 18%	199 26%	110 27%	97 24%	61 18%	64 17%	208 26%	125 18%	333 22%
				ab	ab	ab	abdg	ab		h	lmop	mo			lmo		mo
ANY QUALITY OF CONTENT/ REPEATS	247 16%	19 10%	25 9%	52 18%	43 19%	40 18%	109 20%	247 16%	134 18%	114 15%	86 21%	57 14%	48 15%	56 15%	143 18%	105 15%	247 16%
				ab	ab	ab	abg	ab			klmop						
ANY ADVERTISING/ SPONSORSHIP	104 7%	10 5%	13 5%	28 10%	18 8%	13 6%	35 7%	104 7%	53 7%	51 7%	35 9%	26 6%	15 5%	27 7%	61 8%	42 6%	104 7%
				b							l						
ANY DIVERSITY OF CONTENT	102 7%	8 4%	17 6%	29 10%	17 7%	13 6%	32 6%	102 7%	52 7%	49 6%	39 10%	20 5%	19 6%	24 6%	59 7%	43 6%	102 7%
				af							ko						

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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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	56 4%	4 2%	5 2%	12 4%	12 5%	9 4%	21 4%	56 4%	35 5%	21 3%	22 6%	15 4%	9 3%	9 2%	37 5%	19 3%	56 4%

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
No, do not have any concerns	948	795	103	30	20	948	831	116	54	759	744	119	864
	62%	62%	75%	50%	65%	62%	63%	57%	59%	64%	66%	52%	64%
		c	acde		c	c					k		k
Violence (in general)	177	150	9	13	5	177	142	35	11	126	108	46	154
	12%	12%	7%	21%	16%	12%	11%	17%	12%	11%	10%	20%	11%
		b		abe	b	b		f				jl	
Too many repeats	134	106	13	11	3	134	120	14	9	96	91	23	114
	9%	8%	10%	19%	11%	9%	9%	7%	10%	8%	8%	10%	8%
				abde									
Bad/ offensive language (spoken or song lyrics)	130	106	11	8	3	130	116	13	7	98	80	31	110
	9%	8%	8%	14%	11%	9%	9%	7%	7%	8%	7%	13%	8%
				ae								jl	
Sex/ nakedness (in general)	112	97	4	6	4	112	94	18	7	82	73	25	97
	7%	8%	3%	11%	14%	7%	7%	9%	8%	7%	6%	11%	7%
		b		b	abe	b						jl	
Too many reality TV programmes	102	85	9	6	2	102	85	17	3	80	69	17	86
	7%	7%	7%	10%	6%	7%	6%	8%	3%	7%	6%	7%	6%
Inappropriate programmes shown before the watershed	95	83	4	6	2	95	80	15	7	77	70	14	84
	6%	6%	3%	10%	8%	6%	6%	7%	8%	6%	6%	6%	6%
		b		be	b	b							

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Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Poor quality programmes	92 6%	79 6%	6 4%	5 9%	1 5%	92 6%	78 6%	13 7%	3 4%	76 6%	70 6%	14 6%	85 6%
Too many/ too long advertising breaks	86 6%	73 6%	6 5%	5 9%	2 7%	86 6%	71 5%	15 7%	6 6%	66 5%	59 5%	15 7%	74 5%
Lack of originality/ programmes are too similar	69 5%	62 5%	3 2%	2 4%	2 5%	69 5%	57 4%	12 6%	3 3%	55 5%	47 4%	14 6%	60 4%
People behaving badly	65 4%	51 4%	6 5%	5 8%	2 8%	65 4%	55 4%	10 5%	1 1%	49 4%	43 4%	14 6%	57 4%
				ae	ae								
Bad taste/ shock tactics	65 4%	52 4%	4 3%	6 9%	3 9%	65 4%	51 4%	13 6%	1 1%	54 5%	45 4%	10 4%	55 4%
				abe	abe								
Too many programmes with celebrities	60 4%	52 4%	4 3%	3 4%	2 5%	60 4%	50 4%	10 5%	1 1%	54 4%	47 4%	7 3%	54 4%
Drug use/ drug references	50 3%	42 3%	3 2%	3 5%	2 7%	50 3%	45 3%	6 3%	3 3%	38 3%	35 3%	10 4%	46 3%
					abe								
Inaccurate/ biased information broadcast	41 3%	36 3%	2 1%	2 4%	1 2%	41 3%	34 3%	6 3%	1 1%	37 3%	30 3%	5 2%	35 3%

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		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Irritating/ annoying sponsorship messages	40 3%	33 3%	3 2%	3 4%	1 5%	40 3%	33 2%	7 3%	1 1%	36 3%	37 3%	2 1%	38 3%
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	36 2%	32 2%	2 2%	2 3%	* 1%	36 2%	31 2%	5 2%	1 2%	30 3%	29 3%	3 1%	32 2%
Too many American programmes	36 2%	30 2%	3 2%	2 3%	1 3%	36 2%	27 2%	8 4%	1 1%	29 2%	25 2%	8 3%	33 2%
Race - Discriminatory treatment or portrayal of people based on race	31 2%	28 2%	2 1%	* *%	1 3%	31 2%	29 2%	2 1%	* 1%	23 2%	21 2%	4 2%	25 2%
Religion - Discriminatory treatment or portrayal of people based on religion	30 2%	28 2%	1 1%	* *%	1 3%	30 2%	27 2%	3 2%	1 1%	23 2%	22 2%	6 2%	27 2%

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	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Phone-in competitions that are fixed/ faked	28 2%	22 2%	3 2%	3 5% ade	* 1% ade	28 2%	26 2%	2 1%	2 2%	23 2%	20 2%	5 2%	24 2%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	27 2%	22 2%	3 2%	2 3%	1 4% ae	27 2%	19 1%	8 4% f	1 1%	22 2%	22 2%	4 2%	26 2%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	27 2%	23 2%	2 2%	1 1%	1 3%	27 2%	25 2%	2 1%	1 1%	23 2%	18 2%	4 2%	22 2%
Age - Discriminatory treatment or portrayal of people based on age	26 2%	23 2%	2 2%	1 1%	1 2%	26 2%	25 2%	2 1%	1 1%	20 2%	17 2%	3 1%	20 2%
Not enough racial diversity	22 1%	21 2%	1 1%	- -%	* 1%	22 1%	21 2%	1 *%	2 2%	16 1%	17 2%	4 2%	21 2%
Product placement	21 1%	19 1%	* *%	1 2%	* 1%	21 1%	17 1%	4 2%	* 1%	20 2%	19 2%	1 *%	20 1%

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Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Disability - Discriminatory treatment or portrayal of people based on disability	20 1%	17 1%	1 1%	1 2%	1 2%	20 1%	19 1%	* *%	1 1%	14 1%	13 1%	3 1%	15 1%
Not enough programmes for my age group	18 1%	15 1%	1 1%	1 2%	* 2%	18 1%	14 1%	4 2%	- -%	13 1%	11 1%	4 2%	15 1%
Other	70 5%	64 5%	3 2%	3 4%	1 2%	70 5%	58 4%	12 6%	6 7%	54 5%	45 4%	14 6%	60 4%
Don't know	16 1%	14 1%	1 1%	* *%	* 1%	16 1%	15 1%	1 *%	2 2%	10 1%	10 1%	* *%	11 1%
SUMMARY CODES													
ANY CONCERNS	555 37%	481 37%	33 24%	30 50%	11 35%	555 37%	469 36%	86 42%	36 39%	426 36%	369 33%	110 48%	479 35%
		b		abde	b	b						jl	
ANY HARMFUL/ OFFENSIVE CONTENT	333 22%	288 22%	19 14%	18 29%	8 26%	333 22%	274 21%	59 29%	20 22%	256 21%	218 19%	73 32%	291 22%
		b		abe	b	b		f				jl	
ANY QUALITY OF CONTENT/ REPEATS	247 16%	209 16%	17 12%	17 28%	5 15%	247 16%	212 16%	35 17%	14 15%	187 16%	165 15%	51 22%	215 16%
				abde								jl	

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Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
ANY ADVERTISING/ SPONSORSHIP	104 7%	87 7%	8 6%	6 10%	3 8%	104 7%	88 7%	16 8%	6 7%	81 7%	76 7%	16 7%	91 7%
ANY DIVERSITY OF CONTENT	102 7%	90 7%	5 4%	4 7%	2 6%	102 7%	86 7%	15 8%	3 3%	78 7%	69 6%	19 8%	88 6%
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	56 4%	48 4%	3 2%	5 8%	1 2%	56 4%	50 4%	6 3%	3 3%	48 4%	40 4%	9 4%	49 4%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 20

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1830	237	264	298	263	293	768	1830	882	948	408	554	378	490	962	868	1830
Effective Weighted Sample	1372	180	200	230	203	225	591	1372	664	707	327	427	279	355	740	632	1372
Total	1478	181	264	282	224	222	528	1478	718	760	397	392	322	367	789	689	1478
No, do not have any concerns	924	145	195	180	124	129	280	924	463	461	223	252	216	233	475	449	924
	62%	80%	74%	64%	55%	58%	53%	62%	64%	61%	56%	64%	67%	64%	60%	65%	62%
		cdefg	cdefg	f			f					j	j			j	j
Violence (in general)	172	6	21	34	19	32	92	172	68	105	60	45	34	33	105	67	172
	12%	3%	8%	12%	8%	14%	17%	12%	9%	14%	15%	12%	11%	9%	13%	10%	12%
			a	a	a	ab	abdg	a		h	mo				mo		
Too many repeats	131	12	10	32	20	23	58	131	67	65	37	33	31	31	70	62	131
	9%	7%	4%	11%	9%	10%	11%	9%	9%	8%	9%	8%	10%	8%	9%	9%	9%
				b	b	b	b	b									
Bad/ offensive language (spoken or song lyrics)	127	2	12	23	18	23	71	127	49	78	40	38	28	21	78	49	127
	9%	1%	5%	8%	8%	10%	13%	9%	7%	10%	10%	10%	9%	6%	10%	7%	9%
			a	a	a	ab	abcdg	a		h	m	m			m		
Sex/ nakedness (in general)	110	5	16	22	15	19	51	110	45	65	36	30	16	27	66	44	110
	7%	3%	6%	8%	7%	9%	10%	7%	6%	9%	9%	8%	5%	7%	8%	6%	7%
				a		a	a	a									
Too many reality TV programmes	99	6	8	24	20	17	40	99	58	42	35	28	17	19	63	36	99
	7%	4%	3%	9%	9%	8%	8%	7%	8%	5%	9%	7%	5%	5%	8%	5%	7%
				ab	ab	b	b				o				o		
Inappropriate programmes shown before the watershed	91	4	11	24	17	16	36	91	37	54	36	25	15	15	61	30	91
	6%	2%	4%	8%	8%	7%	7%	6%	5%	7%	9%	6%	5%	4%	8%	4%	6%
				a	a	a	a	a			lmo				mo		

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 20

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1830	237	264	298	263	293	768	1830	882	948	408	554	378	490	962	868	1830
Effective Weighted Sample	1372	180	200	230	203	225	591	1372	664	707	327	427	279	355	740	632	1372
Total	1478	181	264	282	224	222	528	1478	718	760	397	392	322	367	789	689	1478
Poor quality programmes	87 6%	5 3%	4 2%	33 12%	13 6%	13 6%	31 6%	87 6%	48 7%	38 5%	43 11%	20 5%	11 3%	12 3%	64 8%	23 3%	87 6%
				abdefg	b	b	b	b			klmop				lmo		mo
Too many/ too long advertising breaks	84 6%	8 4%	10 4%	18 6%	16 7%	12 5%	32 6%	84 6%	42 6%	42 6%	28 7%	19 5%	13 4%	24 6%	48 6%	37 5%	84 6%
Lack of originality/ programmes are too similar	67 5%	5 3%	8 3%	14 5%	13 6%	10 5%	27 5%	67 5%	37 5%	30 4%	32 8%	16 4%	7 2%	11 3%	49 6%	19 3%	67 5%
											klmop				lmo		o
People behaving badly	64 4%	2 1%	10 4%	16 6%	7 3%	10 5%	29 5%	64 4%	33 5%	31 4%	26 7%	15 4%	11 3%	12 3%	41 5%	23 3%	64 4%
				a		a	a	a			mo						
Bad taste/ shock tactics	63 4%	3 1%	6 2%	14 5%	8 4%	18 8%	33 6%	63 4%	26 4%	37 5%	29 7%	18 5%	9 3%	7 2%	47 6%	16 2%	63 4%
				a		abdg	ab				lmop	mo			lmo		mo
Too many programmes with celebrities	58 4%	2 1%	6 2%	20 7%	9 4%	9 4%	21 4%	58 4%	34 5%	24 3%	25 6%	16 4%	8 3%	9 2%	41 5%	17 2%	58 4%
				abg							lmop				mo		
Drug use/ drug references	49 3%	2 1%	10 4%	13 5%	11 5%	6 3%	13 2%	49 3%	22 3%	26 3%	23 6%	17 4%	5 2%	4 1%	40 5%	9 1%	49 3%
				a	a						lmop	lmo			lmo		mo
Inaccurate/ biased information broadcast	40 3%	1 1%	5 2%	6 2%	9 4%	7 3%	19 4%	40 3%	26 4%	14 2%	16 4%	13 3%	8 2%	3 1%	29 4%	11 2%	40 3%
									i		mo	mo			mo		m

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 20

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1830	237	264	298	263	293	768	1830	882	948	408	554	378	490	962	868	1830
Effective Weighted Sample	1372	180	200	230	203	225	591	1372	664	707	327	427	279	355	740	632	1372
Total	1478	181	264	282	224	222	528	1478	718	760	397	392	322	367	789	689	1478
Irritating/ annoying sponsorship messages	37 3%	2 1%	6 2%	18 6%	6 3%	3 1%	5 1%	37 3%	19 3%	18 2%	18 5%	10 3%	3 1%	6 2%	28 4%	9 1%	37 3%
				abefg				f			lmop				lo		
Too many American programmes	36 2%	3 2%	2 1%	12 4%	6 3%	7 3%	13 2%	36 2%	14 2%	21 3%	13 3%	11 3%	5 2%	7 2%	24 3%	12 2%	36 2%
				b													
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	34 2%	3 2%	6 2%	14 5%	4 2%	7 3%	9 2%	34 2%	16 2%	19 2%	14 4%	8 2%	7 2%	5 1%	22 3%	12 2%	34 2%
				fg													
Religion - Discriminatory treatment or portrayal of people based on religion	30 2%	1 1%	7 3%	9 3%	5 2%	3 1%	8 2%	30 2%	11 2%	19 3%	10 2%	11 3%	4 1%	6 2%	20 3%	10 1%	30 2%
Race - Discriminatory treatment or portrayal of people based on race	29 2%	1 1%	5 2%	13 4%	2 1%	4 2%	8 2%	29 2%	15 2%	14 2%	13 3%	6 2%	4 1%	5 1%	20 2%	9 1%	29 2%
				adfg							o						
Phone-in competitions that are fixed/ faked	28 2%	2 1%	2 1%	9 3%	5 2%	5 2%	9 2%	28 2%	16 2%	12 2%	10 2%	6 1%	5 1%	7 2%	16 2%	12 2%	28 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 20

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1830	237	264	298	263	293	768	1830	882	948	408	554	378	490	962	868	1830
Effective Weighted Sample	1372	180	200	230	203	225	591	1372	664	707	327	427	279	355	740	632	1372
Total	1478	181	264	282	224	222	528	1478	718	760	397	392	322	367	789	689	1478
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	27 2%	1 *%	7 3%	8 3%	3 1%	4 2%	9 2%	27 2%	16 2%	11 1%	13 3%	4 1%	6 2%	3 1%	18 2%	9 1%	27 2%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	27 2%	1 *%	5 2%	8 3%	3 1%	5 2%	9 2%	27 2%	11 2%	16 2%	8 2%	8 2%	4 1%	6 2%	16 2%	10 1%	27 2%
Age - Discriminatory treatment or portrayal of people based on age	26 2%	3 1%	4 2%	9 3%	2 1%	5 2%	9 2%	26 2%	14 2%	12 2%	12 3%	6 2%	3 1%	5 1%	18 2%	8 1%	26 2%
Not enough racial diversity	22 1%	3 1%	7 2%	8 3%	4 2%	1 *%	1 *%	22 1%	12 2%	10 1%	10 3%	7 2%	2 1%	3 1%	17 2%	5 1%	22 1%
Product placement	20 1%	- -%	2 1%	10 4%	2 1%	2 1%	5 1%	20 1%	10 1%	10 1%	8 2%	7 2%	2 1%	2 1%	15 2%	5 1%	20 1%
Disability - Discriminatory treatment or portrayal of people based on disability	20 1%	1 *%	4 2%	7 2%	* *%	5 2%	8 1%	20 1%	9 1%	11 1%	7 2%	3 1%	4 1%	6 2%	10 1%	10 1%	20 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 20

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1830	237	264	298	263	293	768	1830	882	948	408	554	378	490	962	868	1830
Effective Weighted Sample	1372	180	200	230	203	225	591	1372	664	707	327	427	279	355	740	632	1372
Total	1478	181	264	282	224	222	528	1478	718	760	397	392	322	367	789	689	1478
Not enough programmes for my age group	17 1%	3 2%	3 1%	2 1%	5 2%	1 *	5 1%	17 1%	10 1%	7 1%	5 1%	4 1%	4 1%	5 1%	9 1%	8 1%	17 1%
Other	70 5%	4 2%	10 4%	10 4%	12 6%	14 6%	33 6%	70 5%	31 4%	39 5%	21 5%	16 4%	17 5%	16 4%	38 5%	33 5%	70 5%
Don't know	13 1%	1 1%	4 2%	- -%	3 1%	3 1%	5 1%	13 1%	5 1%	9 1%	3 1%	1 *	1 *	8 2%	4 1%	9 1%	13 1%
klnp																	
SUMMARY CODES																	
ANY CONCERNS	541 37%	35 19%	64 24%	103 36%	97 43%	91 41%	243 46%	541 37%	250 35%	291 38%	171 43%	139 35%	106 33%	126 34%	310 39%	231 34%	541 37%
ab ab ab abcg ab klmop o																	
ANY HARMFUL/ OFFENSIVE CONTENT	326 22%	16 9%	33 13%	67 24%	52 23%	54 24%	158 30%	326 22%	130 18%	196 26%	107 27%	96 25%	60 19%	63 17%	203 26%	123 18%	326 22%
ab ab ab abg ab h lmo mo lmo mo																	
ANY QUALITY OF CONTENT/ REPEATS	241 16%	18 10%	22 8%	52 18%	41 18%	40 18%	108 20%	241 16%	128 18%	112 15%	82 21%	56 14%	47 14%	56 15%	138 17%	103 15%	241 16%
ab ab ab abg ab klo																	
ANY ADVERTISING/ SPONSORSHIP	100 7%	8 5%	11 4%	28 10%	18 8%	13 6%	35 7%	100 7%	50 7%	50 7%	34 9%	25 6%	14 4%	27 7%	59 8%	41 6%	100 7%
ab l																	
ANY DIVERSITY OF CONTENT	100 7%	8 5%	15 6%	29 10%	17 7%	13 6%	32 6%	100 7%	52 7%	48 6%	39 10%	20 5%	17 5%	24 6%	59 8%	41 6%	100 7%
af klo																	

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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1830	237	264	298	263	293	768	1830	882	948	408	554	378	490	962	868	1830
Effective Weighted Sample	1372	180	200	230	203	225	591	1372	664	707	327	427	279	355	740	632	1372
Total	1478	181	264	282	224	222	528	1478	718	760	397	392	322	367	789	689	1478
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	55 4%	4 2%	5 2%	12 4%	12 5%	9 4%	21 4%	55 4%	35 5%	20 3%	22 6%	14 4%	9 3%	9 2%	37 5%	19 3%	55 4%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 20

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1830	1175	219	219	217	1830	1511	319	130	1350	1258	328	1586
Effective Weighted Sample	1372	1061	199	213	202	1372	1151	232	95	1027	950	261	1197
Total	1478	1253	135	60	30	1478	1280	198	89	1160	1093	226	1319
No, do not have any concerns	924 62%	773 62%	102 75%	30 49%	19 65%	924 62%	809 63%	115 58%	52 59%	738 64%	724 66%	118 52%	842 64%
		c	acde		c	c					k		k
Violence (in general)	172 12%	146 12%	9 7%	13 21%	4 15%	172 12%	138 11%	34 17%	11 12%	122 11%	104 10%	46 20%	150 11%
		b		abe	b	b		f				jl	
Too many repeats	131 9%	104 8%	13 10%	11 19%	3 10%	131 9%	118 9%	14 7%	9 10%	94 8%	89 8%	23 10%	111 8%
				abde									
Bad/ offensive language (spoken or song lyrics)	127 9%	104 8%	11 8%	8 14%	3 11%	127 9%	115 9%	12 6%	7 7%	96 8%	78 7%	30 13%	108 8%
				ae								jl	
Sex/ nakedness (in general)	110 7%	96 8%	4 3%	6 11%	4 13%	110 7%	92 7%	18 9%	7 8%	81 7%	71 7%	25 11%	96 7%
		b		b	abe	b						jl	
Too many reality TV programmes	99 7%	82 7%	9 7%	6 10%	2 5%	99 7%	83 6%	16 8%	3 3%	78 7%	67 6%	17 7%	84 6%
Inappropriate programmes shown before the watershed	91 6%	80 6%	3 2%	6 10%	2 7%	91 6%	76 6%	15 7%	7 8%	74 6%	67 6%	13 6%	80 6%
		b		be	b	b							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 20

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1830	1175	219	219	217	1830	1511	319	130	1350	1258	328	1586
Effective Weighted Sample	1372	1061	199	213	202	1372	1151	232	95	1027	950	261	1197
Total	1478	1253	135	60	30	1478	1280	198	89	1160	1093	226	1319
Poor quality programmes	87 6%	74 6%	6 4%	5 9%	1 4%	87 6%	75 6%	12 6%	3 4%	71 6%	67 6%	13 6%	79 6%
Too many/ too long advertising breaks	84 6%	71 6%	6 5%	5 9%	2 6%	84 6%	70 5%	15 7%	6 7%	64 6%	57 5%	15 7%	73 6%
Lack of originality/ programmes are too similar	67 5%	60 5%	3 3%	2 4%	1 4%	67 5%	56 4%	11 6%	3 3%	53 5%	45 4%	13 6%	58 4%
People behaving badly	64 4%	50 4%	6 5%	5 8%	2 7%	64 4%	55 4%	9 5%	1 2%	49 4%	43 4%	13 6%	57 4%
Bad taste/ shock tactics	63 4%	51 4%	4 3%	6 9%	2 8%	63 4%	51 4%	12 6%	1 1%	53 5%	44 4%	9 4%	53 4%
Too many programmes with celebrities	58 4%	50 4%	4 3%	3 4%	1 4%	58 4%	48 4%	10 5%	1 1%	52 4%	45 4%	7 3%	52 4%
Drug use/ drug references	49 3%	41 3%	3 2%	3 5%	2 7%	49 3%	44 3%	5 3%	3 3%	36 3%	34 3%	10 4%	44 3%
Inaccurate/ biased information broadcast	40 3%	35 3%	2 1%	2 4%	* 2%	40 3%	34 3%	6 3%	1 1%	36 3%	29 3%	5 2%	35 3%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 20

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1830	1175	219	219	217	1830	1511	319	130	1350	1258	328	1586
Effective Weighted Sample	1372	1061	199	213	202	1372	1151	232	95	1027	950	261	1197
Total	1478	1253	135	60	30	1478	1280	198	89	1160	1093	226	1319
Irritating/ annoying sponsorship messages	37 3%	31 2%	3 2%	3 4%	1 4%	37 3%	30 2%	7 3%	1 1%	34 3%	34 3%	2 1%	36 3%
Too many American programmes	36 2%	30 2%	3 2%	2 3%	1 3%	36 2%	27 2%	8 4%	1 2%	29 3%	25 2%	8 3%	33 2%
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	34 2%	30 2%	2 2%	2 3%	* *% d	34 2%	30 2%	4 2%	1 2%	29 2%	28 3%	3 1%	30 2%
Religion - Discriminatory treatment or portrayal of people based on religion	30 2%	28 2%	1 1%	* *% c	1 3%	30 2%	27 2%	3 2%	1 2%	23 2%	22 2%	6 2%	27 2%
Race - Discriminatory treatment or portrayal of people based on race	29 2%	26 2%	2 1%	* *%	1 2%	29 2%	27 2%	2 1%	* 1%	22 2%	21 2%	4 2%	25 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 20

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1830	1175	219	219	217	1830	1511	319	130	1350	1258	328	1586
Effective Weighted Sample	1372	1061	199	213	202	1372	1151	232	95	1027	950	261	1197
Total	1478	1253	135	60	30	1478	1280	198	89	1160	1093	226	1319
Phone-in competitions that are fixed/ faked	28 2%	22 2%	3 2%	3 5% ade	* 1%	28 2%	26 2%	2 1%	2 2%	23 2%	20 2%	5 2%	24 2%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	27 2%	22 2%	3 2%	2 3%	1 4%	27 2%	19 1%	8 4% f	1 1%	22 2%	22 2%	4 2%	26 2%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	27 2%	23 2%	2 2%	1 1%	1 2%	27 2%	25 2%	2 1%	1 1%	23 2%	18 2%	4 2%	22 2%
Age - Discriminatory treatment or portrayal of people based on age	26 2%	23 2%	2 2%	1 1%	* 1%	26 2%	25 2%	2 1%	1 1%	20 2%	17 2%	3 1%	20 2%
Not enough racial diversity	22 1%	21 2%	1 1%	- -%	* *%	22 1%	21 2%	1 *%	2 2%	16 1%	17 2%	4 2%	21 2%
Product placement	20 1%	18 1%	* *%	1 2%	* 1%	20 1%	16 1%	4 2%	* 1%	19 2%	18 2%	1 *%	19 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 20

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1830	1175	219	219	217	1830	1511	319	130	1350	1258	328	1586
Effective Weighted Sample	1372	1061	199	213	202	1372	1151	232	95	1027	950	261	1197
Total	1478	1253	135	60	30	1478	1280	198	89	1160	1093	226	1319
Disability - Discriminatory treatment or portrayal of people based on disability	20 1%	17 1%	1 1%	1 2%	1 2%	20 1%	19 2%	* *%	1 1%	14 1%	13 1%	3 1%	15 1%
Not enough programmes for my age group	17 1%	15 1%	1 1%	1 2%	* 1%	17 1%	14 1%	3 2%	- -%	13 1%	11 1%	4 2%	15 1%
Other	70 5%	64 5%	3 2%	3 4%	1 2%	70 5%	58 5%	12 6%	6 7%	54 5%	45 4%	14 6%	60 5%
Don't know	13 1%	12 1%	1 1%	* *%	* 1%	13 1%	13 1%	* *%	1 1%	9 1%	9 1%	* *%	10 1%
SUMMARY CODES													
ANY CONCERNS	541 37%	468 37%	32 24%	30 50%	10 34%	541 37%	458 36%	83 42%	36 40%	413 36%	360 33%	107 48%	467 35%
		b		abde	b	b						jl	
ANY HARMFUL/ OFFENSIVE CONTENT	326 22%	283 23%	19 14%	18 29%	7 25%	326 22%	269 21%	58 29%	20 23%	251 22%	213 19%	72 32%	285 22%
		b		abe	b	b		f				jl	
ANY QUALITY OF CONTENT/ REPEATS	241 16%	202 16%	17 12%	17 28%	4 14%	241 16%	208 16%	33 17%	14 15%	181 16%	160 15%	49 22%	209 16%
				abde								jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 20

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1830	1175	219	219	217	1830	1511	319	130	1350	1258	328	1586
Effective Weighted Sample	1372	1061	199	213	202	1372	1151	232	95	1027	950	261	1197
Total	1478	1253	135	60	30	1478	1280	198	89	1160	1093	226	1319
ANY ADVERTISING/ SPONSORSHIP	100 7%	84 7%	8 6%	6 10%	2 7%	100 7%	85 7%	16 8%	6 7%	78 7%	73 7%	16 7%	88 7%
ANY DIVERSITY OF CONTENT	100 7%	89 7%	5 4%	4 7%	2 6%	100 7%	85 7%	15 8%	3 4%	77 7%	69 6%	19 8%	88 7%
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	55 4%	47 4%	3 2%	5 8%	* 2%	55 4%	49 4%	6 3%	3 3%	47 4%	39 4%	9 4%	48 4%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 21

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Yes	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
	88%	98%	97%	97%	96%	82%	71%	88%	87%	89%	96%	93%	84%	78%	94%	80%	88%
		efg	efg	efg	efg	f		ef			lmop	lmop			lmop		mo
No	186	4	8	8	10	40	156	186	98	88	18	30	54	84	48	138	186
	12%	2%	3%	3%	4%	18%	29%	12%	13%	11%	4%	7%	16%	22%	6%	20%	12%
						abcdg	abcdeg	abcd					jkn	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 2017 - ADULTS - 20th September to 30th October 2017.

Table 21

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Yes	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
	88%	88%	87%	83%	80%	88%	88%	87%	100%	100%	98%	56%	91%
		cd				cd					kl		k
No	186	151	18	11	6	186	160	26	-	-	26	101	127
	12%	12%	13%	17%	20%	12%	12%	13%	-%	-%	2%	44%	9%
			ae		ae							jl	j

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 22

Any break column with 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 or tablet computer 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Smartphone (like an iPhone or Samsung Galaxy)	1059	182	259	259	189	111	170	1059	501	558	312	311	203	232	624	435	1059
	79%	97%	95%	92%	87%	61%	45%	79%	78%	81%	80%	83%	73%	80%	82%	77%	79%
		cdefg	defg	efg	efg	f	ef				l	lo			lo		l
Computer - laptop, desktop or netbook computer (PC or Mac)	944	123	162	214	164	132	280	944	494	449	319	282	177	166	601	343	944
	71%	66%	60%	76%	75%	72%	74%	71%	76%	66%	82%	75%	64%	57%	79%	60%	71%
		ab	ab	ab	ab	b	ab	b	i		klmop	lmo			lmop		lmo
Tablet (like an iPad, Kindle Fire or Google Nexus)	785	98	163	183	131	110	209	785	349	435	274	229	158	124	503	282	785
	59%	52%	60%	65%	60%	60%	56%	59%	54%	63%	71%	61%	57%	42%	66%	50%	59%
		af		af						h	klmop	mo	m		lmop		mo
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)	248	44	51	72	45	26	36	248	126	122	95	71	51	31	166	82	248
	19%	24%	19%	26%	21%	14%	10%	19%	20%	18%	25%	19%	18%	11%	22%	14%	19%
		ef	f	efg	f			f			mop	m	m		mo		mo
Games console or handheld games player	155	59	46	35	10	5	5	155	98	57	41	47	33	34	88	67	155
	12%	31%	17%	12%	5%	3%	1%	12%	15%	8%	11%	12%	12%	12%	12%	12%	12%
		bcdefg	defg	def	f			def	i								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 22

Any break column with 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 or tablet computer 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	123 9%	21 11%	31 11%	34 12%	22 10%	9 5%	15 4%	123 9%	71 11%	52 8%	46 12%	36 10%	26 9%	15 5%	82 11%	41 7%	123 9%
Wearable technology like a smartwatch (like an Apple Watch)	37 3%	8 4%	6 2%	15 5%	7 3%	2 1%	2 *	37 3%	20 3%	17 3%	18 5%	13 3%	5 2%	1 *	31 4%	6 1%	37 3%
Other type of device	3 *%	1 *%	* *%	- -%	- -%	1 *%	1 *%	3 *%	3 *%	- -%	- -%	- -%	1 *%	2 1%	- -%	3 *%	3 *%
GOES ONLINE	1332 100%	186 100%	272 100%	280 100%	218 100%	184 100%	376 100%	1332 100%	646 100%	686 100%	388 100%	376 100%	277 100%	291 100%	764 100%	568 100%	1332 100%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1191 89%	186 99%	265 98%	270 96%	199 91%	148 80%	271 72%	1191 89%	563 87%	628 92%	354 91%	347 92%	236 85%	255 87%	701 92%	490 86%	1191 89%
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	388 29%	63 34%	109 40%	66 24%	54 25%	52 28%	96 26%	388 29%	152 23%	237 34%	70 18%	93 25%	100 36%	125 43%	163 21%	225 40%	388 29%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 22

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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 or tablet computer 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
ONLY USE A SMARTPHONE TO GO ONLINE	129 10%	32 17%	37 14%	24 8%	22 10%	10 6%	14 4%	129 10%	58 9%	71 10%	8 2%	30 8%	30 11%	61 21%	38 5%	91 16%	129 10%
		cdefg	ef	f	f		f	f				jn	jn	jklnp	j	jknp	jn
ONLY USE A TABLET TO GO ONLINE	60 5%	- -%	1 1%	7 2%	2 1%	20 11%	50 13%	60 5%	18 3%	42 6%	20 5%	15 4%	12 4%	13 4%	35 5%	25 4%	60 5%
				a		abcdg	abcdg	abd		h							
USES A SMARTPHONE AND COMPUTER TO GO ONLINE	736 55%	120 64%	153 56%	199 71%	139 64%	80 43%	125 33%	736 55%	371 57%	365 53%	264 68%	234 62%	117 42%	121 42%	498 65%	238 42%	736 55%
		efg	ef	befg	efg	f	ef	ef			lmop	lmop			lmop		lmo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 22

Any break column with 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 or tablet computer 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	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Smartphone (like an iPhone or Samsung Galaxy)	1059	912	89	37	20	1059	928	131	46	972	1003	6	1009
	79%	80%	75%	73%	84%	79%	80%	74%	51%	81%	91%	5%	82%
		c			bc		g			h	kl		k
Computer - laptop, desktop or netbook computer (PC or Mac)	944	831	71	31	11	944	805	139	38	871	770	94	863
	71%	73%	60%	62%	44%	71%	70%	78%	42%	73%	70%	72%	70%
		bcd	d	d		bcd		f		h			
Tablet (like an iPad, Kindle Fire or Google Nexus)	785	678	62	30	14	785	679	105	37	724	676	55	732
	59%	60%	53%	60%	56%	59%	59%	59%	41%	61%	62%	43%	60%
										h	k		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)	248	223	15	8	2	248	206	42	5	237	231	3	234
	19%	20%	12%	16%	7%	19%	18%	23%	6%	20%	21%	2%	19%
		bd		d		d				h	k		k
Games console or handheld games player	155	138	10	5	3	155	140	15	5	144	145	1	146
	12%	12%	8%	9%	11%	12%	12%	8%	5%	12%	13%	1%	12%
										h	k		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 22

Any break column with 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 or tablet computer 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	123 9%	110 10%	7 6%	4 9%	2 6%	123 9%	101 9%	22 13%	2 3%	118 10%	116 11%	- -%	116 9%
Wearable technology like a smartwatch (like an Apple Watch)	37 3%	35 3%	2 1%	1 2%	* 1%	37 3%	33 3%	4 2%	- -%	37 3%	34 3%	- -%	34 3%
Other type of device	3 *%	2 *%	- -%	* 1%	- -%	3 *%	2 *%	1 *%	- -%	3 *%	1 *%	1 1%	3 *%
GOES ONLINE	1332 100%	1139 100%	118 100%	50 100%	24 100%	1332 100%	1154 100%	178 100%	91 100%	1194 100%	1098 100%	129 100%	1227 100%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1191 89%	1020 90%	104 87%	44 88%	23 93%	1191 89%	1039 90%	152 86%	72 79%	1076 90%	1051 96%	61 47%	1112 91%
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	388 29%	309 27%	47 40%	19 38%	14 56%	388 29%	349 30%	39 22%	53 58%	322 27%	328 30%	35 27%	364 30%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 22

Any break column with 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 or tablet computer 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	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
ONLY USE A SMARTPHONE TO GO ONLINE	129	103	15	5	5	129	117	12	21	104	117	2	120
	10%	9%	13%	10%	21%	10%	10%	7%	23%	9%	11%	2%	10%
					abce				i		k		k
ONLY USE A TABLET TO GO ONLINE	60	47	7	4	2	60	51	9	22	38	26	28	54
	5%	4%	6%	8%	6%	5%	4%	5%	24%	3%	2%	22%	4%
				ae					i			jl	j
USES A SMARTPHONE AND COMPUTER TO GO ONLINE	736	654	51	23	9	736	632	104	16	693	703	1	704
	55%	57%	43%	45%	36%	55%	55%	59%	17%	58%	64%	1%	57%
		bcd				bcd				h	kl		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 23

Any break column with 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 or tablet computer may require you to go online - for example, social media, news or online video apps such as YouTube (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Smartphone (like an iPhone or Samsung Galaxy)	1059 70%	182 95%	259 93%	259 90%	189 83%	111 50%	170 32%	1059 70%	501 67%	558 72%	312 77%	311 77%	203 61%	232 62%	624 77%	435 62%	1059 70%
		cdefg	defg	defg	efg	f	ef	ef			lmop	lmop			lmop		lmo
Computer - laptop, desktop or netbook computer (PC or Mac)	944 62%	123 65%	162 58%	214 74%	164 72%	132 59%	280 53%	944 62%	494 66%	449 58%	319 78%	282 70%	177 53%	166 44%	601 74%	343 48%	944 62%
		f		abefg	befg		f	f		i	klmop	lmop	m		lmop		lmo
Tablet (like an iPad, Kindle Fire or Google Nexus)	785 52%	98 51%	163 58%	183 64%	131 57%	110 49%	209 39%	785 52%	349 47%	435 56%	274 68%	229 56%	158 48%	124 33%	503 62%	282 40%	785 52%
		f	ef	aefg	f	f	f	f		h	klmop	lmo	mo		lmop	m	mo
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)	248 16%	44 23%	51 18%	72 25%	45 20%	26 12%	36 7%	248 16%	126 17%	122 16%	95 23%	71 17%	51 15%	31 8%	166 20%	82 12%	248 16%
		efg	f	efg	ef	f	f	f			klmop	mo	m		mop		mo
Games console or handheld games player	155 10%	59 31%	46 17%	35 12%	10 4%	5 2%	5 1%	155 10%	98 13%	57 7%	41 10%	47 11%	33 10%	34 9%	88 11%	67 9%	155 10%
		bcdefg	defg	def	f		def	def		i							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 23

Any break column with 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 or tablet computer may require you to go online - for example, social media, news or online video apps such as YouTube (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	123 8%	21 11%	31 11%	34 12%	22 9%	9 4%	15 3%	123 8%	71 9%	52 7%	46 11%	36 9%	26 8%	15 4%	82 10%	41 6%	123 8%
Wearable technology like a smartwatch (like an Apple Watch)	37 2%	8 4%	6 2%	15 5%	7 3%	2 1%	2 *	37 2%	20 3%	17 2%	18 5%	13 3%	5 1%	1 *	31 4%	6 1%	37 2%
Other type of device	3 *%	1 *%	* *%	- -%	- -%	1 *%	1 *%	3 *%	3 *%	- -%	- -%	- -%	1 *%	2 *%	- -%	3 *%	3 *%
GOES ONLINE	1332 88%	186 98%	272 97%	280 97%	218 96%	184 82%	376 71%	1332 88%	646 87%	686 89%	388 96%	376 93%	277 84%	291 77%	764 94%	568 80%	1332 88%
DOES NOT GO ONLINE	186 12%	4 2%	8 3%	8 3%	10 4%	40 18%	156 29%	186 12%	98 13%	88 11%	18 4%	30 7%	54 16%	84 22%	48 6%	138 20%	186 12%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1191 78%	186 97%	265 95%	270 93%	199 87%	148 66%	271 51%	1191 78%	563 76%	628 81%	354 87%	347 85%	236 71%	255 68%	701 86%	490 69%	1191 78%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 23

Any break column with 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 or tablet computer may require you to go online - for example, social media, news or online video apps such as YouTube (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	388 26%	63 33%	109 39%	66 23%	54 24%	52 23%	96 18%	388 26%	152 20%	237 31%	70 17%	93 23%	100 30%	125 33%	163 20%	225 32%	388 26%
		cdefg	cdefg				f			h			jkn	jknp		jknp	jn
ONLY USE A SMARTPHONE TO GO ONLINE	129 8%	32 17%	37 13%	24 8%	22 10%	10 5%	14 3%	129 8%	58 8%	71 9%	8 2%	30 7%	30 9%	61 16%	38 5%	91 13%	129 8%
		cdefg	efg	f	ef		ef					jn	jn	ijklp	j	jknp	jn
ONLY USE A TABLET TO GO ONLINE	60 4%	- -%	1 1%	7 2%	2 1%	20 9%	50 9%	60 4%	18 2%	42 5%	20 5%	15 4%	12 4%	13 3%	35 4%	25 4%	60 4%
				a		abcdg	abcdg	abd		h							
USES A SMARTPHONE AND COMPUTER TO GO ONLINE	736 48%	120 63%	153 55%	199 69%	139 61%	80 36%	125 24%	736 48%	371 50%	365 47%	264 65%	234 58%	117 35%	121 32%	498 61%	238 34%	736 48%
		efg	ef	befg	efg	f	ef				klmop	lmop			lmop		lmo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 23

Any break column with 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 or tablet computer may require you to go online - for example, social media, news or online video apps such as YouTube (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Smartphone (like an iPhone or Samsung Galaxy)	1059	912	89	37	20	1059	928	131	46	972	1003	6	1009
	70%	71%	65%	60%	67%	70%	71%	64%	51%	81%	89%	3%	75%
		c				c				h	kl		k
Computer - laptop, desktop or netbook computer (PC or Mac)	944	831	71	31	11	944	805	139	38	871	770	94	863
	62%	64%	52%	52%	35%	62%	61%	68%	42%	73%	68%	41%	64%
		bcd	d	d		bcd		f		h	kl		k
Tablet (like an iPad, Kindle Fire or Google Nexus)	785	678	62	30	14	785	679	105	37	724	676	55	732
	52%	53%	46%	50%	45%	52%	52%	52%	41%	61%	60%	24%	54%
		d								h	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)	248	223	15	8	2	248	206	42	5	237	231	3	234
	16%	17%	11%	14%	6%	16%	16%	21%	6%	20%	21%	1%	17%
		bd		d		bd				h	kl		k
Games console or handheld games player	155	138	10	5	3	155	140	15	5	144	145	1	146
	10%	11%	7%	8%	8%	10%	11%	7%	5%	12%	13%	0%	11%
										h	k		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 23

Any break column with 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 or tablet computer 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	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	123 8%	110 9%	7 5%	4 7%	2 5%	123 8%	101 8%	22 11%	2 3%	118 10%	116 10%	- -	116 9%
Wearable technology like a smartwatch (like an Apple Watch)	37 2%	35 3%	2 1%	1 1%	* 1%	37 2%	33 3%	4 2%	- -	37 3%	34 3%	- -	34 2%
Other type of device	3 *%	2 *%	- -%	* *%	- -%	3 *%	2 *%	1 *%	- -%	3 *%	1 *%	1 1%	3 *%
GOES ONLINE	1332 88%	1139 88%	118 86%	50 83%	24 80%	1332 88%	1154 88%	178 87%	91 100%	1194 100%	1098 98%	129 56%	1227 91%
DOES NOT GO ONLINE	186 12%	151 12%	18 13%	11 17%	6 20%	186 12%	160 12%	26 13%	- -%	- -%	26 2%	101 44%	127 9%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1191 78%	1020 79%	104 76%	44 73%	23 74%	1191 78%	1039 79%	152 75%	72 79%	1076 90%	1051 93%	61 27%	1112 82%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 23

Any break column with 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 or tablet computer 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	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	388 26%	309 24%	47 35%	19 31%	14 44%	388 26%	349 27%	39 19%	53 58%	322 27%	328 29%	35 15%	364 27%
			ae	a	abce		g		i		k		k
ONLY USE A SMARTPHONE TO GO ONLINE	129 8%	103 8%	15 11%	5 9%	5 17%	129 8%	117 9%	12 6%	21 23%	104 9%	117 10%	2 1%	120 9%
					ace				i		k		k
ONLY USE A TABLET TO GO ONLINE	60 4%	47 4%	7 5%	4 7%	2 5%	60 4%	51 4%	9 5%	22 24%	38 3%	26 2%	28 12%	54 4%
				ae					i			jl	j
USES A SMARTPHONE AND COMPUTER TO GO ONLINE	736 48%	654 51%	51 37%	23 37%	9 28%	736 48%	632 48%	104 51%	16 17%	693 58%	703 63%	1 *%	704 52%
		bcd			bcd				h		kl		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 24

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	141 9%	1 *%	6 2%	10 4%	19 8%	36 16%	104 20%	141 9%	83 11%	58 7%	34 8%	29 7%	41 12%	37 10%	63 8%	78 11%	141 9%
				a	abc	abcdg	abcdg	abc	i				kn		kn		
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	802 53%	123 64%	156 56%	203 70%	145 64%	96 43%	175 33%	802 53%	411 55%	392 51%	284 70%	253 62%	135 41%	129 34%	538 66%	265 37%	802 53%
		efg	ef	befg	efg	f	ef	ef			klmop	lmop			lmop		lmo
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	388 26%	63 33%	109 39%	66 23%	54 24%	52 23%	96 18%	388 26%	152 20%	237 31%	70 17%	93 23%	100 30%	125 33%	163 20%	225 32%	388 26%
		cdefg	cdefg				f	f		h			jkn	jknp		jknp	jn
NONE USED	186 12%	4 2%	8 3%	8 3%	10 4%	40 18%	156 29%	186 12%	98 13%	88 11%	18 4%	30 7%	54 16%	84 22%	48 6%	138 20%	186 12%
						abcdg	abcdeg	abcd					jkn	jknp		jknp	jknp
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1191 78%	186 97%	265 95%	270 93%	199 87%	148 66%	271 51%	1191 78%	563 76%	628 81%	354 87%	347 85%	236 71%	255 68%	701 86%	490 69%	1191 78%
		defg	defg	defg	efg	f	ef	ef		h	lmop	lmop			lmop		lmo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 24

Any break column with 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	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	141 9%	119 9%	14 11%	6 10%	2 6%	141 9%	115 9%	26 13%	19 21% i	117 10%	47 4%	67 29% jl	115 8% j
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	802 53%	712 55% bcd	56 41% d	25 42% d	9 30%	802 53% bcd	689 52%	113 55%	19 21%	754 63% h	722 64% kl	26 11%	748 55% k
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	388 26%	309 24%	47 35% ae	19 31% a	14 44% abce	388 26%	349 27% g	39 19%	53 58% i	322 27%	328 29% k	35 15%	364 27% k
NONE USED	186 12%	151 12%	18 13%	11 17% ae	6 20% ae	186 12%	160 12%	26 13%	- -%	- -%	26 2%	101 44% jl	127 9% j
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1191 78%	1020 79% c	104 76%	44 73%	23 74%	1191 78%	1039 79%	152 75%	72 79%	1076 90% h	1051 93% kl	61 27%	1112 82% k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 25

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Base for %	1285	178	260	269	214	177	364	1285	618	668	373	359	266	286	733	553	1285
In the past year	7 1%	- -%	1 *%	- -%	1 *%	2 1%	6 2%	7 1%	2 *%	6 1%	1 *%	3 1%	2 1%	2 1%	3 *%	4 1%	7 1%
In the past 2 years	23 2%	2 1%	3 1%	7 3%	1 1%	5 3%	10 3%	23 2%	8 1%	15 2%	1 *%	3 1%	3 1%	16 5%	5 1%	18 3%	23 2%
														ijklnp		jkn	n
In the past 3-4 years	61 5%	13 7%	3 1%	5 2%	10 5%	16 9%	30 8%	61 5%	24 4%	37 6%	9 2%	17 5%	13 5%	21 7%	26 4%	34 6%	61 5%
		bc			b	bcg	bcg	bc						jn		jn	
In the past 5-9 years	285 22%	82 46%	53 20%	41 15%	38 17%	36 20%	72 20%	285 22%	139 23%	145 22%	53 14%	64 18%	70 26%	97 34%	117 16%	167 30%	285 22%
		bcdefg					c						jkn	jknp		jknp	jn
Ten years ago or more	910 71%	81 46%	201 77%	216 80%	165 77%	118 67%	247 68%	910 71%	445 72%	464 70%	309 83%	272 76%	179 67%	150 52%	581 79%	329 60%	910 71%
			aef	aefg	aef	a	a	a			klmop	lmo	m		lmop		mo
Can't remember	47	9	11	11	4	6	12	47	29	18	15	16	10	5	31	16	47
SUMMARY CODES																	
IN THE PAST 1-2 YEARS	30 2%	2 1%	4 2%	7 3%	2 1%	7 4%	16 4%	30 2%	9 2%	21 3%	2 1%	6 2%	5 2%	18 6%	8 1%	22 4%	30 2%
						adg								ijklnp		jkn	j
IN THE PAST 1-4 YEARS	91 7%	15 8%	7 3%	11 4%	12 6%	23 13%	45 12%	91 7%	33 5%	58 9%	11 3%	23 6%	18 7%	39 14%	34 5%	57 10%	91 7%
		b				bcdg	bcdg	b		h		j	j	ijklnp		jknp	jn
FIVE YEARS AGO OR MORE	1194 93%	162 92%	253 97%	257 96%	202 94%	154 87%	319 88%	1194 93%	584 95%	610 91%	362 97%	336 94%	249 93%	247 86%	698 95%	496 90%	1194 93%
			aefg	ef	ef			ef	i		klmop	mo	m		mop		mo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 25

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Base for %	1285	1098	114	50	23	1285	1112	173	91	1194	1057	125	1182
In the past year	7 1%	6 1%	1 1%	* 1%	- -%	7 1%	5 *%	2 1%	7 8%	- -%	4 *%	2 2%	6 1%
									i			j	
In the past 2 years	23 2%	20 2%	1 1%	1 2%	1 2%	23 2%	19 2%	4 2%	23 25%	- -%	14 1%	7 6%	21 2%
									i			jl	
In the past 3-4 years	61 5%	52 5%	3 3%	4 7%	2 8%	61 5%	54 5%	7 4%	61 67%	- -%	34 3%	18 14%	52 4%
					b				i			jl	
In the past 5-9 years	285 22%	239 22%	28 24%	11 23%	6 28%	285 22%	247 22%	38 22%	- -%	285 24%	231 22%	33 26%	264 22%
										h			
Ten years ago or more	910 71%	781 71%	81 71%	34 68%	14 62%	910 71%	787 71%	123 71%	- -%	910 76%	774 73%	65 52%	839 71%
						d				h	k		k
Can't remember	47	42	4	*	1	47	42	5	-	-	41	4	45
SUMMARY CODES													
IN THE PAST 1-2 YEARS	30 2%	26 2%	3 2%	1 2%	1 2%	30 2%	25 2%	5 3%	30 33%	- -%	18 2%	9 7%	27 2%
									i			jl	
IN THE PAST 1-4 YEARS	91 7%	78 7%	6 5%	5 10%	2 11%	91 7%	79 7%	12 7%	91 100%	- -%	52 5%	27 22%	80 7%
									i			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.

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 a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
FIVE YEARS AGO OR MORE	1194	1020	109	45	21	1194	1034	160	-	1194	1004	98	1102
	93%	93%	95%	90%	89%	93%	93%	93%	-%	100%	95%	78%	93%
										h	k		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 26

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
PROMPTED RESPONSES																	
Ask a friend or family member to help	804	106	141	158	130	128	269	804	324	480	214	216	179	195	430	374	804
	60%	57%	52%	57%	59%	69%	71%	60%	50%	70%	55%	58%	65%	67%	56%	66%	60%
						abcdg	abcdg	b		h			jn	jknp		jknp	
Figure it out myself	549	100	131	125	76	66	115	549	303	246	172	167	97	112	339	209	549
	41%	54%	48%	45%	35%	36%	31%	41%	47%	36%	44%	44%	35%	39%	44%	37%	41%
		defg	def	df				f	i		lo	lo			lo		
Watch 'how to' videos on websites like YouTube or the BBC	271	42	72	56	44	37	57	271	134	137	94	73	49	55	167	104	271
	20%	23%	27%	20%	20%	20%	15%	20%	21%	20%	24%	19%	18%	19%	22%	18%	20%
		f	fg					f			o						
Ask a colleague/ someone at work	163	18	36	51	32	19	25	163	95	68	53	51	33	25	105	58	163
	12%	10%	13%	18%	15%	10%	7%	12%	15%	10%	14%	14%	12%	9%	14%	10%	12%
			f	aefg	f			f	i			m			m		
Phone a helpline to get someone to talk me through it	132	14	20	40	22	24	36	132	70	62	51	41	20	20	92	40	132
	10%	8%	7%	14%	10%	13%	10%	10%	11%	9%	13%	11%	7%	7%	12%	7%	10%
				ab							lmo	o			lmo		
Give up or get someone else to do it for me	83	11	9	19	9	17	34	83	35	48	32	20	13	19	52	31	83
	6%	6%	3%	7%	4%	9%	9%	6%	5%	7%	8%	5%	5%	6%	7%	6%	6%
						bd	bd										

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 26

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	70 5%	13 7%	14 5%	21 8% d	7 3%	14 7%	16 4%	70 5%	41 6%	30 4%	22 6%	20 5%	18 7%	11 4%	42 5%	29 5%	70 5%
Go to the local library for help	32 2%	3 2%	9 3%	9 3%	2 1%	4 2%	9 2%	32 2%	13 2%	19 3%	6 2%	9 2%	5 2%	11 4%	15 2%	16 3%	32 2%
Go to my bank branch for help	23 2%	4 2%	6 2%	5 2%	3 1%	3 2%	5 1%	23 2%	11 2%	11 2%	6 2%	7 2%	1 *	8 3%	13 2%	9 2%	23 2%
UNPROMPTED RESPONSES																	
Google it/ use a search engine	30 2%	3 2%	8 3%	7 2%	7 3%	2 1%	5 1%	30 2%	14 2%	17 2%	14 4% o	8 2%	3 1%	4 2%	22 3%	8 1%	30 2%
Other	16 1%	1 *%	2 1%	- -% d	2 1%	3 1%	10 3% cg	16 1%	7 1%	8 1%	7 2% l	5 1%	- -%	4 1%	12 2%	4 1%	16 1%
ANY OF THESE	1236 93%	173 92%	251 93%	262 94%	197 90%	171 93%	353 94%	1236 93%	593 92%	643 94%	352 91%	346 92%	258 93%	280 96% jkn	698 91%	538 95% jn	1236 93%
None of these/ I don't tend to get stuck when online	86 6%	14 8%	17 6%	16 6%	19 8%	12 7%	21 5%	86 6%	49 8%	37 5%	29 7% m	28 7% m	18 7%	11 4%	57 7%	29 5%	86 6%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 26

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Don't know	10	*	4	2	3	1	2	10	4	6	7	2	*	1	9	2	10
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	*%	*%	1%	*%	1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 26

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
PROMPTED RESPONSES													
Ask a friend or family member to help	804 60%	700 61% b	60 51%	29 59%	15 60%	804 60% b	694 60%	110 62%	77 85% i	699 59%	623 57%	108 84% jl	731 60%
Figure it out myself	549 41%	473 42%	45 38%	19 39%	11 45%	549 41%	480 42%	68 38%	22 24%	512 43% h	489 44% k	21 16%	509 41% k
Watch 'how to' videos on websites like YouTube or the BBC	271 20%	244 21% bcd	17 14%	7 14%	4 14%	271 20%	228 20%	43 24%	3 4%	262 22% h	252 23% k	8 6%	260 21% k
Ask a colleague/ someone at work	163 12%	144 13%	11 10%	4 8%	4 18% bce	163 12%	132 11%	31 18% f	2 2%	153 13% h	146 13% k	6 5%	152 12% k
Phone a helpline to get someone to talk me through it	132 10%	123 11% bc	5 4%	2 4%	3 11% bc	132 10% bc	106 9%	26 14% f	6 7%	121 10%	119 11%	10 8%	129 11%
Give up or get someone else to do it for me	83 6%	76 7% b	2 2%	4 7% b	1 5%	83 6% b	66 6%	17 10% f	6 7%	73 6%	72 7%	6 4%	77 6%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 26

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	70 5%	60 5%	4 4%	4 8%	2 6%	70 5%	61 5%	9 5%	4 4%	65 5%	63 6% k	2 1%	65 5% k
Go to the local library for help	32 2%	29 3%	1 *%	1 2%	1 5% b	32 2%	30 3%	2 1%	4 5%	25 2%	20 2%	6 5% jl	26 2%
Go to my bank branch for help	23 2%	21 2%	1 *%	* 1%	* 1%	23 2%	21 2%	2 1%	3 3%	16 1%	17 2%	2 1%	19 2%
UNPROMPTED RESPONSES													
Google it/ use a search engine	30 2%	25 2%	3 3%	2 4%	* 1%	30 2%	22 2%	8 5% f	1 1%	29 2%	28 3%	1 1%	28 2%
Other	16 1%	15 1%	* *%	1 1%	* 1%	16 1%	9 1%	7 4% f	1 1%	14 1%	11 1%	3 2%	13 1%
ANY OF THESE	1236 93%	1070 94% b	98 82%	46 92% b	23 95% b	1236 93% b	1077 93%	159 89%	90 99% i	1110 93%	1017 93%	122 95%	1139 93%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 26

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
None of these/ I don't tend to get stuck when online	86 6%	60 5%	21 18% acde	3 7%	1 4%	86 6%	74 6%	12 7%	1 1%	74 6% h	74 7%	5 4%	79 6%
Don't know	10 1%	9 1%	- -%	1 1%	* 1%	10 1%	4 *%	7 4% f	- -%	10 1%	7 1%	1 1%	9 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 27

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
None	13	1	1	3	1	5	7	13	9	5	1	4	2	6	5	8	13
	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	*	1%	1%	2%	1%	1%	1%
Up to 1 hour	59	1	2	10	10	15	35	59	33	26	18	13	16	12	32	27	59
	4%	1%	1%	4%	4%	8%	9%	4%	5%	4%	5%	4%	6%	4%	4%	5%	4%
					ab	abg	abcdg	ab						j			
Up to 5 hours	259	19	34	48	53	47	104	259	119	140	56	67	69	67	123	136	259
	19%	10%	13%	17%	24%	26%	28%	19%	18%	20%	14%	18%	25%	23%	16%	24%	19%
				a	ab	abc	abcg	ab					jkn	jn		jknp	j
Up to 10 hours	371	29	64	93	75	47	110	371	173	198	133	109	72	56	243	128	371
	28%	16%	24%	33%	34%	25%	29%	28%	27%	29%	34%	29%	26%	19%	32%	23%	28%
			a	ab	ab	a	a	a			lmop	mo			mo		mo
Up to 15 hours	203	30	47	43	32	28	51	203	96	107	58	67	36	41	125	78	203
	15%	16%	17%	16%	15%	15%	14%	15%	15%	16%	15%	18%	13%	14%	16%	14%	15%
Up to 20 hours	143	31	38	34	20	10	19	143	80	62	44	41	34	23	85	57	143
	11%	17%	14%	12%	9%	5%	5%	11%	12%	9%	11%	11%	12%	8%	11%	10%	11%
		defg	ef	ef				ef									
Up to 30 hours	173	43	50	36	14	19	30	173	91	82	47	52	28	46	99	74	173
	13%	23%	18%	13%	6%	10%	8%	13%	14%	12%	12%	14%	10%	16%	13%	13%	13%
		cdefg	defg	d				df									
Up to 40 hours	48	13	12	9	4	6	10	48	19	29	16	11	6	15	27	21	48
	4%	7%	4%	3%	2%	4%	3%	4%	3%	4%	4%	3%	2%	5%	3%	4%	4%
		dfg															
Up to 50 hours	35	11	12	4	5	2	3	35	13	22	11	6	8	9	17	17	35
	3%	6%	4%	1%	2%	1%	1%	3%	2%	3%	3%	2%	3%	3%	2%	3%	3%
		cefg	f					f									
Over 50 hours	29	8	11	1	4	5	6	29	14	15	3	4	6	16	8	22	29
	2%	4%	4%	*	2%	3%	2%	2%	2%	2%	1%	1%	2%	5%	1%	4%	2%
		c	c			c		c						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.

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

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Mean number of hours per week	14.9	21.8	19.0	13.4	12.3	12.9	11.1	14.9	14.9	14.5	14.1	14.0	17.2	14.3	15.6	14.9	
Standard deviation	13.76	15.83	15.52	10.05	12.71	14.32	12.22	13.76	13.50	14.01	11.97	11.85	13.90	17.45	11.91	15.89	13.76
Standard error	.35	1.02	.95	.59	.80	.95	.54	.35	.49	.49	.60	.52	.80	.92	.40	.62	.35

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 27

Any break column with 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	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
None	13 1%	11 1%	1 1%	1 2%	* 1%	13 1%	11 1%	2 1%	2 3%	10 1%	4 *	6 5%	10 1%
Up to 1 hour	59 4%	44 4%	11 9% ade	3 6%	1 2%	59 4%	50 4%	9 5%	12 14% i	46 4%	35 3%	17 13% jl	52 4%
Up to 5 hours	259 19%	200 18%	41 34% ade	13 27% ae	5 20%	259 19%	231 20%	28 16%	40 44% i	211 18%	196 18%	34 27% jl	230 19%
Up to 10 hours	371 28%	323 28%	28 24%	11 23%	9 37% abce	371 28%	319 28%	52 29%	17 18%	333 28% h	296 27%	44 34%	340 28%
Up to 15 hours	203 15%	180 16% b	12 10%	8 15%	4 15%	203 15%	176 15%	27 15%	8 8%	192 16% h	176 16% k	11 9%	187 15% k
Up to 20 hours	143 11%	128 11% c	9 7%	3 5%	3 14% c	143 11% c	116 10%	26 15%	3 3%	131 11% h	130 12% k	8 6%	138 11%
Up to 30 hours	173 13%	156 14% bd	9 7%	6 12%	2 7%	173 13% bd	151 13%	22 12%	5 6%	165 14% h	155 14% k	7 5%	162 13% k
Up to 40 hours	48 4%	40 4%	4 4%	2 4%	1 4%	48 4%	41 4%	7 4%	1 1%	46 4%	43 4%	2 1%	45 4%
Up to 50 hours	35 3%	31 3%	3 2%	1 2%	* 1%	35 3%	33 3%	2 1%	1 1%	32 3%	34 3% k	- -%	34 3% k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 27

Any break column with 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	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Over 50 hours	29	27	1	2	-	29	26	4	1	28	29	-	29
	2%	2%	1%	3%	-%	2%	2%	2%	1%	2%	3%	-%	2%
		d		d							k		
Mean number of hours per week	14.9	15.4	10.9	13.8	12.4	14.9	14.9	14.7	8.4	15.4	16.0	8.2	15.2
		bd		b		bd				h	k		k
Standard deviation	13.76	13.89	12.05	14.78	9.73	13.76	13.94	12.52	11.75	13.88	14.27	7.82	13.94
Standard error	.35	.43	.89	1.10	.73	.35	.39	.76	1.02	.37	.40	.58	.37

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 28

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
None	673	64	129	93	94	121	293	673	304	368	153	142	162	215	295	377	673
	50%	34%	48%	33%	43%	66%	78%	50%	47%	54%	39%	38%	58%	74%	39%	66%	50%
			ac		c	abcdg	abcdeg	ac		h			jknp	jklnop		jklnp	jkln
Up to 1 hour	70	15	19	13	10	7	12	70	27	43	14	17	23	17	30	40	70
	5%	8%	7%	5%	5%	4%	3%	5%	4%	6%	4%	4%	8%	6%	4%	7%	5%
		f	f										jn		jn		
Up to 5 hours	194	37	46	56	34	17	21	194	94	99	68	61	40	24	129	64	194
	15%	20%	17%	20%	16%	9%	6%	15%	15%	14%	18%	16%	14%	8%	17%	11%	15%
		ef	ef	efg	f			f			mo	mo	m		mo		m
Up to 10 hours	122	28	25	26	24	15	20	122	64	58	40	45	16	21	85	37	122
	9%	15%	9%	9%	11%	8%	5%	9%	10%	8%	10%	12%	6%	7%	11%	7%	9%
		fg			f			f				lmo			lo		
Up to 15 hours	55	10	9	15	15	5	6	55	25	30	17	27	8	3	44	11	55
	4%	5%	3%	5%	7%	3%	2%	4%	4%	4%	4%	7%	3%	1%	6%	2%	4%
		f		f	f			f			mo	lmop			mo		mo
Up to 20 hours	85	11	18	31	14	9	11	85	56	29	35	34	12	4	69	16	85
	6%	6%	6%	11%	6%	5%	3%	6%	9%	4%	9%	9%	4%	1%	9%	3%	6%
			f	efg				f	i		lmo	lmo	m		lmop		mo
Up to 30 hours	70	12	12	26	13	5	7	70	34	36	36	25	5	4	61	9	70
	5%	7%	5%	9%	6%	3%	2%	5%	5%	5%	9%	7%	2%	1%	8%	2%	5%
		f		efg	f			f			lmop	lmo			lmop		lmo
Up to 40 hours	53	7	13	17	11	3	4	53	35	17	21	22	8	1	43	10	53
	4%	4%	5%	6%	5%	2%	1%	4%	5%	2%	5%	6%	3%	*	6%	2%	4%
		f	f	ef	f			f	i		mo	mo	m		mo		mo
Up to 50 hours	5	1	-	2	-	2	2	5	4	1	2	1	2	-	3	2	5
	*%	1%	-%	1%	-%	1%	*%	*%	1%	*%	1%	*%	1%	-%	*%	*%	*%
Over 50 hours	7	1	1	2	3	-	-	7	3	4	3	1	-	3	4	3	7
	*%	1%	*%	1%	1%	-%	-%	*%	*%	1%	1%	*%	-%	1%	1%	*%	*%
					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.

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Mean number of hours per week	6.6	8.2	6.4	10.1	8.0	4.2	2.6	6.6	7.7	5.6	9.4	8.8	4.3	2.4	9.1	3.3	6.6
Standard deviation	11.36	efg	ef	befg	ef	f		ef	i		lmop	lmop	m		lmop		lmo
Standard error	.29	.81	.66	.75	.78	.60	.32	.29	.44	.37	.67	.51	.52	.42	.42	.33	.29

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 28

Any break column with 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	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
None	673	556	73	32	12	673	586	86	64	591	499	107	606
	50%	49%	61%	64%	49%	50%	51%	48%	71%	50%	45%	83%	49%
			ade	ade					i			jl	
Up to 1 hour	70	61	4	3	2	70	64	6	4	61	62	6	68
	5%	5%	3%	6%	7%	5%	6%	3%	4%	5%	6%	4%	6%
Up to 5 hours	194	161	23	6	4	194	172	22	14	171	175	9	184
	15%	14%	19%	12%	17%	15%	15%	12%	16%	14%	16%	7%	15%
											k		k
Up to 10 hours	122	106	11	2	3	122	103	19	4	110	108	5	113
	9%	9%	9%	5%	13%	9%	9%	11%	5%	9%	10%	4%	9%
					c						k		k
Up to 15 hours	55	48	4	2	1	55	45	10	-	55	50	1	51
	4%	4%	4%	4%	4%	4%	4%	6%	-	5%	5%	1%	4%
										h	k		k
Up to 20 hours	85	80	2	2	2	85	73	11	2	81	79	-	79
	6%	7%	2%	3%	7%	6%	6%	6%	2%	7%	7%	-	6%
		b			b	b					k		k
Up to 30 hours	70	67	1	2	*	70	60	10	1	63	67	1	68
	5%	6%	1%	3%	2%	5%	5%	6%	1%	5%	6%	1%	6%
		bd				b					k		k
Up to 40 hours	53	50	1	1	*	53	39	13	-	50	50	1	51
	4%	4%	1%	2%	1%	4%	3%	8%	-	4%	5%	1%	4%
		bd				d		f		h	k		
Up to 50 hours	5	4	-	*	-	5	5	-	-	5	3	-	3
	0.4%	0.4%	0%	1%	0%	0.4%	0.4%	0%	0%	0.4%	0.3%	0%	0.4%

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.

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	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Over 50 hours	7	6	-	*	-	7	7	-	1	6	5	-	5
	*%	1%	-%	1%	-%	*%	1%	-%	1%	*%	*%	-%	*%
Mean number of hours per week	6.6	7.2	2.9	4.4	4.4	6.6	6.4	8.1	2.3	6.9	7.4	1.2	6.7
		bcd			b	bcd		f		h	k		k
Standard deviation	11.36	11.82	6.08	10.08	6.98	11.36	11.24	12.05	7.51	11.51	11.64	4.75	11.28
Standard error	.29	.37	.45	.75	.53	.29	.31	.73	.65	.31	.33	.35	.30

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 29

Any break column with 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?

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
None	646	48	99	107	111	134	282	646	303	343	172	162	153	158	335	311	646
	48%	25%	37%	38%	51%	73%	75%	48%	47%	50%	44%	43%	55%	54%	44%	55%	48%
			a	a	abc	abcdg	abcdg	abc					jkn	jkn		jknp	n
Up to 1 hour	170	18	41	34	32	21	45	170	76	94	51	50	38	31	101	69	170
	13%	10%	15%	12%	15%	12%	12%	13%	12%	14%	13%	13%	14%	11%	13%	12%	13%
Up to 5 hours	354	85	77	103	53	20	37	354	178	176	117	120	54	64	237	118	354
	27%	45%	28%	37%	24%	11%	10%	27%	28%	26%	30%	32%	19%	22%	31%	21%	27%
		bdefg	ef	defg	ef			ef			lmo	lmop			lmop		lo
Up to 10 hours	104	23	35	25	13	6	8	104	57	47	31	31	16	27	62	43	104
	8%	12%	13%	9%	6%	3%	2%	8%	9%	7%	8%	8%	6%	9%	8%	8%	8%
		defg	defg	ef	f			ef									
Up to 15 hours	24	5	6	6	6	-	-	24	11	13	7	5	7	5	12	12	24
	2%	3%	2%	2%	3%	-%	-%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%
		ef	ef	ef	ef			f									
Up to 20 hours	26	6	10	4	2	3	4	26	16	10	7	5	9	5	12	14	26
	2%	3%	4%	1%	1%	2%	1%	2%	3%	1%	2%	1%	3%	2%	2%	3%	2%
			f														
Up to 30 hours	6	2	3	-	1	-	-	6	5	1	1	3	-	1	5	1	6
	*%	1%	1%	-%	1%	-%	-%	*%	1%	*%	*%	1%	-%	1%	1%	*%	*%
			f														
Up to 40 hours	1	1	-	*	-	-	-	1	*	1	1	-	*	*	1	*	1
	*%	1%	-%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
Up to 50 hours	*	-	-	*	-	-	-	*	*	-	*	-	-	-	*	-	*
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
Mean number of hours per week	2.5	4.3	3.5	2.7	2.1	1.0	.8	2.5	2.7	2.2	2.7	2.6	2.2	2.3	2.6	2.3	2.5
		cdefg	cdefg	ef	ef			ef	i								
Standard deviation	4.50	5.79	5.36	4.16	4.18	2.99	2.51	4.50	4.86	4.12	4.81	4.36	4.34	4.42	4.59	4.38	4.50
Standard error	.11	.37	.33	.24	.26	.20	.11	.11	.18	.14	.24	.19	.25	.23	.15	.17	.11

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 29

Any break column with 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?

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
None	646	527	80	29	10	646	566	80	62	568	464	108	572
	48%	46%	67%	58%	41%	48%	49%	45%	68%	48%	42%	84%	47%
			ade	ade					i			jl	j
Up to 1 hour	170	146	13	8	3	170	144	25	8	154	151	10	161
	13%	13%	11%	16%	12%	13%	12%	14%	9%	13%	14%	8%	13%
Up to 5 hours	354	315	23	9	8	354	308	46	14	320	332	8	340
	27%	28%	19%	19%	31%	27%	27%	26%	15%	27%	30%	6%	28%
		bc			bc	bc				h	k		k
Up to 10 hours	104	96	2	3	3	104	85	19	4	97	96	2	98
	8%	8%	2%	5%	12%	8%	7%	11%	4%	8%	9%	1%	8%
		b			bc	b					k		k
Up to 15 hours	24	23	-	1	-	24	21	3	1	23	21	1	22
	2%	2%	-%	1%	-%	2%	2%	2%	1%	2%	2%	1%	2%
Up to 20 hours	26	25	1	-	1	26	22	4	2	24	26	-	26
	2%	2%	1%	-%	3%	2%	2%	2%	2%	2%	2%	-%	2%
					c								
Up to 30 hours	6	6	-	-	*	6	6	-	-	6	6	-	6
	*%	1%	-%	-%	*%	*%	1%	-%	-%	1%	1%	-%	1%
Up to 40 hours	1	1	-	*	*	1	1	*	-	1	1	-	1
	*%	*%	-%	1%	*%	*%	*%	*%	-%	*%	*%	-%	*%
Up to 50 hours	*	-	-	*	-	*	*	-	-	*	*	-	*
	*%	-%	-%	1%	-%	*%	*%	-%	-%	*%	*%	-%	*%
				ae									
Mean number of hours per week	2.5	2.6	1.0	1.8	2.8	2.5	2.4	2.7	1.5	2.5	2.8	.5	2.6
		bc			b	b				h	k		k
Standard deviation	4.50	4.61	2.22	5.33	4.93	4.50	4.54	4.28	3.55	4.61	4.75	1.76	4.58

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?

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Standard error	.11	.14	.16	.40	.37	.11	.13	.26	.31	.12	.13	.13	.12

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 30

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
None	4	-	-	*	-	1	3	4	3	1	1	-	2	*	1	3	4
	%	-%	-%	+%	-%	1%	1%	+%	+%	+%	+%	-%	1%	+%	+%	+%	+%
Up to 1 hour	40	1	1	6	4	9	27	40	24	16	12	7	12	9	19	21	40
	3%	1%	1%	2%	2%	5%	7%	3%	4%	2%	3%	2%	4%	3%	3%	4%	3%
						ab	abcdg	b									
Up to 5 hours	167	8	17	22	26	38	94	167	78	89	34	40	45	48	74	93	167
	13%	4%	6%	8%	12%	21%	25%	13%	12%	13%	9%	11%	16%	17%	10%	16%	13%
					a	abcdg	abcdg	abc				jn	kn		jknp		
Up to 10 hours	226	22	32	34	49	37	89	226	96	130	57	56	55	58	112	113	226
	17%	12%	12%	12%	23%	20%	24%	17%	15%	19%	15%	15%	20%	20%	15%	20%	17%
					abc	abc	abcg							n		kn	
Up to 15 hours	174	10	44	40	26	28	54	174	86	87	53	53	33	35	106	68	174
	13%	5%	16%	14%	12%	15%	14%	13%	13%	13%	14%	14%	12%	12%	14%	12%	13%
			a	a	a	a	a	a									
Up to 20 hours	110	13	24	31	18	12	25	110	52	58	29	32	31	18	61	49	110
	8%	7%	9%	11%	8%	7%	7%	8%	8%	8%	8%	9%	11%	6%	8%	9%	8%
				f													
Up to 30 hours	224	36	57	52	41	25	38	224	97	127	70	58	42	53	129	95	224
	17%	19%	21%	19%	19%	13%	10%	17%	15%	18%	18%	16%	15%	18%	17%	17%	17%
		f	f	f	f			f									
Up to 40 hours	133	36	24	33	19	13	22	133	68	65	47	41	13	32	89	45	133
	10%	19%	9%	12%	9%	7%	6%	10%	11%	9%	12%	11%	5%	11%	12%	8%	10%
		bcdefg		f				f			lo	l		l	lo		l
Up to 50 hours	118	27	30	30	17	10	13	118	60	58	45	50	16	7	94	24	118
	9%	15%	11%	11%	8%	5%	3%	9%	9%	9%	12%	13%	6%	3%	12%	4%	9%
		defg	ef	f	f			f			lmo	lmop			lmop		mo
Over 50 hours	136	34	42	31	17	10	12	136	82	54	40	38	27	31	78	58	136
	10%	18%	15%	11%	8%	6%	3%	10%	13%	8%	10%	10%	10%	11%	10%	10%	10%
		cdefg	defg	f	f			f		i							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 30

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Mean number of hours per week	24.0	34.3	29.0	26.2	22.5	18.1	14.4	24.0	25.4	22.7	26.6	25.4	20.5	22.0	26.0	21.3	24.0
Standard deviation	20.62	22.61	21.76	18.96	19.86	18.74	15.85	20.62	21.48	19.70	22.10	19.35	19.35	20.77	20.79	20.09	20.62
Standard error	.52	1.45	1.33	1.11	1.26	1.25	.70	.52	.78	.69	1.12	.85	1.11	1.10	.69	.78	.52

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 30

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
None	4	3	*	*	*	4	3	1	1	2	2	1	3
	***	***	***	1%	1%	***	***	***	1%	***	***	1%	***
Up to 1 hour	40	31	7	2	*	40	34	6	11	29	20	17	37
	3%	3%	6%	5%	1%	3%	3%	3%	12%	2%	2%	13%	3%
			ad						i			jl	
Up to 5 hours	167	124	30	10	4	167	148	19	33	130	111	34	145
	13%	11%	25%	19%	15%	13%	13%	11%	36%	11%	10%	26%	12%
			ade	ae					i			jl	
Up to 10 hours	226	180	32	9	4	226	201	25	19	193	162	39	201
	17%	16%	27%	18%	18%	17%	17%	14%	21%	16%	15%	30%	16%
			ade									jl	
Up to 15 hours	174	149	13	6	4	174	146	27	6	164	144	17	161
	13%	13%	11%	13%	18%	13%	13%	15%	6%	14%	13%	13%	13%
										h			
Up to 20 hours	110	95	9	4	2	110	98	12	6	101	93	11	104
	8%	8%	8%	9%	9%	8%	8%	7%	7%	8%	8%	8%	8%
Up to 30 hours	224	201	12	6	5	224	196	28	4	210	201	6	208
	17%	18%	10%	13%	19%	17%	17%	16%	4%	18%	18%	5%	17%
		b			b	b				h	k		k
Up to 40 hours	133	119	6	6	2	133	117	16	2	129	125	3	127
	10%	10%	5%	12%	10%	10%	10%	9%	2%	11%	11%	2%	10%
		b		b	b	b				h	k		k
Up to 50 hours	118	111	3	2	1	118	91	27	2	111	111	2	113
	9%	10%	3%	5%	5%	9%	8%	15%	2%	9%	10%	2%	9%
		bc				b		f		h	k		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 30

Any break column with 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	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Over 50 hours	136	127	5	3	1	136	120	16	6	125	128	1	129
	10%	11%	5%	6%	4%	10%	10%	9%	7%	10%	12%	1%	11%
		bcd				bd					k		k
Mean number of hours per week	24.0	25.2	14.8	20.0	19.6	24.0	23.8	25.4	12.2	24.9	26.2	9.8	24.5
		bcd		b	b	bcd				h	kl		k
Standard deviation	20.62	20.84	16.28	20.90	15.98	20.62	20.56	21.01	17.09	20.68	21.05	9.86	20.78
Standard error	.52	.65	1.20	1.56	1.20	.52	.57	1.27	1.48	.56	.59	.73	.55

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 31

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

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: Backing up information is to prevent you from losing things like photos, music files and other documents stored on your device in the event of your device crashing or being lost or stolen IF NECESSARY: By 'strong' passwords I mean passwords that use combinations of uppercase and lowercase letters, numbers and other symbols (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Use security software such as an anti-virus or anti-spyware package (e.g. Norton, McAfee, Bitdefender, Kaspersky)	861 65%	118 63%	153 56%	195 70%	154 70%	120 65%	240 64%	861 65%	431 67%	430 63%	295 76%	270 72%	155 56%	140 48%	565 74%	295 52%	861 65%
				b	b			b			lmop	lmop			lmop		lmo
Use strong passwords on devices that can be used to go online	730 55%	104 56%	154 57%	171 61%	117 53%	100 54%	185 49%	730 55%	367 57%	364 53%	238 61%	210 56%	143 52%	140 48%	448 59%	283 50%	730 55%
				f				f			lmop	m			mo		m
Use strong passwords for online services like email, social media, PayPal etc.	638 48%	102 55%	129 47%	151 54%	99 46%	89 48%	157 42%	638 48%	320 50%	317 46%	208 54%	183 49%	132 48%	115 39%	391 51%	246 43%	638 48%
		f		f			f				mo	m			mo		m
Use a firewall	550 41%	80 43%	78 29%	119 42%	101 46%	93 50%	172 46%	550 41%	304 47%	246 36%	197 51%	160 42%	107 39%	85 29%	357 47%	193 34%	550 41%
		b		b	b	bg	b	b	i		klmop	mo	m		lmop		mo
Download the latest software updates onto devices when prompted	533 40%	81 43%	99 37%	127 45%	81 37%	84 46%	145 39%	533 40%	275 43%	258 38%	191 49%	147 39%	103 37%	92 31%	338 44%	195 34%	533 40%
											klmop	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.

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: Backing up information is to prevent you from losing things like photos, music files and other documents stored on your device in the event of your device crashing or being lost or stolen IF NECESSARY: By 'strong' passwords I mean passwords that use combinations of uppercase and lowercase letters, numbers and other symbols (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Routinely back-up the information on your devices	462 35%	70 38%	83 31%	111 40%	74 34%	69 37%	124 33%	462 35%	239 37%	224 33%	173 44%	135 36%	90 33%	65 22%	307 40%	155 27%	462 35%
			b								klmop	mo	m		lmop		mo
Delete cookies from your web browser (Google Chrome/ Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera etc.)	449 34%	70 38%	91 33%	105 37%	80 37%	60 33%	103 27%	449 34%	235 36%	214 31%	170 44%	131 35%	77 28%	71 24%	301 39%	148 26%	449 34%
		f		f	f		f				klmop	mo			lmop		mo
Use email filters or software that can block unwanted or spam emails	422 32%	59 32%	78 29%	104 37%	79 36%	56 31%	103 27%	422 32%	212 33%	211 31%	164 42%	125 33%	65 23%	69 23%	289 38%	133 23%	422 32%
				f	f						klmop	lmo			lmop		lmo
Use ad blocking filters or software to stop seeing some types of online adverts	357 27%	53 29%	62 23%	97 35%	64 29%	50 27%	81 21%	357 27%	193 30%	164 24%	145 37%	102 27%	52 19%	59 20%	246 32%	111 19%	357 27%
				bfg	f		f			i	klmop	lmo			lmop		lmo
ANY OF THESE	1149 86%	162 86%	234 86%	251 90%	187 86%	159 86%	316 84%	1149 86%	567 88%	582 85%	354 91%	340 90%	228 82%	227 78%	694 91%	455 80%	1149 86%
											lmop	lmop			lmop		mo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 31

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

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: Backing up information is to prevent you from losing things like photos, music files and other documents stored on your device in the event of your device crashing or being lost or stolen IF NECESSARY: By 'strong' passwords I mean passwords that use combinations of uppercase and lowercase letters, numbers and other symbols (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
None of these	129	19	31	20	24	13	34	129	61	68	24	25	35	46	49	81	129
	10%	10%	11%	7%	11%	7%	9%	10%	9%	10%	6%	7%	13%	16%	6%	14%	10%
													jkn	jknp		jknp	jn
Don't know	54	6	7	9	7	12	25	54	18	36	10	11	14	19	21	33	54
	4%	3%	2%	3%	3%	7%	7%	4%	3%	5%	3%	3%	5%	6%	3%	6%	4%
						b	bg			h				jkn		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.

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: Backing up information is to prevent you from losing things like photos, music files and other documents stored on your device in the event of your device crashing or being lost or stolen IF NECESSARY: By 'strong' passwords I mean passwords that use combinations of uppercase and lowercase letters, numbers and other symbols (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Use security software such as an anti-virus or anti-spyware package (e.g. Norton, McAfee, Bitdefender, Kaspersky)	861 65%	746 66%	73 62%	31 62%	10 42%	861 65%	727 63%	134 75%	30 33%	806 67%	732 67%	68 53%	800 65%
Use strong passwords on devices that can be used to go online	730 55%	624 55%	68 58%	27 54%	11 47%	730 55%	629 55%	101 57%	22 24%	696 58%	631 57%	45 35%	676 55%
Use strong passwords for online services like email, social media, PayPal etc.	638 48%	540 47%	61 52%	28 55%	9 36%	638 48%	543 47%	94 53%	21 24%	606 51%	553 50%	37 29%	590 48%
Use a firewall	550 41%	486 43%	37 31%	20 41%	6 24%	550 41%	464 40%	86 48%	12 13%	529 44%	465 42%	37 29%	502 41%
Download the latest software updates onto devices when prompted	533 40%	458 40%	50 42%	18 36%	6 24%	533 40%	455 39%	78 44%	9 10%	511 43%	469 43%	27 21%	495 40%

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: Backing up information is to prevent you from losing things like photos, music files and other documents stored on your device in the event of your device crashing or being lost or stolen IF NECESSARY: By 'strong' passwords I mean passwords that use combinations of uppercase and lowercase letters, numbers and other symbols (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Routinely back-up the information on your devices	462	411	32	13	6	462	392	70	7	445	403	26	430
	35%	36%	27%	27%	23%	35%	34%	40%	8%	37%	37%	20%	35%
		bcd				cd				h	k		k
Delete cookies from your web browser (Google Chrome/ Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera etc.)	449	389	40	17	4	449	385	64	5	436	399	21	420
	34%	34%	34%	34%	15%	34%	33%	36%	5%	37%	36%	16%	34%
		d	d	d		d				h	k		k
Use email filters or software that can block unwanted or spam emails	422	377	30	13	3	422	350	72	4	409	370	23	393
	32%	33%	25%	25%	12%	32%	30%	41%	5%	34%	34%	18%	32%
		bcd	d	d		d		f		h	k		k
Use ad blocking filters or software to stop seeing some types of online adverts	357	315	23	16	4	357	297	60	6	343	305	14	319
	27%	28%	20%	31%	15%	27%	26%	34%	6%	29%	28%	11%	26%
		bd		bd		bd		f		h	k		k
ANY OF THESE	1149	983	104	43	19	1149	995	154	53	1060	978	83	1062
	86%	86%	88%	85%	79%	86%	86%	87%	59%	89%	89%	65%	87%
		d	d			d				h	k		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 31

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

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: Backing up information is to prevent you from losing things like photos, music files and other documents stored on your device in the event of your device crashing or being lost or stolen IF NECESSARY: By 'strong' passwords I mean passwords that use combinations of uppercase and lowercase letters, numbers and other symbols (MULTI CODE)

Base : Those who go online

	Total	NATION				LOCATION		USING INTERNET		MOBILE PHONE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
None of these	129	107	14	4	4	129	112	17	20	102	89	29	118
	10%	9%	12%	8%	15%	10%	10%	9%	22%	9%	8%	23%	10%
				ae					i			jl	
Don't know	54	49	*	3	1	54	47	7	18	33	31	17	48
	4%	4%	*%	6%	6%	4%	4%	4%	20%	3%	3%	13%	4%
		b		b	b				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 32

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
A computer virus on any device you use to go online	185 14%	27 14%	33 12%	52 18% d	25 11%	28 15%	49 13%	185 14%	100 15%	85 12%	57 15%	48 13%	42 15%	38 13%	104 14%	80 14%	185 14%
Your email account was hacked (someone accessing or sending emails from your account without your permission)	106 8%	17 9% f	20 7%	35 13% efg	15 7%	12 7%	18 5%	106 8% f	58 9%	47 7%	35 9%	29 8%	23 8%	18 6%	64 8%	41 7%	106 8%
Online contact from someone who was pretending to be someone else	74 6%	11 6%	11 4%	19 7%	7 3%	14 8%	26 7%	74 6%	41 6%	33 5%	22 6%	19 5%	16 6%	16 5%	42 5%	32 6%	74 6%
Your social media account was hacked (someone accessing or posting things from your account without your permission)	62 5%	8 4%	15 6% f	24 9% defg	8 4%	5 2%	6 2%	62 5% f	34 5%	27 4%	14 4%	16 4%	15 5%	17 6%	30 4%	32 6%	62 5%
Lost money online (i.e. got scammed or ripped off)	51 4%	8 4%	16 6% f	17 6% df	5 2%	4 2%	6 2%	51 4% f	26 4%	25 4%	17 4%	11 3%	14 5%	8 3%	28 4%	23 4%	51 4%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 32

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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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Data or files were lost from your device as a result of a virus or other scam	48 4%	13 7% efg	12 5% f	11 4% f	8 4% f	3 2%	4 1%	48 4% f	29 4%	19 3%	14 4%	12 3%	14 5%	8 3%	26 3%	22 4%	48 4%
Your financial or other personal information being stolen and used online without your permission or knowledge	48 4%	4 2%	12 5%	13 5%	8 4%	6 3%	10 3%	48 4%	23 4%	25 4%	21 5% o	13 3%	8 3%	7 2%	34 4%	14 3%	48 4%
Been 'trolled' online- an anonymous person making hurtful or harmful comments to you	25 2%	4 2%	8 3% f	5 2%	4 2%	1 *%	3 1%	25 2%	9 1%	15 2%	5 1%	3 1%	6 2%	10 4% kn	8 1%	17 3% kn	25 2%
ANY OF THESE	348 26%	57 30%	65 24%	89 32% df	49 23%	51 28%	88 23%	348 26%	182 28%	166 24%	104 27%	91 24%	83 30%	70 24%	196 26%	153 27%	348 26%
None of these	974 73%	129 69%	205 75%	191 68%	169 77% c	128 70%	281 75%	974 73%	458 71%	516 75%	282 73%	284 76%	191 69%	218 75%	566 74%	409 72%	974 73%
Don't know	10 1%	1 1%	2 1%	- -%	* *% cd	4 2%	6 2% c	10 1%	6 1%	4 1%	2 1%	1 *%	3 1%	4 1%	3 *%	7 1%	10 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
A computer virus on any device you use to go online	185 14%	168 15% bcd	10 9%	5 9%	1 6%	185 14% d	162 14%	23 13%	5 6%	174 15% h	158 14% k	10 8%	168 14%
Your email account was hacked (someone accessing or sending emails from your account without your permission)	106 8%	100 9% bcd	3 2%	1 3%	1 4%	106 8% bc	91 8%	15 8%	- -%	98 8% h	94 9% k	3 2%	96 8% k
Online contact from someone who was pretending to be someone else	74 6%	65 6% d	7 6% d	2 4%	* 2%	74 6% d	62 5%	12 7%	5 5%	70 6%	63 6% k	1 1%	65 5% k
Your social media account was hacked (someone accessing or posting things from your account without your permission)	62 5%	55 5% d	3 3%	3 7% d	* 1%	62 5% d	55 5%	7 4%	1 1%	56 5%	57 5% k	2 1%	59 5%
Lost money online (i.e. got scammed or ripped off)	51 4%	46 4% d	3 3%	1 2%	* 1%	51 4%	42 4%	9 5%	* *%	48 4%	47 4% k	1 *%	48 4% k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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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

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Data or files were lost from your device as a result of a virus or other scam	48 4%	41 4%	6 5% d	1 2%	* 1%	48 4%	42 4%	6 3%	1 1%	45 4%	42 4%	3 2%	44 4%
Your financial or other personal information being stolen and used online without your permission or knowledge	48 4%	46 4% d	1 1%	1 1%	- -%	48 4% d	39 3%	9 5%	- -%	44 4%	45 4%	2 1%	47 4%
Been 'trolled' online- an anonymous person making hurtful or harmful comments to you	25 2%	22 2%	* *% d	1 3%	* 1%	25 2%	22 2%	3 2%	* *% h	24 2%	21 2% k	- -% j	21 2% k
ANY OF THESE	348 26%	315 28% bd	19 16%	11 22%	4 15%	348 26% bd	298 26%	51 28%	10 11%	330 28% h	302 28% k	16 12%	318 26% k
None of these	974 73%	815 72%	100 84% ae	39 77%	20 84% ae	974 73%	850 74%	125 70%	77 84% i	859 72%	790 72%	110 85% jl	900 73%
Don't know	10 1%	9 1%	- -% ae	1 1%	* 1%	10 1%	7 1%	3 1%	4 5% i	6 *% i	6 1%	4 3% jl	9 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 33

Any break column with 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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	55+ f		MALE h	FEMALE i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	305	6	8	11	18	71	262	305	160	145	23	55	82	145	78	227	305
Effective Weighted Sample	234	4	6	8	13	51	208	234	119	116	20	47	61	110	65	170	234
Total	186	4	8	8	10	40	156	186	98	88	18	30	54	84	48	138	186
PROMPTED RESPONSES																	
It's just not for people for like me/ I don't see the need	96 52%	** **	** **	** **	** **	** **	85 55%	96 52%	54 55%	42 48%	** **	** **	** **	40 48%	** **	74 54%	96 52%
I don't trust the internet/ being online is not safe/secure	35 19%	** **	** **	** **	** **	** **	30 19%	35 19%	18 18%	18 20%	** **	** **	** **	15 18%	** **	24 18%	35 19%
I don't have the right equipment	31 17%	** **	** **	** **	** **	** **	26 16%	31 17%	18 19%	13 15%	** **	** **	** **	14 16%	** **	21 15%	31 17%
Using the internet, finding your way around on the internet is too complicated	31 16%	** **	** **	** **	** **	** **	27 17%	31 16%	15 16%	15 17%	** **	** **	** **	11 14%	** **	23 16%	31 16%
I don't have the right help to know how to start	26 14%	** **	** **	** **	** **	** **	23 15%	26 14%	14 14%	12 13%	** **	** **	** **	13 15%	** **	18 13%	26 14%
The equipment needed to go online is too expensive/ not worth the money	21 11%	** **	** **	** **	** **	** **	11 7%	21 11%	13 14%	8 9%	** **	** **	** **	15 17%	** **	19 14%	21 11%

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

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	55+ f	ALL UK g	MALE h	FEMALE i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	305	6	8	11	18	71	262	305	160	145	23	55	82	145	78	227	305
Effective Weighted Sample	234	4	6	8	13	51	208	234	119	116	20	47	61	110	65	170	234
Total	186	4	8	8	10	40	156	186	98	88	18	30	54	84	48	138	186
Getting online/ getting connected to the internet is too complicated	20 11%	**	**	**	**	**	16 10%	20 11%	9 9%	11 12%	**	**	**	10 12%	**	15 11%	20 11%
Being connected to the internet is too expensive/ not worth the money	13 7%	**	**	**	**	**	6 4%	13 7%	7 7%	7 8%	**	**	**	9 11%	**	11 8%	13 7%
UNPROMPTED RESPONSES																	
I'm not interested	7 4%	**	**	**	**	**	7 5%	7 4%	2 2%	5 6%	**	**	**	3 4%	**	6 4%	7 4%
I'm too old for it/not for people my age	5 3%	**	**	**	**	**	5 4%	5 3%	3 3%	3 3%	**	**	**	2 2%	**	2 1%	5 3%
Don't need to as someone else in the household (husband/ wife) goes online	3 2%	**	**	**	**	**	3 2%	3 2%	2 2%	1 1%	**	**	**	- -%	**	* *%	3 2%
Other	9 5%	**	**	**	**	**	6 4%	9 5%	3 3%	6 7%	**	**	**	8 9%	**	8 6%	9 5%
Don't know	5 3%	**	**	**	**	**	3 2%	5 3%	3 4%	1 2%	**	**	**	1 1%	**	2 1%	5 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.

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

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	55+ f	ALL UK g	MALE h	FEMALE i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	305	6	8	11	18	71	262	305	160	145	23	55	82	145	78	227	305
Effective Weighted Sample	234	4	6	8	13	51	208	234	119	116	20	47	61	110	65	170	234
Total	186	4	8	8	10	40	156	186	98	88	18	30	54	84	48	138	186
SUMMARY CODES																	
ANY REASONS RELATING TO BEING TOO COMPLICATED	41 22%	**	**	**	**	**	35 22%	41 22%	20 20%	21 24%	**	**	**	17 20%	**	30 21%	41 22%
ANY REASONS RELATING TO COSTS	28 15%	**	**	**	**	**	14 9%	28 15%	17 17%	11 13%	**	**	**	20 23%	**	25 18%	28 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	305	182	37	41	45	305	250	55	-	-	37	151	188
Effective Weighted Sample	234	169	36	41	43	234	194	43	-	-	30	119	148
Total	186	151	18	11	6	186	160	26	-	-	26	101	127
PROMPTED RESPONSES													
It's just not for people like me/ I don't see the need	96 52%	74 49%	**	**	**	96 52%	80 50%	**	**	**	**	58 58%	64 50%
I don't trust the internet/ being online is not safe/ secure	35 19%	33 22%	**	**	**	35 19%	28 17%	**	**	**	**	20 20%	24 19%
I don't have the right equipment	31 17%	25 17%	**	**	**	31 17%	27 17%	**	**	**	**	21 21%	23 18%
Using the internet, finding your way around on the internet is too complicated	31 16%	28 18%	**	**	**	31 16%	26 16%	**	**	**	**	20 20%	25 19%
I don't have the right help to know how to start	26 14%	21 14%	**	**	**	26 14%	21 13%	**	**	**	**	15 15%	17 13%
The equipment needed to go online is too expensive/ not worth the money	21 11%	18 12%	**	**	**	21 11%	21 13%	**	**	**	**	13 13%	15 12%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	305	182	37	41	45	305	250	55	-	-	37	151	188
Effective Weighted Sample	234	169	36	41	43	234	194	43	-	-	30	119	148
Total	186	151	18	11	6	186	160	26	-	-	26	101	127
Getting online/ getting connected to the internet is too complicated	20 11%	18 12%	**	**	**	20 11%	17 11%	**	**	**	**	13 13%	16 13%
Being connected to the internet is too expensive/ not worth the money	13 7%	12 8%	**	**	**	13 7%	13 8%	**	**	**	**	10 10%	11 9%
UNPROMPTED RESPONSES													
I'm not interested	7 4%	6 4%	**	**	**	7 4%	7 5%	**	**	**	**	3 3%	4 3%
I'm too old for it/not for people my age	5 3%	5 3%	**	**	**	5 3%	5 3%	**	**	**	**	3 3%	3 3%
Don't need to as someone else in the household (husband/ wife) goes online	3 2%	2 1%	**	**	**	3 2%	3 2%	**	**	**	**	1 1%	2 1%
Other	9 5%	8 5%	**	**	**	9 5%	9 6%	**	**	**	**	4 4%	5 4%
Don't know	5 3%	4 3%	**	**	**	5 3%	4 2%	**	**	**	**	1 1%	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.

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

Base : Those who do not go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	305	182	37	41	45	305	250	55	-	-	37	151	188
Effective Weighted Sample	234	169	36	41	43	234	194	43	-	-	30	119	148
Total	186	151	18	11	6	186	160	26	-	-	26	101	127
SUMMARY CODES													
ANY REASONS RELATING TO BEING TOO COMPLICATED	41 22%	36 24%	**	**	**	41 22%	35 22%	**	**	**	**	26 25%	33 26%
ANY REASONS RELATING TO COSTS	28 15%	24 16%	**	**	**	28 15%	27 17%	**	**	**	**	17 17%	20 16%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 34

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	55+ f	ALL UK g	MALE h	FEMALE i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	305	6	8	11	18	71	262	305	160	145	23	55	82	145	78	227	305
Effective Weighted Sample	234	4	6	8	13	51	208	234	119	116	20	47	61	110	65	170	234
Total	186	4	8	8	10	40	156	186	98	88	18	30	54	84	48	138	186
It's just not for people for like me/ I don't see the need	78 42%	**	**	**	**	**	71 45%	78 42%	42 43%	36 41%	**	**	**	33 39%	**	59 43%	78 42%
I don't trust the internet/ being online is not safe/secure	21 11%	**	**	**	**	**	17 11%	21 11%	9 9%	12 13%	**	**	**	8 10%	**	13 10%	21 11%
Using the internet, finding your way around on the internet is too complicated	15 8%	**	**	**	**	**	13 9%	15 8%	9 9%	6 7%	**	**	**	6 7%	**	13 9%	15 8%
I don't have the right equipment	13 7%	**	**	**	**	**	12 8%	13 7%	9 9%	4 5%	**	**	**	5 6%	**	9 6%	13 7%
The equipment needed to go online is too expensive/ not worth the money	12 6%	**	**	**	**	**	6 4%	12 6%	9 9%	3 4%	**	**	**	8 10%	**	12 9%	12 6%
I don't have the right help to know how to start	10 6%	**	**	**	**	**	9 6%	10 6%	6 6%	4 5%	**	**	**	6 7%	**	8 6%	10 6%
Getting online/ getting connected to the internet is too complicated	10 5%	**	**	**	**	**	7 5%	10 5%	3 3%	7 8%	**	**	**	5 6%	**	8 6%	10 5%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 34

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	55+ f	ALL UK g	MALE h	FEMALE i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	305	6	8	11	18	71	262	305	160	145	23	55	82	145	78	227	305
Effective Weighted Sample	234	4	6	8	13	51	208	234	119	116	20	47	61	110	65	170	234
Total	186	4	8	8	10	40	156	186	98	88	18	30	54	84	48	138	186
Being connected to the internet is too expensive/ not worth the money	5 3%	** **	** **	** **	** **	** **	3 2%	5 3%	1 1%	3 4%	** **	** **	** **	4 5%	** **	5 3%	5 3%
UNPROMPTED RESPONSES																	
I'm not interested	5 3%	** **	** **	** **	** **	** **	5 3%	5 3%	2 2%	4 4%	** **	** **	** **	3 4%	** **	5 3%	5 3%
I'm too old for it/not for people my age	3 2%	** **	** **	** **	** **	** **	3 2%	3 2%	2 2%	2 2%	** **	** **	** **	* *%	** **	* *%	3 2%
Don't need to as someone else in the household (husband/ wife) goes online	3 1%	** **	** **	** **	** **	** **	3 2%	3 1%	2 2%	1 1%	** **	** **	** **	- -%	** **	- -%	3 1%
Other	6 3%	** **	** **	** **	** **	** **	3 2%	6 3%	1 1%	4 5%	** **	** **	** **	5 6%	** **	5 4%	6 3%
Don't know	5 3%	** **	** **	** **	** **	** **	4 2%	5 3%	3 4%	2 2%	** **	** **	** **	1 1%	** **	3 2%	5 3%
SUMMARY CODES																	
ANY REASONS RELATING TO BEING TOO COMPLICATED	25 13%	** **	** **	** **	** **	** **	21 13%	25 13%	12 12%	13 15%	** **	** **	** **	10 12%	** **	20 15%	25 13%
ANY REASONS RELATING TO COSTS	17 9%	** **	** **	** **	** **	** **	9 6%	17 9%	10 10%	7 8%	** **	** **	** **	13 15%	** **	17 12%	17 9%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 34

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	305	182	37	41	45	305	250	55	-	-	37	151	188
Effective Weighted Sample	234	169	36	41	43	234	194	43	-	-	30	119	148
Total	186	151	18	11	6	186	160	26	-	-	26	101	127
It's just not for people for like me/ I don't see the need	78 42%	57 37%	**	**	**	78 42%	65 40%	**	**	**	**	44 44%	49 38%
I don't trust the internet/ being online is not safe/ secure	21 11%	19 13%	**	**	**	21 11%	17 11%	**	**	**	**	9 9%	13 11%
Using the internet, finding your way around on the internet is too complicated	15 8%	14 9%	**	**	**	15 8%	12 8%	**	**	**	**	9 9%	13 10%
I don't have the right equipment	13 7%	11 7%	**	**	**	13 7%	12 8%	**	**	**	**	7 7%	9 7%
The equipment needed to go online is too expensive/ not worth the money	12 6%	11 7%	**	**	**	12 6%	12 7%	**	**	**	**	8 8%	10 8%
I don't have the right help to know how to start	10 6%	8 6%	**	**	**	10 6%	9 5%	**	**	**	**	4 4%	5 4%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 34

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	305	182	37	41	45	305	250	55	-	-	37	151	188
Effective Weighted Sample	234	169	36	41	43	234	194	43	-	-	30	119	148
Total	186	151	18	11	6	186	160	26	-	-	26	101	127
Getting online/ getting connected to the internet is too complicated	10 5%	9 6%	**	**	**	10 5%	10 6%	**	**	**	**	5 5%	9 7%
Being connected to the internet is too expensive/ not worth the money	5 3%	4 2%	**	**	**	5 3%	4 3%	**	**	**	**	4 4%	5 4%
UNPROMPTED RESPONSES													
I'm not interested	5 3%	4 3%	**	**	**	5 3%	5 3%	**	**	**	**	3 3%	3 3%
I'm too old for it/not for people my age	3 2%	3 2%	**	**	**	3 2%	3 2%	**	**	**	**	1 1%	1 1%
Don't need to as someone else in the household (husband/ wife) goes online	3 1%	2 1%	**	**	**	3 1%	2 1%	**	**	**	**	1 1%	2 1%
Other	6 3%	5 3%	**	**	**	6 3%	6 3%	**	**	**	**	3 3%	4 3%
Don't know	5 3%	5 3%	**	**	**	5 3%	4 2%	**	**	**	**	1 1%	5 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.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	305	182	37	41	45	305	250	55	-	-	37	151	188
Effective Weighted Sample	234	169	36	41	43	234	194	43	-	-	30	119	148
Total	186	151	18	11	6	186	160	26	-	-	26	101	127
SUMMARY CODES													
ANY REASONS RELATING TO BEING TOO COMPLICATED	25 13%	23 15%	**	**	**	25 13%	22 13%	**	**	**	**	14 14%	21 17%
ANY REASONS RELATING TO COSTS	17 9%	14 9%	**	**	**	17 9%	16 10%	**	**	**	**	12 12%	14 11%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 35

Any break column with 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

	Total	AGE						ALL UK	GENDER		AB	C1	C2	SEG			ALL UK
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE				DE	ABC1	C2DE	
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	305	6	8	11	18	71	262	305	160	145	23	55	82	145	78	227	305
Effective Weighted Sample	234	4	6	8	13	51	208	234	119	116	20	47	61	110	65	170	234
Total	186	4	8	8	10	40	156	186	98	88	18	30	54	84	48	138	186
To buy something/ for shopping	52	**	**	**	**	**	42	52	21	31	**	**	**	18	**	35	52
	28%	**	**	**	**	**	27%	28%	21%	36%	**	**	**	21%	**	25%	28%
										h							
To access other information	30	**	**	**	**	**	27	30	19	12	**	**	**	11	**	22	30
	16%	**	**	**	**	**	17%	16%	19%	13%	**	**	**	13%	**	16%	16%
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.)	14	**	**	**	**	**	11	14	8	6	**	**	**	4	**	10	14
	8%	**	**	**	**	**	7%	8%	8%	7%	**	**	**	5%	**	7%	8%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	12	**	**	**	**	**	7	12	5	6	**	**	**	7	**	10	12
	6%	**	**	**	**	**	4%	6%	5%	7%	**	**	**	9%	**	7%	6%
To get in touch with someone	10	**	**	**	**	**	9	10	5	5	**	**	**	2	**	6	10
	5%	**	**	**	**	**	6%	5%	5%	6%	**	**	**	3%	**	5%	5%
Other	2	**	**	**	**	**	2	2	1	1	**	**	**	2	**	2	2
	1%	**	**	**	**	**	1%	1%	1%	1%	**	**	**	2%	**	1%	1%
TOTAL - YES	81	**	**	**	**	**	64	81	36	45	**	**	**	33	**	58	81
	44%	**	**	**	**	**	41%	44%	37%	51%	**	**	**	39%	**	42%	44%
										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.

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

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	55+ f	ALL UK g	MALE h	FEMALE i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	305	6	8	11	18	71	262	305	160	145	23	55	82	145	78	227	305
Effective Weighted Sample	234	4	6	8	13	51	208	234	119	116	20	47	61	110	65	170	234
Total	186	4	8	8	10	40	156	186	98	88	18	30	54	84	48	138	186
No	102	**	**	**	**	**	90	102	60	42	**	**	**	51	**	79	102
	55%	**	**	**	**	**	58%	55%	62%	47%	**	**	**	61%	**	57%	55%
									i								
Don't know	3	**	**	**	**	**	2	3	1	2	**	**	**	-	**	1	3
	2%	**	**	**	**	**	1%	2%	1%	2%	**	**	**	-%	**	1%	2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 35

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	305	182	37	41	45	305	250	55	-	-	37	151	188
Effective Weighted Sample	234	169	36	41	43	234	194	43	-	-	30	119	148
Total	186	151	18	11	6	186	160	26	-	-	26	101	127
To buy something/ for shopping	52 28%	46 30%	** **	** **	** **	52 28%	47 29%	** **	** **	** **	** **	30 30%	39 31%
To access other information	30 16%	27 18%	** **	** **	** **	30 16%	27 17%	** **	** **	** **	** **	17 17%	23 18%
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.)	14 8%	12 8%	** **	** **	** **	14 8%	13 8%	** **	** **	** **	** **	11 11%	13 10%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	12 6%	9 6%	** **	** **	** **	12 6%	11 7%	** **	** **	** **	** **	9 9%	11 8%
To get in touch with someone	10 5%	8 5%	** **	** **	** **	10 5%	8 5%	** **	** **	** **	** **	7 7%	7 6%
Other	2 1%	2 1%	** **	** **	** **	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.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	305	182	37	41	45	305	250	55	-	-	37	151	188
Effective Weighted Sample	234	169	36	41	43	234	194	43	-	-	30	119	148
Total	186	151	18	11	6	186	160	26	-	-	26	101	127
TOTAL - YES	81	68	**	**	**	81	72	**	**	**	**	47	60
	44%	45%	**	**	**	44%	45%	**	**	**	**	47%	47%
No	102	81	**	**	**	102	87	**	**	**	**	52	64
	55%	53%	**	**	**	55%	54%	**	**	**	**	51%	51%
Don't know	3	3	**	**	**	3	2	**	**	**	**	2	3
	2%	2%	**	**	**	2%	1%	**	**	**	**	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 36

Any break column with 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

	Total	AGE						ALL UK	GENDER		AB	C1	C2	SEG			ALL UK
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	55+ f		MALE h	FEMALE i				DE m	ABC1 ~n	C2DE o	
Significance Level: 95%																	
Unweighted total	305	6	8	11	18	71	262	305	160	145	23	55	82	145	78	227	305
Effective Weighted Sample	234	4	6	8	13	51	208	234	119	116	20	47	61	110	65	170	234
Total	186	4	8	8	10	40	156	186	98	88	18	30	54	84	48	138	186
To buy something/ for shopping	21 11%	** **	** **	** **	** **	** **	16 10%	21 11%	10 10%	11 13%	** **	** **	** **	7 8%	** **	15 11%	21 11%
To access other information	12 6%	** **	** **	** **	** **	** **	11 7%	12 6%	8 9%	3 4%	** **	** **	** **	5 6%	** **	8 6%	12 6%
If my job required me to go online	9 5%	** **	** **	** **	** **	** **	3 2%	9 5%	6 6%	2 3%	** **	** **	** **	2 3%	** **	9 6%	9 5%
If I had someone to help me or to show me how to do it	8 4%	** **	** **	** **	** **	** **	6 4%	8 4%	4 5%	4 4%	** **	** **	** **	5 6%	** **	6 4%	8 4%
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.)	7 4%	** **	** **	** **	** **	** **	4 2%	7 4%	3 3%	5 5%	** **	** **	** **	4 4%	** **	5 4%	7 4%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	7 4%	** **	** **	** **	** **	** **	2 1%	7 4%	3 3%	4 4%	** **	** **	** **	4 5%	** **	6 4%	7 4%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 36

Any break column with 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

	Total	AGE						ALL UK	GENDER		AB	C1	C2	SEG			ALL UK
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	55+ f		MALE h	FEMALE i				DE	ABC1 ~n	C2DE o	
Significance Level: 95%																	
Unweighted total	305	6	8	11	18	71	262	305	160	145	23	55	82	145	78	227	305
Effective Weighted Sample	234	4	6	8	13	51	208	234	119	116	20	47	61	110	65	170	234
Total	186	4	8	8	10	40	156	186	98	88	18	30	54	84	48	138	186
To get in touch with someone	6 3%	** **	** **	** **	** **	** **	5 3%	6 3%	4 4%	2 2%	** **	** **	** **	3 3%	** **	4 3%	6 3%
If I had better equipment or better access to the internet	4 2%	** **	** **	** **	** **	** **	1 *	4 2%	1 2%	2 2%	** **	** **	** **	2 3%	** **	2 2%	4 2%
To use BBC online services such as the BBC iPlayer or the BBC website	3 2%	** **	** **	** **	** **	** **	2 1%	3 2%	1 1%	3 3%	** **	** **	** **	2 2%	** **	3 2%	3 2%
Other	1 1%	** **	** **	** **	** **	** **	1 1%	1 1%	- -%	1 2%	** **	** **	** **	1 2%	** **	1 1%	1 1%
WOULD BE PROMPTED TO GO ONLINE IN THE NEXT 12 MONTHS	52 28%	** **	** **	** **	** **	** **	35 23%	52 28%	28 28%	25 28%	** **	** **	** **	24 28%	** **	40 29%	52 28%
Nothing would prompt me to go online in the next 12 months	118 63%	** **	** **	** **	** **	** **	107 69%	118 63%	61 62%	57 64%	** **	** **	** **	57 68%	** **	90 65%	118 63%
Don't know	16 9%	** **	** **	** **	** **	** **	14 9%	16 9%	9 10%	7 8%	** **	** **	** **	3 4%	** **	8 6%	16 9%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 36

Any break column with 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

	Total	NATION					LOCATION			USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE k	ALL l	
Significance Level: 95%														
Unweighted total	305	182	37	41	45	305	250	55	-	-	37	151	188	
Effective Weighted Sample	234	169	36	41	43	234	194	43	-	-	30	119	148	
Total	186	151	18	11	6	186	160	26	-	-	26	101	127	
To buy something/ for shopping	21 11%	18 12%	**	**	**	21 11%	18 12%	**	**	**	**	12 12%	16 13%	
To access other information	12 6%	11 7%	**	**	**	12 6%	11 7%	**	**	**	**	6 6%	9 7%	
If my job required me to go online	9 5%	8 6%	**	**	**	9 5%	8 5%	**	**	**	**	3 3%	8 6%	
If I had someone to help me or to show me how to do it	8 4%	8 5%	**	**	**	8 4%	6 4%	**	**	**	**	5 5%	5 4%	
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.)	7 4%	7 5%	**	**	**	7 4%	5 3%	**	**	**	**	6 6%	7 6%	
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	7 4%	6 4%	**	**	**	7 4%	7 4%	**	**	**	**	5 5%	6 5%	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 36

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	305	182	37	41	45	305	250	55	-	-	37	151	188
Effective Weighted Sample	234	169	36	41	43	234	194	43	-	-	30	119	148
Total	186	151	18	11	6	186	160	26	-	-	26	101	127
To get in touch with someone	6 3%	5 3%	** **	** **	** **	6 3%	4 2%	** **	** **	** **	** **	4 4%	5 4%
If I had better equipment or better access to the internet	4 2%	3 2%	** **	** **	** **	4 2%	4 2%	** **	** **	** **	** **	2 2%	3 2%
To use BBC online services such as the BBC iPlayer or the BBC website	3 2%	3 2%	** **	** **	** **	3 2%	3 2%	** **	** **	** **	** **	2 2%	3 3%
Other	1 1%	1 1%	** **	** **	** **	1 1%	1 1%	** **	** **	** **	** **	1 1%	1 1%
WOULD BE PROMPTED TO GO ONLINE IN THE NEXT 12 MONTHS	52 28%	47 31%	** **	** **	** **	52 28%	44 27%	** **	** **	** **	** **	30 30%	43 34%
Nothing would prompt me to go online in the next 12 months	118 63%	89 59%	** **	** **	** **	118 63%	104 65%	** **	** **	** **	** **	60 59%	71 56%
Don't know	16 9%	15 10%	** **	** **	** **	16 9%	13 8%	** **	** **	** **	** **	11 11%	13 10%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 37

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Very confident	654 49%	124 66%	175 64%	135 48%	107 49%	66 36%	115 31%	654 49%	366 57%	288 42%	218 56%	198 53%	125 45%	113 39%	416 54%	239 42%	654 49%
		cdefg	cdefg	ef	ef			ef	i		lmop	mo			lmop		mo
Fairly confident	499 37%	58 31%	86 32%	120 43%	88 40%	69 37%	148 39%	499 37%	206 32%	293 43%	135 35%	141 38%	104 38%	119 41%	276 36%	223 39%	499 37%
				ab			a		h								
Neither confident nor not confident	67 5%	2 1%	5 2%	6 2%	13 6%	17 9%	41 11%	67 5%	27 4%	40 6%	11 3%	17 4%	22 8%	18 6%	28 4%	39 7%	67 5%
					abc	abcg	abcdg	a					jn			jn	
Not very confident	95 7%	4 2%	4 2%	18 6%	10 5%	28 15%	59 16%	95 7%	41 6%	55 8%	21 5%	16 4%	20 7%	39 13%	37 5%	59 10%	95 7%
				ab		abcdg	abcdg	ab						jklnp		jknp	kn
Not at all confident	16 1%	- -%	1 1%	1 1%	1 1%	4 2%	12 3%	16 1%	7 1%	9 1%	3 1%	4 1%	5 2%	3 1%	8 1%	9 2%	16 1%
						a	abcdg										
SUMMARY CODES																	
TOTAL CONFIDENT	1154 87%	181 97%	260 96%	255 91%	194 89%	134 73%	263 70%	1154 87%	572 88%	582 85%	353 91%	339 90%	230 83%	232 80%	692 91%	462 81%	1154 87%
		cdefg	cdefg	ef	ef			ef			lmop	lmo			lmop		mo
TOTAL NOT CONFIDENT	112 8%	4 2%	6 2%	20 7%	11 5%	33 18%	71 19%	112 8%	48 7%	64 9%	25 6%	20 5%	25 9%	42 14%	44 6%	67 12%	112 8%
				ab		abcdg	abcdg	ab						jknp		jknp	kn
TOTAL NEITHER/ DON'T KNOW	67 5%	2 1%	5 2%	6 2%	13 6%	17 9%	41 11%	67 5%	27 4%	40 6%	11 3%	17 4%	22 8%	18 6%	28 4%	39 7%	67 5%
					abc	abcg	abcdg	a				jn				jn	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 37

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Very confident	654 49%	556 49%	65 55% d	24 47%	10 42%	654 49%	579 50% g	75 42%	11 12%	624 52% h	600 55% k	18 14%	617 50% k
Fairly confident	499 37%	432 38%	40 34%	18 35%	9 38%	499 37%	426 37%	73 41%	34 37%	444 37%	397 36%	59 46% jl	456 37%
Neither confident nor not confident	67 5%	57 5%	6 5%	3 5%	2 7%	67 5%	54 5%	13 7%	13 14% i	49 4%	38 3%	18 14% jl	56 5%
Not very confident	95 7%	81 7%	7 6%	5 10%	2 10%	95 7%	82 7%	13 8%	26 29% i	69 6%	58 5%	24 18% jl	82 7%
Not at all confident	16 1%	14 1%	* *% abe	1 3%	1 4% abe	16 1%	13 1%	3 2%	7 8% i	9 1%	5 *% i	10 8% jl	15 1%
SUMMARY CODES													
TOTAL CONFIDENT	1154 87%	988 87% d	105 89% d	41 82%	19 80%	1154 87% d	1005 87%	148 83%	45 49%	1067 89% h	997 91% kl	77 60%	1074 87% k
TOTAL NOT CONFIDENT	112 8%	94 8%	8 7%	6 13%	3 14% abe	112 8%	95 8%	17 9%	33 37% i	77 6%	63 6%	34 26% jl	97 8%
TOTAL NEITHER/ DON'T KNOW	67 5%	57 5%	6 5%	3 5%	2 7%	67 5%	54 5%	13 7%	13 14% i	49 4%	38 3%	18 14% jl	56 5%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 38

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Very confident	476 36%	89 48%	116 43%	111 40%	77 35%	49 26%	83 22%	476 36%	259 40%	217 32%	144 37%	147 39%	92 33%	92 32%	291 38%	185 32%	476 36%
Fairly confident	499 37%	69 37%	107 39%	106 38%	86 40%	68 37%	131 35%	499 37%	231 36%	268 39%	145 37%	140 37%	109 39%	106 36%	285 37%	214 38%	499 37%
Neither confident nor not confident	130 10%	15 8%	25 9%	20 7%	28 13%	23 13%	43 11%	130 10%	58 9%	72 11%	40 10%	38 10%	21 8%	31 11%	77 10%	53 9%	130 10%
Not very confident	147 11%	9 5%	19 7%	32 11%	21 10%	25 14%	65 17%	147 11%	68 10%	79 12%	42 11%	32 9%	33 12%	40 14%	74 10%	73 13%	147 11%
Not at all confident	69 5%	4 2%	5 2%	9 3%	3 1%	17 9%	48 13%	69 5%	25 4%	44 6%	14 4%	16 4%	18 7%	20 7%	31 4%	38 7%	69 5%
Don't know	11 1%	1 *%	- -%	3 1%	1 1%	3 1%	6 1%	11 1%	5 1%	5 1%	3 1%	3 1%	3 1%	2 1%	6 1%	5 1%	11 1%
SUMMARY CODES																	
TOTAL CONFIDENT	975 73%	158 85%	223 82%	217 77%	164 75%	116 63%	214 57%	975 73%	490 76%	485 71%	290 75%	287 76%	201 73%	198 68%	576 75%	399 70%	975 73%
TOTAL NOT CONFIDENT	216 16%	14 7%	24 9%	40 14%	25 11%	42 23%	113 30%	216 16%	93 14%	123 18%	56 14%	48 13%	52 19%	60 21%	105 14%	112 20%	216 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.

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
TOTAL NEITHER/ DON'T KNOW	141	15	25	23	30	26	48	141	63	78	43	40	24	34	83	58	141
	11%	8%	9%	8%	14%	14%	13%	11%	10%	11%	11%	11%	9%	12%	11%	10%	11%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 38

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Very confident	476	400	50	19	7	476	422	54	13	447	429	15	443
	36%	35%	42%	37%	29%	36%	37%	31%	15%	37%	39%	11%	36%
			d							h	k		k
Fairly confident	499	430	43	17	10	499	431	68	28	448	422	42	464
	37%	38%	36%	34%	40%	37%	37%	38%	31%	37%	38%	32%	38%
Neither confident nor not confident	130	114	11	4	2	130	110	20	10	117	103	19	122
	10%	10%	9%	8%	7%	10%	10%	12%	11%	10%	9%	15%	10%
												j	
Not very confident	147	126	10	7	4	147	124	23	21	126	98	28	127
	11%	11%	9%	14%	15%	11%	11%	13%	23%	11%	9%	22%	10%
									i			jl	
Not at all confident	69	60	4	3	2	69	60	9	18	49	37	25	62
	5%	5%	3%	6%	7%	5%	5%	5%	20%	4%	3%	19%	5%
									i			jl	
Don't know	11	10	*	-	1	11	9	2	1	8	9	*	9
	1%	1%	*%	-%	2%	1%	1%	1%	1%	1%	1%	*%	1%
					c								
SUMMARY CODES													
TOTAL CONFIDENT	975	830	93	36	17	975	853	123	42	894	851	56	907
	73%	73%	78%	72%	69%	73%	74%	69%	46%	75%	77%	44%	74%
			d							h	k		k
TOTAL NOT CONFIDENT	216	186	15	10	5	216	183	33	39	175	136	53	189
	16%	16%	12%	21%	22%	16%	16%	18%	43%	15%	12%	41%	15%
				b	b				i			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.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
TOTAL NEITHER/ DON'T KNOW	141	124	11	4	2	141	118	23	10	125	112	20	131
	11%	11%	9%	8%	10%	11%	10%	13%	11%	10%	10%	15%	11%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 39

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Very confident	556 42%	87 47%	137 51%	130 46%	85 39%	64 35%	117 31%	556 42%	299 46%	257 37%	174 45%	164 44%	96 35%	122 42%	338 44%	218 38%	556 42%
Fairly confident	578 43%	84 45%	104 38%	123 44%	101 46%	85 46%	165 44%	578 43%	263 41%	315 46%	171 44%	166 44%	123 45%	118 40%	337 44%	241 42%	578 43%
Neither confident nor not confident	104 8%	8 4%	24 9%	16 6%	20 9%	18 10%	36 10%	104 8%	44 7%	60 9%	23 6%	29 8%	29 11%	23 8%	51 7%	53 9%	104 8%
Not very confident	68 5%	5 3%	5 2%	9 3%	9 4%	14 8%	39 11%	68 5%	27 4%	42 6%	14 4%	13 4%	20 7%	21 7%	28 4%	40 7%	68 5%
Not at all confident	20 2%	2 1%	1 *%	1 1%	3 1%	3 2%	13 3%	20 2%	10 2%	10 1%	5 1%	3 1%	5 2%	7 2%	8 1%	13 2%	20 2%
Don't know	5 *%	* *%	* *%	* *%	- -%	* *%	5 1%	5 *%	3 *%	2 *%	1 *%	1 *%	3 1%	* *%	2 *%	4 1%	5 *%
SUMMARY CODES																	
TOTAL CONFIDENT	1134 85%	171 92%	241 89%	253 90%	186 85%	149 81%	283 75%	1134 85%	562 87%	572 83%	345 89%	330 88%	219 79%	240 82%	675 88%	459 81%	1134 85%
TOTAL NOT CONFIDENT	89 7%	7 4%	7 2%	11 4%	12 5%	17 9%	53 14%	89 7%	37 6%	52 8%	19 5%	16 4%	25 9%	28 10%	36 5%	53 9%	89 7%
TOTAL NEITHER/ DON'T KNOW	109 8%	8 4%	24 9%	17 6%	20 9%	18 10%	41 11%	109 8%	47 7%	62 9%	24 6%	29 8%	33 12%	23 8%	53 7%	56 10%	109 8%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 39

Any break column with 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	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Very confident	556	466	61	21	9	556	494	62	13	528	493	27	520
	42%	41%	51%	42%	36%	42%	43%	35%	14%	44%	45%	21%	42%
			ade				g			h	k		k
Fairly confident	578	498	48	21	10	578	488	90	45	509	477	59	535
	43%	44%	41%	42%	43%	43%	42%	51%	50%	43%	43%	45%	44%
							f						
Neither confident nor not confident	104	96	4	2	2	104	91	13	13	85	79	15	94
	8%	8%	3%	5%	7%	8%	8%	7%	14%	7%	7%	12%	8%
		b				b			i			j	
Not very confident	68	57	5	3	2	68	60	8	11	55	38	18	55
	5%	5%	5%	7%	9%	5%	5%	4%	12%	5%	3%	14%	4%
									i			jl	
Not at all confident	20	18	-	1	1	20	17	4	7	14	11	8	19
	2%	2%	-%	3%	3%	2%	1%	2%	7%	1%	1%	6%	2%
				b	b				i			jl	
Don't know	5	4	-	1	1	5	4	2	3	3	2	2	4
	*%	*%	-%	1%	3%	*%	*%	1%	3%	*%	*%	2%	*%
					abe				i			jl	
SUMMARY CODES													
TOTAL CONFIDENT	1134	964	109	42	19	1134	983	152	58	1037	969	86	1055
	85%	85%	92%	84%	79%	85%	85%	85%	64%	87%	88%	66%	86%
			acde			d				h	k		k
TOTAL NOT CONFIDENT	89	75	5	5	3	89	77	12	18	69	48	26	74
	7%	7%	5%	10%	12%	7%	7%	7%	19%	6%	4%	20%	6%
					abe				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 39

Any break column with 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 a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
TOTAL NEITHER/ DON'T KNOW	109	100	4	3	2	109	95	14	15	88	80	18	98
	8%	9%	3%	6%	10%	8%	8%	8%	17%	7%	7%	14%	8%
		b			b	b			i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 40

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Only used websites or apps that you've used before	510 38%	59 31%	105 39%	78 28%	84 39%	86 47%	185 49%	510 38%	249 38%	262 38%	115 30%	135 36%	118 43%	143 49%	249 33%	261 46%	510 38%
			c		c	acg	abcdg	c					jn	jknp		jknp	jn
Used maybe one or two websites or apps that you haven't used before	497 37%	75 40%	89 33%	112 40%	88 40%	70 38%	133 35%	497 37%	228 35%	269 39%	152 39%	142 38%	103 37%	100 34%	294 38%	203 36%	497 37%
Used lots of websites or apps that you haven't used before	302 23%	50 27%	75 27%	88 31%	43 20%	25 14%	47 12%	302 23%	158 24%	144 21%	110 28%	94 25%	53 19%	44 15%	204 27%	98 17%	302 23%
		ef	ef	defg	f		ef				lmop	mo			lmop		mo
Have not gone online in the last month	11 1%	1 1%	- -%	2 1%	- -%	2 1%	8 2%	11 1%	6 1%	5 1%	4 1%	3 1%	2 1%	1 *%	8 1%	3 *%	11 1%
							bdg										
Don't know	13 1%	2 1%	4 1%	1 *%	3 1%	2 1%	4 1%	13 1%	5 1%	7 1%	8 2%	1 *%	1 *%	3 1%	9 1%	4 1%	13 1%
											k						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 40

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Only used websites or apps that you've used before	510 38%	434 38%	40 34%	26 51%	11 47%	510 38%	450 39%	60 34%	61 67%	436 37%	375 34%	74 57%	449 37%
				abe	abe				i			jl	
Used maybe one or two websites or apps that you haven't used before	497 37%	415 36%	59 50%	15 30%	8 32%	497 37%	427 37%	70 39%	22 24%	458 38%	432 39%	37 28%	469 38%
			acde							h	k		k
Used lots of websites or apps that you haven't used before	302 23%	271 24%	18 15%	9 19%	4 17%	302 23%	256 22%	46 26%	5 6%	285 24%	278 25%	11 9%	289 24%
		b			b					h	k		k
Have not gone online in the last month	11 1%	9 1%	1 1%	* 1%	* 2%	11 1%	9 1%	1 1%	1 1%	8 1%	4 *%	4 3%	8 1%
												jl	
Don't know	13 1%	12 1%	* *%	- -%	1 2%	13 1%	12 1%	1 *%	2 3%	8 1%	8 1%	3 2%	11 1%
					c				i				

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 41

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Find information online for your leisure time including cinema and live music	908 68%	136 73%	192 71%	215 77%	151 69%	115 63%	215 57%	908 68%	429 66%	479 70%	296 76%	268 71%	179 65%	165 57%	564 74%	344 61%	908 68%
		ef	f	efg	f		f				lmop	mo			lmop		mo
Compare products or services online such as looking at reviews or doing price comparison searches	856 64%	109 58%	182 67%	209 75%	140 64%	112 61%	218 58%	856 64%	416 64%	440 64%	276 71%	252 67%	171 62%	157 54%	528 69%	328 58%	856 64%
			f	adefg			f				lmop	mo			lmop		mo
Access news websites or websites about politics or current affairs	831 62%	95 51%	180 66%	190 68%	136 62%	117 64%	229 61%	831 62%	410 63%	421 61%	283 73%	240 64%	154 56%	153 53%	523 68%	308 54%	831 62%
			a	a	a	a	a	a			klmop	lmo			lmop		mo
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc	773 58%	92 49%	174 64%	200 71%	137 63%	84 45%	170 45%	773 58%	369 57%	404 59%	264 68%	230 61%	138 50%	141 48%	494 65%	278 49%	773 58%
			aef	aefg	aef		aef				lmop	lmo			lmop		lmo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 41

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
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	768 58%	79 42%	177 65%	191 68%	124 57%	110 60%	197 52%	768 58%	358 55%	410 60%	249 64%	225 60%	152 55%	141 49%	475 62%	293 52%	768 58%
			afg	adfg	a	a	a	a			lmop	mo			lmo		mo
Pay bills or check bills online	730 55%	70 37%	166 61%	189 67%	129 59%	93 51%	176 47%	730 55%	358 55%	372 54%	229 59%	225 60%	153 55%	124 42%	454 59%	276 49%	730 55%
			aef	aefg	af	a	a	af			mo	mo	m		mo		mo
Find information online about cultural activities such as museums or theatre	641 48%	78 42%	128 47%	154 55%	111 51%	92 50%	170 45%	641 48%	297 46%	344 50%	228 59%	199 53%	111 40%	102 35%	428 56%	213 37%	641 48%
				af							lmop	lmo			lmop		lmo
Look online at job opportunities or apply for a job online	605 45%	125 67%	176 65%	154 55%	81 37%	59 32%	69 18%	605 45%	276 43%	329 48%	178 46%	179 48%	105 38%	143 49%	357 47%	248 44%	605 45%
		cdefg	cdefg	defg	f	f	def	def				l		l	l		l
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	603 45%	48 26%	145 54%	171 61%	104 48%	74 40%	134 36%	603 45%	286 44%	317 46%	193 50%	202 54%	109 39%	99 34%	395 52%	208 37%	603 45%
			aefg	adefg	af	a	a	af			lmo	lmop			lmop		mo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 41

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Sign an online petition or used a campaigning website such as change.org	549 41%	71 38%	121 45%	135 48%	87 40%	74 40%	135 36%	549 41%	228 35%	320 47%	195 50%	153 41%	102 37%	99 34%	348 46%	201 35%	549 41%
None of these	88 7%	9 5%	13 5%	5 2%	17 8%	20 11%	44 12%	88 7%	48 7%	40 6%	18 5%	21 6%	22 8%	26 9%	40 5%	48 8%	88 7%
Don't know	1 *%	* *%	- -%	* *%	- -%	- -%	- -%	1 *%	* *%	* *%	- -%	* *%	- -%	* *%	* *%	* *%	1 *%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 41

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Find information online for your leisure time including cinema and live music	908 68%	775 68%	83 70%	32 64%	18 73%	908 68%	785 68%	123 69%	36 39%	847 71%	797 73%	59 46%	855 70%
Compare products or services online such as looking at reviews or doing price comparison searches	856 64%	733 64%	82 69%	29 58%	13 52%	856 64%	740 64%	117 66%	30 33%	802 67%	754 69%	58 45%	812 66%
Access news websites or websites about politics or current affairs	831 62%	728 64%	60 51%	29 57%	14 57%	831 62%	700 61%	130 73%	27 30%	788 66%	717 65%	60 46%	776 63%
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc	773 58%	669 59%	67 56%	27 54%	10 41%	773 58%	659 57%	114 64%	15 17%	740 62%	680 62%	47 37%	727 59%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 41

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
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	768 58%	669 59% d	62 52%	27 54% d	10 42%	768 58% d	656 57%	112 63%	21 23%	729 61% h	668 61% k	53 41%	721 59% k
Pay bills or check bills online	730 55%	637 56% b	55 47%	26 52%	12 50%	730 55% b	627 54%	103 58%	15 17%	695 58% h	646 59% k	38 29%	684 56% k
Find information online about cultural activities such as museums or theatre	641 48%	560 49% cd	53 45%	18 36%	10 41%	641 48% c	547 47%	94 53%	14 16%	608 51% h	565 51% k	46 36%	611 50% k
Look online at job opportunities or apply for a job online	605 45%	524 46%	48 41%	22 44%	11 44%	605 45%	521 45%	84 48%	20 22%	567 47% h	559 51% k	20 16%	579 47% k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 41

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	603 45%	539 47%	38 32%	18 37%	8 31%	603 45%	520 45%	83 47%	10 11%	577 48%	536 49%	30 23%	566 46%
		bcd				bcd				h	k		k
Sign an online petition or used a campaigning website such as change.org	549 41%	480 42%	42 35%	20 39%	7 30%	549 41%	469 41%	80 45%	14 15%	525 44%	486 44%	38 30%	524 43%
		d				d				h	k		k
None of these	88 7%	74 6%	7 6%	4 8%	3 11%	88 7%	74 6%	14 8%	19 20%	64 5%	43 4%	29 22%	72 6%
					ae				i			jl	j
Don't know	1 *%	- -%	* *%	- -%	* *%	1 *%	1 *%	- -%	- -%	1 *%	* *%	- -%	* *%
					a								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 42

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Access news websites or websites about politics or current affairs	516 39%	62 33%	105 39%	113 40%	93 42%	77 42%	143 38%	516 39%	278 43%	238 35%	194 50%	154 41%	83 30%	85 29%	348 46%	168 30%	516 39%
Find information online for your leisure time including cinema and live music	439 33%	73 39%	99 36%	111 39%	73 33%	51 28%	85 23%	439 33%	218 34%	221 32%	167 43%	131 35%	71 25%	72 25%	297 39%	142 25%	439 33%
Compare products or services online such as looking at reviews or doing price comparison searches	403 30%	61 33%	96 35%	88 31%	71 32%	49 27%	88 23%	403 30%	208 32%	196 29%	141 36%	122 33%	66 24%	74 25%	263 34%	140 25%	403 30%
Pay bills or check bills online	402 30%	26 14%	96 35%	110 39%	69 31%	62 33%	101 27%	402 30%	204 32%	198 29%	128 33%	117 31%	91 33%	67 23%	245 32%	158 28%	402 30%
Find information online about cultural activities such as museums or theatre	222 17%	26 14%	42 15%	57 20%	43 20%	30 17%	55 15%	222 17%	113 18%	109 16%	109 28%	58 15%	26 9%	30 10%	167 22%	55 10%	222 17%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 42

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Look online at job opportunities or apply for a job online	208 16%	59 31%	62 23%	54 19%	22 10%	11 6%	13 3%	208 16%	88 14%	120 17%	63 16%	50 13%	28 10%	68 23%	112 15%	96 17%	208 16%
		cdefg	defg	def	f		def				l			jklmnop		l	l
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	202 15%	18 10%	52 19%	49 18%	32 15%	30 16%	51 14%	202 15%	101 16%	101 15%	70 18%	65 17%	35 12%	32 11%	136 18%	66 12%	202 15%
			a	a			a				mo	mo			mo		
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc	159 12%	11 6%	47 17%	39 14%	23 11%	22 12%	39 10%	159 12%	75 12%	84 12%	69 18%	37 10%	19 7%	33 11%	106 14%	53 9%	159 12%
			afg	a		a	a				klmop				klo		l
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	150 11%	11 6%	44 16%	50 18%	22 10%	13 7%	23 6%	150 11%	64 10%	86 13%	51 13%	47 12%	24 9%	29 10%	98 13%	53 9%	150 11%
			aefg	adefg			af										

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 42

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Sign an online petition or used a campaigning website such as change.org	98 7%	11 6%	23 8%	22 8%	20 9%	12 7%	23 6%	98 7%	36 6%	62 9%	36 9%	26 7%	14 5%	23 8%	62 8%	37 6%	98 7%
None of these	328 25%	46 25%	49 18%	48 17%	54 25%	53 29%	131 35%	328 25%	153 24%	175 26%	77 20%	82 22%	86 31%	84 29%	159 21%	169 30%	328 25%
Don't know	2 *%	* *%	- -%	* *%	- -%	2 1%	2 *%	2 *%	2 *%	1 *%	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 2017 - ADULTS - 20th September to 30th October 2017.

Table 42

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Access news websites or websites about politics or current affairs	516 39%	463 41% bcd	31 26%	15 29%	6 26%	516 39% bcd	435 38%	80 45% f	19 21%	489 41% h	450 41% k	36 28%	486 40% k
Find information online for your leisure time including cinema and live music	439 33%	389 34% c	32 27%	11 22%	7 29%	439 33% c	377 33%	63 35%	17 19%	410 34% h	395 36% k	18 14%	413 34% k
Compare products or services online such as looking at reviews or doing price comparison searches	403 30%	349 31% d	37 31%	12 24%	5 22%	403 30% d	350 30%	53 30%	12 13%	382 32% h	368 33% k	19 14%	386 31% k
Pay bills or check bills online	402 30%	357 31% bd	28 23%	12 24%	5 22%	402 30% d	351 30%	51 29%	4 4%	390 33% h	356 32% k	16 13%	372 30% k
Find information online about cultural activities such as museums or theatre	222 17%	204 18% bcd	12 10%	4 8%	3 11%	222 17% bc	180 16%	43 24% f	2 3%	213 18% h	200 18% k	10 8%	211 17% k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 42

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Look online at job opportunities or apply for a job online	208 16%	181 16%	17 14%	7 13%	3 13%	208 16%	190 16%	18 10%	10 11%	195 16%	197 18%	7 6%	204 17%
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	202 15%	185 16%	10 8%	4 9%	3 12%	202 15%	169 15%	33 18%	5 5%	194 16%	180 16%	13 10%	192 16%
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc	159 12%	147 13%	7 6%	3 7%	2 7%	159 12%	139 12%	19 11%	6 7%	148 12%	143 13%	10 8%	153 12%
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	150 11%	142 12%	3 3%	4 9%	1 4%	150 11%	130 11%	21 12%	1 2%	144 12%	139 13%	3 2%	141 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.

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	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Sign an online petition or used a campaigning website such as change.org	98 7%	86 8%	8 7%	3 6%	1 3%	98 7%	84 7%	14 8%	1 2%	95 8%	90 8%	6 4%	96 8%
None of these	328 25%	268 24%	38 32%	14 29%	8 32%	328 25%	278 24%	50 28%	44 48%	265 22%	226 21%	62 48%	288 24%
Don't know	2 *%	2 *%	* *%	- -%	* 1%	2 *%	2 *%	- -%	- -%	1 *%	2 *%	- -%	2 *%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 43

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
DONE THIS IN THE LAST WEEK	516	62	105	113	93	77	143	516	278	238	194	154	83	85	348	168	516
	39%	33%	39%	40%	42%	42%	38%	39%	43%	35%	50%	41%	30%	29%	46%	30%	39%
									i		klmop	lmo			lmop		lmo
DONE THIS BUT NOT IN THE LAST WEEK	315	33	75	78	43	40	86	315	132	183	89	86	71	69	175	140	315
	24%	18%	28%	28%	20%	22%	23%	24%	20%	27%	23%	23%	26%	24%	23%	25%	24%
			a	a						h							
EVER DONE THIS	831	95	180	190	136	117	229	831	410	421	283	240	154	153	523	308	831
	62%	51%	66%	68%	62%	64%	61%	62%	63%	61%	73%	64%	56%	53%	68%	54%	62%
			a	a	a	a	a	a			klmop	lmo			lmop		mo
NEVER DONE THIS	502	92	91	90	82	66	147	502	237	265	106	136	122	138	241	260	502
	38%	49%	34%	32%	38%	36%	39%	38%	37%	39%	27%	36%	44%	47%	32%	46%	38%
		bcdefg										j	jkn	jknp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 43

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
DONE THIS IN THE LAST WEEK	516	463	31	15	6	516	435	80	19	489	450	36	486
	39%	41%	26%	29%	26%	39%	38%	45%	21%	41%	41%	28%	40%
		bcd				bcd		f		h	k		k
DONE THIS BUT NOT IN THE LAST WEEK	315	265	29	14	7	315	265	50	8	299	267	23	290
	24%	23%	24%	28%	31%	24%	23%	28%	9%	25%	24%	18%	24%
					a					h			
EVER DONE THIS	831	728	60	29	14	831	700	130	27	788	717	60	776
	62%	64%	51%	57%	57%	62%	61%	73%	30%	66%	65%	46%	63%
		b				b		f		h	k		k
NEVER DONE THIS	502	411	59	22	10	502	455	47	64	406	381	69	451
	38%	36%	49%	43%	43%	38%	39%	27%	70%	34%	35%	54%	37%
			ae				g		i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 44

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
DONE THIS IN THE LAST WEEK	98	11	23	22	20	12	23	98	36	62	36	26	14	23	62	37	98
	7%	6%	8%	8%	9%	7%	6%	7%	6%	9%	9%	7%	5%	8%	8%	6%	7%
										h							
DONE THIS BUT NOT IN THE LAST WEEK	450	60	99	112	67	61	112	450	192	258	159	127	88	76	286	164	450
	34%	32%	36%	40%	31%	33%	30%	34%	30%	38%	41%	34%	32%	26%	37%	29%	34%
				df						h	lmop	m		mo		m	
EVER DONE THIS	549	71	121	135	87	74	135	549	228	320	195	153	102	99	348	201	549
	41%	38%	45%	48%	40%	40%	36%	41%	35%	47%	50%	41%	37%	34%	46%	35%	41%
			f	af						h	klmop				lmo		mo
NEVER DONE THIS	784	116	150	145	132	110	241	784	418	366	193	223	175	193	416	368	784
	59%	62%	55%	52%	60%	60%	64%	59%	65%	53%	50%	59%	63%	66%	54%	65%	59%
		c					bc		i		j	jn	jnp		jnp		j

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 44

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
DONE THIS IN THE LAST WEEK	98 7%	86 8% d	8 7%	3 6%	1 3%	98 7% d	84 7%	14 8%	1 2%	95 8% h	90 8%	6 4%	96 8%
DONE THIS BUT NOT IN THE LAST WEEK	450 34%	393 35%	34 28%	17 33%	7 27%	450 34%	385 33%	66 37%	12 13%	430 36% h	396 36% k	33 25%	428 35% k
EVER DONE THIS	549 41%	480 42% d	42 35%	20 39%	7 30%	549 41% d	469 41%	80 45%	14 15%	525 44% h	486 44% k	38 30%	524 43% k
NEVER DONE THIS	784 59%	660 58%	77 65%	30 61%	17 70% ae	784 59%	686 59%	98 55%	78 85% i	669 56%	612 56%	91 70% jl	703 57%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 45

Any break column with 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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
DONE THIS IN THE LAST WEEK	159	11	47	39	23	22	39	159	75	84	69	37	19	33	106	53	159
	12%	6%	17%	14%	11%	12%	10%	12%	12%	12%	18%	10%	7%	11%	14%	9%	12%
			afg	a		a		a			klmop				klo		l
DONE THIS BUT NOT IN THE LAST WEEK	614	81	127	161	114	61	131	614	294	320	195	193	119	107	388	226	614
	46%	43%	47%	58%	52%	33%	35%	46%	46%	47%	50%	51%	43%	37%	51%	40%	46%
		ef	ef	abefg	ef			ef			mo	lmo			lmop		mo
EVER DONE THIS	773	92	174	200	137	84	170	773	369	404	264	230	138	141	494	278	773
	58%	49%	64%	71%	63%	45%	45%	58%	57%	59%	68%	61%	50%	48%	65%	49%	58%
			aef	aefg	aef			aef			lmop	lmo			lmop		lmo
NEVER DONE THIS	560	95	97	80	81	100	206	560	277	282	124	145	139	151	270	290	560
	42%	51%	36%	29%	37%	55%	55%	42%	43%	41%	32%	39%	50%	52%	35%	51%	42%
		bcdg				bcdg	bcdg	c				jknp	jknp	jknp	jknp	jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 45

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
DONE THIS IN THE LAST WEEK	159	147	7	3	2	159	139	19	6	148	143	10	153
	12%	13%	6%	7%	7%	12%	12%	11%	7%	12%	13%	8%	12%
		bcd				b							
DONE THIS BUT NOT IN THE LAST WEEK	614	522	60	24	8	614	519	95	9	592	536	38	574
	46%	46%	51%	48%	34%	46%	45%	53%	10%	50%	49%	29%	47%
		d	d	d		d		f		h	k		k
EVER DONE THIS	773	669	67	27	10	773	659	114	15	740	680	47	727
	58%	59%	56%	54%	41%	58%	57%	64%	17%	62%	62%	37%	59%
		d	d	d		d				h	k		k
NEVER DONE THIS	560	471	52	23	14	560	496	64	76	454	418	82	500
	42%	41%	44%	46%	59%	42%	43%	36%	83%	38%	38%	63%	41%
					abce				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 46

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
DONE THIS IN THE LAST WEEK	150	11	44	50	22	13	23	150	64	86	51	47	24	29	98	53	150
	11%	6%	16%	18%	10%	7%	6%	11%	10%	13%	13%	12%	9%	10%	13%	9%	11%
			aefg	adefg				af									
DONE THIS BUT NOT IN THE LAST WEEK	453	37	101	121	83	61	111	453	222	230	142	156	85	70	298	155	453
	34%	20%	37%	43%	38%	33%	30%	34%	34%	34%	37%	41%	31%	24%	39%	27%	34%
			a	aefg	af	a	a	a			mo	lmop			lmop		mo
EVER DONE THIS	603	48	145	171	104	74	134	603	286	317	193	202	109	99	395	208	603
	45%	26%	54%	61%	48%	40%	36%	45%	44%	46%	50%	54%	39%	34%	52%	37%	45%
			aefg	adefg	af	a	a	af			lmo	lmop			lmop		mo
NEVER DONE THIS	729	139	126	109	114	110	242	729	360	370	195	173	168	193	369	361	729
	55%	74%	46%	39%	52%	60%	64%	55%	56%	54%	50%	46%	61%	66%	48%	63%	55%
		bcdefg			c	bc	bcdg	bc					jkn	jknp		jknp	kn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 46

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
DONE THIS IN THE LAST WEEK	150	142	3	4	1	150	130	21	1	144	139	3	141
	11%	12%	3%	9%	4%	11%	11%	12%	2%	12%	13%	2%	12%
		bd		b		bd				h	k		k
DONE THIS BUT NOT IN THE LAST WEEK	453	397	35	14	7	453	390	62	9	433	397	27	425
	34%	35%	29%	28%	27%	34%	34%	35%	10%	36%	36%	21%	35%
										h	k		k
EVER DONE THIS	603	539	38	18	8	603	520	83	10	577	536	30	566
	45%	47%	32%	37%	31%	45%	45%	47%	11%	48%	49%	23%	46%
		bcd				bcd				h	k		k
NEVER DONE THIS	729	600	81	32	17	729	635	95	81	618	562	99	661
	55%	53%	68%	63%	69%	55%	55%	53%	89%	52%	51%	77%	54%
			ae	ae	ae				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 47

Any break column with 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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
DONE THIS IN THE LAST WEEK	202	18	52	49	32	30	51	202	101	101	70	65	35	32	136	66	202
	15%	10%	19%	18%	15%	16%	14%	15%	16%	15%	18%	17%	12%	11%	18%	12%	15%
			a	a			a				mo	mo			mo		
DONE THIS BUT NOT IN THE LAST WEEK	566	61	125	141	92	80	146	566	258	309	179	160	117	110	339	227	566
	42%	33%	46%	51%	42%	43%	39%	42%	40%	45%	46%	43%	42%	38%	44%	40%	42%
			a	afg		a	a	a			m						
EVER DONE THIS	768	79	177	191	124	110	197	768	358	410	249	225	152	141	475	293	768
	58%	42%	65%	68%	57%	60%	52%	58%	55%	60%	64%	60%	55%	49%	62%	52%	58%
			afg	adfg	a	a	a	a			lmop	mo			lmo		mo
NEVER DONE THIS	564	108	95	89	94	74	179	564	288	276	139	150	125	150	289	275	564
	42%	58%	35%	32%	43%	40%	48%	42%	45%	40%	36%	40%	45%	51%	38%	48%	42%
		bcdefg			c		bc	bc					jn	jknp		jknp	j

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 47

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
DONE THIS IN THE LAST WEEK	202	185	10	4	3	202	169	33	5	194	180	13	192
	15%	16%	8%	9%	12%	15%	15%	18%	5%	16%	16%	10%	16%
		bc				bc				h	k		
DONE THIS BUT NOT IN THE LAST WEEK	566	484	52	23	7	566	487	80	17	535	489	40	529
	42%	42%	44%	45%	31%	42%	42%	45%	18%	45%	44%	31%	43%
		d	d	d		d				h	k		k
EVER DONE THIS	768	669	62	27	10	768	656	112	21	729	668	53	721
	58%	59%	52%	54%	42%	58%	57%	63%	23%	61%	61%	41%	59%
		d		d		d				h	k		k
NEVER DONE THIS	564	471	57	23	14	564	499	65	70	465	430	76	506
	42%	41%	48%	46%	58%	42%	43%	37%	77%	39%	39%	59%	41%
					ace				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 48

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
DONE THIS IN THE LAST WEEK	208	59	62	54	22	11	13	208	88	120	63	50	28	68	112	96	208
	16%	31%	23%	19%	10%	6%	3%	16%	14%	17%	16%	13%	10%	23%	15%	17%	16%
		cdefg	defg	def	f			def			l			ijklnop		l	l
DONE THIS BUT NOT IN THE LAST WEEK	397	66	115	100	58	48	57	397	188	209	115	130	77	75	245	152	397
	30%	35%	42%	36%	27%	26%	15%	30%	29%	30%	30%	34%	28%	26%	32%	27%	30%
		ef	defg	def	f	f		f				mo			o		
EVER DONE THIS	605	125	176	154	81	59	69	605	276	329	178	179	105	143	357	248	605
	45%	67%	65%	55%	37%	32%	18%	45%	43%	48%	46%	48%	38%	49%	47%	44%	45%
		cdefg	cdefg	defg	f	f		def				l		l	l		l
NEVER DONE THIS	727	62	95	126	138	125	306	727	370	357	210	197	172	149	407	321	727
	55%	33%	35%	45%	63%	68%	82%	55%	57%	52%	54%	52%	62%	51%	53%	56%	55%
				ab	abcg	abcg	abcdeg	abc					kmnp				

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 48

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
DONE THIS IN THE LAST WEEK	208	181	17	7	3	208	190	18	10	195	197	7	204
	16%	16%	14%	13%	13%	16%	16%	10%	11%	16%	18%	6%	17%
							g				k		k
DONE THIS BUT NOT IN THE LAST WEEK	397	343	31	15	7	397	330	66	10	372	362	13	375
	30%	30%	26%	30%	30%	30%	29%	37%	11%	31%	33%	10%	31%
							f			h	k		k
EVER DONE THIS	605	524	48	22	11	605	521	84	20	567	559	20	579
	45%	46%	41%	44%	44%	45%	45%	48%	22%	47%	51%	16%	47%
										h	k		k
NEVER DONE THIS	727	615	71	28	14	727	634	93	71	627	540	109	648
	55%	54%	59%	56%	56%	55%	55%	52%	78%	53%	49%	84%	53%
									i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 49

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
DONE THIS IN THE LAST WEEK	439	73	99	111	73	51	85	439	218	221	167	131	71	72	297	142	439
	33%	39%	36%	39%	33%	28%	23%	33%	34%	32%	43%	35%	25%	25%	39%	25%	33%
		ef	f	ef	f			f			klmop	lmo			lmop		lmo
DONE THIS BUT NOT IN THE LAST WEEK	469	63	93	104	78	65	130	469	211	258	129	137	109	93	267	202	469
	35%	34%	34%	37%	36%	35%	35%	35%	33%	38%	33%	37%	39%	32%	35%	36%	35%
EVER DONE THIS	908	136	192	215	151	115	215	908	429	479	296	268	179	165	564	344	908
	68%	73%	71%	77%	69%	63%	57%	68%	66%	70%	76%	71%	65%	57%	74%	61%	68%
		ef	f	efg	f			f			lmop	mo			lmop		mo
NEVER DONE THIS	424	51	80	65	67	69	161	424	217	207	92	108	97	127	200	224	424
	32%	27%	29%	23%	31%	37%	43%	32%	34%	30%	24%	29%	35%	43%	26%	39%	32%
						ac	abcdg	c					jn	jkn		jkn	jn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 49

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
DONE THIS IN THE LAST WEEK	439	389	32	11	7	439	377	63	17	410	395	18	413
	33%	34%	27%	22%	29%	33%	33%	35%	19%	34%	36%	14%	34%
		c				c				h	k		k
DONE THIS BUT NOT IN THE LAST WEEK	469	386	51	21	11	469	408	61	19	437	402	41	443
	35%	34%	43%	41%	44%	35%	35%	34%	21%	37%	37%	32%	36%
			ae		ae					h			
EVER DONE THIS	908	775	83	32	18	908	785	123	36	847	797	59	855
	68%	68%	70%	64%	73%	68%	68%	69%	39%	71%	73%	46%	70%
										h	k		k
NEVER DONE THIS	424	364	35	18	7	424	370	54	55	347	301	70	372
	32%	32%	30%	36%	27%	32%	32%	31%	61%	29%	27%	54%	30%
									i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 50

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
DONE THIS IN THE LAST WEEK	403	61	96	88	71	49	88	403	208	196	141	122	66	74	263	140	403
	30%	33%	35%	31%	32%	27%	23%	30%	32%	29%	36%	33%	24%	25%	34%	25%	30%
		f	f	f	f			f			lmop	lo			lmo		lo
DONE THIS BUT NOT IN THE LAST WEEK	453	48	86	121	69	63	130	453	209	244	135	130	105	83	265	188	453
	34%	26%	32%	43%	32%	34%	35%	34%	32%	36%	35%	35%	38%	28%	35%	33%	34%
				abdfg			a	a					m				
EVER DONE THIS	856	109	182	209	140	112	218	856	416	440	276	252	171	157	528	328	856
	64%	58%	67%	75%	64%	61%	58%	64%	64%	64%	71%	67%	62%	54%	69%	58%	64%
			f	adefg			f	f			lmop	mo			lmop		mo
NEVER DONE THIS	476	78	90	71	78	72	158	476	230	246	112	123	106	134	236	240	476
	36%	42%	33%	25%	36%	39%	42%	36%	36%	36%	29%	33%	38%	46%	31%	42%	36%
		c			c	c	bcg	c					jn	jknp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 50

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
DONE THIS IN THE LAST WEEK	403	349	37	12	5	403	350	53	12	382	368	19	386
	30%	31%	31%	24%	22%	30%	30%	30%	13%	32%	33%	14%	31%
		d			d					h	k		k
DONE THIS BUT NOT IN THE LAST WEEK	453	383	45	17	7	453	390	63	18	420	387	40	426
	34%	34%	38%	34%	30%	34%	34%	36%	20%	35%	35%	31%	35%
										h			
EVER DONE THIS	856	733	82	29	13	856	740	117	30	802	754	58	812
	64%	64%	69%	58%	52%	64%	64%	66%	33%	67%	69%	45%	66%
		d	cd			d				h	k		k
NEVER DONE THIS	476	407	37	21	12	476	415	61	61	393	344	71	415
	36%	36%	31%	42%	48%	36%	36%	34%	67%	33%	31%	55%	34%
			b		abe				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 51

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
DONE THIS IN THE LAST WEEK	222	26	42	57	43	30	55	222	113	109	109	58	26	30	167	55	222
	17%	14%	15%	20%	20%	17%	15%	17%	18%	16%	28%	15%	9%	10%	22%	10%	17%
											klmnop	lo			klmop		lmo
DONE THIS BUT NOT IN THE LAST WEEK	419	53	86	97	67	62	115	419	183	235	119	142	85	73	261	158	419
	31%	28%	32%	35%	31%	34%	31%	31%	28%	34%	31%	38%	31%	25%	34%	28%	31%
										h		jmop			mo		m
EVER DONE THIS	641	78	128	154	111	92	170	641	297	344	228	199	111	102	428	213	641
	48%	42%	47%	55%	51%	50%	45%	48%	46%	50%	59%	53%	40%	35%	56%	37%	48%
				af							lmop	lmo			lmop		lmo
NEVER DONE THIS	692	108	144	126	107	92	206	692	350	342	160	176	166	189	336	355	692
	52%	58%	53%	45%	49%	50%	55%	52%	54%	50%	41%	47%	60%	65%	44%	63%	52%
		c					c						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.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Find information online about cultural activities such as museums or theatre

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
DONE THIS IN THE LAST WEEK	222	204	12	4	3	222	180	43	2	213	200	10	211
	17%	18%	10%	8%	11%	17%	16%	24%	3%	18%	18%	8%	17%
		bcd				bc		f		h	k		k
DONE THIS BUT NOT IN THE LAST WEEK	419	355	41	14	7	419	367	51	12	396	364	36	400
	31%	31%	35%	29%	30%	31%	32%	29%	13%	33%	33%	28%	33%
										h			
EVER DONE THIS	641	560	53	18	10	641	547	94	14	608	565	46	611
	48%	49%	45%	36%	41%	48%	47%	53%	16%	51%	51%	36%	50%
		cd				c				h	k		k
NEVER DONE THIS	692	580	65	32	14	692	608	84	77	586	533	83	617
	52%	51%	55%	64%	59%	52%	53%	47%	84%	49%	49%	64%	50%
				ae	a				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 52

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
DONE THIS IN THE LAST WEEK	402	26	96	110	69	62	101	402	204	198	128	117	91	67	245	158	402
	30%	14%	35%	39%	31%	33%	27%	30%	32%	29%	33%	31%	33%	23%	32%	28%	30%
			af	afg	a	a	a	a			m	m	m		m		m
DONE THIS BUT NOT IN THE LAST WEEK	328	44	70	79	61	32	75	328	154	174	101	108	62	57	209	119	328
	25%	23%	26%	28%	28%	17%	20%	25%	24%	25%	26%	29%	22%	19%	27%	21%	25%
			e	ef	ef		e	e			mo	mo	mo		mo		mo
EVER DONE THIS	730	70	166	189	129	93	176	730	358	372	229	225	153	124	454	276	730
	55%	37%	61%	67%	59%	51%	47%	55%	55%	54%	59%	60%	55%	42%	59%	49%	55%
			aef	aefg	af	a	a	af			mo	mo	m		mo		mo
NEVER DONE THIS	603	117	106	91	89	91	199	603	289	314	159	151	124	168	310	292	603
	45%	63%	39%	33%	41%	49%	53%	45%	45%	46%	41%	40%	45%	58%	41%	51%	45%
		bcdefg				bc	bcdg	c						ijklnp		jknp	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 52

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
DONE THIS IN THE LAST WEEK	402	357	28	12	5	402	351	51	4	390	356	16	372
	30%	31%	23%	24%	22%	30%	30%	29%	4%	33%	32%	13%	30%
		bd			d					h	k		k
DONE THIS BUT NOT IN THE LAST WEEK	328	280	28	14	7	328	276	52	11	304	290	22	312
	25%	25%	23%	28%	28%	25%	24%	29%	13%	25%	26%	17%	25%
										h	k		k
EVER DONE THIS	730	637	55	26	12	730	627	103	15	695	646	38	684
	55%	56%	47%	52%	50%	55%	54%	58%	17%	58%	59%	29%	56%
		b			b					h	k		k
NEVER DONE THIS	603	503	63	24	12	603	527	75	76	500	452	91	543
	45%	44%	53%	48%	50%	45%	46%	42%	83%	42%	41%	71%	44%
			ae						i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 53

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	727	132	102	101	98	121	294	727	350	377	139	220	168	200	359	368	727
Effective Weighted Sample	535	101	78	70	74	96	220	535	263	272	106	164	125	146	266	270	535
Total	560	95	97	80	81	100	206	560	277	282	124	145	139	151	270	290	560
PROMPTED RESPONSES																	
I don't need to complete these government processes	147 26%	53 56%	26 27%	10 13%	** **	20 20%	40 19%	147 26%	76 27%	71 25%	32 26%	42 29%	32 23%	40 27%	74 28%	73 25%	147 26%
		bcefg	c					cf									
I prefer to use pen and paper / fill out a form / use the post	135 24%	9 10%	18 18%	23 29%	** **	32 32%	63 31%	135 24%	64 23%	71 25%	27 22%	31 21%	43 31%	34 23%	58 21%	77 27%	135 24%
				a		ab	ab	a					n				
I prefer to talk with someone in person to do these things	115 21%	12 12%	15 16%	20 24%	** **	21 21%	50 24%	115 21%	53 19%	62 22%	19 15%	31 22%	35 25%	30 20%	50 19%	65 23%	115 21%
				a			a										
I prefer to make a phone call to do these things	99 18%	13 13%	15 16%	17 22%	** **	17 17%	41 20%	99 18%	52 19%	47 17%	13 11%	26 18%	21 15%	39 26%	39 14%	60 21%	99 18%
														jlnp		j	
I don't believe it is safe to give my information online to do these things	48 9%	4 4%	9 9%	5 6%	** **	10 10%	21 10%	48 9%	25 9%	24 8%	8 7%	18 12%	7 5%	15 10%	26 10%	22 8%	48 9%
												l					
I wasn't aware you could do this online	48 9%	9 10%	10 10%	8 10%	** **	6 6%	13 6%	48 9%	22 8%	26 9%	9 7%	13 9%	16 12%	10 6%	22 8%	26 9%	48 9%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 53

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	727	132	102	101	98	121	294	727	350	377	139	220	168	200	359	368	727
Effective Weighted Sample	535	101	78	70	74	96	220	535	263	272	106	164	125	146	266	270	535
Total	560	95	97	80	81	100	206	560	277	282	124	145	139	151	270	290	560
The websites or apps are difficult to use or take too long to use	21 4%	3 3%	* *%	4 5%	** **	5 5%	11 5%	21 4%	13 5%	8 3%	5 4%	7 5%	3 2%	6 4%	12 5%	9 3%	21 4%
It's only possible to do these things in person or by phone, they can't be done online	15 3%	1 1%	7 7%	4 5%	** **	* *%	* *%	15 3%	11 4%	4 1%	2 1%	8 5%	4 3%	2 1%	9 3%	6 2%	15 3%
UNPROMPTED RESPONSES																	
I'm not responsible for this in the household/ someone else does this for me	15 3%	1 1%	1 1%	2 2%	** **	5 5%	11 5%	15 3%	4 1%	11 4%	6 5%	4 3%	2 1%	3 2%	10 4%	5 2%	15 3%
Lack confidence online/ don't feel comfortable doing it/ need help going online	3 1%	1 1%	- -%	- -%	** **	- -%	2 1%	3 1%	1 *%	2 1%	1 1%	- -%	1 1%	1 1%	1 *%	2 1%	3 1%
Other reasons	9 2%	* *%	2 2%	2 2%	** **	2 2%	4 2%	9 2%	3 1%	6 2%	3 2%	2 2%	3 2%	1 *%	5 2%	4 1%	9 2%
Don't know	52 9%	7 8%	15 16%	9 11%	** **	9 9%	14 7%	52 9%	25 9%	26 9%	18 14%	11 7%	8 6%	15 10%	29 11%	23 8%	52 9%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 53

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	d	e	f	g	h	i	j	k	l
Unweighted total	727	452	85	83	107	727	618	109	114	581	525	122	647
Effective Weighted Sample	535	409	78	80	99	535	461	79	82	429	380	99	474
Total	560	471	52	23	14	560	496	64	76	454	418	82	500
PROMPTED RESPONSES													
I don't need to complete these government processes	147 26%	115 25%	** **	** **	2 15%	147 26%	133 27%	14 22%	11 14%	128 28%	123 29%	16 20%	139 28%
I prefer to use pen and paper / fill out a form / use the post	135 24%	112 24%	** **	** **	5 34%	135 24%	114 23%	21 33%	22 30%	109 24%	89 21%	30 36%	119 24%
I prefer to talk with someone in person to do these things	115 21%	93 20%	** **	** **	3 24%	115 21%	103 21%	13 20%	17 22%	93 20%	82 20%	19 24%	101 20%
I prefer to make a phone call to do these things	99 18%	88 19%	** **	** **	2 12%	99 18%	88 18%	11 17%	9 12%	83 18%	76 18%	15 18%	91 18%
I don't believe it is safe to give my information online to do these things	48 9%	41 9%	** **	** **	1 9%	48 9%	43 9%	5 8%	14 18%	31 7%	35 8%	9 12%	45 9%
I wasn't aware you could do this online	48 9%	44 9%	** **	** **	1 7%	48 9%	44 9%	4 6%	8 10%	36 8%	32 8%	6 7%	37 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.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	d	e	f	g	h	i	j	k	l
Unweighted total	727	452	85	83	107	727	618	109	114	581	525	122	647
Effective Weighted Sample	535	409	78	80	99	535	461	79	82	429	380	99	474
Total	560	471	52	23	14	560	496	64	76	454	418	82	500
The websites or apps are difficult to use or take too long to use	21 4%	19 4%	** **	** **	* 3%	21 4%	20 4%	1 2%	3 4%	16 4%	16 4%	1 1%	17 3%
It's only possible to do these things in person or by phone, they can't be done online	15 3%	14 3%	** **	** **	* 3%	15 3%	13 3%	2 3%	- -%	13 3%	15 4%	- -%	15 3%
UNPROMPTED RESPONSES													
I'm not responsible for this in the household/ someone else does this for me	15 3%	15 3%	** **	** **	* 1%	15 3%	13 3%	2 3%	4 6%	11 2%	7 2%	4 4%	10 2%
Lack confidence online/ don't feel comfortable doing it/ need help going online	3 1%	3 1%	** **	** **	- -%	3 1%	3 1%	- -%	* *%	3 1%	2 *%	1 1%	3 1%
Other reasons	9 2%	8 2%	** **	** **	- -%	9 2%	7 1%	2 4%	1 1%	8 2%	8 2%	1 1%	9 2%
Don't know	52 9%	44 9%	** **	** **	2 11%	52 9%	45 9%	7 11%	6 7%	39 9%	42 10%	5 7%	48 10%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 54

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

IN16. (SHOWCARD) You said earlier that you go online to complete government processes such as updating Universal Credit, renewing a driving licence or a passport. Which one of these devices do you use most for completing government processes online? (SINGLE CODE)

Base : Those who have ever completed government processes online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	843	111	167	193	152	104	220	843	399	444	253	296	136	158	549	294	843
Effective Weighted Sample	661	87	129	159	121	83	176	661	315	346	210	236	105	118	439	223	661
Total	773	92	174	200	137	84	170	773	369	404	264	230	138	141	494	278	773
A computer - laptop, desktop or netbook computer (PC or Mac)	453 59%	56 60%	68 39%	124 62%	80 59%	59 71%	125 74%	453 59%	251 68%	202 50%	179 68%	148 64%	67 48%	60 43%	326 66%	127 46%	453 59%
		b		b	b	bg	abcdg	b	i		lmop	lmo			lmop		mo
A smartphone	157 20%	21 23%	74 42%	37 19%	20 15%	3 4%	6 3%	157 20%	55 15%	102 25%	30 12%	36 16%	32 23%	59 42%	66 13%	91 33%	157 20%
		ef	acdefg	ef	ef		ef	ef	h				jn	ijklnp		jknp	jn
A tablet	157 20%	16 17%	32 19%	37 19%	34 25%	20 24%	38 22%	157 20%	60 16%	97 24%	52 20%	45 20%	39 29%	20 14%	98 20%	60 21%	157 20%
									h				mn				
Some other device	4 *%	- -%	* *%	1 1%	1 1%	1 1%	1 *%	4 *%	2 *%	2 1%	2 1%	1 *%	- -%	1 1%	3 1%	1 *%	4 *%
Don't know	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.

IN16. (SHOWCARD) You said earlier that you go online to complete government processes such as updating Universal Credit, renewing a driving licence or a passport. Which one of these devices do you use most for completing government processes online? (SINGLE CODE)

Base : Those who have ever completed government processes online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	j	~k	l
Unweighted total	843	578	100	96	69	843	678	165	19	803	727	61	788
Effective Weighted Sample	661	529	91	94	65	661	544	122	16	631	571	49	618
Total	773	669	67	27	10	773	659	114	15	740	680	47	727
A computer - laptop, desktop or netbook computer (PC or Mac)	453 59%	398 60%	37 55%	** **	** **	453 59%	378 57%	75 66%	** **	439 59%	383 56%	** **	421 58%
A smartphone	157 20%	136 20%	13 20%	** **	** **	157 20%	149 23%	9 8%	** **	151 20%	150 22%	** **	151 21%
A tablet	157 20%	131 20%	16 23%	** **	** **	157 20%	130 20%	27 24%	** **	146 20%	142 21%	** **	150 21%
Some other device	4 *%	3 *%	1 1%	** **	** **	4 *%	1 *%	3 2%	** **	3 *%	4 1%	** **	4 1%
Don't know	1 *%	1 *%	1 1%	** **	** **	1 *%	1 *%	1 *%	** **	1 *%	1 *%	** **	1 *%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 55

Any break column with 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 what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
No, do not have any concerns	757	129	158	130	96	97	243	757	399	357	175	205	175	201	380	377	757
	50%	67%	57%	45%	42%	43%	46%	50%	54%	46%	43%	51%	53%	53%	47%	53%	50%
		bcdefg	cdef				d		i			j	j	jn		jn	j
Strangers contacting children	287	21	59	68	51	45	87	287	108	179	82	67	68	70	149	138	287
	19%	11%	21%	24%	22%	20%	16%	19%	14%	23%	20%	16%	21%	19%	18%	20%	19%
			a	af	a	a	a	a		h							
Unsuitable content for children	258	12	48	64	50	44	85	258	104	154	87	74	44	53	161	97	258
	17%	6%	17%	22%	22%	20%	16%	17%	14%	20%	21%	18%	13%	14%	20%	14%	17%
			a	af	a	a	a	a		h	lmo	o			lmo		
Sexual content/ pornography	249	10	45	61	53	38	80	249	103	146	82	65	49	52	147	102	249
	16%	5%	16%	21%	23%	17%	15%	16%	14%	19%	20%	16%	15%	14%	18%	14%	16%
			a	af	afg	a	a	a		h	mo						
Identity theft	219	20	37	51	41	38	70	219	102	117	80	59	46	33	140	80	219
	14%	10%	13%	18%	18%	17%	13%	14%	14%	15%	20%	15%	14%	9%	17%	11%	14%
				a	a						mop	m	m		mo		mo
Fraud	209	17	38	47	39	32	69	209	100	109	77	55	41	36	133	77	209
	14%	9%	13%	16%	17%	14%	13%	14%	13%	14%	19%	14%	12%	9%	16%	11%	14%
				a	a						klmop				mo		m
People masquerading as younger people online	193	9	38	46	36	32	63	193	73	120	63	50	34	45	113	79	193
	13%	5%	14%	16%	16%	14%	12%	13%	10%	15%	15%	12%	10%	12%	14%	11%	13%
			a	a	a	a	a	a		h							
Violent content	168	8	32	50	25	28	52	168	74	94	53	44	37	33	97	71	168
	11%	4%	12%	17%	11%	13%	10%	11%	10%	12%	13%	11%	11%	9%	12%	10%	11%
			a	afg	a	a	a	a									

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	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Websites promoting radicalisation/ instructing how to be a terrorist	160 11%	10 5%	28 10%	34 12%	26 12%	32 14%	62 12%	160 11%	79 11%	81 10%	55 13%	50 12%	34 10%	21 6%	105 13%	55 8%	160 11%
				a	a	a	a	a			mo	mo	m		mo		m
Racist/ far right websites	136 9%	12 6%	24 9%	37 13%	23 10%	24 11%	40 7%	136 9%	67 9%	69 9%	56 14%	36 9%	21 6%	23 6%	92 11%	44 6%	136 9%
				af							klmop				lmo		o
Viruses/ trojans/ worms/ spyware/ malicious software	135 9%	16 8%	23 8%	40 14%	29 13%	13 6%	28 5%	135 9%	66 9%	69 9%	55 14%	35 9%	27 8%	18 5%	90 11%	45 6%	135 9%
				efg	ef			f			klmop	m			mo		mo
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	135 9%	11 6%	23 8%	40 14%	24 10%	20 9%	37 7%	135 9%	65 9%	70 9%	53 13%	38 9%	26 8%	18 5%	91 11%	44 6%	135 9%
				afg							lmop	m			mo		mo
Websites showing indecent images of children	130 9%	7 4%	24 9%	34 12%	25 11%	19 9%	39 7%	130 9%	56 7%	74 10%	45 11%	36 9%	25 8%	23 6%	81 10%	49 7%	130 9%
			a	af	a	a	a	a			mo				mo		
Claims for money/ phishing emails	129 8%	12 6%	22 8%	41 14%	20 9%	18 8%	34 6%	129 8%	60 8%	69 9%	52 13%	35 9%	23 7%	19 5%	87 11%	42 6%	129 8%
				abefg							lmop				mo		mo

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		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Others getting access to my personal details	128	10	21	33	24	20	40	128	59	69	52	34	20	22	86	42	128
	8%	5%	8%	11%	10%	9%	8%	8%	8%	9%	13%	8%	6%	6%	11%	6%	8%
				a							lmop			lmo		o	
Religious hate material/ websites	119	10	25	26	23	23	36	119	55	64	49	33	17	20	82	37	119
	8%	5%	9%	9%	10%	10%	7%	8%	7%	8%	12%	8%	5%	5%	10%	5%	8%
				a			a				lmop			lmo		o	
Spam/ unwanted emails	114	7	26	27	22	17	32	114	58	56	49	26	22	17	75	39	114
	8%	4%	9%	9%	10%	8%	6%	8%	8%	7%	12%	6%	7%	4%	9%	6%	8%
			a	a	a						klmop			mo		m	
Personal information that companies may hold about me	105	2	25	28	20	21	31	105	50	55	46	25	23	12	71	34	105
	7%	1%	9%	10%	9%	10%	6%	7%	7%	7%	11%	6%	7%	3%	9%	5%	7%
			a	a	a	a	a	a			kmop	m	m		mo		m
Content encouraging violence or crime	100	7	20	25	15	18	33	100	46	54	37	28	21	14	65	35	100
	7%	4%	7%	9%	6%	8%	6%	7%	6%	7%	9%	7%	6%	4%	8%	5%	7%
			a								mo	m		mo		m	
Body image/websites with information about excessive dieting/ eating disorders	97	11	17	21	19	19	30	97	36	61	39	27	16	15	66	31	97
	6%	6%	6%	7%	8%	8%	6%	6%	5%	8%	10%	7%	5%	4%	8%	4%	6%
										h	lmop				mo		
Strong/ offensive language/ swearing	97	3	16	26	17	18	36	97	50	47	31	28	21	17	59	38	97
	6%	1%	6%	9%	7%	8%	7%	6%	7%	6%	8%	7%	6%	4%	7%	5%	6%
			a	a	a	a	a	a									

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	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Unsecure sites	97	10	16	24	20	13	26	97	47	50	43	26	16	12	69	28	97
	6%	5%	6%	8%	9%	6%	5%	6%	6%	6%	10%	6%	5%	3%	8%	4%	6%
					f						klmop	m		mo		mo	
Websites instructing how to commit suicide/ self-harm	96	7	17	22	22	16	28	96	38	59	35	26	18	18	60	36	96
	6%	4%	6%	8%	10%	7%	5%	6%	5%	8%	9%	6%	5%	5%	7%	5%	6%
					af						mo						
Third parties having access to/ using your personal data without informing you	95	6	17	27	17	18	29	95	48	47	46	20	17	13	66	29	95
	6%	3%	6%	9%	8%	8%	5%	6%	6%	6%	11%	5%	5%	3%	8%	4%	6%
				af	a	a					klmop				kmo		m
Pop-up adverts/ too many adverts	95	7	22	22	16	16	29	95	47	48	40	26	17	12	65	29	95
	6%	4%	8%	7%	7%	7%	5%	6%	6%	6%	10%	6%	5%	3%	8%	4%	6%
											lmop	m			mo		m
Homophobic material/ websites	94	9	13	31	14	15	26	94	41	52	39	28	15	12	67	27	94
	6%	5%	5%	11%	6%	7%	5%	6%	6%	7%	10%	7%	5%	3%	8%	4%	6%
				abfg							lmop	mo			lmo		mo
Illegal goods for sale online	93	7	19	22	19	17	27	93	39	54	35	28	16	15	63	31	93
	6%	4%	7%	8%	8%	7%	5%	6%	5%	7%	9%	7%	5%	4%	8%	4%	6%
											mo				mo		
People gambling online	86	8	12	20	13	17	32	86	36	50	30	22	15	19	52	34	86
	6%	4%	4%	7%	6%	8%	6%	6%	5%	6%	7%	5%	5%	5%	6%	5%	6%

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
General concerns about online privacy (unspecified)	84 6%	4 2%	13 5%	19 7%	16 7%	14 6%	31 6%	84 6%	41 6%	42 5%	30 7%	28 7%	14 4%	12 3%	58 7%	26 4%	84 6%
				a	a	a	a	a			mo	mo			mo		
Not controlled/ regulated/ anything can be shown on it	82 5%	4 2%	14 5%	16 5%	16 7%	17 8%	32 6%	82 5%	44 6%	38 5%	25 6%	27 7%	14 4%	17 4%	52 6%	31 4%	82 5%
				a	a	a											
Inappropriate advertising/ selling	82 5%	4 2%	19 7%	22 8%	14 6%	12 5%	24 5%	82 5%	43 6%	40 5%	28 7%	25 6%	14 4%	15 4%	54 7%	29 4%	82 5%
			a	a							o				o		
Receiving advertising that is personally targeted	65 4%	3 1%	13 5%	19 7%	13 6%	11 5%	18 3%	65 4%	35 5%	30 4%	29 7%	16 4%	13 4%	7 2%	45 6%	20 3%	65 4%
				af	a	a					mop				mo		m
Personal information that the government may hold about me	64 4%	1 1%	12 4%	22 8%	14 6%	8 4%	15 3%	64 4%	32 4%	33 4%	33 8%	11 3%	12 4%	9 2%	43 5%	21 3%	64 4%
			a	afg	af		a				klmop				kmo		
My behaviour online being recorded/ tracked by websites	57 4%	4 2%	11 4%	15 5%	10 5%	10 4%	17 3%	57 4%	32 4%	25 3%	30 7%	11 3%	13 4%	3 1%	41 5%	16 2%	57 4%
											kmop		m		mo		m

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
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Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Social media sites/ Facebook/ issues with content posted/ trolling on social media sites	11 1%	- -%	2 1%	3 1%	1 *%	- -%	6 1%	11 1%	5 1%	6 1%	6 1%	- -%	2 *%	4 1%	6 1%	5 1%	11 1%
Bullying/ children being bullied online	10 1%	2 1%	1 *%	3 1%	1 1%	1 1%	4 1%	10 1%	4 *%	7 1%	4 1%	4 1%	1 *%	2 1%	7 1%	3 *%	10 1%
Other	28 2%	6 3%	2 1%	3 1%	4 2%	6 3%	13 3%	28 2%	10 1%	18 2%	7 2%	7 2%	5 2%	9 2%	14 2%	14 2%	28 2%
Don't know	20 1%	1 *%	* *%	1 *%	3 1%	4 2%	14 3%	20 1%	10 1%	9 1%	2 1%	4 1%	4 1%	9 2%	6 1%	13 2%	20 1%
							bcg							n			
SUMMARY CODES																	
ANY CONCERNS	743 49%	61 32%	121 43%	157 54%	128 56%	122 55%	275 52%	743 49%	335 45%	408 53%	229 56%	197 48%	151 46%	166 44%	426 52%	317 45%	743 49%
			a	ab	abg	ab	ab	a		h	klmop				mo		
OFFENSIVE/ ILLEGAL CONTENT	497 33%	33 17%	91 33%	111 39%	92 40%	78 35%	169 32%	497 33%	221 30%	275 36%	159 39%	136 34%	93 28%	108 29%	295 36%	202 29%	497 33%
			a	a	afg	a	a	a		h	lmop				lmo		
RISKS TO OTHERS/ SOCIETY	398 26%	31 16%	76 27%	89 31%	71 31%	65 29%	132 25%	398 26%	165 22%	233 30%	123 30%	99 24%	87 26%	89 24%	222 27%	176 25%	398 26%
			a	a	a	a	a	a		h	m						
SECURITY/ FRAUD	364 24%	34 18%	61 22%	80 28%	63 28%	58 26%	126 24%	364 24%	170 23%	193 25%	130 32%	97 24%	71 22%	65 17%	227 28%	136 19%	364 24%
				a	a	a					klmop	m			lmop		mo

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
PERSONAL PRIVACY	162	7	30	42	33	28	51	162	80	82	69	40	31	22	110	53	162
	11%	4%	11%	14%	14%	12%	10%	11%	11%	11%	17%	10%	9%	6%	13%	7%	11%
			a	af	a	a	a	a			klmop	m			mo		mo
ADVERTISING	148	9	30	40	29	23	41	148	73	75	58	41	26	23	99	49	148
	10%	5%	11%	14%	13%	10%	8%	10%	10%	10%	14%	10%	8%	6%	12%	7%	10%
			a	af	af	a		a			lmop	m			lmo		mo

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

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Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
No, do not have any concerns	757 50%	643 50%	78 57%	22 37%	13 44%	757 50%	663 50%	94 46%	49 54%	574 48%	576 51%	104 45%	680 50%
Strangers contacting children	287 19%	233 18%	30 22%	13 21%	11 37%	287 19%	256 19%	31 15%	10 10%	239 20%	214 19%	34 15%	249 18%
					abce					h			
Unsuitable content for children	258 17%	212 16%	24 18%	14 23%	7 24%	258 17%	221 17%	37 18%	14 15%	212 18%	189 17%	40 18%	230 17%
				ae	ae								
Sexual content/ pornography	249 16%	211 16%	21 15%	10 16%	7 22%	249 16%	214 16%	35 17%	9 10%	214 18%	187 17%	33 14%	220 16%
					ae					h			
Identity theft	219 14%	180 14%	23 17%	11 18%	4 14%	219 14%	184 14%	35 17%	10 12%	184 15%	168 15%	26 11%	194 14%
Fraud	209 14%	172 13%	21 16%	11 18%	4 15%	209 14%	179 14%	30 15%	7 7%	180 15%	166 15%	22 10%	188 14%
										h	k		
People masquerading as younger people online	193 13%	151 12%	30 22%	7 11%	5 16%	193 13%	165 13%	28 14%	9 10%	163 14%	145 13%	22 10%	167 12%
			ace										
Violent content	168 11%	145 11%	11 8%	7 12%	5 16%	168 11%	143 11%	25 12%	9 10%	140 12%	122 11%	27 12%	149 11%
					be								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 55

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IN17. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Websites promoting radicalisation/ instructing how to be a terrorist	160 11%	130 10%	20 15%	7 11%	4 12%	160 11%	140 11%	20 10%	5 6%	142 12%	126 11%	17 7%	143 11%
Racist/ far right websites	136 9%	115 9%	14 11%	4 6%	3 10%	136 9%	116 9%	20 10%	2 2%	122 10%	111 10%	11 5%	121 9%
Viruses/ trojans/ worms/ spyware/ malicious software	135 9%	111 9%	12 9%	10 16%	3 9%	135 9%	112 9%	23 11%	2 3%	126 11%	108 10%	11 5%	120 9%
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	135 9%	115 9%	12 9%	6 10%	2 5%	135 9%	114 9%	21 10%	2 3%	121 10%	109 10%	14 6%	122 9%
Websites showing indecent images of children	130 9%	102 8%	16 11%	8 13%	5 15%	130 9%	118 9%	12 6%	2 3%	113 9%	99 9%	14 6%	112 8%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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IN17. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Claims for money/ phishing emails	129 8%	107 8%	12 9%	8 13% ae	2 8%	129 8%	108 8%	21 10%	3 3%	119 10% h	108 10% k	10 4%	118 9% k
Others getting access to my personal details	128 8%	100 8%	15 11%	10 16% ae	4 12%	128 8%	110 8%	18 9%	5 5%	110 9%	103 9%	13 6%	116 9%
Religious hate material/ websites	119 8%	101 8%	12 9%	3 5%	3 10%	119 8%	105 8%	14 7%	4 4%	104 9%	100 9% k	5 2%	105 8% k
Spam/ unwanted emails	114 8%	94 7%	10 7%	7 12% ae	2 8%	114 8%	100 8%	14 7%	3 3%	104 9% h	91 8% k	7 3%	99 7% k
Personal information that companies may hold about me	105 7%	90 7%	5 4%	8 13% abde	2 7%	105 7%	90 7%	15 7%	3 3%	92 8%	86 8%	11 5%	97 7%
Content encouraging violence or crime	100 7%	82 6%	8 6%	7 11% abe	4 12% abe	100 7%	86 7%	15 7%	2 2%	87 7% h	78 7%	11 5%	89 7%
Body image/websites with information about excessive dieting/ eating disorders	97 6%	79 6%	11 8%	4 7%	3 9%	97 6%	80 6%	17 9%	3 3%	86 7%	78 7% k	8 3%	85 6%

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

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Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Strong/ offensive language/ swearing	97 6%	80 6%	7 5%	5 9%	4 14% abe	97 6%	86 7%	11 6%	2 3%	81 7%	67 6%	15 6%	81 6%
Unsecure sites	97 6%	82 6%	6 4%	8 12% abde	2 6%	97 6%	78 6%	19 9%	1 2%	86 7% h	75 7%	11 5%	86 6%
Websites instructing how to commit suicide/ self-harm	96 6%	75 6%	13 9%	4 7% ace	4 13%	96 6%	80 6%	16 8%	2 3%	83 7%	77 7%	10 4%	87 6%
Third parties having access to/ using your personal data without informing you	95 6%	76 6%	9 7%	8 13% abe	2 8%	95 6%	78 6%	17 8%	1 2%	83 7% h	78 7%	8 4%	86 6%
Pop-up adverts/ too many adverts	95 6%	82 6%	6 4%	5 9%	2 6%	95 6%	84 6%	10 5%	* 1%	88 7% h	82 7% k	5 2%	87 6% k
Homophobic material/ websites	94 6%	76 6%	11 8%	4 7%	3 9%	94 6%	82 6%	12 6%	1 1%	84 7% h	72 6%	9 4%	82 6%
Illegal goods for sale online	93 6%	79 6%	8 6%	4 7%	2 8%	93 6%	82 6%	12 6%	2 3%	83 7%	77 7% k	8 3%	85 6%

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 what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
People gambling online	86 6%	72 6%	8 6%	4 7%	2 6%	86 6%	77 6%	9 4%	3 3%	71 6%	58 5%	11 5%	69 5%
General concerns about online privacy (unspecified)	84 6%	67 5%	9 7%	5 8%	3 8%	84 6%	65 5%	18 9%	1 1%	72 6%	63 6%	10 5%	73 5%
Not controlled/ regulated/ anything can be shown on it	82 5%	69 5%	5 4%	6 9%	3 9%	82 5%	64 5%	18 9%	2 2%	73 6%	65 6%	9 4%	74 5%
Inappropriate advertising/ selling	82 5%	69 5%	5 3%	6 10%	2 7%	82 5%	66 5%	16 8%	1 1%	75 6%	65 6%	9 4%	74 5%
Receiving advertising that is personally targeted	65 4%	54 4%	5 4%	4 7%	2 6%	65 4%	53 4%	12 6%	1 1%	61 5%	59 5%	3 1%	62 5%
Personal information that the government may hold about me	64 4%	55 4%	4 3%	3 6%	2 7%	64 4%	56 4%	8 4%	1 1%	57 5%	51 5%	8 3%	59 4%
My behaviour online being recorded/ tracked by websites	57 4%	44 3%	6 5%	5 8%	2 7%	57 4%	47 4%	10 5%	1 1%	51 4%	47 4%	5 2%	52 4%

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 what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Social media sites/ Facebook/ issues with content posted/ trolling on social media sites	11 1%	11 1%	- -%	- -%	- -%	11 1%	6 *% f	5 2%	- -%	10 1%	8 1%	2 1%	10 1%
Bullying/ children being bullied online	10 1%	9 1%	1 1%	1 2%	- -%	10 1%	7 1%	3 2%	2 2%	8 1%	7 1%	1 *%	8 1%
Other	28 2%	23 2%	3 2%	3 4%	* 1%	28 2%	24 2%	4 2%	* *%	23 2%	23 2%	2 1%	24 2%
Don't know	20 1%	14 1%	1 1%	2 4%	2 5%	20 1%	17 1%	2 1%	2 2%	5 *%	3 *%	10 4%	13 1%
				abe	abe							jl	j
SUMMARY CODES													
ANY CONCERNS	743 49%	634 49%	57 42%	36 59%	15 51%	743 49%	635 48%	108 53%	41 45%	615 51%	545 49%	116 51%	661 49%
OFFENSIVE/ ILLEGAL CONTENT	497 33%	427 33%	35 26%	23 38%	12 38%	497 33%	423 32%	74 36%	25 27%	416 35%	373 33%	75 33%	448 33%
RISKS TO OTHERS/ SOCIETY	398 26%	327 25%	43 31%	16 27%	12 39%	398 26%	345 26%	53 26%	18 20%	334 28%	294 26%	54 24%	348 26%
					ace								

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

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Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
SECURITY/ FRAUD	364	305	32	20	6	364	307	57	18	308	274	50	323
	24%	24%	24%	32%	21%	24%	23%	28%	20%	26%	24%	22%	24%
				ade									
PERSONAL PRIVACY	162	137	11	10	3	162	137	25	4	142	125	21	146
	11%	11%	8%	17%	10%	11%	10%	12%	4%	12%	11%	9%	11%
				abe						h			
ADVERTISING	148	128	10	8	3	148	125	23	2	137	126	11	138
	10%	10%	7%	14%	8%	10%	10%	11%	2%	11%	11%	5%	10%
				b						h	k		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 56

Any break column with 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 what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
No, do not have any concerns	656	126	155	127	92	76	156	656	344	312	163	192	150	150	356	300	656
	49%	68%	57%	45%	42%	41%	42%	49%	53%	45%	42%	51%	54%	52%	47%	53%	49%
		bcdefg	cdefg				ef		i			j	jn	j		jn	j
Strangers contacting children	256	21	58	66	49	35	62	256	91	164	81	58	58	60	139	117	256
	19%	11%	21%	24%	23%	19%	16%	19%	14%	24%	21%	15%	21%	20%	18%	21%	19%
			a	af	a	a	a	a		h						k	
Unsuitable content for children	232	12	45	61	48	36	67	232	92	141	86	65	39	43	150	82	232
	17%	6%	17%	22%	22%	20%	18%	17%	14%	21%	22%	17%	14%	15%	20%	14%	17%
			a	a	a	a	a	a		h	lmo				o		
Sexual content/ pornography	230	10	44	60	52	30	64	230	93	138	80	59	44	47	140	90	230
	17%	5%	16%	22%	24%	16%	17%	17%	14%	20%	21%	16%	16%	16%	18%	16%	17%
			a	a	afg	a	a	a		h							
Identity theft	202	20	37	50	40	33	55	202	93	109	77	56	39	31	133	70	202
	15%	11%	14%	18%	19%	18%	15%	15%	14%	16%	20%	15%	14%	11%	17%	12%	15%
				a	a	a					mop				mo		
Fraud	194	17	38	45	37	29	57	194	93	101	76	52	36	30	127	66	194
	15%	9%	14%	16%	17%	16%	15%	15%	14%	15%	19%	14%	13%	10%	17%	12%	15%
				a	a	a	a	a			klmop				mo		
People masquerading as younger people online	178	9	38	46	34	29	51	178	67	110	63	45	30	39	108	69	178
	13%	5%	14%	16%	15%	16%	14%	13%	10%	16%	16%	12%	11%	14%	14%	12%	13%
			a	a	a	a	a	a		h							
Violent content	154	8	32	48	25	22	40	154	66	88	53	41	32	28	94	60	154
	12%	5%	12%	17%	11%	12%	11%	12%	10%	13%	14%	11%	11%	10%	12%	11%	12%
			a	afg	a	a	a	a									

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Websites promoting radicalisation/ instructing how to be a terrorist	152 11%	10 5%	28 10%	34 12%	25 12%	29 16%	55 15%	152 11%	76 12%	76 11%	55 14%	48 13%	30 11%	19 6%	103 14%	49 9%	152 11%
				a	a	a	a	a			mo	mo			mo		m
Viruses/ trojans/ worms/ spyware/ malicious software	132 10%	16 9%	23 8%	39 14%	29 13%	12 7%	24 7%	132 10%	63 10%	69 10%	54 14%	34 9%	26 9%	18 6%	88 12%	44 8%	132 10%
				ef	ef		f				kmop				mo		
Racist/ far right websites	129 10%	12 6%	24 9%	36 13%	23 11%	20 11%	34 9%	129 10%	61 9%	68 10%	55 14%	34 9%	19 7%	21 7%	89 12%	40 7%	129 10%
				a							klmop				lmo		
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	127 10%	11 6%	23 8%	40 14%	23 11%	18 10%	31 8%	127 10%	60 9%	68 10%	52 13%	37 10%	22 8%	16 5%	89 12%	38 7%	127 10%
				afg							mop	m			mo		m
Claims for money/ phishing emails	126 9%	12 6%	22 8%	41 14%	19 9%	17 9%	32 8%	126 9%	58 9%	68 10%	52 13%	34 9%	21 8%	19 6%	86 11%	40 7%	126 9%
				abfg							lmop				mo		
Websites showing indecent images of children	121 9%	7 4%	24 9%	34 12%	25 11%	17 9%	31 8%	121 9%	51 8%	70 10%	43 11%	35 9%	23 8%	20 7%	78 10%	43 8%	121 9%
			a	a	a	a	a	a									

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 what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Others getting access to my personal details	120 9%	10 5%	21 8%	32 12%	23 11%	18 10%	34 9%	120 9%	54 8%	67 10%	52 13%	33 9%	18 6%	18 6%	85 11%	36 6%	120 9%
Religious hate material/ websites	113 9%	10 5%	25 9%	25 9%	23 10%	20 11%	31 8%	113 9%	51 8%	63 9%	48 12%	32 8%	16 6%	17 6%	80 10%	34 6%	113 9%
Spam/ unwanted emails	110 8%	7 4%	26 10%	27 10%	22 10%	16 9%	28 8%	110 8%	56 9%	54 8%	48 12%	24 7%	22 8%	16 5%	73 10%	37 7%	110 8%
Personal information that companies may hold about me	100 7%	2 1%	25 9%	27 10%	19 9%	20 11%	27 7%	100 7%	46 7%	54 8%	46 12%	24 6%	20 7%	10 4%	70 9%	30 5%	100 7%
Pop-up adverts/ too many adverts	93 7%	7 4%	22 8%	21 8%	15 7%	16 9%	28 7%	93 7%	45 7%	47 7%	40 10%	25 7%	17 6%	11 4%	65 8%	28 5%	93 7%
Body image/websites with information about excessive dieting/ eating disorders	93 7%	11 6%	17 6%	21 7%	18 8%	17 10%	27 7%	93 7%	34 5%	58 8%	39 10%	26 7%	15 5%	12 4%	65 9%	27 5%	93 7%
Content encouraging violence or crime	92 7%	7 4%	20 7%	25 9%	14 6%	13 7%	26 7%	92 7%	41 6%	51 7%	37 10%	26 7%	17 6%	12 4%	63 8%	29 5%	92 7%

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 what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Unsecure sites	91	10	16	24	19	11	22	91	44	48	42	25	15	10	66	25	91
	7%	5%	6%	9%	9%	6%	6%	7%	7%	7%	11%	7%	6%	3%	9%	4%	7%
											klmop			mo		m	
Websites instructing how to commit suicide/ self-harm	91	7	17	22	21	15	23	91	35	55	35	25	16	15	60	31	91
	7%	4%	6%	8%	10%	8%	6%	7%	5%	8%	9%	7%	6%	5%	8%	5%	7%
					a												
Illegal goods for sale online	90	7	19	22	18	15	24	90	37	53	34	26	15	15	60	30	90
	7%	4%	7%	8%	8%	8%	6%	7%	6%	8%	9%	7%	6%	5%	8%	5%	7%
Homophobic material/ websites	89	9	13	30	14	13	23	89	38	51	39	26	14	9	65	24	89
	7%	5%	5%	11%	6%	7%	6%	7%	6%	7%	10%	7%	5%	3%	9%	4%	7%
				abfg							lmop	m		mo		mo	
Third parties having access to/ using your personal data without informing you	89	5	17	26	17	16	23	89	44	45	45	19	14	11	64	25	89
	7%	3%	6%	9%	8%	8%	6%	7%	7%	7%	12%	5%	5%	4%	8%	4%	7%
				a	a	a	a	a			klmop				kmo		
Strong/ offensive language/ swearing	88	3	16	24	16	13	28	88	43	45	30	26	19	14	56	32	88
	7%	1%	6%	9%	7%	7%	8%	7%	7%	7%	8%	7%	7%	5%	7%	6%	7%
			a	a	a	a	a	a									
People gambling online	78	8	11	20	12	14	26	78	33	45	28	20	15	15	49	30	78
	6%	5%	4%	7%	6%	7%	7%	6%	5%	7%	7%	5%	5%	5%	6%	5%	6%
Inappropriate advertising/ selling	78	4	19	20	13	10	22	78	40	38	28	24	13	12	52	25	78
	6%	2%	7%	7%	6%	6%	6%	6%	6%	6%	7%	6%	5%	4%	7%	4%	6%
			a	a	a		a										

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 what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Not controlled/ regulated/ anything can be shown on it	77 6%	4 2%	14 5%	15 6%	16 7%	16 8%	27 7%	77 6%	41 6%	36 5%	25 6%	25 7%	11 4%	15 5%	50 7%	27 5%	77 6%
General concerns about online privacy (unspecified)	76 6%	3 2%	13 5%	19 7%	16 7%	13 7%	24 6%	76 6%	37 6%	39 6%	30 8%	26 7%	12 4%	8 3%	56 7%	20 4%	76 6%
Receiving advertising that is personally targeted	64 5%	2 1%	13 5%	19 7%	13 6%	11 6%	17 4%	64 5%	34 5%	29 4%	29 7%	16 4%	12 4%	7 2%	45 6%	19 3%	64 5%
Personal information that the government may hold about me	61 5%	1 1%	12 4%	22 8%	13 6%	7 4%	13 3%	61 5%	29 4%	32 5%	33 8%	10 3%	10 4%	8 3%	43 6%	18 3%	61 5%
My behaviour online being recorded/ tracked by websites	55 4%	4 2%	11 4%	15 5%	10 5%	10 5%	16 4%	55 4%	31 5%	24 4%	30 8%	10 3%	12 4%	3 1%	40 5%	15 3%	55 4%
Bullying/ children being bullied online	10 1%	2 1%	1 *%	3 1%	1 *%	1 1%	3 1%	10 1%	3 1%	7 1%	4 1%	4 1%	1 *%	2 1%	7 1%	3 *%	10 1%

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

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	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Social media sites/ Facebook/ issues with content posted/ trolling on social media sites	10 1%	- -%	2 1%	3 1%	- -%	- -%	5 1%	10 1%	4 1%	5 1%	6 1%	- -%	1 *%	3 1%	6 1%	4 1%	10 1%
Other	23 2%	6 3%	2 1%	3 1%	4 2%	5 3%	8 2%	23 2%	9 1%	13 2%	7 2%	7 2%	4 1%	5 2%	14 2%	9 2%	23 2%
Don't know	7 1%	- -%	* *%	- -%	2 1%	3 2%	5 1%	7 1%	3 1%	3 *%	2 1%	2 1%	1 *%	2 1%	4 1%	3 1%	7 1%
							c										
SUMMARY CODES																	
ANY CONCERNS	669 50%	61 32%	117 43%	153 55%	124 57%	105 57%	215 57%	669 50%	299 46%	371 54%	223 57%	181 48%	126 45%	139 48%	404 53%	265 47%	669 50%
			a	ab	ab	ab	abg	a		h	klmop				lo		
OFFENSIVE/ ILLEGAL CONTENT	453 34%	33 18%	89 33%	109 39%	90 41%	64 35%	133 35%	453 34%	201 31%	252 37%	154 40%	125 33%	81 29%	94 32%	279 37%	174 31%	453 34%
			a	a	a	a	a	a		h	lo				lo		
RISKS TO OTHERS/ SOCIETY	361 27%	30 16%	73 27%	87 31%	68 31%	53 29%	104 28%	361 27%	146 23%	215 31%	121 31%	89 24%	75 27%	76 26%	210 28%	151 27%	361 27%
			a	a	a	a	a	a		h	k						
SECURITY/ FRAUD	336 25%	33 18%	61 22%	79 28%	62 28%	52 28%	102 27%	336 25%	154 24%	182 26%	127 33%	91 24%	61 22%	56 19%	218 29%	117 21%	336 25%
				a	a	a	a	a			klmop				mo		mo
PERSONAL PRIVACY	151 11%	7 4%	30 11%	41 15%	32 15%	25 14%	41 11%	151 11%	73 11%	78 11%	69 18%	37 10%	27 10%	18 6%	107 14%	44 8%	151 11%
			a	a	a	a	a	a			klmop				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 what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
ADVERTISING	143	8	30	38	28	21	39	143	70	72	58	40	25	20	98	45	143
	11%	5%	11%	13%	13%	12%	10%	11%	11%	11%	15%	11%	9%	7%	13%	8%	11%
			a	a	a	a	a	a			lmop				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 what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
No, do not have any concerns	656 49%	560 49%	67 56%	19 37%	11 45%	656 49%	577 50%	80 45%	49 54%	574 48%	557 51%	52 40%	609 50%
		c	cd			c					k		k
Strangers contacting children	256 19%	208 18%	27 23%	11 22%	9 39%	256 19%	228 20%	28 15%	10 10%	239 20%	210 19%	19 15%	229 19%
					abce					h			
Unsuitable content for children	232 17%	192 17%	22 19%	12 25%	6 24%	232 17%	198 17%	34 19%	14 15%	212 18%	187 17%	25 19%	212 17%
				ae	ae								
Sexual content/ pornography	230 17%	196 17%	20 17%	9 19%	5 22%	230 17%	199 17%	32 18%	9 10%	214 18%	186 17%	20 16%	207 17%
										h			
Identity theft	202 15%	166 15%	23 20%	10 19%	3 14%	202 15%	171 15%	31 18%	10 12%	184 15%	166 15%	17 13%	183 15%
Fraud	194 15%	160 14%	20 17%	10 20%	3 13%	194 15%	166 14%	28 16%	7 7%	180 15%	164 15%	15 12%	179 15%
				a						h			
People masquerading as younger people online	178 13%	139 12%	29 25%	6 12%	4 16%	178 13%	152 13%	25 14%	9 10%	163 14%	143 13%	16 13%	159 13%
			ace										
Violent content	154 12%	134 12%	10 9%	7 13%	3 14%	154 12%	132 11%	22 12%	9 10%	140 12%	122 11%	18 14%	140 11%

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

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	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Websites promoting radicalisation/ instructing how to be a terrorist	152 11%	124 11%	19 16%	6 13%	3 11%	152 11%	133 12%	19 11%	5 6%	142 12%	124 11%	15 12%	139 11%
Viruses/ trojans/ worms/ spyware/ malicious software	132 10%	109 10%	12 10%	9 18%	2 10%	132 10%	110 9%	22 13%	2 3%	126 11%	108 10%	9 7%	117 10%
Racist/ far right websites	129 10%	109 10%	14 12%	3 6%	2 9%	129 10%	110 10%	19 10%	2 2%	122 10%	110 10%	7 6%	117 10%
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	127 10%	109 10%	12 10%	5 11%	1 5%	127 10%	109 9%	18 10%	2 3%	121 10%	109 10%	8 6%	117 10%
Claims for money/ phishing emails	126 9%	105 9%	12 10%	7 14%	2 9%	126 9%	106 9%	20 11%	3 3%	119 10%	107 10%	9 7%	116 9%

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	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Websites showing indecent images of children	121 9%	95 8%	15 13%	7 14%	3 13%	121 9%	110 10%	11 6%	2 3%	113 9%	99 9%	10 8%	109 9%
Others getting access to my personal details	120 9%	95 8%	14 12%	8 17%	3 11%	120 9%	104 9%	17 9%	5 5%	110 9%	102 9%	9 7%	111 9%
Religious hate material/ websites	113 9%	97 8%	12 10%	3 6%	2 8%	113 9%	100 9%	14 8%	4 4%	104 9%	99 9%	4 3%	103 8%
Spam/ unwanted emails	110 8%	92 8%	9 8%	6 13%	2 9%	110 8%	97 8%	13 8%	3 3%	104 9%	91 8%	5 4%	96 8%
Personal information that companies may hold about me	100 7%	87 8%	5 4%	6 13%	2 6%	100 7%	86 7%	13 8%	3 3%	92 8%	86 8%	6 5%	92 8%
Pop-up adverts/ too many adverts	93 7%	80 7%	6 5%	5 10%	2 6%	93 7%	83 7%	10 6%	* 1%	88 7%	82 7%	4 3%	86 7%

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Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Body image/websites with information about excessive dieting/ eating disorders	93 7%	77 7%	10 8%	4 7%	2 9%	93 7%	76 7%	17 10%	3 3%	86 7%	77 7%	6 4%	82 7%
Content encouraging violence or crime	92 7%	76 7%	8 6%	6 12%	3 10%	92 7%	79 7%	13 7%	2 2%	87 7%	78 7%	5 4%	83 7%
Unsecure sites	91 7%	77 7%	6 5%	7 13%	2 7%	91 7%	74 6%	17 10%	1 2%	86 7%	75 7%	7 5%	82 7%
Websites instructing how to commit suicide/ self-harm	91 7%	73 6%	11 9%	4 8%	3 12%	91 7%	76 7%	14 8%	2 3%	83 7%	75 7%	7 5%	82 7%
Illegal goods for sale online	90 7%	76 7%	8 7%	4 8%	2 9%	90 7%	81 7%	9 5%	2 3%	83 7%	77 7%	5 4%	82 7%
Homophobic material/ websites	89 7%	73 6%	10 8%	3 6%	2 9%	89 7%	77 7%	12 7%	1 1%	84 7%	72 7%	7 6%	80 6%
Third parties having access to/ using your personal data without informing you	89 7%	71 6%	9 7%	7 14%	2 8%	89 7%	73 6%	15 9%	1 2%	83 7%	77 7%	4 3%	81 7%

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

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Significance Level: 95%													
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Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Strong/ offensive language/ swearing	88 7%	73 6%	7 6%	5 9%	3 14% abe	88 7%	78 7%	10 6%	2 3%	81 7%	67 6%	7 6%	74 6%
People gambling online	78 6%	66 6%	7 6%	4 8%	1 6%	78 6%	71 6%	7 4%	3 3%	71 6%	57 5%	7 6%	64 5%
Inappropriate advertising/ selling	78 6%	66 6%	5 4%	5 11% abe	2 7%	78 6%	62 5%	16 9%	1 1%	75 6% h	64 6%	5 4%	69 6%
Not controlled/ regulated/ anything can be shown on it	77 6%	64 6%	5 4%	5 11% abe	2 8%	77 6%	60 5%	17 9% f	2 2%	73 6%	64 6%	7 5%	71 6%
General concerns about online privacy (unspecified)	76 6%	61 5%	9 7%	4 9%	2 8%	76 6%	60 5%	16 9% f	1 1%	72 6% h	63 6%	5 4%	68 6%
Receiving advertising that is personally targeted	64 5%	53 5%	5 4%	4 8%	1 6%	64 5%	52 4%	12 7%	1 1%	61 5%	59 5% k	1 1%	61 5% k
Personal information that the government may hold about me	61 5%	53 5%	4 3%	3 5%	1 6%	61 5%	53 5%	7 4%	1 1%	57 5%	51 5%	5 4%	56 5%

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

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	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
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Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
My behaviour online being recorded/ tracked by websites	55 4%	43 4%	6 5%	4 9%	2 6%	55 4%	47 4%	9 5%	1 1%	51 4%	47 4%	4 3%	51 4%
				ae									
Bullying/ children being bullied online	10 1%	9 1%	1 1%	1 1%	- -%	10 1%	7 1%	3 2%	2 2%	8 1%	7 1%	1 1%	8 1%
Social media sites/ Facebook/ issues with content posted/ trolling on social media sites	10 1%	10 1%	- -%	- -%	- -%	10 1%	5 *%	5 3%	- -%	10 1%	8 1%	1 1%	9 1%
							f						
Other	23 2%	20 2%	2 1%	1 3%	* 1%	23 2%	19 2%	4 2%	* *%	23 2%	23 2%	* *%	23 2%
Don't know	7 1%	5 *%	1 1%	1 2%	* 1%	7 1%	5 *%	2 1%	2 2%	5 *%	3 *%	2 1%	5 *%
				ae								j	
SUMMARY CODES													
ANY CONCERNS	669 50%	575 50%	51 43%	30 61%	13 53%	669 50%	573 50%	97 54%	41 45%	615 51%	539 49%	75 58%	614 50%
				abe								j	
OFFENSIVE/ ILLEGAL CONTENT	453 34%	391 34%	32 27%	21 41%	10 40%	453 34%	387 34%	66 37%	25 27%	416 35%	369 34%	50 38%	419 34%
				b	b								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 56

Any break column with 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 what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
RISKS TO OTHERS/ SOCIETY	361	298	39	14	10	361	314	48	18	334	290	37	326
	27%	26%	33%	28%	42%	27%	27%	27%	20%	28%	26%	28%	27%
					ace								
SECURITY/ FRAUD	336	283	31	17	5	336	283	53	18	308	272	34	306
	25%	25%	26%	34%	21%	25%	25%	30%	20%	26%	25%	27%	25%
				ade									
PERSONAL PRIVACY	151	129	11	9	2	151	129	22	4	142	125	12	137
	11%	11%	9%	18%	9%	11%	11%	12%	4%	12%	11%	10%	11%
				abde						h			
ADVERTISING	143	123	10	8	2	143	120	22	2	137	125	8	133
	11%	11%	8%	15%	9%	11%	10%	13%	2%	11%	11%	6%	11%
				b						h	k		

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 57

Any break column with 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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
I have never seen things like this	669	71	97	122	108	129	270	669	322	347	186	189	148	146	375	293	669
	50%	38%	36%	44%	50%	70%	72%	50%	50%	51%	48%	50%	53%	50%	49%	52%	50%
					ab	abcdg	abcdg	ab									
I sometimes see things like this	439	79	98	112	81	36	68	439	213	226	135	144	73	86	280	159	439
	33%	42%	36%	40%	37%	19%	18%	33%	33%	33%	35%	38%	26%	30%	37%	28%	33%
		efg	ef	efg	ef			ef			lo	lmop			lmo		lo
I often see things like this	183	31	72	36	21	14	23	183	91	92	53	38	46	45	91	92	183
	14%	17%	26%	13%	10%	8%	6%	14%	14%	13%	14%	10%	17%	16%	12%	16%	14%
		def	acdefg	f				ef					k	k		kn	
Don't know	42	5	4	10	8	5	15	42	20	22	13	5	10	14	18	24	42
	3%	3%	2%	3%	4%	3%	4%	3%	3%	3%	3%	1%	4%	5%	2%	4%	3%
											k			kn	k	k	k
TOTAL - HAVE SEEN SOMETHING HATEFUL IN THE PAST YEAR	622	111	170	148	102	50	91	622	304	317	188	183	119	132	371	251	622
	47%	59%	62%	53%	47%	27%	24%	47%	47%	46%	49%	49%	43%	45%	49%	44%	47%
		defg	cdefg	ef	ef			ef									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 57

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
I have never seen things like this	669	572	58	27	12	669	586	83	58	586	516	90	607
	50%	50%	49%	53%	50%	50%	51%	47%	64%	49%	47%	70%	49%
									i			jl	
I sometimes see things like this	439	368	48	13	9	439	365	74	25	396	383	27	410
	33%	32%	41%	27%	38%	33%	32%	42%	27%	33%	35%	21%	33%
			ac		c			f			k		k
I often see things like this	183	166	6	9	2	183	167	16	4	175	166	9	175
	14%	15%	5%	19%	7%	14%	14%	9%	4%	15%	15%	7%	14%
		bd		bd		bd	g			h	k		k
Don't know	42	34	7	1	1	42	37	5	5	37	33	3	36
	3%	3%	6%	2%	4%	3%	3%	3%	5%	3%	3%	2%	3%
			c										
TOTAL - HAVE SEEN SOMETHING HATEFUL IN THE PAST YEAR	622	534	54	23	11	622	532	90	28	571	549	36	585
	47%	47%	46%	45%	45%	47%	46%	51%	31%	48%	50%	28%	48%
										h	k		k

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 58

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 ~e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	702	149	172	148	116	58	117	702	345	357	182	238	126	156	420	282	702
Effective Weighted Sample	537	114	131	120	90	46	89	537	266	271	147	190	95	113	330	208	537
Total	622	111	170	148	102	50	91	622	304	317	188	183	119	132	371	251	622
I ignored it/ didn't do anything	369 59%	69 63%	101 60%	85 57%	55 53%	** **	59 65%	369 59%	193 63%	176 55%	116 61%	110 60%	74 62%	70 53%	225 61%	144 57%	369 59%
I reported it to the website	100 16%	17 15%	29 17%	27 18%	24 23%	** **	4 4%	100 16%	44 14%	56 17%	28 15%	30 17%	16 13%	25 19%	59 16%	41 16%	100 16%
I blocked the person who shared or made the comments	95 15%	12 10%	20 12%	32 21%	19 18%	** **	13 14%	95 15%	51 17%	45 14%	28 15%	35 19%	18 15%	15 11%	63 17%	33 13%	95 15%
I commented on it to say I thought it was wrong	85 14%	12 11%	28 16%	17 12%	15 14%	** **	13 15%	85 14%	36 12%	49 16%	25 13%	18 10%	18 15%	23 18%	44 12%	41 16%	85 14%
I responded by 'disliking' the post/ comment/ video	52 8%	9 8%	17 10%	14 9%	7 7%	** **	5 5%	52 8%	21 7%	30 10%	12 6%	13 7%	14 11%	13 10%	25 7%	27 11%	52 8%
I shared it with my friends to say I thought it was wrong	40 6%	6 5%	14 8%	10 6%	5 5%	** **	6 6%	40 6%	22 7%	18 6%	12 7%	9 5%	5 4%	14 10%	21 6%	19 7%	40 6%
Other	11 2%	- -%	6 4%	3 2%	1 1%	** **	1 1%	11 2%	5 2%	7 2%	4 2%	2 1%	3 3%	1 1%	7 2%	5 2%	11 2%
TOTAL - TOOK SOME SORT OF ACTION	251 40%	40 37%	69 40%	62 42%	47 46%	** **	32 35%	251 40%	111 36%	140 44%	73 39%	72 39%	44 37%	61 46%	145 39%	106 42%	251 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.

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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 ~e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	702	149	172	148	116	58	117	702	345	357	182	238	126	156	420	282	702
Effective Weighted Sample	537	114	131	120	90	46	89	537	266	271	147	190	95	113	330	208	537
Total	622	111	170	148	102	50	91	622	304	317	188	183	119	132	371	251	622
Don't know	2	1	*	1	1	**	-	2	1	2	-	1	1	1	1	2	2
	*%	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.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	702	459	85	80	78	702	572	130	37	639	609	48	657
Effective Weighted Sample	537	423	78	78	73	537	445	95	29	489	465	39	502
Total	622	534	54	23	11	622	532	90	28	571	549	36	585
I ignored it/ didn't do anything	369 59%	305 57%	** **	** **	** **	369 59%	316 59%	53 59%	** **	334 58%	317 58%	** **	343 59%
I reported it to the website	100 16%	90 17%	** **	** **	** **	100 16%	80 15%	20 22%	** **	96 17%	98 18%	** **	98 17%
I blocked the person who shared or made the comments	95 15%	89 17%	** **	** **	** **	95 15%	86 16%	10 11%	** **	88 15%	89 16%	** **	92 16%
I commented on it to say I thought it was wrong	85 14%	77 14%	** **	** **	** **	85 14%	76 14%	9 10%	** **	77 13%	76 14%	** **	82 14%
I responded by 'disliking' the post/ comment/ video	52 8%	46 9%	** **	** **	** **	52 8%	46 9%	5 6%	** **	48 8%	50 9%	** **	52 9%
I shared it with my friends to say I thought it was wrong	40 6%	36 7%	** **	** **	** **	40 6%	35 7%	5 6%	** **	34 6%	32 6%	** **	35 6%
Other	11 2%	11 2%	** **	** **	** **	11 2%	11 2%	* *%	** **	11 2%	10 2%	** **	11 2%
TOTAL - TOOK SOME SORT OF ACTION	251 40%	226 42%	** **	** **	** **	251 40%	215 40%	36 39%	** **	235 41%	230 42%	** **	239 41%

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 a	SCOT- LAND ~b	WALES ~c	N IRELAND ~d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	702	459	85	80	78	702	572	130	37	639	609	48	657
Effective Weighted Sample	537	423	78	78	73	537	445	95	29	489	465	39	502
Total	622	534	54	23	11	622	532	90	28	571	549	36	585
Don't know	2	2	**	**	**	2	1	1	**	2	2	**	2
	*%	*%	**	**	**	*%	*%	1%	**	*%	*%	**	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 59

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
I ignored it/ didn't do anything	369 28%	69 37%	101 37%	85 30%	55 25%	29 16%	59 16%	369 28%	193 30%	176 26%	116 30%	110 29%	74 27%	70 24%	225 29%	144 25%	369 28%
I reported it to the website	100 7%	17 9%	29 11%	27 10%	24 11%	4 2%	4 1%	100 7%	44 7%	56 8%	28 7%	30 8%	16 6%	25 9%	59 8%	41 7%	100 7%
I blocked the person who shared or made the comments	95 7%	12 6%	20 8%	32 11%	19 9%	10 6%	13 3%	95 7%	51 8%	45 7%	28 7%	35 9%	18 6%	15 5%	63 8%	33 6%	95 7%
I commented on it to say I thought it was wrong	85 6%	12 6%	28 10%	17 6%	15 7%	7 4%	13 4%	85 6%	36 6%	49 7%	25 7%	18 5%	18 6%	23 8%	44 6%	41 7%	85 6%
I responded by 'disliking' the post/ comment/ video	52 4%	9 5%	17 6%	14 5%	7 3%	3 1%	5 1%	52 4%	21 3%	30 4%	12 3%	13 3%	14 5%	13 4%	25 3%	27 5%	52 4%
I shared it with my friends to say I thought it was wrong	40 3%	6 3%	14 5%	10 3%	5 2%	5 3%	6 2%	40 3%	22 3%	18 3%	12 3%	9 2%	5 2%	14 5%	21 3%	19 3%	40 3%
Other	11 1%	- -%	6 2%	3 1%	1 1%	- -%	1 *%	11 1%	5 1%	7 1%	4 1%	2 1%	3 1%	1 *%	7 1%	5 1%	11 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 59

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
TOTAL - TOOK SOME SORT OF ACTION	251	40	69	62	47	21	32	251	111	140	73	72	44	61	145	106	251
	19%	22%	25%	22%	22%	12%	9%	19%	17%	20%	19%	19%	16%	21%	19%	19%	19%
		ef	efg	ef	ef			ef									
NOT SEEN ANYTHING HATEFUL IN THE PAST YEAR	711	76	102	132	116	134	285	711	342	369	200	193	158	160	393	318	711
	53%	41%	38%	47%	53%	73%	76%	53%	53%	54%	51%	51%	57%	55%	51%	56%	53%
				b	ab	abcdg	abcdg	ab									
Don't know	2	1	*	1	1	-	-	2	1	2	-	1	1	1	1	2	2
	*%	1%	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 59

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
I ignored it/ didn't do anything	369 28%	305 27%	43 36% ade	14 29%	6 25%	369 28%	316 27%	53 30%	17 19%	334 28%	317 29% k	26 20%	343 28% k
I reported it to the website	100 7%	90 8%	5 4%	4 7%	1 4%	100 7%	80 7%	20 11% f	2 2%	96 8% h	98 9% k	* *% k	98 8% k
I blocked the person who shared or made the comments	95 7%	89 8% b	1 1% b	3 6% b	1 6% b	95 7% b	86 7%	10 6%	4 4%	88 7%	89 8% k	3 2%	92 7% k
I commented on it to say I thought it was wrong	85 6%	77 7% c	5 4%	1 3%	2 7%	85 6%	76 7%	9 5%	5 6%	77 6%	76 7%	7 5%	82 7%
I responded by 'disliking' the post/ comment/ video	52 4%	46 4%	3 2%	2 3%	1 3%	52 4%	46 4%	5 3%	1 1%	48 4%	50 5%	2 1%	52 4%
I shared it with my friends to say I thought it was wrong	40 3%	36 3%	2 2%	1 1%	1 5% c	40 3%	35 3%	5 3%	4 5%	34 3%	32 3%	3 2%	35 3%
Other	11 1%	11 1%	- -%	* 1%	* 1%	11 1%	11 1%	* *%	* *%	11 1%	10 1%	1 1%	11 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 59

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
TOTAL - TOOK SOME SORT OF ACTION	251	226	11	8	5	251	215	36	11	235	230	9	239
	19%	20%	9%	17%	20%	19%	19%	20%	12%	20%	21%	7%	19%
		b		b	b	b					k		k
NOT SEEN ANYTHING HATEFUL IN THE PAST YEAR	711	606	64	27	13	711	623	88	63	623	549	93	643
	53%	53%	54%	55%	55%	53%	54%	49%	i		50%	72%	52%
												jl	
Don't know	2	2	-	-	*	2	1	1	-	2	2	1	2
	*%	*%	-%	-%	1%	*%	*%	1%	-%	*%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 60

Any break column with 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 IF NECESSARY: On any devices you use to go online (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Yes	1018	181	248	235	158	109	195	1018	498	520	305	300	189	224	604	413	1018
	76%	97%	91%	84%	73%	59%	52%	76%	77%	76%	78%	80%	68%	77%	79%	73%	76%
		bcdefg	cdefg	defg	ef		ef				l	lo		l	lo		l
No	315	6	24	45	60	75	181	315	149	166	84	76	88	67	160	155	315
	24%	3%	9%	16%	27%	41%	48%	24%	23%	24%	22%	20%	32%	23%	21%	27%	24%
			a	ab	abc	abcdg	abcdg	abc					jkmp			kn	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 60

Any break column with 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 IF NECESSARY: On any devices you use to go online (SINGLE CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Yes	1018	869	94	36	19	1018	878	139	49	937	906	48	954
	76%	76%	80%	71%	76%	76%	76%	78%	54%	79%	82%	37%	78%
										h	kl		k
No	315	270	24	14	6	315	276	38	42	257	193	81	274
	24%	24%	20%	29%	24%	24%	24%	22%	46%	21%	18%	63%	22%
									i			jl	j

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 61

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1161	232	248	245	180	135	256	1161	560	601	296	389	212	264	685	476	1161
Effective Weighted Sample	890	181	190	191	141	108	200	890	435	456	242	307	156	195	540	351	890
Total	1018	181	248	235	158	109	195	1018	498	520	305	300	189	224	604	413	1018
Music videos	638	141	167	158	85	48	88	638	307	331	173	195	115	155	368	270	638
	63%	78%	67%	67%	54%	44%	45%	63%	62%	64%	57%	65%	61%	69%	61%	65%	63%
		bcdefg	def	def				def					jn		j		
Funny videos / jokes / pranks / challenges	605	131	175	129	99	48	71	605	293	312	156	181	121	147	337	268	605
	59%	72%	71%	55%	62%	44%	37%	59%	59%	60%	51%	60%	64%	66%	56%	65%	59%
		cefg	cefg	f	ef			ef				j	j	jn		jn	j
'How-to' videos, tips or tutorials about things that I want to do	551	89	137	120	95	64	109	551	273	278	184	167	97	102	351	199	551
	54%	49%	55%	51%	60%	58%	56%	54%	55%	53%	60%	56%	51%	46%	58%	48%	54%
											mo	m		mo		m	
Reviews about things I may want to buy	408	75	118	82	66	37	67	408	211	198	134	129	70	76	263	145	408
	40%	42%	48%	35%	42%	34%	35%	40%	42%	38%	44%	43%	37%	34%	44%	35%	40%
			cef								mo	mo		mo			
Short entertainment videos (film trailers, clips from TV programmes or highlights).	392	96	110	90	49	27	47	392	207	184	129	118	68	78	246	145	392
	38%	53%	44%	38%	31%	24%	24%	38%	42%	35%	42%	39%	36%	35%	41%	35%	38%
		cdefg	def	ef				ef									
News / current affairs / documentaries	328	52	76	89	44	43	66	328	181	148	117	97	50	64	214	114	328
	32%	29%	31%	38%	28%	40%	34%	32%	36%	28%	38%	32%	27%	28%	35%	28%	32%
									i		lmo				lo		
Sports/ football clips or videos	303	71	91	69	27	23	45	303	251	51	88	102	53	60	190	112	303
	30%	39%	37%	29%	17%	21%	23%	30%	51%	10%	29%	34%	28%	27%	31%	27%	30%
		cdefg	def	d				d	i								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 61

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1161	232	248	245	180	135	256	1161	560	601	296	389	212	264	685	476	1161
Effective Weighted Sample	890	181	190	191	141	108	200	890	435	456	242	307	156	195	540	351	890
Total	1018	181	248	235	158	109	195	1018	498	520	305	300	189	224	604	413	1018
Whole TV programmes or films	253	59	73	58	26	27	37	253	134	119	70	74	47	62	144	109	253
	25%	33%	29%	25%	16%	25%	19%	25%	27%	23%	23%	25%	25%	28%	24%	26%	25%
		dfg	df					d									
Game tutorials, walk-throughs, watching other people play games	102	41	34	13	8	4	7	102	67	35	26	37	13	25	63	39	102
	10%	23%	14%	5%	5%	4%	4%	10%	13%	7%	9%	12%	7%	11%	10%	9%	10%
		bcdefg	cdef					cef	i								
Political speeches or campaigns	99	14	26	29	16	6	14	99	60	40	43	28	17	12	70	29	99
	10%	8%	11%	12%	10%	6%	7%	10%	12%	8%	14%	9%	9%	6%	12%	7%	10%
									i		mo				mo		
Vlogs from vloggers (like Zoella or Thatcher Joe)	86	39	22	16	4	4	4	86	38	47	29	27	13	17	56	30	86
	8%	22%	9%	7%	3%	3%	2%	8%	8%	9%	10%	9%	7%	8%	9%	7%	8%
		bcdefg	df	f				df									
Religious speeches or events	43	8	12	11	6	5	6	43	23	19	12	13	9	9	25	18	43
	4%	5%	5%	5%	4%	5%	3%	4%	5%	4%	4%	4%	5%	4%	4%	4%	4%
Other types of videos	25	3	5	5	3	5	8	25	10	15	10	4	6	5	14	11	25
	2%	2%	2%	2%	2%	4%	4%	2%	2%	3%	3%	1%	3%	2%	2%	3%	2%
Don't know	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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 61

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1161	761	140	126	134	1161	952	209	64	1062	1018	67	1085
Effective Weighted Sample	890	699	128	123	125	890	746	151	50	815	780	54	831
Total	1018	869	94	36	19	1018	878	139	49	937	906	48	954
Music videos	638	543	65	19	11	638	556	82	**	595	579	**	603
	63%	63%	68%	54%	57%	63%	63%	59%	**	64%	64%	**	63%
			c										
Funny videos / jokes / pranks / challenges	605	510	61	20	12	605	532	73	**	557	552	**	571
	59%	59%	65%	57%	67%	59%	61%	52%	**	59%	61%	**	60%
'How-to' videos, tips or tutorials about things that I want to do	551	485	38	20	7	551	470	80	**	517	504	**	526
	54%	56%	41%	56%	40%	54%	54%	58%	**	55%	56%	**	55%
		bd		bd		bd							
Reviews about things I may want to buy	408	338	48	13	9	408	347	62	**	386	377	**	386
	40%	39%	51%	38%	46%	40%	39%	44%	**	41%	42%	**	40%
			ace										
Short entertainment videos (film trailers, clips from TV programmes or highlights).	392	336	33	16	6	392	337	55	**	368	364	**	376
	38%	39%	35%	46%	33%	38%	38%	39%	**	39%	40%	**	39%
				d									
News / current affairs / documentaries	328	299	13	10	6	328	276	52	**	302	303	**	309
	32%	34%	14%	27%	35%	32%	31%	37%	**	32%	33%	**	32%
		b		b	b	b							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 61

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1161	761	140	126	134	1161	952	209	64	1062	1018	67	1085
Effective Weighted Sample	890	699	128	123	125	890	746	151	50	815	780	54	831
Total	1018	869	94	36	19	1018	878	139	49	937	906	48	954
Sports/ football clips or videos	303 30%	261 30%	26 27%	11 30%	5 27%	303 30%	267 30%	35 25%	** **	277 30%	278 31%	** **	285 30%
Whole TV programmes or films	253 25%	219 25%	19 20%	12 32%	3 18%	253 25%	221 25%	31 23%	** **	240 26%	228 25%	** **	237 25%
				bd									
Game tutorials, walk-throughs, watching other people play games	102 10%	91 10%	6 7%	3 9%	1 7%	102 10%	86 10%	15 11%	** **	90 10%	94 10%	** **	96 10%
Political speeches or campaigns	99 10%	91 10%	3 3%	4 12%	1 7%	99 10%	80 9%	19 14%	** **	95 10%	92 10%	** **	94 10%
		b		b	b								
Vlogs from vloggers (like Zoella or Thatcher Joe)	86 8%	78 9%	3 4%	4 10%	1 6%	86 8%	77 9%	9 6%	** **	79 8%	81 9%	** **	82 9%
		b		b									
Religious speeches or events	43 4%	40 5%	1 1%	2 4%	* 3%	43 4%	38 4%	5 3%	** **	35 4%	42 5%	** **	42 4%
Other types of videos	25 2%	19 2%	5 5%	1 2%	- -%	25 2%	20 2%	5 3%	** **	23 2%	21 2%	** **	22 2%
			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.

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 a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1161	761	140	126	134	1161	952	209	64	1062	1018	67	1085
Effective Weighted Sample	890	699	128	123	125	890	746	151	50	815	780	54	831
Total	1018	869	94	36	19	1018	878	139	49	937	906	48	954
Don't know	1	1	-	*	*	1	1	-	**	1	*	**	1
	*%	*%	-%	1%	1%	*%	*%	-%	**	*%	*%	**	*%
					ae								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 62

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

IN20A. (SHOWCARD) If you found something on YouTube that you considered inappropriate, how confident would you be in knowing how to report the inappropriate content to YouTube? (SINGLE CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1161	232	248	245	180	135	256	1161	560	601	296	389	212	264	685	476	1161
Effective Weighted Sample	890	181	190	191	141	108	200	890	435	456	242	307	156	195	540	351	890
Total	1018	181	248	235	158	109	195	1018	498	520	305	300	189	224	604	413	1018
Very confident	392	100	112	91	51	20	38	392	221	171	109	112	77	94	221	171	392
	39%	55%	45%	39%	32%	19%	20%	39%	44%	33%	36%	37%	41%	42%	37%	41%	39%
		bcdefg	def	ef	ef			ef	i								
Fairly confident	293	43	72	75	54	32	49	293	135	158	96	98	49	50	194	99	293
	29%	24%	29%	32%	34%	30%	25%	29%	27%	30%	32%	33%	26%	22%	32%	24%	29%
				a							mo	mo			mo		
Neither confident nor not confident	87	14	17	20	15	16	22	87	34	53	19	28	22	19	47	41	87
	9%	8%	7%	9%	9%	15%	11%	9%	7%	10%	6%	9%	11%	8%	8%	10%	9%
						abg											
Not very confident	105	12	16	26	18	17	33	105	48	57	35	26	17	27	61	44	105
	10%	7%	7%	11%	12%	15%	17%	10%	10%	11%	12%	9%	9%	12%	10%	11%	10%
						ab	abg										
Not at all confident	108	10	21	20	12	19	46	108	41	68	36	28	21	24	64	44	108
	11%	5%	8%	8%	8%	17%	23%	11%	8%	13%	12%	9%	11%	10%	11%	11%	11%
						abcdg	abcdg	a		h							
Don't know	32	3	10	4	7	5	7	32	18	14	9	8	4	11	18	15	32
	3%	2%	4%	2%	5%	4%	4%	3%	4%	3%	3%	3%	2%	5%	3%	4%	3%

SUMMARY CODES

TOTAL CONFIDENT	685	143	184	166	105	53	87	685	357	329	206	210	126	144	416	269	685
	67%	79%	74%	70%	67%	48%	45%	67%	72%	63%	67%	70%	67%	64%	69%	65%	67%
		defg	ef	ef	ef			ef	i								
TOTAL NOT CONFIDENT	213	21	37	45	31	35	78	213	89	125	71	54	38	51	125	89	213
	21%	12%	15%	19%	19%	32%	40%	21%	18%	24%	23%	18%	20%	23%	21%	21%	21%
				a		abcdg	abcdg	a		h							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 62

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

IN20A. (SHOWCARD) If you found something on YouTube that you considered inappropriate, how confident would you be in knowing how to report the inappropriate content to YouTube? (SINGLE CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1161	232	248	245	180	135	256	1161	560	601	296	389	212	264	685	476	1161
Effective Weighted Sample	890	181	190	191	141	108	200	890	435	456	242	307	156	195	540	351	890
Total	1018	181	248	235	158	109	195	1018	498	520	305	300	189	224	604	413	1018
TOTAL NEITHER/ DON'T KNOW	119	17	27	24	22	21	30	119	53	67	28	36	25	30	64	55	119
	12%	9%	11%	10%	14%	19%	15%	12%	11%	13%	9%	12%	13%	13%	11%	13%	12%

abcg

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 62

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

IN20A. (SHOWCARD) If you found something on YouTube that you considered inappropriate, how confident would you be in knowing how to report the inappropriate content to YouTube? (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	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1161	761	140	126	134	1161	952	209	64	1062	1018	67	1085
Effective Weighted Sample	890	699	128	123	125	890	746	151	50	815	780	54	831
Total	1018	869	94	36	19	1018	878	139	49	937	906	48	954
Very confident	392	331	39	15	7	392	347	45	**	373	359	**	369
	39%	38%	41%	42%	40%	39%	40%	32%	**	40%	40%	**	39%
Fairly confident	293	259	23	7	5	293	252	41	**	268	259	**	275
	29%	30%	24%	19%	25%	29%	29%	30%	**	29%	29%	**	29%
		c				c							
Neither confident nor not confident	87	72	12	2	2	87	72	15	**	78	79	**	82
	9%	8%	12%	5%	9%	9%	8%	10%	**	8%	9%	**	9%
			c										
Not very confident	105	89	9	5	2	105	95	10	**	94	94	**	98
	10%	10%	9%	14%	12%	10%	11%	7%	**	10%	10%	**	10%
Not at all confident	108	95	7	4	2	108	85	23	**	99	90	**	103
	11%	11%	7%	13%	10%	11%	10%	17%	**	11%	10%	**	11%
							f						
Don't know	32	23	6	2	1	32	27	5	**	25	24	**	27
	3%	3%	7%	6%	4%	3%	3%	4%	**	3%	3%	**	3%
			a	a									
SUMMARY CODES													
TOTAL CONFIDENT	685	590	61	22	12	685	599	86	**	641	619	**	644
	67%	68%	65%	62%	65%	67%	68%	62%	**	68%	68%	**	68%
TOTAL NOT CONFIDENT	213	184	15	10	4	213	180	33	**	193	184	**	201
	21%	21%	16%	27%	22%	21%	21%	24%	**	21%	20%	**	21%
				b									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 62

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

IN20A. (SHOWCARD) If you found something on YouTube that you considered inappropriate, how confident would you be in knowing how to report the inappropriate content to YouTube? (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 a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1161	761	140	126	134	1161	952	209	64	1062	1018	67	1085
Effective Weighted Sample	890	699	128	123	125	890	746	151	50	815	780	54	831
Total	1018	869	94	36	19	1018	878	139	49	937	906	48	954
TOTAL NEITHER/ DON'T KNOW	119	95	18	4	2	119	100	20	**	104	103	**	109
	12%	11%	19%	11%	13%	12%	11%	14%	**	11%	11%	**	11%
			ae										

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 63

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

IN20B. 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1161	232	248	245	180	135	256	1161	560	601	296	389	212	264	685	476	1161
Effective Weighted Sample	890	181	190	191	141	108	200	890	435	456	242	307	156	195	540	351	890
Total	1018	181	248	235	158	109	195	1018	498	520	305	300	189	224	604	413	1018
Yes	634	151	166	148	89	49	80	634	337	297	191	196	109	138	387	247	634
	62%	83%	67%	63%	56%	44%	41%	62%	68%	57%	63%	65%	58%	61%	64%	60%	62%
		bcdefg	def	ef	f			ef	i								
No	360	28	77	82	64	58	110	360	154	206	104	97	77	83	201	160	360
	35%	15%	31%	35%	40%	53%	57%	35%	31%	40%	34%	32%	41%	37%	33%	39%	35%
			a	a	a	abcdg	abcdg	a		h							
Don't know	24	3	5	6	6	3	5	24	7	17	11	7	3	4	17	6	24
	2%	1%	2%	2%	4%	3%	3%	2%	1%	3%	3%	2%	1%	2%	3%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 63

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

IN20B. 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1161	761	140	126	134	1161	952	209	64	1062	1018	67	1085
Effective Weighted Sample	890	699	128	123	125	890	746	151	50	815	780	54	831
Total	1018	869	94	36	19	1018	878	139	49	937	906	48	954
Yes	634	546	56	20	12	634	564	70	**	595	576	**	594
	62%	63%	59%	56%	64%	62%	64%	50%	**	63%	64%	**	62%
No	360	303	36	15	6	360	293	67	**	323	308	**	337
	35%	35%	38%	42%	31%	35%	33%	48%	**	34%	34%	**	35%
Don't know	24	20	2	1	1	24	22	2	**	20	22	**	22
	2%	2%	2%	2%	5%	2%	2%	1%	**	2%	2%	**	2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 64

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

IN20C. 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1161	232	248	245	180	135	256	1161	560	601	296	389	212	264	685	476	1161
Effective Weighted Sample	890	181	190	191	141	108	200	890	435	456	242	307	156	195	540	351	890
Total	1018	181	248	235	158	109	195	1018	498	520	305	300	189	224	604	413	1018
I reported it through the reporting button/ flag on YouTube	82 8%	20 11% f	24 10% f	20 9% f	12 7% f	5 5% f	5 3% f	82 8% f	42 8% f	39 8% f	24 8% f	20 7% f	16 8% f	22 10% f	44 7% f	37 9% f	82 8% f
I emailed/ sent a message to YouTube	36 4%	10 6% df	11 5% df	12 5% df	1 1% df	2 2% df	2 1% df	36 4% f	23 5% f	14 3% f	9 3% f	8 3% f	8 4% f	11 5% f	17 3% f	19 5% f	36 4% f
I posted a comment on the site/ app under the inappropriate content	24 2%	5 3%	5 2%	8 4%	3 2%	2 1%	2 1%	24 2%	16 3%	8 2%	10 3%	6 2%	3 2%	4 2%	17 3%	7 2%	24 2%
Other	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%
Don't know	9 1%	1 *%	3 1%	1 *%	1 1%	3 3%	3 2%	9 1%	3 1%	6 1%	3 1%	1 *%	3 2%	2 1%	4 1%	5 1%	9 1%
EVER REPORTED SOMETHING INAPPROPRIATE TO YOUTUBE	129 13%	33 18% defg	39 16% f	32 14% f	14 9% f	10 9% f	10 5% f	129 13% f	71 14% f	58 11% f	35 11% f	29 10% f	29 15% f	36 16% kn	64 11% kn	65 16% kn	129 13% kn
I have not reported something inappropriate to YouTube	889 87%	148 82%	209 84%	203 86%	145 91% a	99 91% a	185 95% abcg	889 87% a	427 86% a	462 89% a	270 89% a	270 90% mo	160 85% mo	189 84% mo	540 89% mo	349 84% mo	889 87% mo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 64

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

IN20C. 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1161	761	140	126	134	1161	952	209	64	1062	1018	67	1085
Effective Weighted Sample	890	699	128	123	125	890	746	151	50	815	780	54	831
Total	1018	869	94	36	19	1018	878	139	49	937	906	48	954
I reported it through the reporting button/flag on YouTube	82 8%	75 9% b	3 3%	2 6%	1 8%	82 8%	72 8%	9 6%	** **	76 8%	74 8%	** **	77 8%
I emailed/ sent a message to YouTube	36 4%	34 4% d	2 2%	1 3%	- -%	36 4% d	33 4%	3 2%	** **	33 4%	35 4%	** **	35 4%
I posted a comment on the site/ app under the inappropriate content	24 2%	22 3%	1 1%	- -%	1 4% c	24 2%	21 2%	3 2%	** **	19 2%	21 2%	** **	21 2%
Other	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	** **	1 *%	- -%	** **	1 *%
Don't know	9 1%	9 1%	- -%	- -%	- -%	9 1%	7 1%	1 1%	** **	7 1%	7 1%	** **	8 1%
EVER REPORTED SOMETHING INAPPROPRIATE TO YOUTUBE	129 13%	119 14% b	4 5%	3 9%	2 11% b	129 13% b	115 13%	13 10%	** **	119 13%	115 13%	** **	119 12%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 64

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

IN20C. 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1161	761	140	126	134	1161	952	209	64	1062	1018	67	1085
Effective Weighted Sample	890	699	128	123	125	890	746	151	50	815	780	54	831
Total	1018	869	94	36	19	1018	878	139	49	937	906	48	954
I have not reported something inappropriate to YouTube	889 87%	750 86%	90 95% ade	33 91%	16 89%	889 87%	763 87%	126 90%	** **	818 87%	790 87%	** **	835 88%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 65

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Yes	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
	77%	95%	96%	86%	75%	60%	50%	77%	74%	81%	76%	79%	71%	83%	77%	77%	77%
		cdefg	cdefg	defg	ef	f	ef	ef		h		l		jlmp			l
No	298	8	10	37	54	73	189	298	167	131	91	78	79	49	170	128	298
	22%	4%	4%	13%	25%	40%	50%	22%	26%	19%	24%	21%	29%	17%	22%	23%	22%
				ab	abc	abcdg	abcdeg	abc	i		m		kmnp				m
Don't know	3	1	-	2	-	-	-	3	1	2	1	2	-	-	3	-	3
	*%	1%	-%	1%	-%	-%	-%	*%	*%	*%	*%	1%	-%	-%	*%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 65

Any break column with 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	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Yes	1031	882	91	38	20	1031	892	139	52	944	921	49	970
	77%	77%	77%	75%	83%	77%	77%	78%	57%	79%	84%	38%	79%
										h	kl		k
No	298	254	27	13	4	298	259	39	39	247	173	80	254
	22%	22%	23%	25%	17%	22%	22%	22%	43%	21%	16%	62%	21%
									i			jl	j
Don't know	3	3	1	-	-	3	3	-	-	3	3	-	3
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 66

Any break column with 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 social media profile or account

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Facebook	943	165	249	216	144	99	168	943	424	519	259	272	191	221	531	412	943
	91%	93%	95%	89%	88%	89%	90%	91%	89%	94%	87%	92%	97%	91%	90%	94%	91%
			cdef							h			jkmp		jn		
WhatsApp	553	112	158	138	82	42	63	553	249	304	167	161	98	126	328	225	553
	54%	63%	60%	57%	50%	38%	34%	54%	52%	55%	57%	54%	50%	52%	56%	51%	54%
		defg	ef	ef	f			ef									
YouTube	340	91	100	67	41	31	40	340	168	172	103	98	56	82	201	139	340
	33%	51%	38%	28%	25%	28%	21%	33%	35%	31%	35%	33%	29%	34%	34%	32%	33%
		bcdefg	cdf					f									
Instagram	322	114	109	68	26	4	6	322	132	190	93	97	57	75	190	132	322
	31%	64%	42%	28%	16%	4%	3%	31%	28%	34%	31%	33%	29%	31%	32%	30%	31%
		bcdefg	cdefg	def	ef			def		h							
Snapchat	278	117	100	40	15	4	6	278	114	164	64	81	50	83	145	133	278
	27%	66%	38%	16%	9%	4%	3%	27%	24%	30%	22%	27%	25%	34%	25%	30%	27%
		bcdefg	cdefg	ef	f			cdef						jnp		j	
Twitter	248	58	74	67	28	18	21	248	125	123	97	73	35	44	170	78	248
	24%	33%	28%	28%	17%	16%	11%	24%	26%	22%	33%	25%	18%	18%	29%	18%	24%
		defg	def	def				f			klmp	o			lmo		o
LinkedIn	168	25	39	42	39	17	23	168	88	80	88	44	18	18	133	36	168
	16%	14%	15%	17%	24%	15%	12%	16%	18%	15%	30%	15%	9%	7%	22%	8%	16%
					abfg						klmnop	mo			klmp		lmo
Pinterest	148	31	41	35	23	13	18	148	40	109	51	47	24	26	98	50	148
	14%	17%	16%	15%	14%	11%	10%	14%	8%	20%	17%	16%	12%	11%	17%	11%	14%
		f								h	mo				mo		
Google+ (inc. Google Hangouts)	145	33	40	28	26	16	18	145	73	72	44	30	32	39	75	70	145
	14%	18%	15%	11%	16%	15%	10%	14%	15%	13%	15%	10%	16%	16%	13%	16%	14%
		f														k	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 66

Any break column with 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 social media profile or account

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Tumblr	29	12	8	6	3	-	-	29	13	16	12	7	2	8	19	10	29
	3%	7%	3%	2%	2%	-%	-%	3%	3%	3%	4%	2%	1%	3%	3%	2%	3%
		cdefg	f	f				f									
Other	10	2	3	1	1	2	2	10	9	1	5	1	2	2	7	3	10
	1%	1%	1%	1%	1%	2%	1%	1%	2%	*	2%	1%	1%	1%	1%	1%	1%
									i								
FACEBOOK ONLY	266	20	55	55	49	43	87	266	119	147	52	78	68	69	130	136	266
	26%	11%	21%	23%	30%	39%	47%	26%	25%	27%	18%	26%	34%	28%	22%	31%	26%
			a	a	a	abcg	abcdg	a				j	jnp	j		jn	j

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 66

Any break column with 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 social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Facebook	943	802	87	36	18	943	815	128	**	865	837	**	884
	91%	91%	95%	97%	90%	91%	91%	92%	**	92%	91%	**	91%
				ade									
WhatsApp	553	477	47	17	13	553	481	72	**	513	524	**	532
	54%	54%	51%	44%	63%	54%	54%	52%	**	54%	57%	**	55%
		c			ce	c							
YouTube	340	302	22	11	4	340	293	47	**	310	319	**	325
	33%	34%	24%	30%	21%	33%	33%	34%	**	33%	35%	**	34%
		bd				bd							
Instagram	322	265	38	12	7	322	286	36	**	295	309	**	312
	31%	30%	41%	33%	32%	31%	32%	26%	**	31%	34%	**	32%
			ae										
Snapchat	278	234	29	7	8	278	250	28	**	249	264	**	270
	27%	26%	32%	19%	41%	27%	28%	20%	**	26%	29%	**	28%
			c		ace		g						
Twitter	248	220	17	7	4	248	217	31	**	236	234	**	236
	24%	25%	19%	19%	20%	24%	24%	23%	**	25%	25%	**	24%
LinkedIn	168	153	10	3	2	168	142	26	**	158	155	**	158
	16%	17%	11%	9%	9%	16%	16%	19%	**	17%	17%	**	16%
		cd				cd							
Pinterest	148	133	8	5	2	148	130	18	**	136	144	**	145
	14%	15%	9%	14%	10%	14%	15%	13%	**	14%	16%	**	15%
Google+ (inc. Google Hangouts)	145	130	8	5	3	145	129	16	**	136	138	**	140
	14%	15%	8%	13%	14%	14%	15%	11%	**	14%	15%	**	14%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 66

Any break column with 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 social media profile or account

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Tumblr	29 3%	26 3%	2 2%	* 1%	1 3%	29 3%	26 3%	3 2%	** **	23 2%	28 3%	** **	28 3%
Other	10 1%	8 1%	- -%	1 2%	1 4%	10 1%	8 1%	2 1%	** **	10 1%	10 1%	** **	10 1%
					abe								
FACEBOOK ONLY	266 26%	230 26%	22 24%	11 29%	4 18%	266 26%	233 26%	33 24%	** **	239 25%	206 22%	** **	240 25%
		d		d		d							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 67

Any break column with 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 social media profile or account

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Facebook	724	112	190	163	120	77	140	724	316	409	166	217	165	176	383	341	724
	70%	63%	73%	68%	73%	70%	75%	70%	66%	74%	56%	73%	84%	73%	65%	78%	70%
			a				a			h		jn	jkmp	jn	j	jnp	jn
WhatsApp	162	18	36	55	24	21	29	162	78	84	70	45	13	34	115	47	162
	16%	10%	14%	23%	15%	19%	16%	16%	16%	15%	24%	15%	7%	14%	19%	11%	16%
				abg		a					klmp	l		l	lo		lo
Snapchat	41	23	14	2	2	1	1	41	20	20	10	8	8	14	18	22	41
	4%	13%	5%	1%	1%	1%	*	4%	4%	4%	3%	3%	4%	6%	3%	5%	4%
		bcdefg	cdef					cf									
Instagram	36	16	6	10	4	-	-	36	16	20	14	9	5	8	23	13	36
	3%	9%	2%	4%	2%	-%	-%	3%	3%	4%	5%	3%	2%	3%	4%	3%	3%
		bdefg	f	ef	f			ef									
Twitter	27	5	6	7	6	1	2	27	20	7	15	9	1	2	24	3	27
	3%	3%	2%	3%	4%	1%	1%	3%	4%	1%	5%	3%	1%	1%	4%	1%	3%
									i		lmop	o			lmo		o
YouTube	20	2	6	3	1	6	9	20	14	6	6	5	3	7	11	9	20
	2%	1%	2%	1%	1%	6%	5%	2%	3%	1%	2%	2%	1%	3%	2%	2%	2%
						acd	cdg										
LinkedIn	8	-	-	1	5	2	3	8	4	4	7	1	-	-	8	-	8
	1%	-%	-%	*	3%	2%	2%	1%	1%	1%	2%	*	-%	-%	1%	-%	1%
				abg							klmp				o		
Other	8	2	2	-	3	1	1	8	7	2	8	-	-	1	8	1	8
	1%	1%	1%	-%	2%	1%	1%	1%	1%	*	3%	-%	-%	*	1%	*	1%
				c							klmp				k		
Don't know	5	-	2	1	-	1	1	5	3	1	-	2	2	1	2	3	5
	*	-%	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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 67

Any break column with 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 social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Facebook	724 70%	614 70%	66 73%	31 82%	13 65%	724 70%	636 71%	88 63%	** **	668 71%	636 69%	** **	679 70%
WhatsApp	162 16%	146 17%	9 10%	2 5%	4 21%	162 16%	135 15%	27 19%	** **	145 15%	149 16%	** **	154 16%
Snapchat	41 4%	34 4%	5 6%	* 1%	1 5%	41 4%	38 4%	3 2%	** **	35 4%	39 4%	** **	40 4%
Instagram	36 3%	30 3%	4 4%	1 4%	* 2%	36 3%	31 4%	4 3%	** **	29 3%	34 4%	** **	34 4%
Twitter	27 3%	25 3%	1 2%	1 2%	* 2%	27 3%	23 3%	4 3%	** **	27 3%	25 3%	** **	25 3%
YouTube	20 2%	17 2%	2 3%	1 2%	* 2%	20 2%	15 2%	5 4%	** **	18 2%	18 2%	** **	18 2%
LinkedIn	8 1%	7 1%	1 1%	- -%	* 1%	8 1%	4 *%	5 3%	** **	8 1%	7 1%	** **	7 1%
Other	8 1%	6 1%	1 2%	1 3%	- -%	8 1%	6 1%	2 2%	** **	8 1%	8 1%	** **	8 1%
Don't know	5 *%	4 *%	- -%	1 1%	* 1%	5 *%	4 *%	1 1%	** **	5 1%	5 1%	** **	5 *%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 68

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

IN24. Generally, when you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter, or You Tube, do you ever think about whether the information posted on these sites or apps is truthful? IF YES - (SHOWCARD) Do you believe that all the information you see on these sites or apps is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : Those with a social media profile or account

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
All is truthful	18 2%	4 2%	5 2%	* *%	6 4% c	1 1%	2 1%	18 2%	9 2%	9 2%	8 3% k	* *%	5 3% k	4 2%	8 1%	10 2% k	18 2% k
Most is truthful	212 21%	38 21%	51 20%	51 21%	34 21%	25 22%	37 20%	212 21%	101 21%	111 20%	64 22%	65 22%	37 19%	46 19%	129 22%	83 19%	212 21%
Some is truthful	669 65%	119 67%	169 65%	159 66%	106 65%	62 56%	115 62%	669 65%	309 65%	360 65%	198 67%	189 64%	129 65%	153 63%	387 65%	282 64%	669 65%
Don't know	37 4%	2 1%	9 3%	9 4%	6 4%	11 10% abcg	11 6% a	37 4%	14 3%	23 4%	10 3%	10 3%	7 4%	11 5%	19 3%	18 4%	37 4%
I don't think about whether the information on social media sites is truthful	96 9%	15 8%	27 10%	21 9%	12 7%	12 11%	21 11%	96 9%	44 9%	51 9%	17 6%	31 10% j	19 10%	29 12% j	48 8%	48 11% j	96 9%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 68

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

IN24. Generally, when you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter, or You Tube, do you ever think about whether the information posted on these sites or apps is truthful? IF YES - (SHOWCARD) Do you believe that all the information you see on these sites or apps is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : Those with a social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
All is truthful	18 2%	15 2%	2 2%	1 2%	* 1%	18 2%	18 2%	- -%	** **	15 2%	18 2%	** **	18 2%
Most is truthful	212 21%	184 21%	22 24%	4 9%	2 10%	212 21%	178 20%	33 24%	** **	193 20%	187 20%	** **	196 20%
		cd	cd			cd							
Some is truthful	669 65%	569 65%	56 61%	30 80%	14 68%	669 65%	584 65%	85 61%	** **	617 65%	597 65%	** **	629 65%
				abde									
Don't know	37 4%	32 4%	3 3%	* 1%	3 14%	37 4%	30 3%	8 6%	** **	32 3%	33 4%	** **	36 4%
					abce								
I don't think about whether the information on social media sites is truthful	96 9%	82 9%	9 10%	3 9%	2 8%	96 9%	83 9%	13 9%	** **	87 9%	87 9%	** **	91 9%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 69

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

IN24. Generally, when you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter, or You Tube, do you ever think about whether the information posted on these sites or apps is truthful? IF YES - (SHOWCARD) Do you believe that all the information you see on these sites or apps is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : Those who consider whether the information on social media sites is true

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1071	214	234	226	173	124	224	1071	486	585	271	354	195	251	625	446	1071
Effective Weighted Sample	815	166	178	178	135	96	169	815	378	437	220	277	145	185	487	329	815
Total	936	163	234	220	153	99	166	936	433	502	279	265	179	214	544	392	936
All is truthful	18	4	5	*	6	1	2	18	9	9	8	*	5	4	8	10	18
	2%	3%	2%	*%	4%	1%	1%	2%	2%	2%	3%	*%	3%	2%	2%	2%	2%
				c							k		k			k	k
Most is truthful	212	38	51	51	34	25	37	212	101	111	64	65	37	46	129	83	212
	23%	23%	22%	23%	22%	25%	22%	23%	23%	22%	23%	25%	21%	21%	24%	21%	23%
Some is truthful	669	119	169	159	106	62	115	669	309	360	198	189	129	153	387	282	669
	71%	73%	72%	72%	70%	63%	70%	71%	71%	72%	71%	72%	72%	72%	71%	72%	71%
Don't know	37	2	9	9	6	11	11	37	14	23	10	10	7	11	19	18	37
	4%	1%	4%	4%	4%	11%	7%	4%	3%	5%	3%	4%	4%	5%	4%	5%	4%
					abcdg		a										

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 69

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

IN24. Generally, when you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter, or You Tube, do you ever think about whether the information posted on these sites or apps is truthful? IF YES - (SHOWCARD) Do you believe that all the information you see on these sites or apps is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : Those who consider whether the information on social media sites is true

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1071	697	121	122	131	1071	879	192	66	974	943	62	1005
Effective Weighted Sample	815	641	110	119	122	815	685	136	50	743	716	48	763
Total	936	801	82	34	18	936	810	126	49	857	834	45	879
All is truthful	18	15	2	1	*	18	18	-	**	15	18	**	18
	2%	2%	3%	2%	1%	2%	2%	-%	**	2%	2%	**	2%
Most is truthful	212	184	22	4	2	212	178	33	**	193	187	**	196
	23%	23%	26%	10%	11%	23%	22%	26%	**	23%	22%	**	22%
		cd	cd			cd							
Some is truthful	669	569	56	30	14	669	584	85	**	617	597	**	629
	71%	71%	68%	87%	74%	71%	72%	67%	**	72%	72%	**	72%
				abde									
Don't know	37	32	3	*	3	37	30	8	**	32	33	**	36
	4%	4%	3%	1%	15%	4%	4%	6%	**	4%	4%	**	4%
					abce								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 70

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

IN25. (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 social media profile or account

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
PROMPTED RESPONSES																	
Check if it was by an organisation I had heard of	383 37%	63 36%	104 40%	94 39%	61 37%	35 32%	61 32%	383 37%	184 39%	198 36%	127 43% mo	106 36%	70 36%	80 33%	233 39%	150 34%	383 37%
Check if it was by an organisation I thought was trustworthy	347 34%	63 35%	75 29%	93 39%	62 38%	36 33%	54 29%	347 34%	180 38%	168 30%	121 41% kmop	96 32%	69 35% m	61 25%	217 37% mo	130 30%	347 34% m
Check to see if the same information in the article appears anywhere else	315 31%	58 33%	76 29%	77 32%	55 34%	32 29%	49 26%	315 31%	157 33%	158 29%	108 36% mo	88 30%	55 28%	64 27%	196 33%	119 27%	315 31%
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	267 26%	54 30% b	52 20%	71 29% b	41 25%	30 27%	49 26%	267 26%	128 27%	139 25%	102 35% lmop	79 27% mo	44 22%	42 17%	181 31% lmo	86 20%	267 26% mo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 70

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

IN25. (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 social media profile or account

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Think about what the article is about to see how likely is it to be true	258 25%	45 25%	56 22%	67 28%	37 23%	34 31%	53 28%	258 25%	135 28%	123 22%	94 32%	79 27%	39 20%	47 20%	173 29%	86 20%	258 25%
Look at the comments/ what people have said about the article	250 24%	50 28%	64 25%	60 25%	35 21%	27 25%	41 22%	250 24%	132 28%	118 21%	81 27%	74 25%	44 22%	51 21%	155 26%	95 22%	250 24%
Think about whether the person who shared it was someone I trusted	186 18%	30 17%	37 14%	51 21%	33 20%	26 24%	36 19%	186 18%	99 21%	87 16%	68 23%	55 19%	30 15%	33 14%	123 21%	63 14%	186 18%
Check to see if it is by someone who was there when it happened/ saw it for themselves	110 11%	22 12%	21 8%	30 13%	17 10%	16 15%	20 11%	110 11%	57 12%	53 10%	31 11%	36 12%	21 11%	21 9%	67 11%	43 10%	110 11%
UNPROMPTED RESPONSE																	
I would Google it	14 1%	2 1%	8 3%	1 *% c	1 1%	* *% c	1 1%	14 1%	4 1%	10 2%	* *% c	4 1%	2 1%	7 3%	4 1%	9 2%	14 1%
Other	7 1%	2 1%	2 1%	* *% c	2 1%	1 1%	1 1%	7 1%	1 *% c	6 1%	2 1%	1 *% c	- -% c	4 2%	3 1%	4 1%	7 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 70

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IN25. (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 social media profile or account

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
TOTAL - WOULD CHECK TO SEE IF THE INFORMATION APPEARED ANYWHERE ELSE (INCLUDING GOOGLE)	327	60	84	77	55	33	50	327	159	168	108	90	57	72	198	128	327
	32%	34%	32%	32%	34%	29%	27%	32%	33%	30%	37%	30%	29%	30%	34%	29%	32%
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	693	122	176	168	117	69	110	693	325	368	213	195	125	160	407	286	693
	67%	69%	67%	70%	71%	62%	59%	67%	68%	67%	72%	66%	63%	66%	69%	65%	67%
				f	f			f									
I wouldn't tend to check the information in the article to see if it was true	241	44	58	54	37	23	47	241	113	128	55	71	56	59	126	115	241
	23%	25%	22%	22%	23%	21%	25%	23%	24%	23%	19%	24%	28%	24%	21%	26%	23%
													j			j	
I don't see news stories/ articles on social media	69	7	17	18	7	13	21	69	29	40	25	24	9	12	49	21	69
	7%	4%	6%	7%	4%	12%	11%	7%	6%	7%	8%	8%	5%	5%	8%	5%	7%
						adg	adg								o		
Don't know	28	5	11	2	3	5	7	28	11	17	3	6	7	12	9	19	28
	3%	3%	4%	1%	2%	4%	4%	3%	2%	3%	1%	2%	4%	5%	2%	4%	3%
			c			c	c							jn		jn	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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Base : Those with a social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
PROMPTED RESPONSES													
Check if it was by an organisation I had heard of	383	344	23	11	4	383	334	49	**	370	346	**	362
	37%	39%	26%	30%	21%	37%	37%	35%	**	39%	38%	**	37%
		bcd				bd							
Check if it was by an organisation I thought was trustworthy	347	316	21	7	3	347	300	48	**	334	312	**	321
	34%	36%	23%	19%	14%	34%	34%	34%	**	35%	34%	**	33%
		bcd				bcd							
Check to see if the same information in the article appears anywhere else	315	277	25	10	4	315	268	47	**	307	297	**	301
	31%	31%	27%	26%	19%	31%	30%	34%	**	33%	32%	**	31%
		d				d							
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	267	239	18	7	3	267	225	42	**	255	245	**	254
	26%	27%	20%	19%	13%	26%	25%	30%	**	27%	27%	**	26%
		cd				d							

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

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Base : Those with a social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Think about what the article is about to see how likely is it to be true	258 25%	228 26%	17 19%	10 28%	3 12%	258 25%	215 24%	43 31%	** **	242 26%	238 26%	** **	247 25%
		d		d		d							
Look at the comments/ what people have said about the article	250 24%	220 25%	17 19%	10 27%	3 16%	250 24%	213 24%	37 26%	** **	234 25%	230 25%	** **	238 25%
		d		d		d							
Think about whether the person who shared it was someone I trusted	186 18%	164 19%	12 14%	7 18%	2 12%	186 18%	159 18%	27 19%	** **	175 19%	171 19%	** **	175 18%
Check to see if it is by someone who was there when it happened/ saw it for themselves	110 11%	102 12%	5 5%	2 5%	1 4%	110 11%	95 11%	15 10%	** **	103 11%	106 11%	** **	106 11%
		bcd				cd							
UNPROMPTED RESPONSE													
I would Google it	14 1%	12 1%	- -%	1 4%	* 1%	14 1%	14 2%	- -%	** **	14 1%	13 1%	** **	13 1%
				be									

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

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Base : Those with a social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Other	7	6	1	*	-	7	7	*	**	7	7	**	7
	1%	1%	1%	1%	-%	1%	1%	*%	**	1%	1%	**	1%
TOTAL - WOULD CHECK TO SEE IF THE INFORMATION APPEARED ANYWHERE ELSE (INCLUDING GOOGLE)	327	287	25	11	4	327	280	47	**	318	308	**	312
	32%	33%	27%	29%	20%	32%	31%	34%	**	34%	33%	**	32%
		d			d								
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	693	609	49	26	10	693	598	95	**	654	626	**	648
	67%	69%	53%	69%	49%	67%	67%	68%	**	69%	68%	**	67%
		bd		bd	bd								
I wouldn't tend to check the information in the article to see if it was true	241	192	34	9	7	241	218	23	**	207	214	**	231
	23%	22%	37%	23%	34%	23%	24%	17%	**	22%	23%	**	24%
			ace		ace		g						
I don't see news stories/ articles on social media	69	60	6	2	1	69	53	16	**	58	61	**	65
	7%	7%	7%	6%	4%	7%	6%	12%	**	6%	7%	**	7%
							f						
Don't know	28	22	2	1	3	28	24	4	**	25	20	**	26
	3%	3%	3%	3%	13%	3%	3%	3%	**	3%	2%	**	3%
					abce								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 71

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IN25. (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

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1062	214	236	229	176	113	207	1062	484	578	256	351	197	258	607	455	1062
Effective Weighted Sample	815	168	179	180	138	90	162	815	382	433	211	276	147	192	477	338	815
Total	934	166	234	222	154	92	158	934	437	497	268	266	181	219	534	400	934
PROMPTED RESPONSES																	
Check if it was by an organisation I had heard of	383 41%	63 38%	104 44%	94 42%	61 39%	35 38%	61 38%	383 41%	184 42%	198 40%	127 47% mo	106 40%	70 39%	80 36%	233 44%	150 37%	383 41%
Check if it was by an organisation I thought was trustworthy	347 37%	63 38%	75 32%	93 42%	62 40%	36 39%	54 34%	347 37%	180 41%	168 34%	121 45% kmop	96 36%	69 38% m	61 28%	217 41% mo	130 33%	347 37% m
Check to see if the same information in the article appears anywhere else	315 34%	58 35%	76 32%	77 35%	55 36%	32 35%	49 31%	315 34%	157 36%	158 32%	108 40% mo	88 33%	55 30%	64 29%	196 37% o	119 30%	315 34%
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	267 29%	54 33% b	52 22%	71 32% b	41 27%	30 33%	49 31%	267 29%	128 29%	139 28%	102 38% lmop	79 30% mo	44 24%	42 19%	181 34% lmop	86 21%	267 29% 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 see news content on social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1062	214	236	229	176	113	207	1062	484	578	256	351	197	258	607	455	1062
Effective Weighted Sample	815	168	179	180	138	90	162	815	382	433	211	276	147	192	477	338	815
Total	934	166	234	222	154	92	158	934	437	497	268	266	181	219	534	400	934
Think about what the article is about to see how likely is it to be true	258 28%	45 27%	56 24%	67 30%	37 24%	34 37% bd	53 33%	258 28%	135 31%	123 25%	94 35% lmop	79 30% o	39 21%	47 22%	173 32% lmo	86 21%	258 28% o
Look at the comments/ what people have said about the article	250 27%	50 30%	64 27%	60 27%	35 23%	27 29%	41 26%	250 27%	132 30% i	118 24%	81 30%	74 28%	44 24%	51 23%	155 29%	95 24%	250 27%
Think about whether the person who shared it was someone I trusted	186 20%	30 18%	37 16%	51 23%	33 21%	26 29% ab	36 23%	186 20%	99 23%	87 17%	68 26% lmo	55 21%	30 17%	33 15%	123 23% mo	63 16%	186 20%
Check to see if it is by someone who was there when it happened/ saw it for themselves	110 12%	22 13%	21 9%	30 14%	17 11%	16 18% b	20 13%	110 12%	57 13%	53 11%	31 12%	36 13%	21 12%	21 10%	67 13%	43 11%	110 12%
UNPROMPTED RESPONSE																	
I would Google it	14 1%	2 1%	8 4% c	1 1%	1 1%	* *% c	1 1%	14 1%	4 1%	10 2%	* *% j	4 1%	2 1%	7 3% jn	4 1%	9 2% j	14 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 see news content on social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1062	214	236	229	176	113	207	1062	484	578	256	351	197	258	607	455	1062
Effective Weighted Sample	815	168	179	180	138	90	162	815	382	433	211	276	147	192	477	338	815
Total	934	166	234	222	154	92	158	934	437	497	268	266	181	219	534	400	934
Other	7	2	2	*	2	1	1	7	1	6	2	1	-	4	3	4	7
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	-%	2%	1%	1%	1%
TOTAL - WOULD CHECK TO SEE IF THE INFORMATION APPEARED ANYWHERE ELSE (INCLUDING GOOGLE)	327	60	84	77	55	33	50	327	159	168	108	90	57	72	198	128	327
	35%	36%	36%	35%	36%	35%	32%	35%	36%	34%	40%	34%	31%	33%	37%	32%	35%
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	693	122	176	168	117	69	110	693	325	368	213	195	125	160	407	286	693
	74%	73%	75%	76%	76%	75%	70%	74%	74%	74%	79%	73%	69%	73%	76%	71%	74%
I wouldn't tend to check the information in the article to see if it was true	241	44	58	54	37	23	47	241	113	128	55	71	56	59	126	115	241
	26%	27%	25%	24%	24%	25%	30%	26%	26%	26%	21%	27%	31%	27%	24%	29%	26%

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

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IN25. (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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1062	699	121	123	119	1062	879	183	61	974	939	58	997
Effective Weighted Sample	815	643	110	120	111	815	690	131	46	748	720	47	763
Total	934	800	82	35	17	934	816	118	44	861	840	39	879
PROMPTED RESPONSES													
Check if it was by an organisation I had heard of	383	344	23	11	4	383	334	49	**	370	346	**	362
	41%	43%	28%	32%	26%	41%	41%	41%	**	43%	41%	**	41%
		bcd				bd							
Check if it was by an organisation I thought was trustworthy	347	316	21	7	3	347	300	48	**	334	312	**	321
	37%	40%	25%	21%	17%	37%	37%	40%	**	39%	37%	**	37%
		bcd				bcd							
Check to see if the same information in the article appears anywhere else	315	277	25	10	4	315	268	47	**	307	297	**	301
	34%	35%	30%	28%	23%	34%	33%	40%	**	36%	35%	**	34%
		d				d							
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	267	239	18	7	3	267	225	42	**	255	245	**	254
	29%	30%	22%	20%	15%	29%	28%	35%	**	30%	29%	**	29%
		cd				d							

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1062	699	121	123	119	1062	879	183	61	974	939	58	997
Effective Weighted Sample	815	643	110	120	111	815	690	131	46	748	720	47	763
Total	934	800	82	35	17	934	816	118	44	861	840	39	879
Think about what the article is about to see how likely is it to be true	258 28%	228 29%	17 21%	10 30%	3 15%	258 28%	215 26%	43 37%	** **	242 28%	238 28%	** **	247 28%
		d		d		d		f					
Look at the comments/ what people have said about the article	250 27%	220 27%	17 20%	10 29%	3 19%	250 27%	213 26%	37 31%	** **	234 27%	230 27%	** **	238 27%
Think about whether the person who shared it was someone I trusted	186 20%	164 21%	12 15%	7 20%	2 14%	186 20%	159 20%	27 23%	** **	175 20%	171 20%	** **	175 20%
Check to see if it is by someone who was there when it happened/ saw it for themselves	110 12%	102 13%	5 6%	2 6%	1 5%	110 12%	95 12%	15 12%	** **	103 12%	106 13%	** **	106 12%
		bcd				cd							
UNPROMPTED RESPONSE													
I would Google it	14 1%	12 2%	- -%	1 4%	* 2%	14 1%	14 2%	- -%	** **	14 2%	13 2%	** **	13 2%
				be									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 71

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

IN25. (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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1062	699	121	123	119	1062	879	183	61	974	939	58	997
Effective Weighted Sample	815	643	110	120	111	815	690	131	46	748	720	47	763
Total	934	800	82	35	17	934	816	118	44	861	840	39	879
Other	7	6	1	*	-	7	7	*	**	7	7	**	7
	1%	1%	1%	1%	-%	1%	1%	*%	**	1%	1%	**	1%
TOTAL - WOULD CHECK TO SEE IF THE INFORMATION APPEARED ANYWHERE ELSE (INCLUDING GOOGLE)	327	287	25	11	4	327	280	47	**	318	308	**	312
	35%	36%	30%	32%	24%	35%	34%	40%	**	37%	37%	**	36%
		d			d								
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	693	609	49	26	10	693	598	95	**	654	626	**	648
	74%	76%	59%	75%	59%	74%	73%	80%	**	76%	74%	**	74%
		bd		bd	bd								
I wouldn't tend to check the information in the article to see if it was true	241	192	34	9	7	241	218	23	**	207	214	**	231
	26%	24%	41%	25%	41%	26%	27%	20%	**	24%	26%	**	26%
			ace		ace								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 72

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

IN26. (SHOWCARD) AGREEMENT WITH STATEMENT - The images or videos that other people post online make their life look more interesting than it is (SINGLE CODE)

Base : Those with a social media profile or account

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Strongly disagree	85 8%	16 9%	12 5%	26 11% b	10 6%	14 12% b	20 11% b	85 8%	35 7%	49 9%	19 7%	20 7%	19 10%	26 11%	40 7%	45 10%	85 8%
Slightly disagree	79 8%	12 7%	17 6%	17 7%	17 10%	9 8%	17 9%	79 8%	43 9%	36 6%	28 9%	21 7%	11 6%	18 8%	49 8%	30 7%	79 8%
Neither agree nor disagree	201 20%	34 19%	42 16%	56 23%	35 21%	22 20%	34 18%	201 20%	100 21%	101 18%	54 18%	62 21%	40 20%	46 19%	116 20%	86 19%	201 20%
Slightly agree	275 27%	43 24%	81 31%	64 26% d	34 21%	29 26%	52 28%	275 27%	124 26%	150 27%	86 29% mo	91 31% mo	52 26%	45 18%	178 30% mo	97 22%	275 27% m
Strongly agree	362 35%	72 40% cef	103 39% ef	73 30% ef	65 39% ef	29 27%	50 27%	362 35% f	159 33%	204 37%	105 36%	95 32%	65 33%	97 40%	200 34%	162 37%	362 35%
Don't know	30 3%	2 1%	6 2%	5 2%	4 2%	8 7% abcg	13 7% abcg	30 3%	17 4%	13 2%	3 1%	7 2%	9 5% jn	11 5% jn	10 2%	20 5% jn	30 3%
SUMMARY CODES																	
TOTAL DISAGREE	163 16%	28 16%	29 11%	43 18%	27 16%	23 21% b	37 20% b	163 16%	78 16%	85 15%	47 16%	41 14%	31 16%	44 18%	88 15%	75 17%	163 16%
TOTAL AGREE	637 62%	115 64% e	184 70% cefg	137 57%	99 60%	58 53%	103 55%	637 62%	283 59%	354 64%	192 65%	186 63%	118 60%	142 58%	378 64%	259 59%	637 62%
TOTAL NEITHER/ DON'T KNOW	231 22%	35 20%	49 19%	62 26%	39 24%	30 27%	47 25%	231 22%	117 25%	114 21%	57 19%	69 23%	49 25%	57 23%	126 21%	106 24%	231 22%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 72

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

IN26. (SHOWCARD) AGREEMENT WITH STATEMENT - The images or videos that other people post online make their life look more interesting than it is (SINGLE CODE)

Base : Those with a social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Strongly disagree	85 8%	74 8%	5 5%	4 9%	2 8%	85 8%	75 8%	10 7%	** **	74 8%	75 8%	** **	79 8%
Slightly disagree	79 8%	71 8%	3 4%	3 8%	1 6%	79 8%	64 7%	14 10%	** **	68 7%	65 7%	** **	71 7%
Neither agree nor disagree	201 20%	179 20%	13 14%	6 17%	2 12%	201 20%	175 20%	27 19%	** **	177 19%	184 20%	** **	194 20%
Slightly agree	275 27%	237 27%	22 24%	9 23%	6 31%	275 27%	239 27%	35 25%	** **	252 27%	246 27%	** **	261 27%
Strongly agree	362 35%	295 33%	45 49%	15 41%	7 34%	362 35%	312 35%	51 36%	** **	345 37%	328 36%	** **	339 35%
Don't know	30 3%	25 3%	3 3%	* 1%	2 9%	30 3%	27 3%	3 2%	** **	28 3%	24 3%	** **	25 3%
SUMMARY CODES													
TOTAL DISAGREE	163 16%	145 16%	8 9%	7 18%	3 14%	163 16%	139 16%	24 17%	** **	142 15%	140 15%	** **	150 15%
TOTAL AGREE	637 62%	533 60%	67 74%	24 64%	13 65%	637 62%	551 62%	86 62%	** **	597 63%	573 62%	** **	600 62%
TOTAL NEITHER/ DON'T KNOW	231 22%	205 23%	16 17%	7 18%	4 21%	231 22%	202 23%	29 21%	** **	205 22%	208 23%	** **	220 23%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 73

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

IN27A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - I usually accept the terms & conditions without reading them on social media and messaging sites. (SINGLE CODE)

Base : Those with a social media profile or account

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Strongly disagree	153	18	32	36	23	27	44	153	68	85	32	43	35	42	76	78	153
	15%	10%	12%	15%	14%	24%	23%	15%	14%	15%	11%	15%	18%	18%	13%	18%	15%
					abcdg	abcdg								j		jn	
Slightly disagree	115	14	26	27	28	12	20	115	49	67	45	31	23	17	76	39	115
	11%	8%	10%	11%	17%	10%	11%	11%	10%	12%	15%	11%	12%	7%	13%	9%	11%
					a						mo				m		
Neither agree nor disagree	102	11	21	30	22	10	18	102	42	60	38	36	12	17	73	29	102
	10%	6%	8%	12%	13%	9%	10%	10%	9%	11%	13%	12%	6%	7%	12%	7%	10%
				a	a						lo	lo			lmo		
Slightly agree	262	46	70	71	36	25	40	262	137	125	66	90	51	56	155	106	262
	25%	26%	27%	29%	22%	23%	21%	25%	29%	23%	22%	30%	26%	23%	26%	24%	25%
									i			j					
Strongly agree	389	87	113	75	56	32	57	389	174	215	110	95	75	110	204	184	389
	38%	49%	43%	31%	34%	29%	31%	38%	36%	39%	37%	32%	38%	45%	35%	42%	38%
		cdefg	cef											knp		kn	
Don't know	10	1	-	2	*	5	7	10	7	3	6	1	2	1	7	3	10
	1%	1%	0%	1%	1%	5%	4%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
						abcdg	abcdg										
SUMMARY CODES																	
TOTAL DISAGREE	269	33	58	63	50	38	64	269	117	152	77	74	58	59	152	117	269
	26%	18%	22%	26%	31%	35%	34%	26%	25%	27%	26%	25%	29%	24%	26%	27%	26%
					a	ab	abg	a									
TOTAL AGREE	650	134	182	146	92	57	97	650	311	339	175	184	126	165	360	291	650
	63%	75%	70%	61%	56%	51%	52%	63%	65%	61%	59%	62%	64%	68%	61%	66%	63%
		cdefg	def					ef									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 73

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

IN27A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - I usually accept the terms & conditions without reading them on social media and messaging sites. (SINGLE CODE)

Base : Those with a social media profile or account

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
TOTAL NEITHER/ DON'T KNOW	112	12	21	32	22	15	25	112	49	63	43	37	14	18	80	32	112
	11%	7%	8%	13%	13%	14%	14%	11%	10%	11%	15%	12%	7%	8%	14%	7%	11%
				a	a	a	a				lmo	o			lmo		

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 73

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

IN27A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - I usually accept the terms & conditions without reading them on social media and messaging sites. (SINGLE CODE)

Base : Those with a social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Strongly disagree	153 15%	134 15%	11 12%	6 15%	3 14%	153 15%	131 15%	22 16%	** **	141 15%	122 13%	** **	135 14%
Slightly disagree	115 11%	99 11%	10 11%	5 12%	2 9%	115 11%	95 11%	21 15%	** **	102 11%	102 11%	** **	107 11%
Neither agree nor disagree	102 10%	92 10%	5 6%	3 8%	1 7%	102 10%	94 11%	8 6%	** **	92 10%	96 10%	** **	97 10%
Slightly agree	262 25%	224 25%	24 26%	9 23%	5 27%	262 25%	231 26%	31 22%	** **	231 24%	243 26%	** **	254 26%
Strongly agree	389 38%	325 37%	40 43%	16 41%	8 41%	389 38%	335 38%	54 39%	** **	372 39%	352 38%	** **	367 38%
Don't know	10 1%	9 1%	* 1%	* 1%	* 2%	10 1%	6 1%	4 3% f	** **	6 1%	7 1%	** **	10 1%
SUMMARY CODES													
TOTAL DISAGREE	269 26%	232 26%	22 24%	10 27%	4 22%	269 26%	226 25%	42 31%	** **	244 26%	223 24%	** **	242 25%
TOTAL AGREE	650 63%	549 62%	64 70%	24 64%	14 68%	650 63%	566 63%	85 61%	** **	603 64%	595 65%	** **	621 64%
TOTAL NEITHER/ DON'T KNOW	112 11%	101 11%	6 6%	3 8%	2 10%	112 11%	100 11%	12 9%	** **	97 10%	103 11%	** **	107 11%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 74

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

IN27B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - Once my post goes online I no longer have control over it. (SINGLE CODE)

Base : Those with a social media profile or account

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Strongly disagree	146 14%	20 11%	43 16%	41 17%	18 11%	17 15%	24 13%	146 14%	62 13%	84 15%	36 12%	37 13%	38 19% n	36 15%	73 12%	74 17%	146 14%
Slightly disagree	177 17%	42 23% cfg	49 19%	35 14%	25 15%	18 16%	27 14%	177 17%	87 18%	90 16%	46 16%	61 21% m	36 18%	33 14%	108 18%	69 16%	177 17%
Neither agree nor disagree	92 9%	18 10%	22 8%	21 9%	11 7%	9 8%	20 11%	92 9%	39 8%	53 10%	21 7%	25 8%	22 11%	24 10%	46 8%	46 10%	92 9%
Slightly agree	275 27%	47 26% e	75 29% e	77 32% ef	38 23%	18 16%	39 21%	275 27% e	135 28%	141 25%	90 30% mo	91 31% mo	45 23%	50 20%	181 31% mo	95 22%	275 27%
Strongly agree	305 30%	49 28%	71 27%	65 27% abcfg	66 40% abcfg	32 29%	54 29%	305 30%	140 29%	165 30%	92 31%	76 26%	45 23%	92 38% klnp	168 28%	137 31%	305 30%
Don't know	35 3%	2 1%	2 1%	3 1%	5 3% abcdg	16 15% abcdg	23 12% abcdg	35 3%	14 3%	21 4%	11 4%	5 2%	11 6% k	8 3%	16 3%	19 4%	35 3%
SUMMARY CODES																	
TOTAL DISAGREE	323 31%	62 35%	92 35%	76 32%	43 26%	35 32%	51 27%	323 31%	149 31%	174 31%	82 28%	98 33%	74 37% j	69 29%	180 31%	143 32%	323 31%
TOTAL AGREE	581 56%	96 54%	146 56%	142 59% e	104 63% ef	50 45%	93 50%	581 56% e	275 58%	306 55%	182 61% lo	167 57% l	90 46%	142 58% l	349 59% l	232 53%	581 56% l
TOTAL NEITHER/ DON'T KNOW	127 12%	20 11%	24 9%	23 10%	17 10% abcdg	25 23% abcdg	43 23% abcdg	127 12%	53 11%	74 13%	32 11%	30 10%	34 17% kn	32 13%	62 11%	65 15%	127 12%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 74

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

IN27B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - Once my post goes online I no longer have control over it. (SINGLE CODE)

Base : Those with a social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Strongly disagree	146 14%	127 14%	11 12%	6 16%	2 9%	146 14%	131 15%	15 11%	** **	138 15%	133 14%	** **	138 14%
Slightly disagree	177 17%	156 18%	13 14%	5 13%	3 16%	177 17%	159 18%	18 13%	** **	155 16%	162 18%	** **	170 17%
Neither agree nor disagree	92 9%	80 9%	8 8%	3 8%	1 5%	92 9%	82 9%	10 7%	** **	84 9%	82 9%	** **	88 9%
Slightly agree	275 27%	234 27%	25 27%	10 27%	6 28%	275 27%	229 26%	46 33%	** **	247 26%	242 26%	** **	254 26%
Strongly agree	305 30%	257 29%	30 33%	11 30%	7 33%	305 30%	263 29%	42 30%	** **	291 31%	278 30%	** **	291 30%
Don't know	35 3%	28 3%	4 4%	2 6%	2 9%	35 3%	28 3%	7 5%	** **	30 3%	24 3%	** **	30 3%
					ae								
SUMMARY CODES													
TOTAL DISAGREE	323 31%	283 32%	24 27%	11 28%	5 25%	323 31%	290 32%	33 24%	** **	293 31%	295 32%	** **	307 32%
							g						
TOTAL AGREE	581 56%	491 56%	55 61%	22 58%	12 62%	581 56%	492 55%	89 64%	** **	537 57%	520 56%	** **	545 56%
TOTAL NEITHER/ DON'T KNOW	127 12%	108 12%	11 13%	5 14%	3 13%	127 12%	110 12%	17 12%	** **	114 12%	106 12%	** **	118 12%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 75

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

IN27C. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - It is easy to delete photos and videos from the internet after they have been posted. (SINGLE CODE)

Base : Those with a social media profile or account

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Strongly disagree	222	40	53	55	46	17	28	222	83	138	74	51	47	50	124	97	222
	22%	22%	20%	23%	28%	15%	15%	22%	17%	25%	25%	17%	24%	21%	21%	22%	22%
			f	ef			f			h	k						
Slightly disagree	183	37	46	46	23	22	30	183	83	100	55	55	22	51	110	73	183
	18%	21%	18%	19%	14%	20%	16%	18%	17%	18%	19%	19%	11%	21%	19%	17%	18%
												l		l	l		l
Neither agree nor disagree	105	16	20	29	17	13	24	105	59	46	35	30	18	21	65	40	105
	10%	9%	8%	12%	10%	12%	13%	10%	12%	8%	12%	10%	9%	9%	11%	9%	10%
Slightly agree	222	42	66	50	37	20	28	222	110	112	63	76	45	38	138	84	222
	22%	23%	25%	21%	22%	18%	15%	22%	23%	20%	21%	26%	23%	16%	23%	19%	22%
		f	f				f					mo			m		
Strongly agree	215	43	69	44	25	16	34	215	108	107	44	63	50	58	107	108	215
	21%	24%	27%	18%	15%	14%	18%	21%	23%	19%	15%	21%	25%	24%	18%	25%	21%
		d	de										jn	j		jn	j
Don't know	84	1	7	17	17	22	43	84	34	51	26	21	15	23	47	38	84
	8%	1%	3%	7%	10%	20%	23%	8%	7%	9%	9%	7%	7%	10%	8%	9%	8%
				ab	ab	abcdg	abcdg	ab									
SUMMARY CODES																	
TOTAL DISAGREE	405	77	99	102	69	39	58	405	167	238	129	106	69	101	234	171	405
	39%	43%	38%	42%	42%	36%	31%	39%	35%	43%	44%	36%	35%	42%	40%	39%	39%
		f		f	f		f			h							
TOTAL AGREE	437	84	136	94	61	36	62	437	219	219	107	139	95	97	245	192	437
	42%	47%	52%	39%	37%	33%	33%	42%	46%	39%	36%	47%	48%	40%	41%	44%	42%
		ef	cdefg				f					j	j				
TOTAL NEITHER/ DON'T KNOW	189	17	26	46	34	35	67	189	92	97	60	51	33	45	112	77	189
	18%	9%	10%	19%	21%	32%	36%	18%	19%	17%	20%	17%	17%	18%	19%	18%	18%
				ab	ab	abcdg	abcdg	ab									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 75

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

IN27C. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - It is easy to delete photos and videos from the internet after they have been posted. (SINGLE CODE)

Base : Those with a social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Strongly disagree	222 22%	189 21%	19 21%	8 21%	6 28%	222 22%	192 22%	30 21%	** **	210 22%	200 22%	** **	209 22%
Slightly disagree	183 18%	158 18%	14 16%	6 16%	4 21%	183 18%	157 18%	26 19%	** **	172 18%	169 18%	** **	174 18%
Neither agree nor disagree	105 10%	87 10%	13 14%	4 11%	1 5%	105 10%	94 11%	11 8%	** **	96 10%	90 10%	** **	95 10%
			d	d	d	d							
Slightly agree	222 22%	194 22%	16 18%	7 19%	4 21%	222 22%	186 21%	36 26%	** **	194 21%	209 23%	** **	215 22%
Strongly agree	215 21%	182 21%	23 25%	7 20%	3 14%	215 21%	197 22%	19 13%	** **	196 21%	190 21%	** **	199 21%
			d				g						
Don't know	84 8%	72 8%	6 6%	5 13%	2 12%	84 8%	67 8%	18 13%	** **	76 8%	64 7%	** **	78 8%
								f					
SUMMARY CODES													
TOTAL DISAGREE	405 39%	347 39%	34 37%	14 37%	10 49%	405 39%	349 39%	56 40%	** **	382 40%	369 40%	** **	383 39%
					ae								
TOTAL AGREE	437 42%	377 43%	39 43%	15 39%	7 35%	437 42%	383 43%	55 39%	** **	390 41%	399 43%	** **	414 43%
TOTAL NEITHER/ DON'T KNOW	189 18%	158 18%	18 20%	9 24%	3 16%	189 18%	161 18%	28 20%	** **	172 18%	154 17%	** **	173 18%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 76

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

IN27D. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - It is OK to share a photograph or video of other people without their permission. (SINGLE CODE)

Base : Those with a social media profile or account

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Strongly disagree	613	106	134	152	97	74	124	613	261	353	177	174	110	153	350	263	613
	59%	60%	51%	63%	59%	67%	66%	59%	55%	64%	60%	59%	56%	63%	59%	60%	59%
				b		b	b	b		h							
Slightly disagree	163	31	47	40	25	12	20	163	73	89	45	53	35	31	98	65	163
	16%	17%	18%	16%	15%	11%	11%	16%	15%	16%	15%	18%	18%	13%	17%	15%	16%
			f														
Neither agree nor disagree	92	10	34	18	17	8	12	92	51	41	26	25	21	19	52	40	92
	9%	5%	13%	8%	11%	7%	7%	9%	11%	7%	9%	9%	11%	8%	9%	9%	9%
			af														
Slightly agree	109	24	31	26	12	9	16	109	57	52	32	32	23	23	64	46	109
	11%	14%	12%	11%	8%	8%	8%	11%	12%	9%	11%	11%	12%	9%	11%	10%	11%
Strongly agree	38	5	14	5	7	4	7	38	24	14	10	11	7	11	20	18	38
	4%	3%	5%	2%	4%	4%	4%	4%	5%	3%	3%	4%	4%	4%	3%	4%	4%
Don't know	15	2	1	1	5	3	7	15	11	4	6	1	1	7	8	8	15
	1%	1%	*%	*%	3%	3%	4%	1%	2%	1%	2%	*%	1%	3%	1%	2%	1%
				c			bcg		i				k				
SUMMARY CODES																	
TOTAL DISAGREE	776	137	181	192	122	86	144	776	334	442	221	227	144	184	448	328	776
	75%	77%	69%	79%	75%	78%	77%	75%	70%	80%	75%	77%	73%	76%	76%	75%	75%
				b						h							
TOTAL AGREE	148	29	46	30	20	13	23	148	81	67	42	42	30	33	84	64	148
	14%	16%	17%	13%	12%	12%	12%	14%	17%	12%	14%	14%	15%	14%	14%	14%	14%
									i								
TOTAL NEITHER/ DON'T KNOW	107	12	35	19	22	11	19	107	63	45	33	27	22	26	59	48	107
	10%	7%	13%	8%	13%	10%	10%	10%	13%	8%	11%	9%	11%	11%	10%	11%	10%
			a		a				i								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 76

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

IN27D. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - It is OK to share a photograph or video of other people without their permission. (SINGLE CODE)

Base : Those with a social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Strongly disagree	613 59%	538 61% b	40 44%	24 63% b	12 60% b	613 59% b	529 59%	85 61%	** **	565 60%	539 59%	** **	572 59%
Slightly disagree	163 16%	134 15%	19 21%	5 15%	4 19%	163 16%	144 16%	19 14%	** **	152 16%	146 16%	** **	153 16%
Neither agree nor disagree	92 9%	76 9%	12 13%	2 7%	2 10%	92 9%	80 9%	12 8%	** **	85 9%	89 10%	** **	90 9%
Slightly agree	109 11%	93 11%	12 13%	3 8%	1 7%	109 11%	97 11%	12 9%	** **	93 10%	106 11%	** **	108 11%
Strongly agree	38 4%	30 3% d	7 8% ade	1 4% d	- -%	38 4% d	29 3%	9 7%	** **	36 4%	30 3%	** **	33 3%
Don't know	15 1%	12 1%	1 2%	1 4%	1 5% ae	15 1%	13 1%	3 2%	** **	13 1%	12 1%	** **	13 1%
SUMMARY CODES													
TOTAL DISAGREE	776 75%	672 76% b	59 65%	29 78% b	16 79% b	776 75% b	673 75%	103 74%	** **	717 76%	685 74%	** **	725 75%
TOTAL AGREE	148 14%	123 14% d	19 21% d	5 12%	1 7%	148 14% d	126 14%	22 15%	** **	129 14%	136 15%	** **	141 15%
TOTAL NEITHER/ DON'T KNOW	107 10%	88 10%	13 14%	4 10%	3 14%	107 10%	93 10%	14 10%	** **	98 10%	100 11%	** **	104 11%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 77

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

IN27E. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - 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 social media profile or account

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Strongly disagree	47 5%	3 2%	8 3%	7 3%	10 6%	12 11%	19 10%	47 5%	12 3%	35 6%	13 4%	14 5%	9 5%	10 4%	27 5%	20 4%	47 5%
						abcg	abcg			h							
Slightly disagree	68 7%	3 2%	6 2%	24 10%	10 6%	14 13%	25 13%	68 7%	31 6%	37 7%	23 8%	20 7%	12 6%	13 5%	42 7%	25 6%	68 7%
				ab		abg	abdg	ab									
Neither agree nor disagree	73 7%	4 2%	17 7%	15 6%	17 10%	14 13%	19 10%	73 7%	35 7%	38 7%	23 8%	16 5%	14 7%	20 8%	39 7%	34 8%	73 7%
				a	ag	a	a										
Slightly agree	254 25%	40 23%	60 23%	64 27%	51 31%	20 18%	39 21%	254 25%	124 26%	129 23%	89 30%	77 26%	38 19%	50 20%	166 28%	88 20%	254 25%
				ef							lmo				lmo		
Strongly agree	582 56%	126 71%	170 65%	129 54%	77 47%	50 45%	79 43%	582 56%	272 57%	310 56%	145 49%	167 57%	123 62%	147 61%	313 53%	270 61%	582 56%
		cdefg	cdefg	f			def						jn	j		jn	j
Don't know	8 1%	* **	- -%	2 1%	* **	1 1%	5 3%	8 1%	3 1%	4 1%	3 1%	1 **	1 1%	2 1%	4 1%	4 1%	8 1%
							abg										
SUMMARY CODES																	
TOTAL DISAGREE	115 11%	7 4%	14 5%	30 13%	19 12%	26 23%	44 24%	115 11%	43 9%	72 13%	36 12%	34 11%	22 11%	23 10%	70 12%	45 10%	115 11%
				ab	ab	abcdg	abcdg	ab									
TOTAL AGREE	836 81%	167 94%	230 88%	193 80%	128 78%	70 63%	118 63%	836 81%	396 83%	439 79%	234 79%	245 83%	161 81%	197 81%	479 81%	357 81%	836 81%
		cdefg	cdefg	ef	ef		ef										

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 77

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

IN27E. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - 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 social media profile or account

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
TOTAL NEITHER/ DON'T KNOW	81	5	17	17	17	15	25	81	38	42	26	17	15	22	43	38	81
	8%	3%	7%	7%	11%	14%	13%	8%	8%	8%	9%	6%	8%	9%	7%	9%	8%
				a	a	abg	abg	a									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 77

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

IN27E. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - 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 social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Strongly disagree	47 5%	40 5%	3 4%	3 8%	1 5%	47 5%	43 5%	4 3%	** **	43 5%	39 4%	** **	44 5%
Slightly disagree	68 7%	59 7%	4 4%	3 7%	2 12%	68 7%	57 6%	11 8%	** **	59 6%	59 6%	** **	62 6%
Neither agree nor disagree	73 7%	66 7%	5 6%	1 2%	1 6%	73 7%	65 7%	8 6%	** **	63 7%	62 7%	** **	66 7%
Slightly agree	254 25%	218 25%	22 24%	8 21%	5 26%	254 25%	221 25%	33 23%	** **	222 24%	230 25%	** **	240 25%
Strongly agree	582 56%	494 56%	56 62%	22 59%	10 50%	582 56%	504 56%	79 56%	** **	551 58%	527 57%	** **	550 57%
Don't know	8 1%	6 1%	- -%	1 2%	* 2%	8 1%	3 *%	4 3%	** **	6 1%	6 1%	** **	7 1%
SUMMARY CODES													
TOTAL DISAGREE	115 11%	99 11%	7 8%	5 15%	3 16%	115 11%	99 11%	15 11%	** **	102 11%	98 11%	** **	107 11%
TOTAL AGREE	836 81%	712 81%	78 86%	30 81%	15 76%	836 81%	725 81%	111 80%	** **	773 82%	756 82%	** **	790 81%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 77

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

IN27E. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - 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 social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
TOTAL NEITHER/ DON'T KNOW	81	72	5	2	2	81	68	12	**	69	67	**	73
	8%	8%	6%	5%	8%	8%	8%	9%	**	7%	7%	**	8%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 78

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

IN27F. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - I'm happy sharing personal photos and videos with everyone. (SINGLE CODE)

Base : Those with a social media profile or account

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Strongly disagree	444	48	98	114	81	64	104	444	171	274	146	119	80	99	265	179	444
	43%	27%	38%	47%	50%	58%	56%	43%	36%	49%	49%	40%	40%	41%	45%	41%	43%
			a	a	ab	abg	abg	a		h	ko						
Slightly disagree	197	37	58	53	27	15	22	197	88	109	55	62	38	42	117	80	197
	19%	21%	22%	22%	17%	13%	12%	19%	19%	20%	19%	21%	19%	17%	20%	18%	19%
		f	f	f			f										
Neither agree nor disagree	100	23	27	17	17	10	17	100	52	48	16	35	20	29	51	49	100
	10%	13%	10%	7%	10%	9%	9%	10%	11%	9%	5%	12%	10%	12%	9%	11%	10%
		c										j		j	j	j	
Slightly agree	178	37	49	44	26	10	21	178	103	75	53	53	38	34	107	71	178
	17%	21%	19%	18%	16%	9%	11%	17%	22%	14%	18%	18%	19%	14%	18%	16%	17%
		ef	ef	e			ef		i								
Strongly agree	109	31	30	14	13	13	21	109	61	48	23	26	21	38	50	59	109
	11%	17%	11%	6%	8%	11%	11%	11%	13%	9%	8%	9%	11%	16%	8%	13%	11%
		cdg	c				c		i					jknp		jn	
Don't know	2	1	-	*	-	-	1	2	2	*	1	-	1	-	1	1	2
	*%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
SUMMARY CODES																	
TOTAL DISAGREE	642	85	156	167	108	78	126	642	259	383	202	181	117	142	383	259	642
	62%	48%	60%	69%	66%	71%	68%	62%	54%	69%	68%	61%	60%	58%	65%	59%	62%
			a	ab	a	ab	a	a		h	mo						
TOTAL AGREE	287	68	79	58	39	22	43	287	164	123	77	80	59	72	156	131	287
	28%	38%	30%	24%	24%	20%	23%	28%	34%	22%	26%	27%	30%	30%	26%	30%	28%
		cdefg							i								
TOTAL NEITHER/ DON'T KNOW	103	25	27	17	17	10	18	103	54	48	17	35	21	29	53	50	103
	10%	14%	10%	7%	10%	9%	10%	10%	11%	9%	6%	12%	11%	12%	9%	11%	10%
		c										j		j		j	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 78

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IN27F. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT USING SOCIAL MEDIA - I'm happy sharing personal photos and videos with everyone. (SINGLE CODE)

Base : Those with a social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Strongly disagree	444	382	36	18	9	444	377	68	**	416	389	**	414
	43%	43%	39%	47%	44%	43%	42%	49%	**	44%	42%	**	43%
Slightly disagree	197	171	14	8	4	197	178	19	**	184	176	**	184
	19%	19%	16%	20%	21%	19%	20%	14%	**	19%	19%	**	19%
Neither agree nor disagree	100	87	10	1	3	100	87	13	**	91	91	**	94
	10%	10%	11%	2%	15%	10%	10%	9%	**	10%	10%	**	10%
		c	c		c	c							
Slightly agree	178	153	17	6	3	178	152	26	**	149	166	**	171
	17%	17%	18%	15%	13%	17%	17%	18%	**	16%	18%	**	18%
Strongly agree	109	88	14	6	1	109	96	13	**	103	97	**	105
	11%	10%	15%	15%	7%	11%	11%	9%	**	11%	11%	**	11%
			d	d	d								
Don't know	2	2	-	-	*	2	2	*	**	2	2	**	2
	*%	*%	-%	-%	1%	*%	*%	*%	**	*%	*%	**	*%
SUMMARY CODES													
TOTAL DISAGREE	642	553	50	25	13	642	555	87	**	600	565	**	598
	62%	63%	55%	67%	65%	62%	62%	63%	**	64%	61%	**	62%
TOTAL AGREE	287	241	31	11	4	287	248	39	**	252	263	**	276
	28%	27%	34%	31%	19%	28%	28%	28%	**	27%	29%	**	28%
			d	d	d								
TOTAL NEITHER/ DON'T KNOW	103	89	10	1	3	103	89	13	**	93	93	**	96
	10%	10%	11%	2%	16%	10%	10%	10%	**	10%	10%	**	10%
		c	c		ce	c							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 79

Any break column with 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 social media profile or account

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
I often see views that I disagree with.	205	28	57	53	34	15	33	205	77	128	56	51	38	60	107	98	205
	20%	15%	22%	22%	21%	14%	18%	20%	16%	23%	19%	17%	19%	25%	18%	22%	20%
										h				kn			
I sometimes see views that I disagree with	609	113	152	144	90	71	110	609	296	313	188	185	112	122	374	235	609
	59%	63%	58%	60%	55%	64%	59%	59%	62%	57%	64%	63%	57%	50%	63%	53%	59%
											mo	mo		mo			m
I rarely see views that I disagree with	189	33	49	39	33	19	35	189	92	97	48	51	43	46	99	90	189
	18%	19%	19%	16%	20%	17%	19%	18%	19%	17%	16%	17%	22%	19%	17%	20%	18%
Don't know	29	4	3	5	8	6	9	29	13	16	4	8	4	14	12	18	29
	3%	2%	1%	2%	5%	5%	5%	3%	3%	3%	1%	3%	2%	6%	2%	4%	3%
					b	b	b							jinp			

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 79

Any break column with 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 social media profile or account

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
I often see views that I disagree with.	205	170	21	11	3	205	181	24	**	194	183	**	195
	20%	19%	23%	29%	17%	20%	20%	17%	**	21%	20%	**	20%
				ade									
I sometimes see views that I disagree with	609	523	52	22	12	609	530	78	**	557	550	**	571
	59%	59%	57%	59%	58%	59%	59%	56%	**	59%	60%	**	59%
I rarely see views that I disagree with	189	166	15	4	4	189	158	31	**	170	165	**	178
	18%	19%	17%	9%	21%	18%	18%	22%	**	18%	18%	**	18%
		c			c	c							
Don't know	29	24	3	1	1	29	24	6	**	22	23	**	26
	3%	3%	3%	3%	5%	3%	3%	4%	**	2%	2%	**	3%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 80

Any break column with 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) Which one of these two options is closest to how you feel about sharing opinions online? Please think about sharing opinions online that might be visible to everyone as well as those visible only to people you allow to see them. (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
I think people should always share their opinions online using their real name, even if the opinion is controversial	614 46%	76 40%	127 47%	122 44%	95 44%	96 52%	194 52%	614 46%	309 48%	306 45%	194 50%	173 46%	122 44%	125 43%	368 48%	247 43%	614 46%
I think people should have the right to hide their identity online in order to express their views anonymously	494 37%	82 44%	106 39%	115 41%	88 40%	51 28%	104 28%	494 37%	242 37%	253 37%	137 35%	152 40%	112 40%	94 32%	289 38%	205 36%	494 37%
Don't know	224 17%	29 16%	38 14%	43 15%	35 16%	37 20%	78 21%	224 17%	96 15%	128 19%	57 15%	50 13%	43 16%	73 25%	107 14%	116 20%	224 17%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 80

Any break column with 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) Which one of these two options is closest to how you feel about sharing opinions online? Please think about sharing opinions online that might be visible to everyone as well as those visible only to people you allow to see them. (SINGLE CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
I think people should always share their opinions online using their real name, even if the opinion is controversial	614 46%	526 46%	51 43%	26 53%	11 44%	614 46%	526 46%	88 50%	37 41%	559 47%	501 46%	61 47%	561 46%
I think people should have the right to hide their identity online in order to express their views anonymously	494 37%	425 37%	45 38%	17 34%	8 33%	494 37%	439 38%	55 31%	32 35%	441 37%	414 38%	44 34%	458 37%
Don't know	224 17%	189 17%	22 19%	7 14%	5 23%	224 17%	189 16%	34 19%	22 24%	194 16%	183 17%	25 19%	208 17%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 81

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

IN30. (SHOWCARD) Thinking now about the following statement: 'I share my opinions online using my real name even if the opinion is controversial' Which one of these options best applies to you personally? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
I always share opinions using my real name	438 33%	71 38%	106 39%	98 35%	73 33%	54 29%	90 24%	438 33%	223 35%	215 31%	123 32%	118 31%	92 33%	106 36%	241 31%	198 35%	438 33%
I never share opinions using my real name	56 4%	7 4%	15 6%	8 3%	10 5%	8 5%	15 4%	56 4%	36 6%	21 3%	11 3%	23 6%	12 4%	11 4%	34 4%	22 4%	56 4%
It depends on who I'm sharing them with or where I'm sharing them or how controversial they are	264 20%	48 26%	71 26%	70 25%	42 19%	15 8%	32 9%	264 20%	125 19%	138 20%	78 20%	77 20%	48 17%	61 21%	154 20%	109 19%	264 20%
EVER SHARE OPINIONS ONLINE	758 57%	126 68%	192 71%	176 63%	125 57%	77 42%	138 37%	758 57%	384 59%	375 55%	212 54%	217 58%	152 55%	178 61%	429 56%	330 58%	758 57%
I never share opinions online	557 42%	60 32%	74 27%	101 36%	88 40%	105 57%	234 62%	557 42%	253 39%	305 44%	169 44%	157 42%	122 44%	110 38%	326 43%	232 41%	557 42%
Don't know	17 1%	* **	5 2%	3 1%	5 2%	1 1%	4 1%	17 1%	10 2%	7 1%	7 2%	2 1%	4 1%	3 1%	9 1%	7 1%	17 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 81

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

IN30. (SHOWCARD) Thinking now about the following statement: 'I share my opinions online using my real name even if the opinion is controversial' Which one of these options best applies to you personally? (SINGLE CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
I always share opinions using my real name	438 33%	379 33%	38 32%	16 33%	6 24%	438 33%	383 33%	56 31%	20 22%	406 34%	383 35%	21 16%	404 33%
		d			d					h	k		k
I never share opinions using my real name	56 4%	49 4%	5 4%	2 3%	* 1%	56 4%	53 5%	4 2%	3 3%	50 4%	49 4%	3 2%	52 4%
It depends on who I'm sharing them with or where I'm sharing them or how controversial they are	264 20%	230 20%	20 17%	8 16%	6 24%	264 20%	232 20%	32 18%	14 16%	241 20%	234 21%	16 13%	251 20%
											k		k
EVER SHARE OPINIONS ONLINE	758 57%	658 58%	63 53%	26 51%	12 48%	758 57%	667 58%	91 51%	37 41%	697 58%	666 61%	40 31%	706 58%
		d			d					h	k		k
I never share opinions online	557 42%	467 41%	55 46%	24 47%	12 50%	557 42%	474 41%	83 47%	52 57%	483 40%	418 38%	87 68%	506 41%
					a				i			jl	
Don't know	17 1%	15 1%	* *%	1 1%	* 2%	17 1%	13 1%	3 2%	2 2%	15 1%	13 1%	2 2%	15 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 82

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Licence fee/ by the public	996	75	176	216	175	159	354	996	504	492	287	293	204	211	580	416	996
	66%	39%	63%	75%	77%	71%	67%	66%	68%	64%	71%	72%	62%	56%	71%	59%	66%
			a	abfg	abfg	a	a	a			lmo	lmop			lmop		mo
Advertising on the website	73	21	18	10	7	8	17	73	44	29	18	15	19	22	33	41	73
	5%	11%	6%	3%	3%	3%	3%	5%	6%	4%	4%	4%	6%	6%	4%	6%	5%
		cdefg															
By the government	64	16	18	12	5	8	14	64	29	35	24	12	18	11	36	29	64
	4%	9%	6%	4%	2%	4%	3%	4%	4%	5%	6%	3%	5%	3%	4%	4%	4%
		defg	df								km						
Sales of programmes and services to other channels/countries	21	4	1	5	5	2	5	21	12	8	9	8	3	*	17	4	21
	1%	2%	*%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	*%	2%	1%	1%
											mo	mo			mo		m
Advertisers pay to prioritise their entry on the list/ be first on the list	10	*	2	4	2	1	1	10	5	5	3	3	2	1	6	3	10
	1%	*%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%
				f													
Advertisers pay when users click through from sponsored links to their website	10	2	2	2	*	2	3	10	6	4	2	2	2	5	3	6	10
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
Other	8	2	1	1	1	3	3	8	3	5	1	1	4	2	2	6	8
	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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 82

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Never heard of it	12	-	-	-	2	1	10	12	6	5	2	-	3	6	2	9	12
	1%	-%	-%	-%	1%	*%	2%	1%	1%	1%	1%	-%	1%	2%	*%	1%	1%
							bcg						k	kn		kn	
Don't know	326	70	62	39	31	41	124	326	135	191	60	72	76	117	133	193	326
	21%	37%	22%	14%	14%	18%	23%	21%	18%	25%	15%	18%	23%	31%	16%	27%	21%
		bcdefg	cd				cd	cd		h			jn	jklnp		jknp	jn
SUMMARY CODES																	
INCORRECT RESPONSE	185	46	42	33	21	23	43	185	99	86	56	41	47	41	97	88	185
	12%	24%	15%	12%	9%	10%	8%	12%	13%	11%	14%	10%	14%	11%	12%	12%	12%
		bcdefg	f					f									
TOTAL NEVER HEARD OF IT/ DON'T KNOW	338	70	62	39	33	41	134	338	142	196	63	72	79	123	135	203	338
	22%	37%	22%	14%	14%	18%	25%	22%	19%	25%	15%	18%	24%	33%	17%	29%	22%
		bcdefg	cd				cde	cd		h			jkn	jklnp		jknp	jkn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 82

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Licence fee/ by the public	996 66%	855 66%	83 61%	38 63%	19 63%	996 66%	869 66%	127 62%	57 62%	831 70%	745 66%	142 62%	887 65%
Advertising on the website	73 5%	61 5%	11 8%	* *	1 3%	73 5%	60 5%	14 7%	4 4%	61 5%	63 6%	6 3%	69 5%
By the government	64 4%	57 4%	4 3%	2 3%	1 4%	64 4%	55 4%	10 5%	5 5%	48 4%	54 5%	4 2%	58 4%
Sales of programmes and services to other channels/countries	21 1%	17 1%	2 2%	* *	1 2%	21 1%	17 1%	3 2%	1 1%	19 2%	16 1%	3 1%	19 1%
Advertisers pay to prioritise their entry on the list/ be first on the list	10 1%	5 *	4 3%	* *	* 1%	10 1%	9 1%	1 1%	1 1%	7 1%	10 1%	- -%	10 1%
Advertisers pay when users click through from sponsored links to their website	10 1%	5 *	3 2%	1 2%	- -%	10 1%	9 1%	1 *	1 1%	7 1%	8 1%	1 *	8 1%
Other	8 1%	6 *	1 1%	- -%	* *	8 1%	5 *	2 1%	1 1%	6 1%	6 1%	1 *	7 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 82

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Never heard of it	12 1%	10 1%	1 1%	* *%	* 1%	12 1%	8 1%	3 2%	- -%	2 *%	2 *%	4 2%	7 1%
Don't know	326 21%	274 21%	26 19%	19 31%	8 26%	326 21%	284 22%	42 21%	23 25%	214 18%	220 20%	70 30%	290 21%
SUMMARY CODES													
INCORRECT RESPONSE	185 12%	152 12%	26 19%	3 6%	3 10%	185 12%	154 12%	31 15%	12 13%	148 12%	156 14%	14 6%	170 13%
TOTAL NEVER HEARD OF IT/ DON'T KNOW	338 22%	284 22%	27 20%	19 31%	8 27%	338 22%	292 22%	46 22%	23 25%	215 18%	223 20%	74 32%	297 22%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 83

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Advertising on the website	696 46%	79 41%	123 44%	158 55%	113 50%	112 50%	224 42%	696 46%	356 48%	341 44%	237 58%	192 47%	141 43%	127 34%	429 53%	268 38%	696 46%
				abfg		f					klmop	mo	m		lmop		mo
Advertisers pay to prioritise their entry on the list/ be first on the list	158 10%	18 10%	36 13%	38 13%	29 13%	14 6%	37 7%	158 10%	85 11%	73 9%	46 11%	57 14%	30 9%	25 7%	103 13%	55 8%	158 10%
			ef	ef	ef		f				m	lmop			mo		m
Advertisers pay when users click through from sponsored links to their website	116 8%	15 8%	34 12%	27 9%	16 7%	13 6%	25 5%	116 8%	59 8%	58 7%	28 7%	37 9%	28 8%	23 6%	66 8%	51 7%	116 8%
			efg	f			f										
Licence fee/ by the public	52 3%	8 4%	7 3%	13 4%	6 3%	10 4%	18 3%	52 3%	22 3%	30 4%	12 3%	15 4%	10 3%	15 4%	27 3%	25 4%	52 3%
Selling content to other channels or countries	21 1%	4 2%	6 2%	2 1%	4 2%	1 1%	4 1%	21 1%	12 2%	10 1%	8 2%	4 1%	2 1%	7 2%	12 2%	9 1%	21 1%
By the government	21 1%	5 3%	5 2%	2 1%	3 1%	* *%	5 1%	21 1%	8 1%	13 2%	4 1%	5 1%	4 1%	8 2%	10 1%	11 2%	21 1%
		e															
Other	27 2%	4 2%	2 1%	4 1%	4 2%	7 3%	13 2%	27 2%	17 2%	10 1%	5 1%	7 2%	9 3%	6 2%	12 1%	15 2%	27 2%
Never heard of it	32 2%	- -%	* *%	1 *%	2 1%	5 2%	28 5%	32 2%	18 2%	15 2%	5 1%	3 1%	9 3%	15 4%	8 1%	24 3%	32 2%
						ab	abcdg	ab						jkn		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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Don't know	395	58	66	43	50	61	178	395	168	227	60	85	99	150	146	249	395
	26%	30%	24%	15%	22%	27%	33%	26%	23%	29%	15%	21%	30%	40%	18%	35%	26%
		cd	c			c	bcdg	c		h		j	jkn	jklnp		jknp	jknp
SUMMARY CODES																	
CORRECT RESPONSES	813	94	156	185	129	126	248	813	414	398	265	229	168	150	494	318	813
	54%	49%	56%	64%	57%	56%	47%	54%	56%	51%	65%	56%	51%	40%	61%	45%	54%
			f	afg	f	f		f			klmop	mo	m		lmop		mo
INCORRECT RESPONSES	279	39	57	59	47	32	77	279	144	135	75	88	55	61	164	115	279
	18%	20%	20%	21%	21%	14%	15%	18%	19%	17%	19%	22%	17%	16%	20%	16%	18%
			f	f	f			f				mo					
TOTAL NEVER HEARD OF IT/ DON'T KNOW	427	58	67	44	52	66	206	427	185	241	65	89	108	165	154	273	427
	28%	30%	24%	15%	23%	29%	39%	28%	25%	31%	16%	22%	33%	44%	19%	39%	28%
		c	c		c	c	abcdeg	c		h		j	jkn	jklnp		jknp	jknp

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 83

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Advertising on the website	696 46%	603 47%	64 47%	19 32%	10 32%	696 46%	601 46%	96 47%	23 25%	624 52%	556 49%	73 32%	629 46%
		cd	cd			cd				h	k		k
Advertisers pay to prioritise their entry on the list/ be first on the list	158 10%	129 10%	19 14%	7 12%	3 10%	158 10%	137 10%	21 10%	7 7%	141 12%	137 12%	13 5%	150 11%
											k		k
Advertisers pay when users click through from sponsored links to their website	116 8%	92 7%	13 9%	9 14%	3 9%	116 8%	103 8%	14 7%	8 8%	102 9%	104 9%	8 3%	112 8%
				ae							k		k
Licence fee/ by the public	52 3%	44 3%	5 4%	2 2%	1 4%	52 3%	46 3%	6 3%	5 6%	36 3%	38 3%	6 2%	43 3%
Selling content to other channels or countries	21 1%	19 1%	1 1%	1 1%	1 2%	21 1%	21 2%	1 *	2 2%	17 1%	19 2%	2 1%	20 1%
By the government	21 1%	19 1%	1 *%	* *%	1 5%	21 1%	16 1%	5 2%	3 3%	14 1%	14 1%	3 1%	17 1%
					abce								
Other	27 2%	25 2%	1 1%	* *%	* 1%	27 2%	23 2%	4 2%	1 2%	22 2%	21 2%	3 1%	24 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 83

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Never heard of it	32 2%	28 2%	3 2%	2 3%	* 1%	32 2%	28 2%	4 2%	3 3%	4 *%	6 1%	12 5%	17 1%
Don't know	395 26%	332 26%	30 22%	21 35%	11 38%	395 26%	341 26%	53 26%	40 44%	233 20%	230 20%	111 48%	342 25%
				abe	abe				i			jl	j
SUMMARY CODES													
CORRECT RESPONSES	813 54%	695 54%	77 56%	28 46%	12 41%	813 54%	703 53%	110 54%	31 34%	726 61%	660 59%	81 35%	741 55%
			cd	cd		cd				h	k		k
INCORRECT RESPONSES	279 18%	236 18%	27 20%	10 16%	6 21%	279 18%	243 18%	37 18%	18 20%	230 19%	228 20%	26 11%	254 19%
											k		k
TOTAL NEVER HEARD OF IT/ DON'T KNOW	427 28%	360 28%	33 24%	23 38%	12 39%	427 28%	369 28%	57 28%	42 47%	238 20%	236 21%	123 54%	359 27%
				abe	abe				i			jl	j

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 84

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Licence fee/ by the public	846	69	144	184	149	140	299	846	443	404	256	247	173	170	503	343	846
	56%	36%	51%	64%	65%	63%	56%	56%	59%	52%	63%	61%	52%	45%	62%	49%	56%
			a	abfg	abfg	abg	a	a	i		lmop	lmo			lmop		mo
Advertising on the website	133	30	32	29	18	11	23	133	63	70	36	37	26	34	73	60	133
	9%	16%	12%	10%	8%	5%	4%	9%	8%	9%	9%	9%	8%	9%	9%	8%	9%
		defg	ef	ef				f									
By the government	54	12	19	11	2	4	10	54	26	27	16	11	14	13	27	27	54
	4%	6%	7%	4%	1%	2%	2%	4%	4%	4%	4%	3%	4%	3%	3%	4%	4%
		def	defg					f									
Sales of programmes and services to other channels/countries	33	2	9	10	6	6	6	33	17	16	14	6	5	8	20	13	33
	2%	1%	3%	4%	2%	2%	1%	2%	2%	2%	4%	2%	2%	2%	3%	2%	2%
				f													
Advertisers pay to prioritise their entry on the list/ be first on the list	19	2	4	2	4	1	5	19	12	7	5	7	4	3	12	7	19
	1%	1%	2%	1%	2%	*%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Advertisers pay when users click through from sponsored links to their website	15	5	1	4	*	2	5	15	8	7	4	5	4	2	8	6	15
	1%	3%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bdg															
Other	7	3	1	-	-	2	3	7	*	7	1	2	3	*	4	3	7
	*%	2%	*%	-%	-%	1%	1%	*%	*%	1%	*%	1%	1%	*%	*%	*%	*%
										h							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 84

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Never heard of it	28	1	2	1	1	5	23	28	14	13	5	4	7	11	10	18	28
	2%	*%	1%	*%	*%	2%	4%	2%	2%	2%	1%	1%	2%	3%	1%	3%	2%
							abcdg							kn			
Don't know	385	67	68	46	47	53	156	385	161	224	68	87	95	135	155	230	385
	25%	35%	24%	16%	21%	24%	29%	25%	22%	29%	17%	21%	29%	36%	19%	33%	25%
		bcdeg	c			c	cd	c		h			jkn	jknp		jknp	jn
SUMMARY CODES																	
INCORRECT RESPONSE	260	54	66	56	31	26	53	260	126	133	76	68	56	60	144	116	260
	17%	28%	24%	20%	13%	12%	10%	17%	17%	17%	19%	17%	17%	16%	18%	16%	17%
		cdefg	defg	ef				ef									
TOTAL NEVER HEARD OF IT/ DON'T KNOW	413	68	70	48	48	57	179	413	175	238	74	91	102	146	165	248	413
	27%	35%	25%	17%	21%	26%	34%	27%	24%	31%	18%	22%	31%	39%	20%	35%	27%
		bcdeg	c			c	bcdeg	c		h			jkn	jklnp		jknp	jkn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 84

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Licence fee/ by the public	846	730	65	34	17	846	744	102	35	732	658	106	764
	56%	57%	48%	56%	54%	56%	57%	50%	39%	61%	59%	46%	56%
		b			b					h	k		k
Advertising on the website	133	113	17	1	2	133	109	23	7	107	104	15	119
	9%	9%	12%	2%	6%	9%	8%	12%	8%	9%	9%	7%	9%
		c	cd		c	c							
By the government	54	47	4	1	1	54	46	8	4	42	44	4	48
	4%	4%	3%	1%	4%	4%	3%	4%	4%	3%	4%	2%	4%
Sales of programmes and services to other channels/countries	33	25	6	1	1	33	31	3	3	25	31	1	32
	2%	2%	4%	2%	2%	2%	2%	1%	3%	2%	3%	1%	2%
			a								k		
Advertisers pay to prioritise their entry on the list/ be first on the list	19	12	6	*	*	19	16	3	-	18	17	1	18
	1%	1%	5%	1%	2%	1%	1%	2%	-%	1%	2%	*%	1%
			ace										
Advertisers pay when users click through from sponsored links to their website	15	8	5	2	*	15	13	2	1	11	11	1	12
	1%	1%	4%	3%	1%	1%	1%	1%	1%	1%	1%	*%	1%
			ae	ae									
Other	7	5	1	*	-	7	3	4	1	6	5	2	7
	*%	*%	1%	1%	-%	*%	*%	2%	1%	1%	*%	1%	*%
							f						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 84

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Never heard of it	28 2%	24 2%	3 2%	1 1%	* 2%	28 2%	23 2%	4 2%	1 1%	5 *%	5 *%	12 5%	16 1%
Don't know	385 25%	327 25%	29 21%	20 33%	9 29%	385 25%	331 25%	54 27%	39 43%	248 21%	248 22%	88 38%	336 25%
SUMMARY CODES													
INCORRECT RESPONSE	260 17%	210 16%	40 29%	5 9%	5 15%	260 17%	217 17%	43 21%	15 17%	209 17%	214 19%	24 10%	238 18%
TOTAL NEVER HEARD OF IT/ DON'T KNOW	413 27%	351 27%	32 23%	21 35%	9 30%	413 27%	354 27%	58 29%	40 44%	254 21%	253 22%	100 43%	352 26%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 85

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Advertising on the website	680	96	134	157	104	101	188	680	361	319	224	197	122	137	421	259	680
	45%	50%	48%	54%	46%	45%	35%	45%	49%	41%	55%	49%	37%	36%	52%	37%	45%
		f	f	efg	f	f		f	i		lmop	lmo			lmop		lmo
Advertisers pay when users click through from sponsored links to their website	145	23	37	39	26	11	20	145	84	61	46	36	41	22	82	63	145
	10%	12%	13%	13%	11%	5%	4%	10%	11%	8%	11%	9%	12%	6%	10%	9%	10%
		ef	ef	ef	ef			ef	i		m	m			m		m
Advertisers pay to prioritise their entry on the list/ be first on the list	97	11	21	23	22	5	20	97	59	38	25	33	20	19	58	39	97
	6%	6%	7%	8%	10%	2%	4%	6%	8%	5%	6%	8%	6%	5%	7%	6%	6%
			ef	ef	ef			ef	i								
Licence fee/ by the public	32	5	8	5	2	3	12	32	12	20	4	8	4	15	13	19	32
	2%	3%	3%	2%	1%	1%	2%	2%	2%	3%	1%	2%	1%	4%	2%	3%	2%
														jln			
Selling content to other channels or countries	16	*	1	5	7	1	2	16	8	8	5	4	1	6	9	7	16
	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
				aefg													
By the government	12	3	2	*	4	2	3	12	2	10	7	1	2	3	7	4	12
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
				c						h	k						
Other	25	6	5	2	3	4	10	25	12	13	5	11	4	5	16	9	25
	2%	3%	2%	1%	1%	2%	2%	2%	2%	2%	1%	3%	1%	1%	2%	1%	2%
		c															

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 85

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Never heard of it	30 2%	* *%	1 *%	- -%	3 2%	7 3%	25 5%	30 2%	17 2%	13 2%	5 1%	4 1%	6 2%	14 4%	9 1%	21 3%	30 2%
						abc	abcdg	c						jknp		kn	
Don't know	483 32%	47 25%	70 25%	58 20%	57 25%	92 41%	251 47%	483 32%	190 26%	293 38%	85 21%	113 28%	131 39%	155 41%	198 24%	286 40%	483 32%
						abcdg	abcdg	abcd		h		j	jknp	jknp		jknp	jn
SUMMARY CODES																	
INCORRECT RESPONSES	326 21%	48 25%	74 27%	74 25%	63 28%	25 11%	67 13%	326 21%	176 24%	150 19%	92 23%	92 23%	72 22%	70 19%	184 23%	142 20%	326 21%
		ef	ef	ef	efg		ef		i								
TOTAL NEVER HEARD OF IT/ DON'T KNOW	513 34%	47 25%	71 25%	58 20%	61 27%	98 44%	276 52%	513 34%	207 28%	306 40%	90 22%	117 29%	137 41%	170 45%	207 25%	306 43%	513 34%
						abcdg	abcdg	abcd		h		j	jknp	jknp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 85

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Advertising on the website	680	591	59	21	10	680	582	98	20	620	568	59	628
	45%	46%	43%	34%	33%	45%	44%	48%	22%	52%	51%	26%	46%
		cd	d			cd				h	k		k
Advertisers pay when users click through from sponsored links to their website	145	121	13	8	3	145	129	16	6	130	131	5	136
	10%	9%	9%	13%	9%	10%	10%	8%	7%	11%	12%	2%	10%
											k		k
Advertisers pay to prioritise their entry on the list/ be first on the list	97	77	15	4	1	97	91	6	7	83	85	7	92
	6%	6%	11%	6%	4%	6%	7%	3%	7%	7%	8%	3%	7%
			ade				g				k		k
Licence fee/ by the public	32	27	2	1	1	32	28	3	3	23	21	6	27
	2%	2%	2%	1%	4%	2%	2%	2%	4%	2%	2%	2%	2%
					ace								
Selling content to other channels or countries	16	13	1	*	1	16	15	1	1	10	10	3	13
	1%	1%	1%	*%	2%	1%	1%	*%	1%	1%	1%	1%	1%
By the government	12	11	-	*	1	12	10	2	-	9	10	-	10
	1%	1%	-%	*%	3%	1%	1%	1%	-%	1%	1%	-%	1%
					abce								
Other	25	22	2	*	*	25	18	7	2	20	21	1	22
	2%	2%	2%	1%	1%	2%	1%	3%	3%	2%	2%	1%	2%
							f						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 85

Any break column with 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	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Never heard of it	30 2%	24 2%	4 3%	1 2%	* 2%	30 2%	26 2%	3 2%	- -%	6 1%	7 1%	9 4%	16 1%
Don't know	483 32%	405 31%	40 30%	25 42%	13 42%	483 32%	416 32%	67 33%	52 57%	292 24%	271 24%	140 61%	411 30%
				abe	abe				i			jl	j
SUMMARY CODES													
INCORRECT RESPONSES	326 21%	271 21%	34 25%	13 22%	7 24%	326 21%	291 22%	35 17%	19 21%	276 23%	278 25%	21 9%	299 22%
											k		k
TOTAL NEVER HEARD OF IT/ DON'T KNOW	513 34%	429 33%	44 32%	27 44%	13 44%	513 34%	443 34%	71 35%	52 57%	299 25%	278 25%	149 65%	428 32%
				abe	abe				i			jl	j

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 86

Any break column with 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 - Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Strongly disagree	41 3%	8 4%	9 3%	6 2%	10 4%	6 3%	9 2%	41 3%	24 4%	17 2%	16 4%	12 3%	10 4%	4 1%	28 4%	14 2%	41 3%
Slightly disagree	77 6%	13 7%	9 3%	22 8% b	8 4%	11 6%	25 7%	77 6%	49 8% i	28 4%	33 8% kmo	18 5%	15 5%	12 4%	50 7%	26 5%	77 6%
Neither agree nor disagree	147 11%	22 12%	36 13%	27 10%	22 10%	23 12%	40 11%	147 11%	93 14% i	54 8%	37 9%	47 13%	36 13%	28 10%	84 11%	64 11%	147 11%
Slightly agree	315 24%	57 31% efg	71 26% f	63 23% f	59 27% f	35 19%	65 17%	315 24% f	152 23%	163 24%	118 30% klmop	85 23%	52 19%	60 21%	203 27% lo	112 20%	315 24%
Strongly agree	739 55%	86 46%	144 53%	162 58% a	118 54% a	107 58% a	230 61% ag	739 55% a	321 50%	418 61% h	176 45%	213 57% j	164 59% jn	187 64% jnp	388 51% jnp	350 62% jnp	739 55% j
Don't know	13 1%	2 1%	3 1%	* *% klop	2 1%	2 1%	6 2%	13 1%	7 1%	6 1%	10 2% klop	2 *% klop	* *% klop	2 1% klop	11 1% klop	2 *% klop	13 1% klop
SUMMARY CODES																	
TOTAL DISAGREE	118 9%	20 11%	18 7%	28 10%	17 8%	17 9%	34 9%	118 9%	73 11% i	45 7%	49 12% kmo	29 8%	25 9%	15 5%	78 10% m	40 7%	118 9%
TOTAL AGREE	1054 79%	143 76%	215 79%	225 80%	176 81%	141 77%	295 79%	1054 79%	473 73%	581 85% h	294 76%	297 79%	216 78%	246 85% jnp	591 77% jnp	462 81% j	1054 79%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 86

Any break column with 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 - Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
TOTAL NEITHER/ DON'T KNOW	161	24	39	27	25	25	46	161	100	61	46	49	36	30	95	66	161
	12%	13%	14%	10%	11%	14%	12%	12%	15%	9%	12%	13%	13%	10%	12%	12%	12%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 86

Any break column with 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 - Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Strongly disagree	41 3%	38 3%	1 1%	2 3%	1 4%	41 3%	36 3%	6 3%	2 2%	40 3%	38 3%	2 1%	39 3%
Slightly disagree	77 6%	66 6%	8 7%	2 4%	* 1%	77 6%	66 6%	11 6%	- -%	76 6%	62 6%	8 6%	69 6%
Neither agree nor disagree	147 11%	124 11%	19 16%	2 3%	2 10%	147 11%	131 11%	16 9%	12 14%	130 11%	124 11%	9 7%	133 11%
Slightly agree	315 24%	266 23%	32 27%	11 23%	5 22%	315 24%	261 23%	53 30%	19 21%	276 23%	278 25%	21 16%	299 24%
Strongly agree	739 55%	635 56%	56 47%	33 66%	14 60%	739 55%	651 56%	88 49%	58 63%	659 55%	585 53%	90 69%	674 55%
Don't know	13 1%	11 1%	1 1%	1 1%	1 3%	13 1%	10 1%	4 2%	- -%	13 1%	13 1%	* *%	13 1%
SUMMARY CODES													
TOTAL DISAGREE	118 9%	104 9%	9 8%	3 7%	1 5%	118 9%	101 9%	17 9%	2 2%	115 10%	99 9%	9 7%	109 9%
TOTAL AGREE	1054 79%	901 79%	89 75%	44 89%	20 82%	1054 79%	912 79%	141 79%	77 85%	935 78%	862 79%	111 86%	973 79%

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 - 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 a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
TOTAL NEITHER/ DON'T KNOW	161	135	21	2	3	161	141	20	12	144	136	9	146
	12%	12%	17%	5%	13%	12%	12%	11%	14%	12%	12%	7%	12%
		c	ac		c	c							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 87

Any break column with 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 - 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Strongly disagree	264 20%	26 14%	47 17%	58 21%	58 26%	41 22%	75 20%	264 20%	107 17%	157 23%	86 22%	59 16%	53 19%	67 23%	144 19%	120 21%	264 20%
					abg	a				h	k			k		k	
Slightly disagree	248 19%	34 18%	56 21%	52 19%	38 17%	29 16%	68 18%	248 19%	138 21%	110 16%	79 20%	78 21%	49 18%	41 14%	158 21%	90 16%	248 19%
									i		m	m			mo		
Neither agree nor disagree	261 20%	51 27%	45 17%	52 19%	44 20%	33 18%	68 18%	261 20%	121 19%	139 20%	69 18%	85 23%	55 20%	53 18%	153 20%	107 19%	261 20%
			bcefg														
Slightly agree	306 23%	44 24%	62 23%	74 26%	46 21%	38 21%	80 21%	306 23%	150 23%	155 23%	104 27%	91 24%	50 18%	61 21%	195 25%	111 20%	306 23%
											lo				lo		
Strongly agree	198 15%	23 12%	56 21%	35 12%	22 10%	31 17%	63 17%	198 15%	108 17%	90 13%	43 11%	51 13%	54 20%	50 17%	94 12%	104 18%	198 15%
			acd			d							jkn	jn		jn	
Don't know	56 4%	8 4%	5 2%	9 3%	11 5%	11 6%	22 6%	56 4%	21 3%	34 5%	8 2%	13 3%	15 5%	20 7%	20 3%	36 6%	56 4%
						b	b						jn	jkn		jkn	
SUMMARY CODES																	
TOTAL DISAGREE	512 38%	60 32%	104 38%	110 39%	95 44%	70 38%	143 38%	512 38%	245 38%	267 39%	165 43%	137 36%	103 37%	108 37%	302 40%	210 37%	512 38%
					a												
TOTAL AGREE	504 38%	68 36%	117 43%	108 39%	67 31%	69 38%	143 38%	504 38%	258 40%	245 36%	147 38%	141 38%	104 38%	111 38%	289 38%	215 38%	504 38%
				d													

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 87

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IN35B. (SHOWCARD) AGREEMENT WITH STATEMENT - 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
TOTAL NEITHER/ DON'T KNOW	316	59	50	62	56	45	90	316	143	174	76	97	70	73	173	143	316
	24%	32%	19%	22%	25%	24%	24%	24%	22%	25%	20%	26%	25%	25%	23%	25%	24%
		bcfg										j					

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 87

Any break column with 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 - 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Strongly disagree	264 20%	228 20%	16 13%	14 28%	6 25%	264 20%	224 19%	41 23%	13 14%	248 21%	215 20%	28 22%	243 20%
		b		abe	b	b							
Slightly disagree	248 19%	217 19%	17 15%	9 19%	4 16%	248 19%	214 19%	34 19%	10 11%	230 19%	210 19%	26 20%	236 19%
										h			
Neither agree nor disagree	261 20%	222 19%	29 24%	5 11%	5 20%	261 20%	233 20%	28 16%	21 23%	225 19%	221 20%	24 18%	245 20%
		c	c		c	c							
Slightly agree	306 23%	265 23%	29 25%	7 13%	4 17%	306 23%	251 22%	54 30%	21 23%	267 22%	259 24%	18 14%	277 23%
		c	c		c	c		f			k		k
Strongly agree	198 15%	165 14%	20 17%	10 19%	3 12%	198 15%	182 16%	16 9%	16 17%	178 15%	155 14%	22 17%	177 14%
							g						
Don't know	56 4%	42 4%	7 6%	5 10%	2 10%	56 4%	51 4%	5 3%	10 11%	45 4%	38 3%	12 9%	50 4%
				ae	ae				i			jl	
SUMMARY CODES													
TOTAL DISAGREE	512 38%	446 39%	33 28%	23 47%	10 40%	512 38%	438 38%	75 42%	23 25%	479 40%	425 39%	54 42%	479 39%
		b		be	b	b				h			
TOTAL AGREE	504 38%	430 38%	50 42%	16 33%	7 30%	504 38%	433 38%	71 40%	37 40%	445 37%	415 38%	39 30%	454 37%
		d	d		d	d							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 87

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IN35B. (SHOWCARD) AGREEMENT WITH STATEMENT - 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 a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
TOTAL NEITHER/ DON'T KNOW	316	263	36	10	7	316	284	32	31	270	259	36	294
	24%	23%	30%	21%	30%	24%	25%	18%	34%	23%	24%	28%	24%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 88

Any break column with 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. 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
All is truthful	31 2%	2 1%	8 3%	7 3%	4 2%	5 3%	10 3%	31 2%	11 2%	20 3%	10 3%	8 2%	10 4%	2 1%	19 2%	13 2%	31 2%
Most is truthful	327 25%	59 32%	47 17%	66 24%	58 27%	42 23%	96 26%	327 25%	175 27%	152 22%	102 26%	102 27%	62 22%	62 21%	203 27%	124 22%	327 25%
Some is truthful	791 59%	101 54%	188 69%	179 64%	121 55%	109 59%	203 54%	791 59%	373 58%	418 61%	241 62%	215 57%	163 59%	173 59%	456 60%	336 59%	791 59%
Don't know	51 4%	3 2%	7 3%	3 1%	13 6%	11 6%	25 7%	51 4%	25 4%	27 4%	10 3%	13 3%	12 4%	16 6%	23 3%	29 5%	51 4%
Don't think about whether the information is truthful	132 10%	22 12%	22 8%	24 9%	22 10%	16 9%	41 11%	132 10%	62 10%	69 10%	25 7%	38 10%	30 11%	38 13%	64 8%	68 12%	132 10%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 88

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IN36. 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	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
All is truthful	31 2%	26 2%	4 4% c	* *% c	* 1% c	31 2%	28 2%	3 2%	1 1%	28 2%	22 2%	4 3%	26 2%
Most is truthful	327 25%	276 24% c	38 32% ace	7 14%	6 25% c	327 25% c	278 24%	49 28%	20 22%	295 25%	258 23%	38 29%	295 24%
Some is truthful	791 59%	686 60% bd	59 50%	36 72% abde	11 44%	791 59% bd	687 60%	104 59%	51 56%	718 60%	678 62% k	61 47%	739 60% k
Don't know	51 4%	39 3%	6 5%	3 6%	3 13% abce	51 4%	43 4%	8 4%	7 8% i	39 3%	35 3%	10 8% jl	45 4%
Don't think about whether the information is truthful	132 10%	113 10%	11 10%	4 7%	4 16% ace	132 10%	119 10%	13 7%	12 14%	114 10%	106 10%	17 13%	123 10%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 89

Any break column with 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. 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1401	215	249	265	220	203	452	1401	670	731	364	461	273	303	825	576	1401
Effective Weighted Sample	1070	164	190	208	174	163	350	1070	519	551	295	358	205	225	642	429	1070
Total	1201	165	250	256	196	168	335	1201	584	617	363	337	247	253	700	500	1201
All is truthful	31	2	8	7	4	5	10	31	11	20	10	8	10	2	19	13	31
	3%	1%	3%	3%	2%	3%	3%	3%	2%	3%	3%	2%	4%	1%	3%	2%	3%
													m				
Most is truthful	327	59	47	66	58	42	96	327	175	152	102	102	62	62	203	124	327
	27%	36%	19%	26%	30%	25%	29%	27%	30%	25%	28%	30%	25%	24%	29%	25%	27%
		bceg			b		b	b									
Some is truthful	791	101	188	179	121	109	203	791	373	418	241	215	163	173	456	336	791
	66%	61%	75%	70%	62%	65%	61%	66%	64%	68%	66%	64%	66%	68%	65%	67%	66%
			adefg	f													
Don't know	51	3	7	3	13	11	25	51	25	27	10	13	12	16	23	29	51
	4%	2%	3%	1%	7%	7%	7%	4%	4%	4%	3%	4%	5%	6%	3%	6%	4%
					ac	ac	abcg	c						jn		n	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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IN36. 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1401	921	168	166	146	1401	1150	251	117	1237	1122	159	1281
Effective Weighted Sample	1070	839	153	161	135	1070	894	184	85	952	857	126	977
Total	1201	1027	107	47	20	1201	1036	165	79	1080	992	112	1105
All is truthful	31	26	4	*	*	31	28	3	1	28	22	4	26
	3%	3%	4%	*%	2%	3%	3%	2%	1%	3%	2%	3%	2%
			c										
Most is truthful	327	276	38	7	6	327	278	49	20	295	258	38	295
	27%	27%	35%	15%	30%	27%	27%	30%	25%	27%	26%	33%	27%
		c	ace		c	c							
Some is truthful	791	686	59	36	11	791	687	104	51	718	678	61	739
	66%	67%	55%	78%	53%	66%	66%	63%	64%	66%	68%	54%	67%
		bd		abde		bd					k		k
Don't know	51	39	6	3	3	51	43	8	7	39	35	10	45
	4%	4%	5%	7%	15%	4%	4%	5%	9%	4%	3%	9%	4%
					abce				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 90

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IN37. (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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1316	208	237	259	203	188	409	1316	630	686	347	440	252	277	787	529	1316
Effective Weighted Sample	1015	160	184	205	162	150	318	1015	492	523	285	343	191	208	617	399	1015
Total	1150	162	243	253	183	156	310	1150	559	590	353	325	235	237	678	472	1150
PROMPTED RESPONSES																	
Check different websites to see if the same information appears on them all	507 44%	78 48% f	116 48% f	114 45% f	89 49% f	60 38% f	110 35% f	507 44% f	270 48% i	237 40% i	160 45% j	148 46% k	98 42% l	101 43% m	308 45% n	199 42% o	507 44% p
Check that the website address looks genuine	370 32%	61 38% ef	87 36% ef	94 37% ef	59 32% f	39 25% f	69 22% f	370 32% f	193 35% h	177 30% i	117 33% j	116 36% k	64 27% l	74 31% m	233 34% n	137 29% o	370 32% p
Check the credibility of the information (authors name or link to original publication)	268 23%	35 22% f	52 22% f	75 30% f	50 27% f	36 23% f	55 18% f	268 23% f	141 25% h	127 21% i	109 31% j	82 25% k	46 20% l	31 13% m	191 28% n	77 16% o	268 23% p
Check whether the site looks professional	233 20%	38 24% f	49 20% f	62 25% f	35 19% f	32 21% f	48 16% f	233 20% f	131 23% h	101 17% i	87 25% j	80 25% k	30 13% l	36 15% m	167 25% n	66 14% o	233 20% p
Check whether people I trust use the site or sites	230 20%	28 18% f	54 22% f	55 22% f	41 23% f	28 18% f	52 17% f	230 20% f	136 24% h	95 16% i	85 24% j	62 19% k	46 19% l	38 16% m	146 22% n	84 18% o	230 20% p
Check whether the site is regularly updated	196 17%	31 19% f	44 18% f	53 21% f	29 16% f	27 17% f	39 13% f	196 17% f	103 18% h	93 16% i	70 20% j	54 17% k	40 17% l	33 14% m	123 18% n	73 15% o	196 17% p

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 90

Any break column with 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. (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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1316	208	237	259	203	188	409	1316	630	686	347	440	252	277	787	529	1316
Effective Weighted Sample	1015	160	184	205	162	150	318	1015	492	523	285	343	191	208	617	399	1015
Total	1150	162	243	253	183	156	310	1150	559	590	353	325	235	237	678	472	1150
UNPROMPTED RESPONSES																	
Check other (offline) sources like the BBC/ newspapers/ reference books	15	-	3	2	5	3	5	15	6	9	10	2	2	1	12	3	15
	1%	-%	1%	1%	3%	2%	2%	1%	1%	2%	3%	1%	1%	*%	2%	1%	1%
				a							ko						
Make checks in other ways	15	1	4	4	2	1	4	15	6	9	5	5	3	2	10	5	15
	1%	*%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
ANY CHECKS MADE	775	116	170	185	131	97	174	775	406	369	248	230	149	149	478	298	775
	67%	72%	70%	73%	72%	62%	56%	67%	73%	63%	70%	71%	63%	63%	70%	63%	67%
		f	f	ef	f			f	i			o			mo		
I don't make any checks	359	43	71	67	52	53	127	359	146	213	102	93	84	81	195	164	359
	31%	27%	29%	26%	28%	34%	41%	31%	26%	36%	29%	29%	36%	34%	29%	35%	31%
							abcdg			h						n	
Don't know	15	2	2	1	-	6	9	15	7	8	3	2	2	8	5	10	15
	1%	1%	1%	1%	-%	4%	3%	1%	1%	1%	1%	*%	1%	3%	1%	2%	1%
						cdg	dg							knp			

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

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IN37. (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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1316	878	158	155	125	1316	1082	234	101	1176	1067	138	1205
Effective Weighted Sample	1015	802	144	151	116	1015	850	172	75	910	822	111	929
Total	1150	988	101	44	17	1150	993	157	71	1041	958	102	1060
PROMPTED RESPONSES													
Check different websites to see if the same information appears on them all	507 44%	453 46% bd	31 30%	20 47% bd	3 20%	507 44% bd	431 43%	76 48%	11 16%	486 47% h	457 48% k	26 25%	483 46% k
Check that the website address looks genuine	370 32%	332 34% bc	24 24%	11 25%	4 25%	370 32% b	317 32%	53 34%	16 22%	345 33% h	330 34% k	19 19%	348 33% k
Check the credibility of the information (authors name or link to original publication)	268 23%	242 25% bd	15 15%	8 19%	2 13%	268 23% bd	228 23%	40 25%	5 7%	260 25% h	237 25% k	14 14%	251 24% k
Check whether the site looks professional	233 20%	210 21% cd	16 15%	5 11%	2 10%	233 20% cd	192 19%	41 26% f	7 10%	220 21% h	211 22% k	9 9%	220 21% k
Check whether people I trust use the site or sites	230 20%	209 21% bcd	14 13%	6 14%	2 11%	230 20% d	202 20%	28 18%	10 14%	211 20%	200 21%	15 15%	215 20%

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

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Table 90

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IN37. (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 a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1316	878	158	155	125	1316	1082	234	101	1176	1067	138	1205
Effective Weighted Sample	1015	802	144	151	116	1015	850	172	75	910	822	111	929
Total	1150	988	101	44	17	1150	993	157	71	1041	958	102	1060
Check whether the site is regularly updated	196	175	14	5	3	196	169	27	6	180	175	11	186
	17%	18%	14%	11%	16%	17%	17%	17%	8%	17%	18%	11%	18%
		c				c				h			
UNPROMPTED RESPONSES													
Check other (offline) sources like the BBC/ newspapers/ reference books	15	15	-	*	-	15	11	4	2	13	12	1	13
	1%	2%	-%	1%	-%	1%	1%	3%	2%	1%	1%	1%	1%
Make checks in other ways	15	13	1	*	*	15	14	1	-	15	13	1	14
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%
ANY CHECKS MADE	775	689	51	29	7	775	668	108	35	719	678	51	728
	67%	70%	50%	66%	43%	67%	67%	69%	49%	69%	71%	50%	69%
		bd		bd		bd				h	k		k
I don't make any checks	359	285	50	14	10	359	313	47	32	311	273	48	321
	31%	29%	49%	33%	56%	31%	31%	30%	45%	30%	28%	47%	30%
			ace		ace				i			jl	
Don't know	15	14	1	*	*	15	13	2	4	11	7	4	11
	1%	1%	1%	1%	1%	1%	1%	2%	6%	1%	1%	4%	1%
									i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 91

Any break column with 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 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
If the site looks secure (has the padlock symbol or uses 'https')	758 57%	105 56%	176 65%	170 61%	132 60%	103 56%	176 47%	758 57%	365 57%	392 57%	248 64%	218 58%	142 51%	150 52%	465 61%	292 51%	758 57%
		f	fg	f	f	f	f	f			lmop				lmo		o
If I'm familiar with the company or brand	640 48%	88 47%	148 54%	136 48%	111 51%	84 46%	158 42%	640 48%	297 46%	344 50%	209 54%	199 53%	116 42%	117 40%	407 53%	233 41%	640 48%
		f	f	f	f	f	f	f			lmo	lmo			lmop		mo
If there is a link to another reputable service like PayPal	580 44%	76 41%	127 47%	130 47%	114 52%	86 47%	133 35%	580 44%	281 44%	299 44%	171 44%	182 48%	116 42%	112 38%	352 46%	228 40%	580 44%
			f	f	afg	f	f	f				mo			mo		
If there is a guarantee my details won't be shared with anyone else.	378 28%	50 27%	74 27%	97 35%	56 26%	56 30%	101 27%	378 28%	185 29%	193 28%	136 35%	97 26%	81 29%	64 22%	233 31%	145 25%	378 28%
				df							kmop				m		m
If the site is recommended by friends/family	267 20%	48 26%	67 25%	44 16%	43 20%	34 19%	64 17%	267 20%	119 18%	148 22%	95 24%	77 21%	48 17%	47 16%	172 23%	94 17%	267 20%
		cf	cf								lmo				mo		
If the site is listed by a search engine such as Google or Bing	128 10%	25 13%	25 9%	28 10%	26 12%	14 7%	25 7%	128 10%	67 10%	61 9%	48 12%	41 11%	13 5%	27 9%	89 12%	39 7%	128 10%
		f			f						lo	lo			lo		l

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 91

Any break column with 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 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
If it's the only way to get the service or product I want	113	19	36	16	15	12	28	113	63	50	39	30	31	12	69	44	113
	8%	10%	13%	6%	7%	6%	7%	8%	10%	7%	10%	8%	11%	4%	9%	8%	8%
			cdefg								m		m		m		m
Other	15	3	-	6	1	2	5	15	5	10	6	3	3	3	9	6	15
	1%	2%	-%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
				b													
I enter my credit or debit card details online whenever they are required	49	8	7	10	7	2	16	49	24	25	16	10	11	12	26	23	49
	4%	4%	3%	4%	3%	1%	4%	4%	4%	4%	4%	3%	4%	4%	3%	4%	4%
							e										
I don't buy things online	165	23	13	22	24	35	84	165	89	76	27	37	44	57	64	101	165
	12%	12%	5%	8%	11%	19%	22%	12%	14%	11%	7%	10%	16%	20%	8%	18%	12%
		b			b	bcdg	abcdg	bc					jkn	jknp		jknp	jn
Don't know	10	1	3	1	*	1	4	10	4	6	*	4	2	4	4	6	10
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	263	47	59	51	44	25	62	263	135	127	93	71	52	47	164	99	263
	20%	25%	22%	18%	20%	13%	16%	20%	21%	19%	24%	19%	19%	16%	21%	17%	20%
		ef	e				e				mo						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 91

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IN38. (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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	895 67%	116 62%	197 72%	206 74%	150 69%	124 67%	226 60%	895 67%	418 65%	477 69%	268 69%	265 70%	179 65%	184 63%	532 70%	362 64%	895 67%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 91

Any break column with 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 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
If the site looks secure (has the padlock symbol or uses 'https')	758 57%	642 56%	77 65%	29 57%	10 43%	758 57%	655 57%	102 58%	28 31%	704 59%	663 60%	46 36%	709 58%
		d	ad	d	d	d				h	k		k
If I'm familiar with the company or brand	640 48%	553 49%	55 47%	24 48%	8 32%	640 48%	553 48%	87 49%	19 21%	604 51%	561 51%	40 31%	601 49%
		d	d	d	d	d				h	k		k
If there is a link to another reputable service like PayPal	580 44%	485 43%	61 51%	25 50%	9 37%	580 44%	494 43%	86 48%	22 24%	535 45%	517 47%	29 22%	546 44%
			ad	d						h	k		k
If there is a guarantee my details won't be shared with anyone else.	378 28%	330 29%	31 26%	11 23%	5 20%	378 28%	324 28%	53 30%	12 13%	356 30%	323 29%	28 22%	352 29%
			d		d	d				h			
If the site is recommended by friends/ family	267 20%	236 21%	14 11%	12 25%	4 18%	267 20%	221 19%	46 26%	9 10%	247 21%	234 21%	17 13%	251 20%
		b		b	b	b		f		h	k		k
If the site is listed by a search engine such as Google or Bing	128 10%	113 10%	8 7%	6 11%	2 9%	128 10%	109 9%	20 11%	5 5%	118 10%	116 11%	5 4%	122 10%
											k		k

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

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IN38. (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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
If it's the only way to get the service or product I want	113 8%	97 8%	11 9%	5 9%	1 4%	113 8%	95 8%	18 10%	2 2%	106 9%	91 8%	12 9%	103 8%
Other	15 1%	12 1%	2 1%	1 2%	* 1%	15 1%	12 1%	4 2%	* *%	15 1%	14 1%	1 1%	15 1%
I enter my credit or debit card details online whenever they are required	49 4%	39 3%	7 6%	1 2%	1 4%	49 4%	42 4%	7 4%	1 2%	47 4%	38 3%	7 6%	45 4%
I don't buy things online	165 12%	140 12%	14 11%	7 15%	4 17%	165 12%	147 13%	18 10%	34 38%	124 10%	96 9%	47 37%	144 12%
Don't know	10 1%	8 1%	1 1%	* 1%	1 3%	10 1%	8 1%	2 1%	2 2%	8 1%	6 1%	2 1%	8 1%
					ae								
SUMMARY CODES													
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	263 20%	228 20%	21 18%	10 21%	4 16%	263 20%	224 19%	39 22%	9 9%	246 21%	222 20%	24 18%	245 20%
										h			

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 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	895 67%	764 67%	83 70%	32 64%	16 64%	895 67%	776 67%	119 67%	46 51%	817 68%	774 71%	56 44%	831 68%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 92

Any break column with 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 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1335	212	257	268	219	179	379	1335	627	708	358	451	248	278	809	526	1335
Effective Weighted Sample	1021	162	196	209	172	145	296	1021	485	536	289	353	187	205	631	391	1021
Total	1167	164	259	258	194	149	292	1167	558	610	361	339	233	234	700	467	1167
If the site looks secure (has the padlock symbol or uses 'https')	758 65%	105 64%	176 68%	170 66%	132 68%	103 69%	176 60%	758 65%	365 66%	392 64%	248 69%	218 64%	142 61%	150 64%	465 66%	292 63%	758 65%
If I'm familiar with the company or brand	640 55%	88 54%	148 57%	136 53%	111 57%	84 56%	158 54%	640 55%	297 53%	344 56%	209 58% o	199 59% lo	116 50%	117 50%	407 58% lmo	233 50%	640 55%
If there is a link to another reputable service like PayPal	580 50%	76 47%	127 49%	130 51%	114 59% afg	86 58% af	133 45%	580 50%	281 50%	299 49%	171 47%	182 54%	116 50%	112 48%	352 50%	228 49%	580 50%
If there is a guarantee my details won't be shared with anyone else.	378 32%	50 30%	74 29%	97 38%	56 29%	56 37%	101 35%	378 32%	185 33%	193 32%	136 38% km	97 29%	81 35%	64 27%	233 33%	145 31%	378 32%
If the site is recommended by friends/family	267 23%	48 29% c	67 26% c	44 17%	43 22%	34 23%	64 22%	267 23%	119 21%	148 24%	95 26%	77 23%	48 20%	47 20%	172 25%	94 20%	267 23%
If the site is listed by a search engine such as Google or Bing	128 11%	25 15% f	25 10%	28 11%	26 13%	14 9%	25 8%	128 11%	67 12%	61 10%	48 13% lo	41 12% l	13 5%	27 11% l	89 13% lo	39 8%	128 11% l

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

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Any break column with 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 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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1335	212	257	268	219	179	379	1335	627	708	358	451	248	278	809	526	1335
Effective Weighted Sample	1021	162	196	209	172	145	296	1021	485	536	289	353	187	205	631	391	1021
Total	1167	164	259	258	194	149	292	1167	558	610	361	339	233	234	700	467	1167
If it's the only way to get the service or product I want	113	19	36	16	15	12	28	113	63	50	39	30	31	12	69	44	113
	10%	11%	14%	6%	8%	8%	10%	10%	11%	8%	11%	9%	13%	5%	10%	9%	10%
			c								m		m		m		m
Other	15	3	-	6	1	2	5	15	5	10	6	3	3	3	9	6	15
	1%	2%	-%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%
			b														
I enter my credit or debit card details online whenever they are required	49	8	7	10	7	2	16	49	24	25	16	10	11	12	26	23	49
	4%	5%	3%	4%	4%	1%	6%	4%	4%	4%	4%	3%	5%	5%	4%	5%	4%
						e											
Don't know	10	1	3	1	*	1	4	10	4	6	*	4	2	4	4	6	10
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%
														j			
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	263	47	59	51	44	25	62	263	135	127	93	71	52	47	164	99	263
	23%	28%	23%	20%	23%	17%	21%	23%	24%	21%	26%	21%	23%	20%	23%	21%	23%
		e															

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 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1335	212	257	268	219	179	379	1335	627	708	358	451	248	278	809	526	1335
Effective Weighted Sample	1021	162	196	209	172	145	296	1021	485	536	289	353	187	205	631	391	1021
Total	1167	164	259	258	194	149	292	1167	558	610	361	339	233	234	700	467	1167
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	895 77%	116 71%	197 76%	206 80%	150 77%	124 83%	226 77%	895 77%	418 75%	477 78%	268 74%	265 78%	179 77%	184 78%	532 76%	362 78%	895 77%

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

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IN38. (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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1335	878	161	151	145	1335	1096	239	78	1213	1124	112	1236
Effective Weighted Sample	1021	803	147	147	135	1021	855	174	57	932	858	89	943
Total	1167	999	105	43	20	1167	1008	159	57	1070	1002	82	1084
If the site looks secure (has the padlock symbol or uses 'https')	758 65%	642 64% d	77 73% ade	29 67% d	10 52% d	758 65% d	655 65%	102 64%	** **	704 66%	663 66%	46 56%	709 65%
If I'm familiar with the company or brand	640 55%	553 55% d	55 53% d	24 56% d	8 39% d	640 55% d	553 55%	87 54%	** **	604 56%	561 56%	40 49%	601 55%
If there is a link to another reputable service like PayPal	580 50%	485 49%	61 58% ad	25 59% ade	9 45%	580 50%	494 49%	86 54%	** **	535 50%	517 52% k	29 35%	546 50% k
If there is a guarantee my details won't be shared with anyone else.	378 32%	330 33% d	31 30%	11 27%	5 24%	378 32% d	324 32%	53 33%	** **	356 33%	323 32%	28 35%	352 32%
If the site is recommended by friends/ family	267 23%	236 24% b	14 13%	12 29% b	4 22%	267 23% b	221 22%	46 29%	** **	247 23%	234 23%	17 20%	251 23%
If the site is listed by a search engine such as Google or Bing	128 11%	113 11%	8 7%	6 13%	2 10%	128 11%	109 11%	20 12%	** **	118 11%	116 12%	5 7%	122 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.

IN38. (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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1335	878	161	151	145	1335	1096	239	78	1213	1124	112	1236
Effective Weighted Sample	1021	803	147	147	135	1021	855	174	57	932	858	89	943
Total	1167	999	105	43	20	1167	1008	159	57	1070	1002	82	1084
If it's the only way to get the service or product I want	113 10%	97 10%	11 10%	5 11%	1 5%	113 10%	95 9%	18 11%	** **	106 10%	91 9%	12 15%	103 9%
Other	15 1%	12 1%	2 2%	1 2%	* 1%	15 1%	12 1%	4 2%	** **	15 1%	14 1%	1 1%	15 1%
I enter my credit or debit card details online whenever they are required	49 4%	39 4%	7 7%	1 3%	1 5%	49 4%	42 4%	7 4%	** **	47 4%	38 4%	7 9%	45 4%
Don't know	10 1%	8 1%	1 1%	* 1%	1 3%	10 1%	8 1%	2 1%	** **	8 1%	6 1%	2 2%	8 1%
					ae							jl	
SUMMARY CODES													
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	263 23%	228 23%	21 20%	10 24%	4 19%	263 23%	224 22%	39 24%	** **	246 23%	222 22%	24 29%	245 23%
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	895 77%	764 76%	83 79%	32 75%	16 77%	895 77%	776 77%	119 75%	** **	817 76%	774 77%	56 69%	831 77%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 93

Any break column with 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) 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
PROMPTED RESPONSES																	
If the site looks secure (has the padlock symbol or uses 'https')	737	108	165	160	121	101	183	737	355	382	236	215	135	150	451	286	737
	55%	58%	61%	57%	56%	55%	49%	55%	55%	56%	61%	57%	49%	52%	59%	50%	55%
		f	f	f				f			lmo	lo			lmo		
If I'm familiar with the company or brand	635	87	143	142	100	77	162	635	312	323	209	183	122	121	392	243	635
	48%	47%	53%	51%	46%	42%	43%	48%	48%	47%	54%	49%	44%	42%	51%	43%	48%
			ef								lmo				mo		
If there is a link to another reputable service like PayPal	498	79	103	114	90	64	113	498	253	245	139	165	101	93	304	194	498
	37%	42%	38%	41%	41%	35%	30%	37%	39%	36%	36%	44%	37%	32%	40%	34%	37%
		f	f	f	f			f				jmop			mo		
If there is a guarantee my details won't be shared with anyone else.	451	65	96	111	78	55	101	451	218	233	158	140	75	78	298	154	451
	34%	35%	35%	40%	36%	30%	27%	34%	34%	34%	41%	37%	27%	27%	39%	27%	34%
			f	ef	f			f			lmop	lmo			lmop		lmo
If the site is recommended by friends/family	297	57	65	56	39	37	80	297	130	166	100	86	55	56	186	111	297
	22%	31%	24%	20%	18%	20%	21%	22%	20%	24%	26%	23%	20%	19%	24%	19%	22%
		cdefg									o				o		

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 93

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IN39. (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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
If it's the only way to get the service or product I want	156 12%	23 12%	39 14%	31 11%	26 12%	17 9%	37 10%	156 12%	87 13%	69 10%	65 17%	45 12%	25 9%	21 7%	109 14%	47 8%	156 12%
											lmop				lmo		mo
If the site is listed by a search engine such as Google or Bing	116 9%	22 12%	31 11%	26 9%	16 7%	12 6%	21 6%	116 9%	67 10%	49 7%	38 10%	38 10%	14 5%	26 9%	76 10%	40 7%	116 9%
		f	f				f				l	l			l		
UNPROMPTED RESPONSES																	
I don't do this/ I never register online/ I don't give out my personal details	34 3%	1 1%	3 1%	6 2%	6 3%	7 4%	18 5%	34 3%	18 3%	17 2%	4 1%	7 2%	13 5%	10 3%	12 2%	23 4%	34 3%
						a	abg						jn			jn	
Other	19 1%	2 1%	5 2%	1 *%	- -%	3 2%	11 3%	19 1%	8 1%	11 2%	9 2%	4 1%	6 2%	* *%	13 2%	6 1%	19 1%
						cd					m		m				
I register my details online whenever they are required	95 7%	18 10%	19 7%	16 6%	14 7%	15 8%	27 7%	95 7%	49 8%	46 7%	21 5%	20 5%	24 9%	30 10%	41 5%	54 10%	95 7%
														jkn		jkn	
Don't know	57 4%	4 2%	5 2%	5 2%	11 5%	14 8%	31 8%	57 4%	28 4%	29 4%	7 2%	18 5%	14 5%	18 6%	25 3%	32 6%	57 4%
						abc	abcg					j	j	jn		jn	j

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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IN39. (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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	338	58	78	69	54	40	79	338	182	156	114	93	58	74	206	132	338
	25%	31%	29%	25%	25%	22%	21%	25%	28%	23%	29%	25%	21%	25%	27%	23%	25%
		ef	f						i		l						
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	904	123	186	199	147	123	248	904	419	484	264	258	192	190	522	382	904
	68%	66%	68%	71%	67%	67%	66%	68%	65%	71%	68%	69%	69%	65%	68%	67%	68%
										h							

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
PROMPTED RESPONSES													
If the site looks secure (has the padlock symbol or uses 'https')	737 55%	638 56%	62 52%	29 57%	9 38%	737 55%	640 55%	97 55%	31 34%	688 58%	629 57%	56 43%	685 56%
		d	d	d		d				h	k		k
If I'm familiar with the company or brand	635 48%	551 48%	52 44%	23 45%	9 37%	635 48%	551 48%	84 47%	25 28%	591 50%	549 50%	51 39%	600 49%
		d				d				h	k		k
If there is a link to another reputable service like PayPal	498 37%	418 37%	47 40%	24 49%	9 38%	498 37%	420 36%	79 44%	19 21%	460 39%	436 40%	33 25%	469 38%
			ae					f		h	k		k
If there is a guarantee my details won't be shared with anyone else.	451 34%	398 35%	31 26%	17 33%	6 24%	451 34%	379 33%	72 40%	11 12%	428 36%	387 35%	38 29%	425 35%
		bd				bd		f		h			
If the site is recommended by friends/ family	297 22%	261 23%	19 16%	13 25%	4 16%	297 22%	247 21%	49 28%	18 20%	268 22%	254 23%	26 20%	280 23%
				b									

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

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IN39. (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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
If it's the only way to get the service or product I want	156 12%	130 11%	18 15% d	6 12%	2 7%	156 12%	132 11%	24 13%	3 3%	144 12% h	137 12%	12 10%	149 12%
If the site is listed by a search engine such as Google or Bing	116 9%	104 9%	7 6%	4 8%	1 5%	116 9%	96 8%	19 11%	7 8%	101 8%	104 9%	9 7%	112 9%
UNPROMPTED RESPONSES													
I don't do this/ I never register online/ I don't give out my personal details	34 3%	26 2%	6 5% ae	1 3%	* 2%	34 3%	30 3%	4 2%	8 9% i	26 2%	19 2%	12 9% jl	31 3%
Other	19 1%	17 1%	2 2%	- -%	* 1%	19 1%	15 1%	4 2%	1 1%	18 1%	13 1%	3 2%	16 1%
I register my details online whenever they are required	95 7%	80 7%	11 9% c	2 3%	2 8%	95 7%	85 7%	9 5%	11 12%	80 7%	75 7%	10 8%	85 7%
Don't know	57 4%	45 4%	4 3%	5 9%	3 12% abe	57 4%	49 4%	8 4%	10 11% i	44 4%	38 3%	11 8% jl	49 4%

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

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IN39. (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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
SUMMARY CODES													
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	338 25%	289 25%	34 29%	10 20%	4 18%	338 25%	292 25%	45 26%	20 22%	300 25%	289 26%	29 23%	318 26%
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	904 68%	779 68%	74 62%	34 67%	17 68%	904 68%	783 68%	121 68%	53 58%	824 69%	752 69%	77 59%	829 68%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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IN39. (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 say they register their details online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1525	241	266	287	241	218	490	1525	725	800	384	505	290	346	889	636	1525
Effective Weighted Sample	1158	185	204	223	189	173	375	1158	558	600	311	390	217	255	688	471	1158
Total	1298	186	268	274	212	177	358	1298	629	669	384	369	264	282	753	546	1298
PROMPTED RESPONSES																	
If the site looks secure (has the padlock symbol or uses 'https')	737	108	165	160	121	101	183	737	355	382	236	215	135	150	451	286	737
	57%	58%	62%	59%	57%	57%	51%	57%	56%	57%	62%	58%	51%	53%	60%	52%	57%
			f								lo				lo		
If I'm familiar with the company or brand	635	87	143	142	100	77	162	635	312	323	209	183	122	121	392	243	635
	49%	47%	53%	52%	47%	43%	45%	49%	50%	48%	54%	50%	46%	43%	52%	45%	49%
											mo				mo		
If there is a link to another reputable service like PayPal	498	79	103	114	90	64	113	498	253	245	139	165	101	93	304	194	498
	38%	42%	38%	42%	43%	36%	31%	38%	40%	37%	36%	45%	38%	33%	40%	36%	38%
		f		f	f			f				jmop			m		
If there is a guarantee my details won't be shared with anyone else.	451	65	96	111	78	55	101	451	218	233	158	140	75	78	298	154	451
	35%	35%	36%	40%	37%	31%	28%	35%	35%	35%	41%	38%	29%	28%	40%	28%	35%
				ef	f			f			lmop	lmo			lmop		mo
If the site is recommended by friends/family	297	57	65	56	39	37	80	297	130	166	100	86	55	56	186	111	297
	23%	31%	24%	20%	18%	21%	22%	23%	21%	25%	26%	23%	21%	20%	25%	20%	23%
		cdefg															

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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IN39. (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 say they register their details online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1525	241	266	287	241	218	490	1525	725	800	384	505	290	346	889	636	1525
Effective Weighted Sample	1158	185	204	223	189	173	375	1158	558	600	311	390	217	255	688	471	1158
Total	1298	186	268	274	212	177	358	1298	629	669	384	369	264	282	753	546	1298
If it's the only way to get the service or product I want	156 12%	23 13%	39 15%	31 11%	26 12%	17 10%	37 10%	156 12%	87 14%	69 10%	65 17%	45 12%	25 10%	21 8%	109 15%	47 9%	156 12%
If the site is listed by a search engine such as Google or Bing	116 9%	22 12%	31 12%	26 10%	16 7%	12 7%	21 6%	116 9%	67 11%	49 7%	38 10%	38 10%	14 5%	26 9%	76 10%	40 7%	116 9%
UNPROMPTED RESPONSES																	
Other	19 1%	2 1%	5 2%	1 *%	- -%	3 2%	11 3%	19 1%	8 1%	11 2%	9 2%	4 1%	6 2%	* *%	13 2%	6 1%	19 1%
I register my details online whenever they are required	95 7%	18 10%	19 7%	16 6%	14 7%	15 9%	27 8%	95 7%	49 8%	46 7%	21 5%	20 5%	24 9%	30 11%	41 5%	54 10%	95 7%
Don't know	57 4%	4 2%	5 2%	5 2%	11 5%	14 8%	31 9%	57 4%	28 4%	29 4%	7 2%	18 5%	14 5%	18 6%	25 3%	32 6%	57 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 who say they register their details online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1525	241	266	287	241	218	490	1525	725	800	384	505	290	346	889	636	1525
Effective Weighted Sample	1158	185	204	223	189	173	375	1158	558	600	311	390	217	255	688	471	1158
Total	1298	186	268	274	212	177	358	1298	629	669	384	369	264	282	753	546	1298
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	338	58	78	69	54	40	79	338	182	156	114	93	58	74	206	132	338
	26%	31%	29%	25%	25%	23%	22%	26%	29%	23%	30%	25%	22%	26%	27%	24%	26%
		f							i								
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	904	123	186	199	147	123	248	904	419	484	264	258	192	190	522	382	904
	70%	66%	69%	73%	69%	70%	69%	70%	67%	72%	69%	70%	73%	68%	69%	70%	70%
										h							

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

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Table 94

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IN39. (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 say they register their details online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1525	1003	175	174	173	1525	1259	266	122	1350	1228	166	1394
Effective Weighted Sample	1158	912	159	169	161	1158	973	193	88	1032	933	131	1058
Total	1298	1113	112	49	24	1298	1124	174	83	1168	1079	117	1196
PROMPTED RESPONSES													
If the site looks secure (has the padlock symbol or uses 'https')	737 57%	638 57%	62 55%	29 59%	9 39%	737 57%	640 57%	97 56%	31 38%	688 59%	629 58%	56 48%	685 57%
		d	d	d		d				h	k		k
If I'm familiar with the company or brand	635 49%	551 50%	52 47%	23 46%	9 38%	635 49%	551 49%	84 48%	25 30%	591 51%	549 51%	51 43%	600 50%
		d				d				h			
If there is a link to another reputable service like PayPal	498 38%	418 38%	47 42%	24 50%	9 39%	498 38%	420 37%	79 45%	19 23%	460 39%	436 40%	33 28%	469 39%
				ade				f		h	k		k
If there is a guarantee my details won't be shared with anyone else.	451 35%	398 36%	31 28%	17 34%	6 25%	451 35%	379 34%	72 41%	11 13%	428 37%	387 36%	38 33%	425 36%
		bd				d		f		h			
If the site is recommended by friends/ family	297 23%	261 23%	19 17%	13 26%	4 17%	297 23%	247 22%	49 28%	18 22%	268 23%	254 24%	26 22%	280 23%
				d									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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IN39. (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 say they register their details online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1525	1003	175	174	173	1525	1259	266	122	1350	1228	166	1394
Effective Weighted Sample	1158	912	159	169	161	1158	973	193	88	1032	933	131	1058
Total	1298	1113	112	49	24	1298	1124	174	83	1168	1079	117	1196
If it's the only way to get the service or product I want	156 12%	130 12%	18 16% d	6 12%	2 7%	156 12%	132 12%	24 14%	3 3%	144 12% h	137 13%	12 11%	149 12%
If the site is listed by a search engine such as Google or Bing	116 9%	104 9%	7 6%	4 8%	1 6%	116 9%	96 9%	19 11%	7 9%	101 9%	104 10%	9 8%	112 9%
UNPROMPTED RESPONSES													
Other	19 1%	17 2%	2 2%	- -	* 1%	19 1%	15 1%	4 2%	1 1%	18 2%	13 1%	3 2%	16 1%
I register my details online whenever they are required	95 7%	80 7%	11 10% c	2 3%	2 8%	95 7%	85 8%	9 5%	11 13% i	80 7%	75 7%	10 9%	85 7%
Don't know	57 4%	45 4%	4 4%	5 10% abe	3 12% abe	57 4%	49 4%	8 4%	10 12% i	44 4%	38 4%	11 9% jl	49 4%

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

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IN39. (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 say they register their details 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	1525	1003	175	174	173	1525	1259	266	122	1350	1228	166	1394
Effective Weighted Sample	1158	912	159	169	161	1158	973	193	88	1032	933	131	1058
Total	1298	1113	112	49	24	1298	1124	174	83	1168	1079	117	1196
SUMMARY CODES													
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	338 26%	289 26%	34 31%	10 21%	4 18%	338 26%	292 26%	45 26%	20 24%	300 26%	289 27%	29 25%	318 27%
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	904 70%	779 70%	74 66%	34 69%	17 70%	904 70%	783 70%	121 70%	53 63%	824 71%	752 70%	77 66%	829 69%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 95

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

IN42. Do you ever go online to look for information relating to your work, college, school or to do other official tasks online (e.g. passport applications, tax returns etc.) (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Yes	843	138	201	207	142	92	155	843	422	421	284	263	150	146	547	296	843
	63%	74%	74%	74%	65%	50%	41%	63%	65%	61%	73%	70%	54%	50%	72%	52%	63%
		efg	efg	defg	ef	f		ef			lmop	lmop			lmop		lmo
No	485	47	69	72	76	92	220	485	222	263	103	111	125	145	214	270	485
	36%	25%	25%	26%	35%	50%	59%	36%	34%	38%	27%	30%	45%	50%	28%	48%	36%
				abc	abcdg	abcdg	abcdg	abc					jknp	jknp		jknp	jknp
Don't know	5	2	1	1	-	-	1	5	2	3	1	2	2	-	3	2	5
	*%	1%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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IN42. Do you ever go online to look for information relating to your work, college, school or to do other official tasks online (e.g. passport applications, tax returns etc.) (SINGLE CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Yes	843	737	62	30	14	843	719	124	33	785	754	39	794
	63%	65%	53%	60%	57%	63%	62%	70%	36%	66%	69%	30%	65%
		b				b		f		h	k		k
No	485	398	56	20	10	485	432	52	58	404	339	89	429
	36%	35%	47%	39%	43%	36%	37%	29%	63%	34%	31%	69%	35%
			ae		a		g		i			jl	
Don't know	5	5	-	*	-	5	3	2	*	4	4	*	5
	*%	*%	-%	1%	-%	*%	*%	1%	*%	*%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 96

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IN43. (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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Search engines - such as Google	1267	180	266	267	206	170	349	1267	614	653	373	360	262	272	734	534	1267
	95%	96%	98%	95%	95%	92%	93%	95%	95%	95%	96%	96%	95%	93%	96%	94%	95%
			ef														
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	533	68	110	118	90	81	146	533	258	275	183	170	78	102	353	180	533
	40%	37%	40%	42%	41%	44%	39%	40%	40%	40%	47%	45%	28%	35%	46%	32%	40%
											lmop	lmo			lmop		lo
The Wikipedia website	522	88	103	125	70	69	136	522	279	243	189	167	80	86	356	166	522
	39%	47%	38%	45%	32%	38%	36%	39%	43%	35%	49%	44%	29%	29%	47%	29%	39%
		dfg		df					i		lmop	lmo			lmop		lmo
A Government or local council website	479	49	89	114	84	81	143	479	239	240	178	145	77	80	323	157	479
	36%	26%	33%	41%	38%	44%	38%	36%	37%	35%	46%	39%	28%	28%	42%	28%	36%
				a	a	abg	a	a			lmop	lmo			lmop		lmo
The YouTube website	466	96	121	106	59	46	84	466	268	198	127	139	95	105	266	200	466
	35%	52%	44%	38%	27%	25%	22%	35%	42%	29%	33%	37%	34%	36%	35%	35%	35%
		cdefg	defg	def				def	i								
The BBC website	424	56	63	102	68	71	135	424	216	208	156	134	66	68	290	135	424
	32%	30%	23%	36%	31%	39%	36%	32%	33%	30%	40%	36%	24%	23%	38%	24%	32%
				b		b	b	b			lmop	lmo			lmop		lmo
Social media websites or apps (like Facebook, Twitter, Instagram),	347	76	86	78	42	40	66	347	173	174	93	105	58	90	198	149	347
	26%	41%	32%	28%	19%	22%	17%	26%	27%	25%	24%	28%	21%	31%	26%	26%	26%
		cdefg	def	df				df						l			

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

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IN43. (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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Online articles	315	57	59	84	49	35	66	315	159	156	125	85	51	54	210	105	315
	24%	30%	22%	30%	22%	19%	18%	24%	25%	23%	32%	23%	18%	19%	28%	18%	24%
		befg		befg			f				klmop				lmo		o
ANY OF THESE	1308	186	267	277	213	179	364	1308	636	672	386	370	270	282	756	551	1308
	98%	99%	98%	99%	98%	97%	97%	98%	98%	98%	99%	99%	97%	97%	99%	97%	98%
											mo				mo		
None of these	25	1	4	3	5	5	11	25	10	15	2	5	7	10	8	17	25
	2%	1%	2%	1%	2%	3%	3%	2%	2%	2%	1%	1%	3%	3%	1%	3%	2%
														jn		jn	

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

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IN43. (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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Search engines - such as Google	1267	1087	111	46	23	1267	1095	173	78	1147	1057	112	1169
	95%	95%	93%	92%	96%	95%	95%	97%	86%	96%	96%	87%	95%
		c								h	k		k
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	533	461	47	17	7	533	451	82	16	503	464	34	498
	40%	40%	40%	34%	31%	40%	39%	46%	18%	42%	42%	26%	41%
		d				d				h	k		k
The Wikipedia website	522	458	33	21	9	522	430	92	15	491	454	34	487
	39%	40%	28%	42%	38%	39%	37%	52%	16%	41%	41%	26%	40%
		b		b		b		f		h	k		k
A Government or local council website	479	417	39	18	6	479	394	86	10	463	413	42	455
	36%	37%	33%	35%	24%	36%	34%	48%	11%	39%	38%	33%	37%
		d		d		d		f		h			
The YouTube website	466	413	30	16	8	466	399	67	19	436	432	16	447
	35%	36%	25%	32%	33%	35%	35%	38%	20%	37%	39%	12%	36%
		b				b				h	k		k
The BBC website	424	380	23	16	6	424	342	82	17	398	368	33	401
	32%	33%	19%	31%	24%	32%	30%	46%	18%	33%	34%	26%	33%
		bd		b		b		f		h			
Social media websites or apps (like Facebook, Twitter, Instagram),	347	296	32	13	6	347	296	51	19	317	312	18	329
	26%	26%	27%	26%	23%	26%	26%	29%	21%	27%	28%	14%	27%
											k		k

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

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IN43. (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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Online articles	315	279	20	10	6	315	261	54	7	302	289	15	303
	24%	24%	17%	20%	25%	24%	23%	31%	7%	25%	26%	11%	25%
		b					f			h	k		k
ANY OF THESE	1308	1120	116	48	23	1308	1131	176	84	1177	1086	120	1206
	98%	98%	98%	95%	97%	98%	98%	99%	93%	99%	99%	93%	98%
		c				c				h	k		k
None of these	25	19	2	3	1	25	23	1	7	17	12	9	21
	2%	2%	2%	5%	3%	2%	2%	1%	7%	1%	1%	7%	2%
				ae					i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 97

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

IN44. After purchasing a product or using a service, do you ever write online reviews for other people to read about that product or service? IF YES - Is that always or sometimes? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Yes, always	65 5%	5 3%	21 8% af	18 6%	8 4%	6 3%	13 4%	65 5%	28 4%	37 5%	16 4%	18 5%	15 5%	17 6%	34 4%	32 6%	65 5%
Yes, sometimes	550 41%	74 39%	109 40%	135 48% f	109 50% afg	74 40%	124 33%	550 41% f	250 39%	300 44%	197 51% klmop	160 43% lmo	95 34%	97 33%	358 47% lmop	193 34%	550 41% mo
TOTAL - YES	615 46%	79 42%	130 48% f	153 54% aefg	117 54% aef	80 43%	137 36%	615 46% f	279 43%	337 49% h	213 55% klmop	178 47% mo	110 40%	114 39%	391 51% lmop	224 39%	615 46% mo
No, never	709 53%	107 57% cd	141 52%	124 44%	101 46%	103 56% c	235 63% bcdg	709 53% c	364 56% i	344 50%	174 45%	196 52%	162 59%	177 61% jkn	370 48%	339 60% jkn	709 53% jn
Don't know	8 1%	1 *% n	* *% n	3 1%	- -%	1 1%	4 1%	8 1%	3 *% n	5 1%	1 *% n	2 1%	5 2% n	1 *% n	3 *% n	5 1%	8 1% n

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

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IN44. After purchasing a product or using a service, do you ever write online reviews for other people to read about that product or service? IF YES - Is that always or sometimes? (SINGLE CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Yes, always	65 5%	57 5%	4 3%	3 6%	1 4%	65 5%	61 5%	4 3%	4 4%	57 5%	58 5%	4 3%	62 5%
Yes, sometimes	550 41%	471 41%	49 42%	21 43%	8 35%	550 41%	465 40%	85 48%	24 27%	506 42%	480 44%	30 23%	510 42%
TOTAL - YES	615 46%	528 46%	53 45%	25 49%	9 39%	615 46%	526 46%	89 50%	28 30%	563 47%	539 49%	34 26%	572 47%
No, never	709 53%	604 53%	65 55%	25 50%	15 60%	709 53%	621 54%	88 49%	62 68%	626 52%	556 51%	92 71%	648 53%
Don't know	8 1%	7 1%	- -%	1 1%	* 1%	8 1%	8 1%	* *%	1 1%	5 *%	4 *%	3 3%	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.

IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Yes	1287	185	263	274	210	173	355	1287	624	663	378	359	266	284	737	550	1287
	97%	99%	97%	98%	96%	94%	94%	97%	97%	97%	97%	96%	96%	97%	96%	97%	97%
		ef		f													
No	44	2	9	6	8	10	19	44	21	23	10	16	10	8	26	18	44
	3%	1%	3%	2%	4%	5%	5%	3%	3%	3%	3%	4%	4%	3%	3%	3%	3%
					a	a											
Don't know	2	-	-	-	-	1	2	2	1	1	-	1	1	*	1	1	2
	*%	-%	-%	-%	-%	1%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 98

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Yes	1287	1105	110	49	23	1287	1114	173	82	1162	1073	116	1188
	97%	97%	93%	98%	95%	97%	96%	97%	90%	97%	98%	89%	97%
		b		b		b				h	k		k
No	44	35	7	1	1	44	39	5	9	31	24	13	37
	3%	3%	6%	2%	4%	3%	3%	3%	10%	3%	2%	10%	3%
									i			jl	
Don't know	2	-	2	-	*	2	2	-	*	1	2	*	2
	*%	-%	1%	-%	1%	*%	*%	-%	*%	*%	*%	*%	*%
			ae		ae								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 99

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1508	241	259	288	241	211	479	1508	722	786	380	491	292	345	871	637	1508
Effective Weighted Sample	1147	185	199	223	188	167	369	1147	556	591	307	381	219	254	675	473	1147
Total	1287	185	263	274	210	173	355	1287	624	663	378	359	266	284	737	550	1287
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	236 18%	26 14%	51 19%	47 17%	48 23%	32 19%	64 18%	236 18%	107 17%	129 19%	71 19%	61 17%	51 19%	53 19%	132 18%	104 19%	236 18%
I think that some of the websites will be accurate or unbiased and some won't be	759 59%	119 64%	150 57%	163 59%	115 55%	106 61%	212 60%	759 59%	372 60%	387 58%	245 65%	224 62%	154 58%	136 48%	469 64%	290 53%	759 59%
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	222 17%	29 15%	51 20%	52 19%	41 19%	24 14%	50 14%	222 17%	112 18%	110 17%	45 12%	63 17%	44 17%	71 25%	107 15%	115 21%	222 17%
Don't know	70 5%	11 6%	10 4%	12 4%	7 3%	11 6%	30 8%	70 5%	33 5%	37 6%	18 5%	11 3%	17 6%	24 8%	29 4%	41 7%	70 5%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 99

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1508	996	169	175	168	1508	1242	266	117	1343	1221	162	1383
Effective Weighted Sample	1147	905	154	170	156	1147	962	194	86	1026	927	130	1050
Total	1287	1105	110	49	23	1287	1114	173	82	1162	1073	116	1188
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	236 18%	204 18%	21 19%	6 12%	5 22%	236 18%	210 19%	26 15%	14 17%	215 18%	191 18%	20 17%	210 18%
I think that some of the websites will be accurate or unbiased and some won't be	759 59%	652 59%	64 58%	32 65%	11 50%	759 59%	652 59%	107 62%	43 52%	693 60%	646 60%	62 54%	708 60%
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	222 17%	187 17%	22 20%	8 17%	4 19%	222 17%	189 17%	33 19%	16 20%	197 17%	189 18%	21 18%	210 18%
Don't know	70 5%	62 6%	2 2%	3 6%	2 9%	70 5%	63 6%	7 4%	9 11%	57 5%	48 4%	12 11%	60 5%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 100

Any break column with 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 two results shown under the pictures? (MULTI CODE)

Base : Those who have used search engines in the last year

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1508	241	259	288	241	211	479	1508	722	786	380	491	292	345	871	637	1508
Effective Weighted Sample	1147	185	199	223	188	167	369	1147	556	591	307	381	219	254	675	473	1147
Total	1287	185	263	274	210	173	355	1287	624	663	378	359	266	284	737	550	1287
These are adverts/ sponsored links/ paid to appear here	741 58%	108 59%	166 63%	152 55%	113 54%	101 59%	202 57%	741 58%	365 59%	376 57%	243 64%	215 60%	131 49%	152 53%	458 62%	283 51%	741 58%
These are the best results/ the most relevant results	301 23%	51 28%	62 23%	77 28%	46 22%	32 18%	65 18%	301 23%	154 25%	148 22%	84 22%	91 25%	58 22%	69 24%	174 24%	127 23%	301 23%
These are most popular results used by other people	246 19%	44 24%	52 20%	56 20%	41 20%	25 14%	53 15%	246 19%	100 16%	146 22%	70 18%	73 20%	45 17%	58 20%	143 19%	103 19%	246 19%
Other	5 *%	- -%	- -%	- -%	1 *%	3 2%	5 1%	5 *%	4 1%	1 *%	3 1%	1 *%	1 *%	- -%	5 1%	1 *%	5 *%
Don't know	174 14%	20 11%	26 10%	34 12%	30 14%	29 17%	65 18%	174 14%	79 13%	95 14%	41 11%	39 11%	50 19%	43 15%	80 11%	94 17%	174 14%
ONLY SELECTED THE CORRECT RESPONSE - ADVERTS/ SPONSORED LINKS/ PAID TO APPEAR	618 48%	85 46%	143 55%	116 42%	97 46%	89 52%	177 50%	618 48%	316 51%	302 46%	199 53%	171 48%	118 45%	129 46%	370 50%	248 45%	618 48%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 100

Any break column with 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 two results shown under the pictures? (MULTI CODE)

Base : Those who have used search engines in the last year

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1508	996	169	175	168	1508	1242	266	117	1343	1221	162	1383
Effective Weighted Sample	1147	905	154	170	156	1147	962	194	86	1026	927	130	1050
Total	1287	1105	110	49	23	1287	1114	173	82	1162	1073	116	1188
These are adverts/ sponsored links/ paid to appear here	741 58%	642 58%	60 54%	27 55%	12 51%	741 58%	631 57%	109 63%	30 37%	690 59% h	636 59%	62 54%	698 59%
These are the best results/ the most relevant results	301 23%	263 24%	21 19%	10 21%	6 28%	301 23%	265 24%	37 21%	19 23%	267 23%	265 25% k	19 16%	283 24% k
These are most popular results used by other people	246 19%	207 19%	27 24%	9 17%	4 18%	246 19%	211 19%	35 20%	14 17%	221 19%	208 19%	17 14%	225 19%
Other	5 *%	4 *%	1 1%	* *%	- -%	5 *%	2 *%	3 2% f	1 1%	5 *%	4 *%	1 1%	5 *%
Don't know	174 14%	151 14%	12 11%	9 19% bd	2 11%	174 14%	153 14%	21 12%	23 28% i	144 12%	127 12%	25 22% jl	152 13%
ONLY SELECTED THE CORRECT RESPONSE - ADVERTS/ SPONSORED LINKS/ PAID TO APPEAR	618 48%	530 48%	53 48%	24 48%	11 47%	618 48%	530 48%	88 51%	26 32%	578 50% h	522 49%	56 49%	578 49%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 101

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Some people might see different adverts to the ones that I see	776 58%	127 68% efg	164 60% f	177 63% ef	136 62% ef	96 52%	171 46%	776 58% f	380 59%	395 58%	269 69% klmop	230 61% lmo	126 45%	152 52%	498 65% lmop	277 49%	776 58% lo
Everyone will see exactly the same adverts as me	313 23%	36 19%	69 26%	65 23%	43 20%	48 26%	100 27%	313 23%	156 24%	157 23%	70 18%	85 23%	83 30% jknp	75 26% j	155 20%	159 28% jn	313 23% j
Don't know	243 18%	24 13%	38 14%	38 14%	39 18%	41 22% abc	105 28% abcdg	243 18%	110 17%	134 19%	50 13%	62 16%	68 25% jknp	64 22% jn	111 15%	132 23% jknp	243 18% jn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 101

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Some people might see different adverts to the ones that I see	776 58%	675 59%	65 55%	26 52%	10 41%	776 58%	666 58%	110 62%	38 42%	715 60%	670 61%	49 38%	718 59%
Everyone will see exactly the same adverts as me	313 23%	269 24%	25 21%	11 22%	8 33%	313 23%	277 24%	36 20%	22 24%	281 24%	254 23%	35 27%	289 24%
Don't know	243 18%	195 17%	28 24%	13 26%	6 27%	243 18%	211 18%	32 18%	31 34%	197 17%	174 16%	46 35%	220 18%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 102

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
I don't mind seeing any online ads	309	64	77	57	45	34	66	309	146	164	73	90	67	79	163	147	309
	23%	34%	28%	20%	21%	18%	18%	23%	23%	24%	19%	24%	24%	27%	21%	26%	23%
		cdefg	ef				f						j		j		
I don't mind seeing online ads as long as they are for things I'm interested in	460	66	99	120	72	53	104	460	230	231	141	118	97	104	259	201	460
	35%	35%	36%	43%	33%	29%	28%	35%	36%	34%	36%	31%	35%	36%	34%	35%	35%
			f	defg			f										
I dislike all online ads	538	56	92	100	97	91	193	538	264	274	168	159	110	101	327	211	538
	40%	30%	34%	36%	44%	50%	51%	40%	41%	40%	43%	42%	40%	35%	43%	37%	40%
				ab	abcg	abcg	a				m			m			
Don't know	25	1	4	3	5	6	13	25	7	17	7	9	2	7	16	9	25
	2%	1%	1%	1%	2%	3%	3%	2%	1%	3%	2%	2%	1%	2%	2%	2%	2%
							a										

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 102

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
I don't mind seeing any online ads	309 23%	258 23%	35 30% a	11 22%	6 23%	309 23%	279 24%	31 17%	20 22%	281 24%	264 24%	22 17%	287 23%
I don't mind seeing online ads as long as they are for things I'm interested in	460 35%	386 34%	49 42% c	15 30%	10 39%	460 35%	395 34%	65 37%	30 33%	403 34%	392 36% k	35 27%	428 35%
I dislike all online ads	538 40%	475 42% bd	32 27%	23 46% bd	8 32%	538 40% bd	459 40%	79 45%	37 41%	490 41%	428 39%	62 48% j	490 40%
Don't know	25 2%	20 2%	2 2%	1 3%	1 6% ae	25 2%	22 2%	3 2%	4 5% i	20 2%	14 1%	9 7% jl	23 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 103

Any break column with 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) Which, if any, of the following steps have you taken to avoid seeing online ads? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Say no / don't tick the box allowing companies to send me 'information on offers and news'	424 32%	58 31%	82 30%	100 36%	73 34%	58 31%	110 29%	424 32%	199 31%	224 33%	161 41%	122 33%	74 27%	67 23%	283 37%	141 25%	424 32%
Used ad-blocking filters or software (software that prevents some types of ads appearing)	418 31%	64 34%	94 35%	101 36%	74 34%	51 28%	84 22%	418 31%	220 34%	198 29%	158 41%	120 32%	70 25%	69 24%	278 36%	139 25%	418 31%
Used false information when registering for things online to avoid spam/ junk email	125 9%	14 7%	33 12%	37 13%	22 10%	12 7%	19 5%	125 9%	67 10%	58 8%	49 13%	33 9%	21 7%	23 8%	82 11%	43 8%	125 9%
Only visit ad-free sites (like the BBC)	114 9%	15 8%	18 6%	37 13%	20 9%	13 7%	25 7%	114 9%	65 10%	50 7%	45 12%	37 10%	19 7%	13 4%	82 11%	32 6%	114 9%
Other	12 1%	* *%	1 *%	3 1%	7 3%	1 1%	1 *%	12 1%	4 1%	8 1%	5 1%	4 1%	2 1%	2 1%	9 1%	3 1%	12 1%
ANY OF THESE STEPS TAKEN	651 49%	91 49%	144 53%	154 55%	111 51%	82 45%	151 40%	651 49%	325 50%	325 47%	234 60%	189 50%	113 41%	115 40%	423 55%	228 40%	651 49%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 103

Any break column with 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) Which, if any, of the following steps have you taken to avoid seeing online ads? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
I haven't take any steps to avoid seeing online ads	661 50%	94 50%	122 45%	121 43%	106 48%	99 54%	218 58%	661 50%	310 48%	351 51%	148 38%	180 48%	162 59%	171 59%	328 43%	333 59%	661 50%
Don't know	21 2%	1 1%	6 2%	5 2%	2 1%	3 2%	7 2%	21 2%	11 2%	9 1%	7 2%	7 2%	2 1%	5 2%	14 2%	7 1%	21 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 103

Any break column with 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) Which, if any, of the following steps have you taken to avoid seeing online ads? (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Say no / don't tick the box allowing companies to send me 'information on offers and news'	424 32%	384 34% bd	22 18%	13 26%	4 18%	424 32% bd	357 31%	67 38%	13 14%	401 34% h	364 33% k	25 19%	389 32% k
Used ad-blocking filters or software (software that prevents some types of ads appearing)	418 31%	381 33% bd	18 15%	15 29% bd	4 15%	418 31% bd	354 31%	63 36%	14 15%	391 33% h	370 34% k	18 14%	388 32% k
Used false information when registering for things online to avoid spam/ junk email	125 9%	120 11% bcd	3 2%	2 4%	1 3%	125 9% bcd	108 9%	17 10%	2 3%	114 10% h	112 10% k	4 3%	116 9% k
Only visit ad-free sites (like the BBC)	114 9%	110 10% bcd	2 2%	1 3%	* 2%	114 9% bcd	96 8%	18 10%	5 6%	105 9%	94 9%	12 9%	106 9%
Other	12 1%	10 1%	1 1%	* 1%	- -%	12 1%	10 1%	3 1%	* *%	12 1%	12 1%	- -%	12 1%
ANY OF THESE STEPS TAKEN	651 49%	589 52% bd	30 25%	25 49% bd	7 28%	651 49% bd	551 48%	100 56% f	26 28%	606 51% h	560 51% k	37 29%	598 49% 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.

IN50. (SHOWCARD) Which, if any, of the following steps have you taken to avoid seeing online ads? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
I haven't take any steps to avoid seeing online ads	661 50%	532 47%	87 73% ace	26 51%	17 69% ace	661 50%	584 51%	77 44%	63 69% i	571 48%	521 47%	89 69% jl	610 50%
Don't know	21 2%	18 2%	2 2%	- -%	1 3% c	21 2%	20 2%	1 *%	3 3%	18 1%	17 2%	3 2%	20 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 104

Any break column with 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 some vloggers 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1161	232	248	245	180	135	256	1161	560	601	296	389	212	264	685	476	1161
Effective Weighted Sample	890	181	190	191	141	108	200	890	435	456	242	307	156	195	540	351	890
Total	1018	181	248	235	158	109	195	1018	498	520	305	300	189	224	604	413	1018
They are being paid by the company or brand to say this	762 75%	137 76%	184 74%	183 78%	114 72%	79 73%	144 74%	762 75%	372 75%	390 75%	258 85%	218 73%	123 65%	162 72%	477 79%	286 69%	762 75%
They think this information will be of interest or use to their followers	287 28%	65 36%	71 29%	60 26%	45 29%	27 24%	46 24%	287 28%	150 30%	137 26%	101 33%	80 27%	51 27%	54 24%	181 30%	106 26%	287 28%
They like to use those particular products or brands because of their quality or value	200 20%	40 22%	53 21%	47 20%	28 18%	18 16%	32 16%	200 20%	94 19%	105 20%	61 20%	69 23%	32 17%	38 17%	130 22%	69 17%	200 20%
Other	7 1%	1 1%	1 *%	3 1%	1 1%	1 1%	1 1%	7 1%	1 *%	6 1%	1 *%	1 *%	2 1%	2 1%	3 *%	4 1%	7 1%
Don't know	94 9%	15 8%	20 8%	21 9%	11 7%	18 16%	27 14%	94 9%	42 8%	52 10%	13 4%	31 10%	25 13%	26 11%	44 7%	50 12%	94 9%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 104

Any break column with 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 some vloggers 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1161	761	140	126	134	1161	952	209	64	1062	1018	67	1085
Effective Weighted Sample	890	699	128	123	125	890	746	151	50	815	780	54	831
Total	1018	869	94	36	19	1018	878	139	49	937	906	48	954
They are being paid by the company or brand to say this	762 75%	655 75%	69 73%	26 72%	13 68%	762 75%	656 75%	107 76%	** **	718 77%	689 76%	** **	718 75%
They think this information will be of interest or use to their followers	287 28%	251 29%	21 22%	11 32%	4 22%	287 28%	243 28%	44 32%	** **	258 28%	260 29%	** **	273 29%
They like to use those particular products or brands because of their quality or value	200 20%	177 20%	15 16%	5 14%	2 11%	200 20%	170 19%	30 21%	** **	181 19%	182 20%	** **	189 20%
Other	7 1%	7 1%	- -%	- -%	- -%	7 1%	6 1%	1 1%	** **	7 1%	7 1%	** **	7 1%
Don't know	94 9%	76 9%	12 12%	3 9%	3 17%	94 9%	88 10%	6 5%	** **	78 8%	74 8%	** **	83 9%
					ae		g						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 105

Any break column with 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 online 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: By online companies this might be Facebook, Twitter, Google, Amazon and so on (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Using 'cookies' to collect information about the websites people visit or what products and services interest them	924 69%	134 72%	203 75%	203 72%	148 68%	124 68%	236 63%	924 69%	454 70%	469 68%	299 77%	273 73%	177 64%	175 60%	572 75%	352 62%	924 69%
Collecting information from social media accounts - i.e. about users' interests, "likes", location, preferences and so on	780 59%	124 66%	164 60%	184 66%	130 59%	93 51%	179 48%	780 59%	384 59%	396 58%	252 65%	235 63%	145 52%	148 51%	487 64%	293 51%	780 59%
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them	768 58%	105 56%	158 58%	190 68%	137 63%	97 52%	179 48%	768 58%	383 59%	385 56%	248 64%	234 62%	141 51%	145 50%	481 63%	287 50%	768 58%
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from their partners or other companies	675 51%	88 47%	141 52%	165 59%	119 55%	92 50%	162 43%	675 51%	337 52%	338 49%	229 59%	196 52%	124 45%	126 43%	425 56%	250 44%	675 51%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
Using apps on smartphones to collect data on users' locations or what products and services interest them	593 45%	92 49%	127 47%	148 53%	101 46%	81 44%	126 33%	593 45%	301 47%	292 43%	198 51%	184 49%	100 36%	112 38%	382 50%	212 37%	593 45%
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	1106 83%	161 86%	238 88%	245 88%	182 83%	142 77%	280 75%	1106 83%	540 83%	567 83%	341 88%	324 86%	216 78%	225 77%	665 87%	441 78%	1106 83%
Not aware of any of these / Not aware that companies collect information about what people do online	135 10%	16 9%	17 6%	23 8%	27 12%	20 11%	52 14%	135 10%	61 10%	74 11%	32 8%	28 7%	40 14%	35 12%	60 8%	75 13%	135 10%
Don't know	91 7%	9 5%	16 6%	12 4%	10 5%	21 12%	44 12%	91 7%	45 7%	46 7%	15 4%	23 6%	21 8%	31 11%	39 5%	53 9%	91 7%
						acd	abcdg							jknp		jn	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 105

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Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Using 'cookies' to collect information about the websites people visit or what products and services interest them	924 69%	792 70%	86 73%	34 67%	12 48%	924 69%	791 68%	133 75%	35 38%	864 72%	791 72%	62 48%	853 70%
Collecting information from social media accounts - i.e. about users' interests, "likes", location, preferences and so on	780 59%	673 59%	66 56%	28 56%	12 50%	780 59%	667 58%	113 63%	22 24%	734 61%	690 63%	42 33%	732 60%
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them	768 58%	648 57%	78 66%	31 62%	11 45%	768 58%	648 56%	120 68%	27 30%	721 60%	672 61%	43 33%	715 58%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 105

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IN52. (SHOWCARD) There are many ways that online 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: By online companies this might be Facebook, Twitter, Google, Amazon and so on (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from their partners or other companies	675 51%	578 51%	59 50%	28 55%	10 43%	675 51%	568 49%	107 60%	24 27%	631 53%	606 55%	37 28%	642 52%
Using apps on smartphones to collect data on users' locations or what products and services interest them	593 45%	509 45%	51 43%	25 50%	9 36%	593 45%	498 43%	95 54%	20 22%	555 46%	544 50%	21 16%	566 46%
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	1106 83%	945 83%	101 85%	41 82%	18 75%	1106 83%	954 83%	152 85%	51 56%	1023 86%	947 86%	76 59%	1023 83%
Not aware of any of these / Not aware that companies collect information about what people do online	135 10%	114 10%	14 11%	5 11%	2 9%	135 10%	121 10%	14 8%	27 30%	98 8%	95 9%	32 25%	127 10%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 105

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IN52. (SHOWCARD) There are many ways that online 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: By online companies this might be Facebook, Twitter, Google, Amazon and so on (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	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
Don't know	91	80	4	4	4	91	80	12	13	73	56	21	77
	7%	7%	3%	7%	17%	7%	7%	7%	15%	6%	5%	16%	6%
					abce				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 106

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

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)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
I can choose to opt-out at any point and they will stop using my data	471 35%	80 43%	118 43%	103 37%	66 30%	58 32%	105 28%	471 35%	222 34%	249 36%	158 41%	146 39%	83 30%	84 29%	304 40%	167 29%	471 35%
		def	defg	f			f				lmo	lmo			lmo		mo
They are clear about how they will use my information	445 33%	78 42%	113 42%	92 33%	66 30%	55 30%	96 26%	445 33%	215 33%	230 34%	141 36%	122 33%	89 32%	93 32%	263 34%	182 32%	445 33%
		defg	defg				f										
They reassure me they will not share my information with other companies	420 32%	75 40%	86 32%	96 34%	59 27%	58 32%	105 28%	420 32%	213 33%	207 30%	134 35%	130 35%	74 27%	81 28%	265 35%	155 27%	420 32%
		dfg									lo	lo			lmo		
They use it to send me relevant special offers/ discounts for products/ services they think I might like	250 19%	50 27%	63 23%	57 20%	43 20%	22 12%	38 10%	250 19%	120 19%	130 19%	85 22%	74 20%	48 17%	43 15%	159 21%	91 16%	250 19%
		efg	ef	ef	ef		ef				mo				mo		
I get something like access to a free service in return - like access to their public WiFi network	177 13%	38 20%	46 17%	37 13%	35 16%	15 8%	20 5%	177 13%	90 14%	87 13%	53 14%	59 16%	36 13%	29 10%	112 15%	65 11%	177 13%
		efg	ef	f	ef		f					m					

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 106

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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)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
They use it to show me adverts or information that might be more relevant to me	177 13%	31 17%	44 16%	41 15%	23 10%	20 11%	38 10%	177 13%	103 16%	73 11%	71 18%	44 12%	29 10%	33 11%	115 15%	62 11%	177 13%
I get a personalised service in return - like a weather update on my phone (based on my location)	112 8%	19 10%	30 11%	25 9%	16 7%	14 8%	22 6%	112 8%	59 9%	52 8%	38 10%	35 9%	20 7%	19 7%	73 10%	39 7%	112 8%
TOTAL - HAPPY FOR COMPANIES TO COLLECT/ USE MY INFORMATION IN ANY OF THESE WAYS	749 56%	126 67%	184 68%	157 56%	115 53%	90 49%	167 45%	749 56%	362 56%	387 56%	240 62%	212 56%	136 49%	162 56%	451 59%	298 52%	749 56%
I am not happy for companies to collect and use my personal information	545 41%	53 29%	81 30%	117 42%	96 44%	91 50%	197 52%	545 41%	260 40%	285 41%	142 36%	154 41%	134 49%	115 39%	295 39%	250 44%	545 41%
Don't know	38 3%	8 4%	7 2%	6 2%	7 3%	2 1%	11 3%	38 3%	24 4%	14 2%	7 2%	10 3%	6 2%	15 5%	17 2%	21 4%	38 3%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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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)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
I can choose to opt-out at any point and they will stop using my data	471 35%	411 36%	40 33%	14 27%	7 28%	471 35%	413 36%	58 33%	9 10%	451 38%	408 37%	30 23%	438 36%
		cd				c				h	k		k
They are clear about how they will use my information	445 33%	390 34%	34 29%	15 29%	6 23%	445 33%	388 34%	57 32%	15 17%	423 35%	382 35%	29 22%	410 33%
		d				d				h	k		k
They reassure me they will not share my information with other companies	420 32%	368 32%	34 28%	12 24%	6 24%	420 32%	356 31%	64 36%	11 12%	402 34%	366 33%	26 20%	392 32%
		cd				d				h	k		k
They use it to send me relevant special offers/ discounts for products/ services they think I might like	250 19%	213 19%	28 24%	6 11%	3 13%	250 19%	214 19%	36 20%	7 7%	236 20%	229 21%	10 8%	238 19%
		c	cd			c				h	k		k

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Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
I get something like access to a free service in return - like access to their public WiFi network	177 13%	158 14%	12 10%	5 9%	2 9%	177 13%	154 13%	23 13%	5 5%	164 14%	169 15%	3 3%	172 14%
They use it to show me adverts or information that might be more relevant to me	177 13%	146 13%	23 20%	5 11%	1 6%	177 13%	146 13%	31 17%	7 8%	165 14%	155 14%	11 8%	166 14%
I get a personalised service in return - like a weather update on my phone (based on my location)	112 8%	96 8%	12 10%	3 5%	1 4%	112 8%	98 8%	14 8%	2 2%	106 9%	106 10%	1 1%	107 9%
TOTAL - HAPPY FOR COMPANIES TO COLLECT/ USE MY INFORMATION IN ANY OF THESE WAYS	749 56%	645 57%	67 56%	26 51%	12 49%	749 56%	652 56%	98 55%	30 33%	697 58%	646 59%	47 36%	693 56%

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

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Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
I am not happy for companies to collect and use my personal information	545 41%	466 41%	46 39%	23 45%	10 41%	545 41%	471 41%	73 41%	56 61%	464 39%	424 39%	74 57%	499 41%
Don't know	38 3%	28 2%	5 5%	2 4%	3 10%	38 3%	31 3%	7 4%	5 5%	33 3%	27 2%	8 6%	35 3%
					abce							jl	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 107

Any break column with 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. You said earlier you had a social media profile or account. 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 social media profile or account

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1182	233	259	250	188	139	252	1182	538	644	286	395	217	284	681	501	1182
Effective Weighted Sample	898	180	198	196	146	108	191	898	417	482	232	306	161	210	528	371	898
Total	1031	178	262	241	164	110	187	1031	478	554	296	296	197	243	591	440	1031
Yes, often	91	17	36	14	14	5	10	91	33	58	23	17	21	30	40	51	91
	9%	9%	14%	6%	8%	4%	5%	9%	7%	10%	8%	6%	10%	12%	7%	12%	9%
			cefg											kn	kn		
Yes, sometimes	270	45	71	74	42	24	37	270	112	158	84	79	52	55	163	107	270
	26%	25%	27%	31%	26%	22%	20%	26%	23%	28%	28%	27%	26%	23%	28%	24%	26%
				f													
Yes, rarely	204	40	46	52	39	19	27	204	99	105	66	62	34	43	128	76	204
	20%	23%	18%	22%	24%	18%	14%	20%	21%	19%	22%	21%	17%	18%	22%	17%	20%
		f		f													
TOTAL- YES	565	102	153	141	95	48	74	565	244	321	173	158	106	128	331	234	565
	55%	57%	58%	58%	58%	43%	40%	55%	51%	58%	58%	53%	54%	53%	56%	53%	55%
		ef	ef	ef	ef			ef		h							
No, never	461	72	109	98	69	62	112	461	232	229	120	135	91	115	255	206	461
	45%	41%	42%	41%	42%	56%	60%	45%	48%	41%	41%	46%	46%	47%	43%	47%	45%
						abcdg	abcdg		i								
Don't know	6	4	-	2	-	1	1	6	2	4	3	3	-	*	6	*	6
	1%	2%	-%	1%	-%	1%	*%	1%	*%	1%	1%	1%	-%	*%	1%	*%	1%
		b									o						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 107

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IN54. You said earlier you had a social media profile or account. 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 social media profile or account

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1182	769	134	134	145	1182	971	211	72	1074	1042	68	1110
Effective Weighted Sample	898	706	122	131	135	898	754	152	53	818	790	54	841
Total	1031	882	91	38	20	1031	892	139	52	944	921	49	970
Yes, often	91 9%	75 9%	9 10%	5 14% d	1 6%	91 9%	77 9%	14 10%	** **	85 9%	84 9%	** **	87 9%
Yes, sometimes	270 26%	235 27%	17 19%	12 33% b	5 24%	270 26%	230 26%	39 28%	** **	246 26%	246 27%	** **	257 26%
Yes, rarely	204 20%	174 20%	20 22%	6 15%	4 22%	204 20%	175 20%	29 21%	** **	184 19%	187 20%	** **	196 20%
TOTAL- YES	565 55%	485 55%	46 51%	23 62%	10 52%	565 55%	482 54%	83 59%	** **	515 55%	517 56%	** **	541 56%
No, never	461 45%	393 45%	44 48%	14 38%	9 47%	461 45%	406 45%	55 39%	** **	423 45%	399 43%	** **	424 44%
Don't know	6 1%	5 1%	1 1%	- -%	* 2%	6 1%	4 *%	2 1%	** **	6 1%	6 1%	** **	6 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 108

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IN55. (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 social media profile who have seen something upsetting or offensive on social media in the past 12 months

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	644	133	162	145	110	58	94	644	271	373	167	213	112	152	380	264	644
Effective Weighted Sample	489	103	119	115	85	46	73	489	214	276	136	167	85	109	297	194	489
Total	565	102	153	141	95	48	74	565	244	321	173	158	106	128	331	234	565
I reported it through the report function or the block content function on the website	171 30%	29 29%	67 44%	37 27%	25 26%	** **	** **	171 30%	69 28%	102 32%	55 32%	41 26%	32 30%	44 34%	96 29%	76 32%	171 30%
I blocked the person who shared the content or made the comments	154 27%	27 26%	40 26%	43 31%	29 31%	** **	** **	154 27%	69 28%	85 26%	52 30%	48 31%	24 23%	29 23%	100 30%	53 23%	154 27%
I responded privately to the person who shared the content or made the comments	54 10%	5 5%	18 12%	20 14%	11 12%	** **	** **	54 10%	24 10%	31 10%	20 11%	12 8%	12 12%	10 8%	32 10%	22 10%	54 10%
I responded publicly to the person who shared the content or made the comments	50 9%	6 6%	12 8%	17 12%	10 10%	** **	** **	50 9%	23 10%	27 8%	16 9%	17 11%	10 9%	7 6%	33 10%	17 7%	50 9%
I stopped using that social media site	31 5%	5 5%	7 5%	13 9%	2 2%	** **	** **	31 5%	17 7%	14 4%	13 8%	13 8%	* *%	4 3%	26 8%	5 2%	31 5%
I shared it to highlight the issue to others	24 4%	3 3%	4 3%	8 6%	5 5%	** **	** **	24 4%	11 4%	13 4%	9 5%	7 5%	5 5%	2 2%	17 5%	7 3%	24 4%

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IN55. (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 social media profile who have seen something upsetting or offensive on social media in the past 12 months

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	644	133	162	145	110	58	94	644	271	373	167	213	112	152	380	264	644
Effective Weighted Sample	489	103	119	115	85	46	73	489	214	276	136	167	85	109	297	194	489
Total	565	102	153	141	95	48	74	565	244	321	173	158	106	128	331	234	565
TOTAL - ANY OF THESE ACTIONS TAKEN	309	51	91	83	54	**	**	309	125	185	106	82	53	68	188	121	309
	55%	50%	60%	59%	57%	**	**	55%	51%	58%	61%	52%	50%	53%	57%	52%	55%
I didn't take any of these actions	255	51	62	58	41	**	**	255	119	136	67	75	53	60	142	113	255
	45%	50%	40%	41%	43%	**	**	45%	49%	42%	39%	48%	50%	47%	43%	48%	45%
Don't know	1	-	-	-	-	**	**	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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IN55. (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 social media profile who have seen something upsetting or offensive on social media in the past 12 months

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	644	418	68	82	76	644	523	121	32	587	582	33	615
Effective Weighted Sample	489	386	62	80	71	489	406	87	26	444	442	26	466
Total	565	485	46	23	10	565	482	83	26	515	517	24	541
I reported it through the report function or the block content function on the website	171 30%	154 32%	** **	** **	** **	171 30%	148 31%	24 29%	** **	163 32%	159 31%	** **	164 30%
I blocked the person who shared the content or made the comments	154 27%	141 29%	** **	** **	** **	154 27%	135 28%	18 22%	** **	137 27%	146 28%	** **	151 28%
I responded privately to the person who shared the content or made the comments	54 10%	52 11%	** **	** **	** **	54 10%	44 9%	10 12%	** **	48 9%	53 10%	** **	54 10%
I responded publicly to the person who shared the content or made the comments	50 9%	46 10%	** **	** **	** **	50 9%	41 8%	9 11%	** **	47 9%	47 9%	** **	49 9%
I stopped using that social media site	31 5%	29 6%	** **	** **	** **	31 5%	25 5%	5 6%	** **	21 4%	27 5%	** **	30 6%
I shared it to highlight the issue to others	24 4%	22 5%	** **	** **	** **	24 4%	17 4%	6 7%	** **	22 4%	23 4%	** **	23 4%

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

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IN55. (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 social media profile who have seen something upsetting or offensive on social media in the past 12 months

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	644	418	68	82	76	644	523	121	32	587	582	33	615
Effective Weighted Sample	489	386	62	80	71	489	406	87	26	444	442	26	466
Total	565	485	46	23	10	565	482	83	26	515	517	24	541
TOTAL - ANY OF THESE ACTIONS TAKEN	309	280	**	**	**	309	265	44	**	283	288	**	298
	55%	58%	**	**	**	55%	55%	53%	**	55%	56%	**	55%
I didn't take any of these actions	255	204	**	**	**	255	217	38	**	232	229	**	242
	45%	42%	**	**	**	45%	45%	46%	**	45%	44%	**	45%
Don't know	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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Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
I reported it through the report function or the block content function on the website	171 13%	29 16% ef	67 24% acdefg	37 13% ef	25 11% f	11 6% f	14 4% f	171 13% ef	69 11% ef	102 15% h	55 14% ef	41 11% ef	32 12% ef	44 15% ef	96 13% ef	76 13% ef	171 13% ef
I blocked the person who shared the content or made the comments	154 12%	27 14% ef	40 15% ef	43 15% ef	29 13% ef	10 6% ef	15 4% ef	154 12% ef	69 11% ef	85 12% ef	52 13% ef	48 13% ef	24 9% ef	29 10% ef	100 13% o	53 9% ef	154 12% ef
I responded privately to the person who shared the content or made the comments	54 4%	5 3% f	18 6% ef	20 7% aefg	11 5% ef	1 *% ef	1 *% ef	54 4% ef	24 4% ef	31 4% ef	20 5% ef	12 3% ef	12 4% ef	10 3% ef	32 4% ef	22 4% ef	54 4% ef
I responded publicly to the person who shared the content or made the comments	50 4%	6 3% f	12 4% f	17 6% ef	10 5% f	2 1% f	5 1% f	50 4% f	23 4% f	27 4% f	16 4% f	17 5% f	10 4% f	7 2% f	33 4% f	17 3% f	50 4% f
I stopped using that social media site	31 2%	5 3% df	7 3% df	13 5% df	2 1% df	3 2% df	4 1% df	31 2% df	17 3% df	14 2% df	13 3% lo	13 3% lo	* *% lo	4 1% lo	26 3% lo	5 1% lo	31 2% lo
I shared it to highlight the issue to others	24 2%	3 2% f	4 2% f	8 3% f	5 2% f	1 1% f	3 1% f	24 2% f	11 2% f	13 2% f	9 2% f	7 2% f	5 2% f	2 1% f	17 2% f	7 1% f	24 2% f

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 109

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IN55. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1570	243	269	294	250	225	514	1570	749	821	392	516	304	358	908	662	1570
Effective Weighted Sample	1192	187	206	228	195	179	395	1192	576	616	316	400	229	263	703	491	1192
Total	1332	187	272	280	218	184	376	1332	646	686	388	376	277	292	764	568	1332
TOTAL - ANY OF THESE ACTIONS TAKEN	309	51	91	83	54	20	30	309	125	185	106	82	53	68	188	121	309
	23%	27%	34%	30%	25%	11%	8%	23%	19%	27%	27%	22%	19%	23%	25%	21%	23%
		ef	efg	efg	ef			ef		h	l						
I didn't take any of these actions	255	51	62	58	41	28	43	255	119	136	67	75	53	60	142	113	255
	19%	27%	23%	21%	19%	15%	11%	19%	18%	20%	17%	20%	19%	21%	19%	20%	19%
		defg	f	f	f			f									
Don't know	1	-	-	-	-	-	1	1	-	1	-	1	-	-	1	-	1
	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
HAVE NOT SEEN ANYTHING UPSETTING OR OFFENSIVE ON SOCIAL MEDIA IN THE PAST 12 MONTHS	768	85	119	139	123	136	302	768	402	365	216	218	171	164	434	334	768
	58%	45%	44%	50%	56%	74%	80%	58%	62%	53%	56%	58%	62%	56%	57%	59%	58%
					ab	abcdg	abcdg	abc		i							

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

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IN55. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
I reported it through the report function or the block content function on the website	171 13%	154 14% d	11 9%	5 10%	1 6%	171 13% d	148 13%	24 13%	3 4%	163 14% h	159 14% k	5 4%	164 13% k
I blocked the person who shared the content or made the comments	154 12%	141 12% bd	8 7%	4 8%	1 5%	154 12% d	135 12%	18 10%	10 11%	137 11%	146 13% k	5 4%	151 12% k
I responded privately to the person who shared the content or made the comments	54 4%	52 5% bcd	1 1%	* 1% *	* *% cd	54 4% cd	44 4%	10 6%	1 1%	48 4%	53 5% k	1 1%	54 4% k
I responded publicly to the person who shared the content or made the comments	50 4%	46 4%	2 1%	1 3%	1 3%	50 4%	41 4%	9 5%	1 1%	47 4%	47 4%	2 2%	49 4%
I stopped using that social media site	31 2%	29 3% bd	- -%	1 3% bd	- -%	31 2% b	25 2%	5 3%	2 3%	21 2%	27 2%	3 2%	30 2%

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

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IN55. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1570	1030	185	179	176	1570	1296	274	133	1384	1252	183	1435
Effective Weighted Sample	1192	936	168	174	163	1192	1002	200	97	1057	950	147	1089
Total	1332	1139	119	50	24	1332	1155	178	91	1194	1098	129	1227
I shared it to highlight the issue to others	24 2%	22 2%	- -%	* 1%	1 3% b	24 2%	17 2%	6 3%	- -%	22 2%	23 2%	- -%	23 2%
TOTAL - ANY OF THESE ACTIONS TAKEN	309 23%	280 25% bd	17 14%	9 18%	3 13%	309 23% bd	265 23%	44 25%	14 15%	283 24%	288 26% k	10 8%	298 24% k
I didn't take any of these actions	255 19%	204 18%	29 25% a	14 28% ae	7 31% ae	255 19%	217 19%	38 21%	12 14%	232 19%	229 21% k	13 10%	242 20% k
Don't know	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *% j	1 *% j
HAVE NOT SEEN ANYTHING UPSETTING OR OFFENSIVE ON SOCIAL MEDIA IN THE PAST 12 MONTHS	768 58%	655 57%	72 61%	27 54%	14 57%	768 58%	673 58%	95 53%	65 71% i	679 57%	581 53%	105 81% jl	686 56%

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

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Table 110

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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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
No, do not have any concerns	1064	140	208	186	153	158	377	1064	512	552	249	286	244	285	535	529	1064
	70%	73%	74%	65%	67%	71%	71%	70%	69%	71%	61%	70%	74%	76%	66%	75%	70%
		c	c									j	jn	jnp	jnp	jn	
People driving while using mobile phones	129	17	22	32	27	16	32	129	63	67	50	33	23	24	83	47	129
	9%	9%	8%	11%	12%	7%	6%	9%	8%	9%	12%	8%	7%	6%	10%	7%	9%
				f	f						lmop				mo		
Children having phones at a young age	96	7	21	26	18	12	25	96	42	55	40	27	12	17	67	29	96
	6%	4%	7%	9%	8%	5%	5%	6%	6%	7%	10%	7%	4%	5%	8%	4%	6%
				af							lmop				lmo		o
Cost of new handsets	96	12	27	26	12	9	19	96	48	48	38	20	16	21	58	38	96
	6%	6%	10%	9%	5%	4%	4%	6%	6%	6%	9%	5%	5%	6%	7%	5%	6%
			ef	ef				f			klo						
Junk/ spam text messages	90	10	19	29	14	9	18	90	50	41	35	24	18	13	59	31	90
	6%	5%	7%	10%	6%	4%	3%	6%	7%	5%	9%	6%	5%	3%	7%	4%	6%
			f	efg				f			mo				mo		
Strangers contacting children	82	13	17	18	17	10	16	82	36	46	25	21	16	20	45	36	82
	5%	7%	6%	6%	7%	5%	3%	5%	5%	6%	6%	5%	5%	5%	6%	5%	5%
		f	f	f	f			f									
Cost of calls - generally	79	5	10	24	13	8	26	79	46	33	23	19	15	22	42	37	79
	5%	3%	4%	8%	6%	4%	5%	5%	6%	4%	6%	5%	5%	6%	5%	5%	5%
				abe													
People using phones in quiet spaces	75	3	9	20	15	10	28	75	38	37	36	20	13	6	56	20	75
	5%	2%	3%	7%	7%	5%	5%	5%	5%	5%	9%	5%	4%	2%	7%	3%	5%
				a	a		a	a			klmop	m			mo		mo

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Unsolicited text messages that charge a premium rate to respond	75 5%	7 3%	14 5%	24 8%	15 6%	8 4%	16 3%	75 5%	36 5%	39 5%	32 8%	20 5%	11 3%	13 3%	52 6%	23 3%	75 5%
				aefg	f			f			lmop				lmo		
Cost of calls when abroad	67 4%	8 4%	12 4%	20 7%	12 5%	8 4%	15 3%	67 4%	35 5%	32 4%	23 6%	22 5%	15 5%	7 2%	45 6%	22 3%	67 4%
				f							mo	m			mo		m
Target for stealing mobile phone	67 4%	9 5%	14 5%	21 7%	13 6%	7 3%	11 2%	67 4%	28 4%	39 5%	22 5%	22 5%	13 4%	10 3%	45 5%	22 3%	67 4%
		f	f	ef	f			f				m			mo		
Intrusion into other people's space/ public space	61 4%	6 3%	7 2%	12 4%	14 6%	9 4%	23 4%	61 4%	34 5%	27 3%	20 5%	15 4%	14 4%	12 3%	35 4%	26 4%	61 4%
Health concerns - using handset	59 4%	3 1%	9 3%	13 5%	15 7%	9 4%	20 4%	59 4%	27 4%	32 4%	20 5%	19 5%	10 3%	11 3%	39 5%	20 3%	59 4%
					a												
Use of phone to film anti- social or inappropriate behaviour	59 4%	5 3%	10 4%	17 6%	14 6%	7 3%	13 2%	59 4%	33 4%	26 3%	24 6%	16 4%	10 3%	9 2%	40 5%	19 3%	59 4%
				f	f						mo				mo		

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	56 4%	5 3%	12 4%	19 7%	12 5%	5 2%	8 1%	56 4%	29 4%	27 3%	24 6%	16 4%	7 2%	9 2%	40 5%	17 2%	56 4%
			f	aefg	f		f	f			lmo			o			
Health concerns - masts	53 3%	2 1%	9 3%	14 5%	10 4%	9 4%	18 3%	53 3%	26 4%	27 3%	20 5%	15 4%	10 3%	8 2%	35 4%	18 3%	53 3%
				a							mo						
Getting viruses, trojans or malware installed on the phone	52 3%	9 5%	6 2%	19 7%	10 5%	5 2%	9 2%	52 3%	26 4%	26 3%	23 6%	17 4%	6 2%	6 2%	40 5%	12 2%	52 3%
		f		befg	f		f	f			lmo	mo			lmo		o
Incurring unexpected additional charges through using apps/ applications	51 3%	5 2%	11 4%	20 7%	5 2%	6 3%	11 2%	51 3%	23 3%	28 4%	18 4%	13 3%	9 3%	11 3%	31 4%	20 3%	51 3%
				adefg													
Cost of premium rate text messages	50 3%	5 3%	7 2%	17 6%	7 3%	8 3%	14 3%	50 3%	27 4%	23 3%	22 5%	14 3%	4 1%	10 3%	36 4%	14 2%	50 3%
				f							lo	l			lo		l

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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Cost of using the phone to get online/ visit websites / Data usage	48 3%	4 2%	15 5%	11 4%	7 3%	8 4%	11 2%	48 3%	25 3%	24 3%	14 3%	17 4%	2 *	15 4%	31 4%	17 2%	48 3%
Incurring unexpected costs due to exceeding the data plan/ going online too much	43 3%	7 4%	10 3%	13 4%	4 2%	6 3%	10 2%	43 3%	20 3%	24 3%	18 5%	9 2%	7 2%	9 2%	27 3%	16 2%	43 3%
Receiving targeted advertising based on my location	39 3%	3 1%	6 2%	12 4%	7 3%	6 3%	11 2%	39 3%	20 3%	19 2%	15 4%	13 3%	7 2%	4 1%	27 3%	12 2%	39 3%
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	16 1%	1 *	5 2%	1 *	1 1%	3 2%	7 1%	16 1%	6 1%	10 1%	8 2%	2 1%	3 1%	2 *	10 1%	5 1%	16 1%
Unsolicited calls on the phone/ cold calling	11 1%	1 1%	1 *	- -%	2 1%	5 2%	7 1%	11 1%	5 1%	6 1%	2 *	4 1%	3 1%	2 1%	6 1%	5 1%	11 1%

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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Being tracked through them/ people listening in to calls	11 1%	1 1%	4 1%	1 *%	1 *%	2 1%	3 1%	11 1%	9 1%	2 *%	5 1%	3 1%	- -%	3 1%	8 1%	3 *%	11 1%
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft	9 1%	* *%	4 1%	1 *%	- -%	2 1%	5 1%	9 1%	6 1%	3 *%	6 1%	* *%	2 1%	1 *%	6 1%	3 *%	9 1%
Signal/ Poor reception	8 1%	1 *%	- -%	1 *%	* *%	4 2%	6 1%	8 1%	5 1%	3 *%	2 1%	2 1%	3 1%	* *%	5 1%	3 *%	8 1%
Other	41 3%	1 *%	7 3%	11 4%	2 1%	7 3%	20 4%	41 3%	19 3%	23 3%	15 4%	12 3%	6 2%	8 2%	27 3%	14 2%	41 3%
Don't know	11 1%	2 1%	5 2%	1 *%	* *%	* *%	3 1%	11 1%	4 *%	7 1%	2 1%	4 1%	* *%	3 1%	7 1%	4 1%	11 1%
SUMMARY CODES																	
ANY CONCERNS	444 29%	49 26%	67 24%	102 35%	75 33%	65 29%	151 28%	444 29%	228 31%	215 28%	154 38%	115 28%	86 26%	88 23%	270 33%	174 25%	444 29%
ANY AFFORDABILITY	208 14%	27 14%	40 14%	58 20%	32 14%	19 8%	51 10%	208 14%	109 15%	99 13%	70 17%	52 13%	39 12%	46 12%	123 15%	85 12%	208 14%

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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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	192 13%	24 12%	31 11%	49 17%	38 17%	24 11%	50 9%	192 13%	90 12%	102 13%	68 17%	54 13%	36 11%	34 9%	122 15%	70 10%	192 13%
				f	f			f			lmop				mo		
ANY SECURITY/ FRAUD	157 10%	23 12%	28 10%	47 16%	29 13%	14 6%	31 6%	157 10%	87 12%	70 9%	64 16%	41 10%	25 8%	28 7%	105 13%	53 7%	157 10%
		ef	f	befg	ef			f			klmop				lmo		o
ANY PRIVACY	126 8%	8 4%	19 7%	27 9%	26 12%	19 8%	46 9%	126 8%	64 9%	62 8%	49 12%	32 8%	26 8%	20 5%	80 10%	46 6%	126 8%
				a	a		a	a			kmop				mo		
ANY HEALTH	85 6%	4 2%	12 4%	23 8%	19 8%	12 6%	28 5%	85 6%	40 5%	45 6%	34 8%	24 6%	13 4%	14 4%	58 7%	27 4%	85 6%
				a	a		a	a			lmo				lmo		

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
No, do not have any concerns	1064	898	104	39	23	1064	940	124	69	824	785	166	950
	70%	70%	76% c	65%	75% c	70%	71% g	61%	75%	69%	70%	72%	70%
People driving while using mobile phones	129	115	7	5	3	129	106	24	7	109	103	15	118
	9%	9%	5%	8%	8%	9%	8%	12%	7%	9%	9%	7%	9%
Children having phones at a young age	96	87	5	3	2	96	78	18	*	86	75	12	87
	6%	7%	4%	4%	8%	6%	6%	9%	1% h	7%	7%	5%	6%
Cost of new handsets	96	85	5	4	2	96	84	12	4	82	78	11	89
	6%	7%	4%	6%	5%	6%	6%	6%	4%	7%	7%	5%	7%
Junk/ spam text messages	90	82	4	2	2	90	80	10	2	79	78	7	85
	6%	6%	3%	3%	6%	6%	6%	5%	2%	7%	7%	3%	6%
Strangers contacting children	82	73	4	2	3	82	68	14	4	67	68	4	72
	5%	6%	3%	4%	9% bce	5%	5%	7%	5%	6%	6%	2%	5%
Cost of calls - generally	79	63	9	5	1	79	68	11	6	57	57	16	73
	5%	5%	7% a	8%	5%	5%	5%	6%	6%	5%	5%	7%	5%
People using phones in quiet spaces	75	66	6	3	1	75	61	14	*	61	52	13	65
	5%	5%	4%	5%	2%	5%	5%	7%	1% h	5%	5%	6%	5%

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 : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Unsolicited text messages that charge a premium rate to respond	75 5%	67 5%	4 3%	2 4%	1 4%	75 5%	61 5%	14 7%	2 2%	69 6%	67 6% k	4 2%	71 5% k
Cost of calls when abroad	67 4%	57 4%	6 4%	2 3%	2 7%	67 4%	56 4%	11 5%	1 1%	63 5% h	55 5%	6 2%	61 4%
Target for stealing mobile phone	67 4%	61 5% b	2 2%	2 3%	2 6% b	67 4%	56 4%	10 5%	4 4%	57 5%	58 5% k	5 2%	63 5%
Intrusion into other people's space/ public space	61 4%	53 4%	4 3%	3 6%	1 3%	61 4%	51 4%	11 5%	* 1%	48 4%	43 4%	9 4%	52 4%
Health concerns - using handset	59 4%	52 4%	5 3%	1 2%	1 3%	59 4%	47 4%	13 6% f	2 2%	47 4%	41 4%	11 5%	52 4%
Use of phone to film anti- social or inappropriate behaviour	59 4%	53 4%	3 2%	2 4%	1 4%	59 4%	47 4%	12 6%	2 2%	50 4%	47 4%	6 2%	52 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 : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	56 4%	50 4%	3 3%	2 3%	1 2%	56 4%	49 4%	7 3%	1 1%	53 4%	52 5% k	1 *%	53 4% k
Health concerns - masts	53 3%	47 4% d	4 3%	1 2%	* 1%	53 3% d	44 3%	9 4%	1 1%	45 4%	39 3%	9 4%	48 4%
Getting viruses, trojans or malware installed on the phone	52 3%	45 4%	4 3%	2 4%	1 2%	52 3%	42 3%	10 5%	3 3%	45 4%	47 4% k	3 1%	50 4% k
Incurring unexpected additional charges through using apps/ applications	51 3%	44 3%	3 2%	3 4%	1 4%	51 3%	46 4%	4 2%	1 1%	46 4%	42 4%	4 2%	46 3%
Cost of premium rate text messages	50 3%	39 3%	7 5%	2 4%	1 5%	50 3%	43 3%	6 3%	1 1%	42 4%	40 4%	6 3%	45 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 : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Cost of using the phone to get online/ visit websites / Data usage	48 3%	42 3%	3 2%	2 4%	1 3%	48 3%	44 3%	4 2%	1 1%	45 4%	41 4%	4 2%	44 3%
Incurring unexpected costs due to exceeding the data plan/ going online too much	43 3%	38 3%	3 2%	2 3%	1 3%	43 3%	37 3%	6 3%	* 1%	39 3%	38 3%	1 *	39 3%
Receiving targeted advertising based on my location	39 3%	34 3%	4 3%	1 1%	* 2%	39 3%	30 2%	8 4%	1 1%	37 3%	36 3%	1 1%	37 3%
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	16 1%	14 1%	* *%	2 2%	- -%	16 1%	11 1%	5 2%	1 1%	13 1%	10 1%	4 2%	14 1%
Unsolicited calls on the phone/ cold calling	11 1%	9 1%	2 1%	* *%	* 1%	11 1%	10 1%	2 1%	- -%	9 1%	8 1%	3 1%	11 1%

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 : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Being tracked through them/ people listening in to calls	11 1%	11 1%	- -%	- -%	- -%	11 1%	10 1%	1 *%	1 1%	10 1%	10 1%	- -%	10 1%
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft	9 1%	8 1%	* *%	* *%	* 1%	9 1%	8 1%	1 1%	- -%	8 1%	6 1%	2 1%	7 1%
Signal/ Poor reception	8 1%	6 *%	1 1%	* 1%	* 1%	8 1%	3 *%	5 2% f	1 1%	7 1%	7 1%	1 *%	8 1%
Other	41 3%	35 3%	4 3%	2 3%	1 2%	41 3%	32 2%	10 5% f	3 3%	31 3%	28 2%	7 3%	35 3%
Don't know	11 1%	9 1%	- -%	2 3% abe	* 1%	11 1%	10 1%	* *%	1 1%	7 1%	8 1%	1 *%	9 1%
SUMMARY CODES													
ANY CONCERNS	444 29%	384 30%	32 24%	20 32%	7 24%	444 29%	365 28%	79 39% f	21 23%	364 30%	331 29%	64 28%	395 29%
ANY AFFORDABILITY	208 14%	178 14%	17 12%	9 15%	4 12%	208 14%	176 13%	31 15%	7 8%	174 15%	162 14%	30 13%	192 14%

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Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	192 13%	173 13% b	9 6% b	6 11% c	4 13% d	192 13% e	156 12% f	36 18% g	9 10% h	161 13% i	147 13% j	23 10% k	170 13% l
ANY SECURITY/ FRAUD	157 10%	142 11% b	7 5% c	6 10% d	3 9% e	157 10% f	136 10% g	22 11% h	6 7% i	138 12% j	139 12% k	10 4% l	149 11% m
ANY PRIVACY	126 8%	110 8% d	9 7% e	6 10% f	1 4% g	126 8% h	105 8% i	21 10% j	1 1% k	105 9% l	94 8% m	17 7% n	111 8% o
ANY HEALTH	85 6%	76 6% d	6 4% e	2 4% f	1 4% g	85 6% h	70 5% i	15 7% j	2 2% k	70 6% l	64 6% m	13 5% n	76 6% o

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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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1623	238	258	285	246	247	596	1623	778	845	380	517	329	397	897	726	1623
Effective Weighted Sample	1229	182	199	222	191	191	461	1229	594	635	307	400	246	292	693	537	1229
Total	1354	182	266	270	213	189	423	1354	659	695	377	369	292	316	746	608	1354
No, do not have any concerns	950	135	199	172	144	133	301	950	454	496	229	258	220	243	488	463	950
	70%	74%	75%	63%	68%	71%	71%	70%	69%	71%	61%	70%	75%	77%	65%	76%	70%
		c	c				c	c				j	jn	jknp		jknp	jn
People driving while using mobile phones	118	17	20	31	24	16	26	118	58	60	49	31	19	19	80	38	118
	9%	9%	7%	12%	11%	8%	6%	9%	9%	9%	13%	8%	7%	6%	11%	6%	9%
				f	f						lmop				mo		
Cost of new handsets	89	12	24	24	11	9	18	89	46	43	37	20	13	18	57	31	89
	7%	6%	9%	9%	5%	5%	4%	7%	7%	6%	10%	6%	5%	6%	8%	5%	7%
			f	f							klo						
Children having phones at a young age	87	7	19	25	15	12	20	87	39	48	37	26	11	13	63	24	87
	6%	4%	7%	9%	7%	6%	5%	6%	6%	7%	10%	7%	4%	4%	8%	4%	6%
				af							lmop	o			lmo		o
Junk/ spam text messages	85	10	17	29	13	8	16	85	48	37	34	23	16	11	58	27	85
	6%	6%	6%	11%	6%	4%	4%	6%	7%	5%	9%	6%	6%	4%	8%	5%	6%
				efg							mo				mo		
Cost of calls - generally	73	5	10	23	12	8	22	73	44	29	22	18	14	20	39	34	73
	5%	3%	4%	9%	6%	4%	5%	5%	7%	4%	6%	5%	5%	6%	5%	6%	5%
				ab													
Strangers contacting children	72	13	16	18	14	9	12	72	33	39	23	19	13	17	43	29	72
	5%	7%	6%	7%	7%	5%	3%	5%	5%	6%	6%	5%	4%	5%	6%	5%	5%
		f	f	f	f			f									

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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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1623	238	258	285	246	247	596	1623	778	845	380	517	329	397	897	726	1623
Effective Weighted Sample	1229	182	199	222	191	191	461	1229	594	635	307	400	246	292	693	537	1229
Total	1354	182	266	270	213	189	423	1354	659	695	377	369	292	316	746	608	1354
Unsolicited text messages that charge a premium rate to respond	71 5%	7 4%	12 5%	23 9%	14 7%	8 4%	14 3%	71 5%	35 5%	36 5%	32 8%	19 5%	8 3%	11 4%	51 7%	20 3%	71 5%
				afg	f						lmop			lmo			
People using phones in quiet spaces	65 5%	3 2%	8 3%	20 7%	13 6%	10 5%	22 5%	65 5%	33 5%	32 5%	33 9%	19 5%	10 3%	4 1%	52 7%	13 2%	65 5%
				ab	a	a	a	a			lmop	mo			lmo		mo
Target for stealing mobile phone	63 5%	9 5%	12 5%	20 8%	11 5%	7 4%	10 2%	63 5%	27 4%	35 5%	22 6%	22 6%	11 4%	7 2%	45 6%	18 3%	63 5%
				f	f		f	f			mo	mo			mo		
Cost of calls when abroad	61 4%	7 4%	10 4%	19 7%	10 5%	8 4%	14 3%	61 4%	31 5%	30 4%	22 6%	21 6%	13 5%	5 1%	43 6%	18 3%	61 4%
				f							mo	mo	m		mo		m
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	53 4%	5 3%	10 4%	19 7%	12 5%	5 3%	8 2%	53 4%	28 4%	25 4%	23 6%	16 4%	6 2%	9 3%	39 5%	15 2%	53 4%
				aefg	f		f	f			lo				lo		
Use of phone to film anti- social or inappropriate behaviour	52 4%	5 3%	9 4%	16 6%	12 6%	5 2%	9 2%	52 4%	31 5%	21 3%	22 6%	16 4%	9 3%	5 2%	38 5%	14 2%	52 4%
				f	f						mo	m			mo		

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1623	238	258	285	246	247	596	1623	778	845	380	517	329	397	897	726	1623
Effective Weighted Sample	1229	182	199	222	191	191	461	1229	594	635	307	400	246	292	693	537	1229
Total	1354	182	266	270	213	189	423	1354	659	695	377	369	292	316	746	608	1354
Health concerns - using handset	52 4%	3 1%	7 3%	13 5%	14 7%	8 4%	15 4%	52 4%	23 4%	29 4%	19 5%	18 5%	8 3%	7 2%	37 5%	15 3%	52 4%
				a											o		
Intrusion into other people's space/ public space	52 4%	5 3%	7 3%	12 4%	12 6%	7 4%	16 4%	52 4%	29 4%	23 3%	18 5%	13 4%	11 4%	9 3%	31 4%	20 3%	52 4%
Getting viruses, trojans or malware installed on the phone	50 4%	9 5%	4 2%	19 7%	10 5%	4 2%	8 2%	50 4%	26 4%	24 4%	23 6%	17 5%	4 1%	6 2%	40 5%	10 2%	50 4%
		f		befg	f						lmo	lo			lmo		o
Health concerns - masts	48 4%	2 1%	7 3%	14 5%	10 5%	7 4%	14 3%	48 4%	24 4%	24 3%	20 5%	15 4%	8 3%	4 1%	35 5%	12 2%	48 4%
				a							mo	m			mo		
Incurring unexpected additional charges through using apps/ applications	46 3%	3 2%	8 3%	19 7%	5 2%	6 3%	11 3%	46 3%	21 3%	25 4%	17 5%	13 3%	6 2%	10 3%	30 4%	16 3%	46 3%
				adfg													
Cost of premium rate text messages	45 3%	4 2%	6 2%	17 6%	6 3%	8 4%	14 3%	45 3%	24 4%	21 3%	22 6%	13 4%	2 1%	9 3%	35 5%	11 2%	45 3%
				abg							lo	l			lo		l

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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1623	238	258	285	246	247	596	1623	778	845	380	517	329	397	897	726	1623
Effective Weighted Sample	1229	182	199	222	191	191	461	1229	594	635	307	400	246	292	693	537	1229
Total	1354	182	266	270	213	189	423	1354	659	695	377	369	292	316	746	608	1354
Cost of using the phone to get online/ visit websites / Data usage	44 3%	4 2%	13 5%	10 4%	7 3%	8 4%	11 3%	44 3%	22 3%	23 3%	13 3%	16 4%	2 1%	14 4%	29 4%	15 2%	44 3%
Incurring unexpected costs due to exceeding the data plan/ going online too much	39 3%	6 3%	7 3%	13 5%	4 2%	6 3%	9 2%	39 3%	17 3%	22 3%	17 5% lo	9 2%	4 1%	9 3%	26 4%	13 2%	39 3%
Receiving targeted advertising based on my location	37 3%	2 1%	6 2%	12 4% a	7 3%	6 3%	10 2%	37 3%	19 3%	18 3%	15 4% m	11 3%	7 3%	4 1%	26 3%	12 2%	37 3%
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	14 1%	1 1%	5 2%	1 *%	1 1%	3 2%	5 1%	14 1%	5 1%	9 1%	8 2% mo	2 1%	3 1%	* *%	10 1%	3 1%	14 1%
Unsolicited calls on the phone/ cold calling	11 1%	1 1%	1 *%	- -%	2 1%	5 3%	7 2%	11 1%	5 1%	6 1%	2 *%	4 1%	3 1%	2 1%	6 1%	5 1%	11 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 111

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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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1623	238	258	285	246	247	596	1623	778	845	380	517	329	397	897	726	1623
Effective Weighted Sample	1229	182	199	222	191	191	461	1229	594	635	307	400	246	292	693	537	1229
Total	1354	182	266	270	213	189	423	1354	659	695	377	369	292	316	746	608	1354
Being tracked through them/ people listening in to calls	10 1%	1 1%	4 1%	1 1%	1 *% d	2 1%	2 1%	10 1%	8 1%	2 *% i	5 1%	2 1%	- -% l	3 1%	7 1%	3 *% o	10 1%
Signal/ Poor reception	8 1%	1 *% a	- -% b	1 *% c	* *% d	4 2% e	6 1% f	8 1% g	5 1% h	3 *% i	2 1% j	2 1% k	3 1% l	* *% m	5 1% n	3 *% o	8 1% p
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft	7 1%	- -% a	4 1% b	1 *% c	- -% d	1 *% e	3 1% f	7 1% g	6 1% h	2 *% i	5 1% j	* *% k	2 1% l	1 *% m	5 1% n	3 *% o	7 1% p
Other	35 3%	1 *% a	6 2% b	10 4% c	2 1% d	6 3% e	16 4% f	35 3% g	15 2% h	20 3% i	14 4% j	10 3% k	5 2% l	6 2% m	24 3% n	11 2% o	35 3% p
Don't know	9 1%	1 1% a	5 2% b	1 *% c	* *% d	* *% e	3 1% f	9 1% g	2 *% h	7 1% i	2 1% j	4 1% k	* *% l	2 1% m	7 1% n	2 *% o	9 1% p
SUMMARY CODES																	
ANY CONCERNS	395 29%	47 26% a	62 23% b	98 36% c	69 32% d	55 29% e	119 28% f	395 29% g	202 31% h	192 28% i	145 39% j	107 29% k	71 24% l	71 23% m	252 34% n	143 23% o	395 29% p
ANY AFFORDABILITY	192 14%	25 14% a	36 14% b	55 20% c	29 14% d	19 10% e	46 11% f	192 14% g	101 15% h	91 13% i	68 18% j	50 14% k	32 11% l	41 13% m	118 16% n	73 12% o	192 14% p

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1623	238	258	285	246	247	596	1623	778	845	380	517	329	397	897	726	1623
Effective Weighted Sample	1229	182	199	222	191	191	461	1229	594	635	307	400	246	292	693	537	1229
Total	1354	182	266	270	213	189	423	1354	659	695	377	369	292	316	746	608	1354
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	170 13%	24 13%	27 10%	48 18%	35 16%	20 11%	37 9%	170 13%	80 12%	90 13%	65 17%	51 14%	29 10%	26 8%	115 15%	55 9%	170 13%
				befg	f			f			lmop	mo			lmo		mo
ANY SECURITY/ FRAUD	149 11%	23 13%	25 9%	46 17%	28 13%	13 7%	27 6%	149 11%	83 13%	66 9%	62 17%	40 11%	23 8%	24 8%	102 14%	47 8%	149 11%
		f		befg	ef			f			klmop				lmo		o
ANY PRIVACY	111 8%	7 4%	17 6%	27 10%	23 11%	17 9%	36 9%	111 8%	56 8%	55 8%	46 12%	29 8%	21 7%	15 5%	75 10%	36 6%	111 8%
				a	a	a	a	a			lmop				mo		m
ANY HEALTH	76 6%	4 2%	10 4%	23 8%	18 8%	10 5%	21 5%	76 6%	36 5%	40 6%	33 9%	23 6%	11 4%	9 3%	56 8%	20 3%	76 6%
				a	a						lmop	o			lmo		o

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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1623	1067	187	184	185	1623	1337	286	117	1268	1289	334	1623
Effective Weighted Sample	1229	966	169	179	172	1229	1030	209	84	969	978	265	1229
Total	1354	1160	118	51	26	1354	1171	183	80	1102	1124	230	1354
No, do not have any concerns	950	807	89	35	20	950	839	111	61	759	785	166	950
	70%	70%	75%	68%	77%	70%	72%	61%	76%	69%	70%	72%	70%
People driving while using mobile phones	118	106	6	4	2	118	97	21	7	100	103	15	118
	9%	9%	5%	8%	8%	9%	8%	11%	9%	9%	9%	7%	9%
Cost of new handsets	89	78	5	4	1	89	77	11	4	76	78	11	89
	7%	7%	5%	7%	5%	7%	7%	6%	5%	7%	7%	5%	7%
Children having phones at a young age	87	79	4	3	2	87	72	15	*	79	75	12	87
	6%	7%	3%	5%	6%	6%	6%	8%	1%	7%	7%	5%	6%
Junk/ spam text messages	85	77	4	2	1	85	75	10	2	75	78	7	85
	6%	7%	4%	4%	6%	6%	6%	5%	2%	7%	7%	3%	6%
Cost of calls - generally	73	59	8	4	1	73	64	9	5	54	57	16	73
	5%	5%	7%	9%	5%	5%	5%	5%	6%	5%	5%	7%	5%
Strangers contacting children	72	65	3	2	2	72	59	13	4	61	68	4	72
	5%	6%	3%	4%	9%	5%	5%	7%	6%	6%	6%	2%	5%

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1623	1067	187	184	185	1623	1337	286	117	1268	1289	334	1623
Effective Weighted Sample	1229	966	169	179	172	1229	1030	209	84	969	978	265	1229
Total	1354	1160	118	51	26	1354	1171	183	80	1102	1124	230	1354
Unsolicited text messages that charge a premium rate to respond	71 5%	63 5%	4 4%	2 4%	1 4%	71 5%	57 5%	13 7%	2 2%	65 6%	67 6% k	4 2%	71 5% k
People using phones in quiet spaces	65 5%	57 5%	6 5%	2 5%	* 2%	65 5%	53 5%	12 7%	* 1%	55 5%	52 5%	13 6%	65 5%
Target for stealing mobile phone	63 5%	58 5%	2 2%	1 3%	2 6% b	63 5%	52 4%	10 6%	4 5%	54 5%	58 5% k	5 2%	63 5%
Cost of calls when abroad	61 4%	51 4%	6 5%	2 4%	2 7%	61 4%	51 4%	10 6%	1 1%	57 5%	55 5%	6 2%	61 4%
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	53 4%	48 4%	3 3%	1 3%	1 3%	53 4%	46 4%	7 4%	1 1%	50 5%	52 5% k	1 *%	53 4% k
Use of phone to film anti- social or inappropriate behaviour	52 4%	47 4%	3 2%	2 3%	1 5%	52 4%	41 4%	11 6%	* 1%	47 4%	47 4%	6 2%	52 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1623	1067	187	184	185	1623	1337	286	117	1268	1289	334	1623
Effective Weighted Sample	1229	966	169	179	172	1229	1030	209	84	969	978	265	1229
Total	1354	1160	118	51	26	1354	1171	183	80	1102	1124	230	1354
Health concerns - using handset	52 4%	46 4%	4 3%	1 2%	1 4%	52 4%	41 4%	11 6%	1 2%	44 4%	41 4%	11 5%	52 4%
Intrusion into other people's space/ public space	52 4%	45 4%	4 3%	3 5%	* 2%	52 4%	44 4%	8 5%	* 1%	44 4%	43 4%	9 4%	52 4%
Getting viruses, trojans or malware installed on the phone	50 4%	43 4%	4 4%	2 4%	1 2%	50 4%	40 3%	10 5%	3 4%	43 4%	47 4%	3 1%	50 4%
Health concerns - masts	48 4%	42 4%	4 3%	1 3%	* 1%	48 4%	40 3%	8 4%	1 1%	42 4%	39 3%	9 4%	48 4%
Incurring unexpected additional charges through using apps/ applications	46 3%	40 3%	3 2%	3 5%	1 4%	46 3%	42 4%	4 2%	1 2%	42 4%	42 4%	4 2%	46 3%
Cost of premium rate text messages	45 3%	35 3%	7 6%	2 4%	1 5%	45 3%	39 3%	6 3%	1 1%	38 3%	40 4%	6 3%	45 3%
Cost of using the phone to get online/ visit websites / Data usage	44 3%	38 3%	3 3%	2 4%	1 3%	44 3%	41 3%	4 2%	1 1%	41 4%	41 4%	4 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1623	1067	187	184	185	1623	1337	286	117	1268	1289	334	1623
Effective Weighted Sample	1229	966	169	179	172	1229	1030	209	84	969	978	265	1229
Total	1354	1160	118	51	26	1354	1171	183	80	1102	1124	230	1354
Incurring unexpected costs due to exceeding the data plan/ going online too much	39 3%	34 3%	3 2%	2 4%	1 3%	39 3%	33 3%	5 3%	* 1%	35 3%	38 3%	1 *	39 3%
Receiving targeted advertising based on my location	37 3%	32 3%	4 3%	1 1%	* 2%	37 3%	29 2%	8 5%	1 1%	36 3%	36 3%	1 1%	37 3%
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	14 1%	13 1%	- -%	1 2%	- -%	14 1%	9 1%	5 3%	1 1%	13 1%	10 1%	4 2%	14 1%
Unsolicited calls on the phone/ cold calling	11 1%	9 1%	2 2%	* *%	* 1%	11 1%	10 1%	2 1%	- -%	9 1%	8 1%	3 1%	11 1%
Being tracked through them/ people listening in to calls	10 1%	10 1%	- -%	- -%	- -%	10 1%	9 1%	1 *%	1 1%	9 1%	10 1%	- -%	10 1%
Signal/ Poor reception	8 1%	6 1%	1 1%	* 1%	* 1%	8 1%	3 *%	5 3%	1 1%	7 1%	7 1%	1 *%	8 1%

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1623	1067	187	184	185	1623	1337	286	117	1268	1289	334	1623
Effective Weighted Sample	1229	966	169	179	172	1229	1030	209	84	969	978	265	1229
Total	1354	1160	118	51	26	1354	1171	183	80	1102	1124	230	1354
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft	7 1%	7 1%	* *%	* 1%	* *%	7 1%	6 1%	1 1%	- -%	7 1%	6 1%	2 1%	7 1%
Other	35 3%	31 3%	3 3%	1 1%	* 2%	35 3%	27 2%	8 4%	3 4%	28 3%	28 2%	7 3%	35 3%
Don't know	9 1%	8 1%	- -%	1 2%	* *%	9 1%	9 1%	* *%	* *%	7 1%	8 1%	1 *%	9 1%
abe													
SUMMARY CODES													
ANY CONCERNS	395 29%	345 30%	29 25%	15 29%	6 22%	395 29%	323 28%	71 39%	19 23%	337 31%	331 29%	64 28%	395 29%
d													
ANY AFFORDABILITY	192 14%	165 14%	16 14%	8 15%	3 12%	192 14%	163 14%	29 16%	7 8%	162 15%	162 14%	30 13%	192 14%
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	170 13%	155 13%	7 6%	5 10%	3 12%	170 13%	139 12%	31 17%	8 9%	146 13%	147 13%	23 10%	170 13%
b													
ANY SECURITY/ FRAUD	149 11%	135 12%	7 6%	5 10%	2 9%	149 11%	128 11%	21 11%	6 8%	131 12%	139 12%	10 4%	149 11%
b													

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 a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1623	1067	187	184	185	1623	1337	286	117	1268	1289	334	1623
Effective Weighted Sample	1229	966	169	179	172	1229	1030	209	84	969	978	265	1229
Total	1354	1160	118	51	26	1354	1171	183	80	1102	1124	230	1354
ANY PRIVACY	111	96	9	5	1	111	93	18	1	97	94	17	111
	8%	8%	8%	9%	3%	8%	8%	10%	1%	9%	8%	7%	8%
		d	d	d	d	d				h			
ANY HEALTH	76	68	5	2	1	76	64	13	1	66	64	13	76
	6%	6%	4%	4%	4%	6%	5%	7%	2%	6%	6%	5%	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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
Yes	916	162	231	212	153	105	158	916	445	471	283	261	180	192	544	372	916
	81%	91%	91%	83%	79%	73%	65%	81%	82%	81%	84%	81%	79%	81%	83%	80%	81%
		cdefg	cdefg	ef	f			ef									
No	196	11	24	41	40	36	79	196	89	107	49	58	48	41	106	89	196
	17%	6%	9%	16%	21%	25%	33%	17%	16%	18%	14%	18%	21%	17%	16%	19%	17%
				ab	ab	abcg	abcdg	ab									
Don't know	13	4	-	3	*	2	6	13	6	6	4	2	1	5	7	6	13
	1%	2%	-%	1%	*%	2%	2%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%
		b						b									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 112

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
Yes	916	788	77	36	15	916	800	116	**	840	916	**	916
	81%	82%	79%	86%	71%	81%	82%	80%	**	84%	81%	**	81%
		d		d		d							
No	196	164	20	5	6	196	170	26	**	155	196	**	196
	17%	17%	21%	12%	29%	17%	17%	18%	**	15%	17%	**	17%
					ace								
Don't know	13	12	-	1	*	13	10	3	**	9	13	**	13
	1%	1%	-%	1%	*%	1%	1%	2%	**	1%	1%	**	1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 113

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1028	215	223	216	167	129	207	1028	494	534	270	354	186	218	624	404	1028
Effective Weighted Sample	785	164	172	171	132	102	159	785	377	408	221	271	142	162	482	304	785
Total	916	162	231	212	153	105	158	916	445	471	283	261	180	192	544	372	916
Yes	679	133	171	156	110	74	108	679	325	354	206	188	134	151	394	285	679
	74%	82%	74%	74%	72%	70%	68%	74%	73%	75%	73%	72%	75%	79%	72%	77%	74%
		defg															
No	237	29	60	56	43	31	50	237	120	117	77	73	46	41	150	87	237
	26%	18%	26%	26%	28%	30%	32%	26%	27%	25%	27%	28%	25%	21%	28%	23%	26%
					a	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.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1028	674	114	126	114	1028	860	168	46	934	1028	-	1028
Effective Weighted Sample	785	621	104	123	107	785	668	122	33	716	785	-	785
Total	916	788	77	36	15	916	800	116	31	840	916	-	916
Yes	679	580	59	28	10	679	591	88	**	625	679	**	679
	74%	74%	77%	80%	68%	74%	74%	76%	**	74%	74%	**	74%
				d									
No	237	207	18	7	5	237	209	28	**	214	237	**	237
	26%	26%	23%	20%	32%	26%	26%	24%	**	26%	26%	**	26%
					c								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 114

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
CHECKS DATA ALLOWANCE	679	133	171	156	110	74	108	679	325	354	206	188	134	151	394	285	679
	60%	75%	67%	61%	57%	51%	44%	60%	60%	61%	61%	59%	59%	63%	60%	61%	60%
		cdefg	def	f	f			ef									
DOES NOT CHECK DATA ALLOWANCE	237	29	60	56	43	31	50	237	120	117	77	73	46	41	150	87	237
	21%	16%	23%	22%	22%	22%	21%	21%	22%	20%	23%	23%	20%	17%	23%	19%	21%
TOTAL - AWARE OF HOW TO CHECK DATA ALLOWANCE	916	162	231	212	153	105	158	916	445	471	283	261	180	192	544	372	916
	81%	91%	91%	83%	79%	73%	65%	81%	82%	81%	84%	81%	79%	81%	83%	80%	81%
		cdefg	cdefg	ef	f			ef									
UNAWARE OF HOW TO CHECK DATA ALLOWANCE	208	15	24	44	41	38	85	208	95	113	53	60	49	46	113	95	208
	19%	9%	9%	17%	21%	27%	35%	19%	18%	19%	16%	19%	21%	19%	17%	20%	19%
				ab	ab	abcdg	abcdg	ab									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 114

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
CHECKS DATA ALLOWANCE	679	580	59	28	10	679	591	88	**	625	679	**	679
	60%	60%	61%	69%	48%	60%	60%	61%	**	62%	60%	**	60%
		d	d	ade	d								
DOES NOT CHECK DATA ALLOWANCE	237	207	18	7	5	237	209	28	**	214	237	**	237
	21%	22%	18%	17%	23%	21%	21%	20%	**	21%	21%	**	21%
TOTAL - AWARE OF HOW TO CHECK DATA ALLOWANCE	916	788	77	36	15	916	800	116	**	840	916	**	916
	81%	82%	79%	86%	71%	81%	82%	80%	**	84%	81%	**	81%
		d		d	d								
UNAWARE OF HOW TO CHECK DATA ALLOWANCE	208	176	20	6	6	208	180	28	**	165	208	**	208
	19%	18%	21%	14%	29%	19%	18%	20%	**	16%	19%	**	19%
					ace								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 115

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
Yes, very often/ most months	130	43	42	26	14	4	5	130	54	76	27	28	31	45	55	76	130
	12%	24%	17%	10%	7%	3%	2%	12%	10%	13%	8%	9%	13%	19%	8%	16%	12%
		cdefg	def	ef	f			ef					n	jknp		jknp	n
Yes, often / not every month	88	18	20	19	17	8	13	88	41	47	30	21	16	20	51	37	88
	8%	10%	8%	8%	9%	6%	5%	8%	8%	8%	9%	7%	7%	9%	8%	8%	8%
Yes, sometimes / a couple of times a year	215	40	62	52	29	18	32	215	101	114	58	69	42	46	127	89	215
	19%	23%	24%	20%	15%	13%	13%	19%	19%	20%	17%	21%	19%	19%	19%	19%	19%
		ef	def	f				f									
TOTAL - YES	434	101	125	97	60	31	50	434	197	237	115	118	90	112	233	201	434
	39%	57%	49%	38%	31%	22%	21%	39%	36%	41%	34%	37%	39%	47%	35%	43%	39%
		cdefg	cdefg	ef	f			ef						jknp		jn	
No, I never run out of data	673	73	130	157	132	108	182	673	333	340	217	201	134	121	418	256	673
	60%	41%	51%	61%	68%	75%	75%	60%	62%	58%	65%	63%	59%	51%	64%	55%	60%
				ab	abg	abcg	abcg	ab			mo	mo			mo		m
Don't know	17	4	-	2	1	5	10	17	11	6	4	2	4	6	7	10	17
	1%	2%	-%	1%	*%	3%	4%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%
		b				b	bcdg										

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 115

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
Yes, very often/ most months	130 12%	116 12%	10 10%	4 9%	1 6%	130 12%	124 13%	7 5%	** **	123 12%	130 12%	** **	130 12%
Yes, often / not every month	88 8%	75 8%	6 6%	4 9%	3 15%	88 8%	75 8%	13 9%	** **	79 8%	88 8%	** **	88 8%
Yes, sometimes / a couple of times a year	215 19%	178 18%	24 25%	9 23%	4 16%	215 19%	184 19%	32 22%	** **	190 19%	215 19%	** **	215 19%
TOTAL - YES	434 39%	369 38%	40 41%	17 41%	8 37%	434 39%	382 39%	52 36%	** **	392 39%	434 39%	** **	434 39%
No, I never run out of data	673 60%	580 60%	56 58%	24 57%	13 60%	673 60%	582 59%	91 63%	** **	603 60%	673 60%	** **	673 60%
Don't know	17 1%	15 2%	1 1%	1 2%	1 3%	17 1%	16 2%	1 1%	** **	9 1%	17 1%	** **	17 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 116

Any break column with 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

	Total	AGE						ALL UK	GENDER		AB	C1	C2	SEG			ALL UK
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE				DE	ABC1	C2DE	
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	j	k	~l	m	n	o	p
Unweighted total	493	136	124	97	70	42	66	493	227	266	114	163	94	122	277	216	493
Effective Weighted Sample	372	102	94	76	53	33	52	372	172	200	91	128	69	92	213	160	372
Total	434	101	125	97	60	31	50	434	197	237	115	118	90	112	233	201	434
Only go online when you can use Wi-Fi	240	57	73	**	**	**	**	240	110	131	71	61	**	66	132	108	240
	55%	57%	58%	**	**	**	**	55%	56%	55%	62%	52%	**	59%	57%	54%	55%
Use the phone less for going online so you can save your data	208	55	55	**	**	**	**	208	92	116	56	65	**	46	120	88	208
	48%	54%	44%	**	**	**	**	48%	47%	49%	48%	55%	**	41%	52%	44%	48%
Buy extra data	99	17	28	**	**	**	**	99	48	51	18	31	**	28	50	49	99
	23%	17%	23%	**	**	**	**	23%	25%	21%	16%	27%	**	25%	21%	25%	23%
Avoid doing 'data-hungry' activities like playing videos or playing games	89	25	25	**	**	**	**	89	40	49	30	25	**	16	55	34	89
	20%	25%	20%	**	**	**	**	20%	20%	21%	26%	21%	**	14%	24%	17%	20%
Turn off or restrict automatic downloads of upgrades or automatic updates for apps	82	22	23	**	**	**	**	82	41	41	22	31	**	19	53	30	82
	19%	22%	18%	**	**	**	**	19%	21%	17%	19%	26%	**	17%	23%	15%	19%
Go to fewer sites or apps than you would usually/ use your browser less	50	10	14	**	**	**	**	50	27	24	22	13	**	13	35	16	50
	12%	10%	11%	**	**	**	**	12%	13%	10%	19%	11%	**	11%	15%	8%	12%
Other	6	1	-	**	**	**	**	6	5	2	4	1	**	-	5	2	6
	1%	1%	-%	**	**	**	**	1%	2%	1%	4%	1%	**	-%	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.

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

	Total	AGE						ALL UK	GENDER		AB	C1	C2	SEG			ALL UK
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE				DE	ABC1	C2DE	
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	j	k	~l	m	n	o	p
Unweighted total	493	136	124	97	70	42	66	493	227	266	114	163	94	122	277	216	493
Effective Weighted Sample	372	102	94	76	53	33	52	372	172	200	91	128	69	92	213	160	372
Total	434	101	125	97	60	31	50	434	197	237	115	118	90	112	233	201	434
Don't know	9	1	2	**	**	**	**	9	6	3	3	4	**	1	7	2	9
	2%	1%	1%	**	**	**	**	2%	3%	1%	3%	4%	**	1%	3%	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.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	493	313	61	60	59	493	416	77	32	442	493	-	493
Effective Weighted Sample	372	289	55	59	55	372	319	55	24	333	372	-	372
Total	434	369	40	17	8	434	382	52	24	392	434	-	434
Only go online when you can use Wi-Fi	240 55%	205 56%	** **	** **	** **	240 55%	215 56%	** **	** **	218 56%	240 55%	** **	240 55%
Use the phone less for going online so you can save your data	208 48%	181 49%	** **	** **	** **	208 48%	184 48%	** **	** **	191 49%	208 48%	** **	208 48%
Buy extra data	99 23%	85 23%	** **	** **	** **	99 23%	88 23%	** **	** **	93 24%	99 23%	** **	99 23%
Avoid doing 'data-hungry' activities like playing videos or playing games	89 20%	77 21%	** **	** **	** **	89 20%	76 20%	** **	** **	84 21%	89 20%	** **	89 20%
Turn off or restrict automatic downloads of upgrades or automatic updates for apps	82 19%	70 19%	** **	** **	** **	82 19%	69 18%	** **	** **	77 20%	82 19%	** **	82 19%
Go to fewer sites or apps than you would usually/ use your browser less	50 12%	41 11%	** **	** **	** **	50 12%	46 12%	** **	** **	47 12%	50 12%	** **	50 12%
Other	6 1%	6 2%	** **	** **	** **	6 1%	5 1%	** **	** **	6 2%	6 1%	** **	6 1%
Don't know	9 2%	8 2%	** **	** **	** **	9 2%	9 2%	** **	** **	6 2%	9 2%	** **	9 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 117

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
Yes	787	145	182	186	132	93	142	787	385	402	235	237	146	169	472	315	787
	70%	82%	71%	73%	68%	65%	59%	70%	71%	69%	70%	74%	64%	71%	72%	67%	70%
		bcdefg	f	f	f		f					l			l		
No	337	32	73	70	61	49	100	337	155	181	102	84	82	69	185	151	337
	30%	18%	29%	27%	32%	34%	41%	30%	29%	31%	30%	26%	36%	29%	28%	32%	30%
			a	a	a	a	abcg	a					kn				
Don't know	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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 117

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
Yes	787	677	63	32	15	787	687	100	**	720	787	**	787
	70%	70%	64%	78%	70%	70%	70%	69%	**	72%	70%	**	70%
				abe									
No	337	286	35	9	6	337	293	44	**	284	337	**	337
	30%	30%	36%	22%	30%	30%	30%	31%	**	28%	30%	**	30%
		c	c			c							
Don't know	1	1	-	-	*	1	1	-	**	*	1	**	1
	*%	*%	-%	-%	1%	*%	*%	-%	**	*%	*%	**	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 118

Any break column with 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) AGREEMENT WITH 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
Strongly disagree	60 5%	6 3%	27 11%	15 6%	5 3%	4 3%	6 3%	60 5%	35 7%	24 4%	12 4%	13 4%	16 7%	18 8%	26 4%	34 7%	60 5%
			adefg										n		jn		
Slightly disagree	84 7%	13 7%	19 8%	24 9%	19 10%	3 2%	9 4%	84 7%	39 7%	45 8%	23 7%	26 8%	16 7%	19 8%	49 7%	35 8%	84 7%
		e	e	ef	ef		ef										
Neither agree nor disagree	157 14%	29 16%	35 14%	36 14%	28 14%	19 13%	29 12%	157 14%	76 14%	81 14%	40 12%	38 12%	44 19%	35 15%	78 12%	79 17%	157 14%
													jkn		kn		
Slightly agree	278 25%	51 29%	76 30%	56 22%	51 26%	30 21%	43 18%	278 25%	129 24%	149 25%	92 28%	98 30%	37 16%	51 21%	190 29%	88 19%	278 25%
		f	f		f		f				lo	lmop			lmo		lo
Strongly agree	502 45%	70 39%	95 37%	121 47%	85 44%	75 52%	130 54%	502 45%	240 44%	262 45%	161 48%	143 44%	99 43%	99 41%	304 46%	198 42%	502 45%
				b		ab	abg										
Don't know	44 4%	9 5%	2 1%	3 1%	5 2%	13 9%	25 10%	44 4%	21 4%	22 4%	8 2%	3 1%	16 7%	17 7%	11 2%	33 7%	44 4%
		bc				bcdg	abcdg	b					jkn	jkn		jkn	kn
SUMMARY CODES																	
TOTAL DISAGREE	144 13%	19 11%	47 18%	40 15%	24 13%	7 5%	15 6%	144 13%	74 14%	70 12%	35 10%	40 12%	32 14%	37 16%	74 11%	70 15%	144 13%
			aefg	ef	ef		ef										
TOTAL AGREE	779 69%	121 68%	171 67%	177 69%	136 71%	105 73%	174 72%	779 69%	369 68%	410 70%	254 75%	240 75%	136 60%	149 62%	494 75%	285 61%	779 69%
											lmo	lmo			lmop		lo

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) AGREEMENT WITH 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
TOTAL NEITHER/ DON'T KNOW	201	38	37	39	33	32	54	201	97	104	48	41	60	52	88	112	201
	18%	21%	15%	15%	17%	22%	22%	18%	18%	18%	14%	13%	26%	22%	13%	24%	18%
							b						jknp	jkn		jknp	kn

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 118

Any break column with 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) AGREEMENT WITH 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
Strongly disagree	60 5%	54 6%	3 3%	1 3%	2 9% c	60 5%	53 5%	7 5%	** **	56 6%	60 5%	** **	60 5%
Slightly disagree	84 7%	74 8%	7 7%	2 5%	1 6%	84 7%	75 8%	9 6%	** **	68 7%	84 7%	** **	84 7%
Neither agree nor disagree	157 14%	139 14%	13 13%	2 4%	3 14% c	157 14%	142 15%	15 10%	** **	135 13%	157 14%	** **	157 14%
Slightly agree	278 25%	243 25%	19 20%	10 25%	5 25%	278 25%	247 25%	30 21%	** **	246 24%	278 25%	** **	278 25%
Strongly agree	502 45%	418 43%	52 53% ad	22 54% ade	9 41%	502 45%	425 43%	77 53% f	** **	478 48%	502 45%	** **	502 45%
Don't know	44 4%	36 4%	3 3%	4 9% abe	1 6%	44 4%	37 4%	7 5%	** **	22 2%	44 4%	** **	44 4%
SUMMARY CODES													
TOTAL DISAGREE	144 13%	127 13%	10 11%	3 8%	3 15%	144 13%	129 13%	16 11%	** **	123 12%	144 13%	** **	144 13%
TOTAL AGREE	779 69%	661 69%	71 73%	33 79% ade	14 66%	779 69%	672 69%	107 74%	** **	724 72%	779 69%	** **	779 69%
TOTAL NEITHER/ DON'T KNOW	201 18%	176 18%	16 16%	5 13%	4 19%	201 18%	179 18%	21 15%	** **	157 16%	201 18%	** **	201 18%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 119

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

M7A. (SHOWCARD) Complete a form or an application for something on my phone (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
Most days	48	13	15	12	5	*	2	48	19	29	8	8	14	19	15	32	48
	4%	7%	6%	5%	3%	*%	1%	4%	4%	5%	2%	2%	6%	8%	2%	7%	4%
		def	ef	ef			ef						jkn	jknp		jknp	n
Once or twice a week	119	17	31	41	22	4	7	119	63	57	37	33	22	27	70	50	119
	11%	10%	12%	16%	12%	3%	3%	11%	12%	10%	11%	10%	10%	11%	11%	11%	11%
		ef	ef	efg	ef		ef										
At least every 3 months	209	42	71	35	43	12	18	209	111	98	77	63	29	40	140	69	209
	19%	24%	28%	13%	22%	8%	7%	19%	20%	17%	23%	20%	13%	17%	21%	15%	19%
		cef	cefg	f	cef		ef				lo	l			lo		
Less often	367	62	84	103	49	50	69	367	175	193	103	118	67	80	221	147	367
	33%	35%	33%	40%	26%	35%	29%	33%	32%	33%	31%	37%	29%	34%	34%	31%	33%
				dfg													
Never	381	43	54	65	74	77	146	381	174	207	111	100	97	73	211	170	381
	34%	24%	21%	25%	38%	54%	60%	34%	32%	35%	33%	31%	42%	31%	32%	36%	34%
				abc	abcdg	abcdg	abc						jkmpn				

SUMMARY CODES

EVER DO THIS	743	134	201	191	120	66	97	743	367	377	225	221	132	166	446	298	743
	66%	76%	79%	75%	62%	46%	40%	66%	68%	65%	67%	69%	58%	69%	68%	64%	66%
		defg	defg	defg	ef		ef				l	l		l	l	l	l
AT LEAST WEEKLY	167	30	47	53	27	4	10	167	81	86	45	40	36	46	85	82	167
	15%	17%	18%	21%	14%	3%	4%	15%	15%	15%	13%	13%	16%	19%	13%	18%	15%
		ef	ef	efg	ef		ef							kn		n	
AT LEAST QUARTERLY	376	73	117	88	70	16	28	376	192	184	122	103	65	86	225	151	376
	33%	41%	46%	34%	36%	11%	11%	33%	36%	31%	36%	32%	29%	36%	34%	32%	33%
		ef	cefg	ef	ef		ef										

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 119

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

M7A. (SHOWCARD) Complete a form or an application for something on my phone (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	576 51%	104 59%	155 61%	138 54%	93 48%	62 43%	87 36%	576 51%	285 53%	291 50%	180 54%	180 56%	96 42%	120 50%	360 55%	216 46%	576 51%
		def	defg	ef	f		f				l	lo			lo		l

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 119

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

M7A. (SHOWCARD) Complete a form or an application for something on my 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	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
Most days	48	45	2	1	*	48	44	4	**	43	48	**	48
	4%	5%	2%	2%	1%	4%	4%	3%	**	4%	4%	**	4%
		d				d							
Once or twice a week	119	114	3	2	*	119	105	14	**	114	119	**	119
	11%	12%	3%	5%	2%	11%	11%	10%	**	11%	11%	**	11%
		bcd				bcd							
At least every 3 months	209	184	17	5	3	209	184	24	**	193	209	**	209
	19%	19%	17%	11%	15%	19%	19%	17%	**	19%	19%	**	19%
		c				c							
Less often	367	309	33	16	9	367	322	45	**	333	367	**	367
	33%	32%	34%	38%	42%	33%	33%	32%	**	33%	33%	**	33%
					ae								
Never	381	312	42	18	9	381	325	56	**	322	381	**	381
	34%	32%	43%	44%	40%	34%	33%	39%	**	32%	34%	**	34%
			ae	ae									
SUMMARY CODES													
EVER DO THIS	743	652	55	23	13	743	655	88	**	682	743	**	743
	66%	68%	57%	56%	60%	66%	67%	61%	**	68%	66%	**	66%
		bc				bc							
AT LEAST WEEKLY	167	159	5	2	*	167	149	19	**	157	167	**	167
	15%	17%	5%	6%	2%	15%	15%	13%	**	16%	15%	**	15%
		bcd				bcd							
AT LEAST QUARTERLY	376	343	22	7	4	376	333	43	**	350	376	**	376
	33%	36%	22%	17%	18%	33%	34%	30%	**	35%	33%	**	33%
		bcd				bcd							

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.

M7A. (SHOWCARD) Complete a form or an application for something on my phone (SINGLE CODE)

Base : Those who have a smartphone

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	576 51%	493 51%	50 52%	20 50%	12 57%	576 51%	507 52%	69 48%	** **	526 52%	576 51%	** **	576 51%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 120

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

M7B. (SHOWCARD) Edit photos or videos (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
Most days	86	25	33	19	7	2	3	86	31	55	22	24	9	31	46	40	86
	8%	14%	13%	8%	3%	1%	1%	8%	6%	9%	7%	7%	4%	13%	7%	9%	8%
		cdefg	defg	ef				def		h				ijklnp		l	
Once or twice a week	255	56	80	65	34	16	20	255	103	152	75	79	55	46	154	101	255
	23%	32%	31%	25%	18%	11%	8%	23%	19%	26%	22%	25%	24%	19%	23%	22%	23%
		defg	defg	ef	f			ef		h							
At least every 3 months	223	34	53	60	40	24	37	223	97	126	72	66	43	42	138	85	223
	20%	19%	21%	23%	21%	17%	15%	20%	18%	22%	21%	21%	19%	18%	21%	18%	20%
				f													
Less often	248	36	50	53	45	41	63	248	143	105	73	72	47	57	144	103	248
	22%	20%	20%	21%	23%	28%	26%	22%	26%	18%	22%	22%	20%	24%	22%	22%	22%
									i								
Never	313	27	39	59	68	62	121	313	167	146	95	80	75	63	175	138	313
	28%	15%	15%	23%	35%	43%	50%	28%	31%	25%	28%	25%	33%	26%	27%	29%	28%
					abc	abcg	abcdg	ab	i				k				

SUMMARY CODES

EVER DO THIS	812	151	216	197	126	82	122	812	373	438	241	241	153	176	482	330	812
	72%	85%	85%	77%	65%	57%	50%	72%	69%	75%	72%	75%	67%	74%	73%	71%	72%
		defg	defg	def	f			ef		h		l					
AT LEAST WEEKLY	341	81	113	84	41	17	22	341	133	207	97	103	64	77	200	141	341
	30%	46%	44%	33%	21%	12%	9%	30%	25%	36%	29%	32%	28%	32%	30%	30%	30%
		cdefg	cdefg	def	ef			def		h							
AT LEAST QUARTERLY	564	115	166	144	81	41	59	564	230	334	169	169	107	120	338	226	564
	50%	65%	65%	56%	42%	29%	24%	50%	43%	57%	50%	53%	47%	50%	51%	48%	50%
		defg	defg	def	ef			def		h							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 120

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

M7B. (SHOWCARD) Edit photos or videos (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	471 42%	70 39%	103 41%	113 44%	85 44%	64 45%	100 41%	471 42%	240 44%	231 40%	144 43%	138 43%	90 39%	99 41%	282 43%	189 40%	471 42%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 120

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

M7B. (SHOWCARD) Edit photos or videos (SINGLE CODE)

Base : Those who have a smartphone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	a	b	c	d	e	f	g	~h	i	j	~k	l	
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
Most days	86	75	8	2	1	86	81	5	**	77	86	**	86
	8%	8%	8%	6%	4%	8%	8%	4%	**	8%	8%	**	8%
Once or twice a week	255	222	21	7	5	255	226	28	**	237	255	**	255
	23%	23%	21%	17%	23%	23%	23%	20%	**	24%	23%	**	23%
At least every 3 months	223	193	20	6	4	223	189	34	**	190	223	**	223
	20%	20%	20%	15%	20%	20%	19%	24%	**	19%	20%	**	20%
Less often	248	208	26	7	6	248	216	32	**	222	248	**	248
	22%	22%	27%	18%	26%	22%	22%	22%	**	22%	22%	**	22%
Never	313	265	23	18	6	313	268	45	**	279	313	**	313
	28%	28%	24%	45%	27%	28%	27%	31%	**	28%	28%	**	28%
				abde									
SUMMARY CODES													
EVER DO THIS	812	699	74	23	16	812	713	99	**	725	812	**	812
	72%	72%	76%	55%	73%	72%	73%	69%	**	72%	72%	**	72%
		c	c		c	c							
AT LEAST WEEKLY	341	297	28	9	6	341	307	33	**	313	341	**	341
	30%	31%	29%	23%	27%	30%	31%	23%	**	31%	30%	**	30%
							g						
AT LEAST QUARTERLY	564	490	48	15	10	564	497	67	**	503	564	**	564
	50%	51%	49%	37%	47%	50%	51%	47%	**	50%	50%	**	50%
		c	c			c							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 120

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

M7B. (SHOWCARD) Edit photos or videos (SINGLE CODE)

Base : Those who have a smartphone

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	471	401	46	14	10	471	405	65	**	412	471	**	471
	42%	42%	47%	33%	46%	42%	41%	45%	**	41%	42%	**	42%
		c	c		c	c							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 121

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

M7C. (SHOWCARD) Use features such as maps or satellite navigation to get to where you want to go/ plot a route to your destination (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
Most days	193	36	60	52	32	12	13	193	100	93	69	53	40	31	122	71	193
	17%	20%	24%	20%	16%	8%	5%	17%	19%	16%	21%	17%	17%	13%	19%	15%	17%
		ef	efg	ef	ef			ef			m						
Once or twice a week	290	52	57	78	63	28	39	290	163	127	113	94	47	36	207	83	290
	26%	29%	22%	30%	33%	19%	16%	26%	30%	22%	34%	29%	21%	15%	32%	18%	26%
		ef		ef	bef			f	i		lmop	lmo			lmop		mo
At least every 3 months	256	32	73	58	39	29	54	256	117	139	66	77	45	69	143	114	256
	23%	18%	29%	23%	20%	21%	22%	23%	22%	24%	20%	24%	20%	29%	22%	24%	23%
			a											jin			
Less often	204	32	43	41	24	33	63	204	95	109	52	50	46	57	102	102	204
	18%	18%	17%	16%	13%	23%	26%	18%	18%	19%	15%	16%	20%	24%	16%	22%	18%
					d	bcdg								jkn	jkn		
Never	181	25	22	26	34	41	73	181	65	116	37	46	51	47	83	98	181
	16%	14%	9%	10%	18%	28%	30%	16%	12%	20%	11%	15%	22%	20%	13%	21%	16%
					bc	abcdg	abcdg	bc		h			jknp	jn		jknp	j
SUMMARY CODES																	
EVER DO THIS	943	152	233	229	159	103	169	943	475	468	300	274	178	192	574	369	943
	84%	86%	91%	90%	82%	72%	70%	84%	88%	80%	89%	85%	78%	80%	87%	79%	84%
		ef	defg	defg	ef			ef	i		lmop	lo			lmo		lo
AT LEAST WEEKLY	483	88	118	130	95	40	52	483	263	220	182	147	87	67	329	154	483
	43%	49%	46%	51%	49%	28%	22%	43%	49%	38%	54%	46%	38%	28%	50%	33%	43%
		ef	ef	efg	ef			ef	i		klmop	mo	m		lmop		mo
AT LEAST QUARTERLY	739	120	190	188	135	69	106	739	380	359	248	224	132	135	472	267	739
	66%	68%	75%	74%	70%	48%	44%	66%	70%	61%	74%	70%	58%	57%	72%	57%	66%
		ef	efg	efg	ef			ef	i		lmop	lmo			lmop		lmo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 121

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

M7C. (SHOWCARD) Use features such as maps or satellite navigation to get to where you want to go/ plot a route to your destination (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	460 41%	65 36%	115 45%	99 39%	64 33%	63 44%	117 48%	460 41%	212 39%	248 43%	117 35%	127 40%	91 40%	125 52%	245 37%	216 46%	460 41%
				d		d	acd	d						jklnp		jn	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 121

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

M7C. (SHOWCARD) Use features such as maps or satellite navigation to get to where you want to go/ plot a route to your destination (SINGLE CODE)

Base : Those who have a smartphone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
Most days	193	184	6	2	1	193	182	11	**	182	193	**	193
	17%	19%	6%	6%	5%	17%	19%	8%	**	18%	17%	**	17%
		bcd				bcd	g						
Once or twice a week	290	248	25	12	4	290	243	46	**	273	290	**	290
	26%	26%	26%	30%	19%	26%	25%	32%	**	27%	26%	**	26%
				d									
At least every 3 months	256	207	35	10	5	256	228	28	**	233	256	**	256
	23%	21%	36%	25%	21%	23%	23%	19%	**	23%	23%	**	23%
			acde										
Less often	204	173	19	6	6	204	172	32	**	177	204	**	204
	18%	18%	19%	14%	30%	18%	18%	23%	**	18%	18%	**	18%
					abce								
Never	181	152	13	10	5	181	155	26	**	140	181	**	181
	16%	16%	14%	25%	25%	16%	16%	18%	**	14%	16%	**	16%
				abe	abe								
SUMMARY CODES													
EVER DO THIS	943	812	84	31	16	943	826	117	**	864	943	**	943
	84%	84%	86%	75%	75%	84%	84%	82%	**	86%	84%	**	84%
		cd	cd			cd							
AT LEAST WEEKLY	483	432	31	15	5	483	426	57	**	454	483	**	483
	43%	45%	32%	36%	24%	43%	43%	40%	**	45%	43%	**	43%
		bcd		d		bd							
AT LEAST QUARTERLY	739	639	65	25	10	739	654	85	**	687	739	**	739
	66%	66%	67%	60%	45%	66%	67%	59%	**	68%	66%	**	66%
		d	d	d		d							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 121

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

M7C. (SHOWCARD) Use features such as maps or satellite navigation to get to where you want to go/ plot a route to your destination (SINGLE CODE)

Base : Those who have a smartphone

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	460 41%	380 39%	53 55% ace	16 39%	11 51% ace	460 41%	400 41%	60 42%	** **	410 41%	460 41%	** **	460 41%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 122

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

M7D. (SHOWCARD) Use your phone as a ticket or boarding pass or as an entry ticket to an event (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
Most days	38	12	11	10	4	2	2	38	20	18	15	14	3	6	29	10	38
	3%	7%	4%	4%	2%	1%	1%	3%	4%	3%	4%	4%	1%	3%	4%	2%	3%
		defg	f	f			f										
Once or twice a week	87	17	21	31	14	4	4	87	50	37	45	23	12	7	68	19	87
	8%	10%	8%	12%	7%	3%	2%	8%	9%	6%	14%	7%	5%	3%	10%	4%	8%
		ef	ef	efg	f		ef				klmop	m			lmo		mo
At least every 3 months	229	43	53	55	46	23	33	229	118	111	94	70	34	31	164	65	229
	20%	24%	21%	21%	24%	16%	13%	20%	22%	19%	28%	22%	15%	13%	25%	14%	20%
		f	f	f	f		f				lmop	mo			lmop		mo
Less often	282	46	75	67	45	26	49	282	138	144	78	90	55	59	168	114	282
	25%	26%	29%	26%	24%	18%	20%	25%	25%	25%	23%	28%	24%	25%	26%	24%	25%
			ef														
Never	488	59	96	93	84	89	155	488	214	274	104	124	125	135	227	260	488
	43%	33%	37%	37%	44%	62%	64%	43%	40%	47%	31%	39%	55%	57%	35%	56%	43%
						abcdg	abcdg	a		h		j	jknp	jknp		jknp	jn

SUMMARY CODES

EVER DO THIS	637	118	159	162	109	55	87	637	327	310	233	197	104	103	430	207	637
	57%	67%	63%	63%	56%	38%	36%	57%	60%	53%	69%	61%	45%	43%	65%	44%	57%
		efg	ef	ef	ef		ef		i		klmop	lmo			lmop		lmo
AT LEAST WEEKLY	125	29	32	40	18	6	6	125	70	55	60	37	15	13	97	28	125
	11%	16%	12%	16%	9%	4%	2%	11%	13%	9%	18%	11%	7%	5%	15%	6%	11%
		defg	ef	ef	f		ef				klmop	mo			lmop		mo
AT LEAST QUARTERLY	355	72	85	95	64	29	38	355	189	166	155	107	49	44	261	93	355
	32%	41%	33%	37%	33%	20%	16%	32%	35%	28%	46%	33%	21%	19%	40%	20%	32%
		efg	ef	ef	ef		ef		i		klmop	lmo			klmop		lmo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 122

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

M7D. (SHOWCARD) Use your phone as a ticket or boarding pass or as an entry ticket to an event (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	511 45%	89 50%	128 50%	122 48%	91 47%	49 34%	82 34%	511 45%	256 47%	255 44%	172 51%	160 50%	88 39%	90 38%	333 51%	179 38%	511 45%
		ef	ef	ef	ef		ef		lmo	lmo		lmo		lmop		mo	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 122

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

M7D. (SHOWCARD) Use your phone as a ticket or boarding pass or as an entry ticket to an event (SINGLE CODE)

Base : Those who have a smartphone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
Most days	38	38	-	-	*	38	35	4	**	34	38	**	38
	3%	4%	-%	-%	1%	3%	4%	3%	**	3%	3%	**	3%
		bc				bc							
Once or twice a week	87	82	3	1	1	87	72	15	**	81	87	**	87
	8%	9%	3%	3%	2%	8%	7%	10%	**	8%	8%	**	8%
		bcd				bcd							
At least every 3 months	229	197	22	6	4	229	202	28	**	213	229	**	229
	20%	20%	23%	14%	18%	20%	21%	19%	**	21%	20%	**	20%
Less often	282	233	32	9	8	282	247	35	**	259	282	**	282
	25%	24%	33%	22%	35%	25%	25%	24%	**	26%	25%	**	25%
			ace		ace								
Never	488	413	40	25	10	488	425	63	**	417	488	**	488
	43%	43%	41%	62%	44%	43%	43%	44%	**	42%	43%	**	43%
				abde									
SUMMARY CODES													
EVER DO THIS	637	551	57	16	12	637	555	81	**	587	637	**	637
	57%	57%	59%	38%	56%	57%	57%	56%	**	58%	57%	**	57%
		c	c		c	c							
AT LEAST WEEKLY	125	121	3	1	1	125	107	19	**	115	125	**	125
	11%	13%	3%	3%	3%	11%	11%	13%	**	11%	11%	**	11%
		bcd				bcd							
AT LEAST QUARTERLY	355	318	25	7	5	355	309	46	**	328	355	**	355
	32%	33%	26%	17%	21%	32%	31%	32%	**	33%	32%	**	32%
		cd				cd							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 122

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

M7D. (SHOWCARD) Use your phone as a ticket or boarding pass or as an entry ticket to an event (SINGLE CODE)

Base : Those who have a smartphone

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	511 45%	431 45%	55 56%	15 36%	11 53%	511 45%	449 46%	62 43%	** **	473 47%	511 45%	** **	511 45%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 123

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

M8. (SHOWCARD) Other than phoning or texting, which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you? (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
Checking social media / messaging people	328 29%	101 57%	105 41%	65 25%	36 18%	16 11%	20 8%	328 29%	122 23%	206 35%	68 20%	98 31%	66 29%	96 40%	166 25%	162 35%	328 29%
		bcdefg	cdefg	ef	f		def			h		j	j	klmp		jnp	j
Checking email	310 28%	21 12%	48 19%	89 35%	78 40%	43 30%	76 31%	310 28%	172 32%	138 24%	120 36%	92 29%	54 24%	45 19%	212 32%	99 21%	310 28%
				abg	abg	ab	ab	ab	i		lmop	mo			lmo		mo
Taking videos or photos	134 12%	21 12%	32 12%	31 12%	14 7%	27 19%	37 15%	134 12%	54 10%	80 14%	38 11%	41 13%	30 13%	26 11%	79 12%	55 12%	134 12%
						dg	d										
Using maps or other location-based services	63 6%	11 6%	12 5%	14 6%	15 8%	8 5%	10 4%	63 6%	34 6%	28 5%	19 6%	16 5%	18 8%	10 4%	35 5%	28 6%	63 6%
Checking news, travel or weather updates	57 5%	1 1%	11 4%	13 5%	10 5%	15 10%	21 9%	57 5%	35 6%	22 4%	22 7%	20 6%	7 3%	8 3%	43 6%	15 3%	57 5%
			a	a	a	abg	ag	a			o	o			o		
Making Skype or FaceTime calls	49 4%	6 3%	16 6%	10 4%	7 4%	4 2%	9 4%	49 4%	21 4%	28 5%	15 5%	13 4%	8 3%	12 5%	28 4%	20 4%	49 4%
Playing games	33 3%	10 6%	10 4%	3 1%	4 2%	5 4%	6 3%	33 3%	20 4%	14 2%	11 3%	5 1%	4 2%	14 6%	16 2%	18 4%	33 3%
		c											klmp				
Using the calendar or diary	30 3%	1 *%	* *%	11 4%	7 4%	4 3%	11 4%	30 3%	12 2%	18 3%	17 5%	8 3%	2 1%	3 1%	25 4%	5 1%	30 3%
				ab	ab	b	ab	b			lmo				lo		

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 123

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

M8. (SHOWCARD) Other than phoning or texting, which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you? (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
Watching TV or video content	22	3	9	5	3	2	2	22	18	3	*	1	10	10	2	20	22
	2%	2%	4%	2%	1%	1%	1%	2%	3%	1%	***	***	5%	4%	***	4%	2%
			f						i				jknp	jkn		jknp	jn
ANY OF THESE	1026	174	244	240	174	124	193	1026	487	538	310	294	198	224	604	422	1026
	91%	98%	96%	94%	90%	86%	79%	91%	90%	92%	92%	92%	87%	94%	92%	90%	91%
		cdefg	defg	ef	f			f			l			l	l		l
None of these	90	1	10	14	15	19	49	90	49	41	23	25	30	12	48	41	90
	8%	1%	4%	5%	8%	13%	20%	8%	9%	7%	7%	8%	13%	5%	7%	9%	8%
			a	a	a	abcg	abcdg	a					jmnp				
Don't know	8	2	*	2	4	*	1	8	4	4	3	2	1	3	4	4	8
	1%	1%	***	1%	2%	***	***	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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 123

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

M8. (SHOWCARD) Other than phoning or texting, which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you? (SINGLE CODE)

Base : Those who have a smartphone

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
Checking social media / messaging people	328 29%	269 28%	37 38% ae	12 28%	10 46% ace	328 29%	289 29%	39 27%	** **	305 30%	328 29%	** **	328 29%
Checking email	310 28%	272 28% cd	26 27%	8 20%	4 20% d	310 28% d	260 27%	50 35% f	** **	285 28%	310 28%	** **	310 28%
Taking videos or photos	134 12%	121 13%	7 7%	5 11%	1 7%	134 12%	120 12%	14 9%	** **	107 11%	134 12%	** **	134 12%
Using maps or other location-based services	63 6%	55 6% d	5 5% d	2 6% d	* *% d	63 6% d	59 6%	4 3%	** **	61 6%	63 6%	** **	63 6%
Checking news, travel or weather updates	57 5%	49 5%	3 3%	4 10% abe	1 5%	57 5%	52 5%	6 4%	** **	50 5%	57 5%	** **	57 5%
Making Skype or FaceTime calls	49 4%	42 4% d	4 4% d	2 6% d	- -%	49 4% d	44 4%	5 3%	** **	42 4%	49 4%	** **	49 4%
Playing games	33 3%	28 3%	2 2%	3 6% abe	1 4%	33 3%	29 3%	4 3%	** **	30 3%	33 3%	** **	33 3%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 123

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

M8. (SHOWCARD) Other than phoning or texting, which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you? (SINGLE CODE)

Base : Those who have a smartphone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
Using the calendar or diary	30 3%	28 3%	1 1%	- -%	* 2%	30 3%	24 2%	6 4%	** **	27 3%	30 3%	** **	30 3%
Watching TV or video content	22 2%	18 2%	3 3%	- -%	1 3%	22 2%	21 2%	1 1%	** **	20 2%	22 2%	** **	22 2%
ANY OF THESE	1026 91%	883 92%	87 90%	36 87%	19 87%	1026 91%	897 92%	129 89%	** **	927 92%	1026 91%	** **	1026 91%
None of these	90 8%	73 8%	9 10%	5 13%	2 10%	90 8%	76 8%	14 10%	** **	71 7%	90 8%	** **	90 8%
Don't know	8 1%	7 1%	* *%	- -%	1 3%	8 1%	8 1%	1 1%	** **	6 1%	8 1%	** **	8 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 124

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

M9. (SHOWCARD) AGREEMENT WITH STATEMENT - I know how to make decisions about using location services on my mobile? IF NECESSARY: Location services monitor your location to provide information to your phone based on where you are - this might be an updated weather forecast, bars, pubs or petrol stations near you or help you to plan a journey (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
Strongly disagree	73 6%	4 2%	10 4%	13 5%	11 6%	18 12%	35 14%	73 6%	22 4%	51 9%	16 5%	19 6%	17 7%	21 9%	35 5%	38 8%	73 6%
						abcdg	abcdg	a		h							
Slightly disagree	60 5%	5 3%	9 4%	16 6%	13 7%	9 6%	17 7%	60 5%	23 4%	37 6%	17 5%	19 6%	14 6%	10 4%	36 5%	24 5%	60 5%
							a										
Neither agree nor disagree	141 13%	25 14%	25 10%	36 14%	31 16%	12 9%	24 10%	141 13%	66 12%	75 13%	26 8%	39 12%	33 15%	42 18%	65 10%	75 16%	141 13%
												j	jn		jn		j
Slightly agree	313 28%	51 28%	71 28%	78 30%	58 30%	34 24%	56 23%	313 28%	153 28%	160 27%	120 36%	99 31%	49 22%	44 18%	220 33%	93 20%	313 28%
											lmop	lmo			lmop		mo
Strongly agree	492 44%	88 50%	130 51%	105 41%	77 40%	62 43%	92 38%	492 44%	252 47%	241 41%	147 44%	131 41%	103 45%	111 46%	278 42%	214 46%	492 44%
		f	cdf														
Don't know	46 4%	5 3%	10 4%	8 3%	3 1%	9 6%	20 8%	46 4%	25 5%	21 4%	10 3%	13 4%	11 5%	12 5%	23 3%	23 5%	46 4%
						d	acd										
SUMMARY CODES																	
TOTAL DISAGREE	133 12%	9 5%	19 7%	29 11%	24 12%	26 18%	52 22%	133 12%	45 8%	87 15%	32 10%	38 12%	31 14%	31 13%	70 11%	62 13%	133 12%
				a	a	abg	abcdg	a		h							
TOTAL AGREE	805 72%	139 78%	201 79%	182 71%	136 70%	96 67%	147 61%	805 72%	404 75%	401 69%	268 80%	230 72%	153 67%	155 65%	498 76%	307 66%	805 72%
		ef	efg	f	f			f	i		klmop				lmo		mo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 124

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

M9. (SHOWCARD) AGREEMENT WITH STATEMENT - I know how to make decisions about using location services on my mobile'? IF NECESSARY: Location services monitor your location to provide information to your phone based on where you are - this might be an updated weather forecast, bars, pubs or petrol stations near you or help you to plan a journey (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1289	232	246	267	220	179	324	1289	606	683	329	434	245	281	763	526	1289
Effective Weighted Sample	978	177	190	208	172	141	245	978	466	512	266	335	184	206	589	390	978
Total	1124	178	255	256	193	143	243	1124	540	584	336	321	228	239	657	467	1124
TOTAL NEITHER/ DON'T KNOW	186	30	35	44	34	21	43	186	91	95	36	52	44	54	88	98	186
	17%	17%	14%	17%	17%	15%	18%	17%	17%	16%	11%	16%	19%	22%	13%	21%	17%
													jn	jnp		jn	j

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 124

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

M9. (SHOWCARD) AGREEMENT WITH STATEMENT - I know how to make decisions about using location services on my mobile? IF NECESSARY: Location services monitor your location to provide information to your phone based on where you are - this might be an updated weather forecast, bars, pubs or petrol stations near you or help you to plan a journey (SINGLE CODE)

Base : Those who have a smartphone

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
Strongly disagree	73 6%	59 6%	8 8%	4 10%	2 10%	73 6%	65 7%	8 5%	** **	58 6%	73 6%	** **	73 6%
Slightly disagree	60 5%	50 5%	5 5%	3 7%	1 6%	60 5%	50 5%	10 7%	** **	56 6%	60 5%	** **	60 5%
Neither agree nor disagree	141 13%	122 13%	13 13%	2 6%	3 14%	141 13%	122 12%	18 13%	** **	117 12%	141 13%	** **	141 13%
Slightly agree	313 28%	277 29%	22 22%	9 21%	5 25%	313 28%	273 28%	40 28%	** **	275 27%	313 28%	** **	313 28%
Strongly agree	492 44%	416 43%	47 49%	21 51%	7 34%	492 44%	434 44%	58 40%	** **	464 46%	492 44%	** **	492 44%
Don't know	46 4%	39 4%	2 3%	2 4%	2 11%	46 4%	36 4%	9 7%	** **	34 3%	46 4%	** **	46 4%
					abce								
SUMMARY CODES													
TOTAL DISAGREE	133 12%	109 11%	13 13%	7 17%	3 16%	133 12%	115 12%	18 12%	** **	114 11%	133 12%	** **	133 12%
TOTAL AGREE	805 72%	693 72%	69 71%	30 73%	13 59%	805 72%	707 72%	98 68%	** **	739 74%	805 72%	** **	805 72%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 124

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

M9. (SHOWCARD) AGREEMENT WITH STATEMENT - I know how to make decisions about using location services on my mobile? IF NECESSARY: Location services monitor your location to provide information to your phone based on where you are - this might be an updated weather forecast, bars, pubs or petrol stations near you or help you to plan a journey (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	1289	838	146	147	158	1289	1074	215	76	1132	1289	-	1289
Effective Weighted Sample	978	770	133	143	147	978	828	156	54	864	978	-	978
Total	1124	964	97	41	22	1124	980	144	52	1004	1124	-	1124
TOTAL NEITHER/ DON'T KNOW	186	161	15	4	6	186	158	28	**	151	186	**	186
	17%	17%	16%	10%	26%	17%	16%	19%	**	15%	17%	**	17%
		c			abce								

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 125

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	317	78	86	76	39	26	37	317	157	159	88	79	55	94	167	150	317
	21%	41%	31%	26%	17%	12%	7%	21%	21%	21%	22%	19%	17%	25%	21%	21%	21%
		bcdefg	defg	def	f	f		ef						l			
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	227	88	67	49	16	5	7	227	169	58	47	67	50	63	114	113	227
	15%	46%	24%	17%	7%	2%	1%	15%	23%	7%	12%	16%	15%	17%	14%	16%	15%
		bcdefg	defg	def	ef			def		i							
On a tablet computer (such as an iPad)	179	30	42	37	24	29	46	179	73	105	67	34	35	42	101	77	179
	12%	16%	15%	13%	10%	13%	9%	12%	10%	14%	17%	8%	11%	11%	13%	11%	12%
		f	f					f		h	klmop				k		
On a desktop computer, laptop, or netbook	140	32	35	25	15	17	33	140	78	62	48	38	24	30	86	54	140
	9%	17%	12%	9%	6%	8%	6%	9%	10%	8%	12%	9%	7%	8%	11%	8%	9%
		cdefg	df					f			o						
On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)	70	28	18	16	3	3	5	70	42	28	13	21	18	17	35	35	70
	5%	15%	6%	6%	1%	1%	1%	5%	6%	4%	3%	5%	6%	4%	4%	5%	5%
		bcdefg	def	def				def									
Through an app on a smart TV	27	5	7	9	*	5	6	27	18	9	5	10	2	9	16	11	27
	2%	3%	2%	3%	*%	2%	1%	2%	2%	1%	1%	3%	1%	2%	2%	2%	2%
		d	d	df								l					

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 125

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
On a virtual reality gaming headset/ device	8 1%	1 *%	4 1% f	1 *%	1 1%	- -%	1 *%	8 1%	7 1%	1 *%	4 1%	1 *%	3 1%	- -%	5 1%	3 *%	8 1%
Using wearable technology like a smart watch (such as Apple Watch)	2 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	2 *%	1 *%	1 *%	- -%	2 1% o	- -%	- -%	2 *%	- -%	2 *%
TOTAL - ANY GAMING	544 36%	134 70% bcdefg	136 49% defg	114 40% def	66 29% f	51 23%	94 18%	544 36% ef	306 41%	238 31% i	140 34%	150 37%	100 30%	155 41% l	290 36%	255 36%	544 36%
No, never	974 64%	57 30%	144 51% a	174 60% a	162 71% abc	172 77% abcg	438 82% abcdg	974 64% ab	438 59%	536 69% h	266 66%	256 63%	231 70% m	221 59%	522 64%	452 64%	974 64%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 125

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	317 21%	281 22% b	18 13% b	13 21% b	6 18% b	317 21% b	273 21%	44 21%	13 14%	291 24% h	305 27% kl	5 2%	311 23% k
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	227 15%	198 15%	15 11%	10 17%	3 10%	227 15%	205 16%	22 11%	12 13%	205 17%	203 18% k	8 4%	212 16% k
On a tablet computer (such as an iPad)	179 12%	160 12% bd	9 6%	8 12% bd	2 7%	179 12% bd	154 12%	25 12%	8 9%	163 14%	154 14% k	15 6%	169 12% k
On a desktop computer, laptop, or netbook	140 9%	127 10% b	6 4%	5 8%	2 6%	140 9% b	117 9%	23 11%	2 2%	136 11% h	114 10% k	11 5%	125 9% k
On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)	70 5%	63 5%	3 2%	2 4%	1 4%	70 5%	62 5%	8 4%	4 4%	61 5%	53 5%	5 2%	58 4%
Through an app on a smart TV	27 2%	23 2%	2 1%	2 3%	* 1%	27 2%	26 2%	1 1%	3 3%	22 2%	23 2%	1 *%	24 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 125

Any break column with 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	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
On a virtual reality gaming headset/ device	8 1%	8 1%	- -%	- -%	* 1%	8 1%	6 *%	2 1%	1 1%	7 1%	8 1%	- -%	8 1%
Using wearable technology like a smart watch (such as Apple Watch)	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	2 *%	- -%	2 *%
TOTAL - ANY GAMING	544 36%	476 37%	38 28%	21 35%	9 30%	544 36%	475 36%	70 34%	31 34%	489 41%	475 42%	40 17%	515 38%
No, never	974 64%	814 63%	99 72%	40 65%	21 70%	974 64%	841 64%	134 66%	60 66%	705 59%	650 58%	190 83%	839 62%
Columns Tested:			ae		a							jl	j

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 126

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
No, do not have any concerns	1033	153	216	178	145	135	341	1033	530	503	251	272	230	280	523	510	1033
	68%	80%	77%	62%	63%	60%	64%	68%	71%	65%	62%	67%	69%	75%	64%	72%	68%
		cdefg	cdefg					e	i				j	jknp		jn	j
Unsuitable for children	183	14	24	53	36	27	55	183	81	102	66	50	35	31	117	66	183
	12%	7%	9%	18%	16%	12%	10%	12%	11%	13%	16%	12%	11%	8%	14%	9%	12%
				abfg	abf						lmop				mo		m
Violent content	161	10	24	47	29	27	51	161	68	93	58	52	29	23	109	52	161
	11%	5%	9%	16%	13%	12%	10%	11%	9%	12%	14%	13%	9%	6%	13%	7%	11%
				abfg	a	a	a	a			lmo	mo			lmop		mo
Encourage children to stay indoors	108	8	11	25	20	24	44	108	45	64	33	32	22	22	65	43	108
	7%	4%	4%	9%	9%	11%	8%	7%	6%	8%	8%	8%	7%	6%	8%	6%	7%
				b	b	ab	ab										
Discourage creative play for children	103	5	12	30	18	17	38	103	41	62	39	31	19	14	70	33	103
	7%	2%	4%	10%	8%	8%	7%	7%	6%	8%	10%	8%	6%	4%	9%	5%	7%
				abg	a	a	a	a			mo	mo			mo		m
Others could become addicted to playing games	98	5	11	20	16	23	46	98	37	61	41	26	16	15	66	31	98
	6%	2%	4%	7%	7%	10%	9%	6%	5%	8%	10%	6%	5%	4%	8%	4%	6%
				a	a	abg	ab	a		h	lmop				mo		
Bad/ offensive language	77	8	8	34	14	5	14	77	33	44	29	27	12	9	56	21	77
	5%	4%	3%	12%	6%	2%	3%	5%	4%	6%	7%	7%	4%	2%	7%	3%	5%
				abdefg	ef			f			lmo	mo			lmo		mo

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 126

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Impact on social skills	75 5%	2 1%	10 3%	19 7%	18 8%	15 7%	27 5%	75 5%	38 5%	38 5%	28 7%	22 5%	11 3%	15 4%	50 6%	26 4%	75 5%
				a	ab	a	a	a			lo				o		
Sexual content	75 5%	2 1%	10 4%	32 11%	14 6%	8 4%	16 3%	75 5%	26 4%	49 6%	27 7%	27 7%	12 4%	8 2%	54 7%	21 3%	75 5%
				abefg	af		a	a		h	mo	mo			mo		mo
Cost of games	71 5%	6 3%	11 4%	18 6%	16 7%	11 5%	20 4%	71 5%	31 4%	40 5%	25 6%	18 4%	12 4%	16 4%	43 5%	29 4%	71 5%
					f												
Waste too much time playing games	69 5%	2 1%	5 2%	17 6%	18 8%	13 6%	28 5%	69 5%	26 3%	43 6%	28 7%	15 4%	16 5%	9 2%	44 5%	25 4%	69 5%
				ab	ab	ab	ab	ab			kmo				m		
I could become addicted to playing games	61 4%	6 3%	10 4%	10 3%	6 3%	15 7%	29 5%	61 4%	22 3%	39 5%	16 4%	22 5%	11 3%	12 3%	38 5%	23 3%	61 4%
										h							
Contributes to obesity	52 3%	2 1%	2 1%	21 7%	13 6%	8 4%	13 2%	52 3%	25 3%	27 3%	25 6%	13 3%	8 2%	6 1%	38 5%	13 2%	52 3%
				abfg	abf	b	b	b			klmop				mo		
Health issues	51 3%	3 2%	2 1%	21 7%	12 5%	6 3%	13 2%	51 3%	22 3%	29 4%	24 6%	16 4%	4 1%	7 2%	40 5%	11 2%	51 3%
				abefg	bf		b	b			lmop	lo			lmo		o
Cost of in-game purchases	49 3%	2 1%	7 2%	13 4%	8 4%	14 6%	20 4%	49 3%	20 3%	29 4%	17 4%	14 4%	9 3%	8 2%	31 4%	18 2%	49 3%
				a		ag	a										

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 126

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Cost of games consoles/ games players	43	3	9	15	5	5	11	43	20	24	16	11	6	10	27	16	43
	3%	1%	3%	5%	2%	2%	2%	3%	3%	3%	4%	3%	2%	3%	3%	2%	3%
				af													
Contact with people I don't personally know/ I've never met in person	26	1	3	13	6	2	3	26	13	13	9	9	4	4	18	8	26
	2%	*%	1%	5%	2%	1%	1%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%
				abefg	f			f									
Gambling/ betting games/ too easy to use them/ get into debt	11	-	-	-	1	3	10	11	7	4	4	2	4	2	5	6	11
	1%	-%	-%	-%	*%	1%	2%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%
							bcg										
Other	23	1	2	5	6	3	8	23	10	13	7	4	9	4	11	12	23
	2%	1%	1%	2%	3%	1%	2%	2%	1%	2%	2%	1%	3%	1%	1%	2%	2%
Don't know	39	2	8	5	5	7	19	39	18	21	13	12	6	9	24	14	39
	3%	1%	3%	2%	2%	3%	4%	3%	2%	3%	3%	3%	2%	2%	3%	2%	3%
SUMMARY CODES																	
ANY CONCERNS	447	36	55	105	78	82	172	447	196	251	142	122	96	87	265	182	447
	29%	19%	20%	37%	34%	37%	32%	29%	26%	32%	35%	30%	29%	23%	33%	26%	29%
				abg	ab	abg	ab	ab		h	mop	m			mo		m
ANY OFFENSIVE CONTENT	278	22	43	78	52	41	84	278	118	160	94	78	57	48	172	106	278
	18%	11%	15%	27%	23%	19%	16%	18%	16%	21%	23%	19%	17%	13%	21%	15%	18%
				abefg	af	a		a		h	mop	m			mo		m

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 126

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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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	183 12%	10 5%	24 9%	52 18% abfg	32 14% a	33 15% ab	65 12% a	183 12% a	83 11%	101 13%	61 15% mo	53 13%	34 10%	35 9%	114 14% mo	69 10%	183 12%
ANY HEALTH	171 11%	10 5%	18 7%	39 14% ab	29 13% ab	38 17% abg	75 14% ab	171 11% ab	67 9%	104 13% h	64 16% lmop	49 12% mo	29 9%	29 8%	113 14% lmo	58 8%	171 11% o
ANY AFFORDABILITY	102 7%	7 3%	15 5%	27 10% a	19 8% a	20 9% a	34 6%	102 7%	41 5%	61 8%	32 8%	26 6%	20 6%	25 7%	58 7%	44 6%	102 7%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 126

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
No, do not have any concerns	1033	882	94	36	21	1033	907	125	63	809	785	142	927
	68%	68%	69%	59%	70%	68%	69%	62%	69%	68%	70%	62%	68%
		c	c		c	c	g				k		k
Unsuitable for children	183	150	20	9	5	183	158	25	9	153	137	26	163
	12%	12%	14%	14%	16%	12%	12%	12%	9%	13%	12%	11%	12%
Violent content	161	138	14	5	3	161	142	20	9	136	119	24	143
	11%	11%	11%	9%	10%	11%	11%	10%	10%	11%	11%	10%	11%
Encourage children to stay indoors	108	87	13	6	3	108	90	18	3	85	74	18	92
	7%	7%	9%	9%	9%	7%	7%	9%	3%	7%	7%	8%	7%
Discourage creative play for children	103	86	11	4	2	103	84	19	2	84	68	21	89
	7%	7%	8%	7%	7%	7%	6%	9%	3%	7%	6%	9%	7%
Others could become addicted to playing games	98	80	11	4	2	98	79	18	2	82	71	17	88
	6%	6%	8%	7%	6%	6%	6%	9%	3%	7%	6%	7%	6%
Bad/ offensive language	77	65	7	2	3	77	61	16	3	66	60	8	69
	5%	5%	5%	3%	10%	5%	5%	8%	3%	6%	5%	4%	5%
					ace								
Impact on social skills	75	60	11	3	2	75	59	17	2	62	50	13	63
	5%	5%	8%	4%	6%	5%	4%	8%	3%	5%	4%	6%	5%
			a				f						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 126

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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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Sexual content	75 5%	63 5%	7 5%	3 4%	2 8%	75 5%	64 5%	11 5%	3 3%	63 5%	60 5%	9 4%	69 5%
Cost of games	71 5%	59 5%	7 5%	3 6%	1 4%	71 5%	60 5%	11 5%	6 6%	54 5%	49 4%	13 6%	62 5%
Waste too much time playing games	69 5%	55 4%	7 5%	6 9%	2 5%	69 5%	51 4%	19 9%	5 5%	53 4%	48 4%	11 5%	59 4%
I could become addicted to playing games	61 4%	49 4%	7 5%	4 6%	1 4%	61 4%	46 4%	15 7%	4 4%	47 4%	41 4%	11 5%	52 4%
Contributes to obesity	52 3%	38 3%	10 8%	2 3%	1 4%	52 3%	42 3%	10 5%	2 2%	42 4%	40 4%	8 3%	47 4%
Health issues	51 3%	43 3%	5 4%	1 2%	2 6%	51 3%	40 3%	11 6%	* 1%	41 3%	37 3%	7 3%	45 3%
Cost of in-game purchases	49 3%	40 3%	5 4%	2 4%	1 2%	49 3%	38 3%	10 5%	1 1%	43 4%	39 4%	6 3%	46 3%
Cost of games consoles/ games players	43 3%	33 3%	7 5%	2 3%	1 5%	43 3%	35 3%	8 4%	2 2%	36 3%	33 3%	8 3%	40 3%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 126

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Contact with people I don't personally know/ I've never met in person	26 2%	20 2%	2 2%	2 4%	1 3%	26 2%	21 2%	5 2%	2 2%	21 2%	22 2%	3 1%	24 2%
				ae									
Gambling/ betting games/ too easy to use them/ get into debt	11 1%	10 1%	- -%	1 1%	- -%	11 1%	9 1%	2 1%	1 1%	7 1%	3 *%	6 3%	9 1%
				jl									
Other	23 2%	22 2%	1 *%	- -%	* *%	23 2%	18 1%	5 3%	1 1%	19 2%	18 2%	5 2%	23 2%
Don't know	39 3%	34 3%	1 1%	3 4%	1 5%	39 3%	35 3%	4 2%	1 1%	25 2%	24 2%	9 4%	33 2%
				b	b								
SUMMARY CODES													
ANY CONCERNS	447 29%	375 29%	42 30%	22 37%	8 25%	447 29%	373 28%	74 36%	27 30%	360 30%	315 28%	79 34%	394 29%
				ade				f				j	
ANY OFFENSIVE CONTENT	278 18%	233 18%	27 20%	12 19%	6 19%	278 18%	240 18%	38 19%	14 15%	232 19%	205 18%	40 17%	245 18%
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	183 12%	151 12%	20 14%	9 15%	3 11%	183 12%	154 12%	29 14%	5 6%	150 13%	125 11%	32 14%	158 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.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
ANY HEALTH	171	140	21	7	3	171	137	35	7	138	118	32	150
	11%	11%	15%	12%	10%	11%	10%	17% f	7%	12%	10%	14%	11%
ANY AFFORDABILITY	102	87	8	5	2	102	84	18	6	82	73	19	93
	7%	7%	6%	9%	6%	7%	6%	9%	7%	7%	7%	8%	7%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 127

Any break column with 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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	632	170	143	115	76	61	128	632	343	289	135	199	117	181	334	298	632
Effective Weighted Sample	486	133	107	92	59	49	102	486	270	217	113	157	85	136	265	221	486
Total	544	134	136	114	66	51	94	544	306	238	140	150	100	155	290	255	544
No, do not have any concerns	400	111	109	77	**	**	59	400	240	160	93	114	74	119	207	193	400
	73%	83%	80%	67%	**	**	63%	73%	78%	67%	67%	76%	74%	77%	72%	76%	73%
		cfg	cf				f		i								
Unsuitable for children	63	8	12	21	**	**	10	63	32	31	26	11	13	13	37	26	63
	12%	6%	9%	19%	**	**	11%	12%	10%	13%	19%	7%	13%	8%	13%	10%	12%
				ab							kmop						
Violent content	51	4	9	22	**	**	7	51	28	23	23	15	6	7	38	13	51
	9%	3%	6%	19%	**	**	8%	9%	9%	10%	16%	10%	6%	4%	13%	5%	9%
				abfg			a				lmop				mo		
Encourage children to stay indoors	34	3	7	8	**	**	8	34	12	22	13	10	4	7	23	11	34
	6%	2%	5%	7%	**	**	9%	6%	4%	9%	9%	7%	4%	4%	8%	4%	6%
							a			h							
Others could become addicted to playing games	34	3	8	5	**	**	13	34	10	24	15	8	4	7	23	11	34
	6%	2%	6%	5%	**	**	14%	6%	3%	10%	11%	5%	4%	4%	8%	4%	6%
							abcg			h	o						
Cost of games	31	5	9	7	**	**	5	31	14	17	12	4	5	11	16	15	31
	6%	4%	7%	6%	**	**	5%	6%	5%	7%	9%	3%	5%	7%	6%	6%	6%
											k						
I could become addicted to playing games	28	5	10	2	**	**	8	28	8	20	9	8	3	8	17	11	28
	5%	4%	7%	2%	**	**	8%	5%	2%	8%	6%	5%	3%	5%	6%	4%	5%
										h							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 127

Any break column with 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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	632	170	143	115	76	61	128	632	343	289	135	199	117	181	334	298	632
Effective Weighted Sample	486	133	107	92	59	49	102	486	270	217	113	157	85	136	265	221	486
Total	544	134	136	114	66	51	94	544	306	238	140	150	100	155	290	255	544
Sexual content	28 5%	* *%	7 5%	13 11%	** **	** **	3 4%	28 5%	13 4%	15 6%	10 8%	8 5%	5 5%	4 3%	19 6%	9 4%	28 5%
Waste too much time playing games	27 5%	* *%	3 2%	10 9%	** **	** **	5 5%	27 5%	8 3%	19 8%	14 10%	5 3%	6 6%	2 2%	19 7%	8 3%	27 5%
Discourage creative play for children	27 5%	3 2%	4 3%	10 9%	** **	** **	6 6%	27 5%	11 4%	15 6%	14 10%	6 4%	5 5%	1 1%	20 7%	6 2%	27 5%
Impact on social skills	25 5%	2 1%	3 3%	9 8%	** **	** **	5 5%	25 5%	12 4%	13 5%	11 8%	6 4%	3 3%	5 3%	17 6%	8 3%	25 5%
Bad/ offensive language	24 4%	3 2%	5 3%	12 10%	** **	** **	2 2%	24 4%	14 5%	10 4%	9 7%	9 6%	4 4%	3 2%	18 6%	6 3%	24 4%
Cost of in-game purchases	24 4%	2 1%	5 4%	6 5%	** **	** **	7 8%	24 4%	9 3%	15 6%	10 7%	3 2%	4 4%	7 4%	13 4%	11 4%	24 4%
Cost of games consoles/ games players	20 4%	2 2%	8 6%	6 5%	** **	** **	3 3%	20 4%	10 3%	10 4%	8 6%	3 2%	3 3%	6 4%	11 4%	9 4%	20 4%
Health issues	20 4%	2 1%	2 1%	9 8%	** **	** **	2 2%	20 4%	6 2%	14 6%	10 7%	8 5%	1 1%	2 1%	17 6%	3 1%	20 4%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 127

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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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	632	170	143	115	76	61	128	632	343	289	135	199	117	181	334	298	632
Effective Weighted Sample	486	133	107	92	59	49	102	486	270	217	113	157	85	136	265	221	486
Total	544	134	136	114	66	51	94	544	306	238	140	150	100	155	290	255	544
Contributes to obesity	16 3%	1 1%	1 1%	8 7% abg	** **	** **	3 3%	16 3%	5 2%	11 5% h	10 7% mop	3 2%	2 2%	1 1%	13 4% mo	3 1%	16 3%
Contact with people I don't personally know/ I've never met in person	12 2%	1 1%	3 3%	6 5% a	** **	** **	1 1%	12 2%	5 2%	7 3%	4 3%	5 3%	4 4% m	* *% m	8 3%	4 2%	12 2%
Gambling/ betting games/ too easy to use them/ get into debt	2 *% g	- -%	- -%	- -%	** **	** **	2 2%	2 *% g	1 *% g	1 *% g	1 1%	* *% g	1 1%	* *% g	1 *% g	1 *% g	2 *% g
Other	13 2%	- -%	1 1%	3 3% a	** **	** **	4 4% a	13 2% a	6 2%	7 3%	2 2%	2 1%	6 6% knp	2 1%	4 1%	9 3%	13 2%
Don't know	3 1%	* *% a	- -% a	1 1% a	** **	** **	2 2% a	3 1% a	2 1%	1 *% h	1 1% lo	1 1% lo	- -% lo	1 1% lo	3 1% o	1 *% o	3 1% o
SUMMARY CODES																	
ANY CONCERNS	141 26%	23 17%	27 20%	36 31% a	** **	** **	33 35% ab	141 26% a	64 21%	77 32% h	45 32%	35 23%	26 26%	35 22%	80 28%	61 24%	141 26%
ANY OFFENSIVE CONTENT	89 16%	12 9%	19 14%	28 25% a	** **	** **	13 14% a	89 16% a	47 15%	42 18%	33 23% km	18 12%	18 18%	21 13%	51 18%	38 15%	89 16%
ANY HEALTH	57 10%	7 5%	14 11%	11 10% a	** **	** **	16 17% a	57 10% a	18 6%	39 16% h	21 15% lo	16 11%	6 6%	13 8%	38 13% o	19 7%	57 10% o

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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 ~d	55-64 ~e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	632	170	143	115	76	61	128	632	343	289	135	199	117	181	334	298	632
Effective Weighted Sample	486	133	107	92	59	49	102	486	270	217	113	157	85	136	265	221	486
Total	544	134	136	114	66	51	94	544	306	238	140	150	100	155	290	255	544
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	51 9%	4 3%	12 9%	19 16% ag	** **	** **	9 9%	51 9% a	23 8%	28 12%	18 13% m	15 10%	10 10%	9 6%	33 11%	19 7%	51 9%
ANY AFFORDABILITY	42 8%	5 4%	12 9%	11 9%	** **	** **	9 10%	42 8%	17 6%	24 10%	14 10% k	6 4%	7 7%	15 10% k	20 7%	22 9%	42 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 : Those who play games on any type of gaming device

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	632	430	60	74	68	632	530	102	42	560	538	58	596
Effective Weighted Sample	486	394	55	72	65	486	413	76	32	432	411	50	457
Total	544	476	38	21	9	544	475	70	31	489	475	40	515
No, do not have any concerns	400	350	**	**	**	400	352	48	**	358	354	**	380
	73%	73%	**	**	**	73%	74%	68%	**	73%	75%	**	74%
Unsuitable for children	63	58	**	**	**	63	54	9	**	58	55	**	57
	12%	12%	**	**	**	12%	11%	13%	**	12%	12%	**	11%
Violent content	51	45	**	**	**	51	46	5	**	47	44	**	47
	9%	10%	**	**	**	9%	10%	8%	**	10%	9%	**	9%
Encourage children to stay indoors	34	31	**	**	**	34	28	6	**	31	30	**	32
	6%	6%	**	**	**	6%	6%	9%	**	6%	6%	**	6%
Others could become addicted to playing games	34	29	**	**	**	34	26	7	**	32	29	**	32
	6%	6%	**	**	**	6%	6%	11%	**	6%	6%	**	6%
Cost of games	31	26	**	**	**	31	27	4	**	24	26	**	30
	6%	5%	**	**	**	6%	6%	5%	**	5%	6%	**	6%
I could become addicted to playing games	28	21	**	**	**	28	21	7	**	25	24	**	27
	5%	4%	**	**	**	5%	4%	10%	**	5%	5%	**	5%
Sexual content	28	25	**	**	**	28	24	4	**	24	24	**	27
	5%	5%	**	**	**	5%	5%	5%	**	5%	5%	**	5%
Waste too much time playing games	27	23	**	**	**	27	20	7	**	22	22	**	24
	5%	5%	**	**	**	5%	4%	9%	**	5%	5%	**	5%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	632	430	60	74	68	632	530	102	42	560	538	58	596
Effective Weighted Sample	486	394	55	72	65	486	413	76	32	432	411	50	457
Total	544	476	38	21	9	544	475	70	31	489	475	40	515
Discourage creative play for children	27 5%	23 5%	** **	** **	** **	27 5%	20 4%	7 10% f	** **	25 5%	23 5%	** **	25 5%
Impact on social skills	25 5%	22 5%	** **	** **	** **	25 5%	18 4%	7 10% f	** **	23 5%	21 4%	** **	21 4%
Bad/ offensive language	24 4%	21 4%	** **	** **	** **	24 4%	19 4%	5 7%	** **	22 5%	19 4%	** **	21 4%
Cost of in-game purchases	24 4%	19 4%	** **	** **	** **	24 4%	20 4%	4 5%	** **	21 4%	22 5%	** **	23 5%
Cost of games consoles/ games players	20 4%	17 4%	** **	** **	** **	20 4%	18 4%	3 4%	** **	17 3%	18 4%	** **	20 4%
Health issues	20 4%	19 4%	** **	** **	** **	20 4%	18 4%	3 4%	** **	18 4%	18 4%	** **	18 4%
Contributes to obesity	16 3%	13 3%	** **	** **	** **	16 3%	14 3%	2 3%	** **	14 3%	14 3%	** **	15 3%
Contact with people I don't personally know/ I've never met in person	12 2%	9 2%	** **	** **	** **	12 2%	11 2%	2 2%	** **	10 2%	11 2%	** **	11 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

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Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	632	430	60	74	68	632	530	102	42	560	538	58	596
Effective Weighted Sample	486	394	55	72	65	486	413	76	32	432	411	50	457
Total	544	476	38	21	9	544	475	70	31	489	475	40	515
Gambling/ betting games/ too easy to use them/ get into debt	2 *%	2 *%	** **	** **	** **	2 *%	1 *%	1 2%	** **	2 *%	1 *%	** **	2 *%
Other	13 2%	13 3%	** **	** **	** **	13 2%	10 2%	2 4%	** **	11 2%	9 2%	** **	13 2%
Don't know	3 1%	3 1%	** **	** **	** **	3 1%	3 1%	- -%	** **	3 1%	3 1%	** **	3 1%
SUMMARY CODES													
ANY CONCERNS	141 26%	124 26%	** **	** **	** **	141 26%	119 25%	22 32%	** **	128 26%	118 25%	** **	131 26%
ANY OFFENSIVE CONTENT	89 16%	82 17%	** **	** **	** **	89 16%	76 16%	14 20%	** **	82 17%	77 16%	** **	83 16%
ANY HEALTH	57 10%	47 10%	** **	** **	** **	57 10%	45 10%	11 16%	** **	52 11%	47 10%	** **	54 10%
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	51 9%	45 9%	** **	** **	** **	51 9%	42 9%	9 13%	** **	48 10%	44 9%	** **	46 9%
ANY AFFORDABILITY	42 8%	34 7%	** **	** **	** **	42 8%	36 8%	6 8%	** **	34 7%	36 8%	** **	41 8%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 128

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	632	170	143	115	76	61	128	632	343	289	135	199	117	181	334	298	632
Effective Weighted Sample	486	133	107	92	59	49	102	486	270	217	113	157	85	136	265	221	486
Total	544	134	136	114	66	51	94	544	306	238	140	150	100	155	290	255	544
Yes - play games online	247	90	71	43	**	**	20	247	177	69	59	67	39	82	126	120	247
	45%	67%	52%	38%	**	**	21%	45%	58%	29%	43%	44%	39%	53%	44%	47%	45%
		bcfg	cf	f			f		i				l				
No - do not play games online	297	45	65	71	**	**	74	297	129	168	80	83	61	73	163	134	297
	55%	33%	48%	62%	**	**	79%	55%	42%	71%	57%	55%	61%	47%	56%	53%	55%
			a	ab			abcg	a		h			m				
Don't know whether play games online	1	-	1	-	**	**	-	1	-	1	-	1	-	-	1	-	1
	*%	-%	*%	-%	**	**	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
ALL WHO EVERY PLAY GAMES	544	134	136	114	**	**	94	544	306	238	140	150	100	155	290	255	544
	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	632	430	60	74	68	632	530	102	42	560	538	58	596
Effective Weighted Sample	486	394	55	72	65	486	413	76	32	432	411	50	457
Total	544	476	38	21	9	544	475	70	31	489	475	40	515
Yes - play games online	247	211	**	**	**	247	219	27	**	227	227	**	233
	45%	44%	**	**	**	45%	46%	39%	**	46%	48%	**	45%
No - do not play games online	297	265	**	**	**	297	254	43	**	261	247	**	281
	55%	56%	**	**	**	55%	54%	61%	**	53%	52%	**	55%
Don't know whether play games online	1	1	**	**	**	1	1	-	**	1	1	**	1
	*%	*%	**	**	**	*%	*%	-%	**	*%	*%	**	*%
ALL WHO EVERY PLAY GAMES	544	476	**	**	**	544	475	70	**	489	475	**	515
	100%	100%	**	**	**	100%	100%	100%	**	100%	100%	**	100%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 129

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Yes - play games online	247	90	71	43	23	12	20	247	177	69	59	67	39	82	126	120	247
	16%	47%	25%	15%	10%	5%	4%	16%	24%	9%	15%	16%	12%	22%	16%	17%	16%
		bcdefg	cdefg	ef	f			def	i					jlnp		l	
No - do not play games online	297	45	65	71	43	39	74	297	129	168	80	83	61	73	163	134	297
	20%	23%	23%	25%	19%	18%	14%	20%	17%	22%	20%	20%	18%	19%	20%	19%	20%
		f	f	f				f		h							
Don't know whether play games online	1	-	1	-	-	-	-	1	-	1	-	1	-	-	1	-	1
	*%	-%	*%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
ALL WHO EVERY PLAY GAMES	544	134	136	114	66	51	94	544	306	238	140	150	100	155	290	255	544
	36%	70%	49%	40%	29%	23%	18%	36%	41%	31%	34%	37%	30%	41%	36%	36%	36%
		bcdefg	defg	def	f			ef	i					l			
NEVER PLAY GAMES	974	57	144	174	162	172	438	974	438	536	266	256	231	221	522	452	974
	64%	30%	51%	60%	71%	77%	82%	64%	59%	69%	66%	63%	70%	59%	64%	64%	64%
			a	a	abc	abcg	abcdg	ab		h			m				

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 129

Any break column with 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	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Yes - play games online	247 16%	211 16%	22 16%	11 17%	4 12%	247 16%	219 17%	27 13%	10 11%	227 19%	227 20%	6 3%	233 17%
No - do not play games online	297 20%	265 21%	16 12%	11 17%	5 18%	297 20%	254 19%	43 21%	20 23%	261 22%	247 22%	34 15%	281 21%
Don't know whether play games online	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%
ALL WHO EVERY PLAY GAMES	544 36%	476 37%	38 28%	21 35%	9 30%	544 36%	475 36%	70 34%	31 34%	489 41%	475 42%	40 17%	515 38%
NEVER PLAY GAMES	974 64%	814 63%	99 72%	40 65%	21 70%	974 64%	841 64%	134 66%	60 66%	705 59%	650 58%	190 83%	839 62%
Columns Tested:		a,b,c,d,e	f,g	h,i	j,k,l								

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 130

Any break column with 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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Base for %	1517	191	280	288	227	223	530	1517	743	773	406	405	330	376	811	706	1517
Married/ Civil partnership	753	11	107	190	139	135	307	753	386	367	253	199	170	132	451	302	753
	50%	6%	38%	66%	61%	61%	58%	50%	52%	47%	62%	49%	52%	35%	56%	43%	50%
			a	abfg	abg	abg	abg	ab			klmnop	mo	mo		kmop	m	mo
Co-habiting	156	15	57	33	24	16	26	156	82	73	27	50	38	40	77	78	156
	10%	8%	20%	12%	10%	7%	5%	10%	11%	9%	7%	12%	12%	11%	10%	11%	10%
			acdefg	f	f			f				j	j		j	j	
Single	402	163	114	52	38	22	35	402	198	204	80	107	78	137	187	215	402
	27%	85%	41%	18%	17%	10%	7%	27%	27%	26%	20%	26%	24%	36%	23%	30%	27%
		bcdefg	cdefg	ef	ef			cdef				j		jklnp	jl	ln	j
Widowed, divorced or separated	206	1	2	14	26	50	163	206	77	129	46	49	43	67	95	110	206
	14%	1%	1%	5%	12%	22%	31%	14%	10%	17%	11%	12%	13%	18%	12%	16%	14%
				ab	abc	abcdg	abcdeg	abc		h				jknp	n		
Refused	2	-	-	-	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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 130

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Base for %	1517	1290	136	61	30	1517	1313	204	91	1193	1122	230	1352
Married/ Civil partnership	753	655	58	27	13	753	638	115	38	607	563	120	683
	50%	51%	42%	45%	43%	50%	49%	56%	42%	51%	50%	52%	51%
		bd					f						
Co-habiting	156	129	17	7	2	156	141	15	8	139	135	9	143
	10%	10%	13%	12%	6%	10%	11%	7%	9%	12%	12%	4%	11%
			d	d							k		k
Single	402	339	39	15	9	402	359	43	28	327	333	37	370
	27%	26%	29%	25%	31%	27%	27%	21%	30%	27%	30%	16%	27%
							g				k		k
Widowed, divorced or separated	206	167	22	11	6	206	174	31	17	121	91	65	156
	14%	13%	16%	18%	20%	14%	13%	15%	19%	10%	8%	28%	12%
					ae				i			jl	j
Refused	2	1	1	-	-	2	2	-	-	1	2	-	2

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 131

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
1	258	12	24	19	29	53	173	258	124	134	56	62	53	87	118	140	258
	17%	6%	9%	7%	13%	24%	33%	17%	17%	17%	14%	15%	16%	23%	15%	20%	17%
					ac	abcdg	abcdeg	abc						jklmp		jn	
2	498	33	63	66	64	113	273	498	258	240	130	148	115	105	278	220	498
	33%	17%	23%	23%	28%	51%	51%	33%	35%	31%	32%	37%	35%	28%	34%	31%	33%
					a	abcdg	abcdg	abc				m			m		
3	313	41	91	68	56	35	58	313	145	168	77	84	72	81	161	152	313
	21%	22%	32%	24%	24%	15%	11%	21%	20%	22%	19%	21%	22%	21%	20%	22%	21%
		f	acefg	ef	ef			f									
4	288	56	69	89	53	16	21	288	129	159	108	70	56	55	178	111	288
	19%	29%	25%	31%	23%	7%	4%	19%	17%	21%	27%	17%	17%	15%	22%	16%	19%
		efg	ef	efg	ef			ef			klmp				mo		
5-6	148	44	29	43	25	6	7	148	79	69	34	38	33	43	72	75	148
	10%	23%	10%	15%	11%	3%	1%	10%	11%	9%	8%	9%	10%	11%	9%	11%	10%
		bcdefg	ef	efg	ef			ef									
7-9	13	5	4	3	1	-	-	13	9	4	2	3	3	6	5	8	13
	1%	3%	2%	1%	*%	-%	-%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		efg	f	f				f									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 131

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
1	258 17%	204 16%	35 26% ace	10 17%	8 28% ace	258 17%	218 17%	40 20%	17 19%	154 13%	121 11%	78 34% jl	199 15% j
2	498 33%	423 33% d	47 34%	21 35% d	8 26%	498 33% d	431 33%	67 33%	40 44% i	367 31%	332 29%	105 46% jl	437 32%
3	313 21%	269 21%	27 20%	11 19%	5 17%	313 21%	277 21%	36 18%	14 15%	276 23%	263 23% k	27 12%	291 21% k
4	288 19%	253 20% b	18 13%	11 19%	6 20%	288 19%	246 19%	42 21%	10 11%	257 22% h	267 24% k	8 3%	275 20% k
5-6	148 10%	130 10%	8 6%	7 11%	3 9%	148 10%	130 10%	18 9%	10 11%	128 11%	129 12% k	11 5%	140 10% k
7-9	13 1%	12 1%	1 *%	- -%	* 1%	13 1%	12 1%	1 *%	1 1%	12 1%	12 1%	- -%	12 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 132

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
None	972	125	109	94	142	204	502	972	526	446	259	267	217	229	526	446	972
	64%	65%	39%	33%	62%	91%	94%	64%	71%	58%	64%	66%	66%	61%	65%	63%	64%
		bc			bc	abcdg	abcdg	bc	i								
1	221	30	70	66	35	10	19	221	83	138	52	67	44	58	119	102	221
	15%	16%	25%	23%	16%	4%	4%	15%	11%	18%	13%	16%	13%	15%	15%	14%	15%
		ef	defg	defg	ef			ef		h							
2	237	24	72	97	36	8	8	237	91	145	71	56	54	55	127	109	237
	16%	13%	26%	34%	16%	4%	2%	16%	12%	19%	17%	14%	16%	15%	16%	15%	16%
		ef	defg	defg	ef			ef		h							
3	75	10	22	27	14	*	*	75	39	36	22	16	12	24	38	37	75
	5%	5%	8%	9%	6%	*%	*%	5%	5%	5%	5%	4%	4%	6%	5%	5%	5%
		ef	ef	efg	ef			ef									
4	11	2	4	3	*	2	2	11	1	9	1	*	2	8	1	9	11
	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	*%	*%	1%	2%	*%	1%	1%
										h				jkn		kn	
5-6	4	-	3	1	-	-	-	4	3	1	-	-	2	2	-	4	4
	*%	-%	1%	*%	-%	-%	-%	*%	*%	*%	-%	-%	1%	1%	-%	1%	*%
			fg										n	n		n	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 132

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
None	972	810	101	41	20	972	834	138	68	704	629	206	835
	64%	63%	74%	67%	66%	64%	63%	68%	74%	59%	56%	90%	62%
			ae						i			jl	j
1	221	192	18	8	4	221	192	30	10	200	201	8	209
	15%	15%	13%	12%	12%	15%	15%	15%	10%	17%	18%	4%	15%
											k		k
2	237	211	13	8	5	237	210	27	8	212	217	8	225
	16%	16%	10%	13%	15%	16%	16%	13%	9%	18%	19%	4%	17%
		b				b				h	k		k
3	75	65	4	3	2	75	65	9	5	65	64	7	71
	5%	5%	3%	6%	7%	5%	5%	5%	5%	5%	6%	3%	5%
4	11	9	-	1	*	11	10	*	1	10	10	-	10
	1%	1%	-%	2%	1%	1%	1%	-%	1%	1%	1%	-%	1%
5-6	4	4	-	-	-	4	4	-	-	4	4	-	4
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 133

Any break column with 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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	532	80	149	190	86	19	27	532	205	327	119	150	114	149	269	263	532
Effective Weighted Sample	407	59	118	147	67	15	19	407	158	249	99	118	81	111	214	192	407
Total	547	66	171	194	86	20	30	547	218	328	146	139	114	147	286	261	547
Base for %	539	66	169	188	86	20	30	539	217	322	145	138	111	145	283	256	539
Under 1 year old	75	**	42	14	**	**	**	75	30	45	16	16	16	28	31	43	75
	14%	**	25%	8%	**	**	**	14%	14%	14%	11%	11%	14%	19%	11%	17%	14%
			cg					c									
1-4 years old	194	**	105	57	**	**	**	194	85	109	45	51	43	55	96	98	194
	36%	**	62%	30%	**	**	**	36%	39%	34%	31%	37%	38%	38%	34%	38%	36%
			cg														
5-7 years old	182	**	61	82	**	**	**	182	65	117	53	49	30	50	102	80	182
	34%	**	36%	44%	**	**	**	34%	30%	36%	37%	35%	27%	35%	36%	31%	34%
			g														
8-11 years old	224	**	48	99	**	**	**	224	86	137	68	48	54	54	116	108	224
	41%	**	29%	53%	**	**	**	41%	40%	43%	47%	35%	48%	37%	41%	42%	41%
			bg					b									
12-15 years old	168	**	18	53	**	**	**	168	77	91	51	36	36	45	87	81	168
	31%	**	10%	28%	**	**	**	31%	36%	28%	35%	26%	32%	31%	31%	31%	31%
			b					b									
Refused	8	**	2	6	**	**	**	8	1	6	2	1	3	2	3	5	8

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	532	352	44	66	70	532	443	89	28	470	480	22	502
Effective Weighted Sample	407	333	39	65	65	407	348	61	20	362	367	18	384
Total	547	481	35	20	10	547	481	66	23	491	495	24	519
Base for %	539	475	34	20	10	539	474	65	22	485	489	22	512
Under 1 year old	75 14%	62 13%	**	**	**	75 14%	68 14%	**	**	70 15%	71 14%	**	73 14%
1-4 years old	194 36%	169 36%	**	**	**	194 36%	176 37%	**	**	176 36%	181 37%	**	190 37%
5-7 years old	182 34%	163 34%	**	**	**	182 34%	166 35%	**	**	170 35%	166 34%	**	172 34%
8-11 years old	224 41%	201 42%	**	**	**	224 41%	189 40%	**	**	197 41%	198 41%	**	206 40%
12-15 years old	168 31%	146 31%	**	**	**	168 31%	145 31%	**	**	149 31%	146 30%	**	157 31%
Refused	8	6	**	**	**	8	6	**	**	6	6	**	8

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 134

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Base for %	1516	191	280	287	228	222	530	1516	743	773	405	406	331	374	811	705	1516
Husband/ Wife/ Partner	895	29	162	223	157	147	322	895	467	427	277	245	206	166	522	372	895
	59%	15%	58%	78%	69%	66%	61%	59%	63%	55%	68%	60%	62%	44%	64%	53%	59%
			a	abdefg	abfg	ag	a	a	i		kmop	mo	mo		mop	m	mo
Child/ children aged 16 and over	201	5	11	43	78	42	63	201	85	115	58	42	51	48	101	100	201
	13%	3%	4%	15%	34%	19%	12%	13%	11%	15%	14%	10%	16%	13%	12%	14%	13%
				ab	abcefg	abfg	ab	ab					k				
Mother/ Stepmother/ Partner of Father	159	100	35	14	4	4	6	159	91	68	47	45	30	37	92	67	159
	10%	52%	12%	5%	2%	2%	1%	10%	12%	9%	12%	11%	9%	10%	11%	10%	10%
		bcdefg	cdef	f				cdef	i								
Father/ Stepfather/ Partner of Mother	84	58	18	6	1	-	-	84	50	34	30	22	14	18	51	32	84
	6%	31%	7%	2%	1%	-%	-%	6%	7%	4%	7%	5%	4%	5%	6%	5%	6%
		bcdefg	cdef	ef				cdef									
Brothers/ Sisters/ Stepbrothers/ Stepsisters	82	61	15	4	1	*	1	82	46	35	24	19	15	24	42	39	82
	5%	32%	5%	1%	*%	*%	*%	5%	6%	5%	6%	5%	5%	7%	5%	6%	5%
		bcdefg	cdef	f				cdef									
Friend/ other person not related to you aged 16 or over	56	28	14	6	6	2	2	56	33	22	11	22	7	15	33	22	56
	4%	15%	5%	2%	3%	1%	*%	4%	4%	3%	3%	5%	2%	4%	4%	3%	4%
		bcdefg	ef	f	f			ef				l					
Other relative aged 16 or over	36	6	5	6	3	6	15	36	19	16	3	7	10	15	11	25	36
	2%	3%	2%	2%	1%	3%	3%	2%	3%	2%	1%	2%	3%	4%	1%	4%	2%
													jn	jn		jn	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 134

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Grandmother	3	2	-	1	-	-	-	3	*	3	1	2	-	-	3	-	3
	*%	1%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
		fg															
Grandfather	3	2	1	-	-	-	-	3	*	3	1	*	1	-	2	1	3
	*%	1%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
		f															
None - I am the only adult in the household	330	24	55	39	36	56	177	330	128	202	58	80	64	129	138	192	330
	22%	13%	20%	14%	16%	25%	33%	22%	17%	26%	14%	20%	19%	34%	17%	27%	22%
						acd	abcdeg	acd		h				jklhop		jklnp	jn
Refused	3	-	-	1	-	2	2	3	1	2	1	-	-	2	1	2	3

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 134

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Base for %	1516	1288	137	61	30	1516	1312	204	91	1191	1121	230	1351
Husband/ Wife/ Partner	895 59%	772 60%	73 53%	34 57%	15 49%	895 59%	770 59%	125 61%	48 52%	733 62%	690 62%	126 55%	816 60%
Child/ children aged 16 and over	201 13%	169 13%	17 13%	11 18%	3 11%	201 13%	169 13%	32 16%	14 15%	164 14%	158 14%	23 10%	182 13%
Mother/ Stepmother/ Partner of Father	159 10%	135 10%	14 10%	7 11%	3 11%	159 10%	135 10%	24 12%	11 13%	140 12%	150 13%	4 2%	155 11%
Father/ Stepfather/ Partner of Mother	84 6%	69 5%	10 7%	3 5%	2 6%	84 6%	69 5%	14 7%	6 7%	73 6%	79 7%	3 1%	82 6%
Brothers/ Sisters/ Stepbrothers/ Stepsisters	82 5%	69 5%	7 5%	3 6%	3 9%	82 5%	68 5%	13 7%	10 11%	66 6%	74 7%	4 2%	78 6%
Friend/ other person not related to you aged 16 or over	56 4%	48 4%	5 3%	2 4%	1 2%	56 4%	53 4%	2 1%	2 2%	48 4%	47 4%	* *%	47 3%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 134

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Other relative aged 16 or over	36 2%	33 3%	* *%	1 2%	1 3%	36 2%	32 2%	4 2%	2 2%	25 2%	24 2%	10 4%	34 2%
Grandmother	3 *%	3 *%	* *%	- -%	- -%	3 *%	3 *%	- -%	- -%	2 *%	3 *%	- -%	3 *%
Grandfather	3 *%	3 *%	* *%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	3 *%	- -%	3 *%
None - I am the only adult in the household	330 22%	266 21%	41 30% ace	12 21%	10 33% ace	330 22%	286 22%	44 22%	20 22%	218 18%	185 16%	83 36% jl	268 20% j
Refused	3	3	-	-	-	3	3	-	-	3	3	-	3

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 135

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

C6. Are you currently working? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Base for %	1518	191	280	288	227	224	532	1518	744	774	406	405	331	376	811	707	1518
Working full-time (30 hours per week plus)	598 39%	57 30%	145 52%	174 60%	139 61%	70 31%	82 15%	598 39%	359 48%	239 31%	196 48%	190 47%	131 40%	80 21%	386 48%	212 30%	598 39%
		f	aefg	aefg	aefg	f	aef		i		lmop	mop	mo		lmop	m	mo
Working part-time (Under 30 hours per week)	283 19%	31 16%	68 24%	67 23%	45 20%	49 22%	72 14%	283 19%	85 11%	198 26%	78 19%	71 18%	79 24%	55 15%	149 18%	134 19%	283 19%
			f	f	f	f	f			h			kmp				
Looking for work	45 3%	18 10%	13 5%	6 2%	4 2%	4 2%	4 1%	45 3%	23 3%	22 3%	7 2%	6 2%	5 2%	27 7%	13 2%	32 5%	45 3%
		cdefg	f				f							jklnp		jkln	
In full-time education	72 5%	62 32%	10 3%	1 *	- -%	- -%	- -%	72 5%	37 5%	35 5%	15 4%	34 8%	12 4%	11 3%	49 6%	23 3%	72 5%
		bcdefg	cdef				cdef					jlmp			mo		
Retired	334 22%	- -%	- -%	* *%	4 2%	63 28%	329 62%	334 22%	179 24%	155 20%	95 23%	84 21%	76 23%	79 21%	179 22%	155 22%	334 22%
					b	abcdg	abcdeg	abcd									
Not working	186 12%	22 12%	44 16%	40 14%	35 15%	38 17%	44 8%	186 12%	61 8%	125 16%	15 4%	20 5%	28 8%	123 33%	35 4%	151 21%	186 12%
			f	f	f	fg	f			h			jn	jklnop		jklnp	jkln
Refused	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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 135

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

C6. Are you currently working? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Base for %	1518	1290	137	61	30	1518	1315	204	91	1194	1123	230	1353
Working full-time (30 hours per week plus)	598	502	63	21	12	598	517	80	14	542	548	16	564
	39%	39%	46%	35%	38%	39%	39%	39%	15%	45%	49%	7%	42%
			c							h	kl		k
Working part-time (Under 30 hours per week)	283	253	18	7	5	283	246	37	18	236	222	40	262
	19%	20%	13%	12%	16%	19%	19%	18%	19%	20%	20%	18%	19%
		bc				c							
Looking for work	45	37	6	2	*	45	42	3	3	38	36	5	41
	3%	3%	5%	3%	1%	3%	3%	2%	3%	3%	3%	2%	3%
			d										
In full-time education	72	63	6	3	1	72	64	8	8	61	65	2	67
	5%	5%	4%	4%	4%	5%	5%	4%	9%	5%	6%	1%	5%
											k		k
Retired	334	277	32	18	7	334	276	58	30	185	117	141	257
	22%	21%	24%	29%	22%	22%	21%	29%	33%	15%	10%	61%	19%
				ae				f	i			jl	j
Not working	186	159	11	10	6	186	169	17	19	133	136	26	162
	12%	12%	8%	17%	18%	12%	13%	8%	21%	11%	12%	11%	12%
			b		abe				i				
Refused	1	1	-	-	-	1	1	-	-	1	1	-	1

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 136

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Base for %	1518	191	280	288	228	224	531	1518	744	773	406	405	331	376	811	707	1518
Aged 16 or under	524	37	79	57	73	103	279	524	261	263	41	103	153	227	144	380	524
	35%	19%	28%	20%	32%	46%	52%	35%	35%	34%	10%	25%	46%	60%	18%	54%	35%
			ac		ac	abcdg	abcdg	ac				jn	jknp	jklmnop	j	jklnp	jkln
Aged 17-18	324	60	69	64	39	43	91	324	138	186	51	112	84	77	163	161	324
	21%	32%	25%	22%	17%	19%	17%	21%	19%	24%	13%	28%	25%	20%	20%	23%	21%
		cdefg	f				f			h		jmp	j	j	j	j	j
Aged 19-20	185	30	41	51	28	15	35	185	95	91	52	58	47	27	111	75	185
	12%	16%	15%	18%	12%	7%	7%	12%	13%	12%	13%	14%	14%	7%	14%	11%	12%
		ef	ef	efg	ef		ef				m	m	m		m		m
Aged 21 or over	474	55	91	115	88	61	125	474	244	230	260	129	44	41	389	85	474
	31%	29%	33%	40%	38%	27%	24%	31%	33%	30%	64%	32%	13%	11%	48%	12%	31%
			f	aefg	aefg		f				klmnop	lmo		klmnop		lmo	
Don't know	10	8	*	-	-	1	1	10	6	4	1	3	2	3	4	6	10
	1%	4%	*%	-%	-%	1%	*%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%
		bcdefg															
Refused	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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 136

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Base for %	1518	1290	137	61	30	1518	1314	203	91	1193	1123	230	1353
Aged 16 or under	524	423	59	31	12	524	472	52	43	334	303	132	436
	35%	33%	43%	51%	39%	35%	36%	26%	48%	28%	27%	58%	32%
			ae	ade			g		i			jl	j
Aged 17-18	324	277	29	11	7	324	278	46	23	266	255	35	290
	21%	21%	21%	19%	24%	21%	21%	23%	25%	22%	23%	15%	21%
											k		k
Aged 19-20	185	165	13	4	3	185	158	28	11	155	158	20	178
	12%	13%	10%	7%	10%	12%	12%	14%	12%	13%	14%	9%	13%
		c				c					k		
Aged 21 or over	474	417	36	14	8	474	400	74	10	435	397	42	439
	31%	32%	26%	23%	25%	31%	30%	37%	11%	36%	35%	18%	32%
		cd				c				h	k		k
Don't know	10	9	*	-	*	10	7	3	4	4	10	-	10
	1%	1%	*%	-%	1%	1%	1%	1%	5%	*%	1%	-%	1%
									i				
Refused	1	1	-	-	*	1	1	*	-	1	1	*	1

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 137

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Base for %	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Very confident	1225 81%	151 79%	220 78%	231 80%	191 84%	184 82%	433 81%	1225 81%	585 79%	640 83%	361 89%	348 86%	261 79%	256 68%	709 87%	517 73%	1225 81%
											lmop	lmop	m		lmop		mo
Fairly confident	251 17%	34 18%	48 17%	50 17%	34 15%	34 15%	85 16%	251 17%	135 18%	116 15%	42 10%	52 13%	59 18%	97 26%	94 12%	157 22%	251 17%
													jn	jklnp		jknp	jn
Neither confident nor not confident	20 1%	5 2%	3 1%	2 1%	3 1%	2 1%	7 1%	20 1%	10 1%	10 1%	1 *%	4 1%	5 1%	10 3%	6 1%	14 2%	20 1%
														jn		jn	
Not very confident	18 1%	2 1%	7 2%	4 2%	* *%	2 1%	5 1%	18 1%	10 1%	8 1%	1 *%	2 1%	4 1%	10 3%	3 *%	15 2%	18 1%
				d										jknp		jkn	
Not at all confident	5 *%	* *%	2 1%	- -%	- -%	2 1%	2 *%	5 *%	4 *%	1 *%	- -%	- -%	2 1%	3 1%	- -%	5 1%	5 *%
													n	n		n	
SUMMARY CODES																	
TOTAL CONFIDENT	1476 97%	184 97%	268 96%	282 98%	225 99%	218 98%	518 97%	1476 97%	721 97%	756 98%	403 99%	399 98%	320 97%	354 94%	803 99%	673 95%	1476 97%
											lmop	mo			lmop		mo
TOTAL NOT CONFIDENT	22 1%	2 1%	9 3%	4 2%	* *%	4 2%	7 1%	22 1%	13 2%	9 1%	1 *%	2 1%	6 2%	13 3%	3 *%	19 3%	22 1%
				d									jn	jknp		jkn	n
TOTAL NEITHER/ DON'T KNOW	20 1%	5 2%	3 1%	2 1%	3 1%	2 1%	7 1%	20 1%	10 1%	10 1%	1 *%	4 1%	5 1%	10 3%	6 1%	14 2%	20 1%
														jn		jn	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 137

Any break column with 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 a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Base for %	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Very confident	1225 81%	1046 81%	105 77%	50 82%	25 82%	1225 81%	1064 81%	161 79%	63 69%	1023 86%	941 84%	159 69%	1100 81%
Fairly confident	251 17%	212 16%	27 20%	7 11%	4 14%	251 17%	213 16%	38 19%	23 25%	149 12%	157 14%	63 27%	220 16%
Neither confident nor not confident	20 1%	15 1%	2 1%	2 4%	1 3%	20 1%	17 1%	2 1%	3 3%	10 1%	12 1%	4 2%	16 1%
Not very confident	18 1%	14 1%	2 1%	2 3%	* 1%	18 1%	16 1%	2 1%	2 3%	10 1%	12 1%	4 2%	15 1%
Not at all confident	5 *%	4 *%	- -%	* 1%	* *%	5 *%	4 *%	1 *%	- -%	2 *%	2 *%	* *%	2 *%
SUMMARY CODES													
TOTAL CONFIDENT	1476 97%	1258 97%	133 97%	56 93%	29 96%	1476 97%	1278 97%	199 98%	86 94%	1172 98%	1099 98%	222 97%	1320 98%
TOTAL NOT CONFIDENT	22 1%	18 1%	2 1%	2 4%	* 1%	22 1%	20 2%	2 1%	2 3%	12 1%	14 1%	4 2%	17 1%
TOTAL NEITHER/ DON'T KNOW	20 1%	15 1%	2 1%	2 4%	1 3%	20 1%	17 1%	2 1%	3 3%	10 1%	12 1%	4 2%	16 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 138

Any break column with 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) 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Up to £199 per week/ Up to £10,399	110	18	29	8	8	20	46	110	48	62	3	12	17	78	15	95	110
	7%	10%	10%	3%	4%	9%	9%	7%	6%	8%	1%	3%	5%	21%	2%	13%	7%
		cd	cd			cd	cd	c				j	jn	jklnop		jklnp	jkln
From £200 to £299 per week/ £10,400 to £15,599 per year	149	6	25	18	17	28	83	149	70	79	15	26	46	62	41	108	149
	10%	3%	9%	6%	7%	13%	16%	10%	9%	10%	4%	6%	14%	16%	5%	15%	10%
			a			ac	abcdg	a					jknp	jknp		jknp	jknp
From £300 to £499 per week/ £15,600 to £25,999 per year	169	9	36	34	24	28	67	169	83	87	22	58	57	32	80	89	169
	11%	5%	13%	12%	11%	13%	13%	11%	11%	11%	5%	14%	17%	9%	10%	13%	11%
			a	a	a	a	a	a				jmn	jmnp		j	jm	j
From £500 to £699 per week/ £26,000 to £36,399 per year	150	12	32	31	27	22	48	150	81	69	37	51	43	19	89	62	150
	10%	6%	11%	11%	12%	10%	9%	10%	11%	9%	9%	13%	13%	5%	11%	9%	10%
					a						m	mo	mo		m	m	m
From £700 to £999 per week/ £36,400 to £51,999 per year	123	7	27	32	25	21	31	123	61	61	55	40	16	12	95	28	123
	8%	4%	10%	11%	11%	10%	6%	8%	8%	8%	14%	10%	5%	3%	12%	4%	8%
			a	af	af	a		a			lmop	lmo			lmop		lmo
£1,000 and above per week / £52,000 and above per year	150	7	23	63	30	19	26	150	88	62	101	36	12	1	137	13	150
	10%	4%	8%	22%	13%	9%	5%	10%	12%	8%	25%	9%	4%	*	17%	2%	10%
				abdefg	af	f		af	i		klmnop	lmo	m		klmop	m	lmo
Don't know/ Refused	667	132	107	101	96	85	231	667	313	355	173	183	140	172	355	312	667
	44%	69%	38%	35%	42%	38%	43%	44%	42%	46%	43%	45%	42%	46%	44%	44%	44%
		bcdefg					c	c									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 138

Any break column with 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) 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Up to £199 per week/ Up to £10,399	110 7%	89 7%	13 9%	5 8%	3 9%	110 7%	101 8%	8 4%	7 7%	67 6%	62 6%	23 10%	85 6%
From £200 to £299 per week/ £10,400 to £15,599 per year	149 10%	127 10%	15 11%	5 8%	1 5%	149 10%	134 10%	15 7%	14 16%	94 8%	83 7%	40 18%	124 9%
From £300 to £499 per week/ £15,600 to £25,999 per year	169 11%	139 11%	18 14%	8 14%	3 10%	169 11%	148 11%	21 11%	9 10%	142 12%	115 10%	35 15%	150 11%
From £500 to £699 per week/ £26,000 to £36,399 per year	150 10%	128 10%	13 9%	7 12%	2 7%	150 10%	130 10%	21 10%	5 5%	132 11%	125 11%	18 8%	144 11%
From £700 to £999 per week/ £36,400 to £51,999 per year	123 8%	108 8%	12 9%	2 3%	1 4%	123 8%	100 8%	22 11%	* *% h	111 9%	108 10%	10 4%	118 9%
£1,000 and above per week / £52,000 and above per year	150 10%	138 11%	10 8%	1 1%	1 2%	150 10%	125 10%	25 12%	- -% h	139 12%	141 13%	3 1%	144 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.

C10. (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 a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Don't know/ Refused	667	561	55	32	19	667	576	91	56	509	489	100	589
	44%	43%	40%	53%	63%	44%	44%	45%	62%	43%	43%	44%	44%
				abe	abce				i				

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 139

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Yes	244 16%	14 8%	22 8%	26 9%	30 13%	45 20%	152 29%	244 16%	128 17%	116 15%	46 11%	43 11%	52 16%	103 27%	89 11%	156 22%	244 16%
						abc	abcdeg	abc					kn	jklnp		jklnp	jkln
No	1270 84%	176 92%	258 92%	261 91%	197 86%	177 79%	378 71%	1270 84%	615 83%	655 85%	359 88%	360 89%	279 84%	272 72%	720 89%	550 78%	1270 84%
		efg	efg	efg	f	f	f	f			mop	mop	mo		mop	m	mo
Don't know	4 *%	1 *%	- -%	1 *%	1 1%	1 1%	1 *%	4 *%	1 *%	3 *%	1 *%	2 1%	- -%	1 *%	4 *%	1 *%	4 *%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 139

Any break column with 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

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Yes	244	197	24	17	6	244	213	32	21	152	116	76	192
	16%	15%	18%	27%	21%	16%	16%	16%	23%	13%	10%	33%	14%
			abe	a					i			jl	j
No	1270	1089	113	44	24	1270	1098	172	70	1039	1004	154	1158
	84%	84%	82%	73%	79%	84%	83%	84%	77%	87%	89%	67%	86%
		c	c		c					h	kl		k
Don't know	4	4	-	-	-	4	4	-	-	4	4	-	4
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 140

Any break column with 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

	Total	AGE						GENDER		SEG							
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	55+ f	ALL UK g	MALE h	FEMALE i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	385	18	25	37	46	72	259	385	197	188	56	82	80	167	138	247	385
Effective Weighted Sample	286	13	18	25	34	55	204	286	150	136	46	65	58	121	107	180	286
Total	244	14	22	26	30	45	152	244	128	116	46	43	52	103	89	156	244
Yes	190 78%	**	**	**	**	**	114 75%	190 78%	99 77%	92 79%	**	**	**	87 84% n	64 72%	126 81%	190 78%
No	54 22%	**	**	**	**	**	37 25%	54 22%	29 23%	24 21%	**	**	**	16 16%	25 28% m	29 19%	54 22%
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.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	385	226	47	62	50	385	322	63	37	215	166	123	289
Effective Weighted Sample	286	204	45	61	47	286	240	50	28	162	119	102	217
Total	244	197	24	17	6	244	213	32	21	152	116	76	192
Yes	190	155	**	**	**	190	170	**	**	116	94	56	149
	78%	79%	**	**	**	78%	80%	**	**	77%	81%	73%	78%
No	54	42	**	**	**	54	43	**	**	36	22	20	42
	22%	21%	**	**	**	22%	20%	**	**	23%	19%	26%	22%
Don't know	*	-	**	**	**	*	*	**	**	-	-	*	*
	*%	-%	**	**	**	*%	*%	**	**	-%	-%	1%	*%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 141

Any break column with 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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	n	o	p
Significance Level: 95%																	
Unweighted total	307	13	21	33	40	53	200	307	154	153	37	65	60	145	102	205	307
Effective Weighted Sample	227	9	15	23	30	39	156	227	116	111	29	52	44	105	78	149	227
Total	190	10	17	24	25	33	114	190	99	92	29	35	40	87	64	126	190
Base for %	184	10	17	22	24	32	110	184	95	89	28	35	39	82	63	121	184
Cannot walk very far or manage stairs or can only do so with difficulty	76 41%	** **	** **	** **	** **	** **	57 52%	76 41%	33 34%	43 49%	** **	** **	** **	32 39%	** **	49 41%	76 41%
							g			h							
Other illnesses/ health problems which limit daily activities	61 33%	** **	** **	** **	** **	** **	32 29%	61 33%	29 30%	32 36%	** **	** **	** **	23 28%	** **	38 31%	61 33%
Breathlessness or chest pains	46 25%	** **	** **	** **	** **	** **	33 30%	46 25%	28 29%	18 21%	** **	** **	** **	22 27%	** **	33 27%	46 25%
Mental health problems or difficulties	36 19%	** **	** **	** **	** **	** **	10 9%	36 19%	18 19%	18 20%	** **	** **	** **	23 28%	** **	31 25%	36 19%
							f										
Poor hearing, partial hearing or deafness	20 11%	** **	** **	** **	** **	** **	17 16%	20 11%	13 14%	7 8%	** **	** **	** **	7 9%	** **	13 11%	20 11%
Limited ability to reach	18 10%	** **	** **	** **	** **	** **	9 8%	18 10%	5 5%	13 15%	** **	** **	** **	10 12%	** **	13 11%	18 10%
										h							
Poor vision, partial sight or blindness	18 10%	** **	** **	** **	** **	** **	12 11%	18 10%	10 10%	8 9%	** **	** **	** **	8 9%	** **	12 10%	18 10%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 141

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	55+ f	ALL UK g	MALE h	FEMALE i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	307	13	21	33	40	53	200	307	154	153	37	65	60	145	102	205	307
Effective Weighted Sample	227	9	15	23	30	39	156	227	116	111	29	52	44	105	78	149	227
Total	190	10	17	24	25	33	114	190	99	92	29	35	40	87	64	126	190
Cannot walk at all/ use a wheelchair	17 9%	** **	** **	** **	** **	** **	7 6%	17 9%	5 5%	12 13% h	** **	** **	** **	8 9%	6 9%	11 9%	17 9%
Dyslexia	7 4%	** **	** **	** **	** **	** **	2 2%	7 4%	5 5%	2 2%	** **	** **	** **	5 5%	1 2%	6 5%	7 4%
Difficulty in speaking or communicating	6 3%	** **	** **	** **	** **	** **	* *%	6 3%	3 3%	3 3%	** **	** **	** **	2 2%	2 3%	4 3%	6 3%
Refused	7	**	**	**	**	**	4	7	4	3	**	**	**	4	2	5	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.

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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	307	180	29	58	40	307	261	46	31	166	134	94	228
Effective Weighted Sample	227	164	28	57	38	227	195	36	24	125	97	77	171
Total	190	155	15	15	5	190	170	21	16	116	94	56	149
Base for %	184	150	14	15	5	184	163	21	16	112	91	53	144
Cannot walk very far or manage stairs or can only do so with difficulty	76 41%	62 41%	**	**	**	76 41%	66 41%	**	**	46 41%	32 36%	**	58 40%
Other illnesses/ health problems which limit daily activities	61 33%	50 33%	**	**	**	61 33%	56 34%	**	**	42 37%	35 38%	**	49 34%
Breathlessness or chest pains	46 25%	39 26%	**	**	**	46 25%	39 24%	**	**	30 27%	21 24%	**	38 26%
Mental health problems or difficulties	36 19%	29 19%	**	**	**	36 19%	31 19%	**	**	24 21%	21 23%	**	29 20%
Poor hearing, partial hearing or deafness	20 11%	18 12%	**	**	**	20 11%	19 12%	**	**	10 9%	7 7%	**	12 8%
Limited ability to reach	18 10%	15 10%	**	**	**	18 10%	16 10%	**	**	10 9%	7 8%	**	12 8%
Poor vision, partial sight or blindness	18 10%	16 10%	**	**	**	18 10%	16 10%	**	**	9 8%	4 5%	**	13 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.

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

	Total	NATION					LOCATION			USING INTERNET		MOBILE PHONE		ALL
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k		
Significance Level: 95%														
Unweighted total	307	180	29	58	40	307	261	46	31	166	134	94	228	
Effective Weighted Sample	227	164	28	57	38	227	195	36	24	125	97	77	171	
Total	190	155	15	15	5	190	170	21	16	116	94	56	149	
Cannot walk at all/ use a wheelchair	17 9%	15 10%	**	**	**	17 9%	15 9%	**	**	13 11%	9 10%	**	13 9%	
Dyslexia	7 4%	5 3%	**	**	**	7 4%	6 4%	**	**	5 4%	4 4%	**	6 4%	
Difficulty in speaking or communicating	6 3%	4 3%	**	**	**	6 3%	4 3%	**	**	5 5%	3 3%	**	5 3%	
Refused	7	5	**	**	**	7	7	**	**	4	3	**	5	

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 142

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

C14. (SHOWCARD) Which of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Being bought on mortgage	479	56	91	150	117	45	64	479	236	243	188	138	103	51	326	154	479
	32%	29%	33%	52%	51%	20%	12%	32%	32%	31%	46%	34%	31%	14%	40%	22%	32%
		ef	ef	abefg	abefg	f		ef			klmop	mo	mo		klmop	m	mo
Owned outright by the household	425	24	15	24	43	114	319	425	213	211	152	123	92	57	275	150	425
	28%	13%	5%	8%	19%	51%	60%	28%	29%	27%	38%	30%	28%	15%	34%	21%	28%
		b			bc	abcdg	abcdeg	abcd			klmop	mo	mo		mop	m	mo
Rented from Local Authority/ Housing Association/ Trust	329	43	85	48	42	48	111	329	156	173	17	60	81	170	78	251	329
	22%	22%	30%	17%	19%	21%	21%	22%	21%	22%	4%	15%	25%	45%	10%	36%	22%
			cdefg									jn	jkn	jklnop	j	jklnp	jkn
Rented from Private Landlord	252	53	84	66	22	15	27	252	121	130	39	76	47	90	115	137	252
	17%	28%	30%	23%	10%	7%	5%	17%	16%	17%	10%	19%	14%	24%	14%	19%	17%
		defg	defg	defg	f			def				jn		jlnp	j	jn	j
Other	15	2	4	-	3	*	6	15	7	9	5	3	4	3	8	7	15
	1%	1%	1%	-%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	19	12	2	1	1	2	3	19	11	8	5	7	4	4	11	8	19
	1%	6%	1%	*%	*%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
		bcdefg															

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 142

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

C14. (SHOWCARD) Which of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
Being bought on mortgage	479	413	44	13	10	479	408	71	12	431	432	23	455
	32%	32%	32%	21%	32%	32%	31%	35%	13%	36%	38%	10%	34%
		c	c		c	c				h	kl		k
Owned outright by the household	425	369	29	18	8	425	345	79	31	303	232	124	355
	28%	29%	21%	29%	28%	28%	26%	39%	34%	25%	21%	54%	26%
		b					f					jl	j
Rented from Local Authority/ Housing Association/ Trust	329	257	48	19	5	329	293	36	36	218	216	64	280
	22%	20%	35%	31%	16%	22%	22%	18%	40%	18%	19%	28%	21%
			ade	ade					i			jl	
Rented from Private Landlord	252	221	13	11	7	252	242	9	9	213	215	16	231
	17%	17%	10%	18%	23%	17%	18%	5%	10%	18%	19%	7%	17%
		b		b	be	b	g				k		k
Other	15	14	1	*	*	15	13	2	1	12	11	3	14
	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	19	17	1	*	*	19	13	6	2	17	18	1	19
	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%	2%	*%	1%
							f						

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 143

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
English	840	95	147	142	124	132	332	840	422	418	214	224	187	215	438	402	840
		55%	50%	53%	49%	54%	59%	55%	57%	54%	53%	55%	57%	57%	54%	57%	55%
							c	abcdg									
Scottish	127	14	22	25	21	20	45	127	60	68	24	34	36	33	58	69	127
		8%	7%	8%	9%	9%	8%	8%	8%	9%	6%	8%	11%	9%	7%	10%	8%
													jn			j	
Welsh	40	5	9	4	4	8	18	40	20	20	5	11	12	13	15	25	40
		3%	3%	3%	1%	2%	3%	3%	3%	3%	1%	3%	4%	3%	2%	3%	3%
													j			j	
Northern Irish	17	2	2	3	1	2	9	17	8	9	3	3	4	8	6	11	17
		1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
British	381	54	62	91	60	55	114	381	184	197	135	105	59	81	240	141	381
		25%	28%	22%	32%	26%	21%	25%	25%	25%	33%	26%	18%	22%	30%	20%	25%
				bf							klmop	lo		lmop		lo	
Other	114	20	39	24	17	6	14	114	51	63	25	30	32	27	55	59	114
		7%	11%	14%	8%	8%	3%	3%	7%	8%	6%	7%	10%	7%	7%	8%	7%
			ef	defg	ef	ef		ef									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 143

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
English	840 55%	829 64%	2 1%	7 12%	2 5%	840 55%	742 56%	97 48%	54 59%	655 55%	613 54%	136 59%	749 55%
		bcde		bd	b	bcd	g						
Scottish	127 8%	10 1%	117 86%	- -%	* 1%	127 8%	110 8%	18 9%	5 5%	97 8%	87 8%	24 10%	110 8%
			acde			acd							
Welsh	40 3%	3 *%	- -%	37 61%	- -%	40 3%	33 3%	6 3%	4 5%	27 2%	25 2%	7 3%	32 2%
				abde		abd							
Northern Irish	17 1%	2 *%	- -%	* 1%	14 47%	17 1%	11 1%	6 3%	3 3%	9 1%	10 1%	3 1%	13 1%
					abce	a		f	i				
British	381 25%	348 27%	10 7%	14 24%	9 29%	381 25%	315 24%	65 32%	17 19%	306 26%	297 26%	49 21%	345 25%
		b		b	b	b		f					
Other	114 7%	99 8%	8 6%	2 3%	5 17%	114 7%	103 8%	11 6%	9 9%	101 8%	93 8%	12 5%	105 8%
		c			abce	c							

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 144

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
WHITE																	
British	725	83	121	149	111	115	262	725	358	368	216	199	146	164	415	310	725
	48%	43%	43%	52%	49%	52%	49%	48%	48%	47%	53%	49%	44%	44%	51%	44%	48%
											lmo				lmo		
English	386	44	66	50	58	63	168	386	192	194	103	94	91	98	197	189	386
	25%	23%	23%	17%	25%	28%	32%	25%	26%	25%	25%	23%	27%	26%	24%	27%	25%
					c	c	abcg	c									
Scottish	119	13	22	22	19	20	43	119	55	64	21	34	33	31	55	64	119
	8%	7%	8%	8%	8%	9%	8%	8%	7%	8%	5%	8%	10%	8%	7%	9%	8%
													j			j	
Welsh	35	5	7	3	4	6	17	35	17	18	4	9	10	12	13	23	35
	2%	2%	2%	1%	2%	3%	3%	2%	2%	2%	1%	2%	3%	3%	2%	3%	2%
														j		jn	
Irish	20	2	4	3	3	2	9	20	9	11	2	3	5	10	5	15	20
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	2%	3%	1%	2%	1%
														jkn		jn	
Any other white background	60	12	17	16	7	4	8	60	22	38	12	14	17	17	26	34	60
	4%	6%	6%	6%	3%	2%	2%	4%	3%	5%	3%	3%	5%	5%	3%	5%	4%
		ef	ef	ef				f									
MIXED																	
White and Black Caribbean	13	3	1	7	1	-	-	13	5	8	3	2	4	4	5	8	13
	1%	2%	1%	3%	*%	-%	-%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
		f		efg				f									
White and Black African	6	3	1	-	1	1	1	6	2	4	1	3	-	2	4	2	6
	*%	2%	*%	-%	1%	*%	*%	*%	*%	1%	*%	1%	-%	1%	*%	*%	*%
		fg															

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 144

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
White and Asian	4	1	1	2	-	-	-	4	1	3	3	1	-	-	4	-	4
	*%	*%	*%	1%	-%	-%	-%	*%	*%	*%	1%	*%	-%	-%	*%	-%	*%
Any other mixed background	3	2	-	-	-	-	1	3	-	3	1	-	1	1	1	2	3
	*%	1%	-%	-%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%
		g									o						
ASIAN AND BRITISH ASIAN																	
Indian	15	2	4	5	1	2	3	15	10	5	3	6	3	3	9	6	15
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pakistani	28	3	10	7	4	2	3	28	16	12	6	5	5	12	11	17	28
	2%	2%	4%	2%	2%	1%	1%	2%	2%	2%	1%	1%	1%	3%	1%	2%	2%
			f	f				f						n			
Bangladeshi	7	1	3	1	1	-	-	7	2	6	4	2	1	-	7	1	7
	*%	1%	1%	*%	1%	-%	-%	*%	*%	1%	1%	1%	*%	-%	1%	*%	*%
		f	f								mo						
Any other Asian background	10	3	3	3	1	-	-	10	7	3	2	3	3	3	4	5	10
	1%	2%	1%	1%	1%	-%	-%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
		ef	f	f													
BLACK AND BLACK BRITISH																	
Caribbean	22	2	2	7	4	4	6	22	15	7	9	7	4	2	16	6	22
	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
African	36	5	9	11	7	2	4	36	21	16	11	13	4	8	24	12	36
	2%	2%	3%	4%	3%	1%	1%	2%	3%	2%	3%	3%	1%	2%	3%	2%	2%
			f	ef	f			f									

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 144

Any break column with 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

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	55+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	1875	249	277	305	268	296	776	1875	909	966	415	571	386	503	986	889	1875
Effective Weighted Sample	1409	191	212	236	207	227	596	1409	687	721	334	442	286	364	761	648	1409
Total	1519	191	280	288	228	224	532	1519	744	775	406	406	331	376	812	707	1519
Any other black background	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%
MIDDLE EAST AND ARABIC ORIGIN																	
Iranian	2 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	2 *%
CHINESE OR OTHER ETHNIC GROUP																	
Chinese	2 *%	1 1%	1 *%	- -%	- -%	- -%	- -%	2 *%	* *%	2 *%	- -%	2 1%	- -%	- -%	2 *%	- -%	2 *%
Any other background	19 1%	5 3% cf	4 1%	1 *%	5 2%	2 1%	4 1%	19 1%	8 1%	10 1%	5 1%	5 1%	3 1%	5 1%	10 1%	9 1%	19 1%
Refused	5 *%	- -%	2 1%	- -%	1 1%	* *%	1 *%	5 *%	4 1%	1 *%	* *%	4 1%	1 *%	* *%	4 *%	2 *%	5 *%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 144

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
WHITE													
British	725 48%	675 52% bce	14 10%	22 35% b	15 51% bc	725 48% bc	618 47%	107 53%	36 40%	581 49%	521 46%	115 50%	636 47%
English	386 25%	379 29% bcde	2 2%	4 6% bd	* 1% bcd	386 25% bcd	337 26%	49 24%	27 29%	290 24%	287 26%	68 29%	355 26%
Scottish	119 8%	7 1%	112 82% acde	- -%	1 2%	119 8% acd	103 8%	17 8%	5 5%	94 8%	83 7%	20 9%	102 8%
Welsh	35 2%	3 *% c	- -%	32 53% abde	- -%	35 2% abd	30 2%	6 3%	4 4%	23 2%	20 2%	7 3%	28 2%
Irish	20 1%	6 *% c	1 *% c	* *% c	13 44% abce	20 1% a	13 1%	7 4% f	2 2%	12 1%	12 1%	3 1%	15 1%
Any other white background	60 4%	55 4% c	3 2%	1 1%	1 2%	60 4%	53 4%	7 3%	6 7%	50 4%	50 4%	5 2%	55 4%
MIXED													
White and Black Caribbean	13 1%	13 1%	- -%	* *% c	- -%	13 1%	12 1%	1 *% c	3 3% i	9 1%	11 1%	- -%	11 1%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 144

Any break column with 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

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
White and Black African	6 *%	5 *%	1 *%	- -%	- -%	6 *%	6 *%	- -%	- -%	6 *%	3 *%	1 *%	4 *%
White and Asian	4 *%	2 *%	1 1%	- -%	- -%	4 *%	4 *%	- -%	- -%	4 *%	4 *%	- -%	4 *%
Any other mixed background	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	1 1%	2 *%	3 *%	- -%	3 *%
ASIAN AND BRITISH ASIAN													
Indian	15 1%	14 1%	- -%	1 1%	- -%	15 1%	14 1%	1 1%	1 1%	10 1%	12 1%	1 *%	13 1%
Pakistani	28 2%	28 2%	- -%	- -%	- -%	28 2%	26 2%	2 1%	2 2%	21 2%	26 2%	2 1%	28 2%
Bangladeshi	7 *%	7 1%	- -%	- -%	- -%	7 *%	6 *%	1 1%	2 2%	6 *%	7 1%	- -%	7 1%
Any other Asian background	10 1%	10 1%	- -%	- -%	- -%	10 1%	9 1%	1 *%	1 1%	8 1%	10 1%	- -%	10 1%
BLACK AND BLACK BRITISH													
Caribbean	22 1%	21 2%	- -%	* *%	- -%	22 1%	22 2%	- -%	1 1%	19 2%	19 2%	2 1%	21 2%

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

OFCOM MEDIA LITERACY TRACKER 2017 - ADULTS - 20th September to 30th October 2017.

Table 144

Any break column with 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

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l
Significance Level: 95%													
Unweighted total	1875	1212	222	220	221	1875	1546	329	133	1384	1289	334	1623
Effective Weighted Sample	1409	1094	202	214	206	1409	1182	238	97	1057	978	265	1229
Total	1519	1291	137	61	30	1519	1315	204	91	1194	1124	230	1354
African	36 2%	35 3% bd	* *%	1 1%	- -%	36 2% d	35 3% g	1 1%	- -%	33 3%	31 3%	4 2%	35 3%
Any other black background	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%
MIDDLE EAST AND ARABIC ORIGIN													
Iranian	2 *%	1 *%	1 1%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	1 *%	- -%	1 *%
CHINESE OR OTHER ETHNIC GROUP													
Chinese	2 *%	2 *%	* *%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	2 *%	- -%	2 *%
Any other background	19 1%	16 1%	2 1%	* *%	* 1%	19 1%	17 1%	2 1%	- -%	19 2%	17 2%	2 1%	19 1%
Refused	5 *%	5 *%	- -%	- -%	* 1%	5 *%	4 *%	1 1%	- -%	5 *%	4 *%	1 1%	5 *%

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