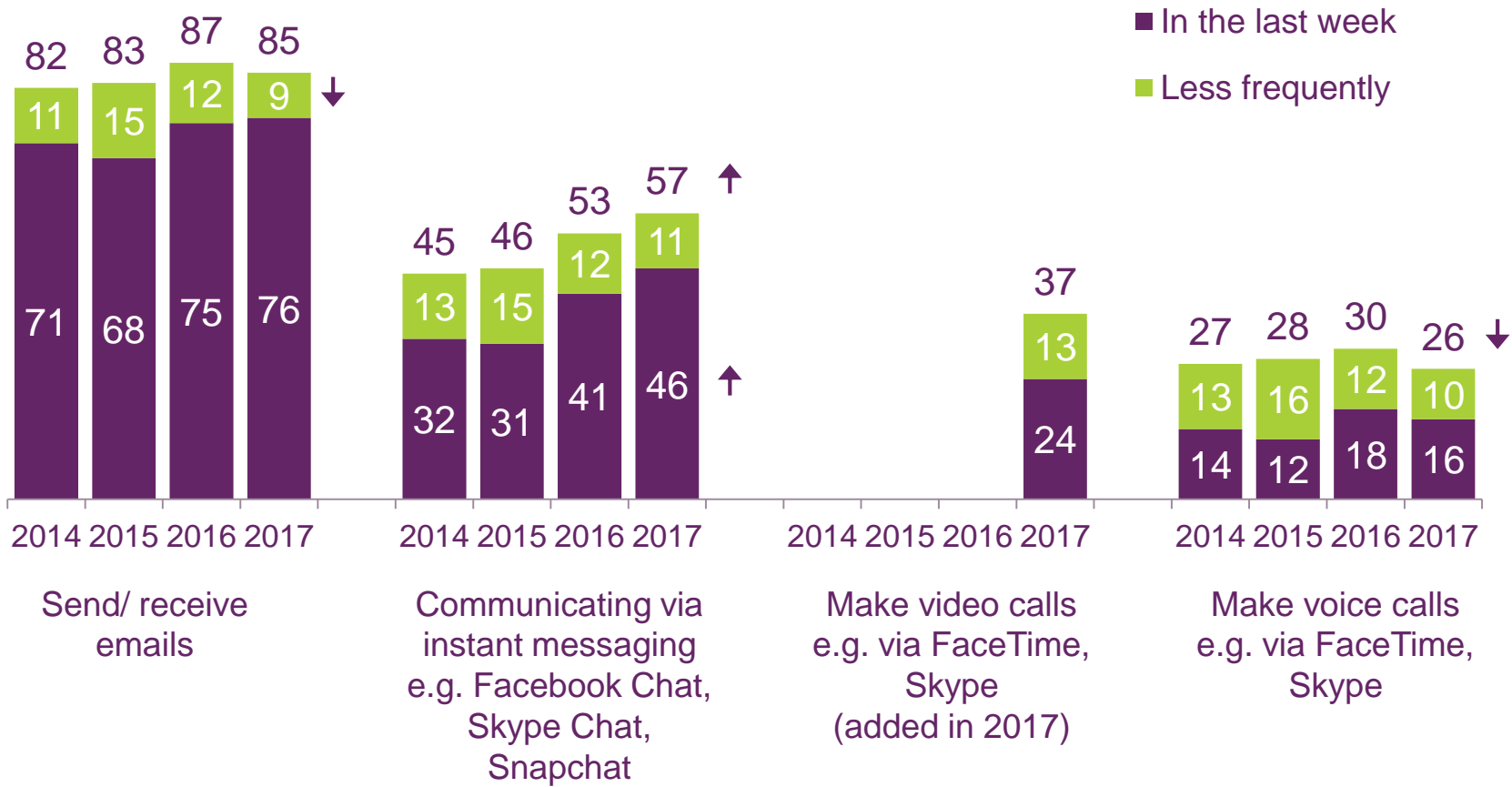


# Adults' Media Use and Attitudes Report 2017

# Engagement and participation

Figure 26: Communicating online: 2014-2017



Source: Ofcom Technology Tracker, Half 1 2014 - 2017  
 QE5A/ QE5B. Which, if any, of these do you use the internet for?/ And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded).  
 Base: All adults aged 16+ who go online (3221 in 2017).  
 Arrows show significant changes (99% level) between 2016 and 2017.

Figure 27(1): Communication online in the previous week, by age



	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
	Base 3221	506	536	613	531	520	364	151
Send/ receive emails	76%	72%	81%↑	81%↑	79%	72%	68%↓	54%↓
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	46%	64%↑	61%↑	49%	44%	31%↓	19%↓	5%↓
Make video calls e.g. via FaceTime, Skype	24%	36%↑	34%↑	27%	20%	14%↓	9%↓	6%↓
Make voice calls e.g. via FaceTime, Skype	16%	21%↑	21%↑	19%	16%	12%	5%↓	1%↓

Source: Ofcom Technology Tracker, Half 1 2017  
 QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded).  
 Base: All adults aged 16+ who go online (3221 in 2017).  
 Arrows show significant differences (95% level) by age compared to all internet users

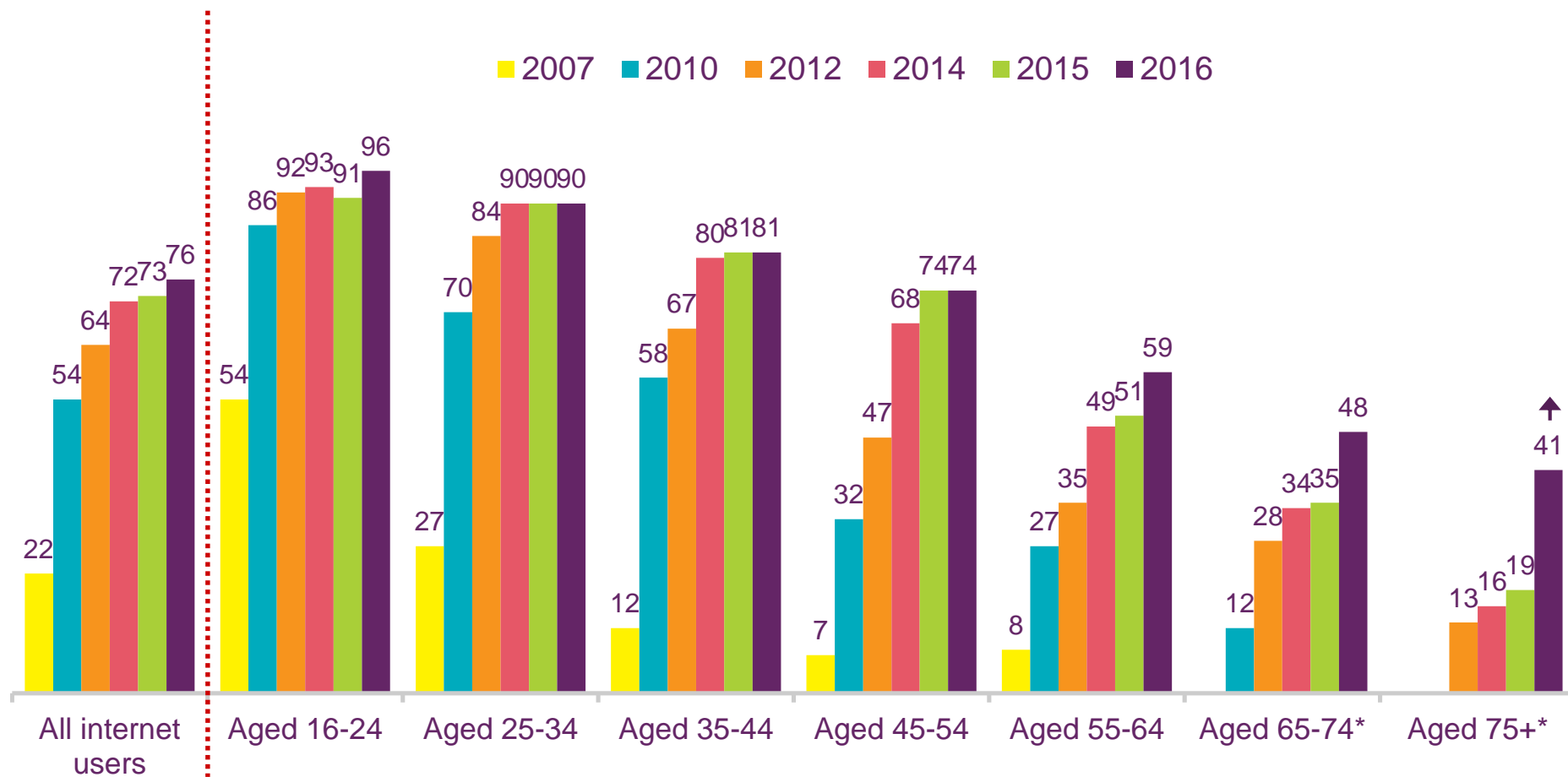
Figure 27(2): Communication online in the previous week, by socio-economic group and gender



	All internet users		AB	C1	C2	DE	Male	Female
	Base	3221	789	1019	679	731	1570	1651
Send/ receive emails		76%	89% ↑	78%	69% ↓	60% ↓	76%	75%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat		46%	49%	45%	41%	45%	43%	48% ↑
Make video calls e.g. via FaceTime, Skype		24%	31% ↑	24%	19% ↓	20% ↓	23%	25%
Make voice calls e.g. via FaceTime, Skype		16%	23% ↑	17%	12% ↓	11% ↓	18% ↑	14%

Source: Ofcom Technology Tracker, Half 1 2017  
 QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded).  
 Base: All adults aged 16+ who go online (3221 in 2017).  
 Arrows show significant differences (95% level) by socio-economic group compared to all internet users, and males compared to females

Figure 28: Incidence of having a social media profile/ account, by age: 2007-2016



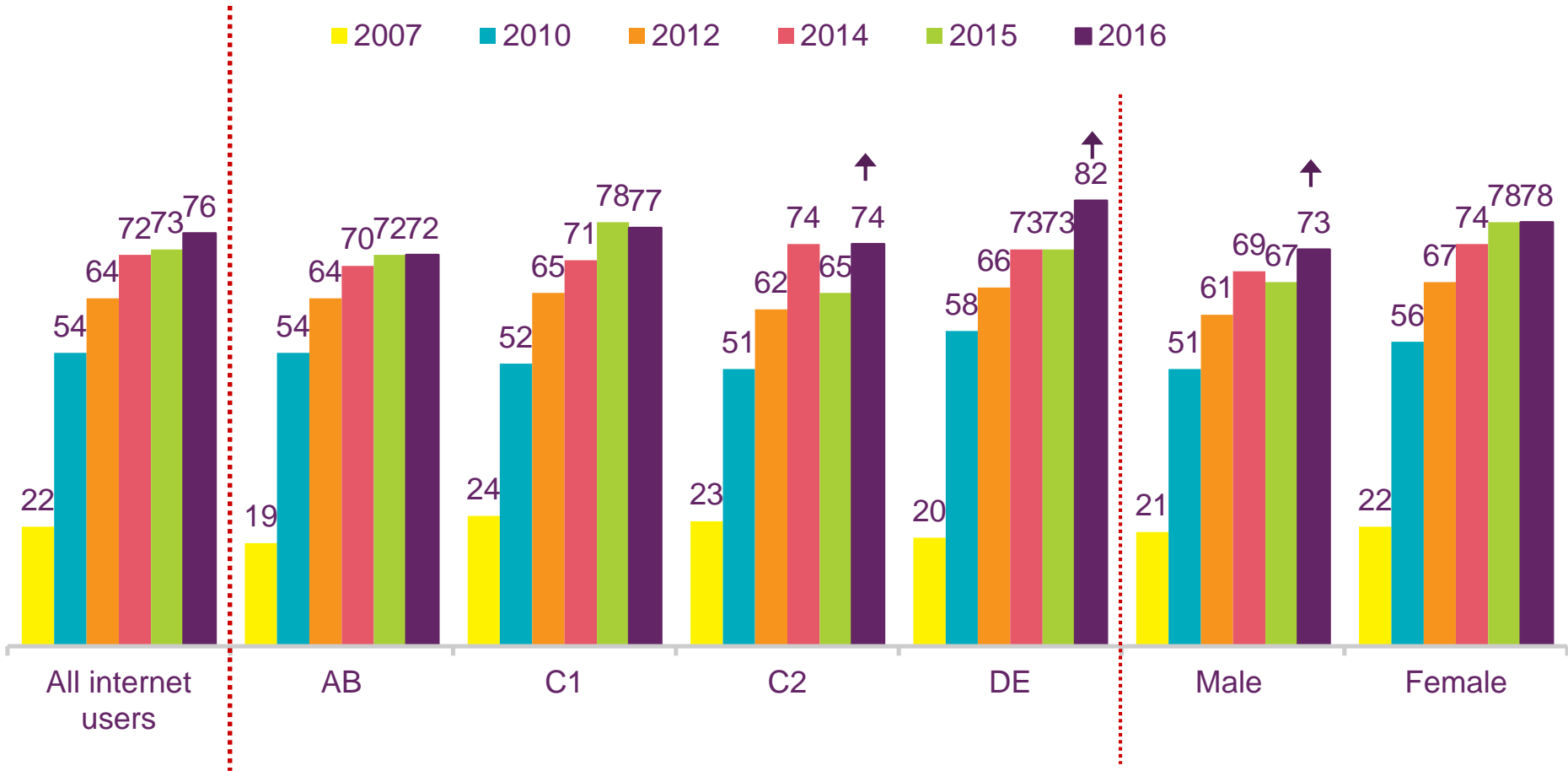
IN21. I'd now like to ask you some questions about social media - so using websites or apps like Facebook, Twitter, Instagram, SnapChat and YouTube. Do you have a social media profile or account on any sites or apps? (unprompted responses, single coded)

Base: All adults aged 16+ who go online (1553 in 2016, 231 aged 16-24, 265 aged 25-34, 293 aged 35-44, 265 aged 45-54, 220 aged 55-64, 279 aged 65+).

Arrows show significant changes (95% level) between 2015 and 2016

\*Base too low to report for 65-74s in 2007, and 75+ in 2007 and 2010

Figure 29: Incidence of having a social media profile/ account, by socio-economic group and gender: 2007-2016

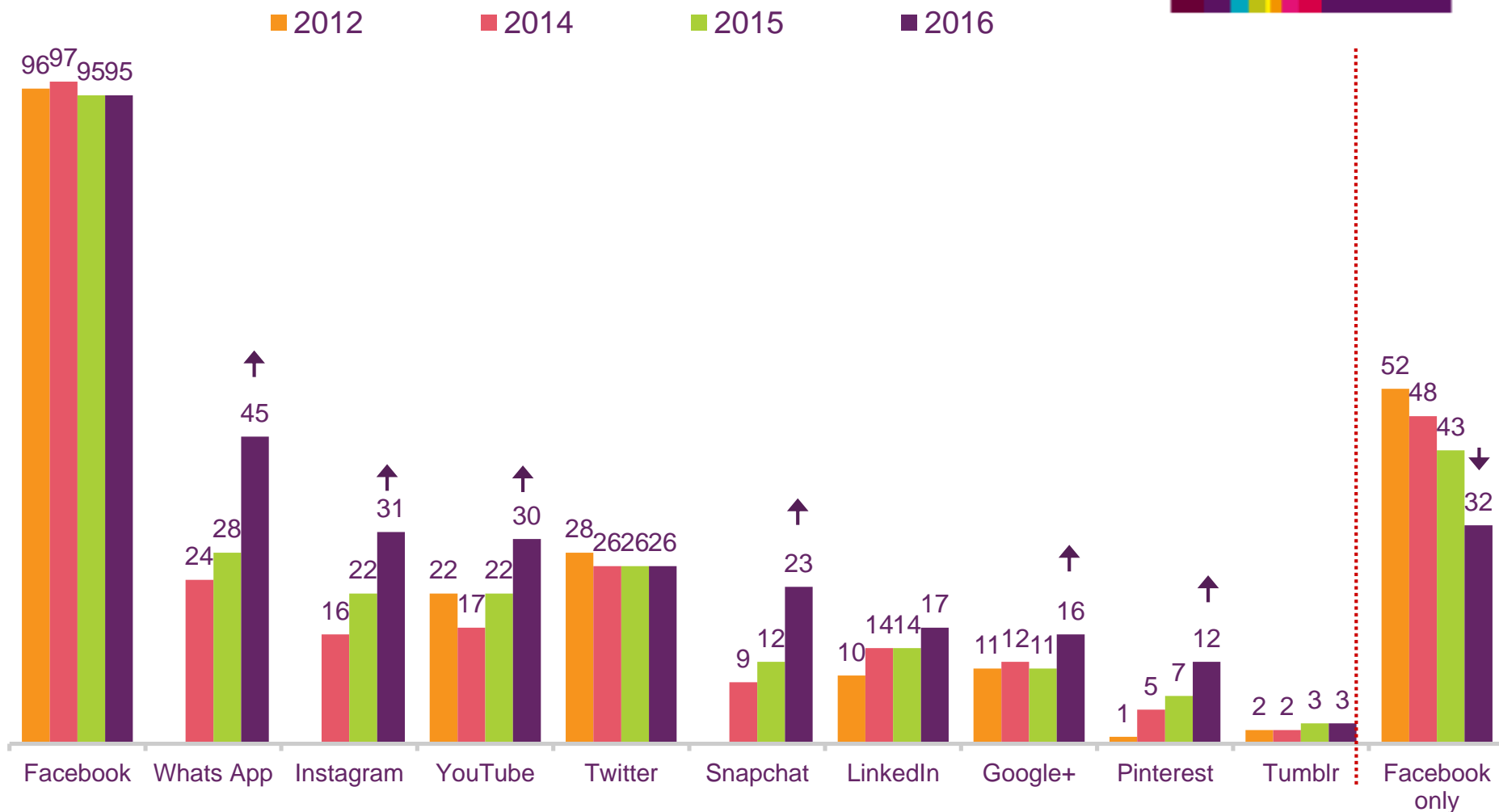


IN21. I'd now like to ask you some questions about social media - so using websites or apps like Facebook, Twitter, Instagram, SnapChat and YouTube. Do you have a social media profile or account on any sites or apps? (unprompted responses, single coded)

Base: All adults aged 16+ who go online (1553 in 2016, 394 AB, 521 C1, 300 C2, 338 DE, 745 male, 808 female).

Arrows show significant changes (95% level) between 2015 and 2016.

Figure 30: Social media sites used: 2012, 2014, 2015 and 2016



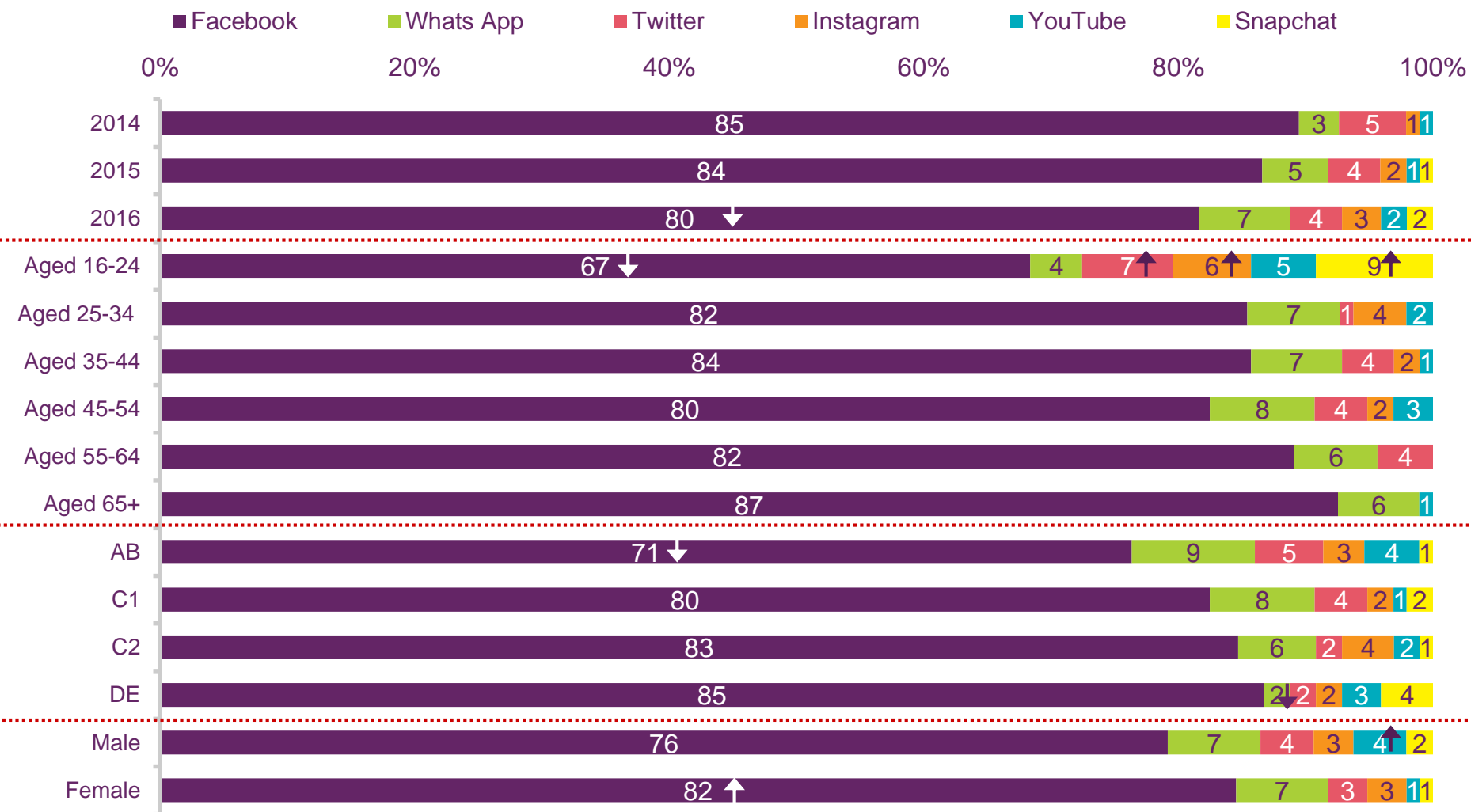
IN22. Which sites or apps do you have a profile or account on, that you still use? (prompted responses, multi-coded) – showing responses of 3% or more of adults in 2016 aged 16+ with a social media profile / account \* NB Showcard amended in 2016 reducing the prompted responses to the top ten most popular in 2015

Base: All adults aged 16+ with a social media profile/account (1136 in 2016).

Arrows show significant changes (95% level) between 2015 and 2016.

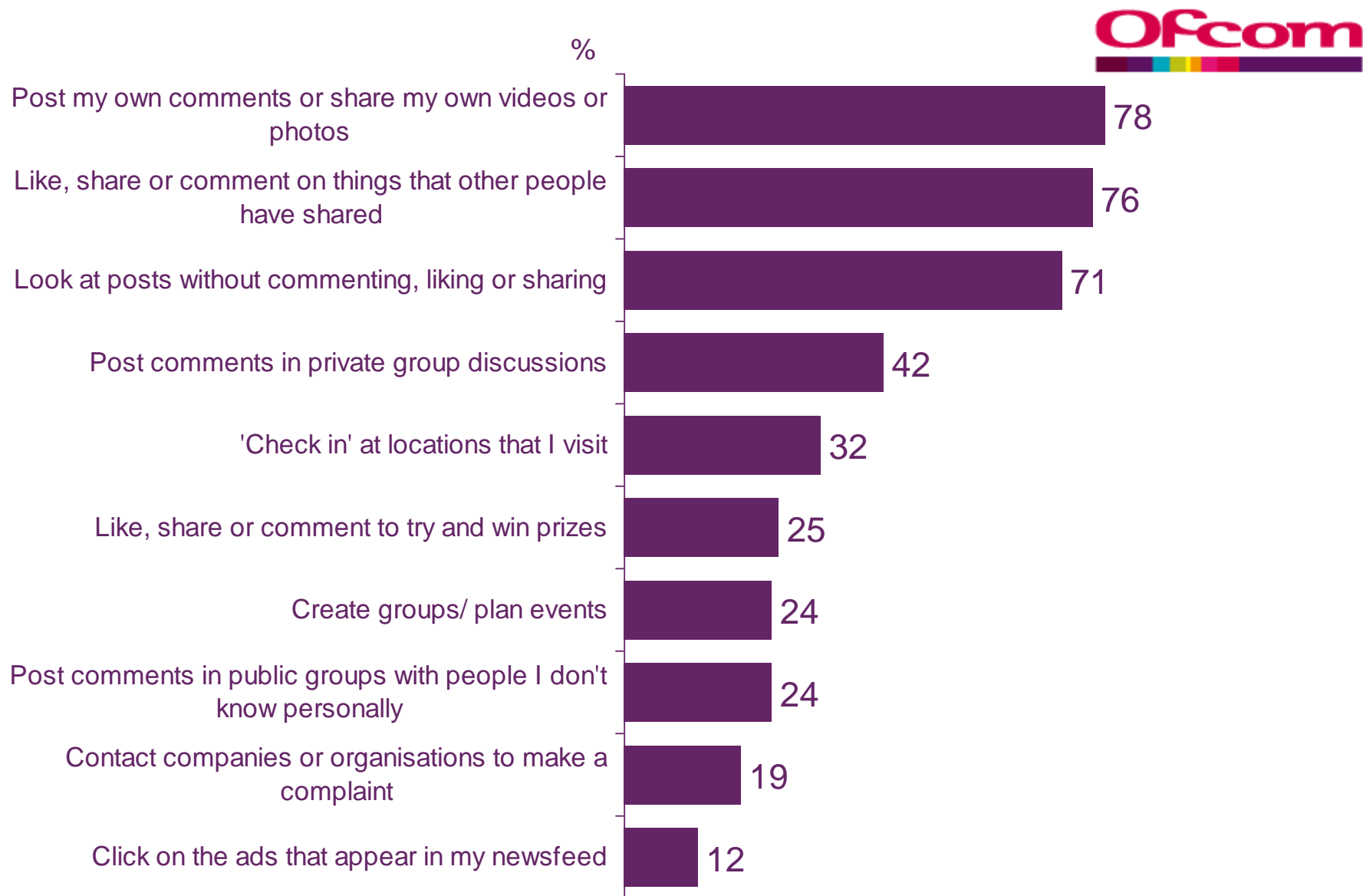


Figure 31: Service considered as main social media profile/ account, by year and demographic group



IN23. And which one would you say is your main social media site or app – the one you use most often? (prompted responses, single coded)  
 Base: All adults aged 16+ with a social media profile /account (1136 aged 16+, varies by demographic). Showing responses of >1% in 2016 among all adults with a profile/ account. Arrows show significant differences (95% level) between 2015 and 2016 at the overall level, and by age / socio-economic group compared to all with a social media profile/ account, and males compared to females.

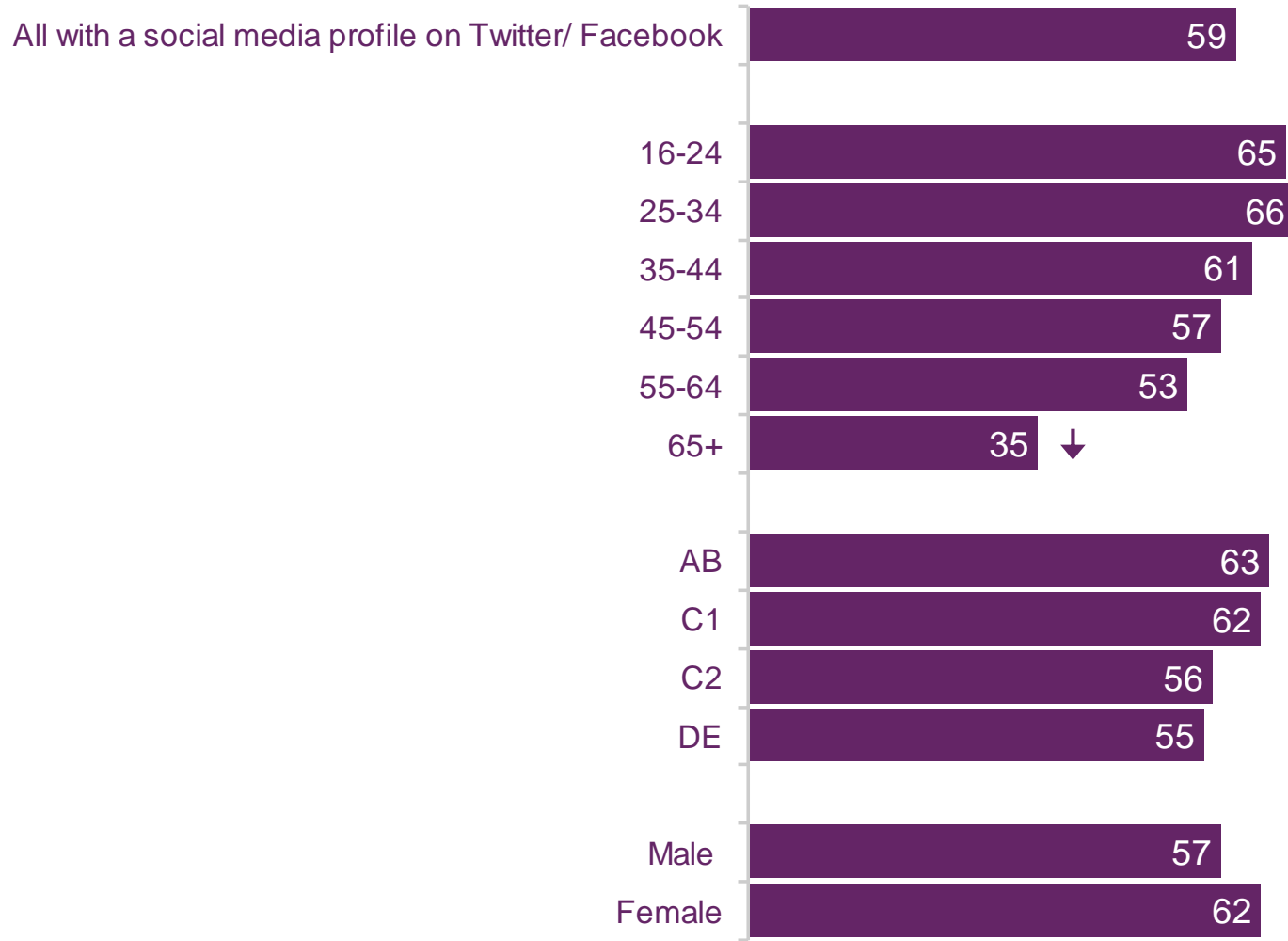
# Figure 32: Types of use of social media sites: 2016



IN24. Do you ever do any of these things on social media sites or apps? (prompted responses, multi-coded)

Base: All adults aged 16+ with a social media profile/account (1136 aged 16+)

Figure 33: Sharing links to articles on Twitter or Facebook, by demographic group



IN26. Do you ever share links to articles on Twitter or Facebook? (prompted responses, single coded)

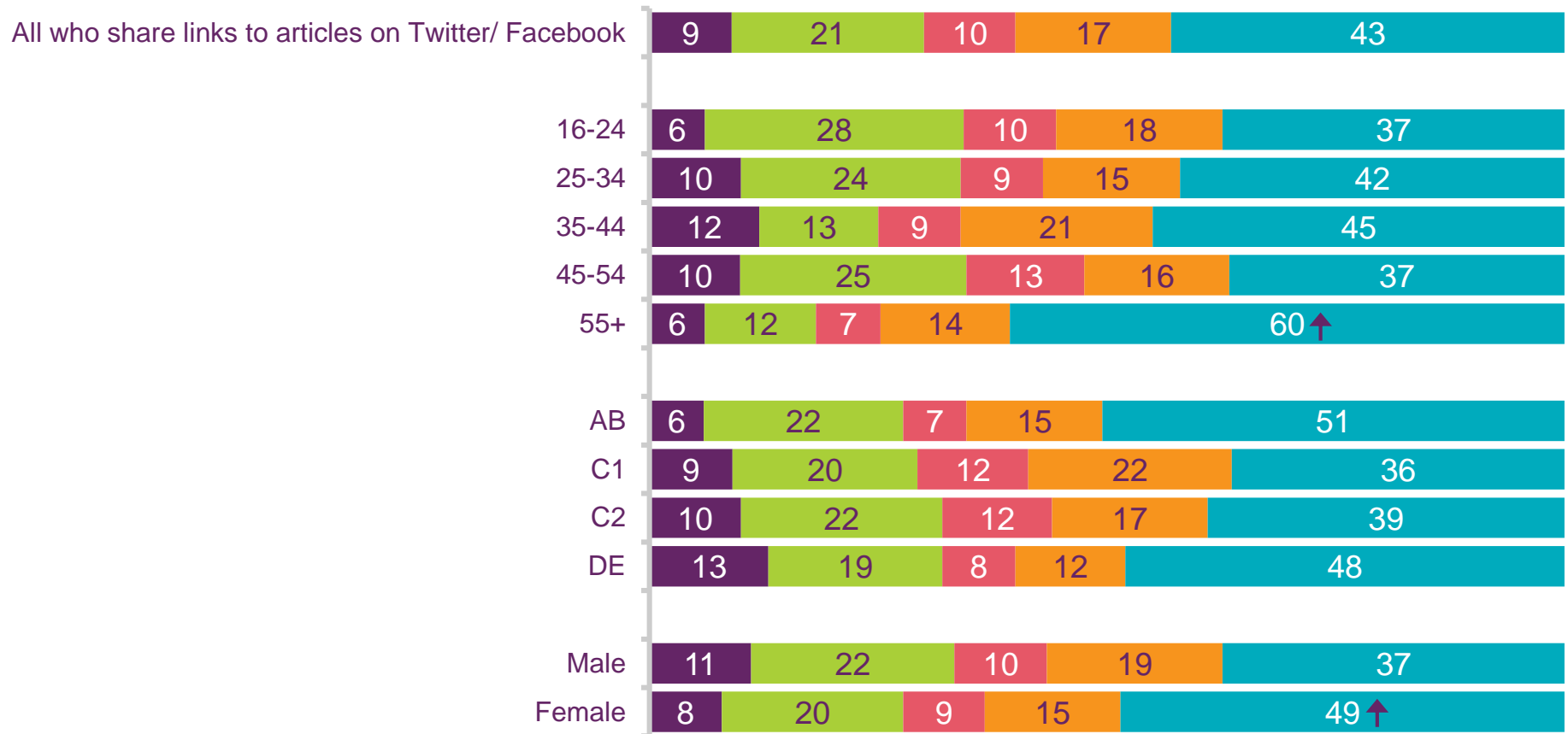
Base: All adults aged 16+ with a social media profile/account on Twitter or Facebook (1097 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile /account on Twitter or Facebook, and males compared to females.

Figure 34: Agreement with statement: "I often share links to articles on Twitter or Facebook without fully reading the content first", by age, gender and socio-economic group

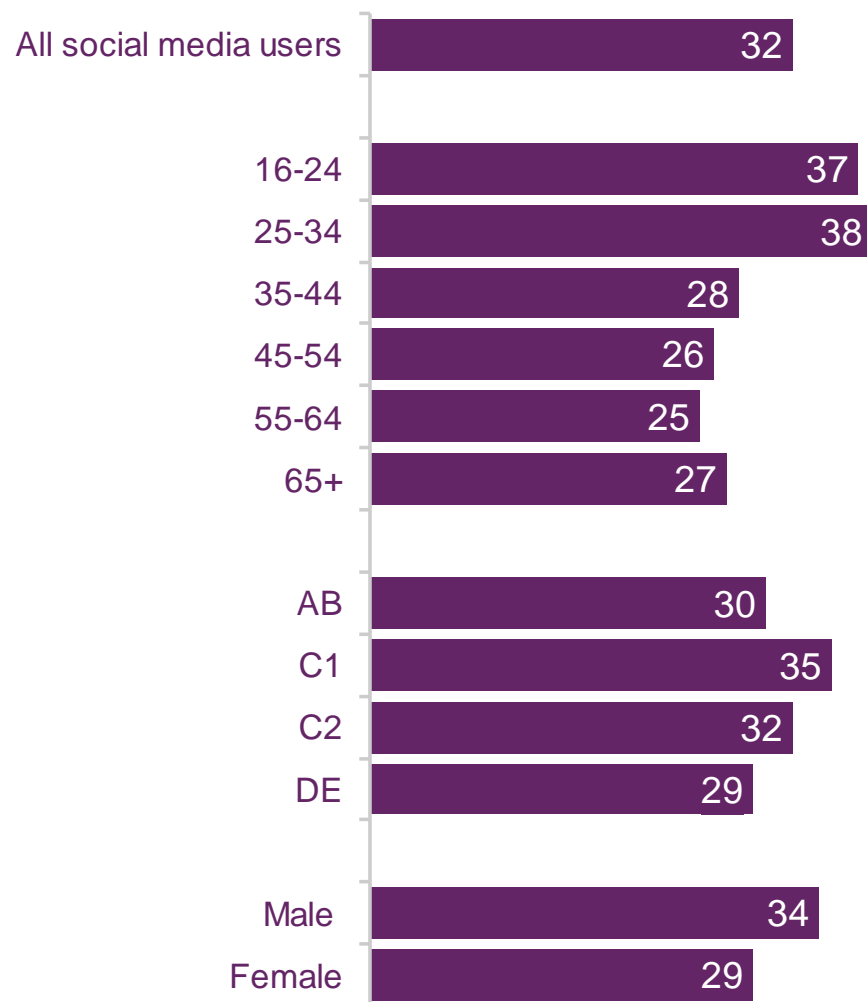


■ Strongly agree   
 ■ Slightly agree   
 ■ Neither/ Don't know   
 ■ Slightly disagree   
 ■ Strongly disagree



IN27. Please tell me the extent to which you agree or disagree with the following statement – I often share links to articles on Twitter or Facebook without fully reading the content first (prompted responses, single coded)  
 Base: All who share links to articles on Twitter or Facebook (662 aged 16+, varies by demographic)  
 Arrows show significant differences (95% level) by age / socio-economic group compared to all who share links to articles on Twitter or Facebook, and males compared to females.

Figure 35: Incidence of sharing opinions on social media sites with people not known to them, by age , gender and socio-economic group



IN29. Do you ever share your opinions on social media sites with people you don't know? (prompted responses, single coded)

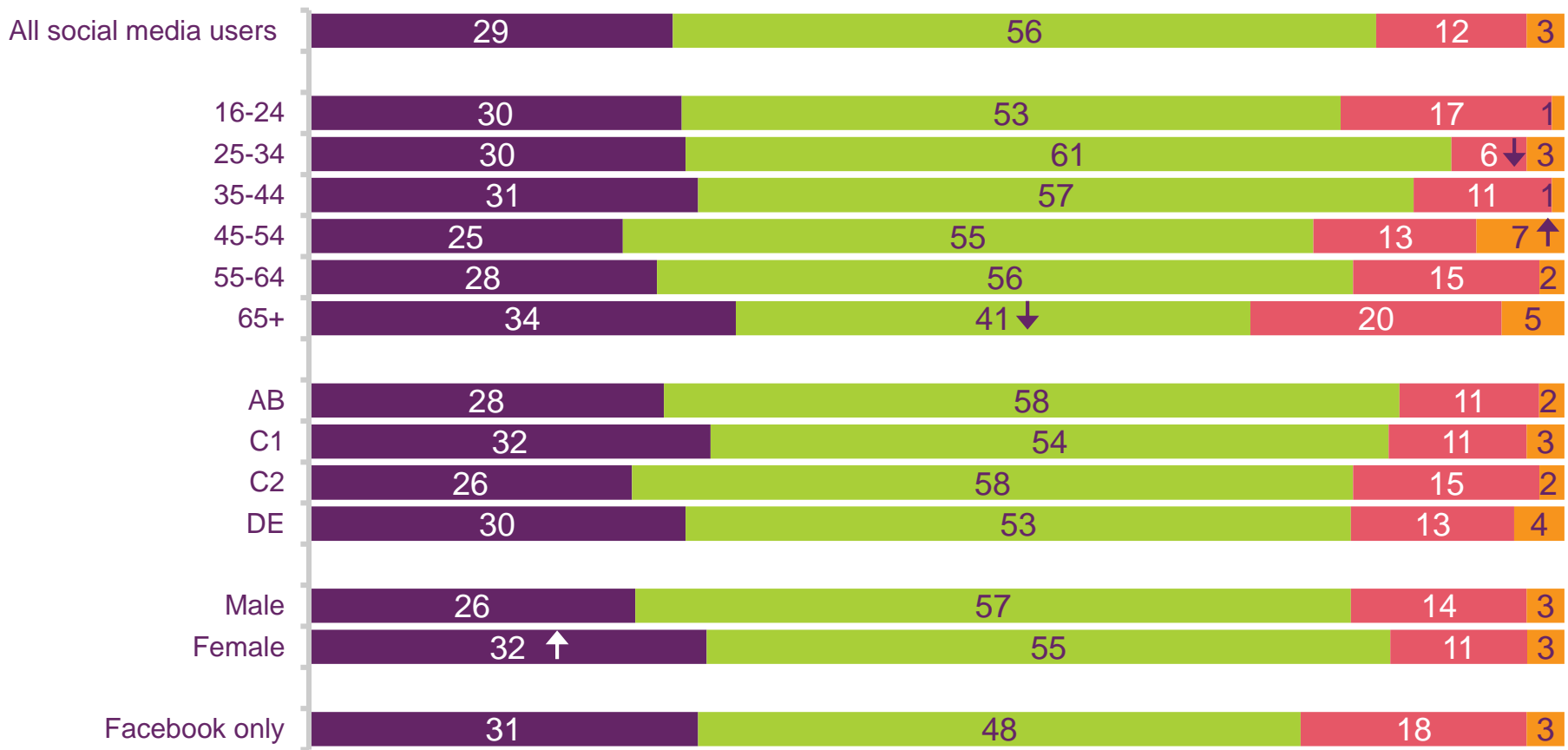
Base: All adults aged 16+ with a social media profile / account (1136 aged 16+, varies by demographic).

Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile /account, and males compared to females.

Figure 36: Extent to which people see views on social media that they disagree with, by age, gender and socio-economic group



■ I often see views that I disagree with     
 ■ I sometimes see views that I disagree with  
■ I rarely see views that I disagree with     
 ■ Don't know

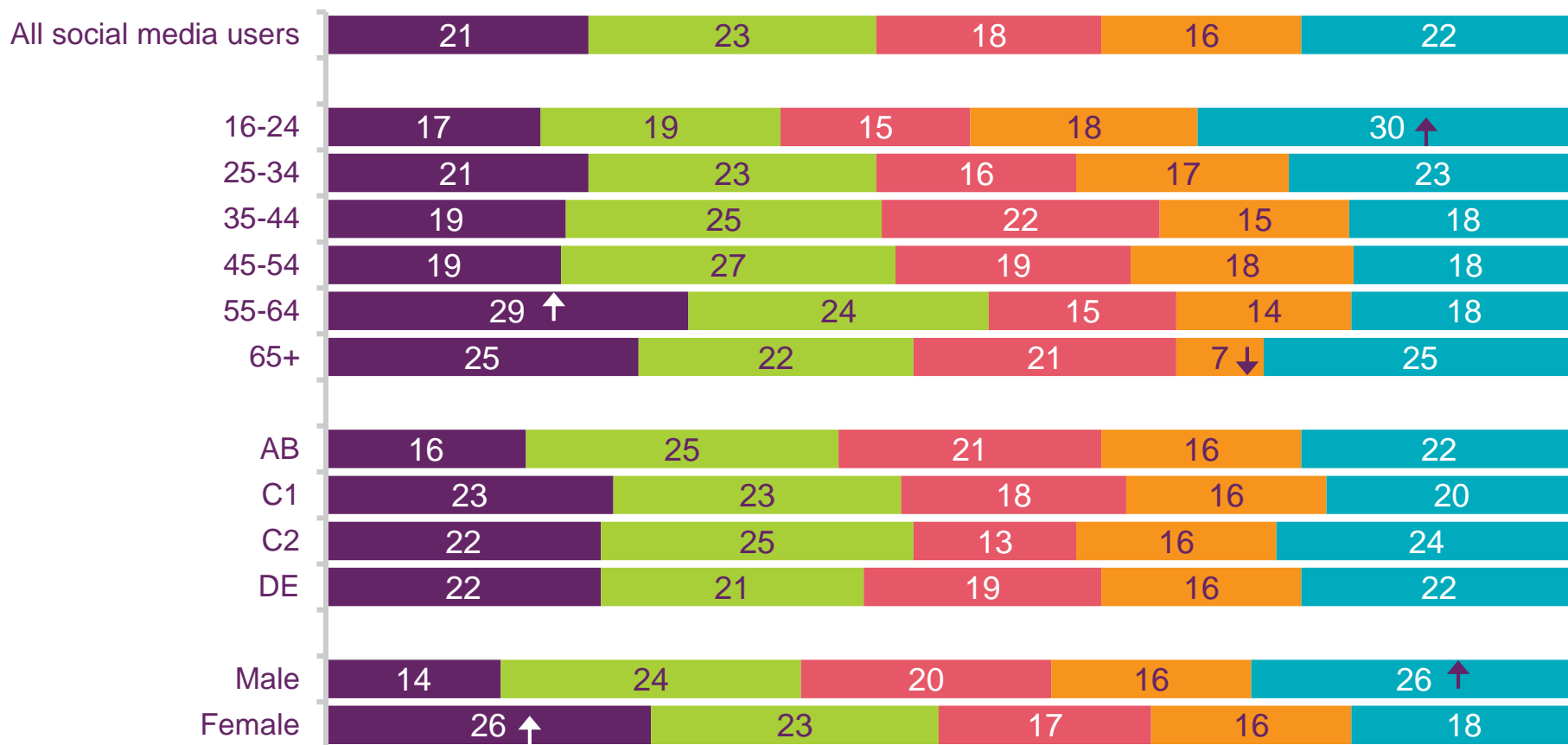


IN33. When you use social media, which one of these best applies? (prompted responses, single coded)  
 Base: All adults aged 16+ with a social media profile/ account (1136 aged 16+, varies by demographic).  
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile/ account, and males compared to females.

Figure 37: Agreement with statement: "The potential for abusive comments or responses puts me off making comments or posting things on social media", by age, gender and socio-economic group



■ Strongly agree   
 ■ Slightly agree   
 ■ Neither/ Don't know   
 ■ Slightly disagree   
 ■ Strongly disagree



IN25A. Please tell me the extent to which you agree or disagree with the following statements about social media sites – The potential for abusive comments or responses puts me off making comments or posting things on social media (prompted responses, single coded)

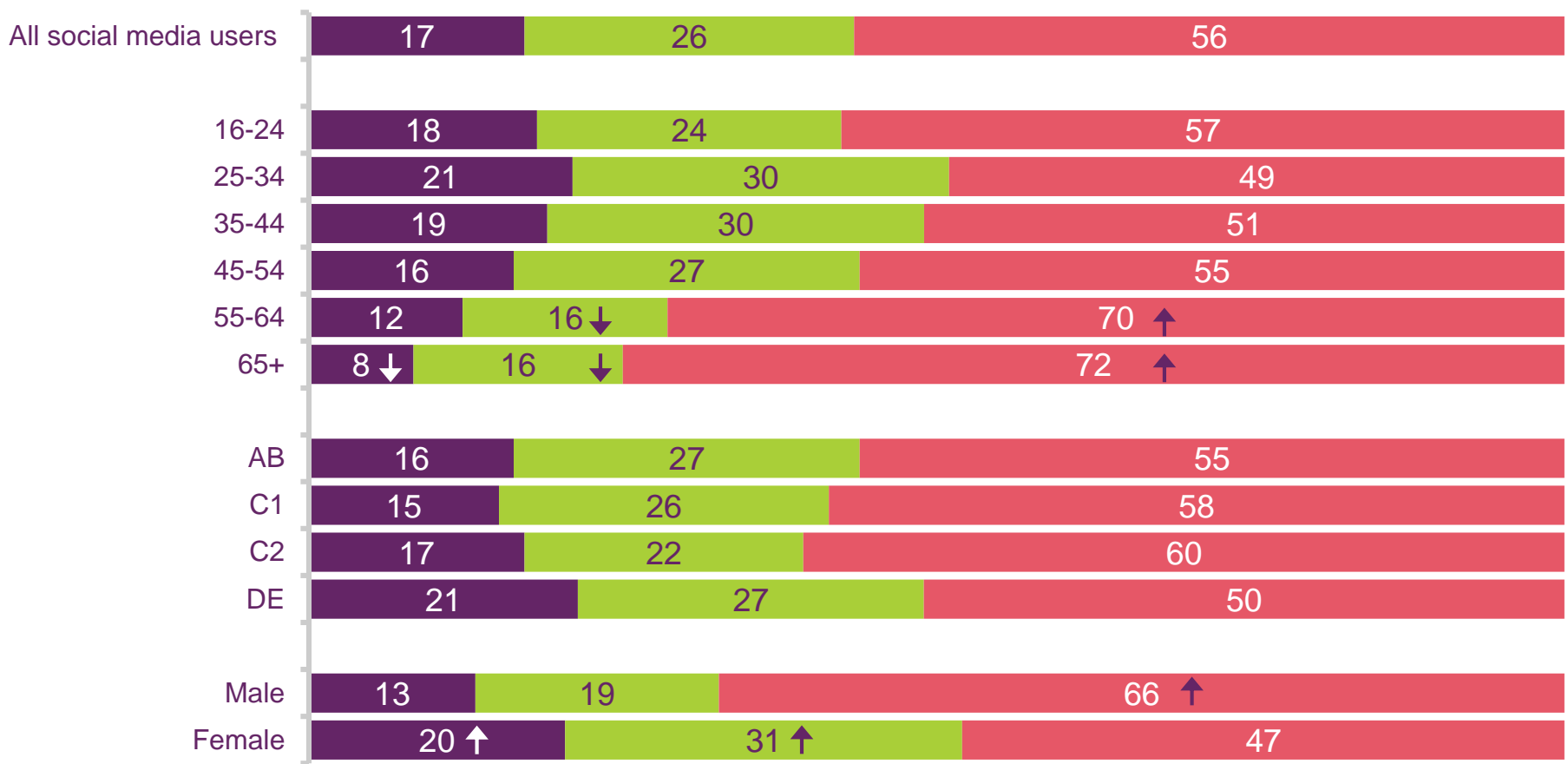
Base: All adults aged 16+ with a social media profile/ account (1136 aged 16+, varies by demographic).

Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile/ account, and males compared to females.

Figure 38: Frequency that users have seen something that has upset or offended them on social media in the past year, by age, gender and socio-economic group



- More frequently than once or twice
- Once or twice
- Not seen anything that upset or offended me on social media in the last 12 months

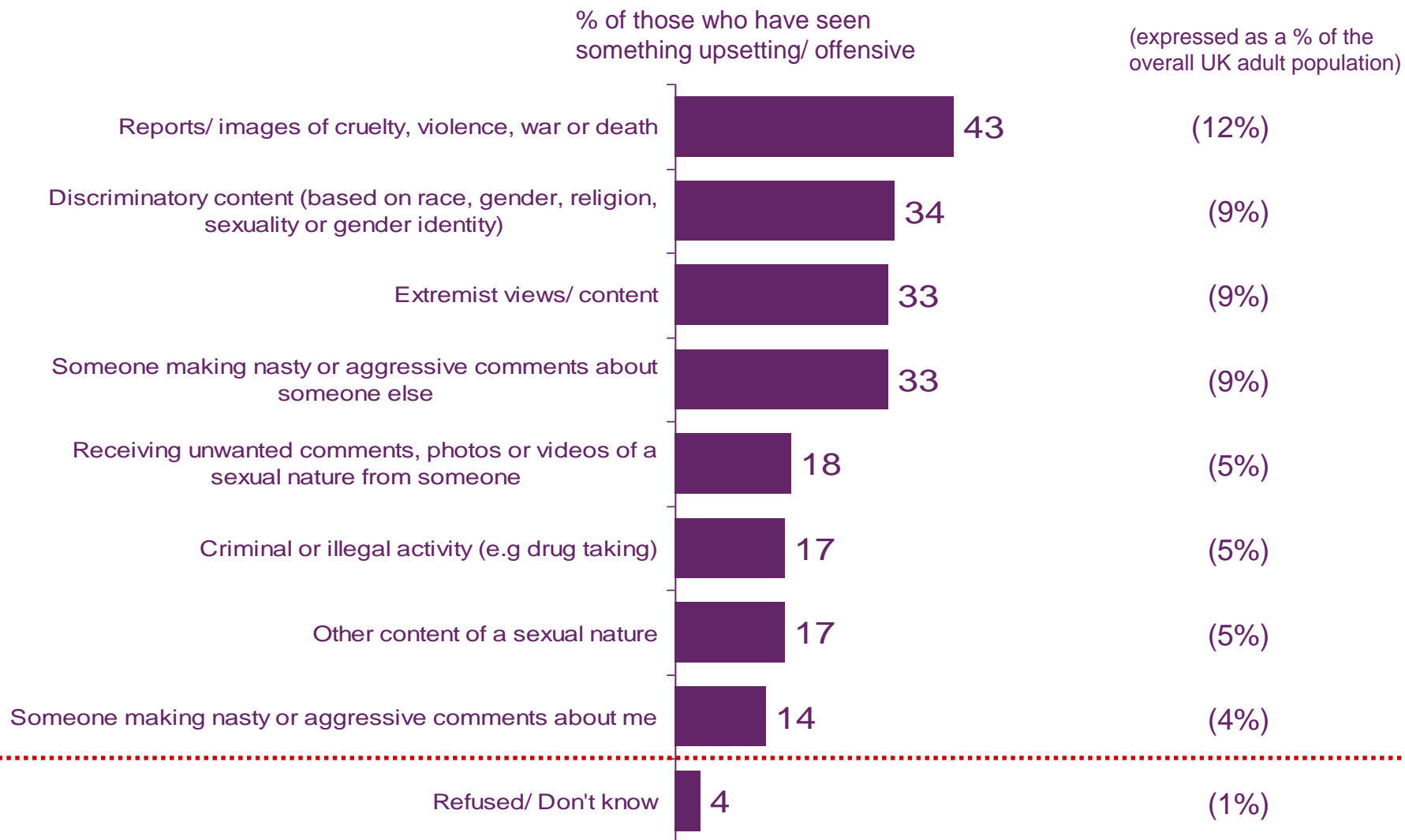


IN56. You said earlier you had a social media profile or account. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use? (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile / account (1136 aged 16+, varies by demographic).  
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile/ account, and males compared to females.



# Figure 39: Type of content considered upsetting or offensive



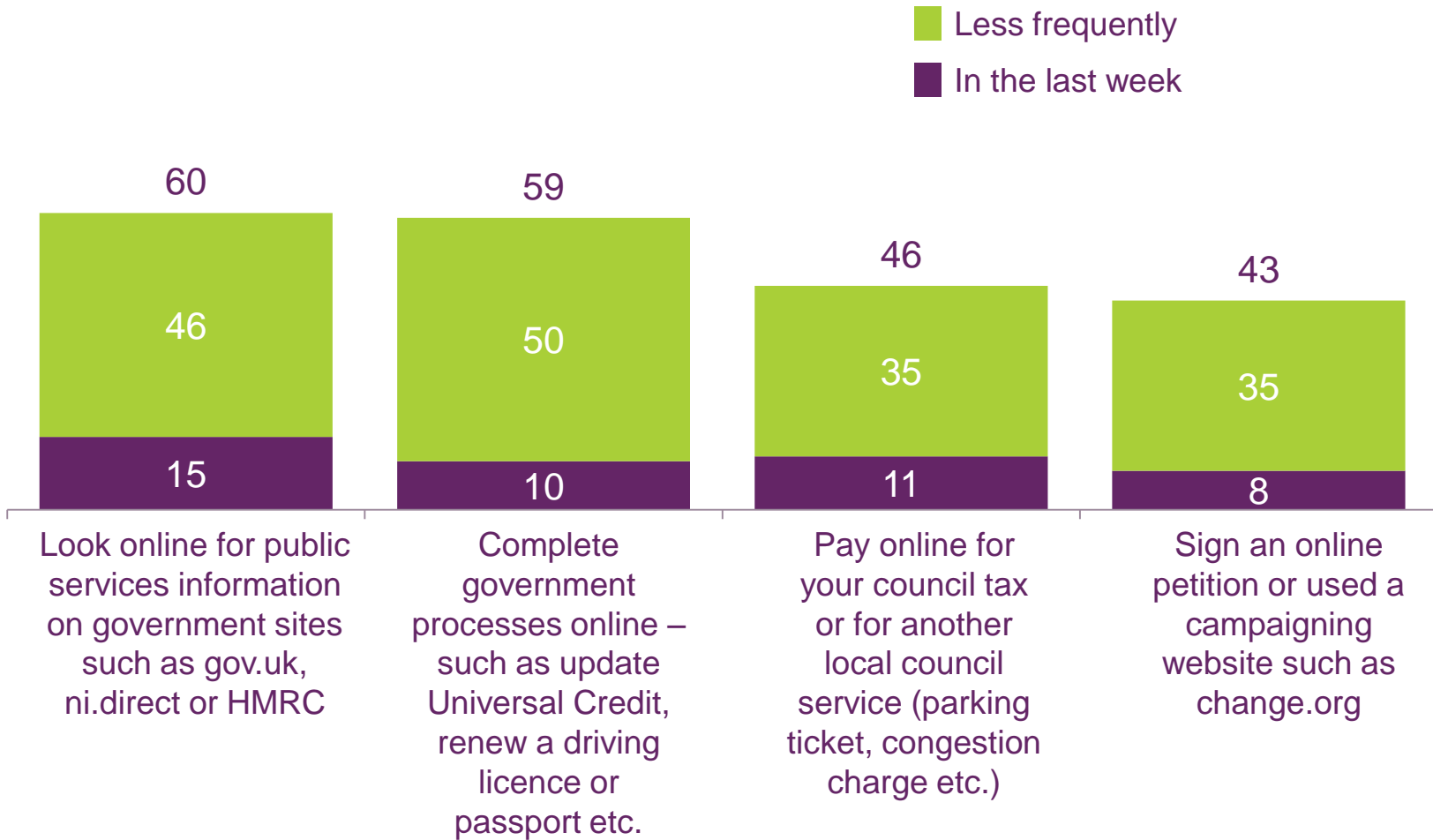
IN58. Could you please look at this list and tell me whether the content you found upsetting or offensive fell into any of these categories? (prompted responses, multi-coded)  
 Base: All who have seen something upsetting or offensive on the social media sites they use in the past 12 months (454)

Figure 40: Action taken as a result of seeing the upsetting or offensive content



IN57. Did you take any of the following actions as a result of seeing this upsetting or offensive content? (prompted responses, multi-coded)  
Base: All who have seen something upsetting or offensive on the social media sites they use in the past 12 months (454)

Figure 41: Using public or civic services online, by activity type: 2016



IN13/ IN14. Which if any of these activities have you ever done online?/ And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1553 in 2016).

Figure 42: Use of public or civic services online, by age



All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1553	231	265	293	265	220	141	138
Look online for public services information on government sites such as gov.uk, ni.direct or HMRC	60%	50%↓	59%	68%↑	63%	68%↑	56%	34%↓
Complete government processes online – such as update Universal Credit, renew a driving licence or passport etc.	59%	49%↓	62%	58%	64%	68%↑	59%	46%↓
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	46%	28%↓	57%↑	59%↑	47%	48%	31%↓	19%↓
Sign an online petition or used a campaigning website such as change.org	43%	46%	42%	45%	45%	45%	40%	25%↓

IN13. Which if any of these activities have you ever done online? (prompted responses, multi-coded)  
 Arrows show significant differences (95% level) by age compared to all internet users

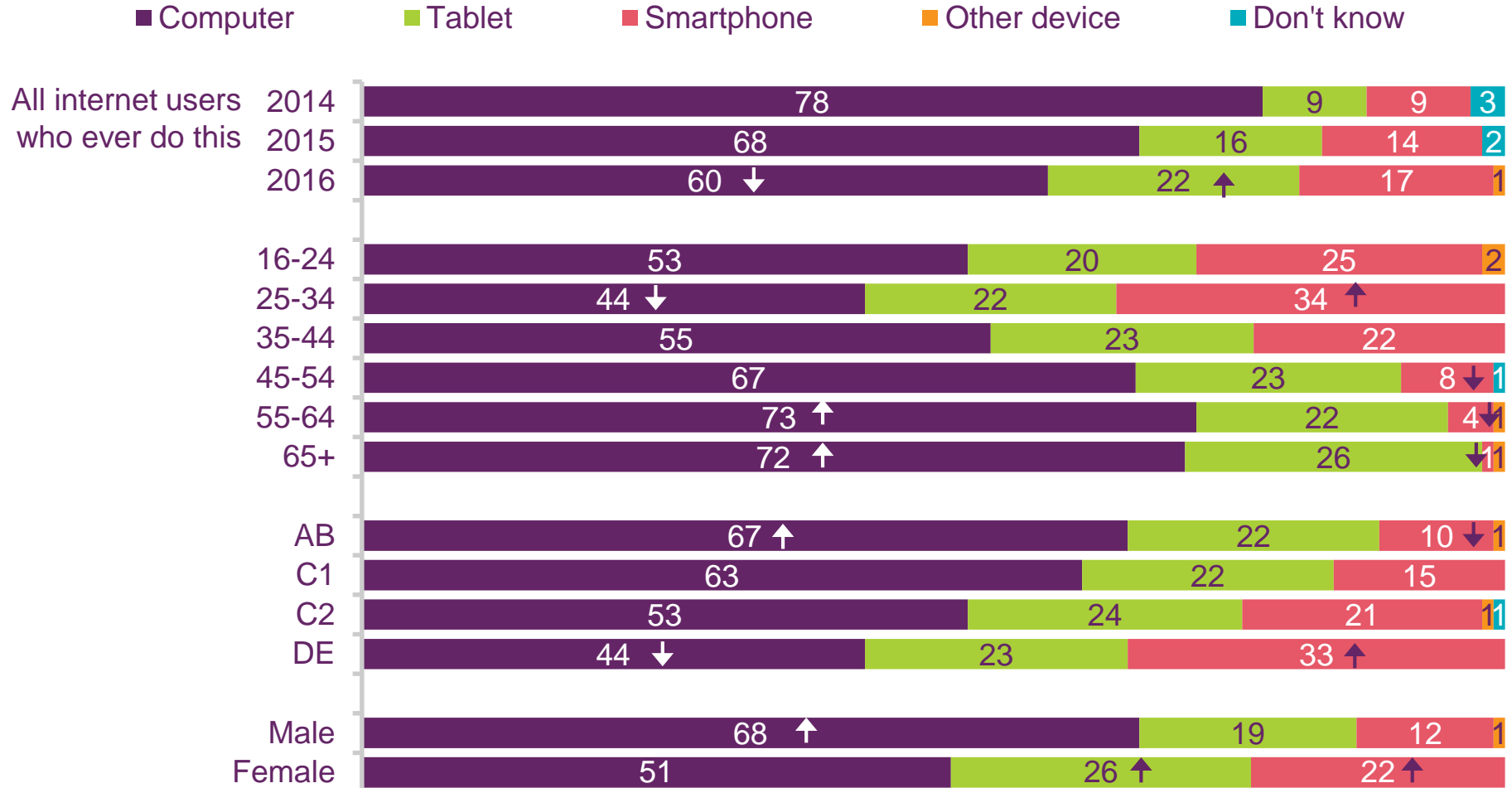
Figure 43: Use of public or civic services online, by socio-economic group and gender



All internet users		AB	C1	C2	DE	Male	Female
Base	1553	394	521	300	338	745	808
Look online for public services information on government sites such as gov.uk, ni.direct or HMRC	60%	75% ↑	61%	54%	46% ↓	58%	62%
Complete government processes online – such as update Universal Credit, renew a driving licence or passport etc.	59%	75% ↑	60%	55%	41% ↓	60%	59%
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	46%	59% ↑	48%	42%	32% ↓	46%	47%
Sign an online petition or used a campaigning website such as change.org	43%	53% ↑	46%	31% ↓	37%	39%	47% ↑

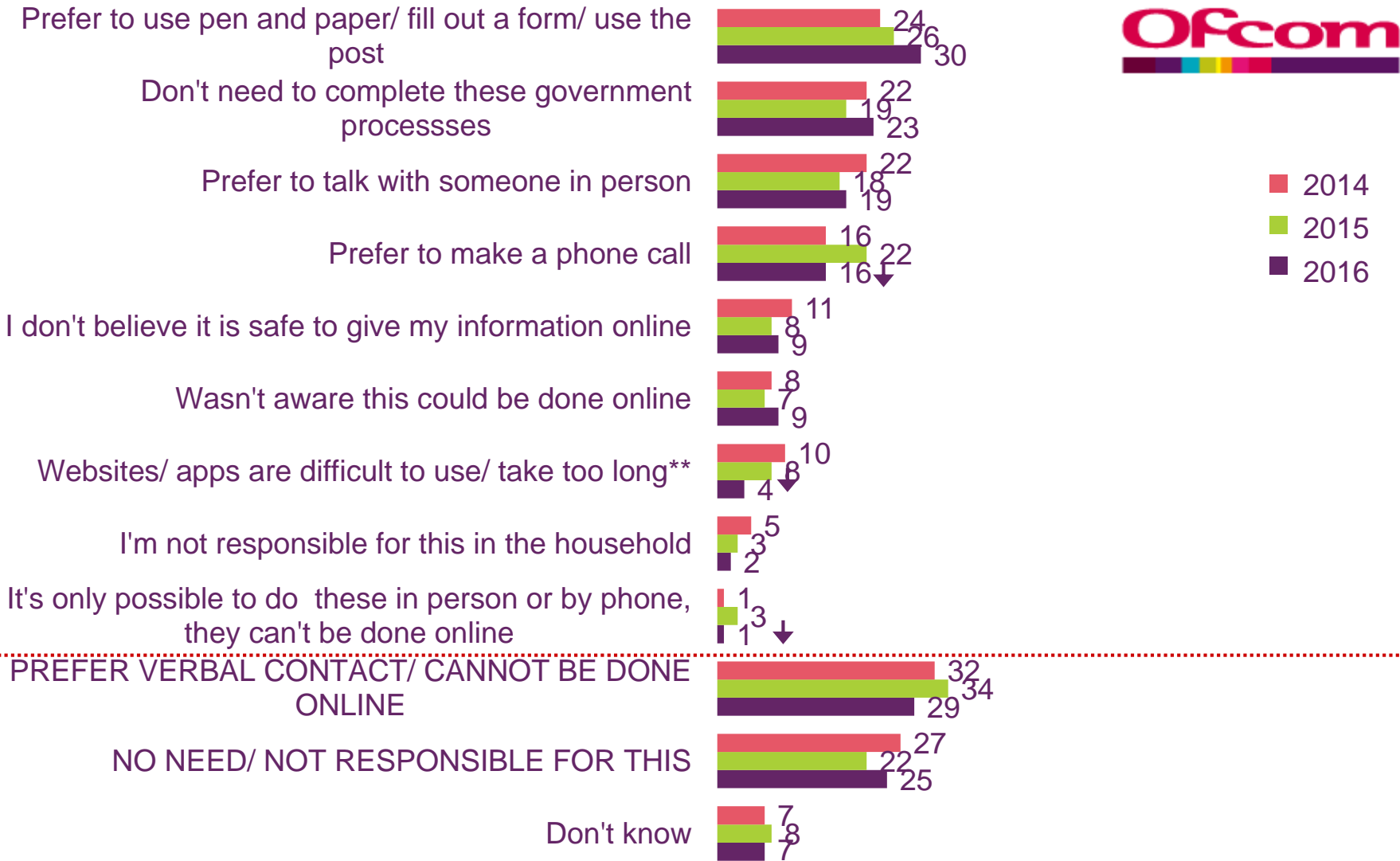
IN13. Which if any of these activities have you ever done online? (prompted responses, multi-coded)  
 Arrows show significant differences (95% level) by socio-economic group compared to all internet users, and males compared to females.

Figure 44: Device mostly used for completing Government processes, by demographic group



IN16. 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? (prompted responses, single coded).  
 Base: All adults aged 16+ who go online and who complete Government processes online (883 in 2016, 102 aged 16-24, 164 aged 25-34, 173 aged 35-44, 164 aged 45-54, 136 aged 55-64, 144 aged 65+, 289 AB, 301 C1, 156 C2, 137 DE, 434 male, 449 female).  
 Arrows show significant differences (95% level) between 2015 and 2016 at the overall level and by age/ socio-economic group compared to all internet users, and males compared to females

Figure 45: Reasons for not completing Government processes online



2014  
2015  
2016

IN15. 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? (prompted responses, multi-coded) \*\*In 2016 this option was created from two separate codes in earlier years, so the trend should be seen as indicative only.

Base: Adult internet users aged 16+ who have never completed Government processes online (670 in 2016) .

Arrows show significant changes (95% level) between 2015 and 2016.

# Figure 46: Confidence with creative activities online: 2010-2016



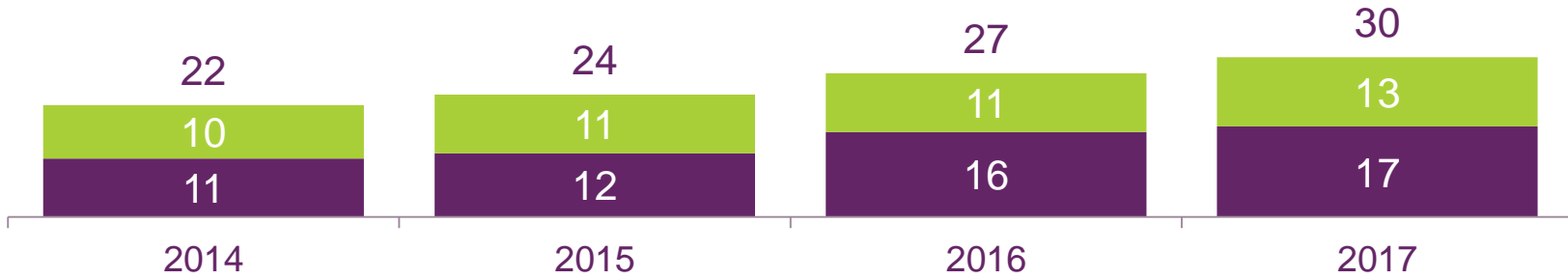
IN11B. How confident are you using the internet to do things like making blogs, sharing photos online, or uploading short videos? (prompted responses, single coded)  
Base: Adults aged 16+ who go online (1553 in 2016)  
Arrows show significant changes (95% level) between 2015 and 2016.



Figure 47: Uploading content online: 2014 - 2017



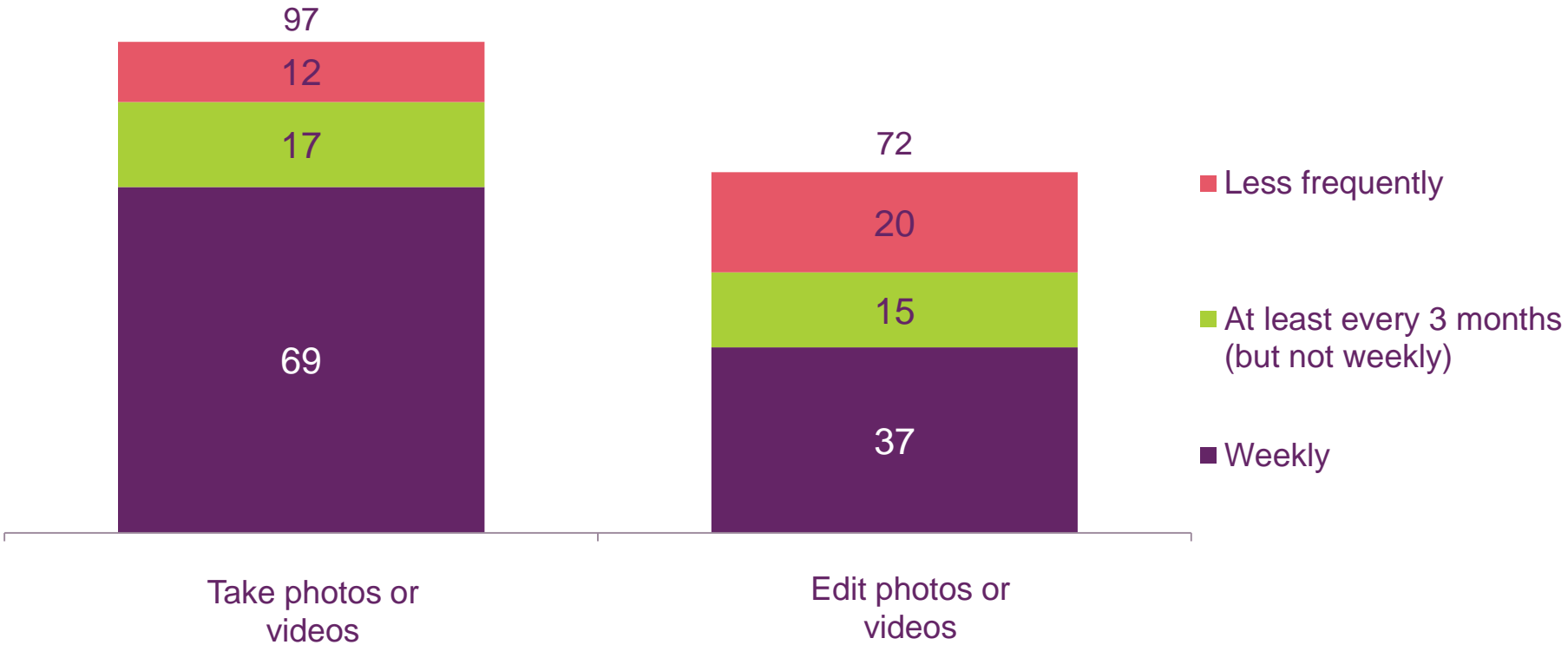
■ Less frequently  
■ In the last week



Uploading/ adding content to the internet e.g. photos, videos, blog posts

Source: Ofcom Technology Tracker, Half 1 2014 - 2017  
QE5A/ QE5B. Which, if any, of these do you use the internet for?/ And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded).  
Base: All adults aged 16+ who go online (3221 in 2017).

Figure 48: Use of a smartphone for creative activities: 2016



M7B/ M7C. Please tell me from this list, the types of things you use your smartphone for, and how often you do each. (prompted responses, single coded)  
Base: All adults aged 16+ who use a smartphone (1249 in 2016)

Figure 49: Use of a smartphone at least weekly for creative activities, by demographic group



All smartphone users		16-24	25-34	35-44	45-54	55-64	65+
Base	1249	216	247	268	235	157	126
Take photos or videos	69%	82% ↑	83% ↑	70%	60% ↓	46% ↓	44% ↓
Edit photos or videos	37%	54% ↑	48% ↑	41%	24% ↓	20% ↓	17% ↓

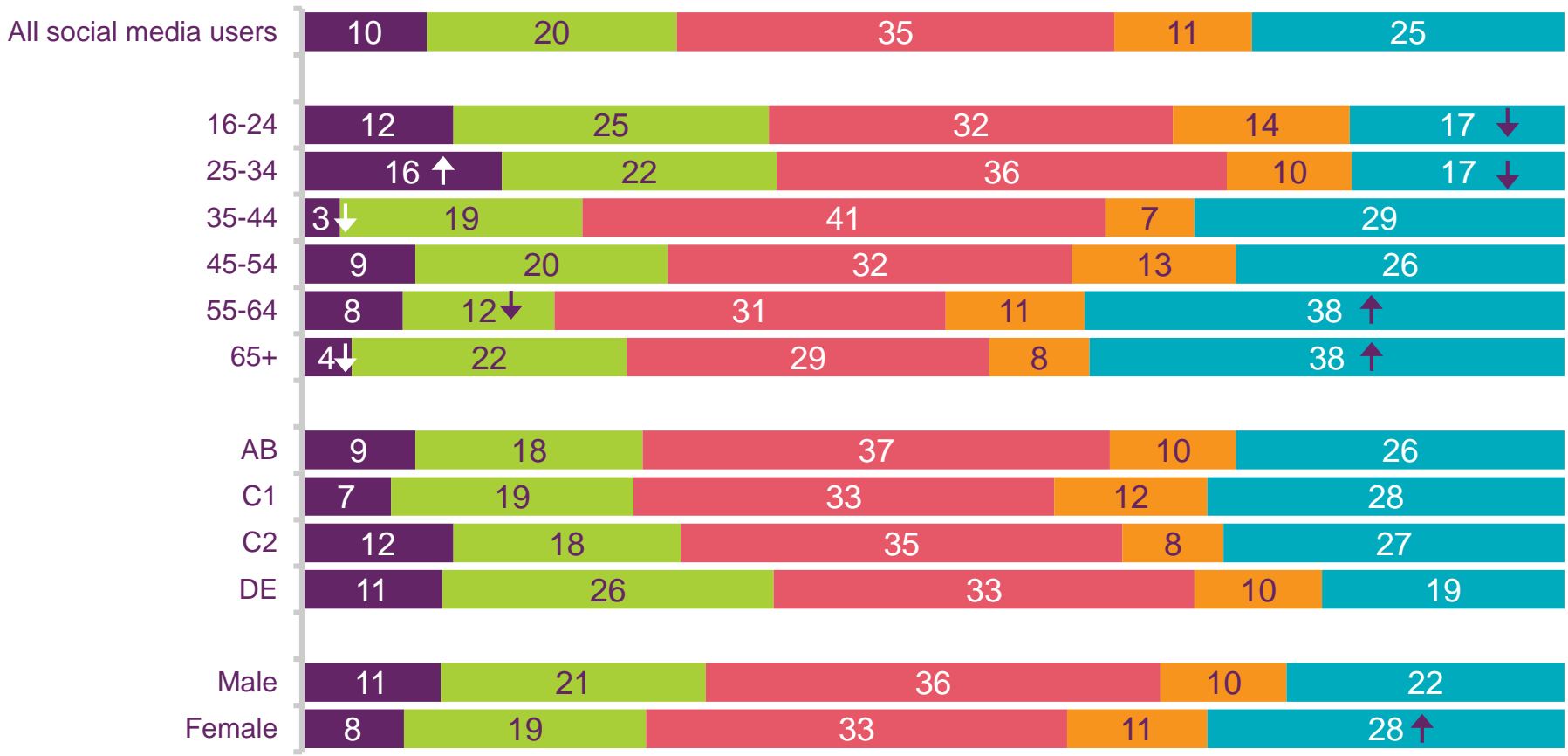
All smartphone users		AB	C1	C2	DE	Male	Female
Base	1249	305	425	247	272	598	651
Take photos or videos	69%	70%	67%	70%	68%	65%	72% ↑
Edit photos or videos	37%	35%	37%	41%	38%	35%	40%

M7B/ M7C. Please tell me from this list, the types of things you use your smartphone for, and how often you do each. (prompted responses, single coded)  
 Base: All adults aged 16+ who use a smartphone (1249 in 2016).  
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all smartphone users and males compared to females.

Figure 50: Agreement with statement: “ I feel more creative when I use social media”, by age, gender and socio-economic group

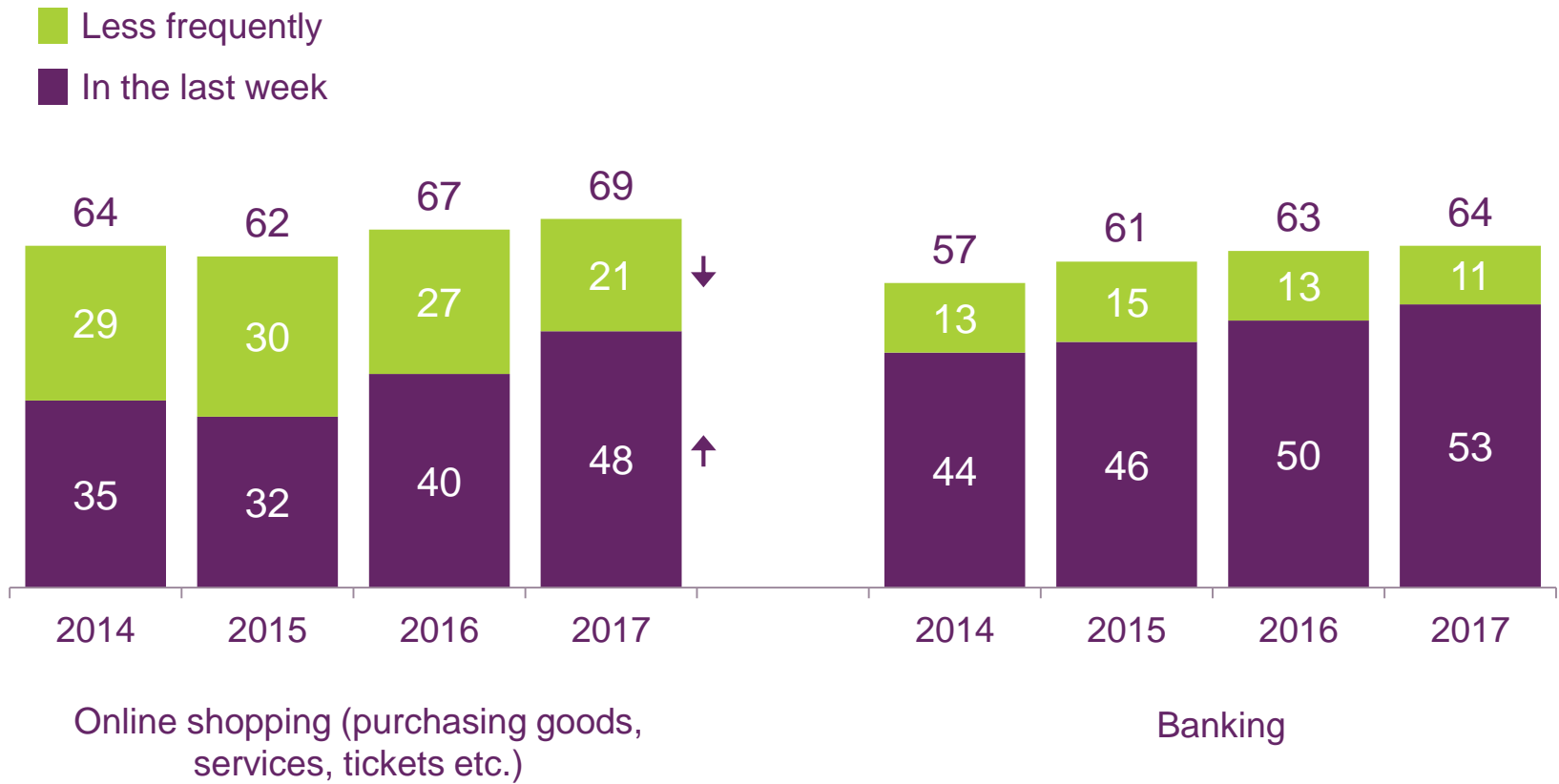


■ Strongly agree   
 ■ Slightly agree   
 ■ Neither/ Don't know   
 ■ Slightly disagree   
 ■ Strongly disagree



IN25C. Please tell me the extent to which you agree or disagree with the following statements about social media sites – I feel more creative when I use social media (prompted responses, single coded)  
 Base: All adults aged 16+ with a social media profile / account (1136 aged 16+, varies by demographic).  
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile/ account, and males compared to females.

Figure 51: Transacting online: 2014-2017



Source: Ofcom Technology Tracker, Half 1 2014-2017  
 QE5A/ QE5B. Which, if any, of these do you use the internet for?/ And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded).  
 Base: All adults aged 16+ who go online (3221 in 2017).  
 Arrows show significant changes (99% level) between 2016 and 2017.

Figure 52: Transacting online in the previous week, by age, gender and socio-economic group

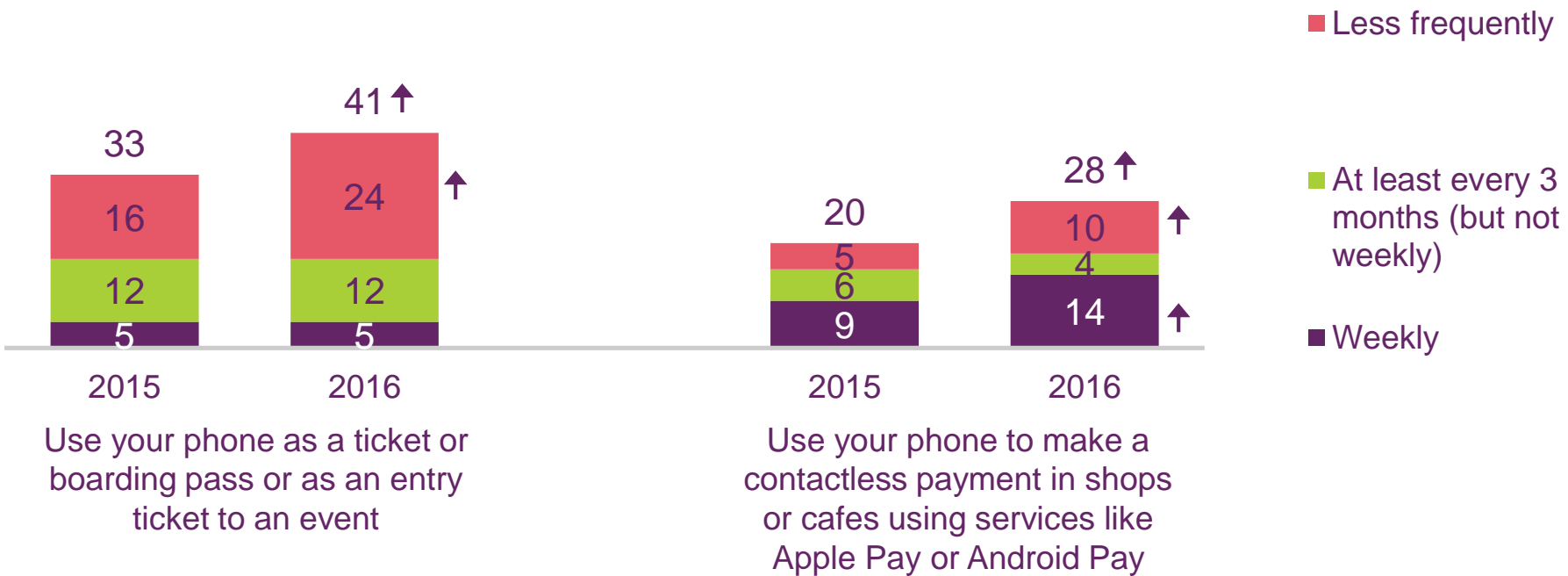


All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	3221	506	536	613	531	520	364	151
Banking	53%	50%	66%↑	61%↑	55%	47%↓	34%↓	26%↓
Online shopping (purchasing goods, services, tickets etc.)	48%	44%	56%↑	55%↑	52%	43%	34%↓	15%↓

All internet users		AB	C1	C2	DE	Male	Female
Base	3221	789	1019	679	731	1570	1651
Banking	53%	66%↑	55%	48%	38%↓	53%	53%
Online shopping (purchasing goods, services, tickets etc.)	48%	58%↑	50%	43%	35%↓	47%	48%

Source: Ofcom Technology Tracker, Half 1 2014 - 2017  
 QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded).  
 Base: All adults aged 16+ who go online (3221 in 2017).  
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users, and males compared to females.

Figure 53: Use of a smartphone for transactions: 2015 and 2016



M7E/ F. Please tell me from this list, the types of things you use your smartphone for, and how often you do each (prompted responses, single coded)  
 Base: All adults aged 16+ who use a smartphone (1249 in 2016)  
 Arrows show significant changes ( 95% level) between 2015 and 2016.

Figure 54: Use of a smartphone at least weekly for transacting, by demographic group

All smartphone users		16-24	25-34	35-44	45-54	55-64	65+
Base	1249	216	247	268	235	157	126
Use your phone to make a contactless payment in shops or cafes using services like Apple Pay or Android Pay	14%	18%	21% ↑	15%	10%	8%	1% ↓
Use your phone as a ticket or boarding pass or as an entry ticket to an event	5%	10% ↑	5%	5%	3%	2%	0% ↓

All smartphone users		AB	C1	C2	DE	Male	Female
Base	1249	305	425	247	272	598	651
Use your phone to make a contactless payment in shops or cafes using services like Apple Pay or Android Pay	14%	15%	14%	14%	14%	15%	13%
Use your phone as a ticket or boarding pass or as an entry ticket to an event	5%	7%	2%	5%	4%	6% ↑	3%

M7E/ M7F. Please tell me from this list, the types of things you use your smartphone for, and how often you do each. (prompted responses, single coded)  
 Base: All adults aged 16+ who use a smartphone (1249 in 2016).  
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all smartphone users, and males compared to females.