

# Adult Media Literacy Tracker 2021 – AOBA survey

Adult Online Behaviours and Attitudes survey (AOBA) 2021 – Questionnaire for Wave 1 and 2

## Introduction

This study is being carried out with adults aged 16 and over for Ofcom, the regulator for the UK communications industry.

We are looking to understand people's use of and opinions about different sorts of media.

The survey is being conducted for research purposes only and we rely on your consent. You can refuse to participate or stop the survey at any point. Following the introduction of GDPR legislation we need to draw your attention to our Privacy Policy at the bottom right of the screen which explains your rights.

Please be assured this is genuine research being conducted for Ofcom. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part.

Could you please confirm you are happy to proceed?

Yes	1	CONTINUE
No	2	CLOSE

# Adult Media Literacy Tracker 2021 – AOBA survey

## ALL RESPONDENTS

**S1.** Please think about how much **time you spend online** across a typical week.

Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online and doing schoolwork or working from home.

This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home, your workplace or place of education or anywhere else.

How many **hours** in a typical **week** would you say you spend online?

Please enter the number of hours per week \_\_\_\_\_

Don't know \_\_\_\_\_

*TYPE IN AND AUTO CODE AS:*

### IF DON'T KNOW AT S1:

Would you say your time spent online in a typical week would be...

**Please select one option**

None	1
Up to 2 hours	2
3 to 5 hours	3
6 to 8 hours	4
9 to 11 hours	5
12 to 15 hours	6
16 to 22 hours	7
23 to 30 hours	8
Over 30 hours	9
Don't know/ unsure	10

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## ALL RESPONDENTS WHO GO ONLINE IN A TYPICAL WEEK AT S1 (CODES 2-9)

**S1A.** What number from 1 to 10 best describes you, where:

- 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific
- 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on

1	2	3	4	5	6	7	8	9	10
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## ALL RESPONDENTS

**S2.** Which of these best describes the chief income earner in your household?

If you/ they are retired and living on a private pension, please choose your description based on what you/ they did before you/ they retired.

If you/ they have been unemployed for six months or less, please choose your description based on your/ their most recent main job.

**Please select one option**

<b>Very senior management;</b> top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm)	1
<b>Senior or middle management in large organisation;</b> owner of small business; principal officer in civil service/ local government	2
<b>Junior management or professional;</b> or administrative (e.g. most office workers; accounts clerk; secretary; police sergeant; nurse)	3
<b>Skilled manual worker</b> - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	4
<b>Semi-skilled or unskilled manual worker</b> - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	5
Housewife/househusband	6
Unemployed	7
Student	8
<b>Retired and on state pension ONLY</b> (If retired but not only on state pension, please indicate the occupation just before retirement)	9
Don't know	10

# Adult Media Literacy Tracker 2021 – AOBA survey

## ALL RESPONDENTS

**S3.** What is your age?

Please enter your age in years \_\_\_\_\_

TYPE IN AND AUTO CODE AS:

Under 16 (Close)	x
16-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	6
75 years or over	7

## ALL RESPONDENTS

(QUESTION WORDING AND RESPONSE OPTIONS AMENDED AT WAVE 2 TO THE WORDING BELOW)

**S4.** Which of the following are you?

**Please select one option**

Man	1
Woman	2
Non-binary	3
Prefer to use another term (please specify - optional)	4
Prefer not to say	5

## ALL RESPONDENTS

**S5.** And where do you normally live? By this we mean the place that you live for most of the year.

**Please select one option**

England	1
Wales	2
Scotland	3
Northern Ireland	4

*ALL RESPONDENTS*

**S6.** What is your postcode?

This will not be used to contact you or to identify you – it will be used to see which TV and radio stations are available in the area where you live and to classify your area as rural or urban.

TYPE IN:

ALLOW REFUSED

*ALL RESPONDENTS THAT LIVE IN ENGLAND AT S5 (CODE 1)*

**S7.** Which region of England do you live in?

**Please select one option**

North East	1
Yorkshire and Humberside	2
North West	3
West Midlands	4
East Midlands	5
East of England	6
South West	7
South East	8
Greater London	9

*ALL RESPONDENTS.*

**S8.** Which one of these best describes where you live?

**Please select one option**

Large city	1
Smaller city or large town	2
Medium town	3
Small town	4
Rural area	5

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## ALL RESPONDENTS

**S9.** Which of these best describes your current situation?

**Please select one option**

In full time employment	1
In part time employment	2
Unemployed	3
A student	4
Full-time responsibility for home/ family	5
Retired	6
Other	7
Prefer not to say	8

## ALL RESPONDENTS THAT ARE WORKING AT S9 (CODES 1-2)

**S10.** And are you currently on furlough?

**Please select one option**

Yes	1
No	2
Don't know	3
Prefer not to say	4

## SHOWSCREEN

Thank you very much for your answers so far. You qualify for the main survey. First some questions about mobile phones and other devices.

## ALL RESPONDENTS

**A1.** Do you personally use a mobile phone?

**Please select one option**

Yes	1
No	2
Don't know	3

## Adult Media Literacy Tracker 2021 – AOBA survey

*ASK ALL THAT USE A MOBILE PHONE AT A1 (CODE 1) – OTHERS SKIP TO A3*

**A2.** Is this a smartphone?

A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

**Please select one option**

Yes	1
No	2
Don't know	3

### *ALL RESPONDENTS*

**A3.** Do you use a smart speaker which can respond to voice commands like “Alexa” or “Hey Google” ?

Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod.

**Please select one option**

Yes	1
No	2
Don't know	3

### *SHOWSCREEN*

Now some questions about your use of the internet and being online.

### *ALL RESPONDENTS*

**IN1.** Which of these devices do you use to go online?

**Please select all that apply**

Smartphone (like an iPhone or Samsung Galaxy)	1
Tablet (like an iPad, Kindle Fire or Google Nexus)	2
Laptop or netbook	3
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	4
Games console or handheld games player	5
Other type of device used to go online - (please type in below)	6

*ALL RESPONDENTS*

**IN2.** How long ago did you first start going online?

Please think about wherever you first started going online – perhaps at home, work, school, college, or anywhere else using any type of device.

**Please select one option**

Ten years ago or more	1
In the past 5-9 years	2
In the past 3-4 years	3
In the past 2 years	4
In the past year	5
Can't remember	6

*ALL RESPONDENTS*

**IN3A.** Overall, how confident are you as an internet user?

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

*ALL RESPONDENTS*

**IN3B.** How confident are you in knowing how to manage who has access to your personal data online?

By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests.

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6



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## ALL RESPONDENTS

**IN3C.** How confident are you in recognising what is advertising and what is not, when you see or read things online?

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

## ALL RESPONDENTS

**IN3D.** How confident are you in judging whether the information you see or read online is true or false?

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

## ALL RESPONDENTS

**IN4.** In the last month, when you have gone online, have you....

**Please select one option**

<b>Only used</b> websites or apps that you've used before	1
Used maybe <b>one or two</b> websites or apps that you haven't used before	2
Used <b>lots</b> of websites or apps that you haven't used before	3
Have not gone online in the last month	4
Don't know	5

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## SHOWSCREEN

At the next few questions you will be shown lists of activities that some people say they do online.

## ALL RESPONDENTS

**IN5A.** Which if any of these activities do you do online?

**Please select all that apply**

Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	1
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	2
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	3
Finding/ downloading information for work/ business/ school/ college/ university	4
Look at job opportunities or apply for a job online	5
Find information for your leisure time including cinema, live music, theatre, museums etc.	6
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	7
Sign an online petition or use a campaigning website (e.g. change.org)	8
None of these	9

## ALL RESPONDENTS

**IN5B.** Which if any of these activities do you do online?

**Please select all that apply**

Use streamed audio services (e.g. Spotify or Deezer or Apple Music)	1
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	2
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	3
None of these	4

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## ALL RESPONDENTS

**IN6.** Which, **if any**, of these apps or sites do you use **to send messages, chat or make video or voice calls?**

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

Clubhouse (WAVE 2 ONLY)	1
Discord	2
(Facebook) Messenger	3
FaceTime	4
Google Chat/ Google Meet/ Google Duo	5
Houseparty (WAVE 1 ONLY)	6
iMessage (by Apple)	7
Instagram (Direct)	8
Kik	9
Microsoft Teams	10
Signal	11
Skype	12
Slack	13
Snapchat	14
Telegram	15
Viber	16
WeChat	17
WhatsApp	18
Zoom	19
I send messages, chat or make video/ voice calls on other apps/ sites	20
I do not send messages, chat or make video or voice calls on ANY apps/ sites	21
Don't know	22

ALL RESPONDENTS

IN7. Which, **if any**, of these apps or sites do you **watch** videos or clips on?

Please click the forward '>>' button to see the apps and sites.

Please select all that apply

BitChute	1
Dailymotion	2
Dubsmash	3
Facebook (inc Facebook Gaming)	4
Instagram	5
OnlyFans	6
Snapchat	7
TikTok	8
Twitch	9
Vimeo	10
YouTube	11
I watch videos/ clips on other apps/ sites	12
I do not watch videos/ clips on ANY apps/ sites	13
Don't know	14

ALL RESPONDENTS

IN8. Do you ever upload videos online that you have made yourself?

Please select one option

Yes	1
No	2
Don't know	3

## Adult Media Literacy Tracker 2021 – AOBA survey

### ALL RESPONDENTS THAT SAY THEY UPLOAD CONTENT AT IN8 (CODE 1)

**IN9.** And which of these apps or sites do you use to **upload** your own videos (that you have made yourself)?

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

BitChute	1
Dailymotion	2
Dubsmash	3
Facebook (inc Facebook Gaming)	4
Instagram	5
OnlyFans	6
Snapchat	7
TikTok	8
Twitch	9
Vimeo	10
YouTube	11
I upload videos I have made myself to other apps/ sites	12
Don't know	13

### ALL RESPONDENTS

**IN10. Moving on now to think about live streaming apps or sites.** These let you watch videos 'live' at exactly the same time as they are being made.

Which, **if any**, of these live streaming apps or sites do you use to **watch live stream videos**?

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

Facebook (Live)	1
Instagram (Live)	2
Periscope (WAVE 1 ONLY)	3
TikTok (LIVE)	4
Twitch	5
YouNow	6
YouTube (Live)	7
I watch live streamed videos on other apps/sites	8
I do not watch live streamed videos on ANY apps/ sites	9
Don't know	10

# Adult Media Literacy Tracker 2021 – AOBA survey

## ALL RESPONDENTS

**IN11.** And do you ever live stream your own videos?

**Please select one option**

Yes	1
No	2
Don't know	3

## ALL RESPONDENTS THAT SAY THEY LIVE STREAM THEIR OWN VIDEOS AT IN11 (CODE 1)

**IN12.** And which of these apps or sites do you use to post or share your own live streamed videos?

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

Facebook ( <u>Live</u> )	1
Instagram ( <u>Live</u> )	2
Periscope (WAVE 1 ONLY)	3
TikTok ( <u>LIVE</u> )	4
Twitch	5
YouNow	6
YouTube ( <u>Live</u> )	7
I post or share my own live streamed videos to other apps/ sites	8
Don't know	9

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## ALL RESPONDENTS

**IN13.** [IF ANY CHOSEN AT PREVIOUS QUESTIONS - You have already said that you use some of the apps/ sites shown below for certain types of uses that we've asked about. Now we're interested in using apps for 'social media' - so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc).].

IF NONE CHOSEN AT PREVIOUS QUESTIONS - Please now think about using apps/ sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc).

Which **if any**, of these social media apps/ sites do you use?

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

Facebook	1
Instagram	2
LinkedIn	3
Pinterest	4
Reddit	5
Snapchat	6
TikTok	7
Tumblr	8
Twitter	9
Yubo (WAVE 2 ONLY)	10
I use other social media apps or sites	11
None/ I do not use ANY social media apps or sites	12
Don't know	13

# Adult Media Literacy Tracker 2021 – AOBA survey

ASK ALL WITH MORE THAN ONE SOCIAL MEDIA PROFILE AT IN13 (CODES 1-11)

**IN14.** And which **one** would you say is your **main** social media app or site – the one you **use most often**?

Please click the forward '>>' button to see the apps and sites.

**Please select one option**

Facebook	1
Instagram	2
LinkedIn	3
Pinterest	4
Reddit	5
Snapchat	6
TikTok	7
Tumblr	8
Twitter	9
Yubo (WAVE 2 ONLY)	10
Other social media app or site	11
Don't know	12

ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN13 (CODE 1-11)

**IN15.** You said you used the following social media apps or sites. <<INSERT RESPONSES AT IN13>>.

Which **one** of these statements **best** describes your use of these social media apps or sites?

**Please select one option**

I often share, post or comment on social media sites or apps	1
I sometimes share, post or comment on social media sites or apps	2
I usually just 'like' things on social media sites or apps	3
I tend to only read things on these sites or apps and rarely like or post anything	4
Don't know	5



## Adult Media Literacy Tracker 2021 – AOBA survey

*ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN13 (CODE 1-11)*

(ASKED AT WAVE 2 ONLY)

**IN15B.** Have you seen anything that upset or offended you in the last 12 months on any of the social media apps or sites you use?

**Please select one option**

Yes - often	1
Yes - sometimes	2
Yes - rarely	3
No, never	4
Don't know	5

## Adult Media Literacy Tracker 2021 – AOBA survey

ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN13 (CODE 1-10) OR THAT WATCH OR POST CONTENT ON VSPS (IN7 OR IN9 CODES 1-11) OR THAT WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-7)

**IN16.** Below is a list of some of the apps/ sites that you said earlier that you use. (FILTERED ACCORDINGLY)

Some can be used by anyone, but for others you need to have a profile. This may involve choosing a user name, password and a picture for your profile.

Please click on those where you have a **profile** - even if you do not regularly use the app/ site to post or share content yourself.

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

BitChute	1
DailyMotion	2
Dubsmash	3
Facebook	4
Instagram	5
LinkedIn	6
OnlyFans	7
Periscope (WAVE 1 ONLY)	8
Pinterest	9
Reddit	10
Snapchat	11
TikTok	12
Tumblr	13
Twitch	14
Twitter	15
Vimeo	16
YouNow	17
YouTube	18
Yubo (WAVE 2 ONLY)	19
I do not have a profile on ANY of these	20
Don't know	21

# Adult Media Literacy Tracker 2021 – AOBA survey

ASK FOR EACH REGISTERED PROFILE MENTIONED AT IN16 (CODES 1-19)

**IN17.** Do you have more than one profile on any of these apps or sites, that you still use?

**Please select one option per row**

A.	BitChute	Use just one profile	Use more than one profile	Don't know
B.	DailyMotion	Use just one profile	Use more than one profile	Don't know
C.	Dubsmash	Use just one profile	Use more than one profile	Don't know
D.	Facebook	Use just one profile	Use more than one profile	Don't know
E.	Instagram	Use just one profile	Use more than one profile	Don't know
F.	LinkedIn	Use just one profile	Use more than one profile	Don't know
G.	OnlyFans	Use just one profile	Use more than one profile	Don't know
H.	Periscope (WAVE 1 ONLY)	Use just one profile	Use more than one profile	Don't know
I.	Pinterest	Use just one profile	Use more than one profile	Don't know
J.	Reddit	Use just one profile	Use more than one profile	Don't know
K.	Snapchat	Use just one profile	Use more than one profile	Don't know
L.	TikTok	Use just one profile	Use more than one profile	Don't know
M.	Tumblr	Use just one profile	Use more than one profile	Don't know
N.	Twitch	Use just one profile	Use more than one profile	Don't know
O.	Twitter	Use just one profile	Use more than one profile	Don't know
P.	Vimeo	Use just one profile	Use more than one profile	Don't know
Q.	YouNow	Use just one profile	Use more than one profile	Don't know
R.	YouTube	Use just one profile	Use more than one profile	Don't know
S.	Yubo (WAVE 2 ONLY)	Use just one profile	Use more than one profile	Don't know

*ASK THOSE THAT USE MORE THAN ONE PROFILE ON ANY OF THE SITES AT IN17 CODES A-S*

**IN18.** Which of these are reasons why you have more than one profile on the same site or app?

**Please select all that apply**

I have separate account(s) dedicated to a hobby (eg cooking, reading, photography)	1
I have separate account(s) for business purposes/ for promoting my business	2
I have one account for my closest friends and another for my wider circle of friends	3
I have an account for my parents/ family to see	4
I have different accounts for sharing/ posting my own content and for following other people	5
I have more than one but I no longer use them all	6
I have a 'real' or authentic account and another that is my curated or photoshopped one	7
Some other reason – please type in below	8
Don't know	9

*ASK THOSE THAT USE SOCIAL MEDIA IN ITS BROADEST SENSE – ANY OF THE FILTERS SHOWN BELOW*

*SHOWSCREEN*

Moving on now, for the next questions please think about your use of **ALL** the different sites or apps you've said you use for:

**Messaging, chat, making voice or video calls:** Insert responses as text from <<IN6– codes 1--20>>

**Social media:** Insert responses as text from <<IN13 - codes 1-11>>

**Watching or uploading videos :** Insert responses as text from <<IN7 – codes 1-12 and any additional sites from, IN9– codes 1-12>>

**Watching or posting live streams:** Insert responses as text from <<IN10 – codes 1-8 and any additional sites from, IN12 – codes 1-8>>

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ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-20) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-11) OR WHO WATCH OR UPLOAD VIDEOS ON VSPS AT IN7 OR IN9 (CODES 1-12) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-8)

**IN19A.** To what extent do you agree or disagree with the following statements..

**“I am confident in using the settings on these apps/ sites to control who sees the photos and videos I share”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-20) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-11) OR WHO WATCH OR UPLOAD VIDEOS ON VSPS AT IN7 OR IN9 (CODES 1-12) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-8)

**IN19B.** To what extent do you agree or disagree with the following statements.

**“There is pressure to be popular on these apps or sites”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

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*ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-20) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-11) OR WHO WATCH OR UPLOAD VIDEOS ON VSPTS AT IN7 OR IN9 (CODES 1-12) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-8)*

**IN19C.** To what extent do you agree or disagree with the following statements.

**“Using these apps or sites helps me to keep in touch with my family or friends”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

*ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-20) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-11) OR WHO WATCH OR UPLOAD VIDEOS ON VSPTS AT IN7 OR IN9 (CODES 1-12) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-8)*

**IN20.** When you use these types of apps or sites, which **one** of these best applies?

**Please select one option**

I often see views that I disagree with	1
I sometimes see views that I disagree with	2
I rarely see views that I disagree with	3
Don't know	4

## Adult Media Literacy Tracker 2021 – AOBA survey

*ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-20) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-11) OR WHO WATCH OR UPLOAD VIDEOS ON VSPS AT IN7 OR IN9 (CODES 1-12) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-8)*

**IN21.** When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate?

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

**Please select one option**

Yes – all or most of the time	1
Yes - sometimes	2
Yes – but not very often/ rarely	3
No - I don't tend to think about whether it is true or accurate	4
I don't see news stories or articles on these types of apps or sites	5
Don't know	6

*ASK ALL THAT CONSIDER THE TRUTHFULNESS OF NEWS CONTENT AT IN21 (CODES 1-3)*

**IN22.** And which, if any, of these things do you do to check or verify the accuracy or truthfulness of the information in news stories you see on these apps or sites?

**Please select all that apply**

Check if the story/ article was by an organisation I had heard of	1
Check if it was by a trustworthy organisation	2
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	3
Think about how likely it is for the story to be true	4
Check to see if the same information appears anywhere else	5
Think about whether I trust the person who shared it	6
Look at the comments/ what people have said about it	7
Check to see if it is by someone who witnessed it	8
Use a fact checking website/ app like Full Fact (WAVE 2 ONLY)	9
Some other check – (please type in below)	10
None of these / I wouldn't tend to check the information in the article to see if it was true	11
Don't know	12

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*ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-20) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-11) OR WHO WATCH OR UPLOAD VIDEOS ON VSPS AT IN7 OR IN9 (CODES 1-12) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-8)*

**IN23.** Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a **deliberately** untrue or misleading news story?

**Please select one option**

Yes	1
No	2
Don't know	3

*ASK ALL WHO HAVE SEEN AN UNTRUE OR MISLEADING NEW STORY AT IN23 (CODE 1)*

**IN24.** And what, if anything, did you do about this untrue or misleading news story?

**Please select all that apply**

I reported it to the site/ app	1
I commented on it to say it was incorrect/ misleading	2
I shared it online and said it was incorrect/ misleading	3
I did something else – please type in below	4
I didn't do anything/ I ignored it	5
Don't know	6

*ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-20) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-11) OR WHO WATCH OR UPLOAD VIDEOS ON VSPS AT IN7 OR IN9 (CODES 1-12) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-8)*

**IN25.** You said you used the following sites or apps.

Aside from these, what other sites or apps have you started to use for watching or uploading videos, voice or video calls, chat or messaging, live streaming or for social media?

**ENTER 1**

**ENTER 2**

**ENTER 3**

**None/ Have not used any other sites/ apps**



ALL RESPONDENTS

**IN26.** Moving on now, which if any of the following things do you do online?

**Please select all that apply**

Add filters to or edit photos	1
Make a meme or gif	2
Make or modify a website/ app or game	3
Make or edit music online (such as editing/ cutting or mixing tracks)	4
Make a podcast	5
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	6
Write blogs or articles	7
Follow an online 'how to' tutorial to create or do something of your own	8
Create an online photo book or calendar	9
Create an online scrapbook of ideas, on sites like Pinterest	10
None of these	11
Don't know	12

ALL RESPONDENTS

**IN27A.** You're now going to see some things that other people have said about being online. To what extent do you agree or disagree with each statement.

**"Internet users must be protected from seeing inappropriate or offensive content"**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

# Adult Media Literacy Tracker 2021 – AOBA survey

## ALL RESPONDENTS

**IN27B.** You're now going to see some things that other people have said about being online.  
To what extent do you agree or disagree with each statement.

**“I think people should have the right to hide their identity online in order to express their views anonymously”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

## ALL RESPONDENTS

**IN27C.** You're now going to see some things that other people have said about being online.  
To what extent do you agree or disagree with each statement.

**“I think it is important that people can say what they want online even if it is controversial or hurtful to others”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

# Adult Media Literacy Tracker 2021 – AOBA survey

## ALL RESPONDENTS

**IN27D.** You're now going to see some things that other people have said about being online. To what extent do you agree or disagree with each statement.

**“Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

## ALL RESPONDENTS

**IN27E.** You're now going to see some things that other people have said about being online. To what extent do you agree or disagree with each statement.

**“I worry about whether something I say online could cause me problems in the future”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

## ALL RESPONDENTS

**IN27F.** You're now going to see some things that other people have said about being online. To what extent do you agree or disagree with each statement.

**“For me, the benefits of being online outweigh the risks”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

ALL RESPONDENTS

**IN27G.** You're now going to see some things that other people have said about being online. To what extent do you agree or disagree with each statement.

**“Being online has helped me to learn a new skill”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

ALL RESPONDENTS

**IN27H.** You're now going to see some things that other people have said about being online. To what extent do you agree or disagree with each statement.

**“Being online has helped me broaden my understanding or view of the world”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

**SHOWSCREEN**

Now some questions about playing games.

**ALL RESPONDENTS**

**G1.** Do you play games at home or elsewhere in any of these ways?

**Please select all that apply**

On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1
On a laptop or netbook (WAVE 2 ONLY)	2
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard) (WAVE 2 ONLY)	3
On a mobile phone or smartphone	4
On a tablet	5
Through an app on a smart TV	6
On a virtual reality gaming headset / device (e.g. Oculus, Samsung Gear VR)	7
Using wearable technology like a smartwatch (such as an Apple Watch)	8
No, I never play games	9

**ALL RESPONDENTS THAT PLAY GAMES AT G1 (CODES 1 -8)**

**G2.** Which of the following types of games do you play?

**Please select all that apply**

Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	2
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	3
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	4
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	5
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	6
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	7
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	8
Accurately simulate a real-life experience (e.g. flying a plane)	9
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	10
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	11
Other type of games – Please type in below	12
Don't know	13

*ALL RESPONDENTS THAT PLAY GAMES AT G1 (CODES 1-8)*

**G3A.** Do you play games **online**?

**Please select one option**

Yes	1
No	2
Don't know	3

*ALL RESPONDENTS THAT PLAY GAMES ONLINE AT G3A (CODE 1)*

**G3B.** When you play games online, which of these describe how you play?

**Please select all that apply**

Playing on your own - against the games console/ computer or other device	1
Playing with or against someone you know/ that you have met in person	2
Playing with or against someone you do <b>not</b> know/ you have <b>not</b> met in person	3
Don't know	4

*SHOWSCREEN*

Now some questions about the time you spend using various media.

*ASK ALL RESPONDENTS THAT USE VSPs FOR WATCHING CONTENT AT IN7 (CODES 1-12)*

**Q1.** Which one of these best describes how you feel about the time you spend watching videos online?

**Please select one option**

I spend <b>too much time</b> doing this	1
I am <b>comfortable</b> with the amount of time I spend doing this	2
I would like to spend <b>more time</b> doing this	3
Don't know	4

## Adult Media Literacy Tracker 2021 – AOBA survey

### ASK ALL RESPONDENTS THAT USE SOCIAL MEDIA AT IN13 (CODES 1-11)

**Q2.** Which one of these best describes how you feel about the time you spend on social media apps or sites like <<responses at IN21A>>)?

**Please select one option**

I spend <b>too much time</b> doing this	1
I am <b>comfortable</b> with the amount of time I spend doing this	2
I would like to spend <b>more time</b> doing this	3
Don't know	4

### ASK ALL RESPONDENTS THAT PLAY GAMES AT G1 (CODES 1-8)

**Q3.** Which one of these best describes how you feel about the time you spend playing games?

**Please select one option**

I spend <b>too much</b> time doing this	1
I am <b>comfortable</b> with the amount of time I spend doing this	2
I would like to spend <b>more time</b> doing this	3
Don't know	4

### ALL RESPONDENTS

**Q4.** Which one of these best describes how you feel about the time you spend watching TV programmes or films?

**Please select one option**

I spend <b>too much</b> time doing this	1
I am <b>comfortable</b> with the amount of time I spend doing this	2
I would like to spend <b>more time</b> doing this	3
Don't know	4

*ALL RESPONDENTS*

**B1A.** Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree.

**“I try to keep up with technology”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5

*ALL RESPONDENTS*

**B1B.** Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree.

**“My friends tend to come to me if they have questions about technology”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5

*ALL RESPONDENTS*

**B1C.** Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree.

**“I’m as knowledgeable about these technologies as the next person”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5



# Adult Media Literacy Tracker 2021 – AOBA survey

## ALL RESPONDENTS

**B2.** Please look at these two statements people have made about shopping around generally, whether for services such as mobile phones, broadband, insurance or for goods. For each statement please indicate how much you agree or disagree...

**“Finding a cheaper deal is a priority for me”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5

## ALL RESPONDENTS

**B3.** Please look at these two statements people have made about shopping around generally, whether for services such as mobile phones, broadband, insurance or for goods. For each statement please indicate how much you agree or disagree...

**“I look out for and use discount codes or discount vouchers whenever I can”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5

# Adult Media Literacy Tracker 2021 – AOBA survey

## ALL RESPONDENTS

Now some questions about you and your household. These questions are used to help us to group the different people who respond to the survey from across the UK when we look at the results. You are, of course, free to choose not to answer each question.

**C1.** How many people are there in your household in total (including yourself)?

**Please type in below**

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## ASK IF MORE THAN 01 PERSON AT C1 – OTHERS SKIP TO C5

**C2.** Do you have any children aged under 18 who live at home with you – where you are their parent or guardian?

**Please select one option**

Yes	1
No	2
Prefer not to say	3

## ASK IF YES AT C2

**C3.** How many of your children aged under 18 live at home with you?

**Please type in below**

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## ASK IF ONE OR MORE CHILDREN AT HOME AT C3 – OTHERS SKIP TO C5

**C4.** IF C3 is >1: And what ages are these children?  
IF C3 is 1: And what age is this child?

Under 1 year old	1
1-4 years old	2
5-7 years old	3
8-11 years old	4
12-15 years old	5
16-17 years old	6
Prefer not to say	7

# Adult Media Literacy Tracker 2021 – AOBA survey

## ALL RESPONDENTS

**C5.** Which one of these – if any – is the highest educational or professional qualification that you currently have?

Please choose the highest option on the list that applies to you.

**Please select one option**

I have no formal qualifications (and I am not still studying)	1
Entry level qualification such as ESOL, ELC or Skills for Life	2
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	3
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	4
Level 1-2 vocational qualification or intermediate apprenticeship	5
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	6
Level 3 vocational qualification or advanced apprenticeship	7
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	8
Level 4-5 vocational qualification or higher apprenticeship	9
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	10
Level 6 vocational qualification or degree apprenticeship	11
University higher degree (e.g. Masters, PhD or equivalent)	12
Still studying/ still at school	13
Don't know	14
Prefer not to say	15

## ALL RESPONDENTS

**C6.** Which of these options best describes how you feel about your ability to read and write?

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6
Prefer not to say	7

## Adult Media Literacy Tracker 2021 – AOBA survey

### ALL RESPONDENTS

**C7.** Do you consider English to be your first or main language?

**Please select one option**

Yes – (English is first/ main language)	1
No	2
Prefer not to say	3

### ALL RESPONDENTS

**C8.** Which one of these options applies to your home?

**Please select one option**

Being bought on mortgage	1
Owned outright by the household	2
Rented from Local Authority/ Housing Association/ Trust	3
Rented from private landlord	4
Something else – (please type in below)	5
Don't know	6
Prefer not to say	7

### ALL RESPONDENTS

**C9.** Which of these – if any – impact or limit your daily activities or the work you can do?

**Please select all that apply**

Hearing? Poor hearing, partial hearing, or are deaf	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	3
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
Breathing? Breathlessness or chest pains	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	6
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	7
Your mental health? Anxiety, depression, or trauma-related conditions, for example	8
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	9
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	10
Don't know	11
Prefer not to say	12

ALL RESPONDENTS

**C10.** Which one of these groups best describes your ethnic group or background?

**Please select one option**

<b>WHITE</b>	
English/ Welsh/ Scottish/ Northern Irish/ British	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other white background	4
<b>MIXED/ MULTIPLE ETHNIC GROUPS</b>	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other mixed/ multiple ethnic background	8
<b>ASIAN AND BRITISH ASIAN</b>	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
<b>BLACK AND BLACK BRITISH</b>	
Caribbean	14
African	15
Any other Black/ African/ Caribbean background	16
<b>OTHER ETHNIC GROUP</b>	
Arab	17
Any other ethnic background	18
Prefer not to say	19

# Adult Media Literacy Tracker 2021 – AOBA survey

## ALL RESPONDENTS

**C11.** Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

**Please select all that apply**

Income Support	1
Income-based Jobseeker's Allowance	2
Pensions Credit (Guaranteed Credit)	3
Pensions Credit (no Guaranteed Credit)	4
Employment and Support Allowance (ESA)	5
Universal Credit (and household has other earnings)	6
Universal Credit (and household has no other earnings) (WAVE 2 ONLY)	7
Personal Independence Payment (PIP)	8
Carer's allowance	9
Other - (please type in below)	10
None of these - Do not receive any of these benefits	11
Don't know	12
Prefer not to say	13

## ALL RESPONDENTS

**C12.** Which one of these bands describes your total household income before tax or any other deductions are made?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

**Please select one option**

	Per week	Per Year
1	Up to £199	Up to £10,399
2	From £200 to £299	From £10,400 to £15,599
3	From £300 to £499	From £15,600 to £25,999
4	From £500 to £699	From £26,000 to £36,399
5	From £700 to £999	From £36,400 to £51,999
6	£1,000 and above	£52,000 and above
7	Don't know	
8	Prefer not to say	

### Thank and close

That is the end of the survey now, thank you very much for your time and patience. We hope you found it interesting and enjoyable.