MEDIA LITERACY - ADULTS’ MEDIA USE AND ATTITUDES 2005-14
11 YEARS AT A GLANCE

MEDIA ATTITUDES AND CRITICAL UNDERSTANDING

**CONCERNS** The internet, TV and mobile phones have all seen a decrease in overall concerns since 2005.

**REGULATION** Awareness that TV and radio are regulated has increased over the years.

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**INTERNET**

- TV: 51%
- Mobile: 40%
- Radio: 24%
- Internet: 9%

 `% who have any concerns about content on media`

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**TV**

- 88%
- Radio: 79%

 `% who believe media is regulated`

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**FUNDING** Awareness of how BBC TV channels are funded has decreased since 2005, while awareness of how types of website are funded (BBC and search engines) have both risen substantially.

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**ONLINE PRIVACY** The majority of internet users are paying or giving personal info online, but doing so with increased concern or due caution.

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**ONLINE SECURITY** There has been an increase in the use of measures to judge website safety.