

Adults' Media Use and Attitudes Report 2015

Section 7: Newer, Narrow, and non-users

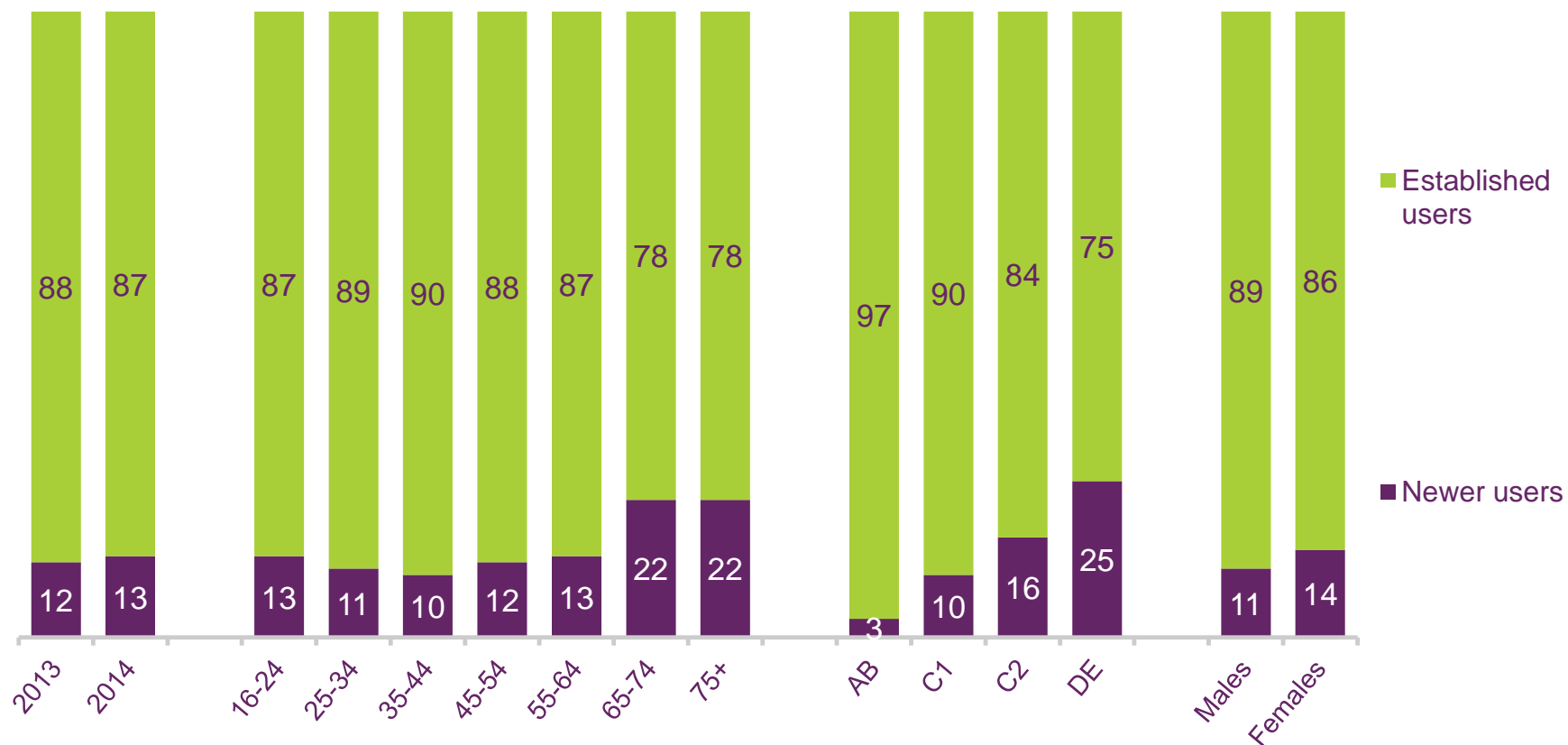
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2014

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Figure 159: Proportion of newer and established users, by year and age



IN5 How long ago did you first start going online (Prompted responses, single coded)

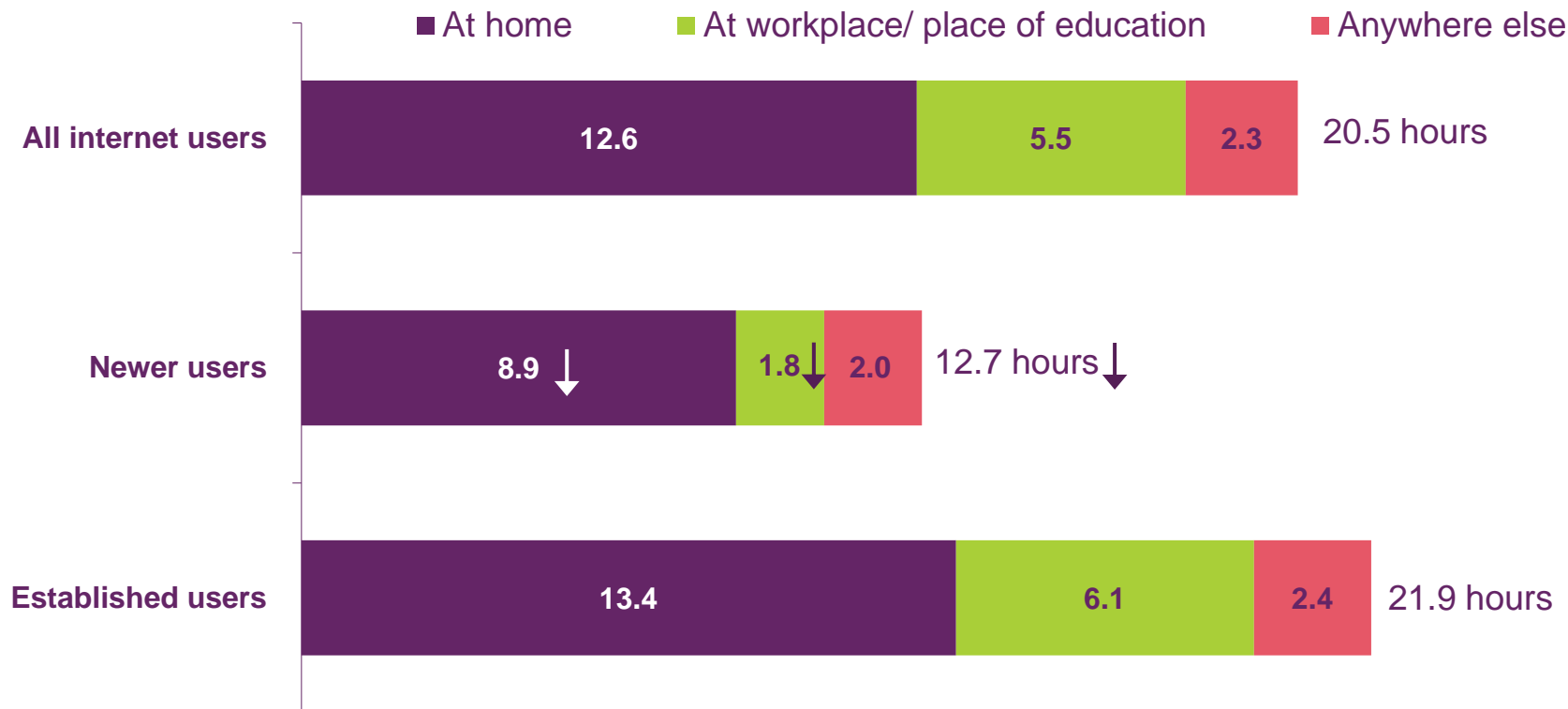
Base: All adults who go online at home or elsewhere (1609 aged 16+, 240 aged 16-24, 277 aged 25-34, 319 aged 35-44, 265 aged 45-54, 228 aged 55-64, 150 aged 65-74, 130 aged 75+). Significance testing shows any difference between any age group and all adults aged 16+

Figure 160: Demographic profile of newer vs. established users



	All internet users	Newer users (< 5 years)	Established users (5 years+)
Base	1609	226	1318
Aged 16-24	15%	16%	16%
Aged 25-34	20%	17%	21%
Aged 35-44	22%	18%	23%
Aged 45-54	17%	15%	16%
Aged 55-64	13%	14%	14%
Aged 65-74	9%	14%	8%
Aged 75+	3%	5%	3%
AB	28%	7%	31%
C1	31%	24%	32%
C2	18%	22%	17%
DE	24%	46%	20%
Male	48%	41%	50%
Female	52%	59%	50%

Figure 161: Volume of internet use per week: newer vs. established users



IN6A-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 go online at home or elsewhere (1609 aged 16+), those who first used the internet under 5 years ago (226), 5+ years ago (1318). Significance testing shows any difference between newer and more established users.

Figure 162(1): Weekly internet activities: newer vs. established users



	All internet users	Newer users	Established users
Base	1609	226	1318
General surfing/ browsing	86%	68% ↓	88%
Sending/ receiving emails	79%	51% ↓	84%
Looking at social media sites/ apps	64%	53% ↓	65%
Using Instant Messaging	58%	48% ↓	60%
Finding info. for work/ job/ studies	45%	28% ↓	48%
Banking/ paying bills online	42%	19% ↓	46%
Looking at news websites/ apps	42%	21% ↓	45%
Watch/ download short clips (YouTube)	39%	24% ↓	41%
Finding info. for leisure (cinema etc.)	30%	15% ↓	33%
Share links to online articles (Twitter etc)	30%	24%	31%
Listen/ download music	29%	22% ↓	30%
Watch/ download TV prog's/ films	27%	16% ↓	29%
Buying things online	25%	16% ↓	27%
Make/ receive calls Skype/ FaceTime	22%	17%	23%
Playing games online	22%	22%	22%
Upload/ share videos or photos	22%	15% ↓	23%

IN15/ 16 – Could you please tell me from this list the types of things you currently do online, and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1609), started using under 5 years ago (226), 5+ years ago (1318). Significance testing shows any differences between newer and more established internet users.

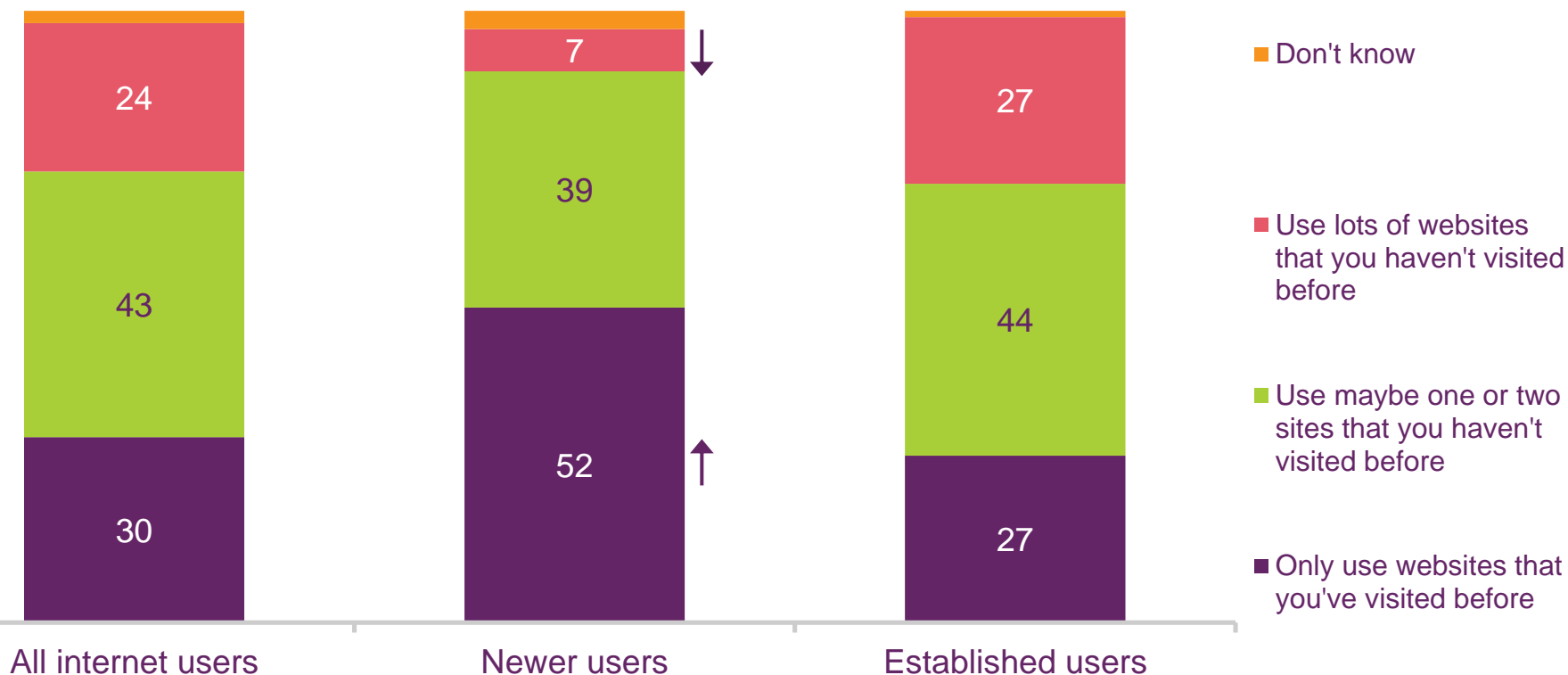
Figure 162(2): Weekly internet activities: newer vs. established users

	All internet users	Newer users	Established users
Base	1609	226	1318
Comments on website or blog	19%	10%↓	21%
Finding info. public services	18%	9%↓	19%
Looking at job opportunities	17%	15%	17%
Looking at sites for news/ events in area	17%	7%↓	18%
Finding health-related info.	16%	10%↓	17%
Downloading software	14%	6%↓	15%
Listening to radio stations online	13%	11%	14%
Fill in form/ application online	13%	9%	14%
Look at political/ campaign/ issues sites	11%	7%	12%
Selling things online	8%	7%	8%
Maintain a website or blog	8%	3%↓	9%
Complete government processes	8%	4%	8%
Online course to achieve a qualification	7%	6%	7%
Looking at adult-only websites	5%	4%	5%
Sign an online petition	4%	3%	4%
Contact a local councillor or your MP online	2%	2%	2%

IN15/ 16 – Could you please tell me from this list the types of things you currently do online, and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1609), started using under 5 years ago (226), 5+ years ago (1318). Significance testing shows any differences between newer and more established internet users.

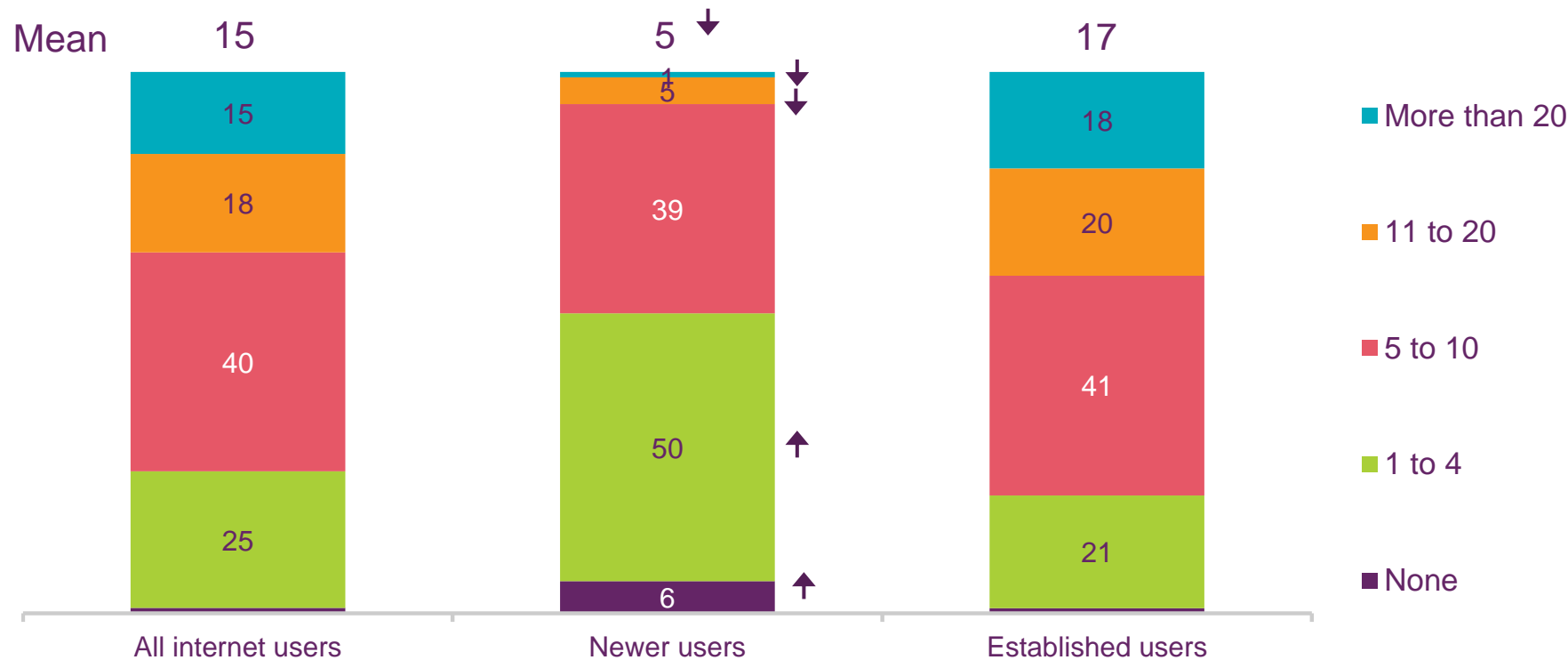
Figure 163: Visits to websites not visited before: newer vs. established users



IN14 – In most weeks when you go online, would you say that you... (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1609), started using under 5 years ago (226), 5+ years ago (1318). Significance testing shows any differences between newer and more established internet users.

Figure 164: Number of different websites visited a week: newer vs. established users



IN19 - Thinking now about all the different websites that you visit in a typical week for whatever purpose, whether that's at work, at home or elsewhere? How many different websites would you say you visit in a typical week? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1609), started using under 5 years ago (226), 5+ years ago (1318). Significance testing shows any differences between newer and more established internet users.

Figure 165: Confidence as an internet user: newer vs. established users



■ Very confident
 ■ Fairly confident
 ■ Neither/Don't know
 ■ Not very confident
 ■ Not at all confident
 Confident

Overall how confident are you as an internet user?



How confident are you that you can find the information you want online?



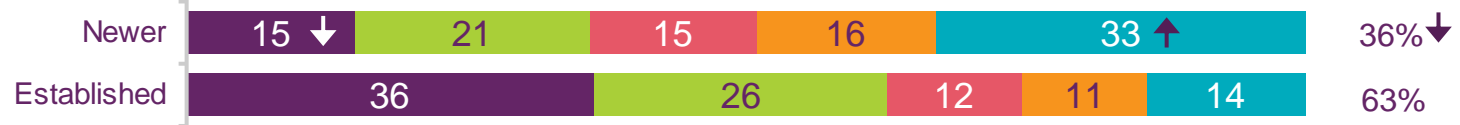
When you see or read things online, how confident are you in knowing what is advertising and what is not?



How confident are you that you can stay safe online?



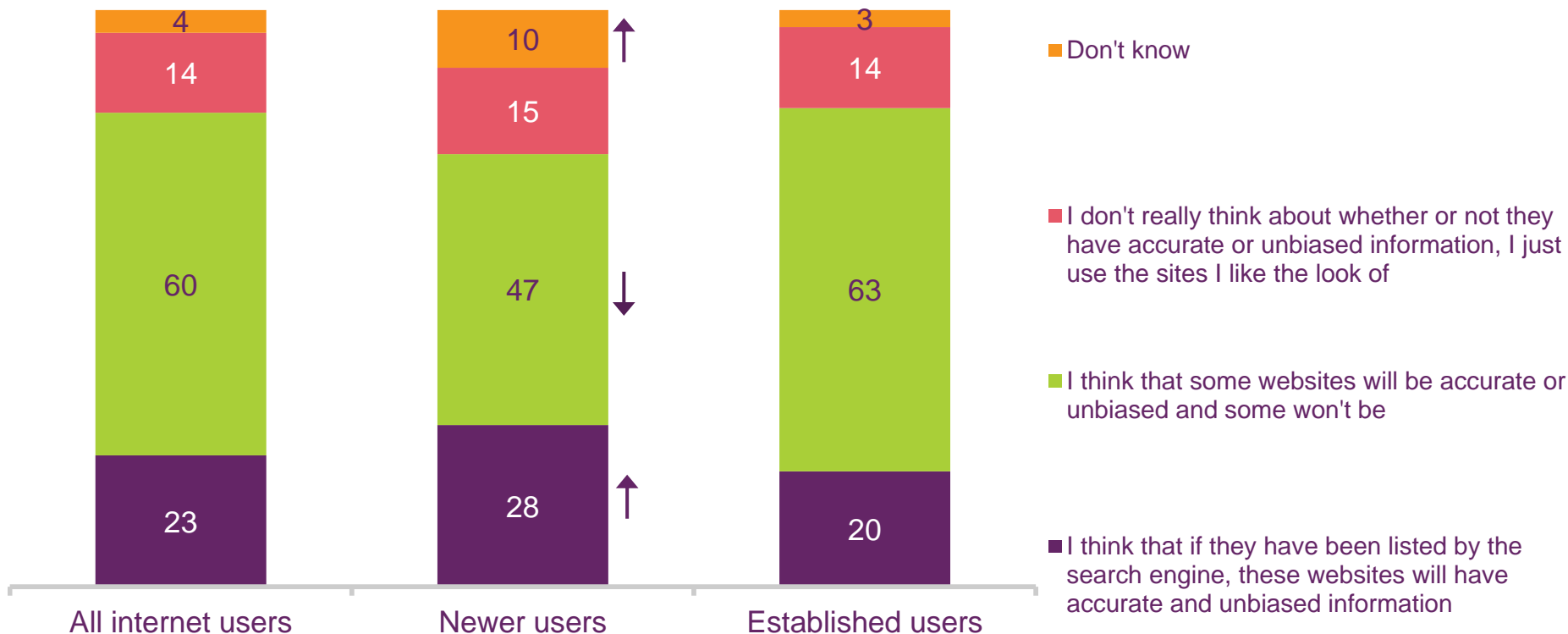
How confident are you using the internet to do creative things – like making blogs, sharing photos online or uploading short videos to the internet?



IN13A-E – 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. (Prompted responses, single coded)

Base: All adults aged 16+ who started using under 5 years ago (226), 5+ years ago (1318). Significance testing shows any differences between newer and more established internet users.

Figure 166: Opinions on search engine accuracy: newer vs. established users

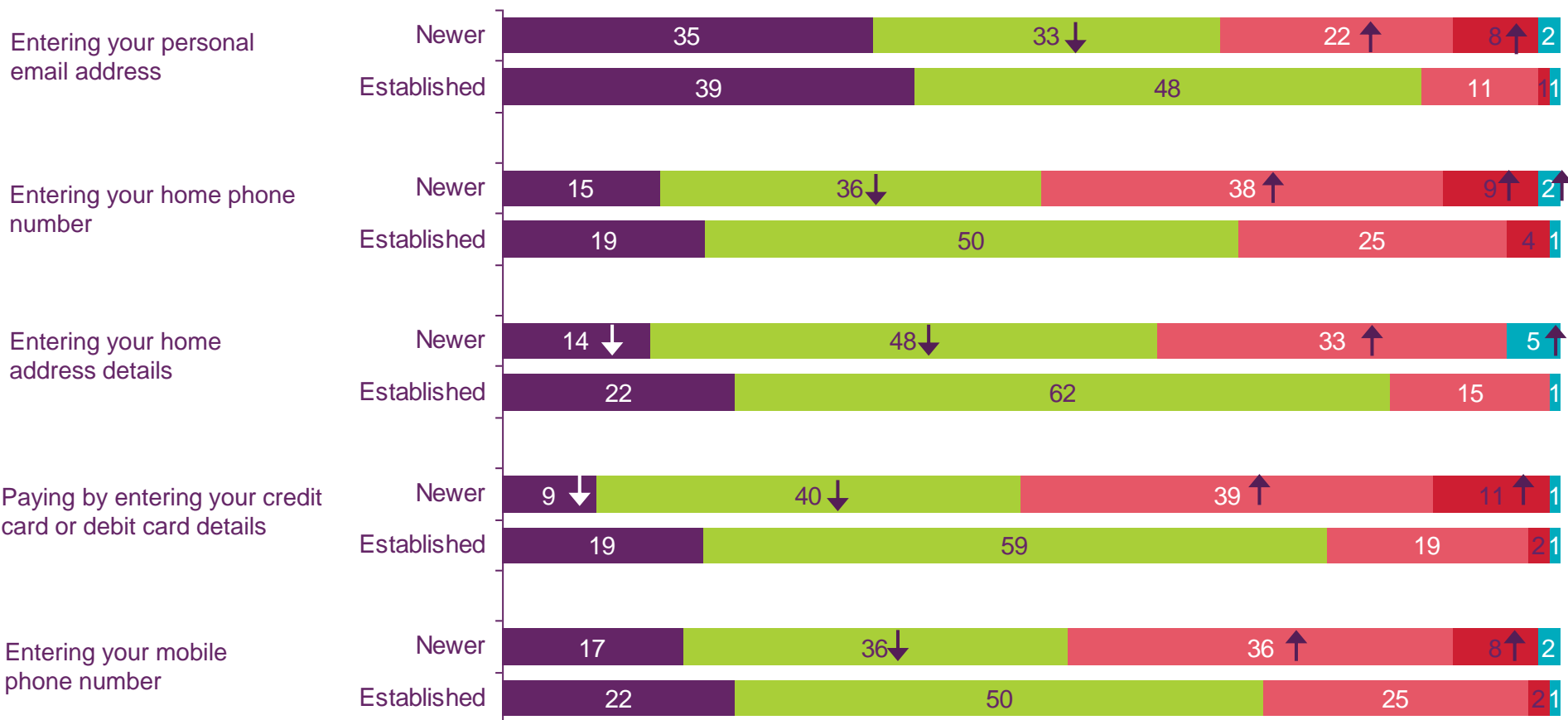


IN45 – When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1609), started using under 5 years ago (226), 5+ years ago (1318). Significance testing shows any differences between newer and more established internet users.

Figure 167: Personal details prepared to enter online: newer vs. established users

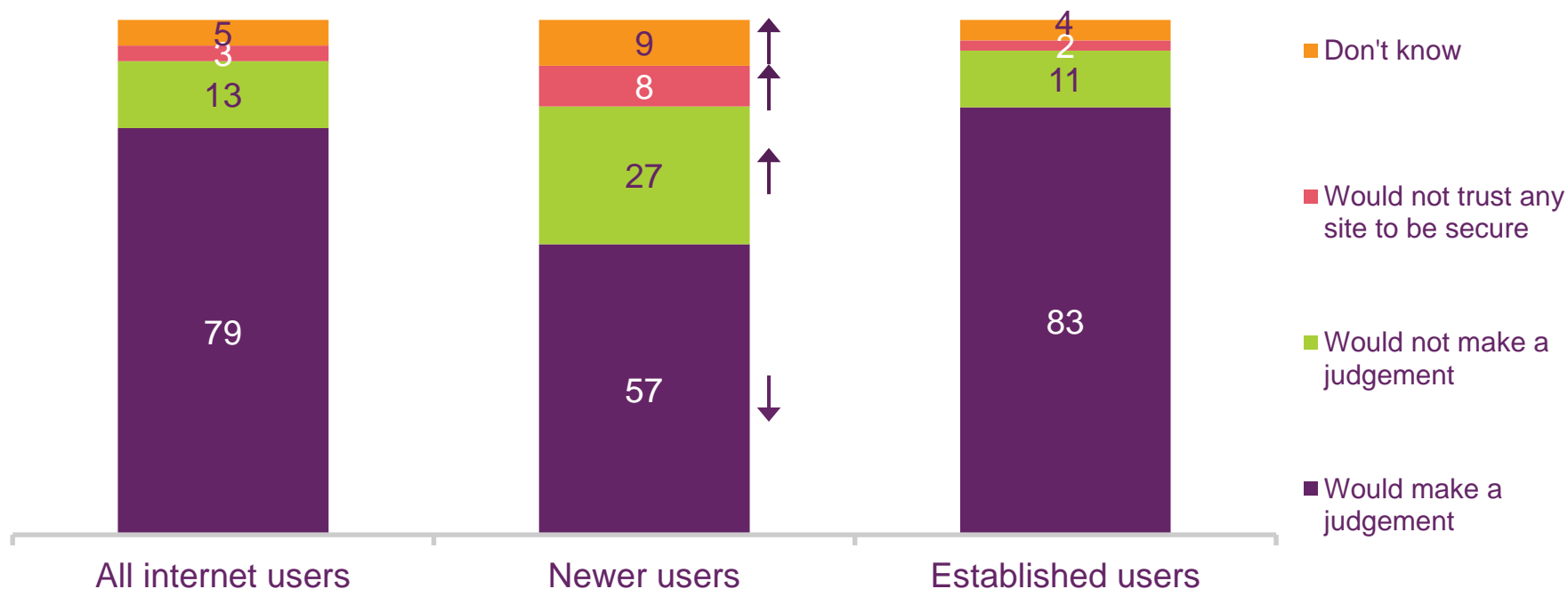
- Happy to do this
- Have some concerns about doing this, but would do it
- Would never do this because I have security concerns
- Not applicable/ I don't have this
- Don't know



IN38A-E – I'm going to read out some types of information you could be asked to enter when you go online, and for each one I'd like you to say how you would feel about doing this in terms of any security concerns. (prompted responses, single coded)

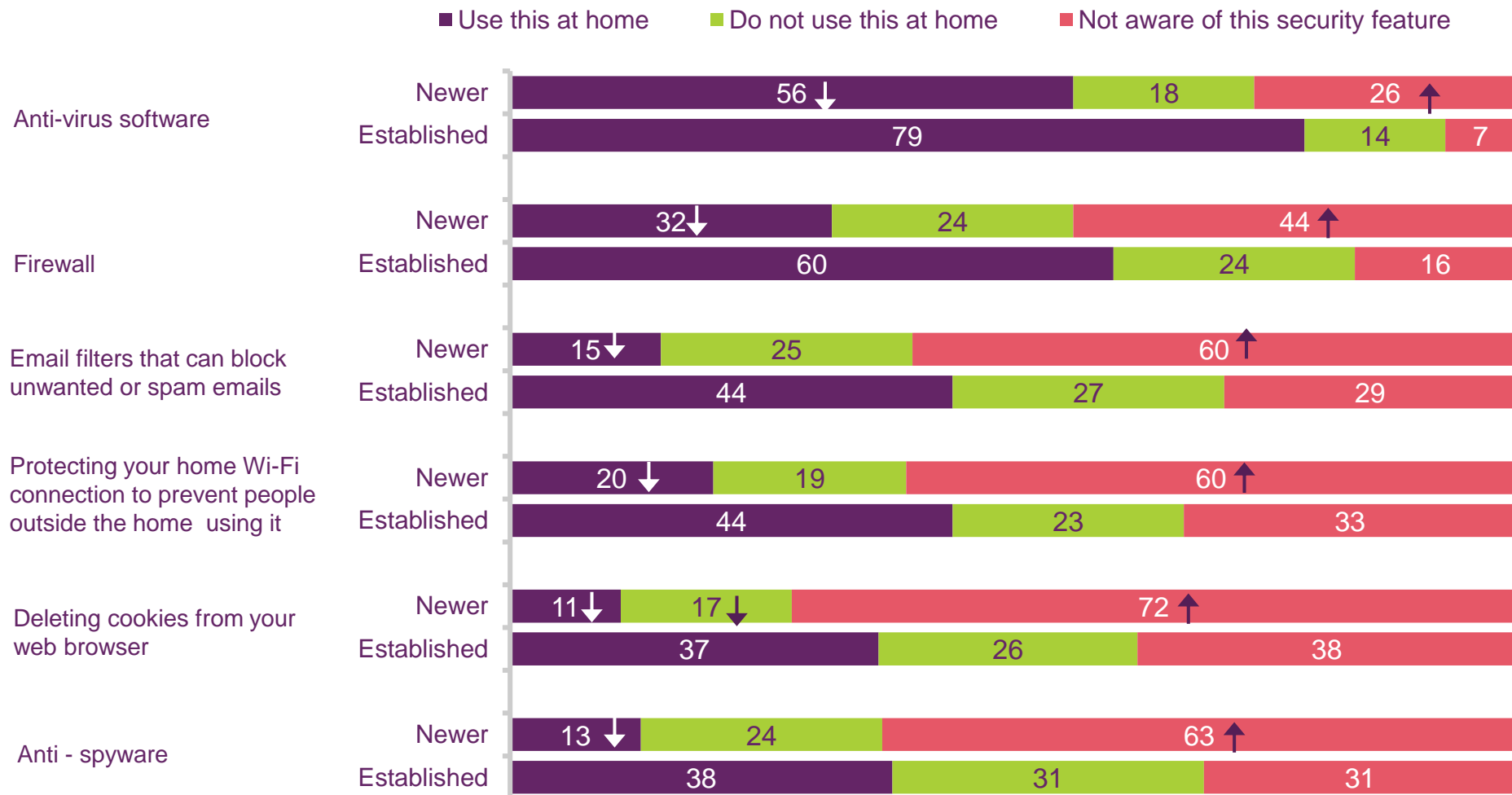
Base: All adults aged 16+ who go online at home or elsewhere (1609), started using under 5 years ago (226), 5+ years ago (1318). Significance testing shows any differences between newer and more established internet users.

Figure 168: Judgements made before entering personal details: newer vs. established users



IN39 – Could you tell me whether you would make a judgement about a website before entering these types of details? (Your home address or phone number, your credit or debit card details, and so on) How would you judge whether a website is secure to enter these type of details? (unprompted responses, multi-coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1609), started using under 5 years ago (226), 5+ years ago (1318). Significance testing shows any differences between newer and more established internet users.

Figure 169: Security measures installed on devices: newer vs. established users



IN7/ IN8 Before today, which, if any, of the following online security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on any of the devices you use to go online at home? (prompted responses, multi-coded)
 Base: Adults aged 16+ who go online at home, 211 first used the internet under 5 years ago, 1301 first used the internet 5 or more years ago. Significance testing shows any difference between newer and more established users.

Figure 170: Experience of negative types of online activity: newer vs. established users



IN9 – Which, if any, of the following have you personally experienced in the last 12 months? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online at home or elsewhere (226 first used the internet under 5 years ago, 1318 first used the internet 5 or more years ago). Significance testing shows any difference between newer and more established users.

Figure 171: Concerns about the internet: newer vs. established users

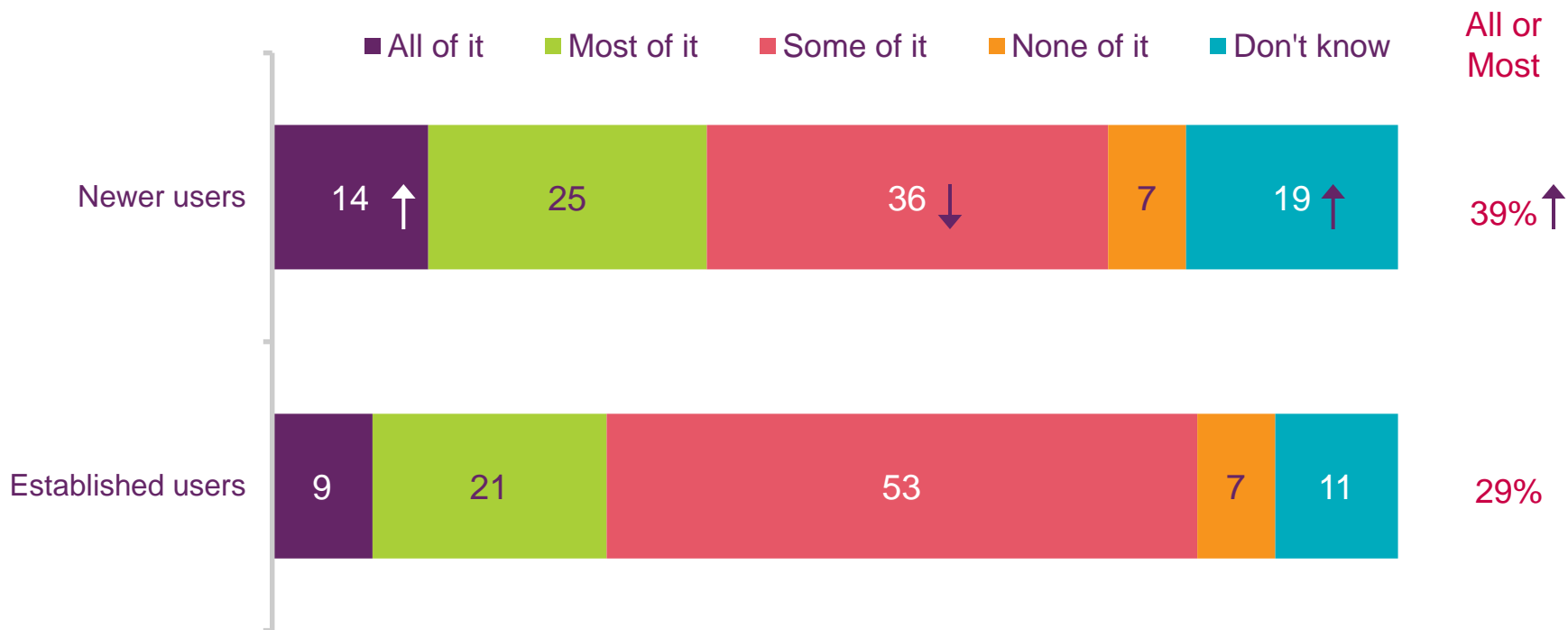


IN34 – Can you tell me if you have any concerns about what is on the internet? (Spontaneous responses, multi-coded)

Base: All adults aged 16+ who go online at home or elsewhere (226 first used the internet under 5 years ago, 1318 first used the internet 5 or more years ago).

Significance testing shows any difference between newer and more established users.

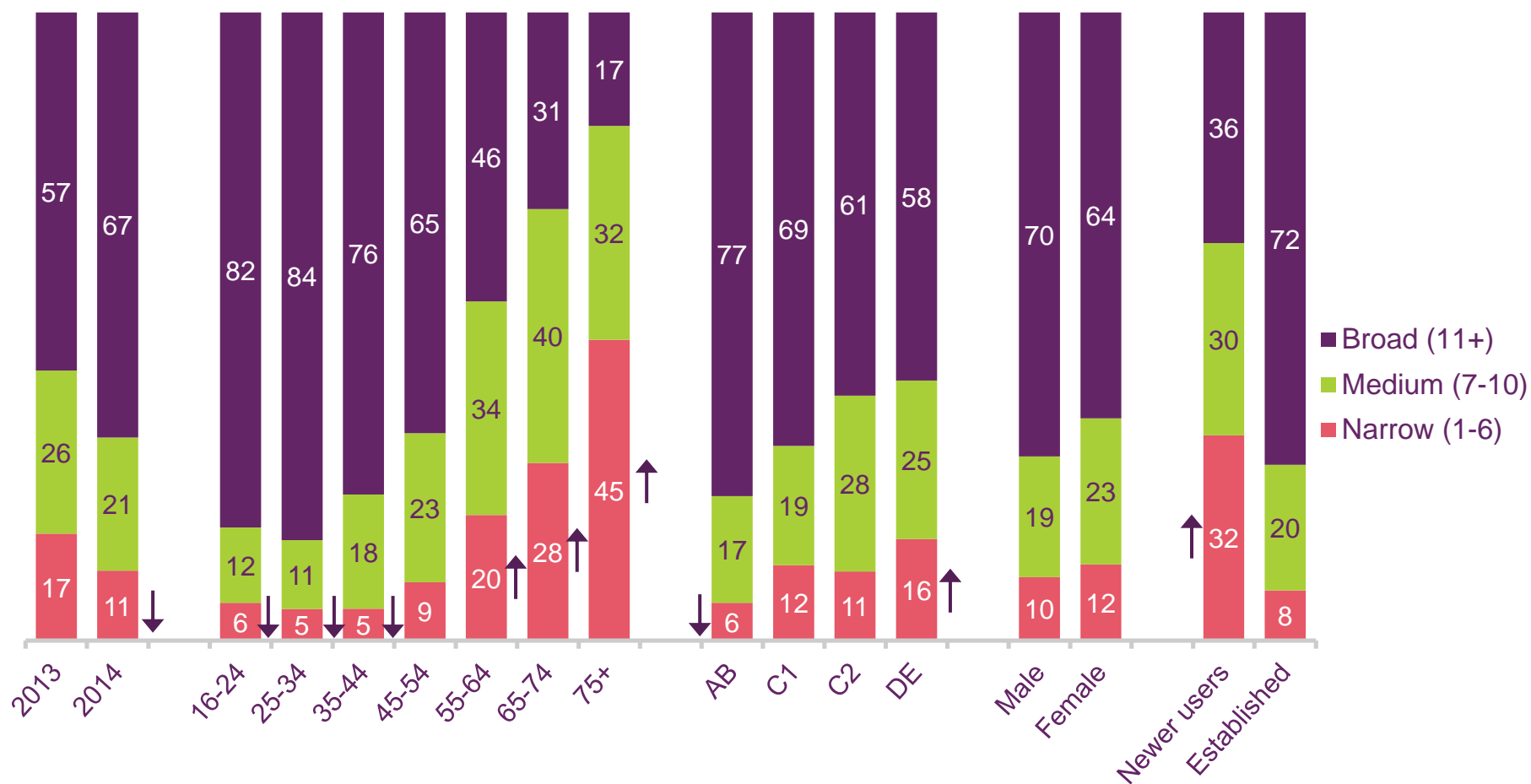
Figure 172: Opinion on how much of what can be seen or read online is regulated: newer vs. established users



IN36. Thinking now about all the things that can be seen or read online. As far as you know, how much of what can be seen or read online is regulated? By regulation we mean rules and guidelines that must be followed when putting things online (prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (226 first used the internet under 5 years ago, 1318 first used the internet 5 or more years ago). Significance testing shows any difference between newer and more established users.

Figure 173: Breadth of use of the internet, by demographic group and recency of use

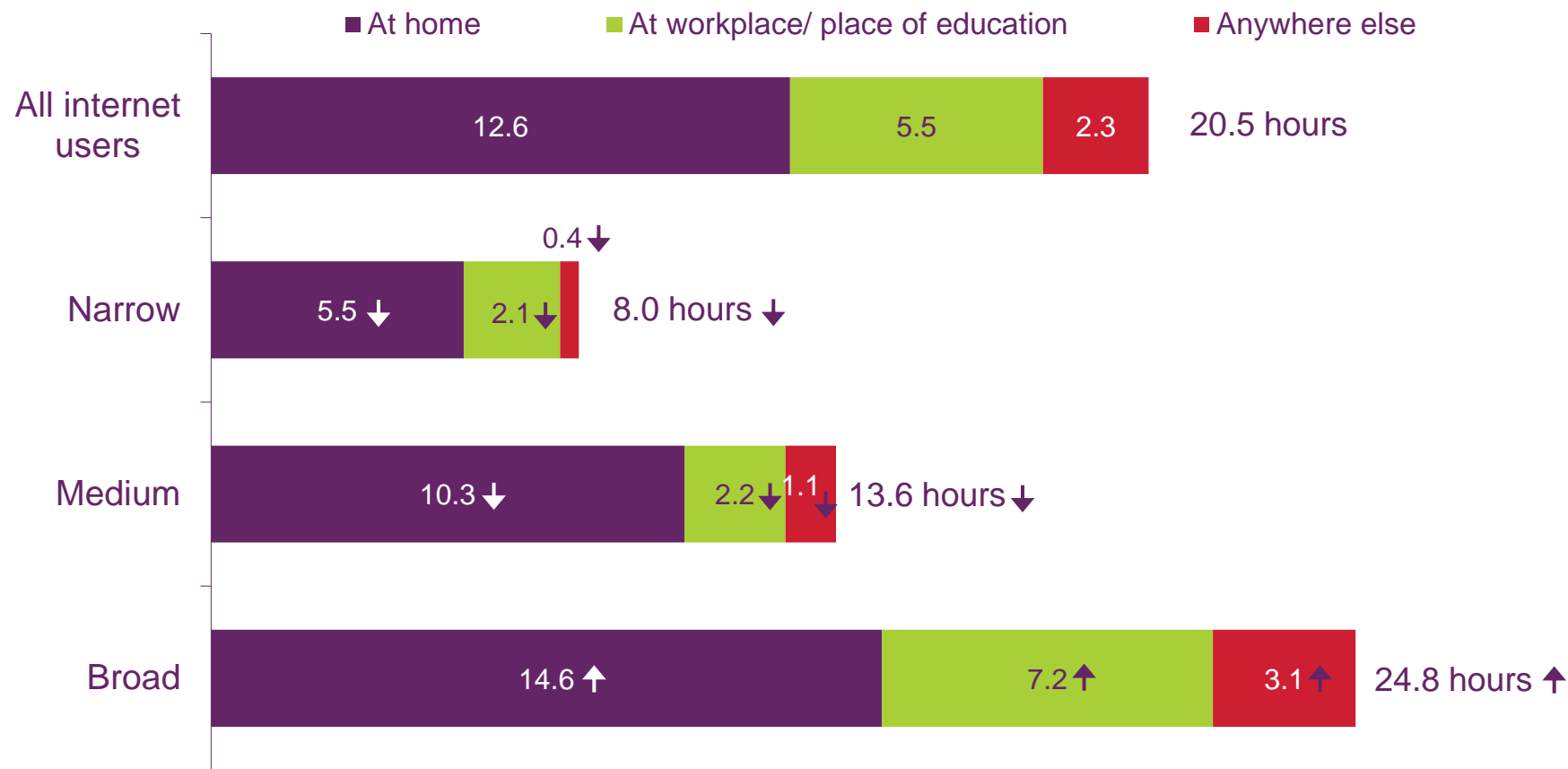


IN15/16 – Could you please tell me from this list the types of things you currently do online, and how often you do each? (Prompted responses, multi-coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1282 in 2009, 1369 in 2011, 1272 in 2013, 609 in 2014, 240 aged 16-24, 277 aged 25-34, 319 aged 35-44, 265 aged 45-54, 228 aged 55-64, 150 aged 65-74, 130 aged 75+) . Significance testing shows any change between 2013 and 2014, and between any age group and all adults aged 16+

Figure 174: Demographic profile of Narrow vs. Medium and Broad users

	All internet users	Narrow users	Medium users	Broad users
Base	1609	226	380	988
Aged 16-24	15%	8%	9%	19%
Aged 25-34	20%	10%	11%	26%
Aged 35-44	22%	10%	19%	25%
Aged 45-54	17%	14%	18%	16%
Aged 55-64	13%	24%	22%	9%
Aged 65-74	9%	22%	16%	4%
Aged 75+	3%	12%	5%	1%
AB	28%	15%	22%	32%
C1	31%	33%	27%	32%
C2	18%	18%	23%	16%
DE	24%	34%	28%	20%
Male	48%	45%	43%	50%
Female	52%	55%	57%	50%

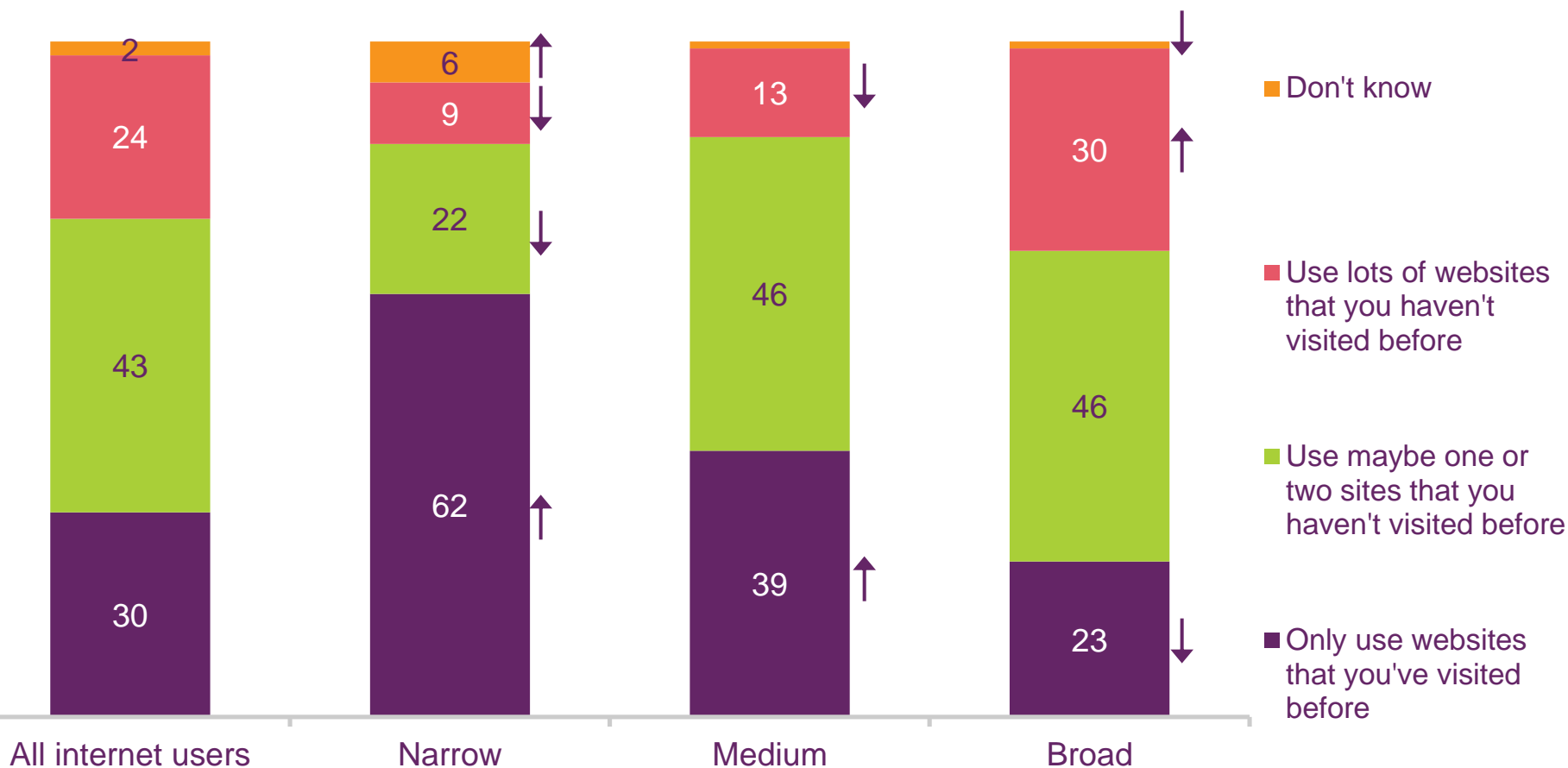
Figure 175: Volume of internet use per week: narrow, medium and broad users



IN6A-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)

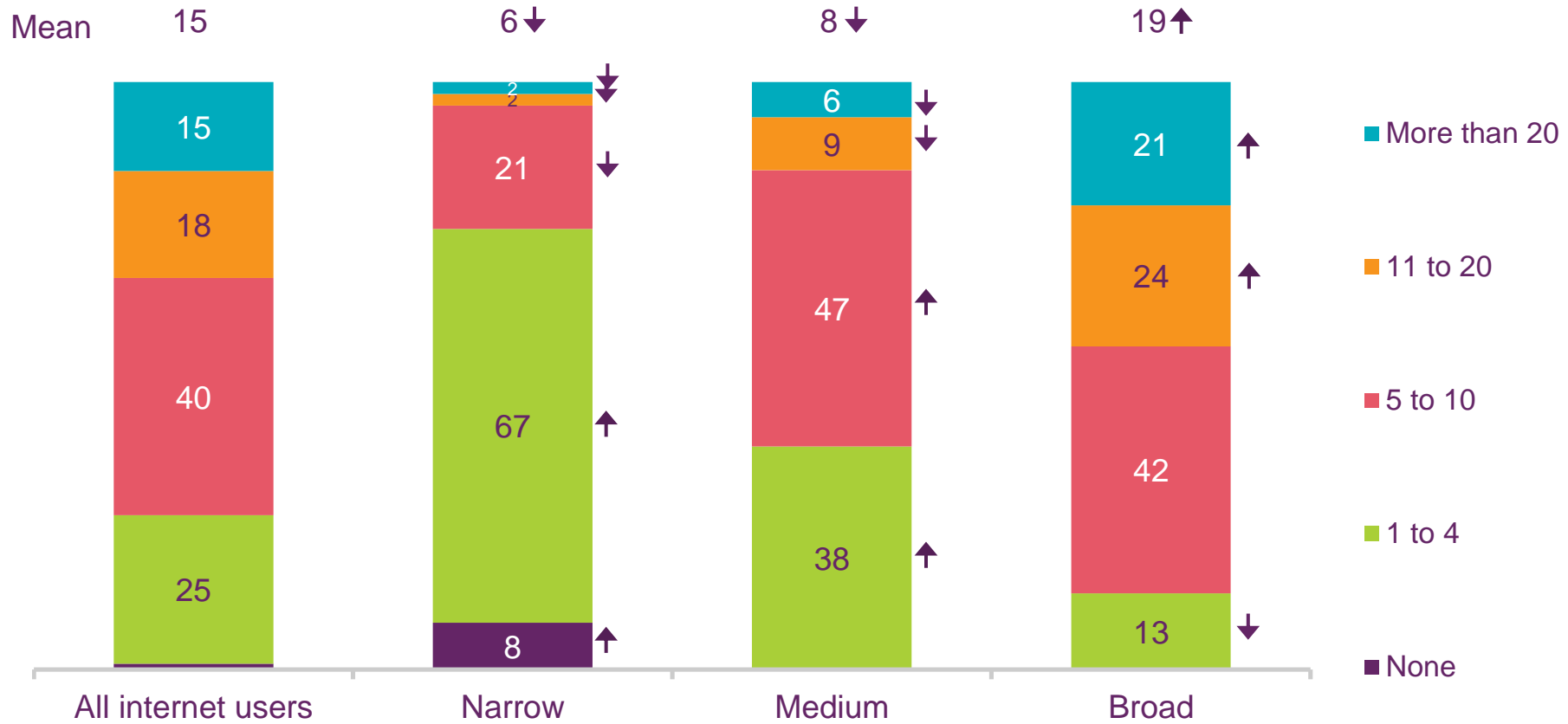
Base: All adults aged 16+ who go online at home or elsewhere (1609 aged 16+), narrow (226), medium (380) and broad users (988). Significance testing shows any difference between any of the breadth of user categories and all adults

Figure 176: Use of websites not visited before: narrow, medium and broad users



IN14 – In most weeks when you go online, would you say that you... (Prompted responses, single coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1609 aged 16+), narrow (226), medium (380) and broad users (988). Significance testing shows any difference between any of the breadth of user categories and all adults

Figure 177: Estimated number of different websites per week: narrow, medium and broad users

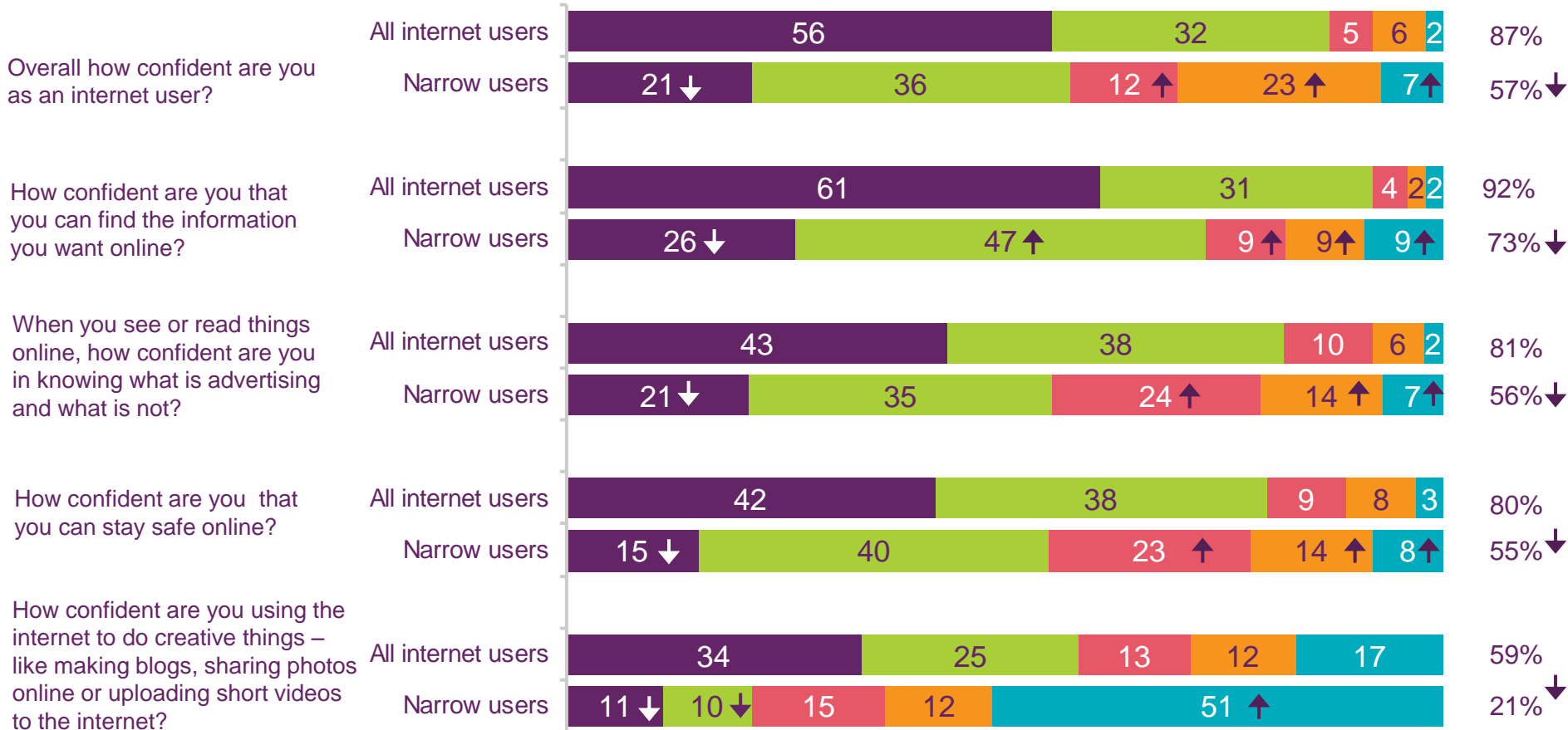


IN19 - Thinking now about all the different websites that you visit in a typical week for whatever purpose, whether that's at work, at home or elsewhere? How many different websites would you say you visit in a typical week? (Prompted responses, single coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1609 aged 16+), narrow (226), medium (380) and broad users (988). Significance testing shows any difference between any of the breadth of user categories and all adults

Figure 178: Confidence as an internet user: narrow vs. all internet users



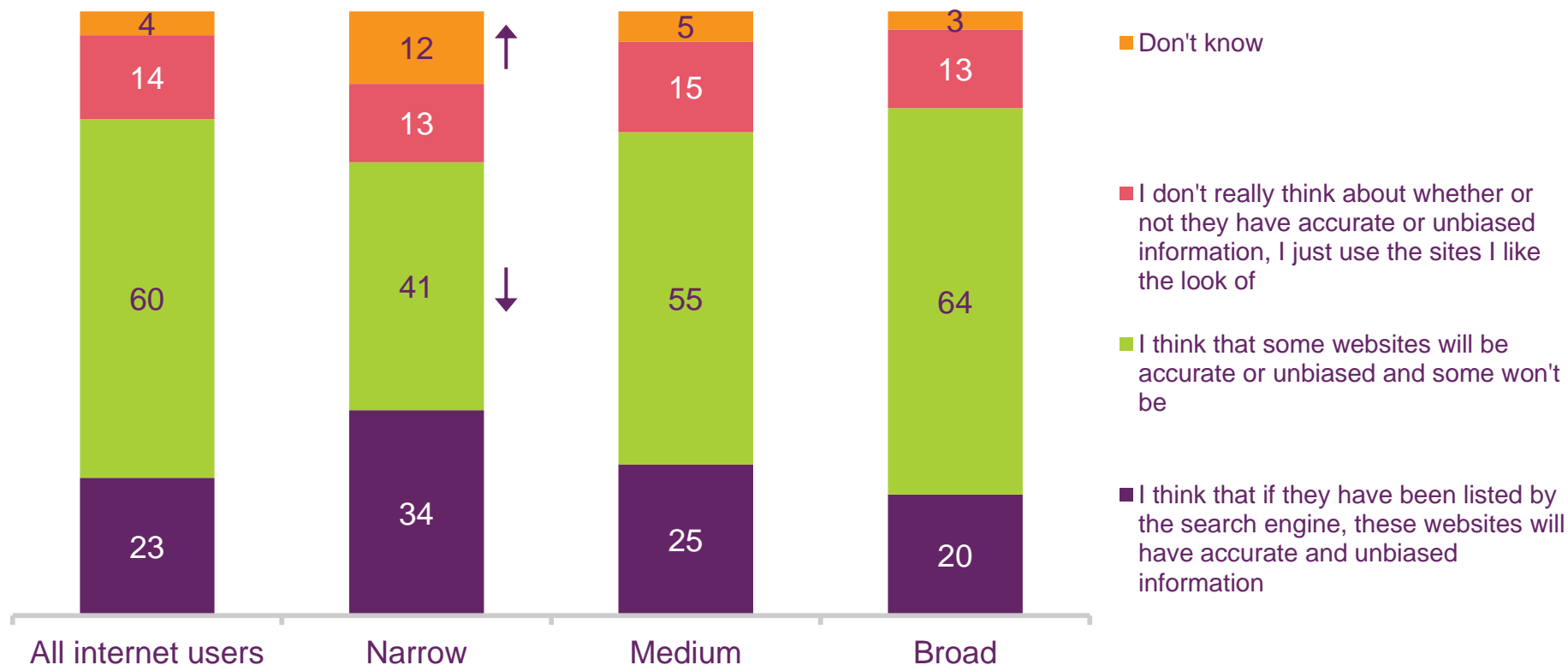
■ Very confident
 ■ Fairly confident
 ■ Neither/Don't know
 ■ Not very confident
 ■ Not at all confident
 Confident



IN13A-E – 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. (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1609 aged 16+), narrow users (226). Significance testing shows any difference between narrow users and all adults

Figure 179: Opinions on search engine accuracy: narrow, medium and broad users

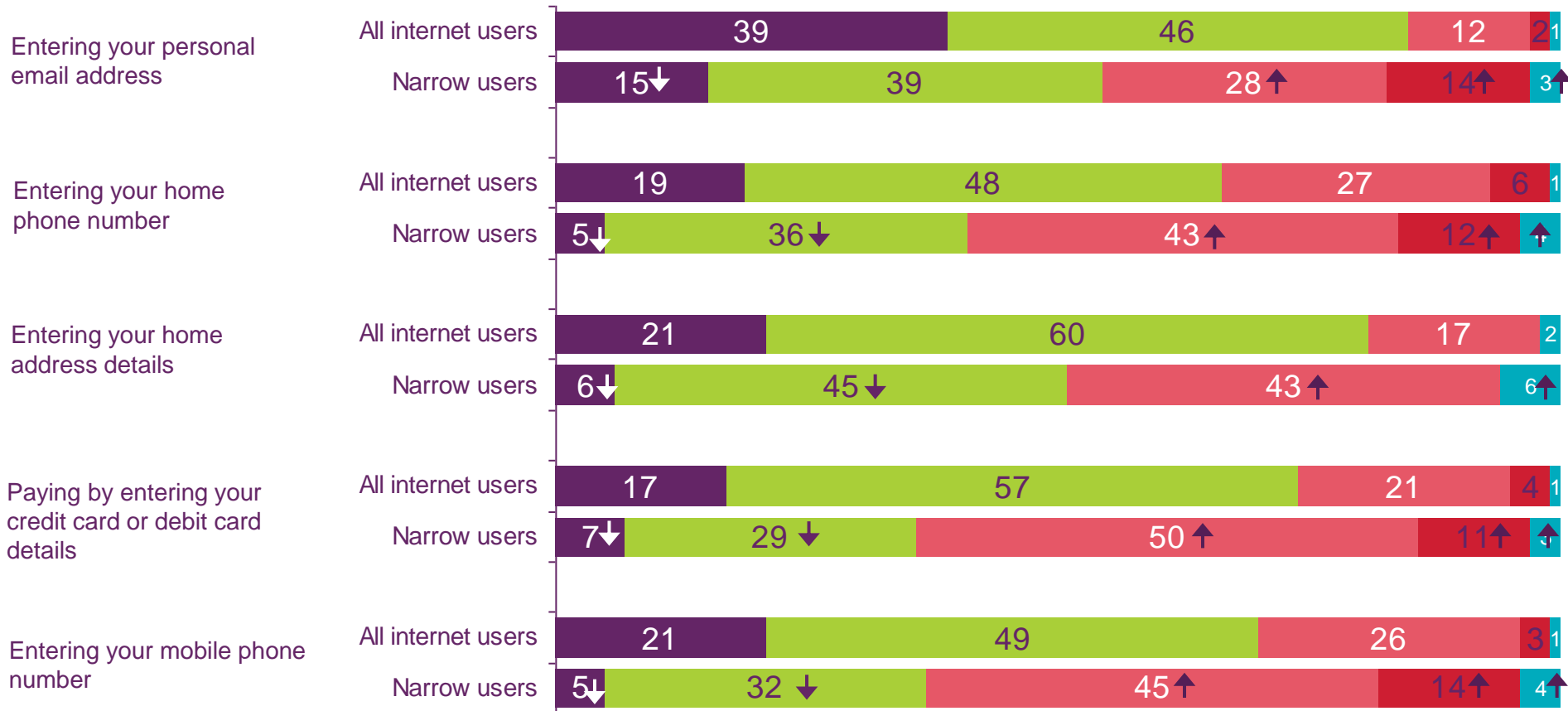


IN45 – When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1609 aged 16+), narrow (226), medium (380) and broad users (988). Significance testing shows any difference between any of the breadth of user categories and all adults.

Figure 180: Personal details prepared to enter online: narrow, medium and broad users

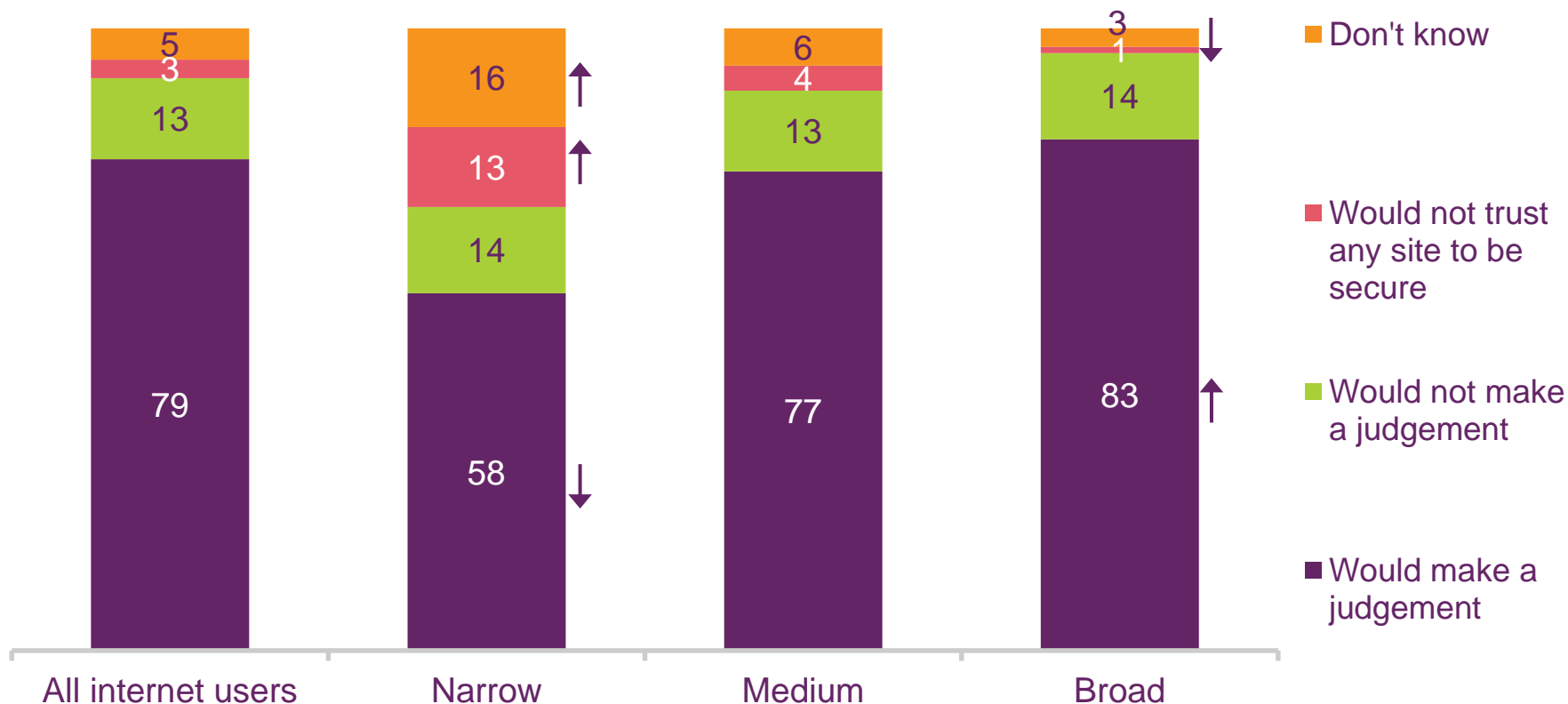
- Happy to do this
- Have some concerns about doing this, but would do it
- Would never do this because I have security concerns
- Not applicable/ I don't have this
- Don't know



IN38A-E – I'm going to read out some types of information you could be asked to enter when you go online, and for each one I'd like you to say how you would feel about doing this in terms of any security concerns. (prompted responses, single coded)

Base: Adults aged 16+ who go online at home or elsewhere (1609), narrow users (226). Significance testing shows any difference between narrow users and all users

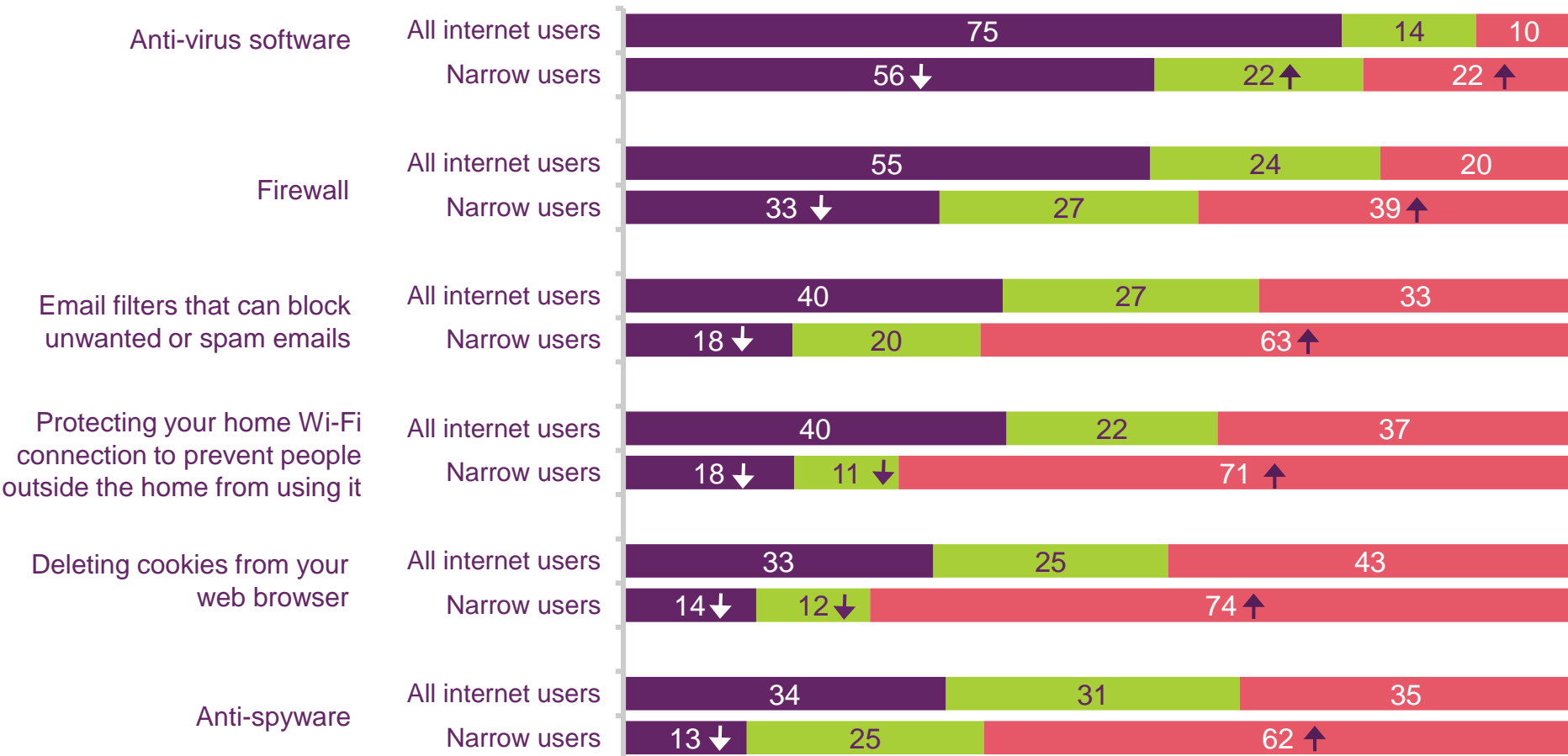
Figure 181: Judgements made before entering personal details: narrow, medium and broad users



IN39 – Could you tell me whether you would make a judgement about a website before entering these types of details? (Your home address or phone number, your credit or debit card details and so on) How would you judge whether a website is secure to enter these type of details? (unprompted responses, multi-coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1609 aged 16+), narrow (226), medium (380) and broad users (988). Significance testing shows any difference between any of the breadth of user categories and all adults

Figure 182: Security measures/ safety features installed on devices: narrow, medium and broad users

■ Use this at home ■ Do not use this at home ■ Not aware of this security feature



IN7/ IN8 – Before today, which, if any, of the following online security measures or safety features had you heard of?/ And which if any of those measures or features do you have or use on any of the devices you use to go online at home? (prompted responses, multi coded)

Base: Adults aged 16+ who go online at home (1573 aged 16+), narrow users (207). Significance testing shows any difference between narrow users and all internet users.

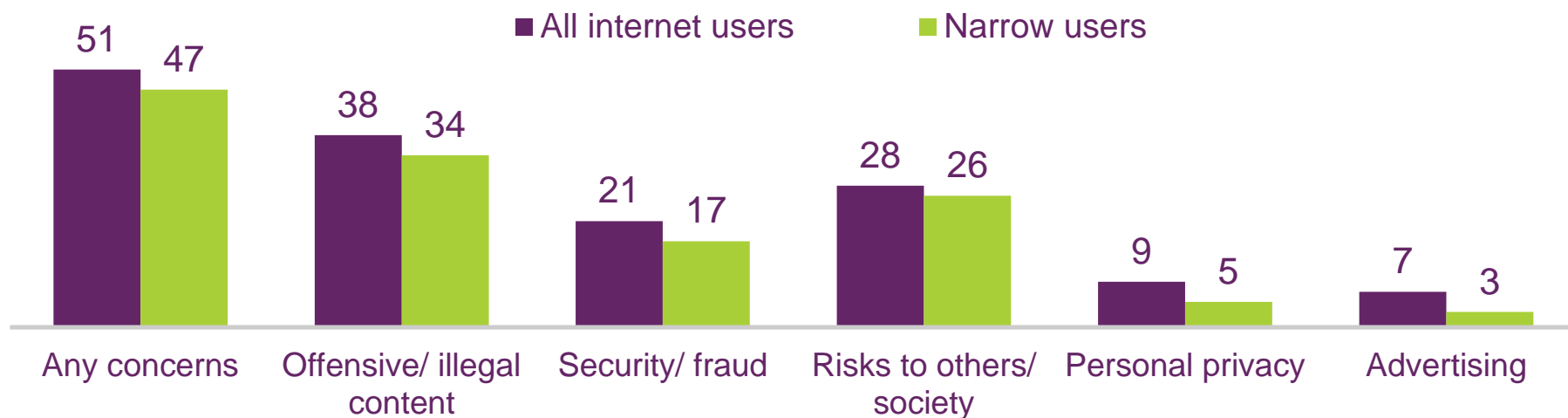
Figure 183: Experience of any negative types of online activity: narrow vs. all internet users



IN9 – Which, if any, of the following have you personally experienced in the last 12 months? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online at home or elsewhere (1609 aged 16+), narrow users (226). Significance testing shows any difference between narrow users and all adults

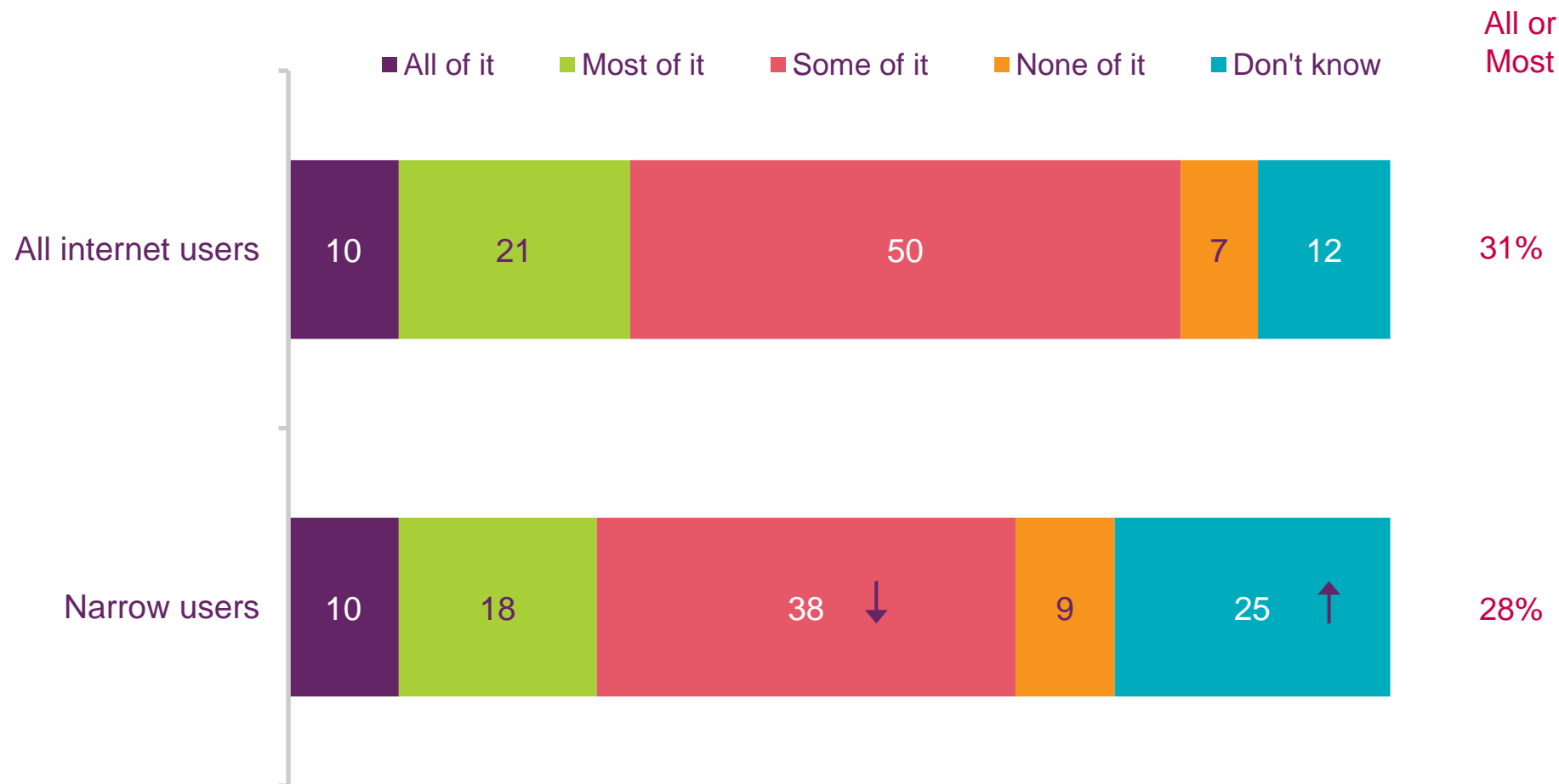
Figure 184: Concerns about the internet: narrow users



IN34 – Can you tell me if you have any concerns about what is on the internet? (Spontaneous responses, multi-coded)

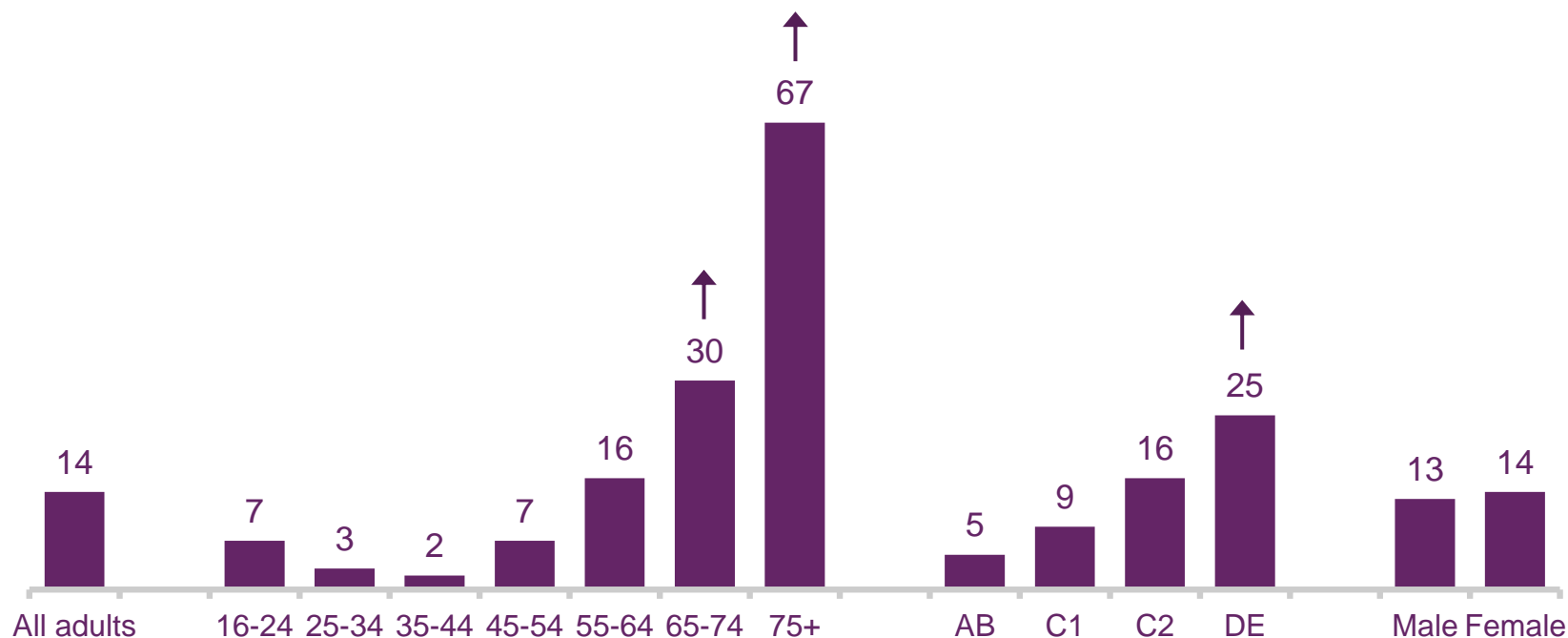
Base: All adults aged 16+ who go online at home or elsewhere (1609 aged 16+), narrow users (226). Significance testing shows any difference between narrow users and all adults

Figure 185: Opinion on how much of what can be seen or read online is regulated: narrow users



IN36. Thinking now about all the things that can be seen or read online. As far as you know, how much of what can be seen or read online is regulated? By regulation we mean rules and guidelines that must be followed when putting things online (prompted responses, single coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1609 aged 16+), narrow users (226). Significance testing shows any difference between narrow users and all adults

Figure 186: Incidence of non-use of the internet, by demographic group



IN1/ IN2/ IN3 / IN4 - Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? / And which of these devices do you use to go online at home/ Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about (Prompted responses, single coded)

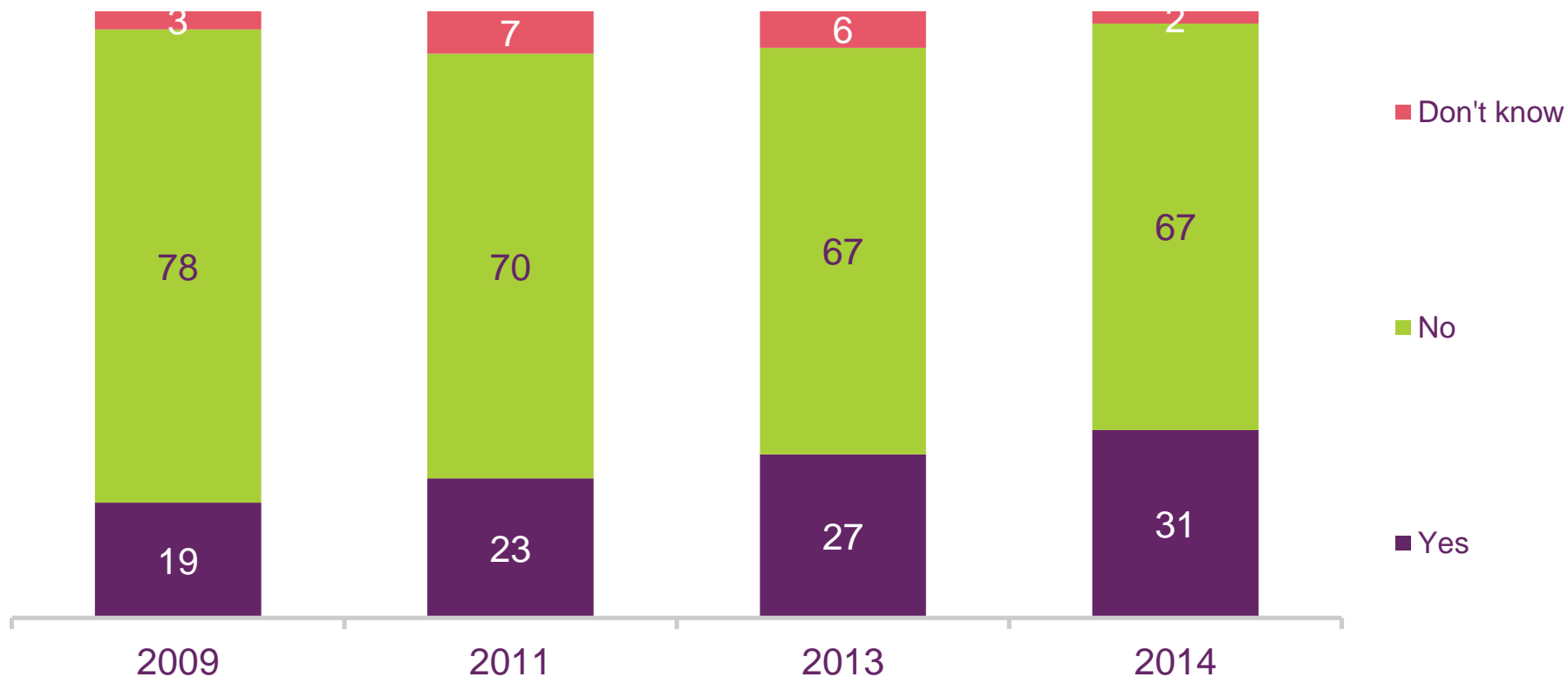
Base: All adults aged 16+ (1890 in 2014, 254 aged 16-24, 288 aged 25-34, 327 aged 35-44, 284 aged 45-54, 276 aged 55-64, 221 aged 65-74, 240 aged 75+, 430 AB, 551 C1, 376 C2, 533 DE, 927 male, 963 female). Significance testing shows any difference between any socio-economic group and all adults aged 16+, between males and females.

Figure 187: Demographic profile of all UK adults, users and non-users of the internet



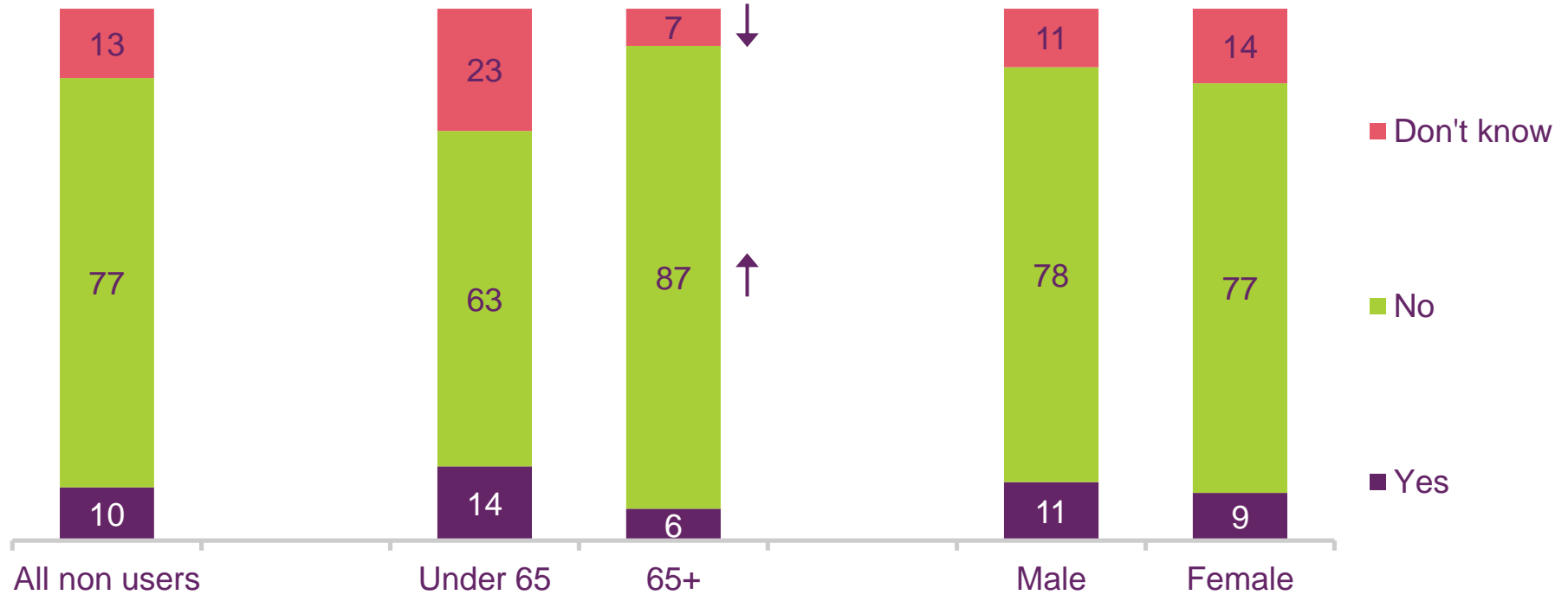
Demographic	All UK adults	Internet users	Non-users of the internet
Base	1890	1609	281
Aged 16-24	14%	15%	8%
Aged 25-34	18%	20%	4%
Aged 35-44	20%	22%	3%
Aged 45-54	14%	17%	8%
Aged 55-64	16%	13%	16%
Aged 65-74	10%	9%	23%
Aged 75+	7%	3%	38%
AB	25%	28%	10%
C1	29%	32%	20%
C2	18%	17%	21%
DE	27%	24%	50%
Male	48%	48%	47%
Female	52%	52%	53%

Figure 188: Proxy use of the internet in the past year among non-users: 2009-14



IN10 – In the past year, have you asked someone else to send an email for you, get information from the internet for you, or make a purchase from the internet on your behalf? (Prompted responses, single coded)
Base: All adults aged 16+ who do not go online at home or anywhere else (310 in 2009, 454 in 2011, 370 in 2013, 281 in 2014) Significance testing shows any change between 2013 and 2014

Figure 189: Whether will become an internet user in the next year, by age and gender



IN11 – In You said that you don't go online at the moment either at home or elsewhere using any type of device. Can you tell me if you think this will change in the next year or so? In other words that you will use the internet on a regular basis. (Prompted responses, single coded)
 Base: All adults aged 16+ who do not go online at home or anywhere else (281 in 2014, 100 aged 16-64, 181 aged 65+, 136 male, 145 female) Significance testing shows any difference between age groups and between males and females

Figure 190: Perceived advantages of being online among non-users



IN12 Which, if any, of the following do you think would be the main advantages to you of being online? Can you think of any other advantages for you personally in being online? (prompted responses, multi-coded)

Base: Adult internet users aged 16+ who do not go online at home or elsewhere (281)