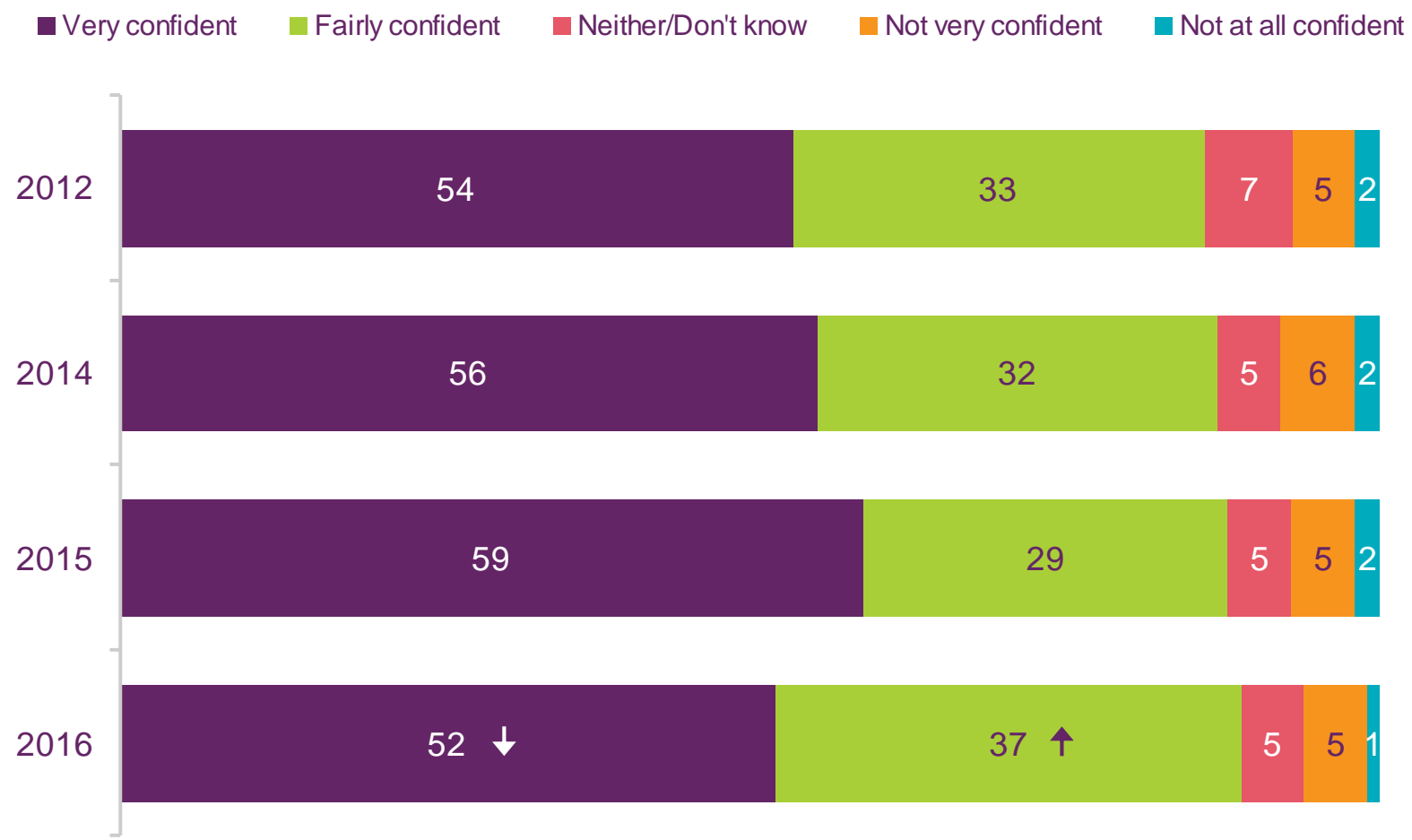


# Adults' Media Use and Attitudes Report 2017

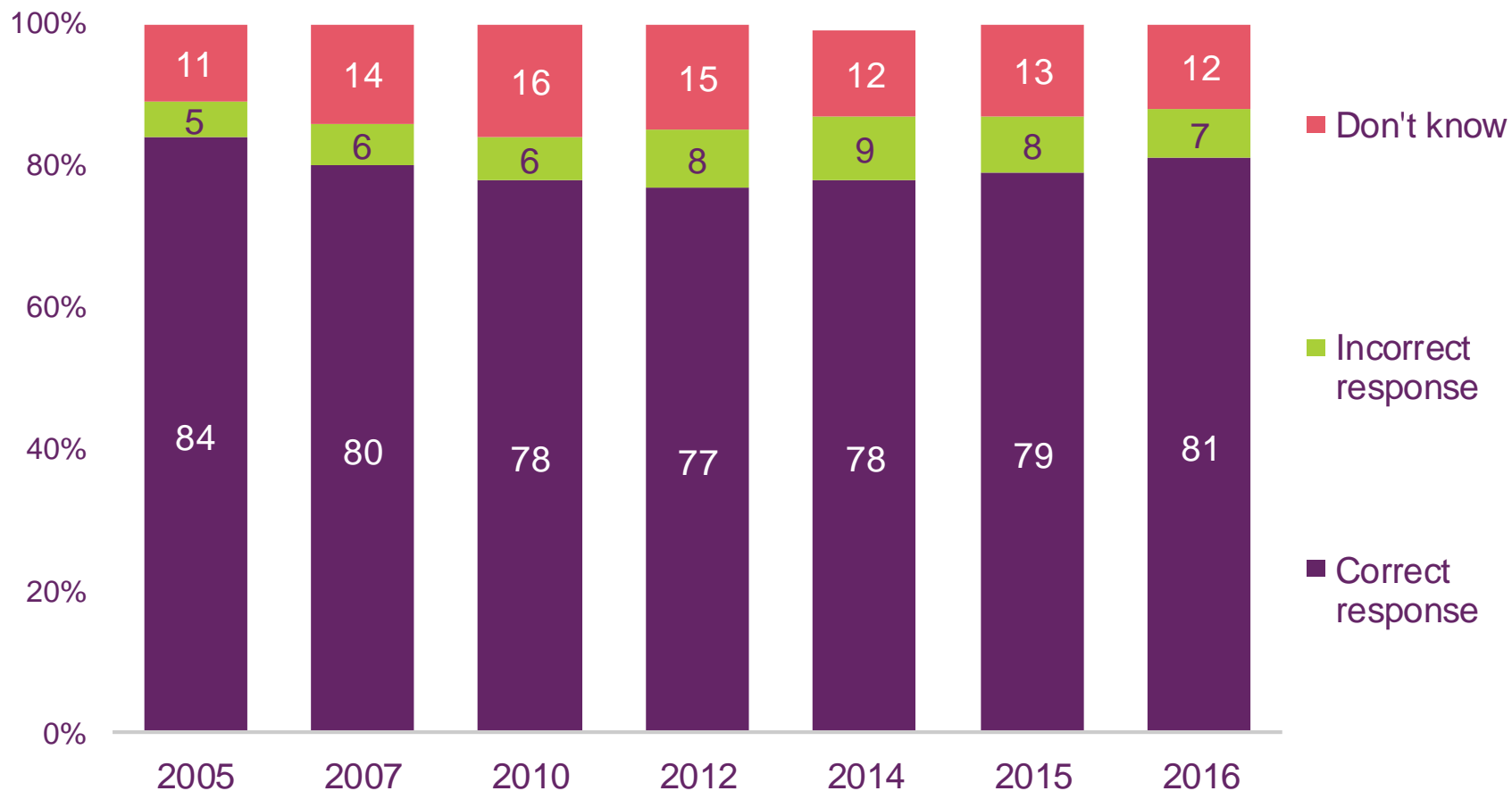
# Critical Thinking

Figure 81: Confidence as an internet user, by year



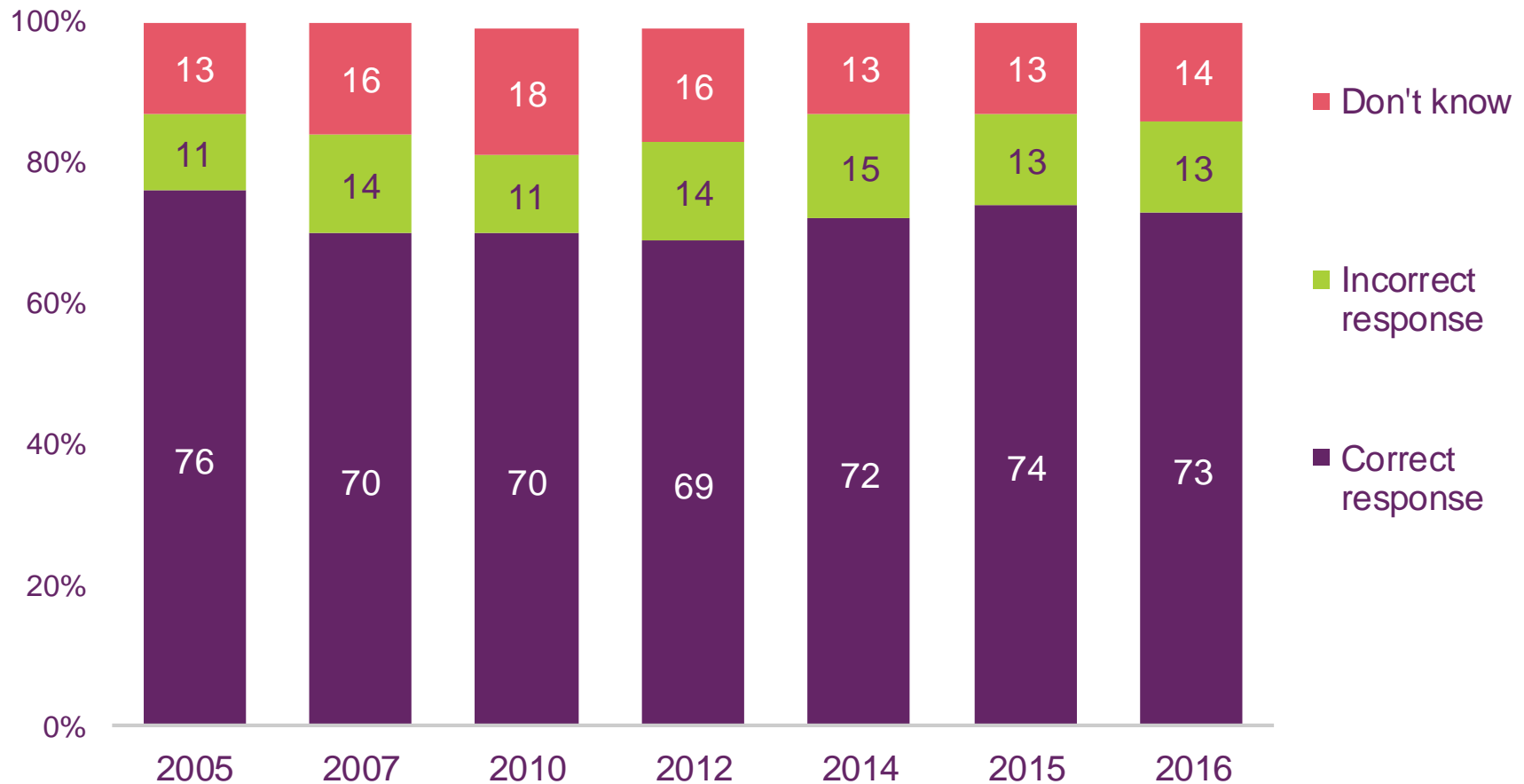
IN11A. Overall, how confident are you as an internet user? (prompted responses, single coded)  
 Base: Adults aged 16+ who go online (1553 in 2016 ).  
 Arrows show significant changes (95% level) between 2015 and 2016.

Figure 82: Awareness of how BBC TV programmes are mainly funded: 2005-2016



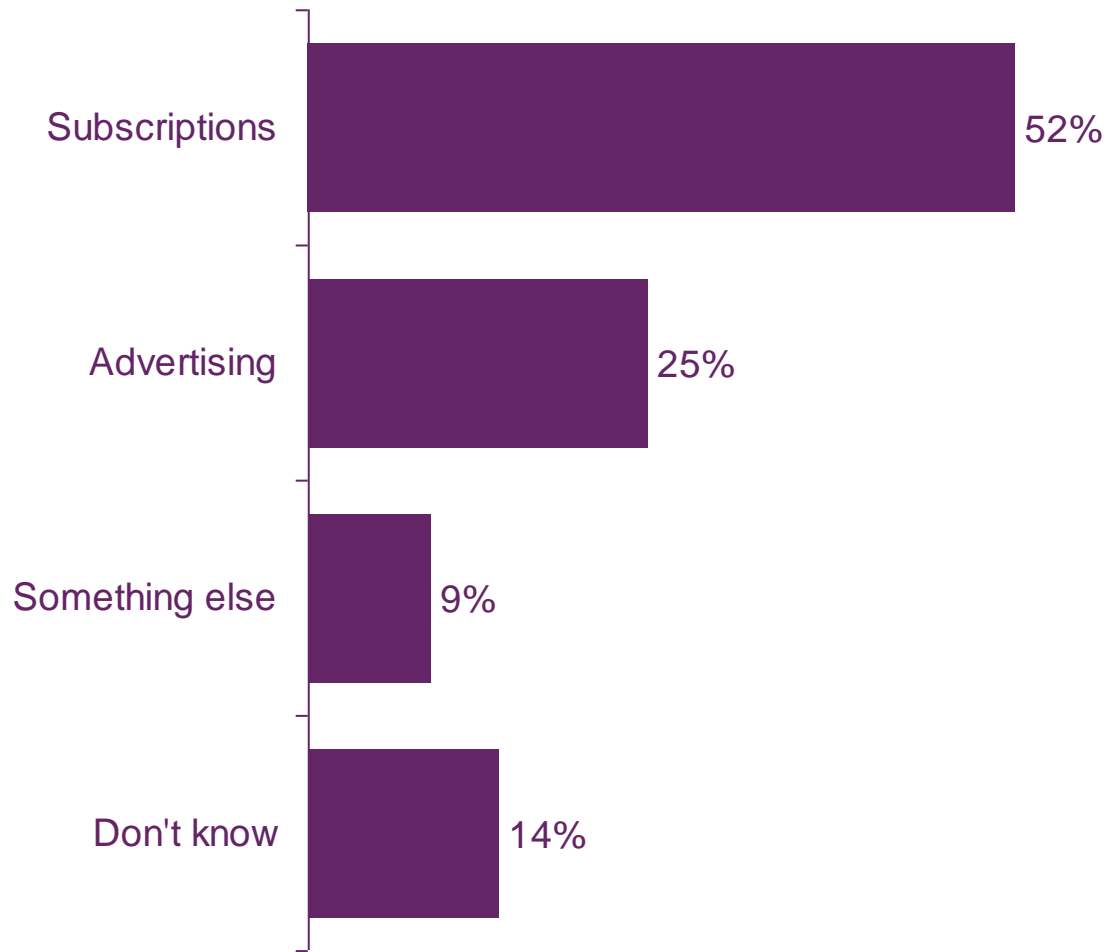
T4. How would you say BBC TV programmes are mainly funded? (unprompted responses, single coded)  
 Base: All adults aged 16+ (1846 in 2016).

Figure 83: Awareness of how commercial TV programmes are mainly funded: 2005-2016



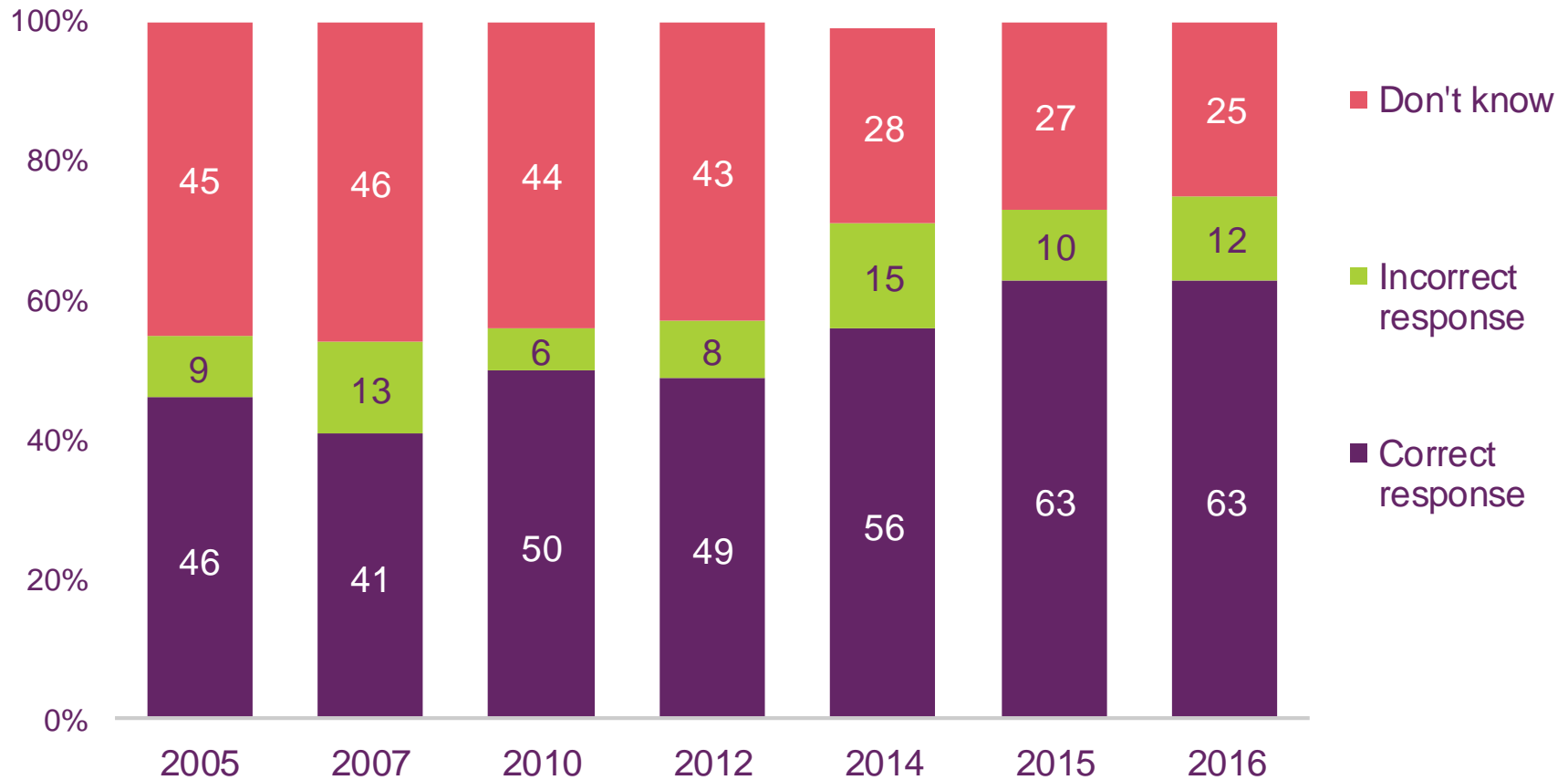
T5. How would you say programmes are mainly funded on ITV, Channel 4 and Five (unprompted responses, single coded)  
 Base: All adults aged 16+ (1846 in 2016).

Figure 84: Awareness of how the Sky and Virgin Media TV services are mainly funded



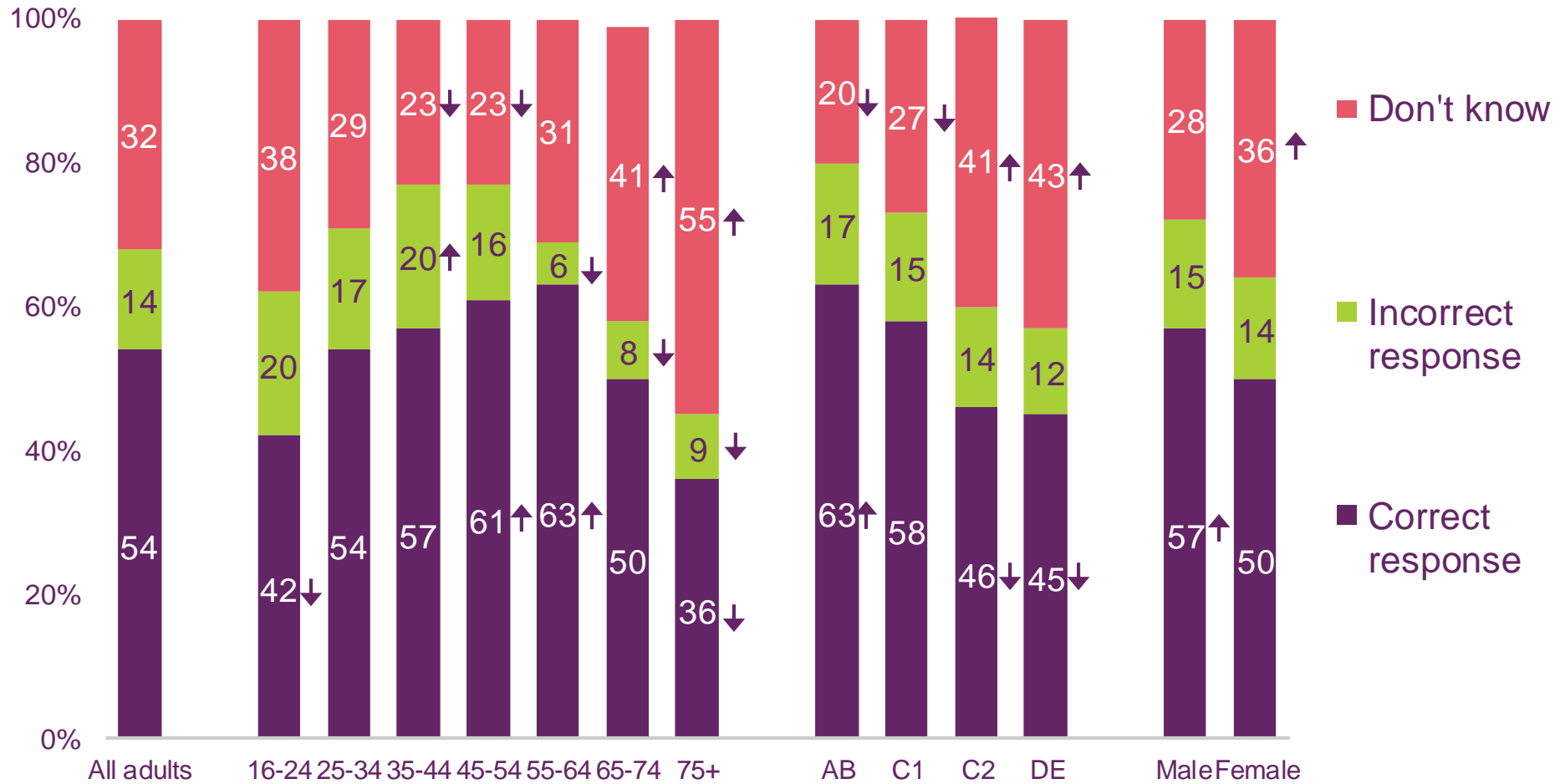
T6. How is the Sky or Virgin Media TV service mainly funded? (unprompted responses, single coded)  
Base: All adults aged 16+ (1846 in 2016)

Figure 85: Awareness of how the BBC website is mainly funded: 2005-2016



IN34. How do you think the BBC's website is mainly funded (unprompted responses, single coded)  
Base: All adults aged 16+ (1846 in 2016).

Figure 86: Awareness of how the BBC iPlayer service is mainly funded, by age, socio-economic group and gender



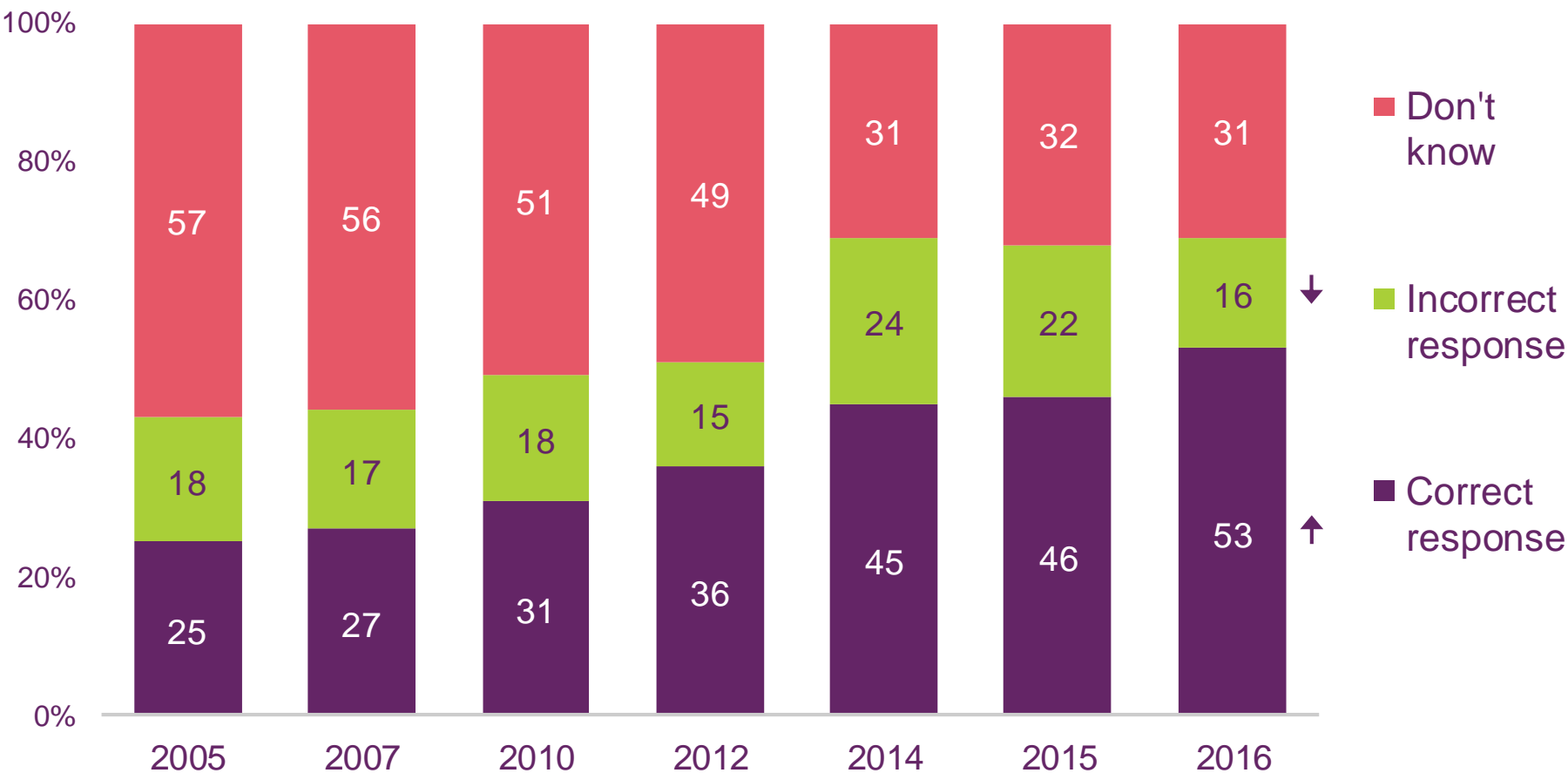
IN36. How do you think the BBC's iPlayer service is mainly funded (unprompted responses, single coded)

Base: All adults aged 16+ (1846 in 2016, varies by demographic).

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



Figure 87: Awareness of how search engines are mainly funded: 2005 - 2016

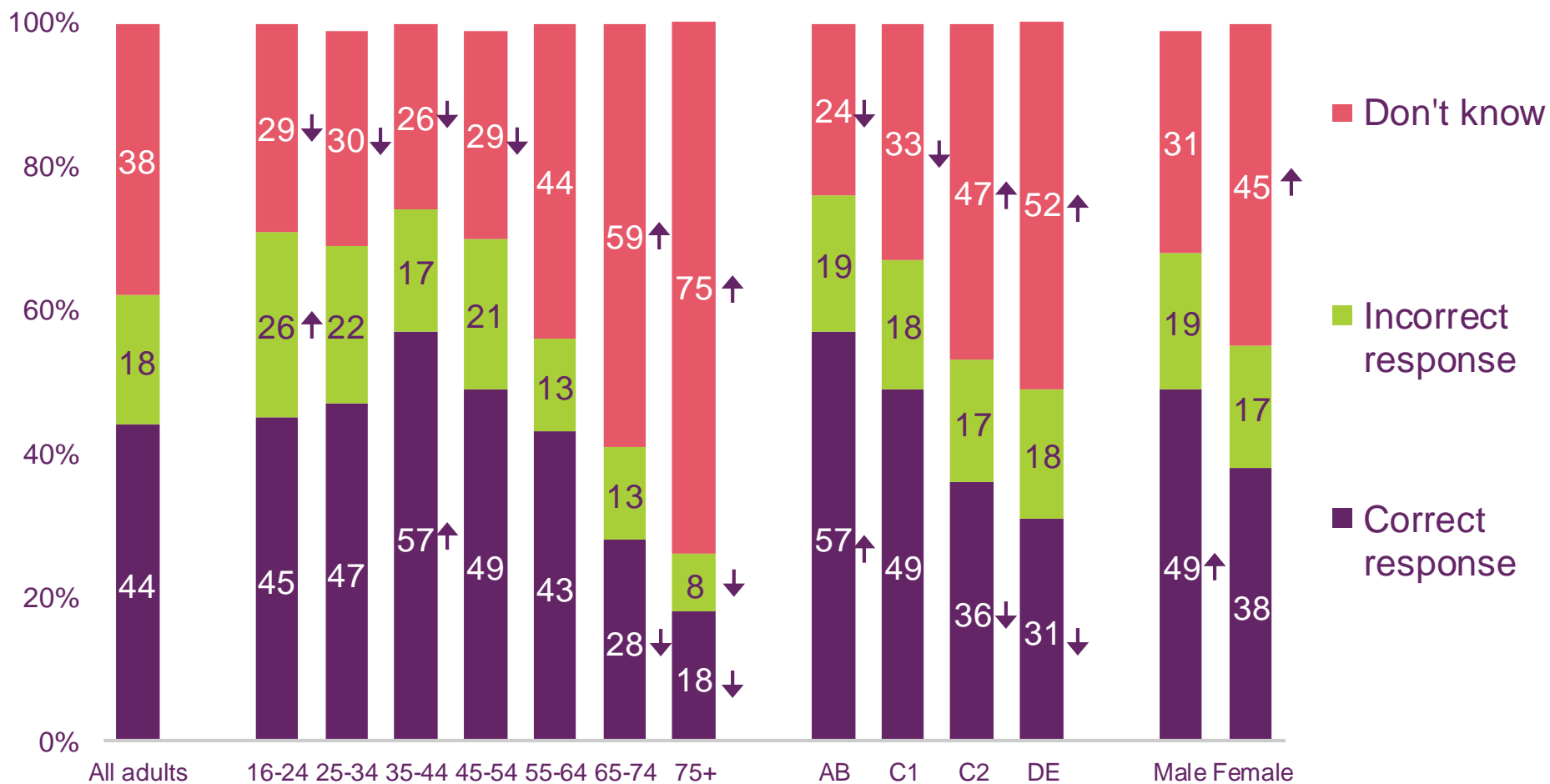


IN35. How do you think search engine websites such as Google or Bing are mainly funded? (unprompted responses, single coded)

Base: All adults aged 16+ (1846 in 2016).

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

Figure 88: Awareness of how YouTube is mainly funded, by age, socio-economic group and gender



IN37. How do you think YouTube is mainly funded? (unprompted responses, single coded)

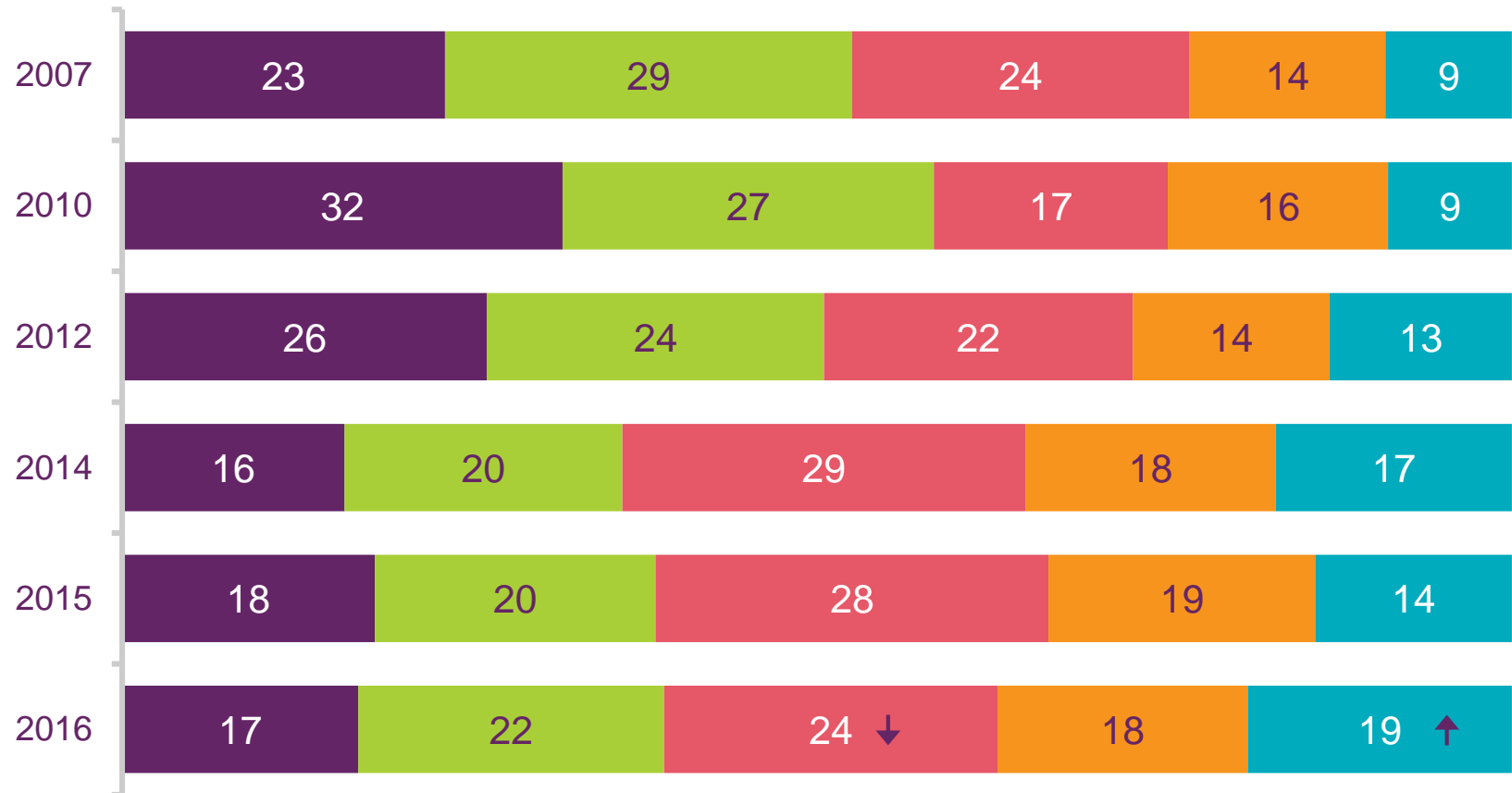
Base: All adults aged 16+ (1846 in 2016, varies by demographic)

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

Figure 89: Agreement with statement: “As long as the internet provides good websites it doesn’t really matter who owns them or how they are funded”: 2007 -2016

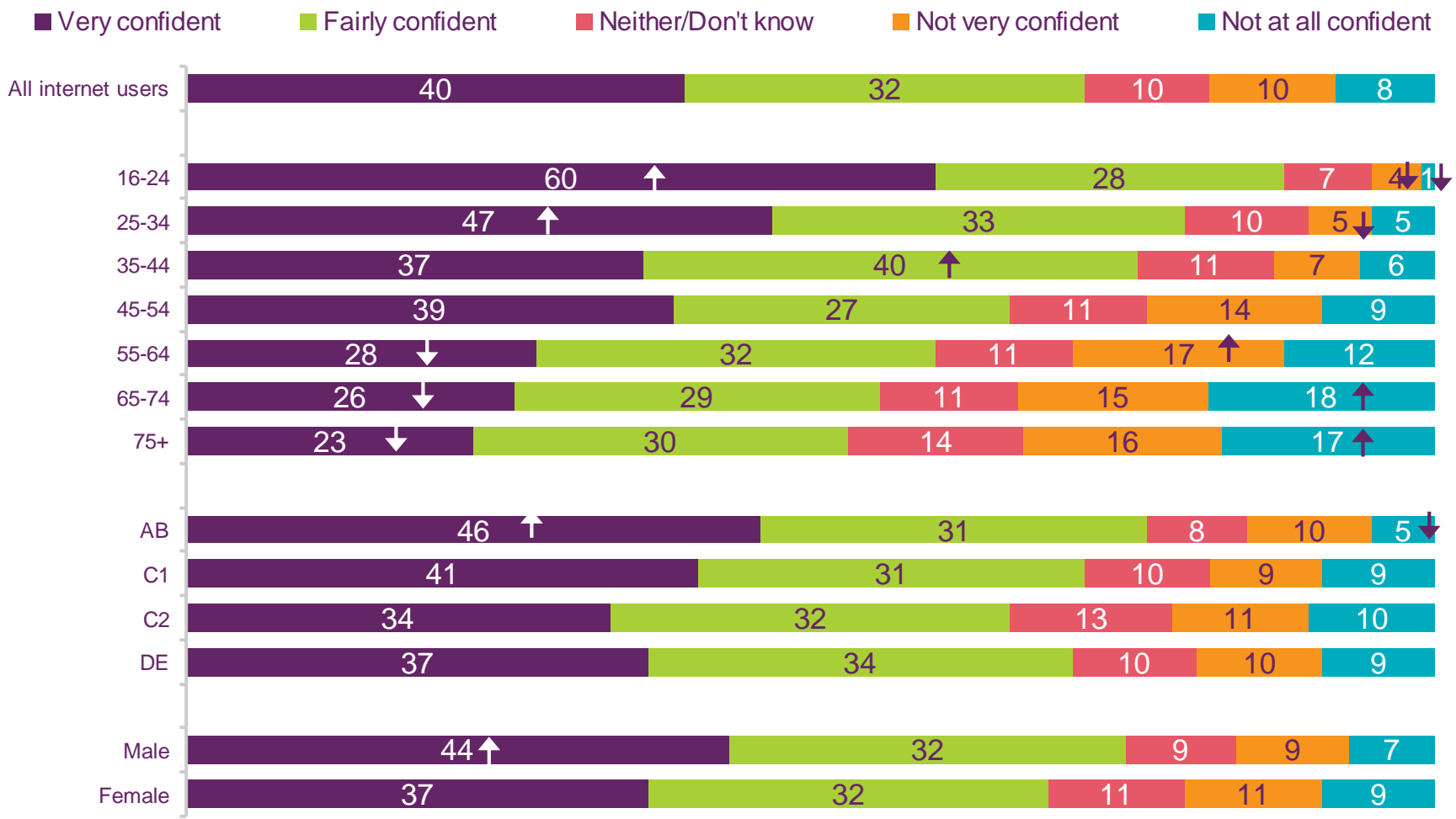


■ Strongly agree   ■ Slightly agree   ■ Neither/ Don't know   ■ Slightly disagree   ■ Strongly disagree



IN38B. 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 – As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded. (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 90: Confidence in knowing how to manage access to their personal data online, by age, socio-economic group and gender

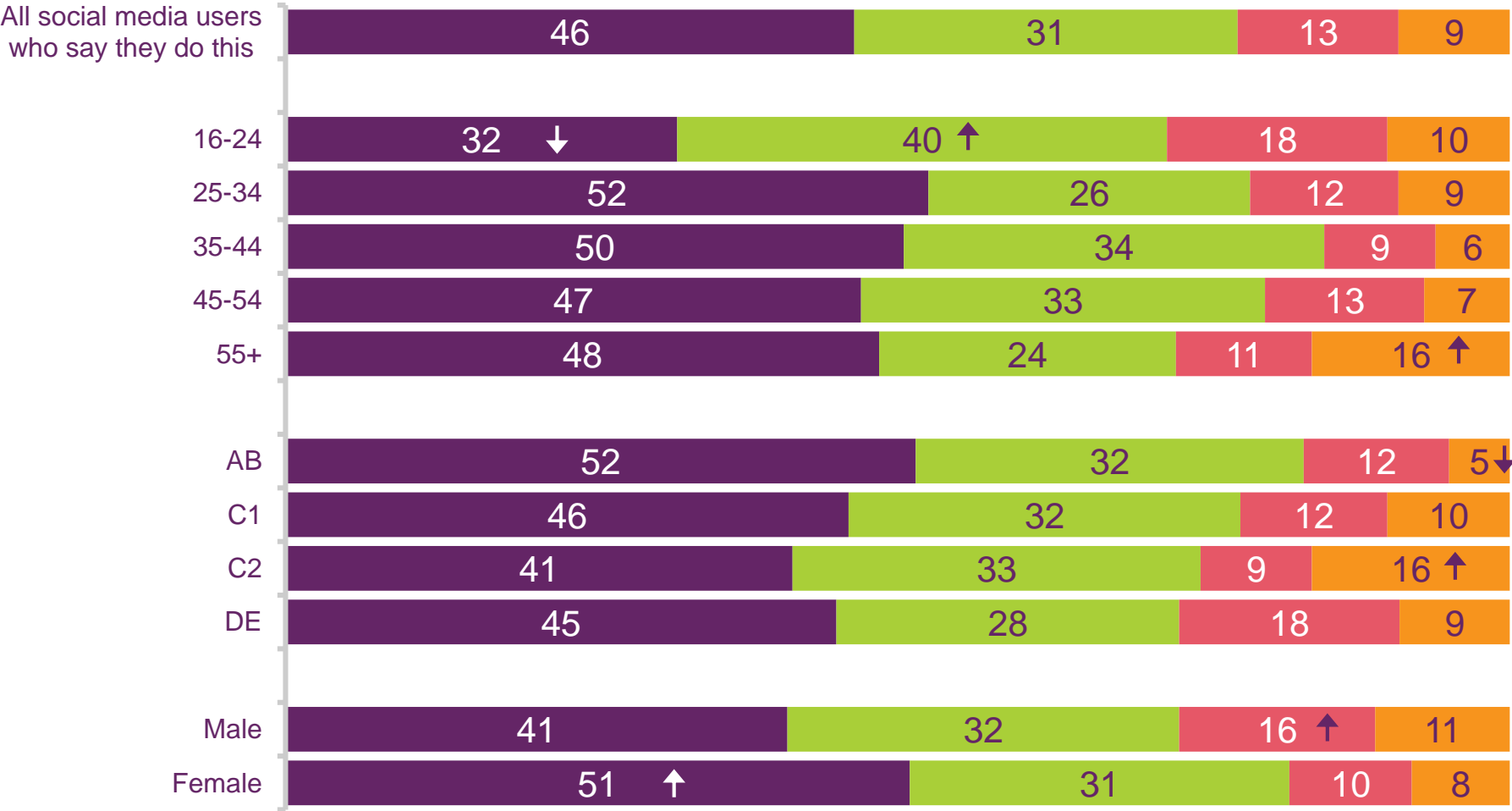


IN11C. How confident are you in knowing how to manage who has access to your personal data online? By this I mean knowing how to stop some companies from getting access to information like your personal details (like your address, phone number, date of birth etc.) or information on things like where you shop or your interests  
 Base: All adults aged 16+ who go online (1553 aged 16+, varies by demographic).  
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users, and males compared to females.

Figure 91: Consideration of privacy/ data security implications when posting photos on social media, by age, socio-economic group and gender



■ Always      ■ Sometimes      ■ Rarely      ■ Never

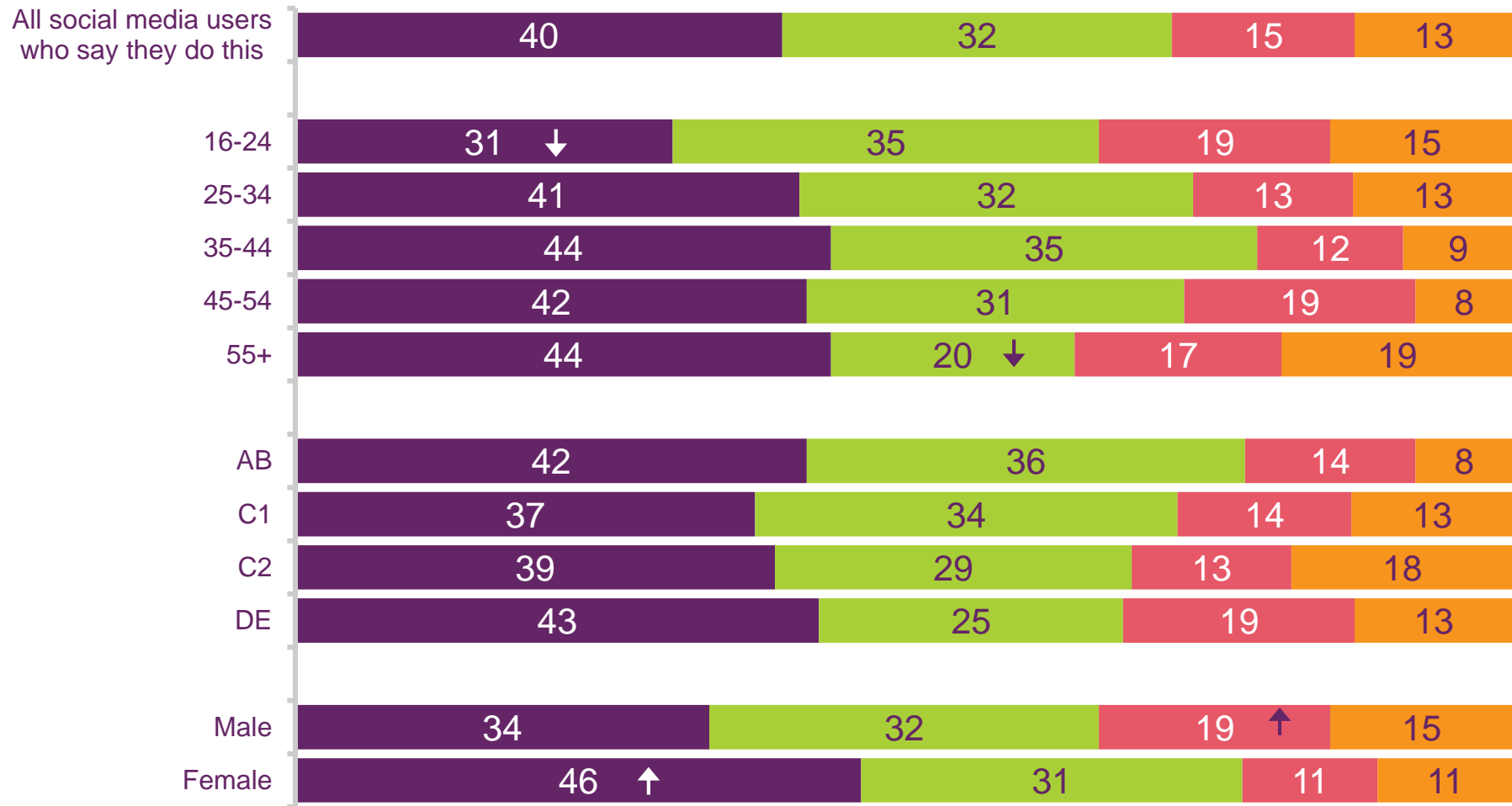


IN32A. How often do you consider any privacy or data security implications when you post photos you have taken? (prompted responses, single coded)  
 Base: All with a social media profile / account who say they do this (1001 aged 16+, varies by demographic).  
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all, and males compared to females.

Figure 92: Consideration of privacy/ data security implications when tagging people in photos on social media, by age, socio-economic group and gender

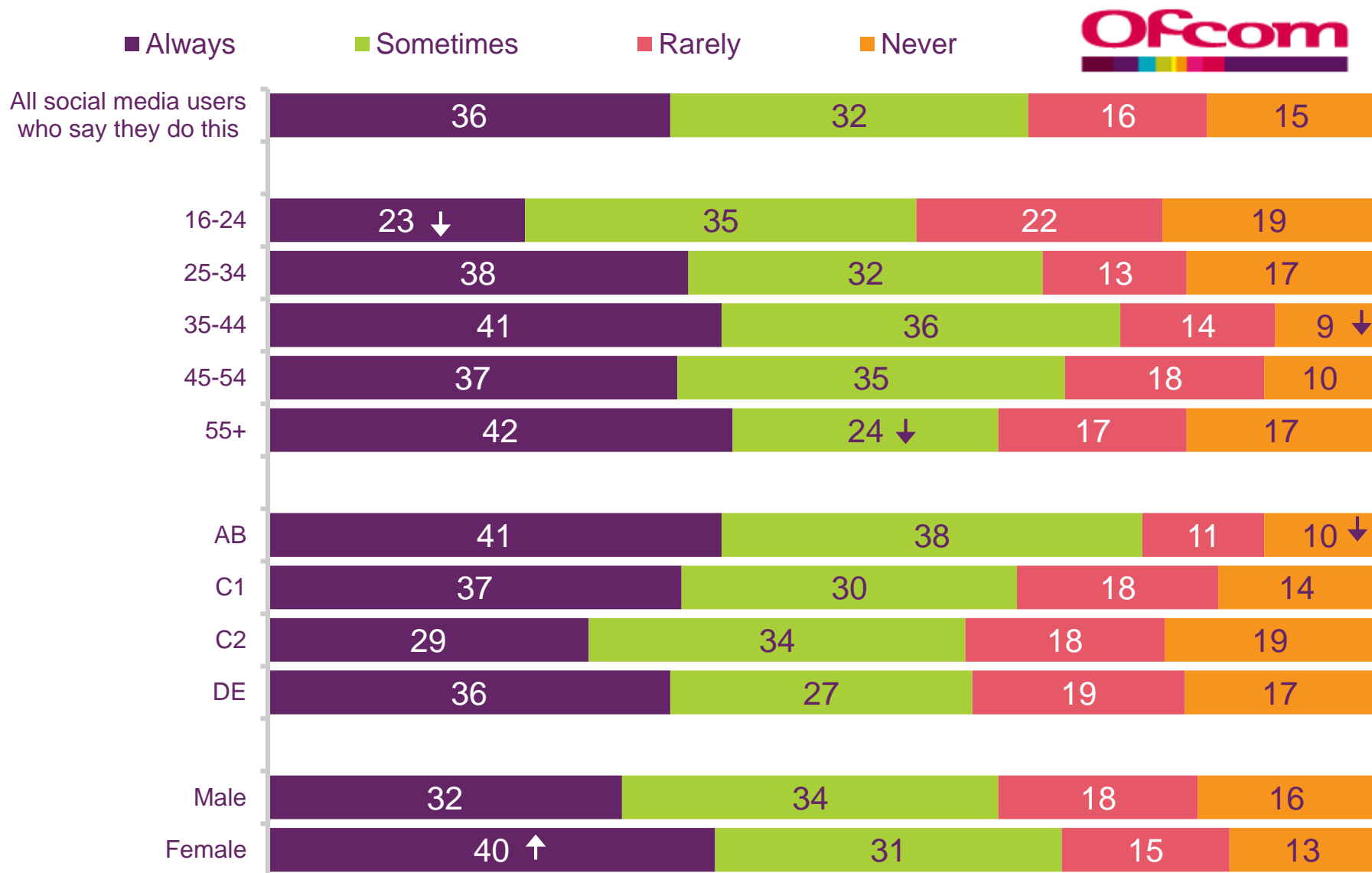


■ Always    ■ Sometimes    ■ Rarely    ■ Never



IN32B. How often do you consider any privacy or data security implications when you tag other people in photos you post? (prompted responses, single coded)  
 Base: All with a social media profile/ account who say they do this (945 aged 16+, varies by demographic).  
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all, and males compared to females.

Figure 93: Consideration of privacy/ data security implications when posting comments on social media, by age, socio-economic group and gender

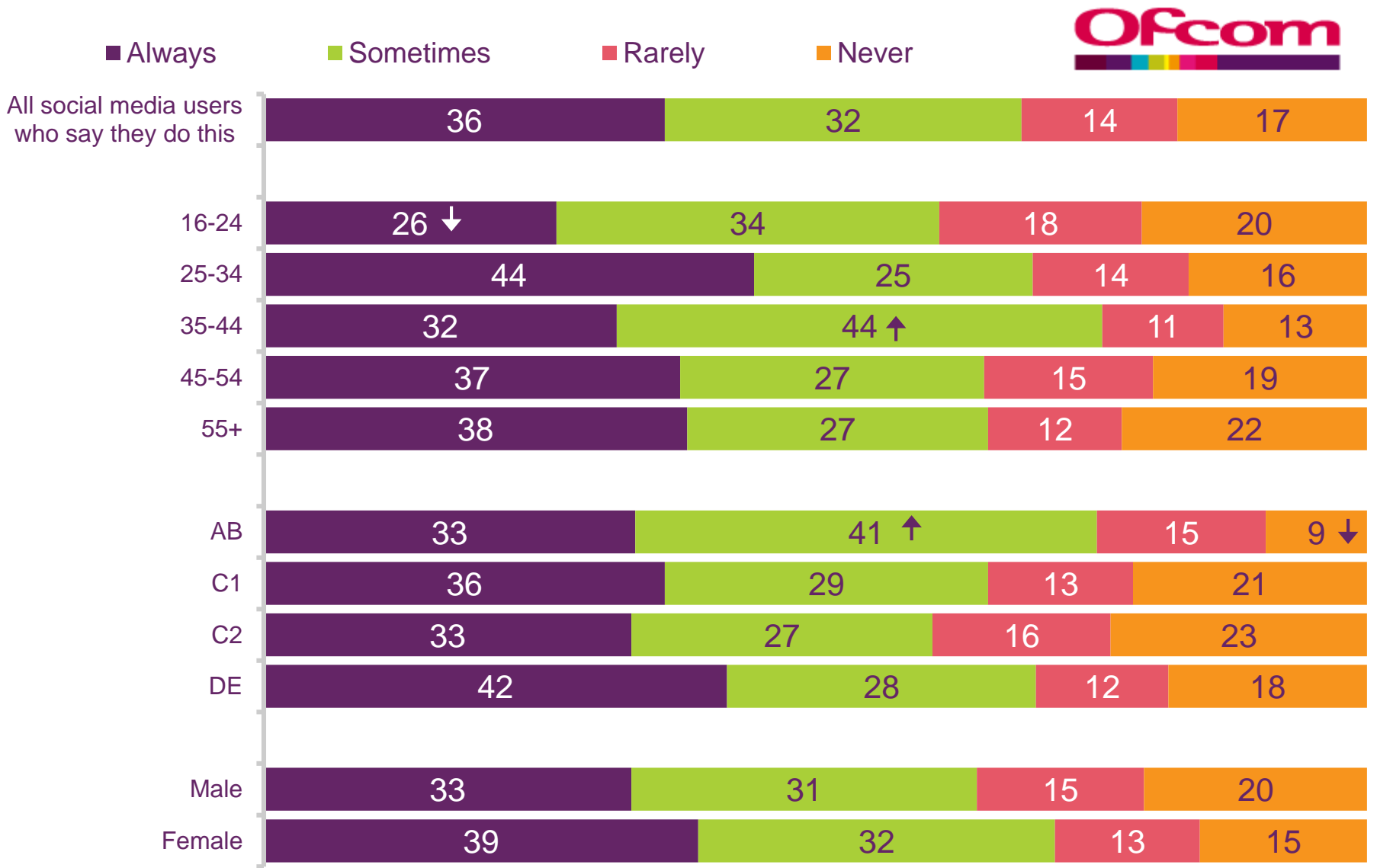


IN32C. How often do you consider any privacy or data security implications when you post comments? (prompted responses, single coded)

Base: All with a social media profile/ account who say they do this (1040 aged 16+, varies by demographic).

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

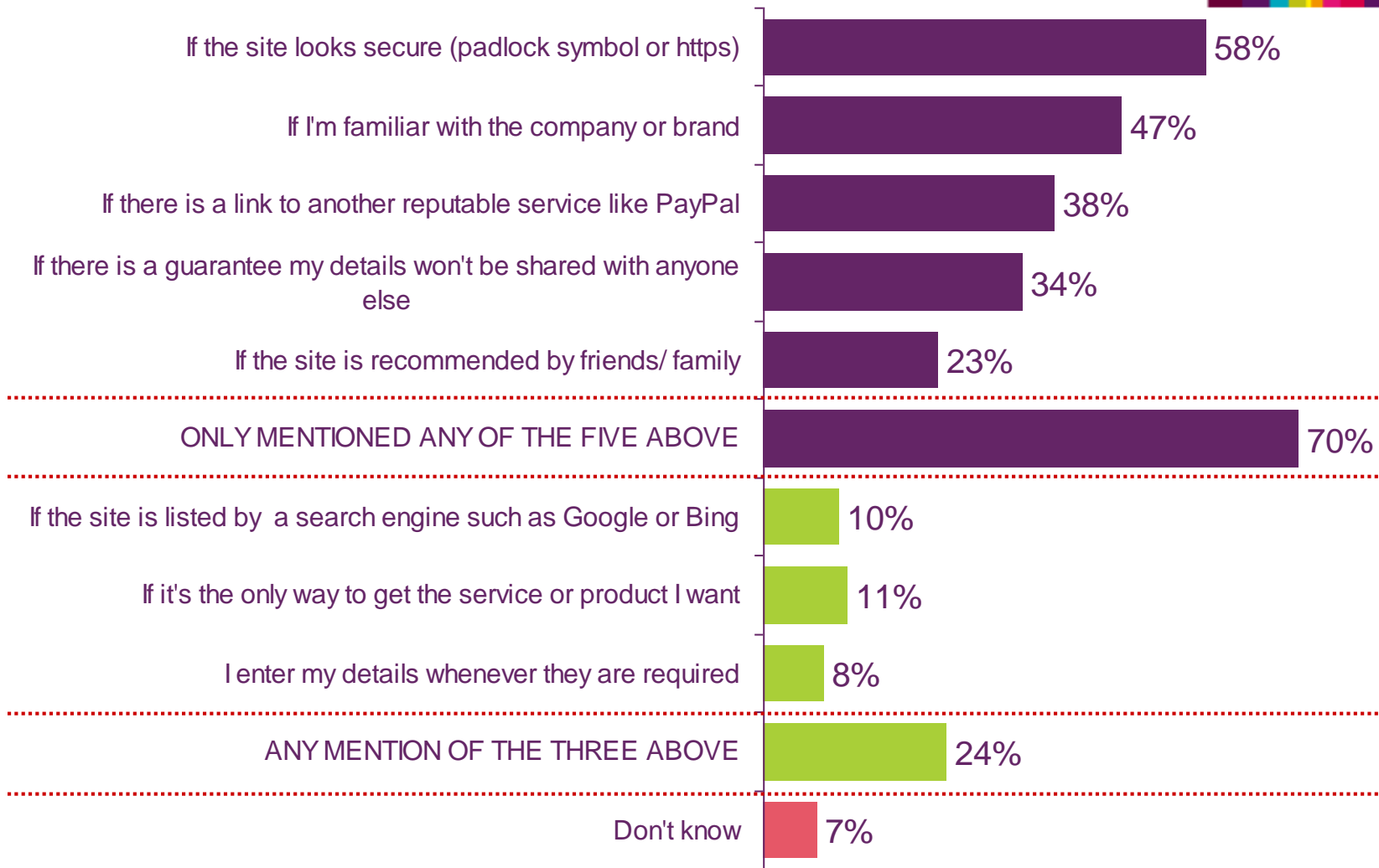
Figure 94: Consideration of privacy/ data security implications when 'checking-in' on social media, by age, socio-economic group and gender



IN32D. How often do you consider any privacy or data security implications when you 'check-in' at locations you visit? (prompted responses, single coded)  
 Base: All with a social media profile/ account who say they do this (830 aged 16+, varies by demographic).  
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all, and males compared to females.



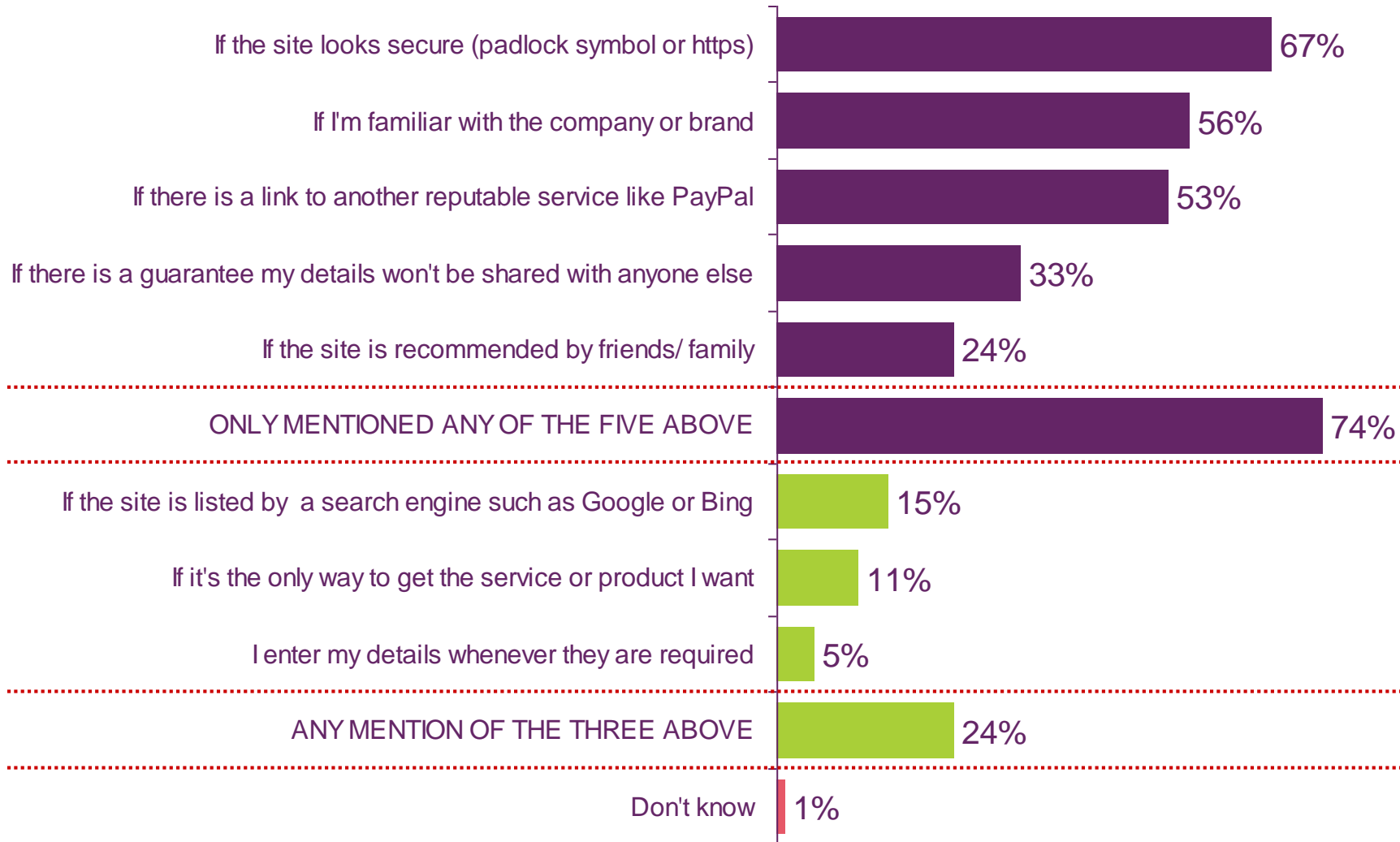
Figure 95: Checks made before registering with websites



IN41. Lots of websites now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? I look to see... (prompted responses, multi-coded)

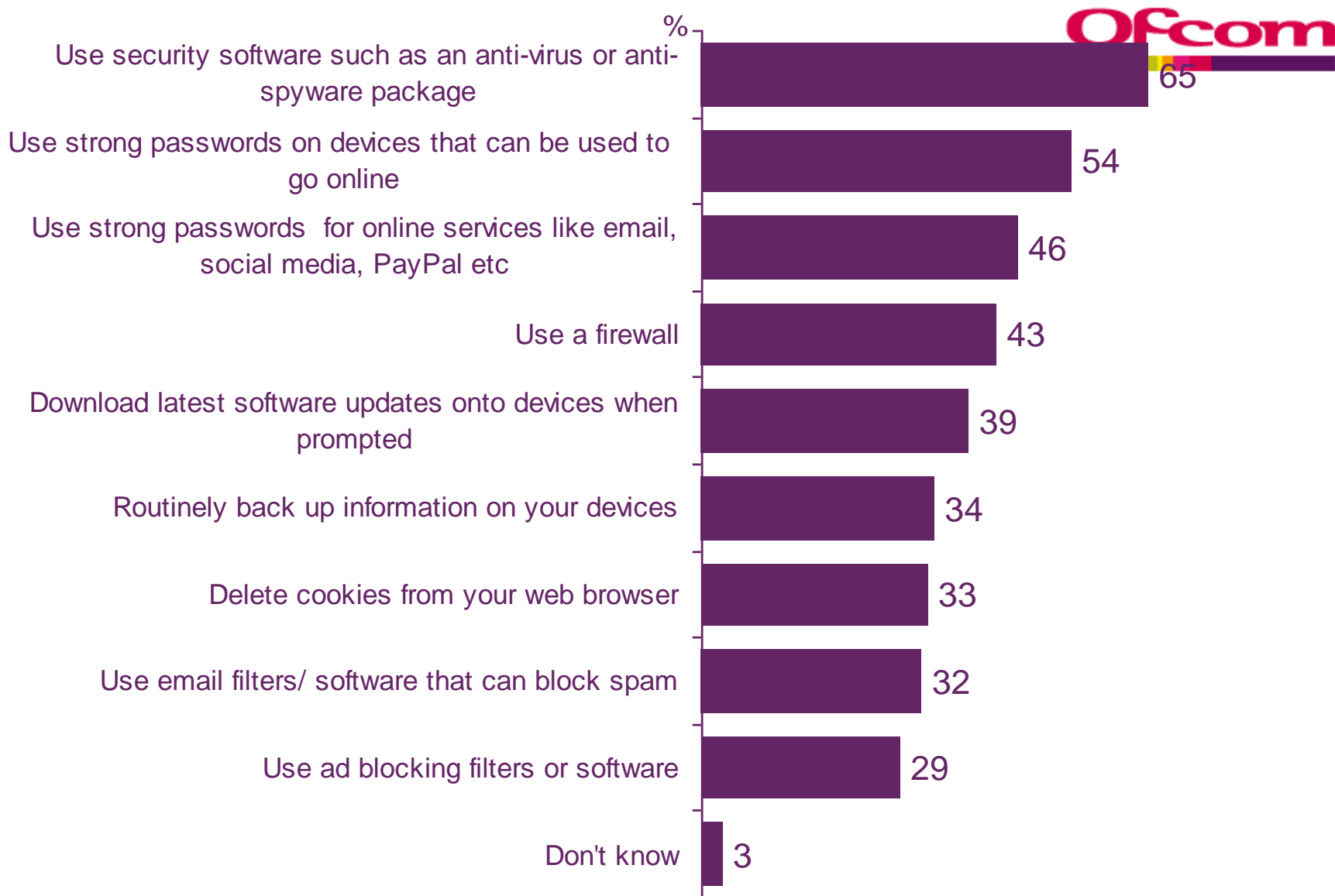
Base: Adults aged 16+ who go online who say they register personal details online (1516).

Figure 96: Checks made when purchasing online before entering debit or credit card details



IN40. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see...(prompted responses, multi-coded)  
 Base: Adults aged 16+ who say they buy things online (1309 in 2016).

Figure 97: Security measures in place among internet users



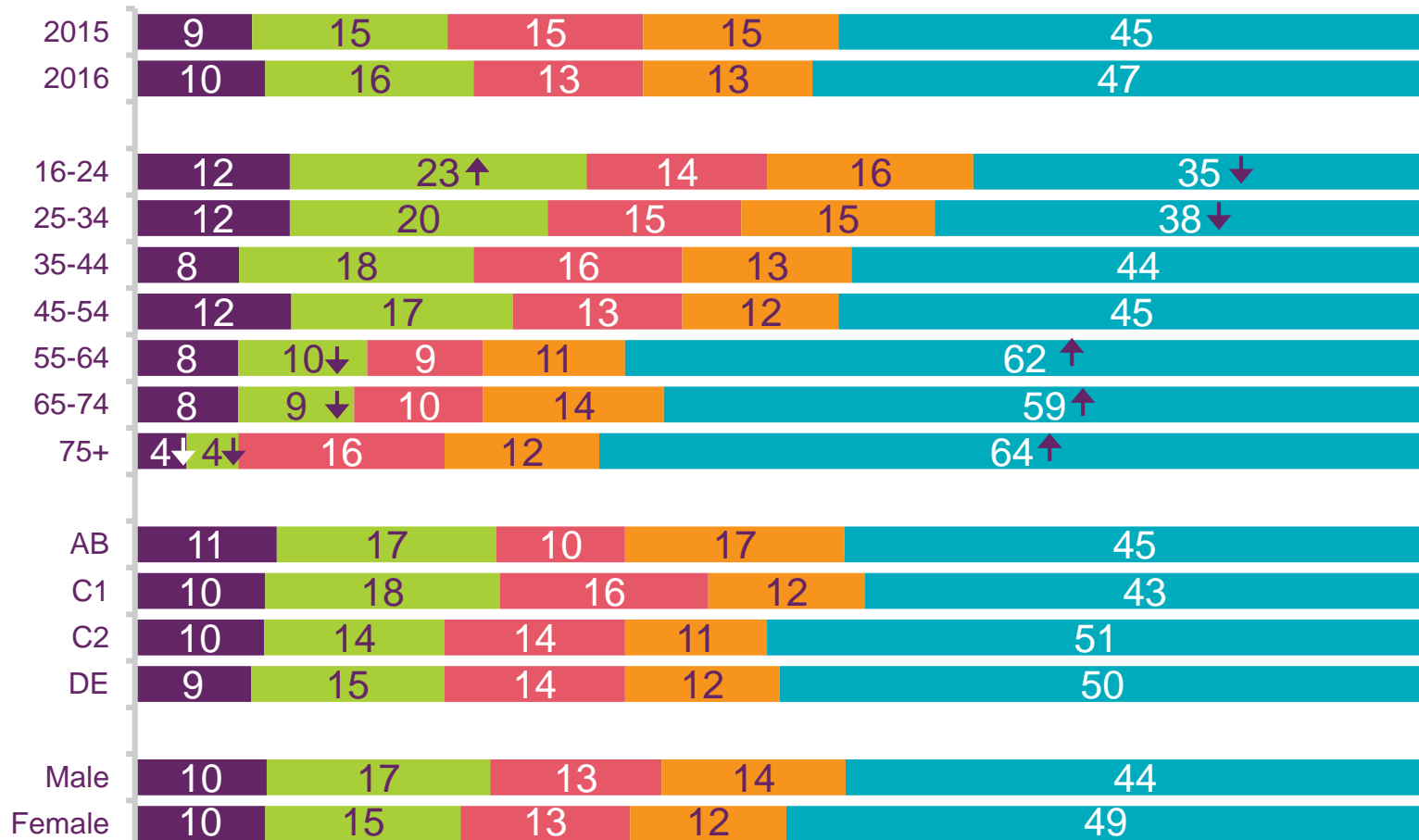
IN6. Which, if any of these things do you or someone in your household do at home? (prompted responses, multi-coded)

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

Figure 98: Agreement with statement: "I give out inaccurate or false details on some websites to protect my personal identity online", by age, socio-economic group and gender



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

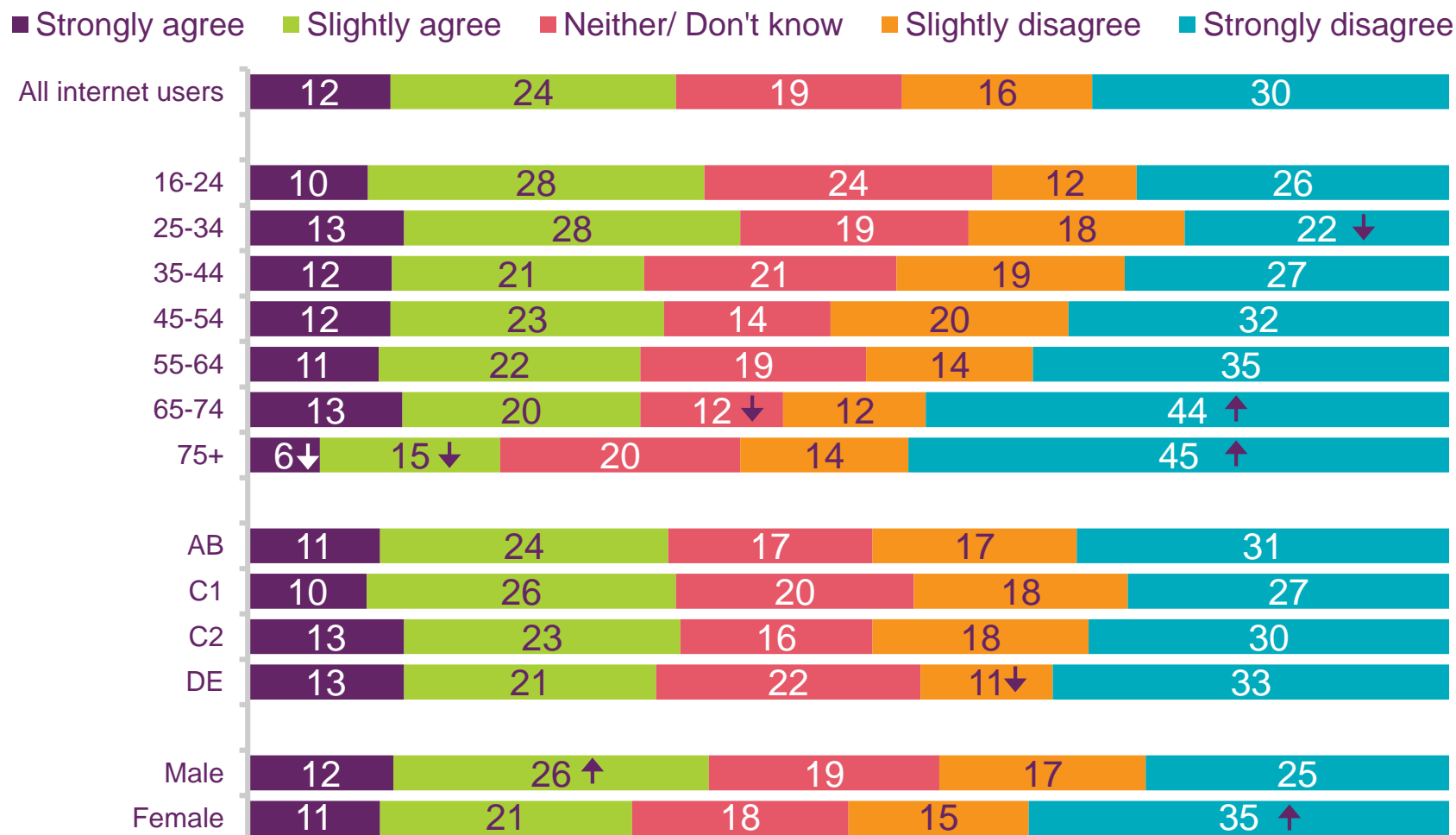


IN42A. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I give out inaccurate or false details on some websites to protect my personal identity online. (prompted responses, single coded)

Base: All adults aged 16+ who go online (1553 aged 16+, varies by demographic).

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 99: Agreement with statement: “I am happy to provide personal information online as long as I get what I want”, by age, socio-economic group and gender

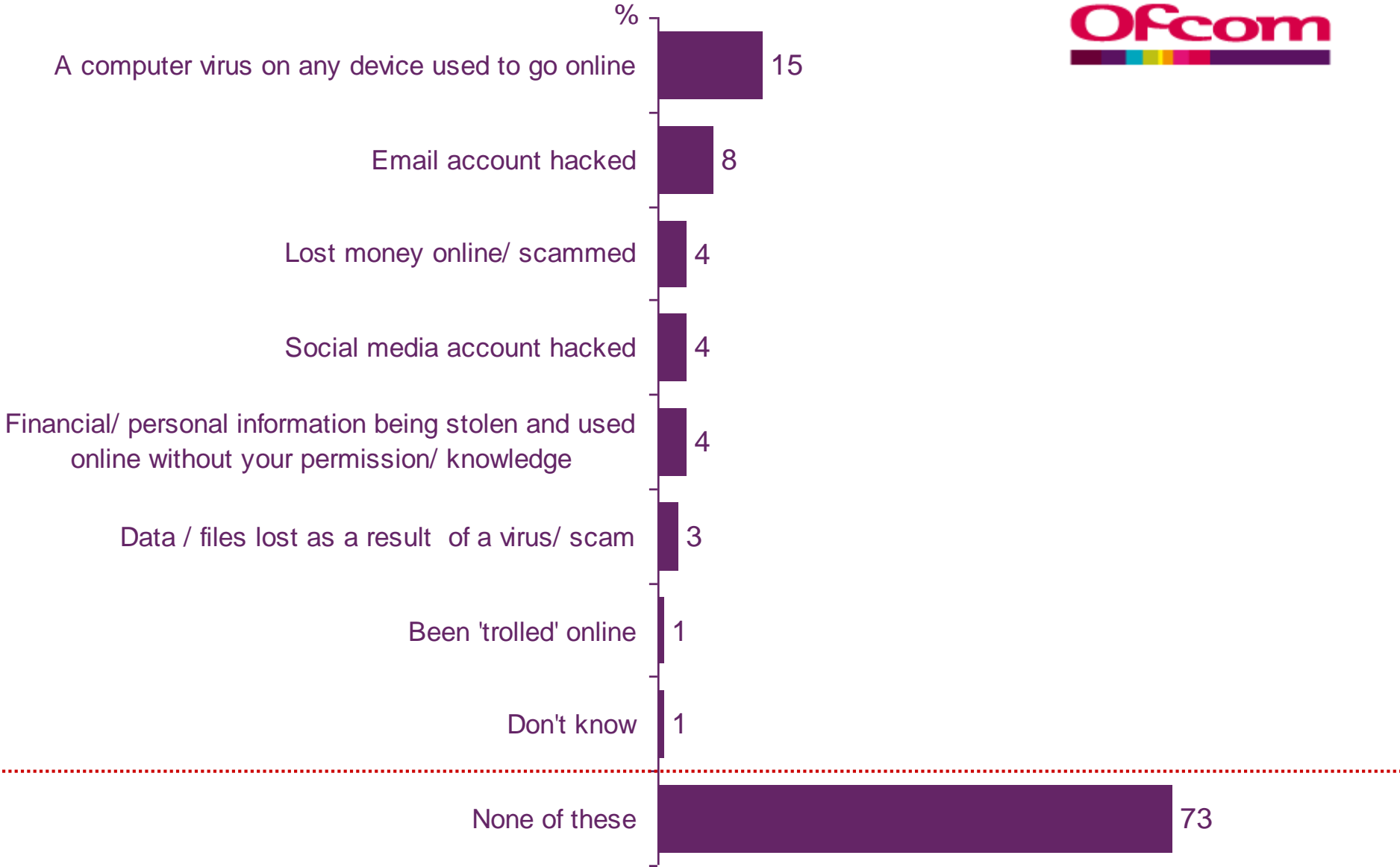


IN42B. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I am happy to provide personal information online as long as I get what I want (prompted responses, single coded).

Base: All adults aged 16+ who go online (1553 aged 16+, varies by demographic).

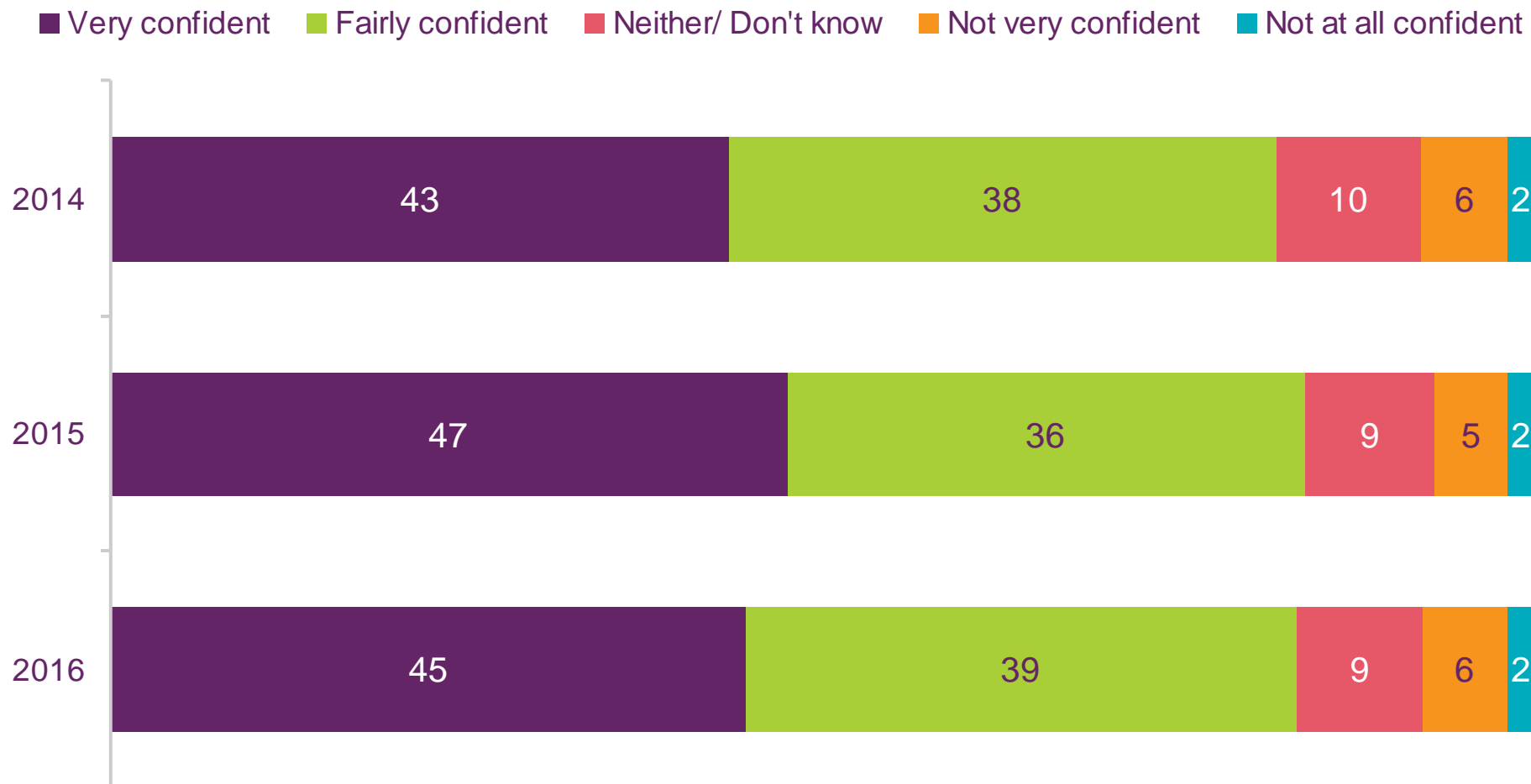
Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users, and males compared to females.

Figure 100: Experience of 'negative' online events in the past 12 months



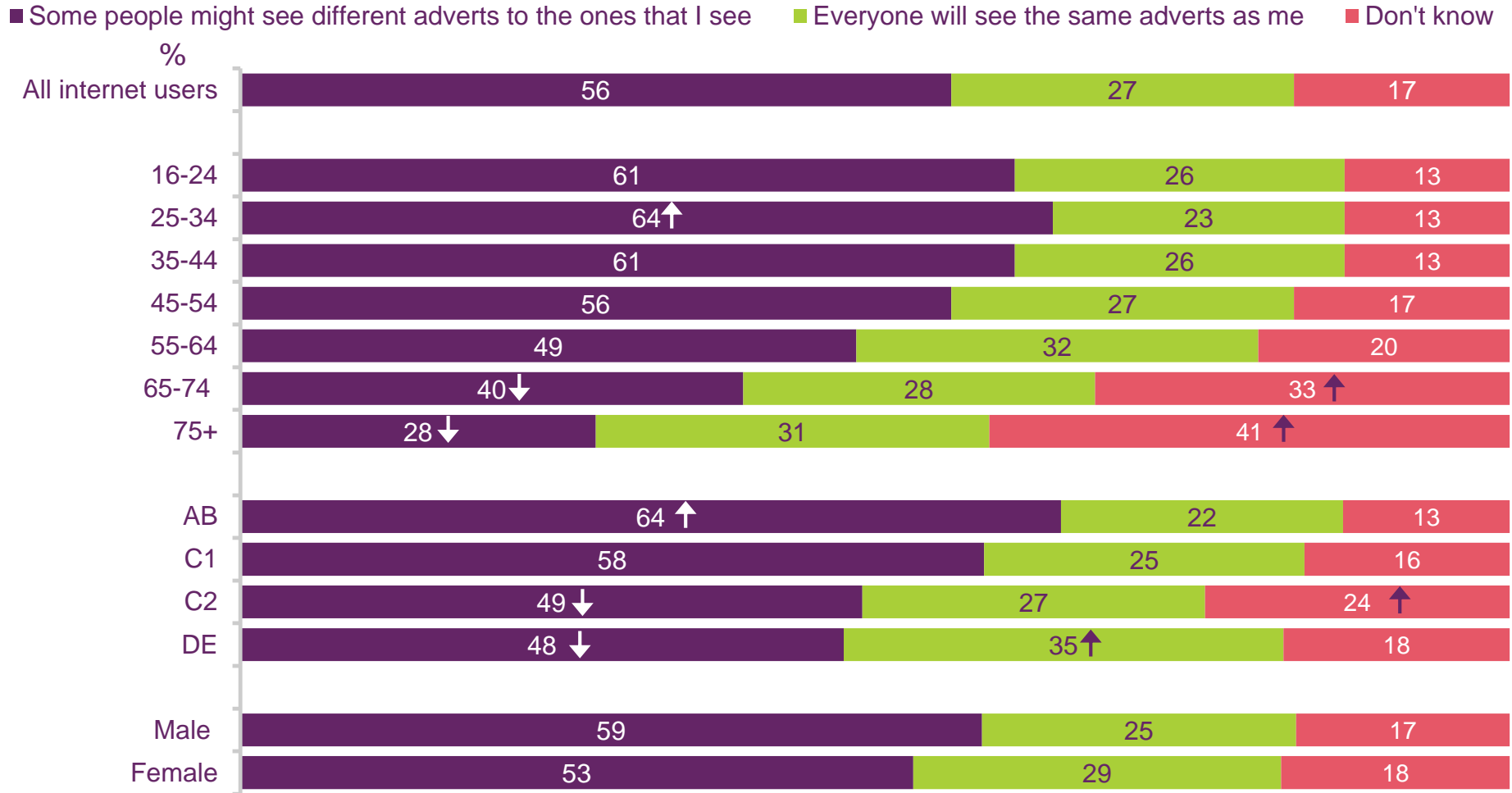
IN7. Have you personally experienced any of the following issues in the last 12 months? (prompted responses, multi-coded)  
Base: Adults aged 16+ who go online (1553 in 2016).

# Figure 101: Confidence in recognising online advertising: 2014-2016



IN11D. I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you. – When you see or read things online, how confident are you in recognising what is advertising and what is not? (prompted responses, single coded)  
Base: Adults aged 16+ who go online (1553 in 2016).

Figure 102: Awareness of personalised online advertising, by age, socio-economic group and gender



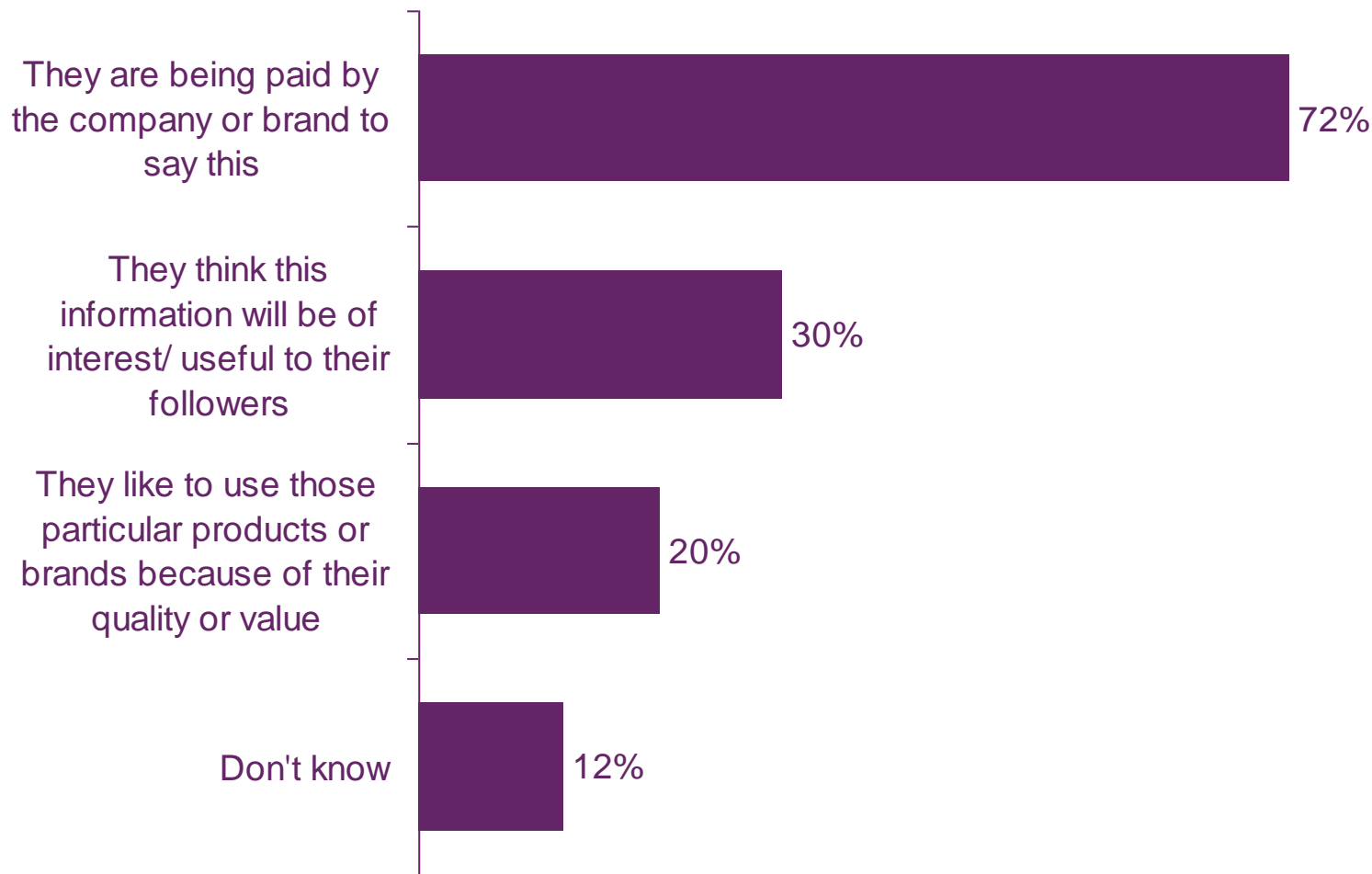
IN52. If someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising shown? (prompted response, single coded)

Base: All adults aged 16+ who go online (1553 aged 16+, varies by demographic).

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



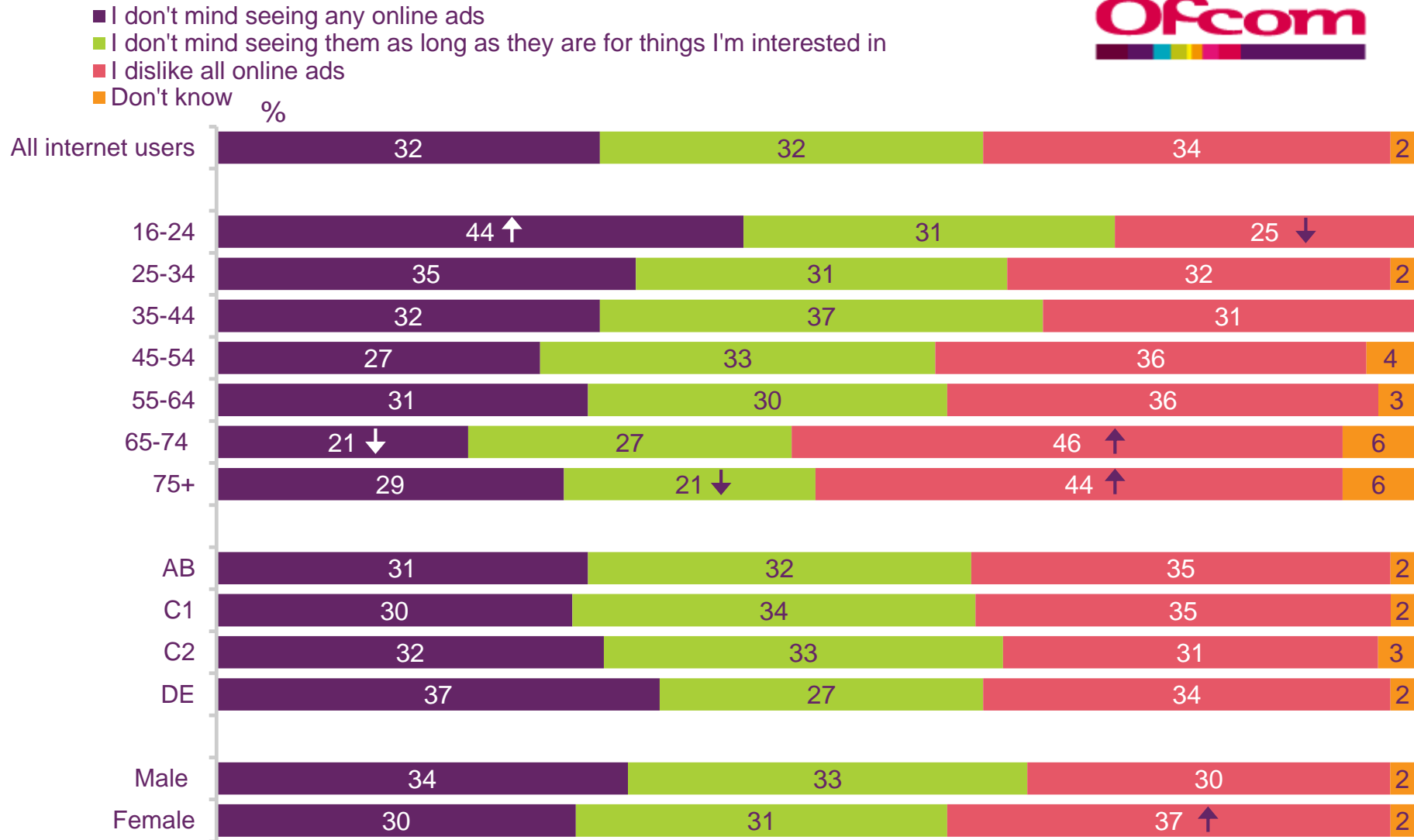
# Figure 103: Understanding of potential product endorsement by vloggers among users of video-sharing services



IN55. On sites like YouTube some vloggers with lots of followers like Zoella, Thatcher Joe or PewDiePie might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Which if any of these are reasons why they might say good things about these products or brands? (prompted response, multi-coded)

Base: Adults who ever watch videos on sites like YouTube/ Vimeo or Vine (1114 in 2016)

# Figure 104: Attitudes towards online advertising, by age, socio-economic group and gender

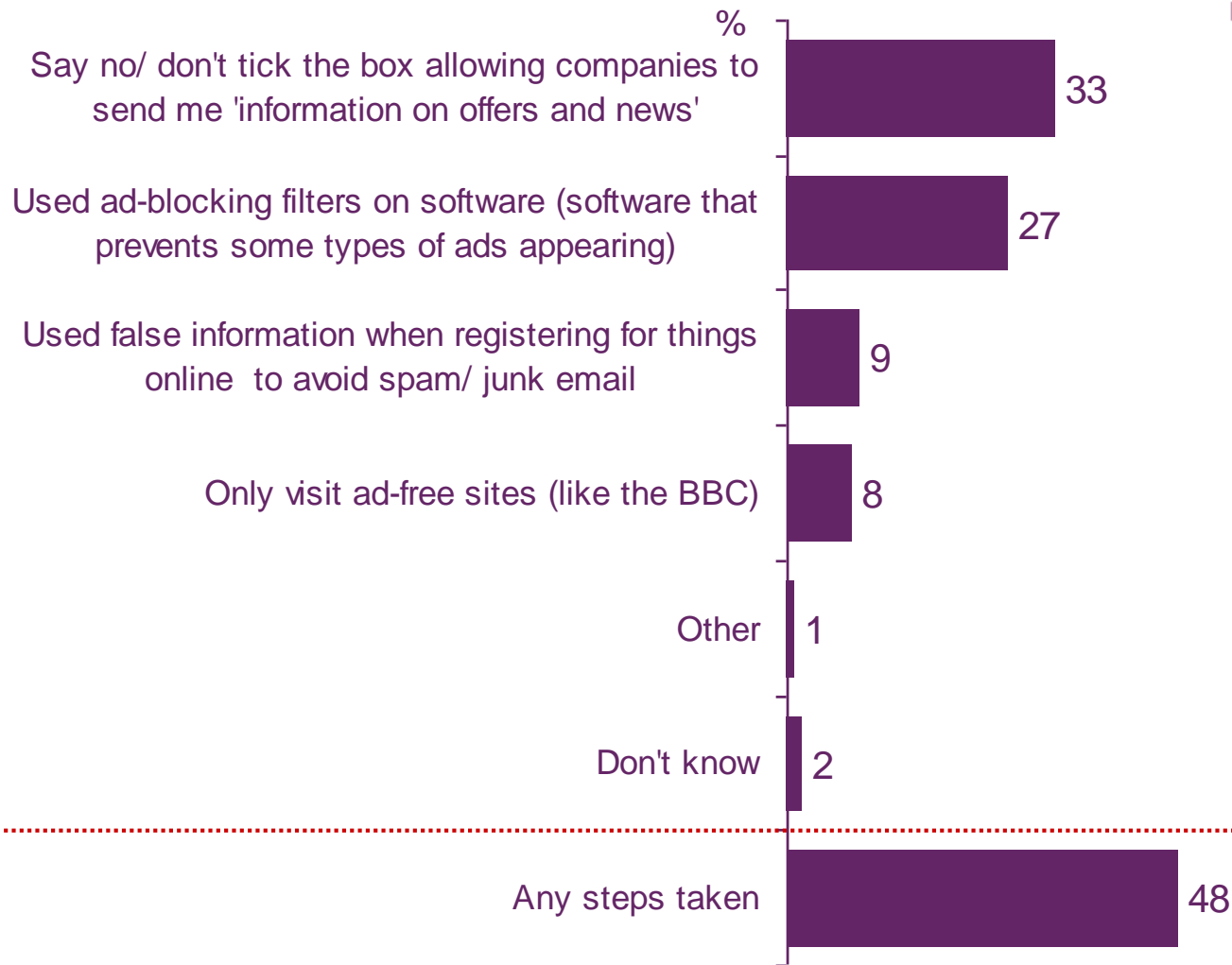


IN53. Which, if any, of the following statements best describe your feelings about online advertisements (prompted response, single coded)

Base: All adults aged 16+ who go online (1553 aged 16+, varies by demographic).

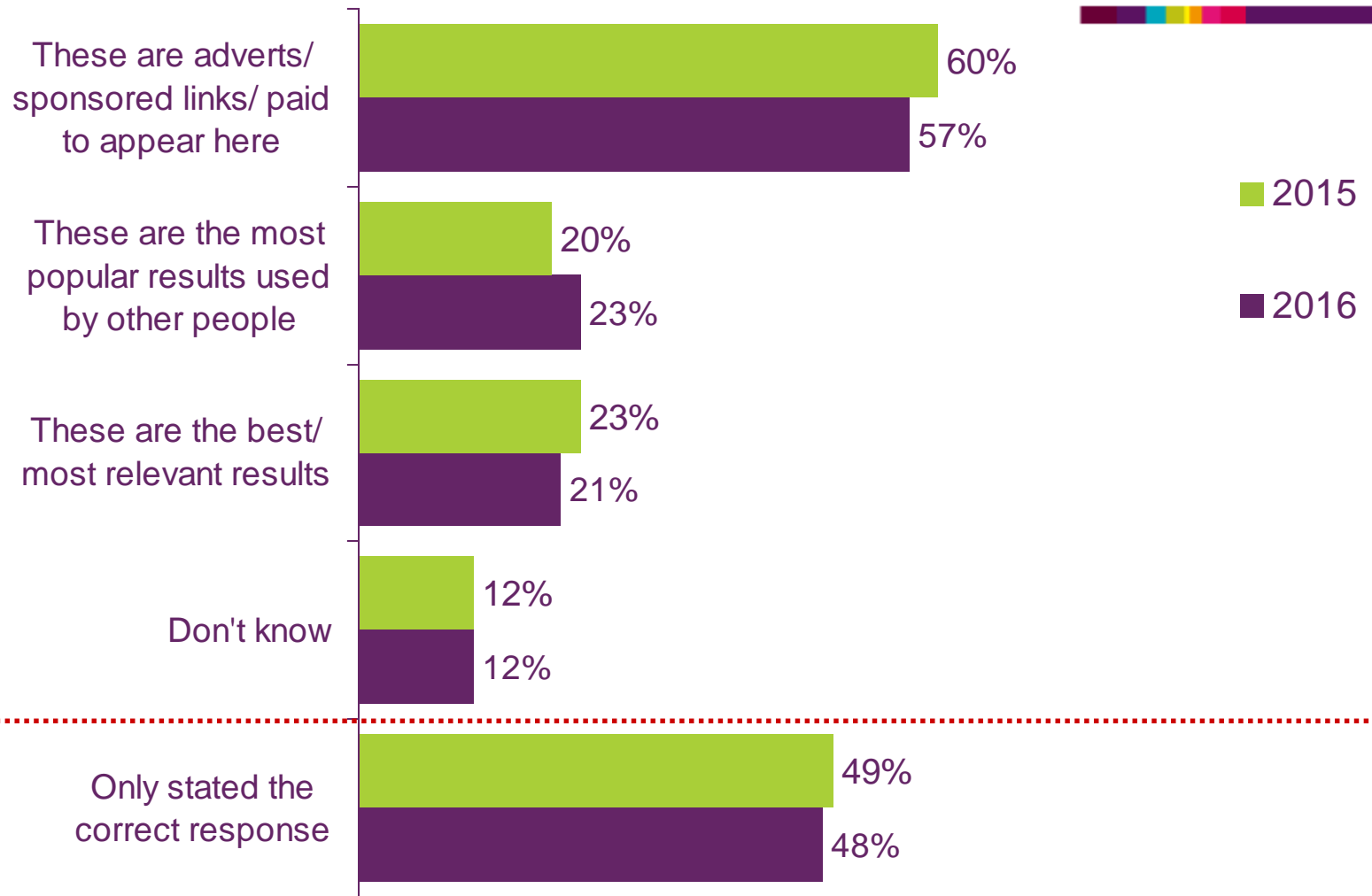
Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users, and males compared to females.

Figure 105: Steps taken by internet users to avoid online adverts



IN54. Which if any of the following steps have you taken to avoid seeing online ads? (prompted responses, multi-coded)  
Base: Adults aged 16+ who go online (1553 in 2016).

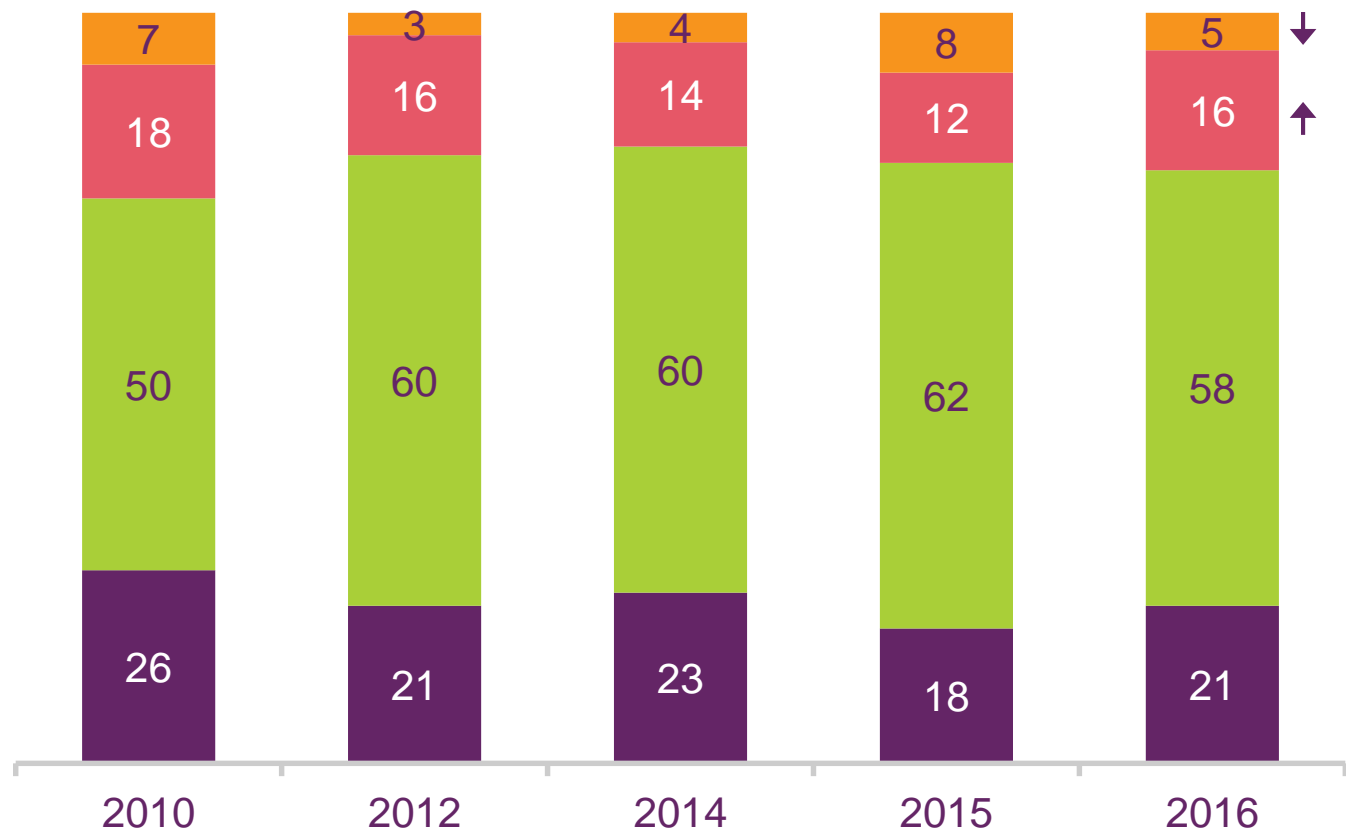
Figure 106: Understanding of paid-for results returned by Google searches, among adults who use search engine websites or apps: 2015-2016



IN51. Here's an image (SHOWCARD OF IMAGE) from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online and use search engine websites or apps (1516).

Figure 107: Understanding of how search engines operate: 2010-2016



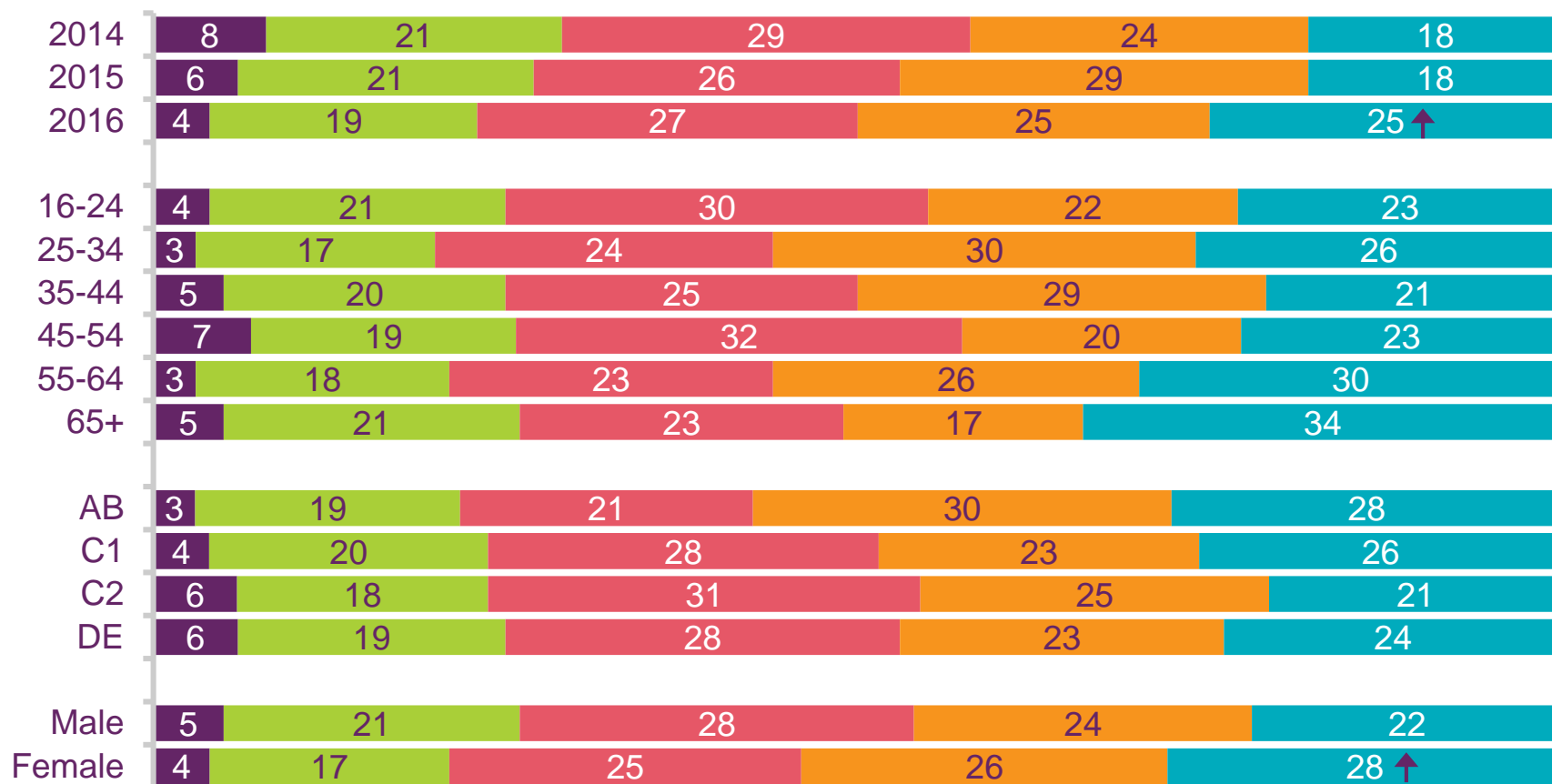
- Don't know
- I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of
- I think that some websites will be accurate or unbiased and some won't be
- I think that if they have been listed by the search engine, these websites will have accurate and unbiased information

IN50. 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 (1516 in 2016).  
 Arrows show significant changes (95% level) between 2016 and 2017.

Figure 108: Agreement with statement: “When I visit social media websites or apps I tend to trust what I read or see”, by age, gender and socio-economic group



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



IN28. Please tell me the extent to which you agree or disagree with the following statement – When I visit social media websites or apps I tend to trust what I read or see (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) 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.

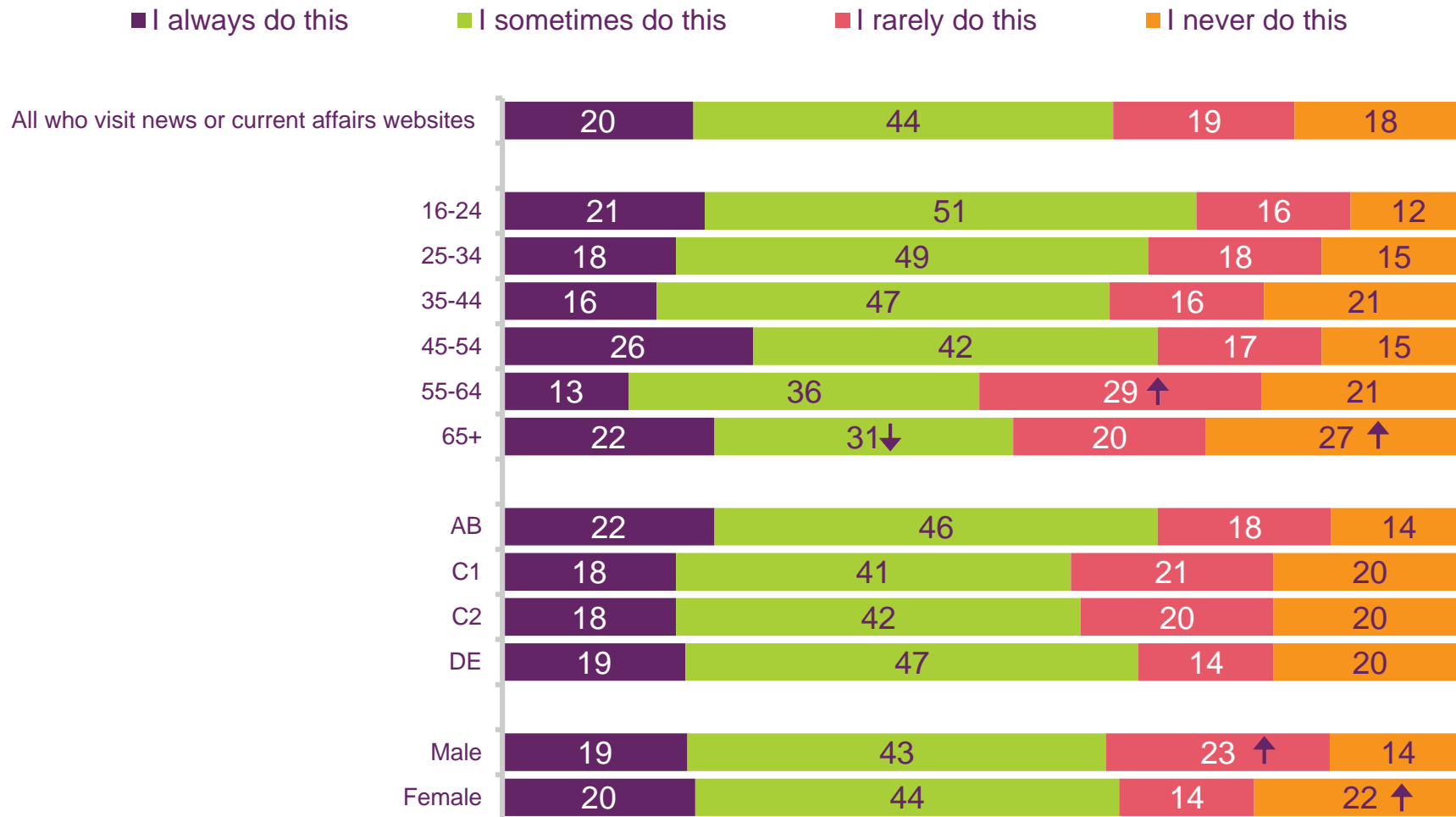
Figure 109: Checking the accuracy of factual information found online



IN39. When you find factual information online, perhaps on social media or on search engines like Google do you ever check the accuracy of the information in any of these ways? (prompted responses, multi-coded)

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

Figure 110: Extent to which internet users who visit news or current affairs websites say they validate the content they read to get a range of points of view



IN43. Which one of the following options best applies to the following statement: When I come across a news or current affairs story that I am interested in I go to different websites or apps to get a range of points of view (prompted responses, single coded)

Base: All who go online to look at news or current affairs websites (999 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.