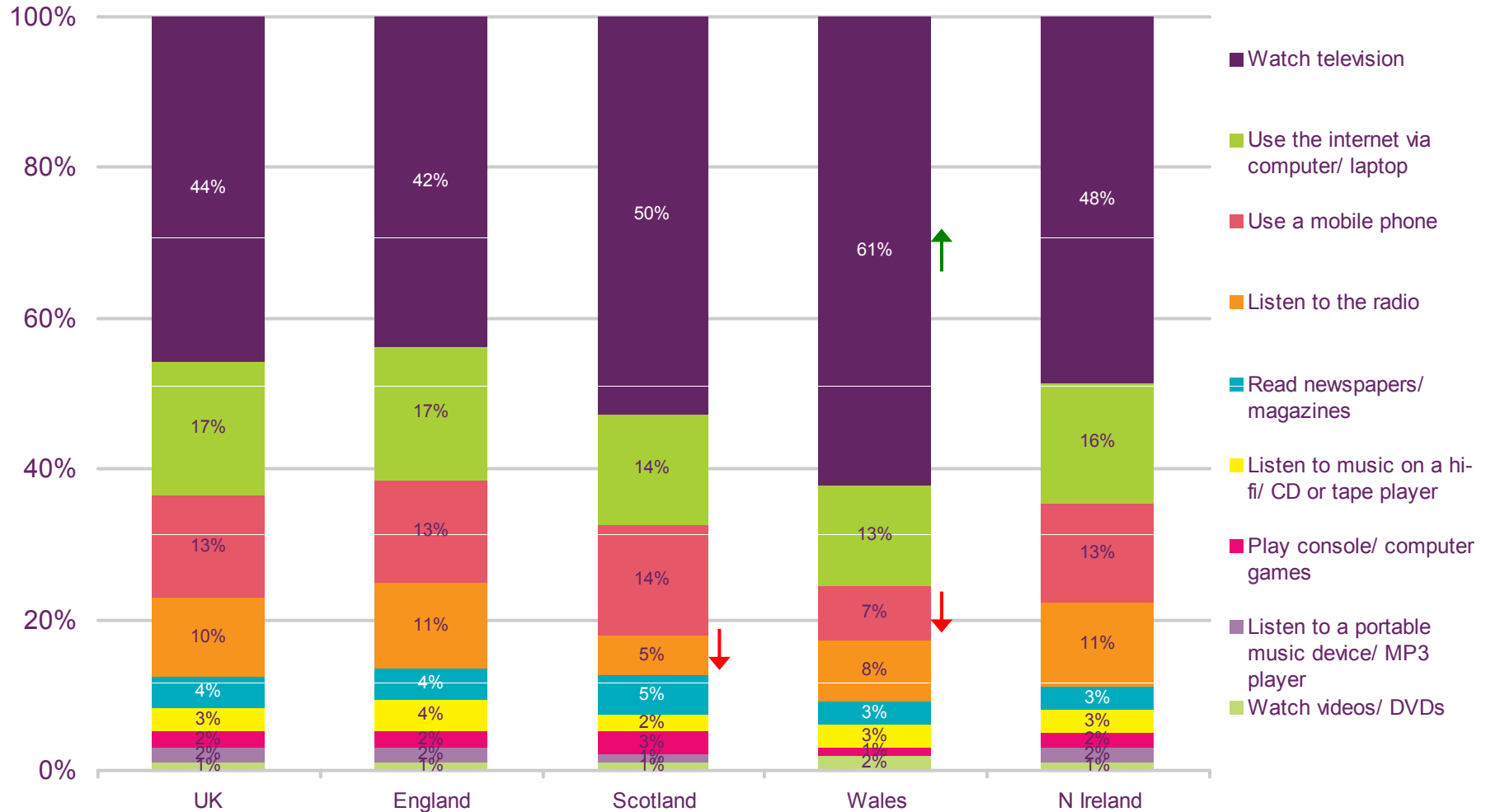


Media literacy in Wales

Most-missed media activity

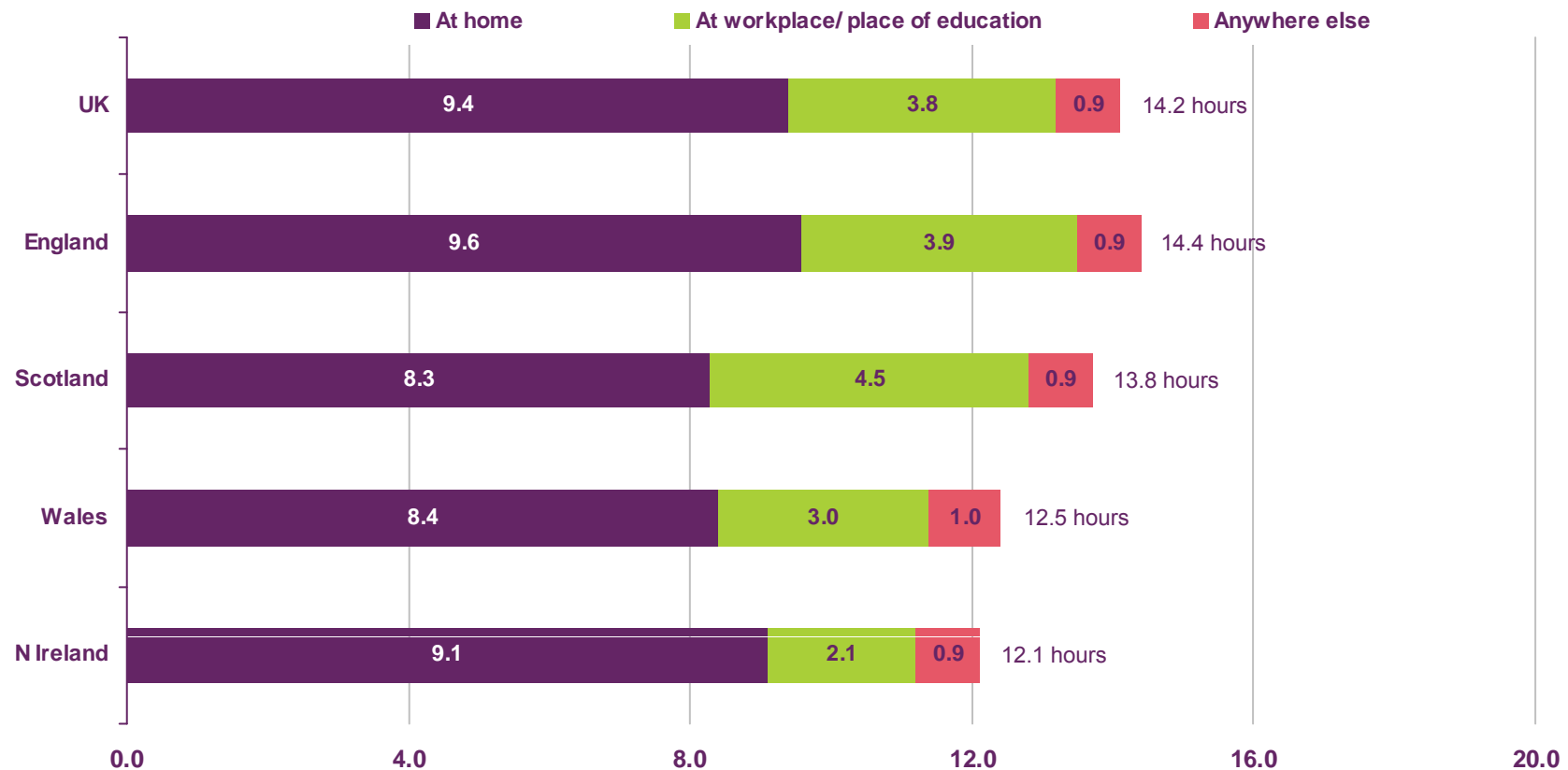


A2 – Which one of these would you miss doing the most? (Prompted responses, single coded)

Base: All adults aged 16+ (2117 UK, 1382 England, 256 Scotland, 240 Wales, 239 Northern Ireland). Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Claimed volume of internet use per week



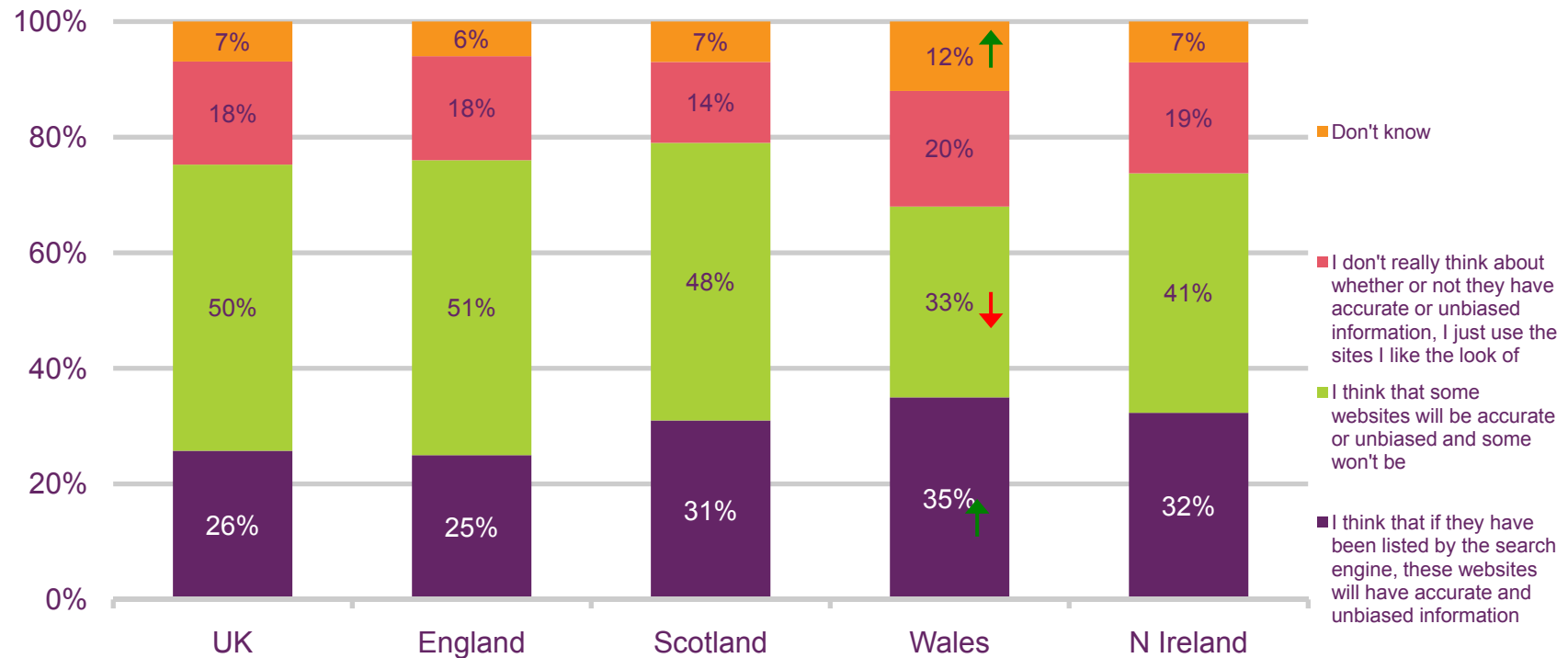
IN7A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else?
(Unprompted responses, single coded)

Base: All adults aged 16+ who use the internet at home or elsewhere (1489 UK, 1004 England, 162 Scotland, 156 Wales, 167 Northern Ireland).

Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Search engine users attitudes towards the accuracy or bias of the websites returned by a search



NIN46 – 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? (Prompted responses, single coded)

Base: All adults aged 16+ who ever use search engines (1090 UK, 738 England, 114 Scotland, 120 Wales, 118 Northern Ireland). Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010