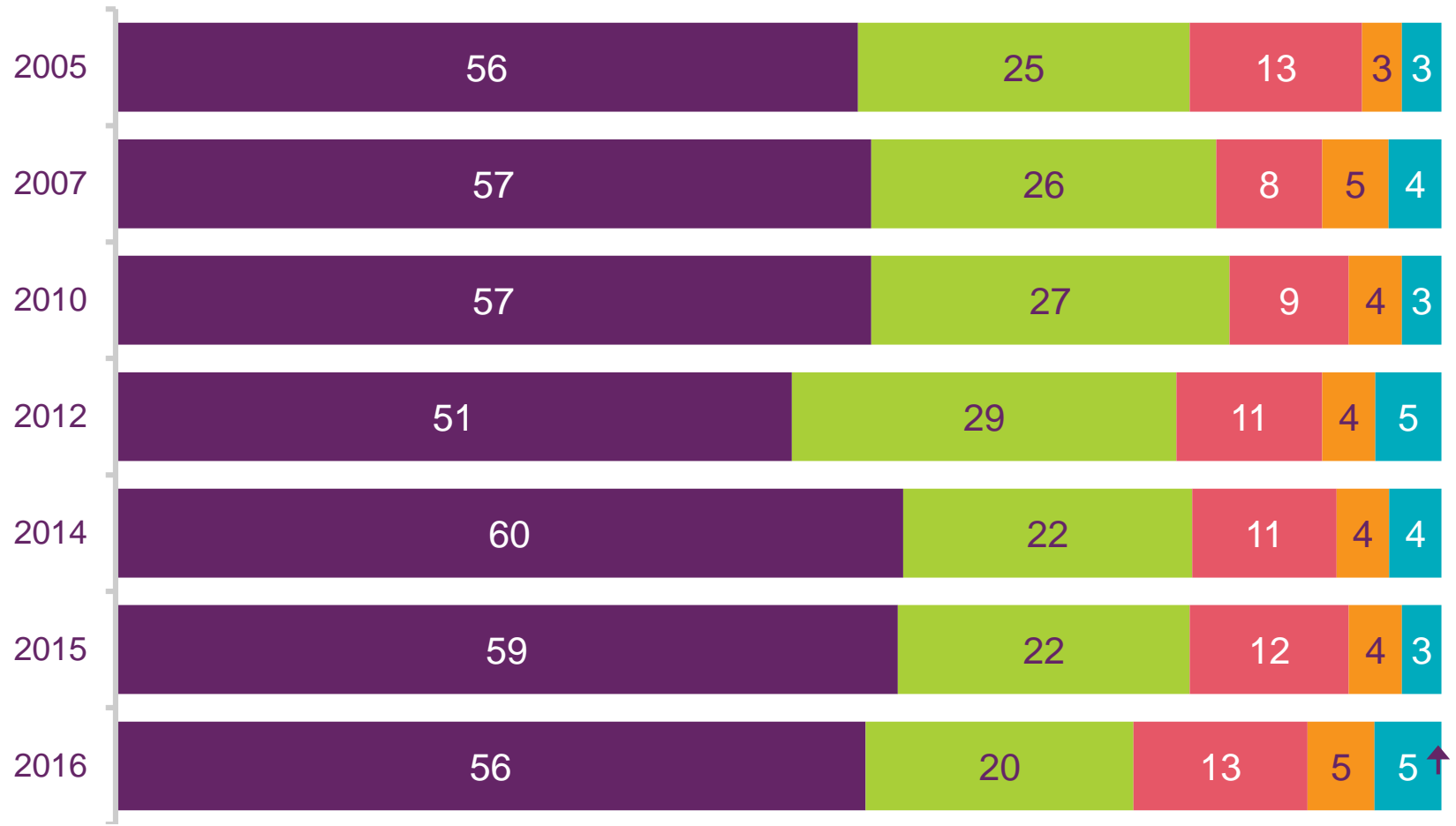


Adults' Media Use and Attitudes Report 2017

Content

Figure 55: Agreement with statement: "Internet users must be protected from seeing inappropriate or offensive content": 2005 - 2016

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

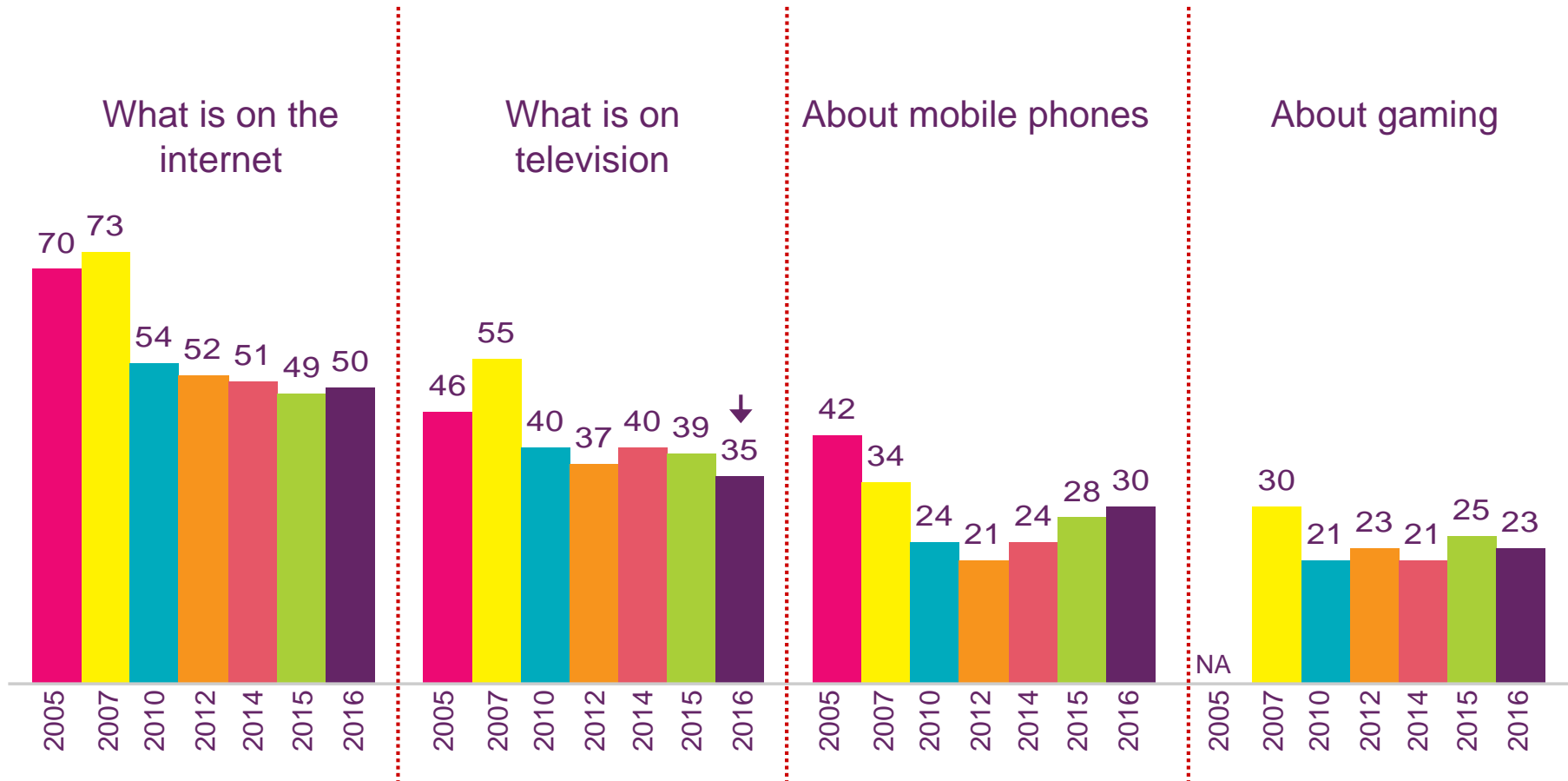


IN38A. I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out – Internet users must be protected from seeing inappropriate or offensive content. (prompted responses, single coded)

Base: Adults aged 16+ who go online (1553 in 2016)

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

Figure 56: Concerns about media among users: 2005 - 2016

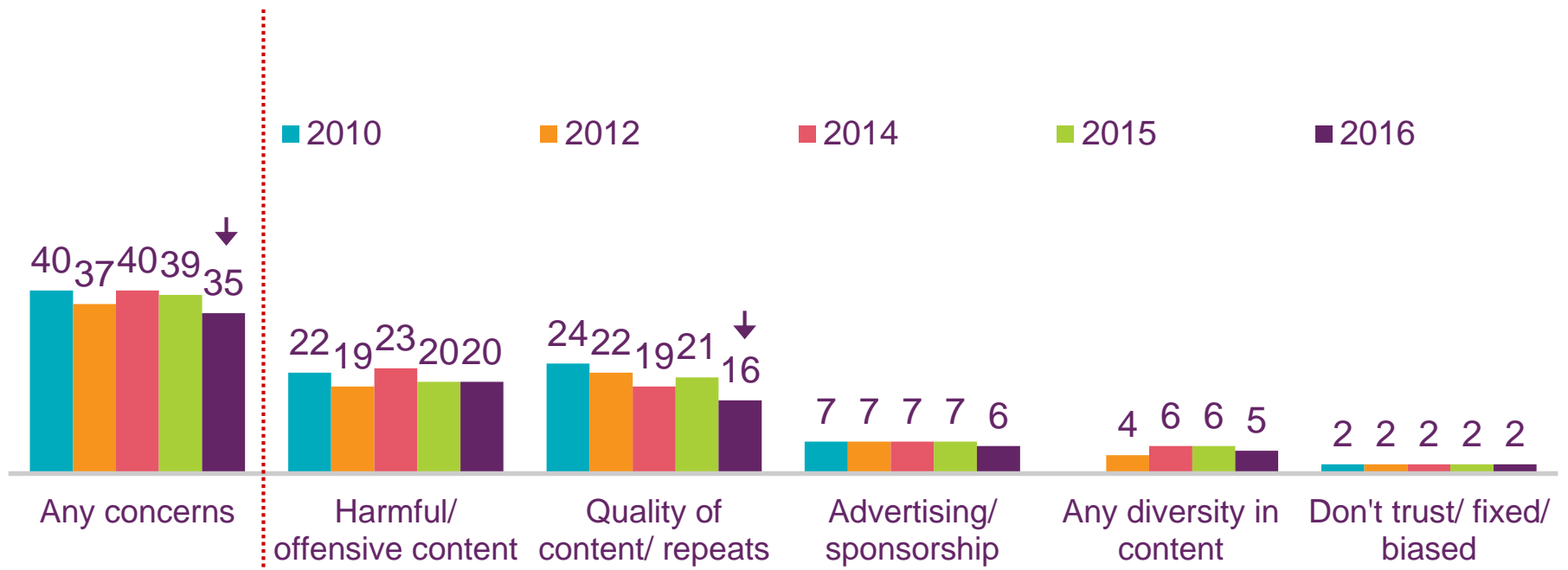


IN20/ T7/ M1/ G2. Can you tell me if you have any concerns about what is on the internet/ TV. Do you have any concerns about mobile phones/ gaming? (unprompted responses, multi-coded)

Base: Adults aged 16+ who use each platform (variable base).

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

Figure 57: Concerns about television among users: 2010 - 2016



T7. Can you tell me if you have any concerns about what is on TV? (unprompted responses, multi-coded)

Base: Adults aged 16+ with any TVs in the household (1801 in 2016) .

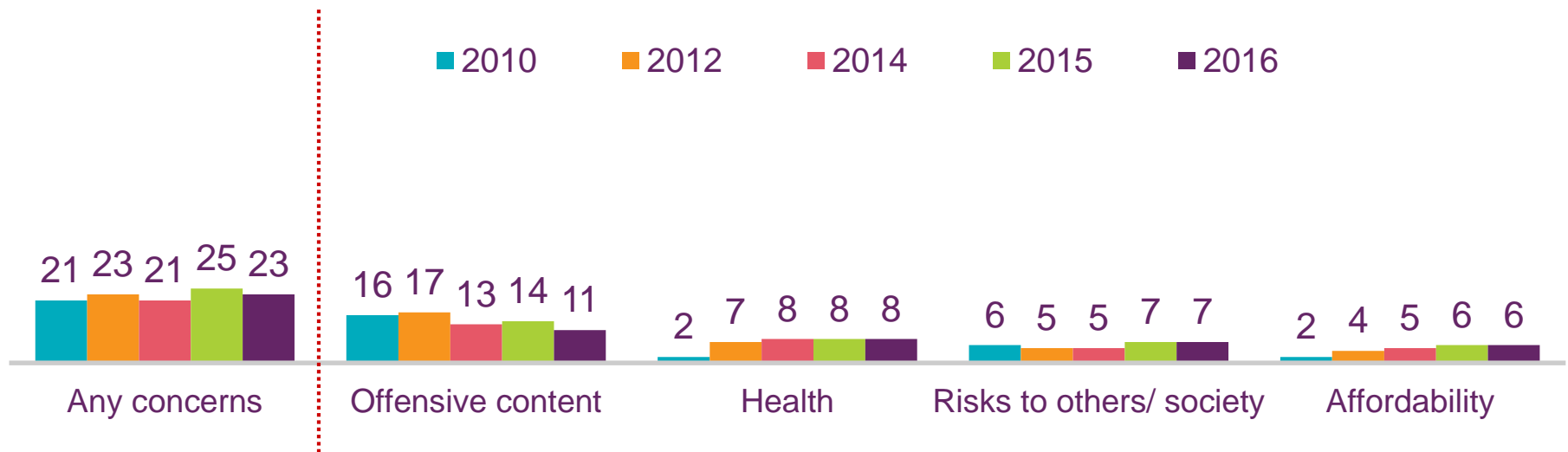
Arrows show significant changes (95% level) between 2015 and 2016.

Figure 58: Concerns about the internet among users: 2010 - 2016



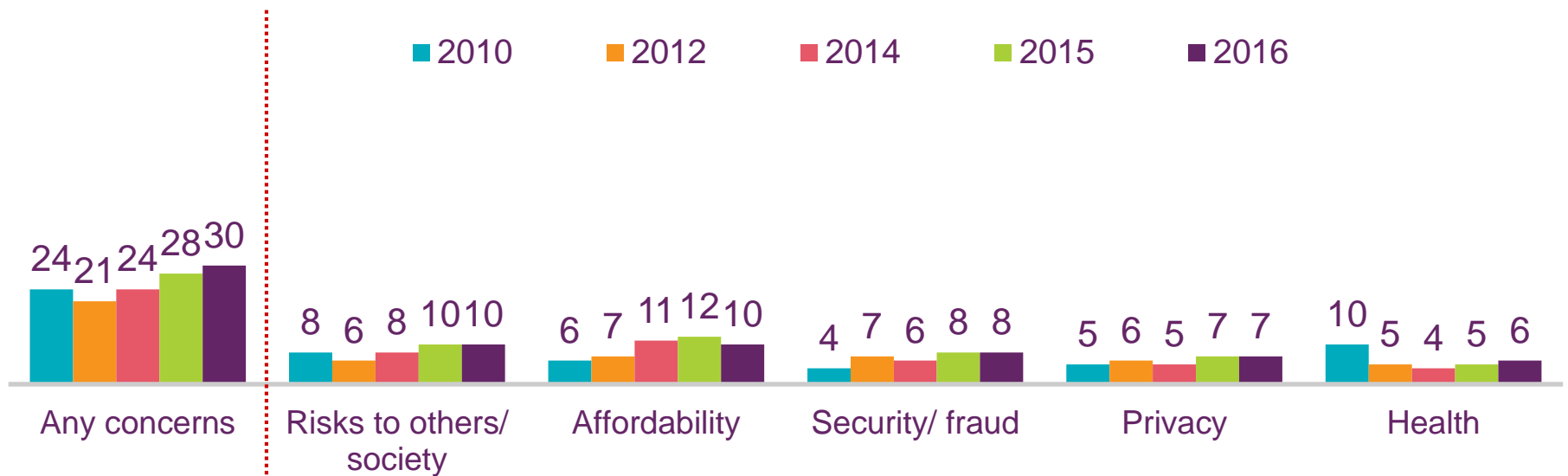
IN20. Can you tell me if you have any concerns about what is on the internet? (unprompted responses, multi-coded)
 Base: Adults aged 16+ who go online (1553 in 2016).

Figure 59: Concerns about gaming among users: 2010 - 2016



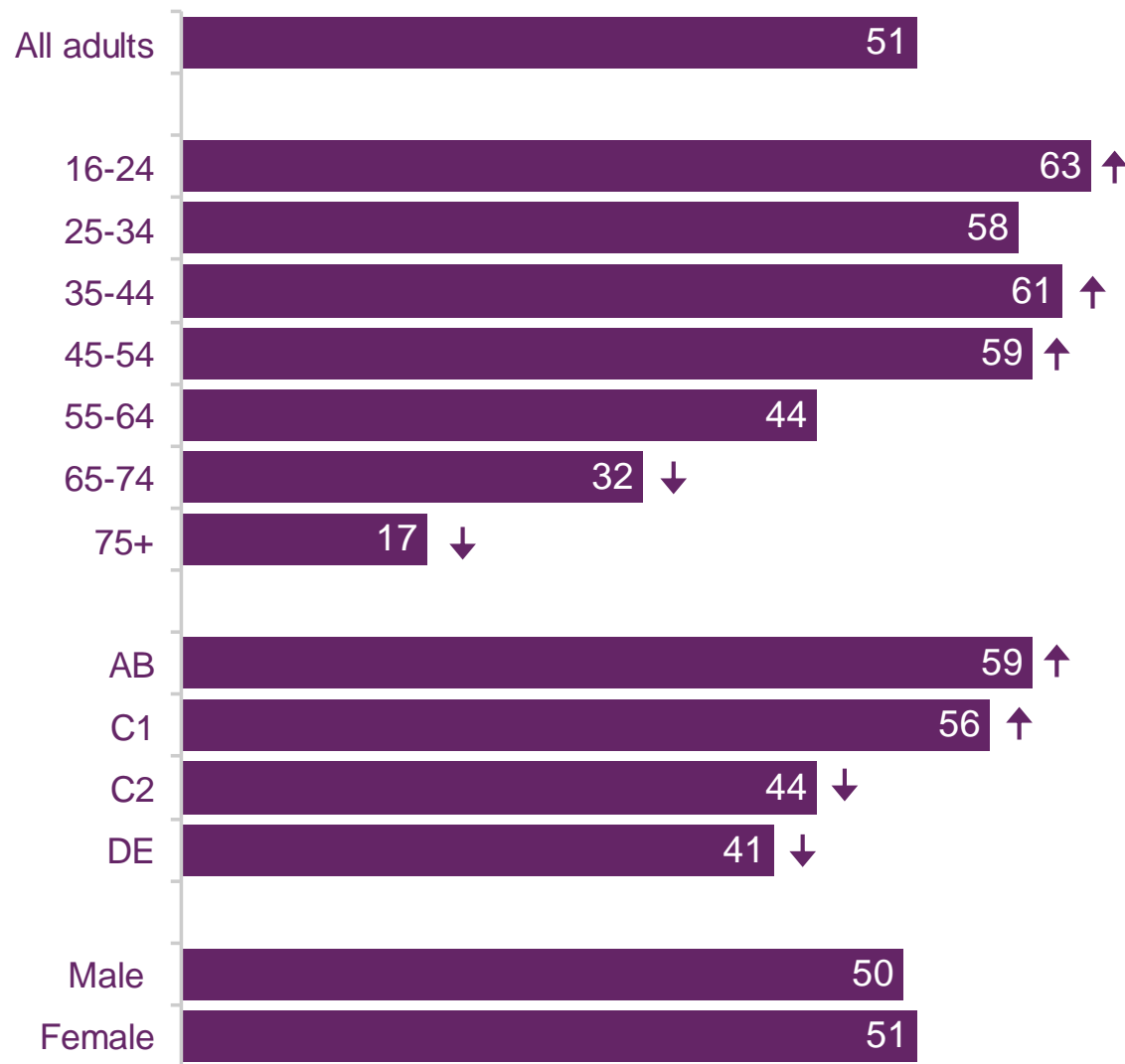
G2. Can you tell me if you have any concerns about gaming? (unprompted responses, multi-coded)
 Base: Adults aged 16+ who play games (605 in 2016).

Figure 60: Concerns about mobile phones among users: 2010 - 2016



M1. Can you tell me if you have any concerns about mobile phones? (unprompted responses, multi-coded)
 Base: Adults aged 16+ who personally use a mobile phone (1625 in 2016).

Figure 61: Incidence of watching on-demand content

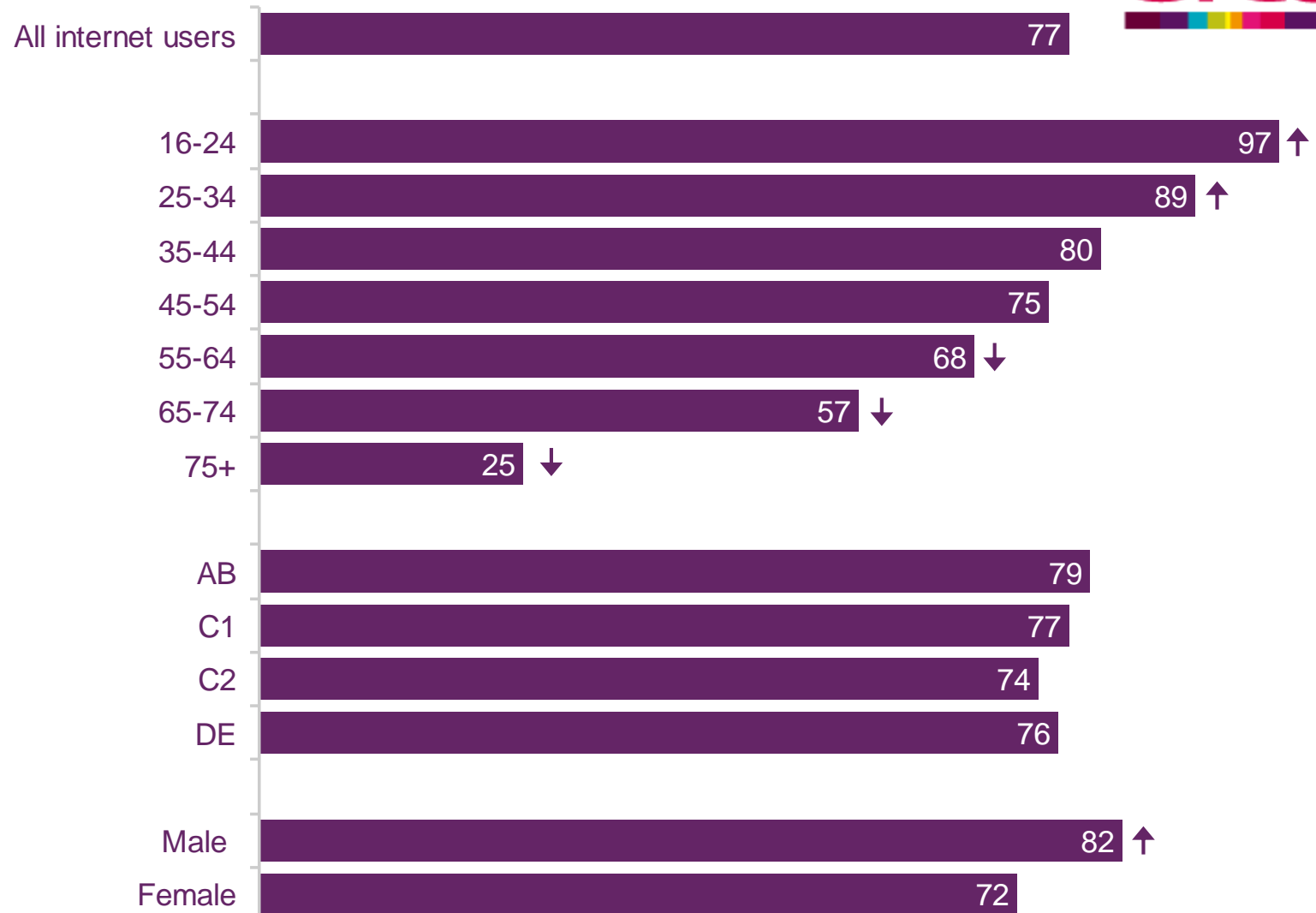


T2. Do you ever watch TV programmes or films on-demand? By on-demand we mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime, Sky Go etc. This could be through your television service or on any device you use to go online (prompted responses, single coded)

Base: All adults aged 16+ (1846 aged 16+, 234 aged 16-24, 272 aged 25-34, 313 aged 35-44, 284 aged 45-54, 270 aged 55-64, 218 aged 65-74, 255 aged 75+, 427 AB, 566 C1, 369 C2, 484 DE, 885 male, 961 female)

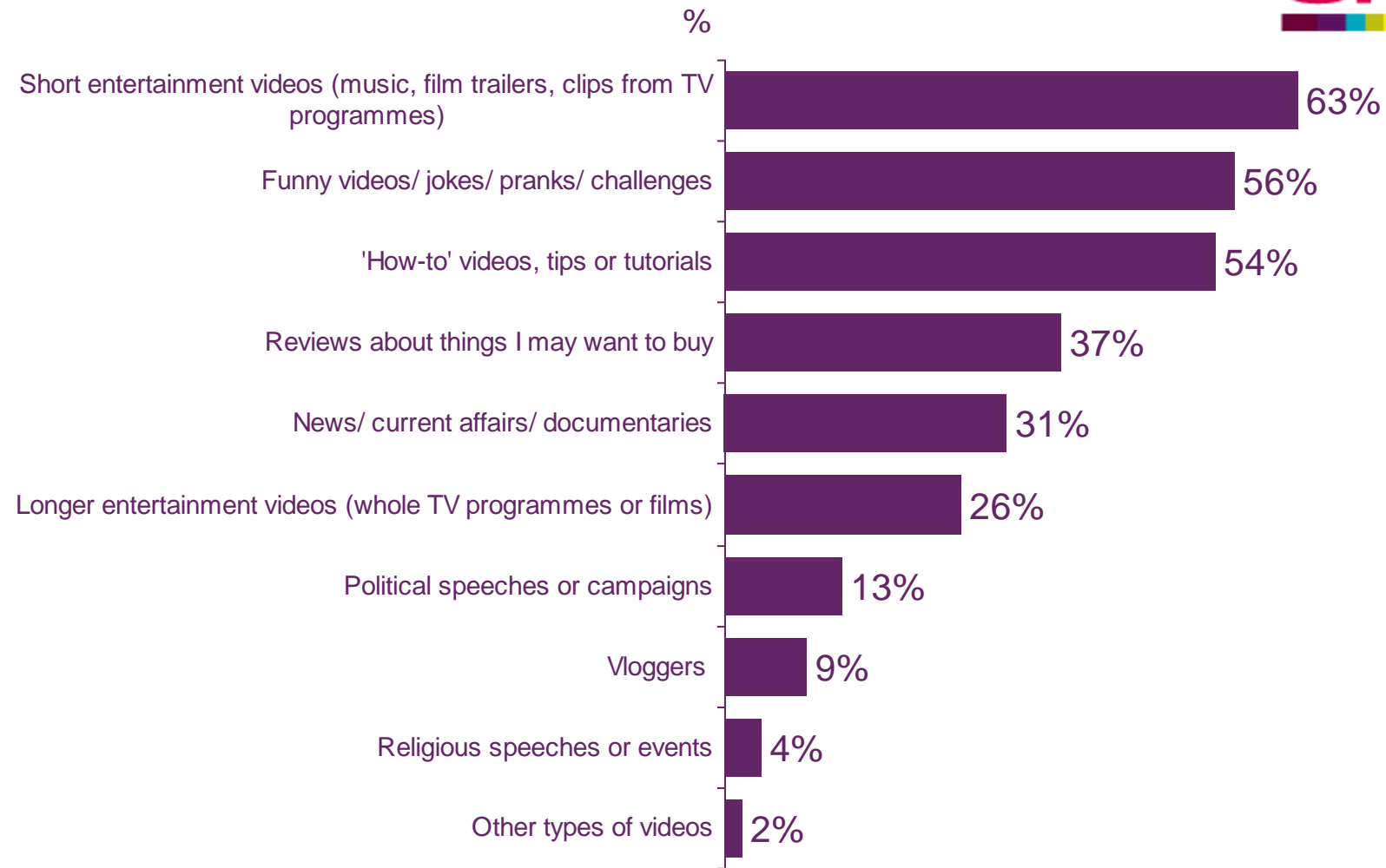
Arrows show significant differences (95% level) for age/ socio-economic group compared to all adults, and males compared to females.

Figure 62: Incidence of watching content on video-sharing sites



IN17. Do you ever watch videos on sites or apps like YouTube or Vimeo? (unprompted responses, single coded)
Base: All adults aged 16+ who go online (1553 aged 16+, 231 aged 16-24, 265 aged 25-34, 293 aged 35-44, 265 aged 45-54, 220 aged 55-64, 141 aged 65-74, 138 aged 75+, 394 AB, 521 C1, 300 C2, 338 DE, 745 male, 808 female).
Arrows show significant differences (95% level) for age/ socio-economic group compared to all internet users, and males compared to females.

Figure 63: Type of content watched on video-sharing sites

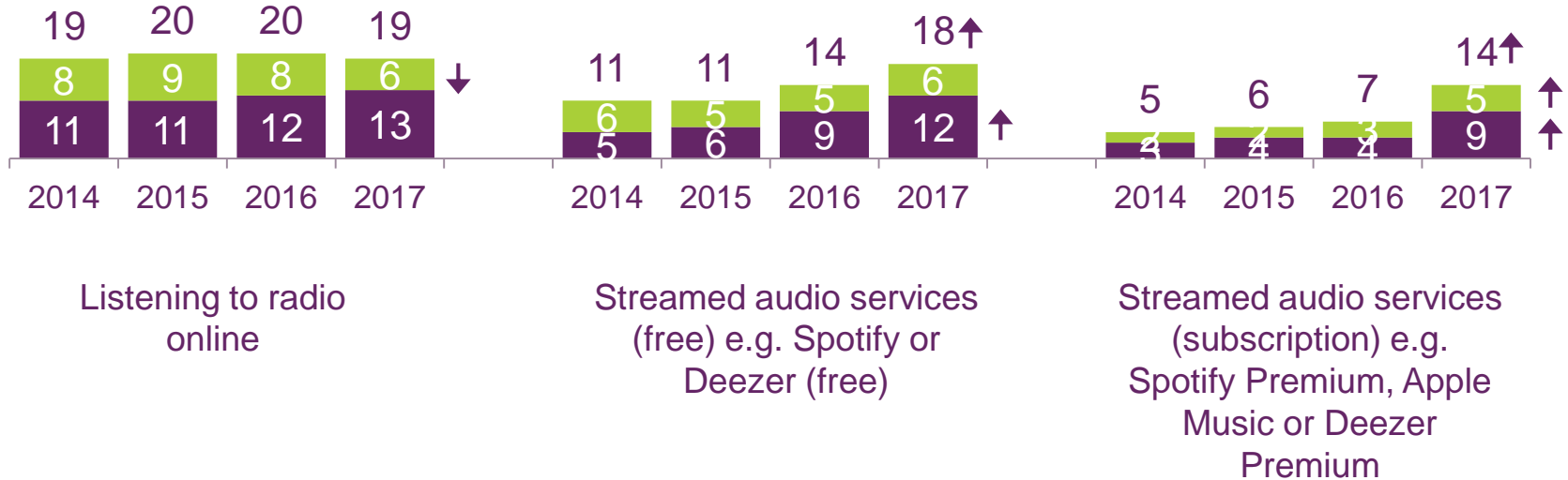


IN18. And what types of videos do you tend to watch on these sites or apps? (prompted responses, multi-coded)
Base: All aged 16+ who ever watch videos on these types of sites (1114)

Figure 64: Listening to audio services online: 2014-2017



■ Less frequently
■ In the last week



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 65: Listening to audio services online in the previous week, by age, gender and socio-economic group

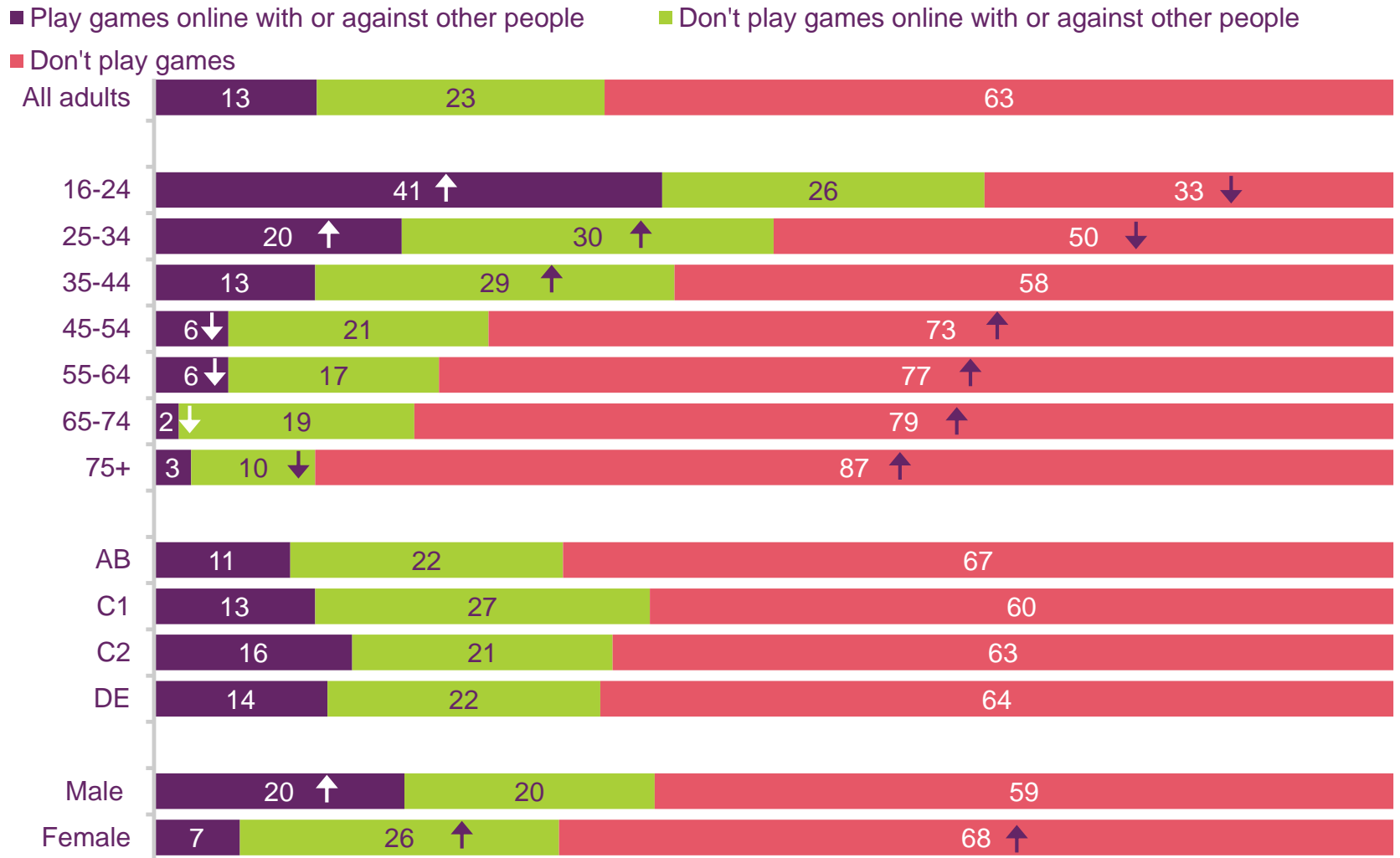


All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	3221	506	536	613	531	520	364	151
Listening to radio online	13%	12%	17%	14%	16%	11%	6% ↓	4% ↓
Streamed audio services (free) e.g. Spotify or Deezer (free)	12%	19% ↑	20% ↑	15%	10%	4% ↓	1% ↓	1% ↓
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	9%	15% ↑	14% ↑	12%	8%	5% ↓	1% ↓	0% ↓

All internet users		AB	C1	C2	DE	Male	Female
Base	3221	789	1019	679	731	1570	1651
Listening to radio online	13%	17% ↑	14%	11%	8% ↓	15% ↑	11%
Streamed audio services (free) e.g. Spotify or Deezer (free)	12%	15%	12%	9%	10%	14% ↑	10%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	9%	14% ↑	8%	9%	6% ↓	12% ↑	7%

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/ socio-economic group compared to all internet users and males compared to females

Figure 66: Playing games online with or against other people: 2016



G3. Many games can be played online. Do you ever play games online with or against other people? (unprompted responses, single coded)
 Base: All adults aged 16+ (1846 aged 16+, 234 aged 16-24, 272 aged 25-34, 313 aged 35-44, 284 aged 45-54, 270 aged 55-64, 218 aged 65-74, 255 aged 75+, 427 AB, 566 C1, 369 C2, 484 DE, 885 male, 961 female).
 Arrows show significant differences (95% level) for age/ socio-economic group compared to all adults, and males compared to females.

Figure 67: Agreement with statements about online gaming

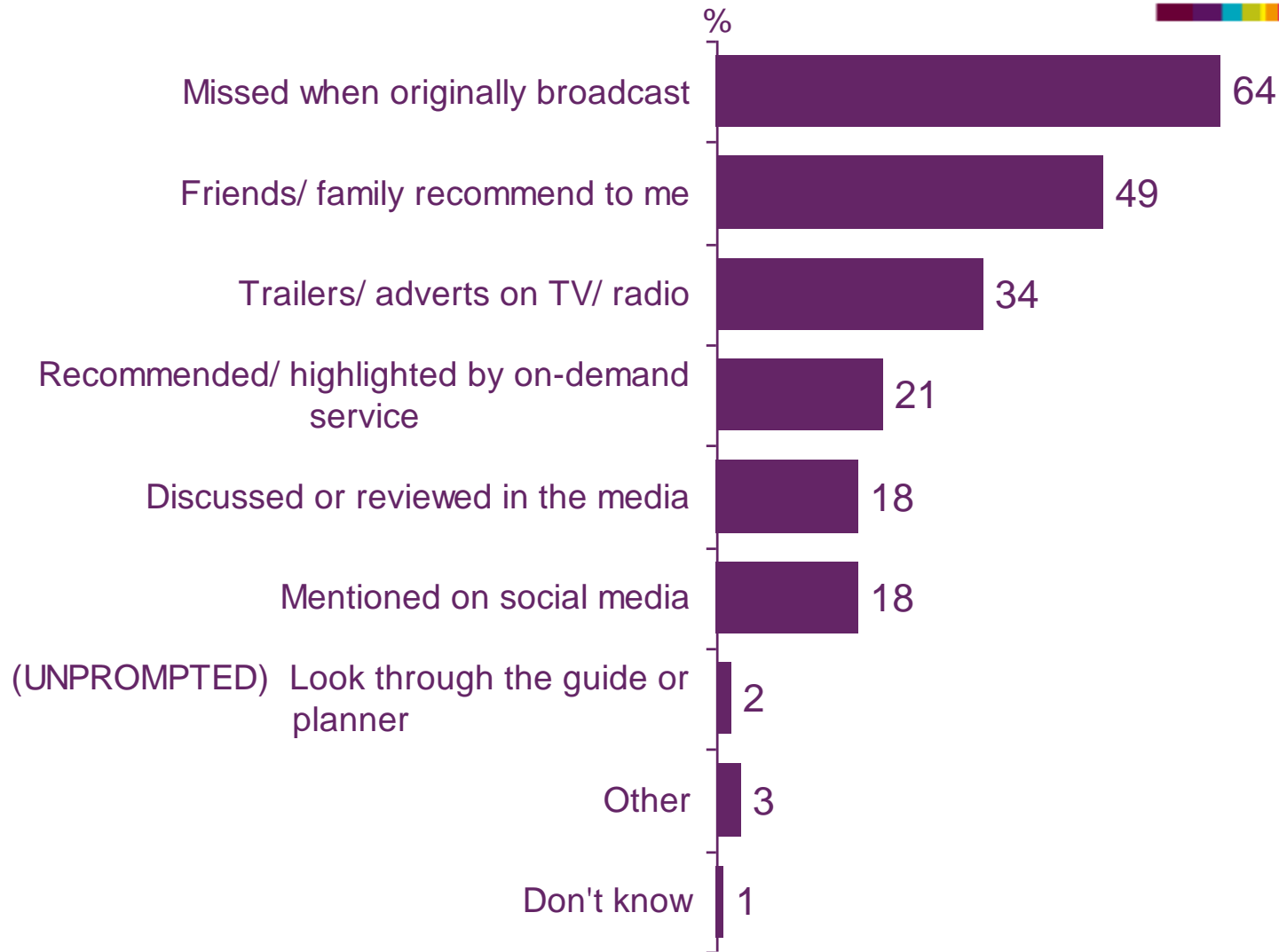


■ Agree ■ Neither/ Don't know ■ Disagree



G4A. When I'm engrossed in a game I don't really think about who the other people are, I'm only interested in their game characters. (prompted responses, single coded).
Base: All adults who say they play these types of games online (199 aged 16+)
G4B When I chat or message the people I'm playing with about the game it enhances the gaming experience (prompted responses, single coded).
Base: All adults who say they chat or message people when they play these types of games (180 aged 16+)

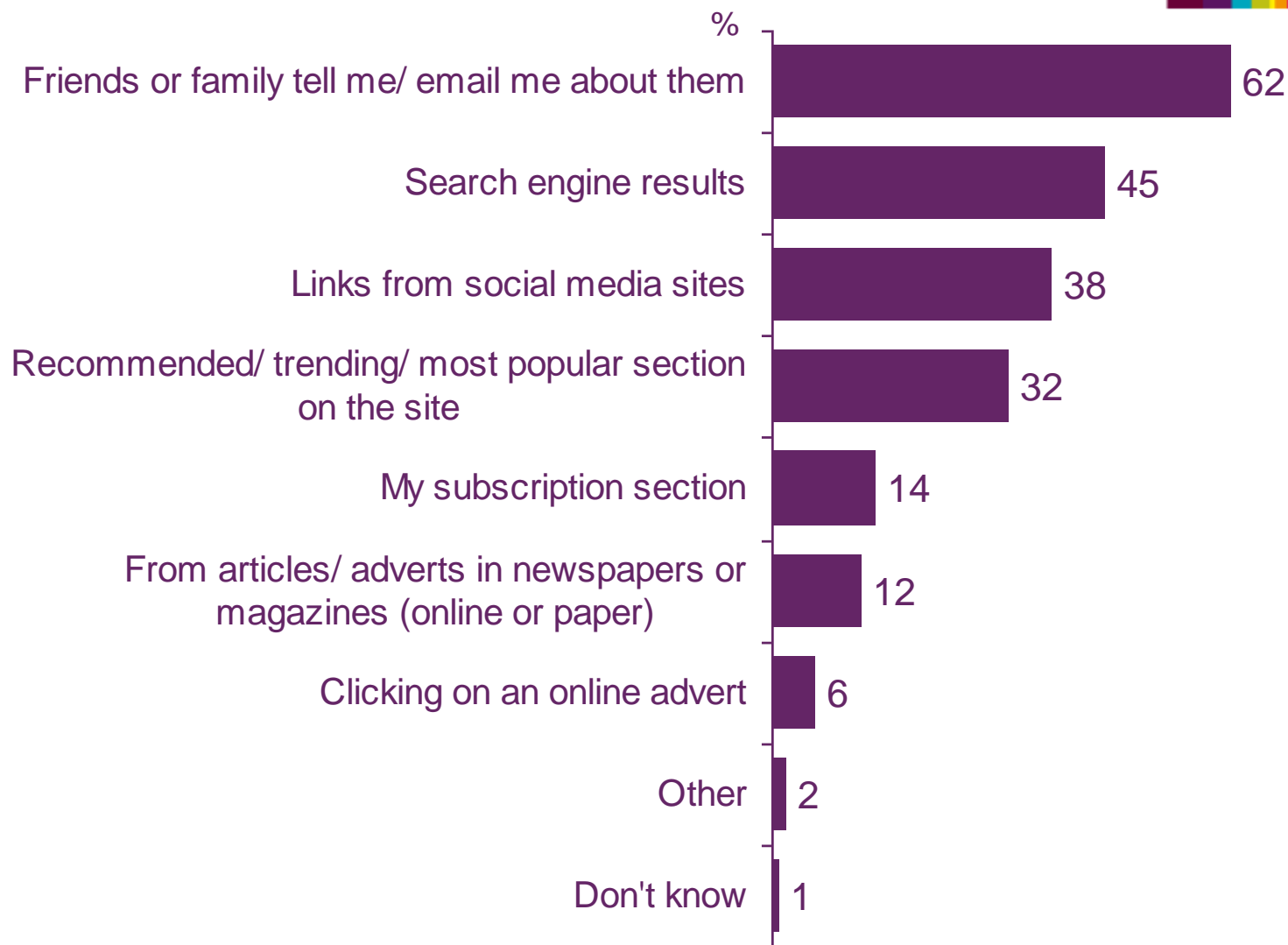
Figure 68: Ways in which on-demand content is chosen/ discovered



T3. How do you choose what TV programmes or films to watch on-demand? (prompted responses, multi-coded)

Base: All who ever watch on-demand content (891)

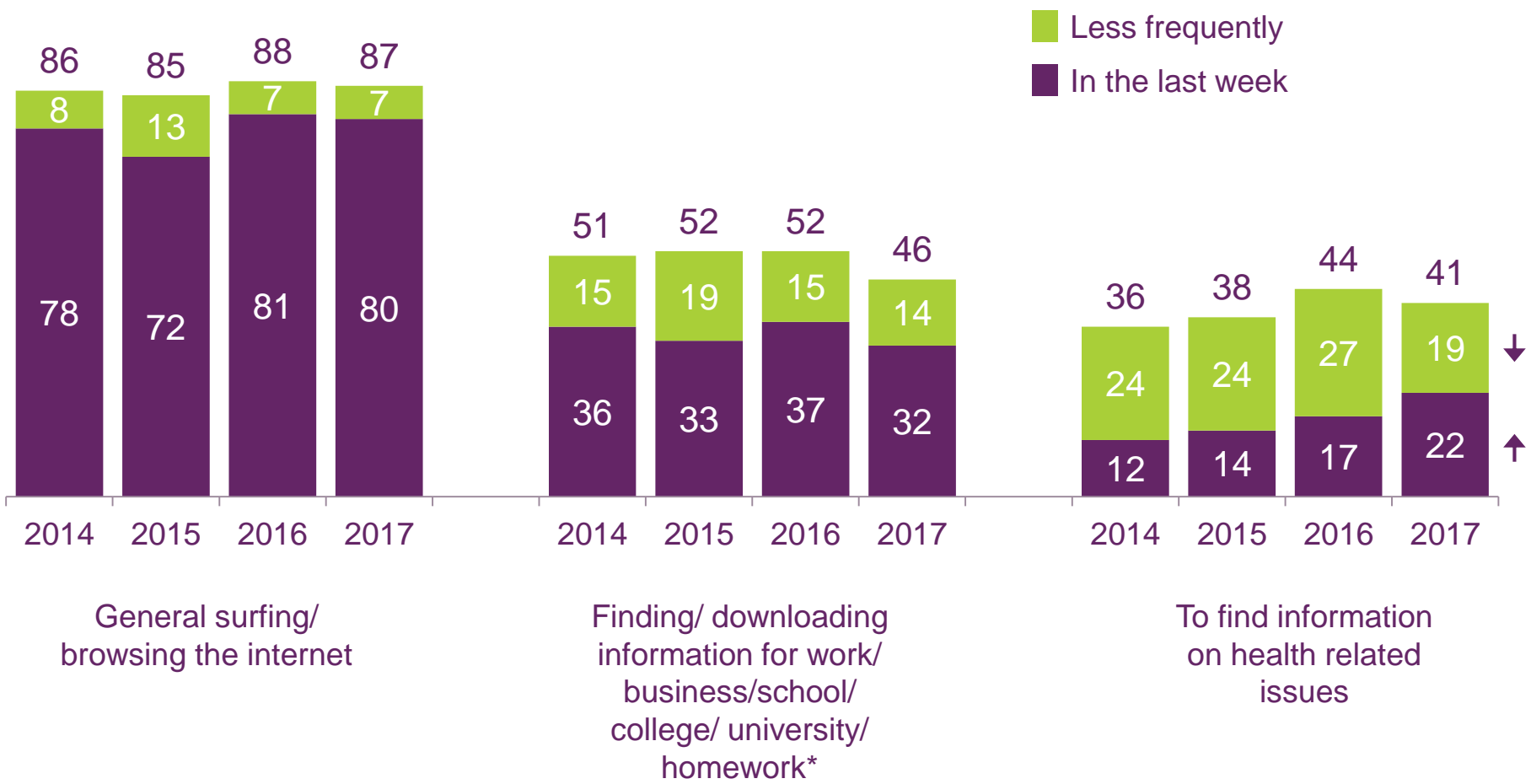
Figure 69: Ways in which content is chosen/ discovered on video-sharing sites



IN19. Which of these ways describes how you find videos to watch on these sites or apps (prompted responses, multi-coded)

Base: All who ever watch videos on these types of sites (1114)

Figure 70: Finding information online, by activity type: 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). NB – prior to 2017 finding information for work or business was asked separately to finding information for school /college/ university/ homework so for 2014-2016 the figures shown are net measures.
 Base: All adults aged 16+ who go online (3221 in 2017).
 Arrows show significant changes (99% level) between 2016 and 2017.

Figure 71 (1): Finding information online in the past 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
General surfing/ browsing the internet	80%	83%	84%	84%↑	83%	75%	62%↓	66%↓
Finding/ downloading information for work/ business/school/ college/ university/ homework	32%	41%↑	34%	37%↑	37%	26%↓	14%↓	6% ↓
To find information on health related issues	22%	20%	21%	27%↑	23%	24%	13%↓	13%↓

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 71 (2): Finding information online in the previous week, by socio-economic group and gender



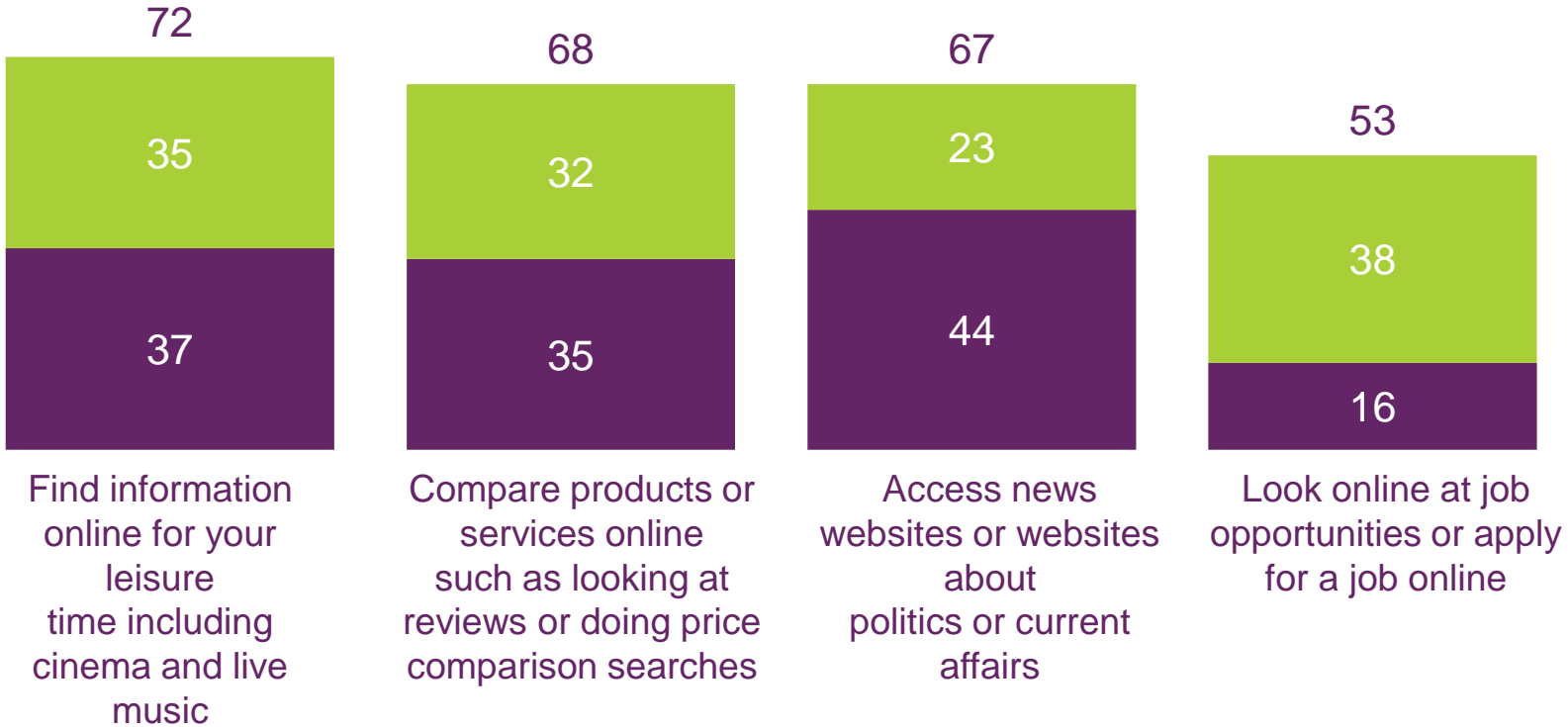
All internet users		AB	C1	C2	DE	Male	Female
Base	3221	789	1019	679	731	1570	1651
General surfing/ browsing the internet	80%	87%↑	80%	73%↓	75%↓	81%	78%
Finding/ downloading information for work/ business/school/ college/ university/ homework	32%	44%↑	35%	25%↓	20%↓	35%↑	29%
To find information on health related issues	22%	30%↑	22%	14%↓	17%↓	19%	24%↑

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 72: Finding information online, by activity type: 2016



■ Less frequently
■ In the last week



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 73: Finding information online in the previous week, by age, socio-economic group and gender

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
Access news websites or websites about politics or current affairs	44%	39%	41%	47%	51%	49%	34% ↓	27% ↓
Find information online for your leisure time including cinema and live music	37%	45% ↑	45% ↑	40%	36%	31%	23% ↓	15% ↓
Compare products or services online such as looking at reviews or doing price comparison searches	35%	39%	34%	39%	33%	38%	34%	20% ↓
Look online at job opportunities or apply for a job online	16%	29% ↑	18%	15%	14%	13%	2% ↓	1% ↓

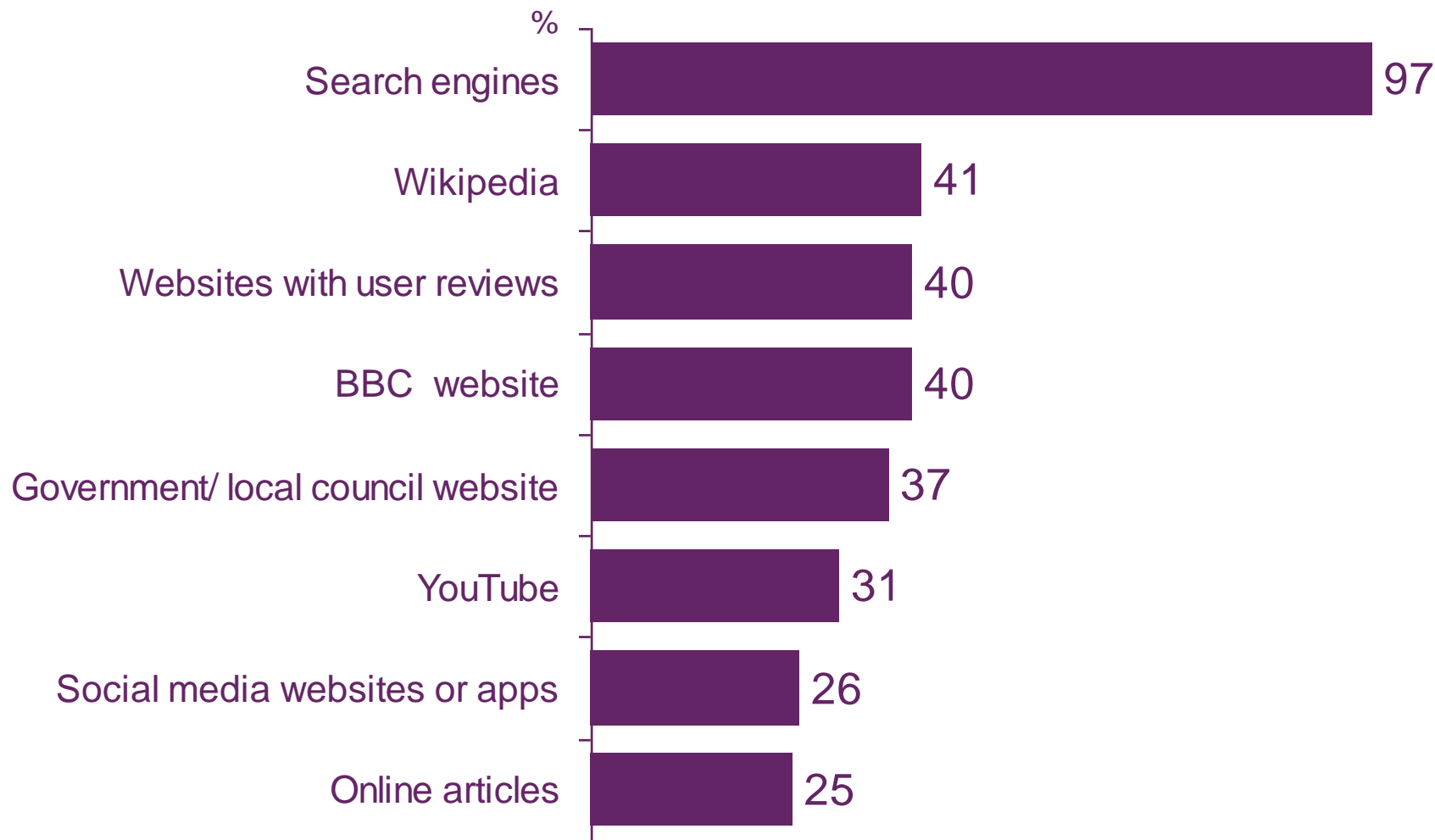
All internet users		AB	C1	C2	DE	Male	Female
Base	1553	394	521	300	338	745	808
Access news websites or websites about politics or current affairs	44%	58% ↑	48%	35% ↓	28% ↓	49% ↑	38%
Find information online for your leisure time including cinema and live music	37%	43%	43% ↑	30% ↓	29% ↓	39%	36%
Compare products or services online such as looking at reviews or doing price comparison searches	35%	42% ↑	37%	31%	29% ↓	37%	33%
Look online at job opportunities or apply for a job online	16%	16%	15%	12%	19%	17%	15%

IN14. 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).

Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users, and males compared to females.

Figure 74: Sources used to look for information online



IN45. 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? (prompted responses, multi-coded)

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

Figure 75: Information source most likely to be used when finding information about leisure time or for hobbies or entertainment purposes

- Search engines
- Websites with user reviews
- YouTube
- Social media
- Government/ local council website
- BBC website
- Online articles
- Wikipedia



IN46C. You said earlier you went online to find information for your leisure time. Please use this card to say which one of the following online sources you are most likely to use for finding out information about your leisure time or for hobbies or entertainment purposes? (prompted responses, single coded).
 Base: All adults aged 16+ who go online to look for information for their leisure time (1083 aged 16+, varies by demographic).
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users who do this, and males compared to females.

Figure 76: Information source most likely used when finding information for work, college, school or some other official task

- Search engines
- Government/ local council website
- Wikipedia
- BBC website
- Online articles
- Social media
- YouTube
- Websites with user reviews

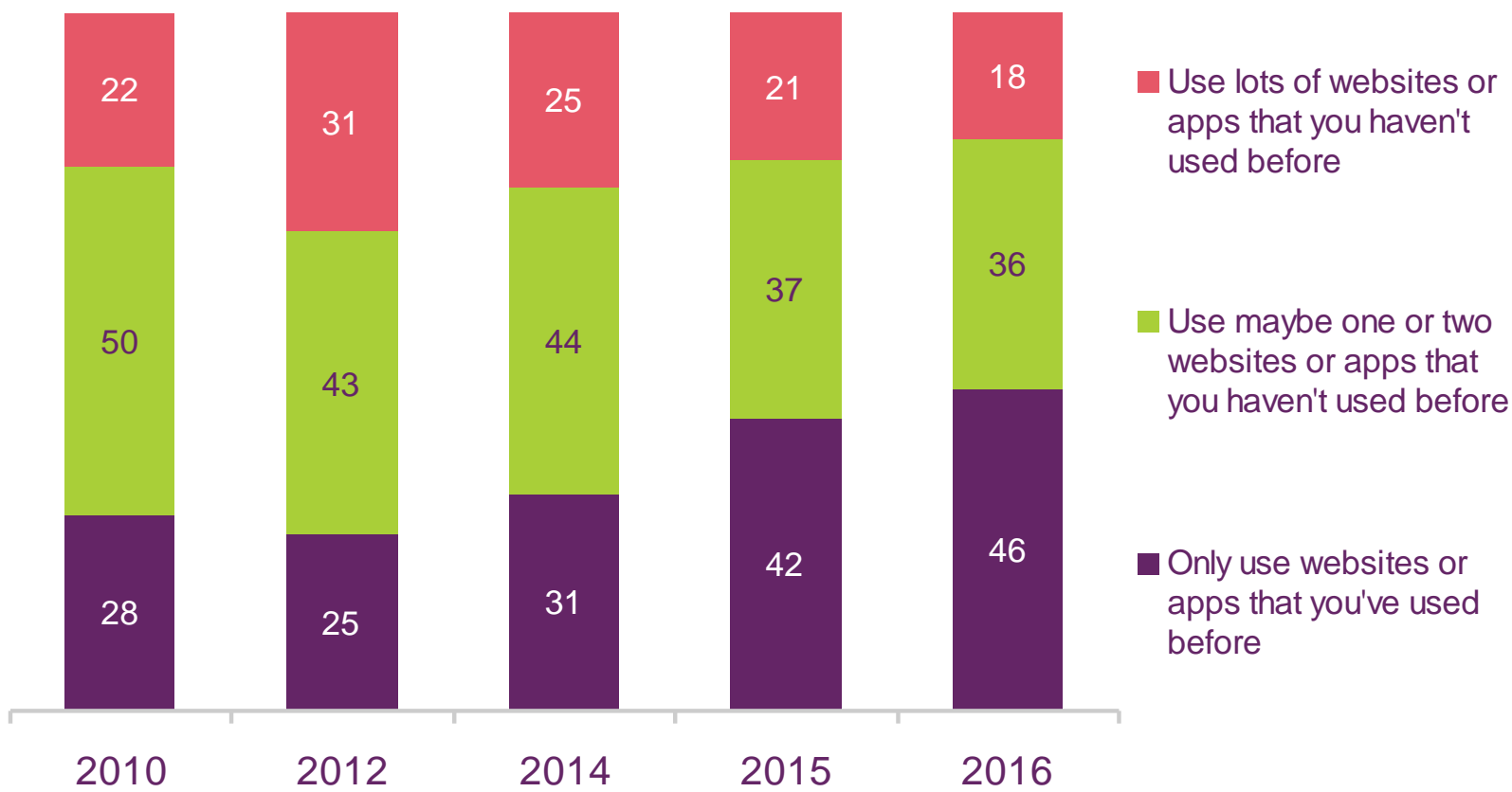


IN46A. Please use this card to say which one of the following online sources you are most likely to use for finding information for work, college, school or some other official task (prompted responses, single coded).

Base: All adults aged 16+ who go online to look for information relating to work or college or for other official tasks (1016 aged 16+, varies by demographic).

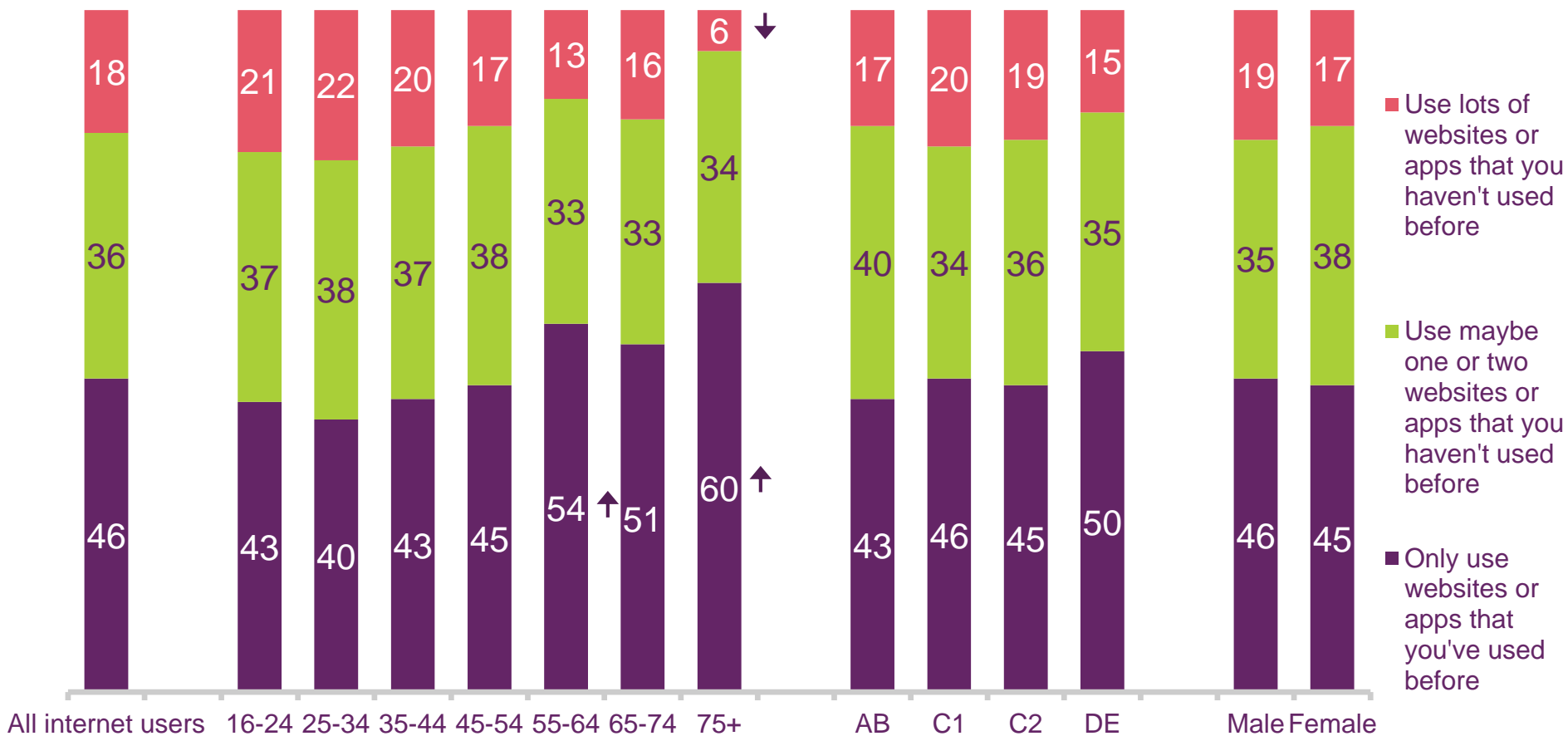
Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users who do this, and males compared to females.

Figure 77: Use of websites or apps not used before, most weeks: 2010-2016



IN12. In most weeks when you go online do you usually..... (prompted responses, single coded)
Base: All adults aged 16+ who go online (1536 in 2016) excludes 'don't know' responses.

Figure 78: Use of websites or apps not used before, by age, socio-economic group and gender

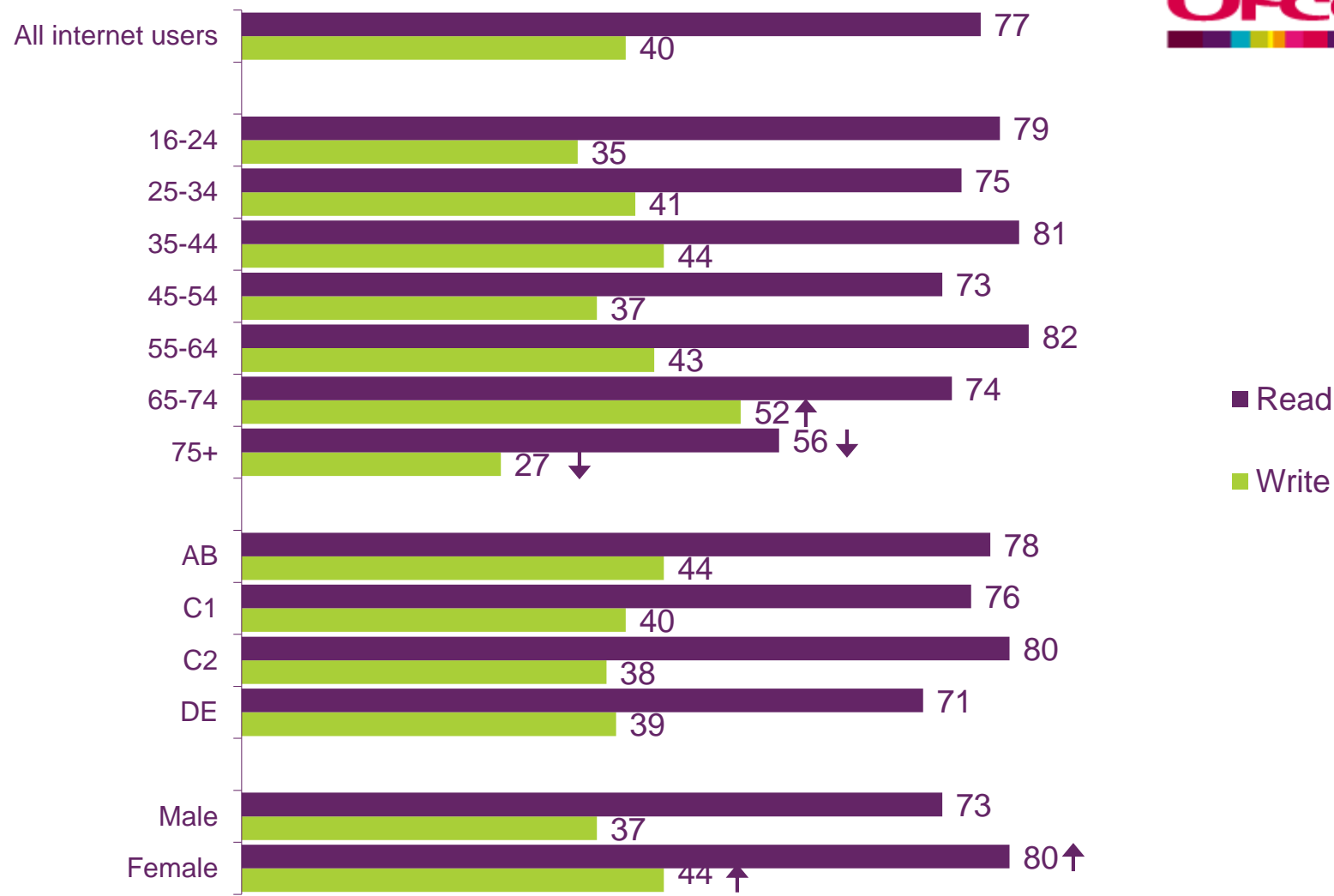


IN12. In most weeks when you go online do you usually..... (prompted responses, single coded)

Base: All adults aged 16+ who go online (1536 in 2016, varies by demographic) excludes 'don't know' responses.

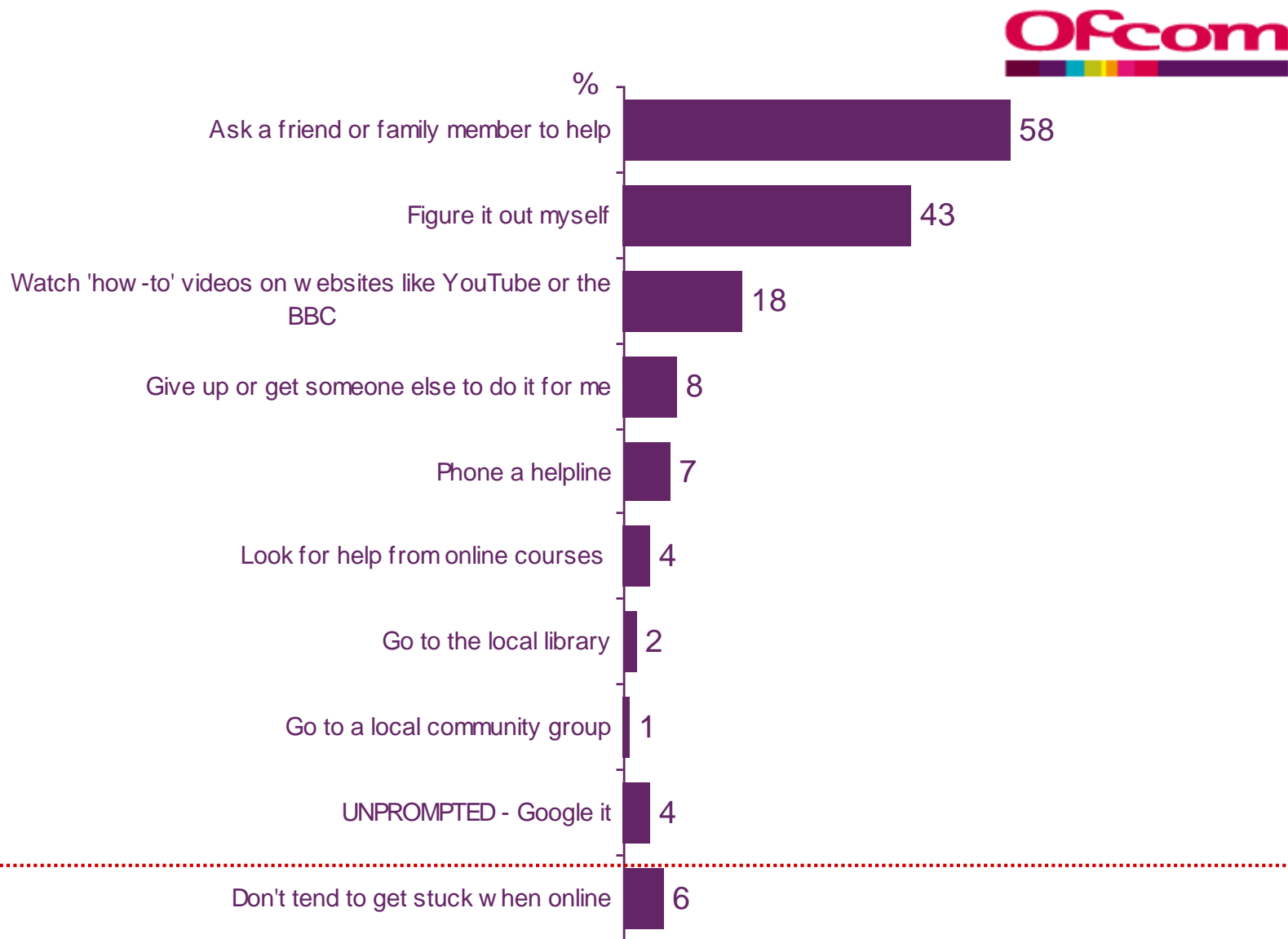
Arrows show significant differences (95% level) for age / socio-economic group compared to all internet users, and males compared to females.

Figure 79: Reading and writing online reviews, by demographic group



IN47/48. Before you decide to purchase a product or use a service, do you read reviews that other members of the public have written or posted online about that product or service? / After purchasing a product or using a service, do you write online reviews for other people to read about that product or service (unprompted responses, single coded)
 Base: All adults aged 16+ who go online (1553 in 2016)
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users and males compared to females

Figure 80: Sources of assistance when unsure of how to do something online



IN4. Which if any of the following would you do if you got stuck or were unsure about how to do something online? (prompted responses, multi-coded)
Base: Adults aged 16+ who go online (1553 in 2016).