

Adults' Media Use and Attitudes Report 2015

Section 6:

Media attitudes and critical understanding

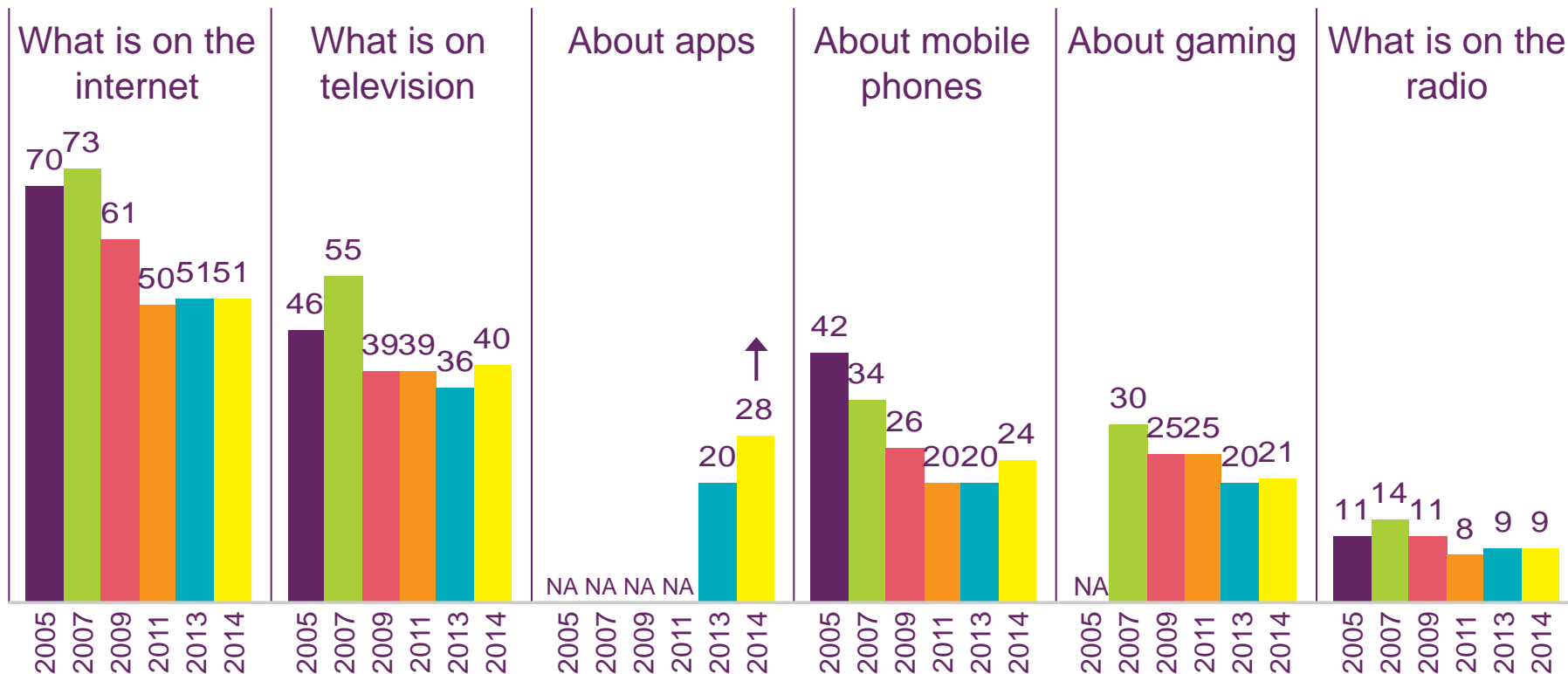
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2014

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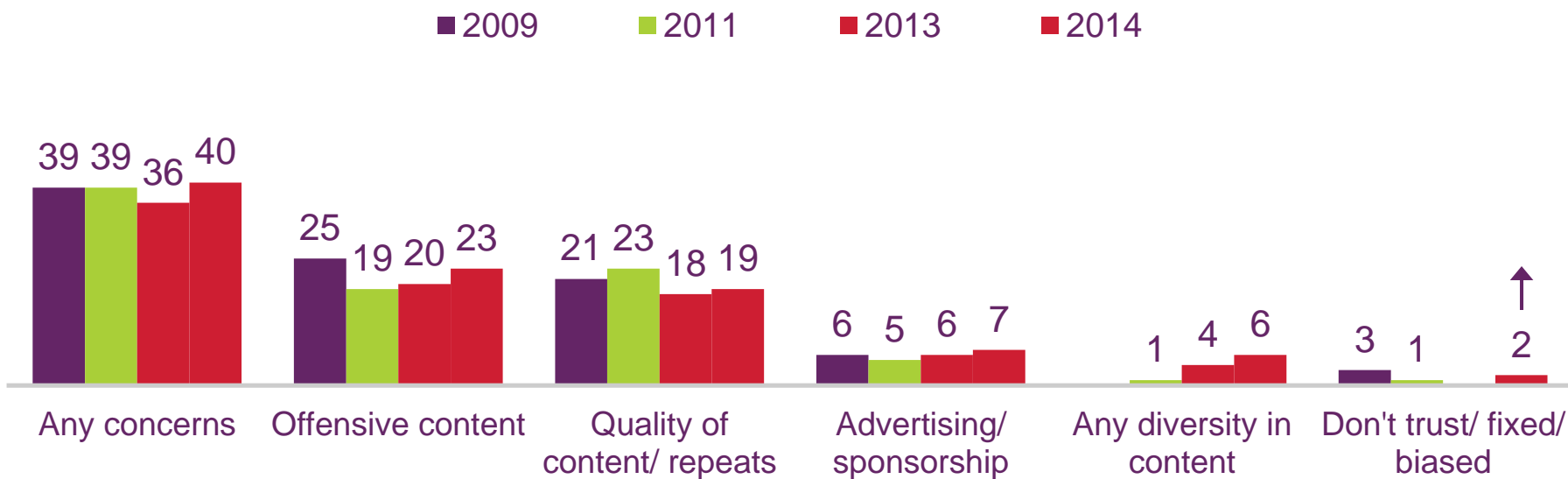
Figure 117: Concerns about media among users: 2005-14



IN34/ T5/ R3/ G3/ M3/ IN23– Can you tell me if you have any concerns about what is on the internet/ TV/ radio. Do you have any concerns about gaming/ mobile phones/ apps? (unprompted responses, multi-coded)

Base: Adults aged 16+ who use each platform (variable base). Significance testing shows any change between 2013 and 2014

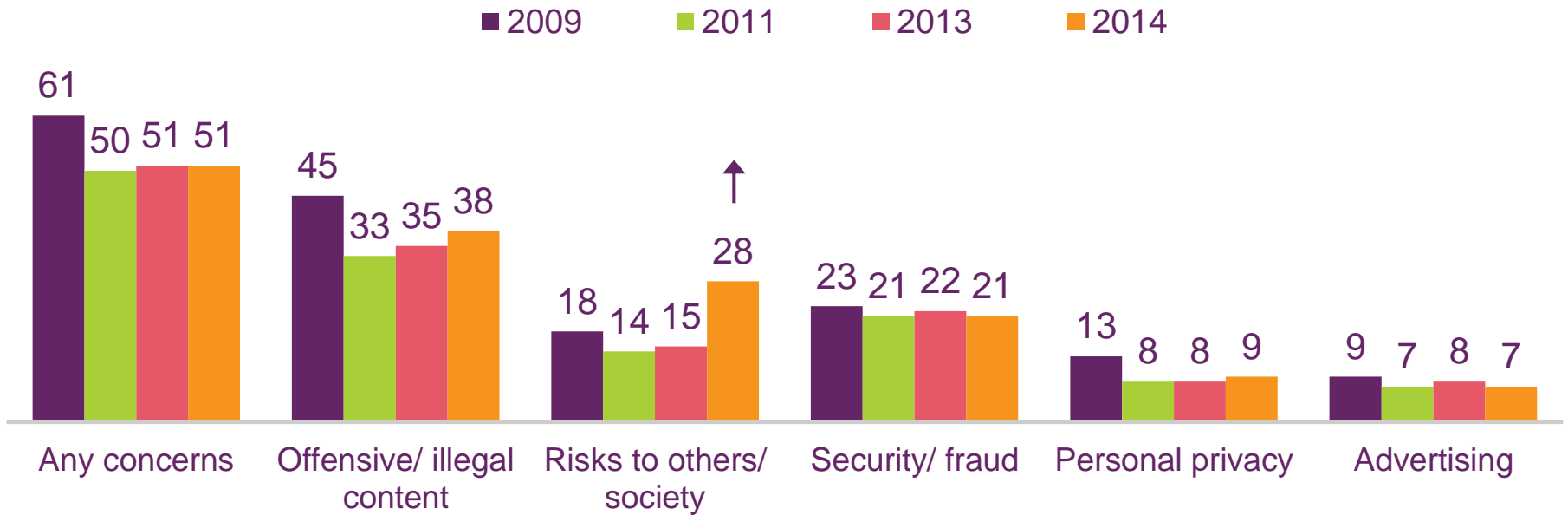
Figure 118: Concerns about television among users: 2009-14



T5 – Can you tell me if you have any concerns about what is on TV? (Spontaneous responses, multi-coded)

Base: Adults aged 16+ with any TVs in the household (1846 in 2014) . Significance testing shows any change between 2013 and 2014

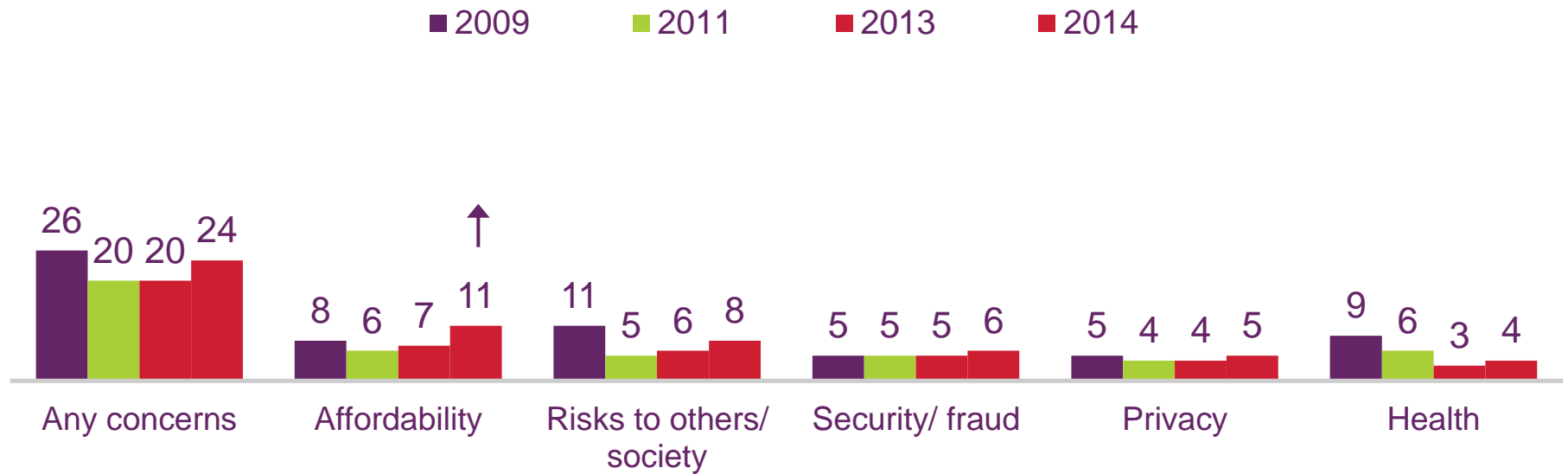
Figure 119: Concerns about the internet among users: 2009-14



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

Base: Adults aged 16+ who go online at home or elsewhere (1609 in 2014). Significance testing shows any change between 2013 and 2014

Figure 120: Concerns about mobile phones among users: 2009-14



M3 – Can you tell me if you have any concerns about mobile phones? (Spontaneous responses, multi-coded)

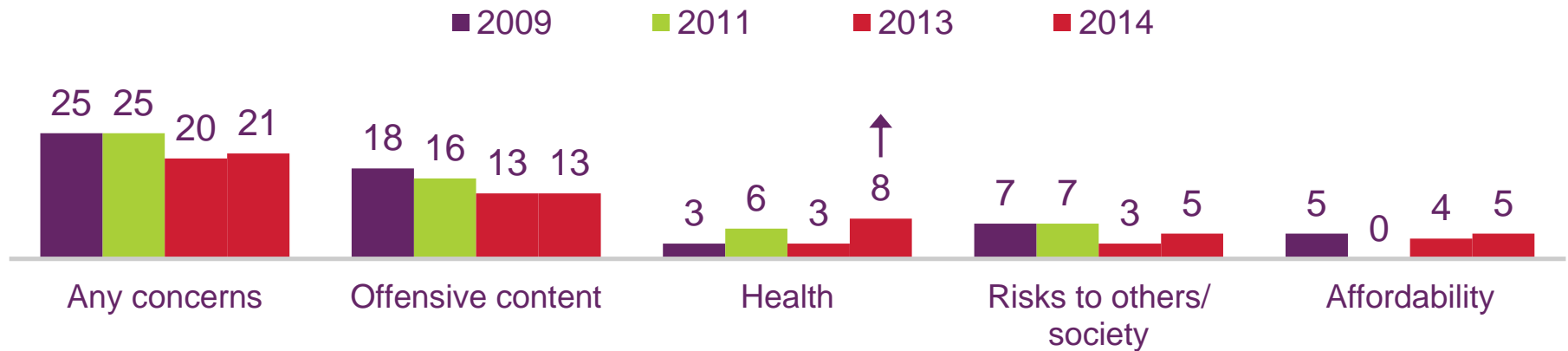
Base: Adults aged 16+ who personally use a mobile phone (1670 in 2014). Significance testing shows any change between 2013 and 2014

Figure 121: Concerns about apps among users: 2013 vs. 2014



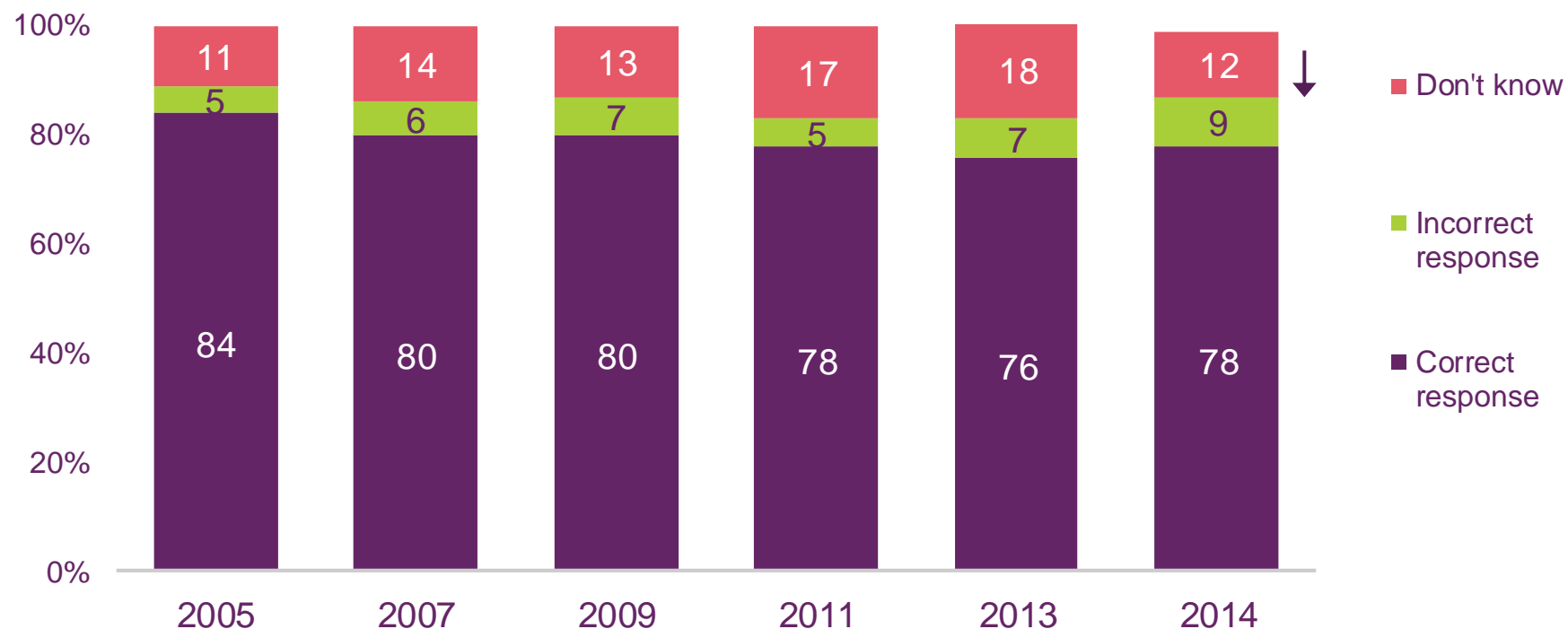
IN23 – Can you tell me if you have any concerns about apps? (Spontaneous responses, multi-coded)
Base: Adults aged 16+ who use apps (1080 in 2014). Significance testing shows any change between 2013 and 2014

Figure 122: Concerns about gaming among users: 2009-14



G3 – Can you tell me if you have any concerns about gaming? (Spontaneous responses, multi-coded)
 Base: Adults aged 16+ who ever play games electronically (743 in 2014). Significance testing shows any change between 2013 and 2014

Figure 123: Awareness of how BBC TV programmes are mainly funded: 2005-14



T3 – How would you say BBC TV programmes are mainly funded? (Unprompted responses, single coded)
Base: All adults aged 16+ (1890 in 2014). Significance testing shows any change between 2013 and 2014

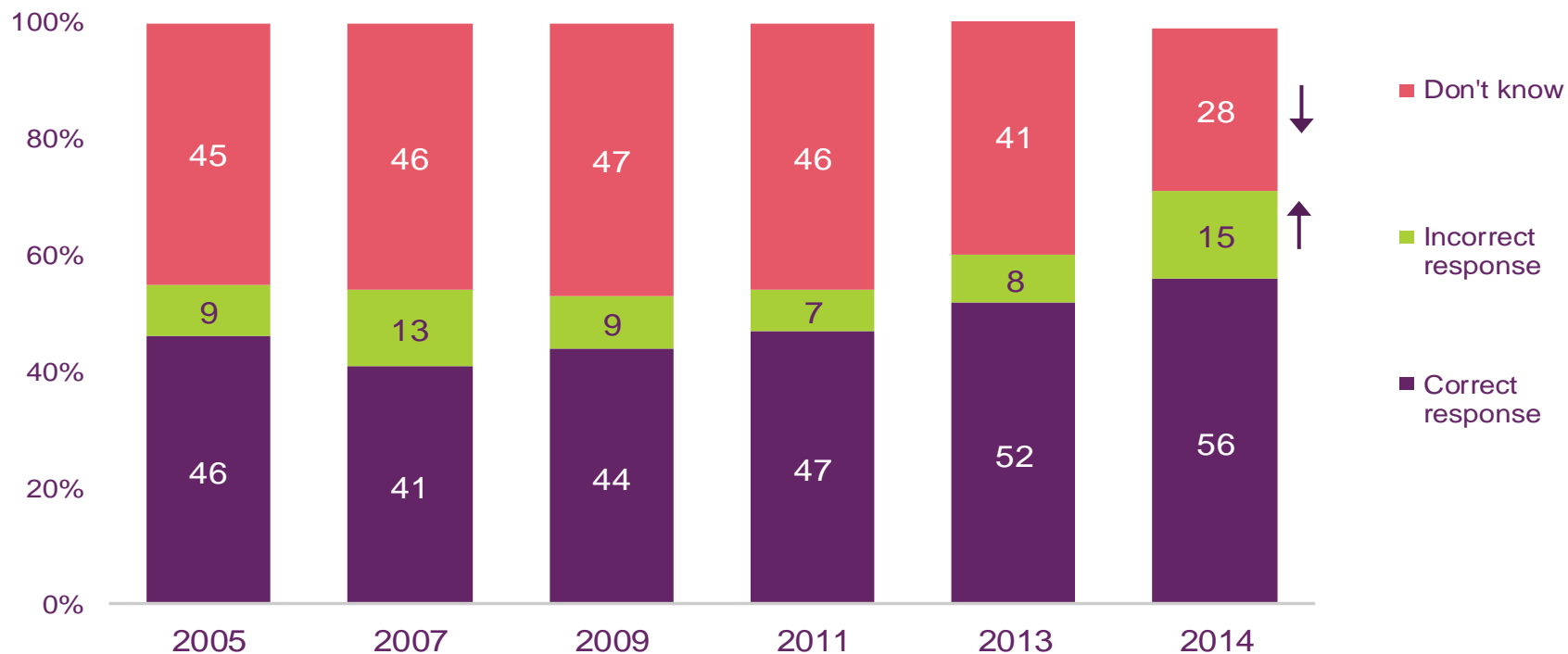
Figure 124: Awareness of how commercial TV programmes are funded : 2005-14



T4 –How would you say programmes are mainly funded on ITV, Channel 4 and Five? (Unprompted responses, single coded)

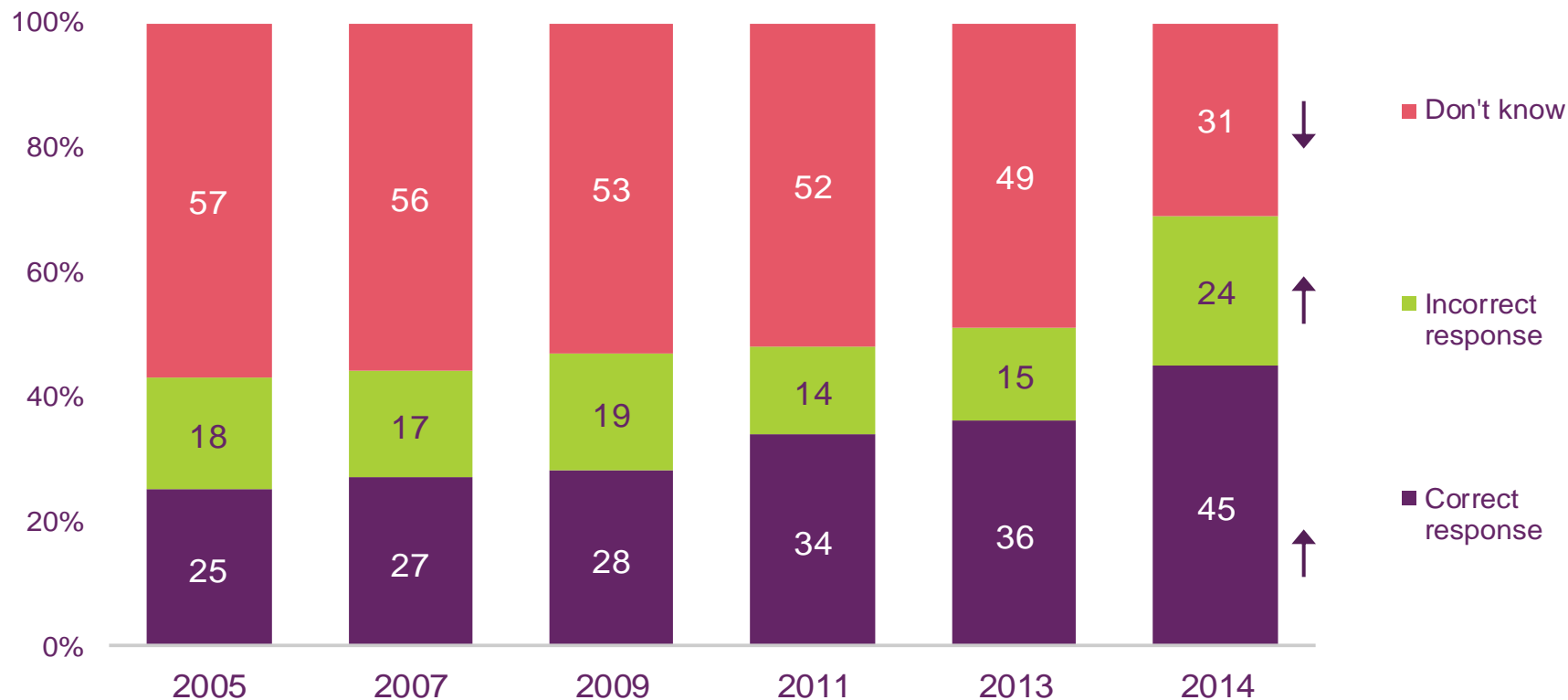
Base: All adults aged 16+ (1890 in 2014). Significance testing shows any change between 2013 and 2014

Figure 125: Awareness of how BBC website is funded: 2005-14



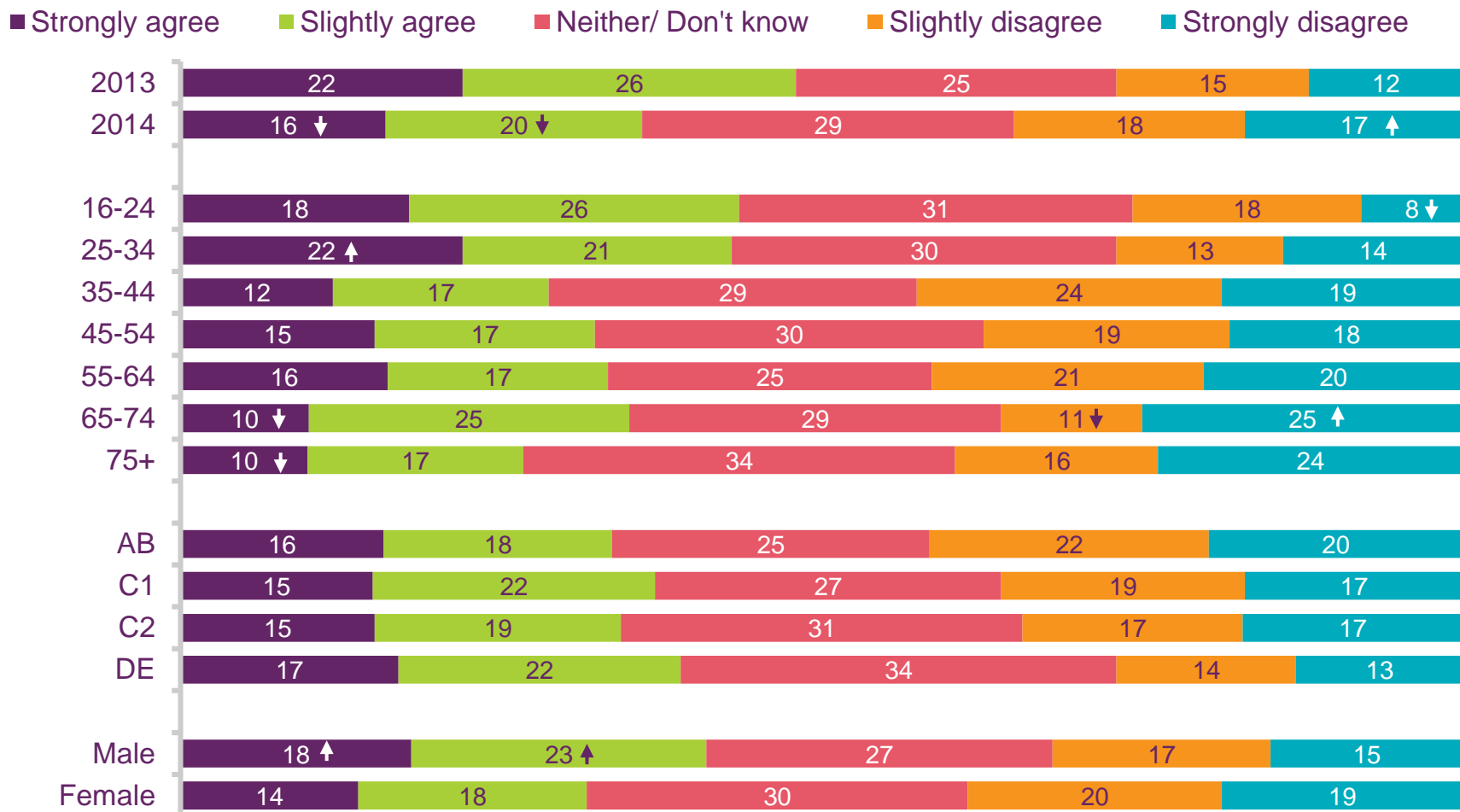
IN32 – How do you think the BBC’s website is mainly funded? (Unprompted responses, single coded)
 Base: All adults aged 16+ (1890 in 2014). Significance testing shows any change between 2013 and 2014

Figure 126: Awareness of how search engines are funded: 2005-14



IN33 – How do you think search engine websites such as Google or Ask.com are mainly funded? (Unprompted responses, single coded)
 Base: All adults aged 16+ (1890 in 2014). Significance testing shows any change between 2013 and 2014

Figure 127: Extent agree with statement: "it doesn't matter who owns a website or how it's funded as long as good websites are available"



IN35F Here are some things people sometimes say about using the internet. Whether you use the internet or not can you please tell me to what extent you agree or disagree with each statement using the scale on the card. (prompted responses, single coded)

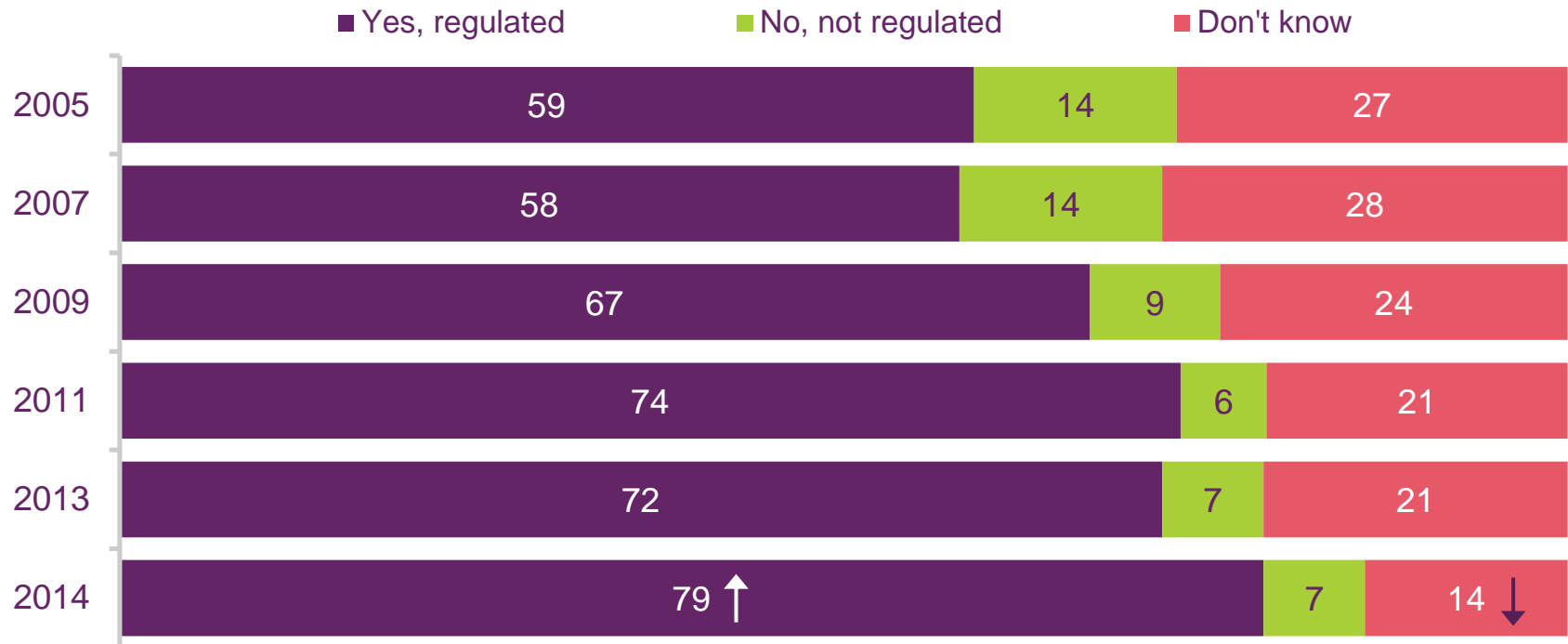
Base: Adults aged 16+ who go online at home or elsewhere (1609 in 2014, 240 aged 16-24, 277 aged 25-34, 319 aged 35-44, 265 aged 45-54, 228 aged 55-64, 150 aged 65-74, 130 aged 75+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

Figure 128: Awareness of TV regulation: 2005-14



T6 – As far as you know, are TV programmes regulated? (Unprompted responses, single coded)
Base: All adults aged 16+ (1890 in 2014). Significance testing shows any change between 2013 and 2014

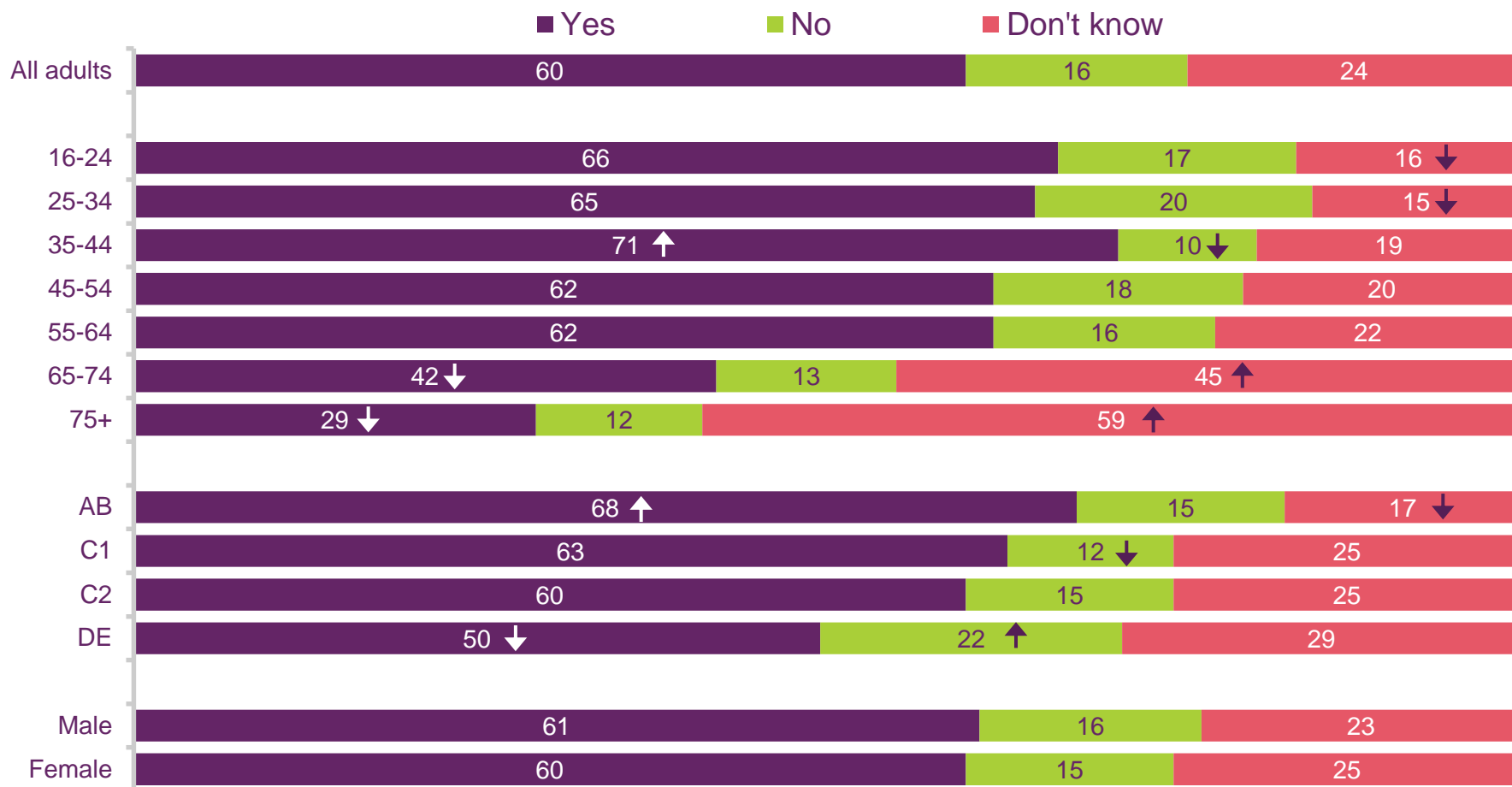
Figure 129: Awareness of radio regulation: 2005-14



R4 – As far as you know, is radio regulated in terms of what can be broadcast? (Unprompted responses, single coded)

Base: All adults aged 16+ (1890 in 2014). Significance testing shows any change between 2013 and 2014

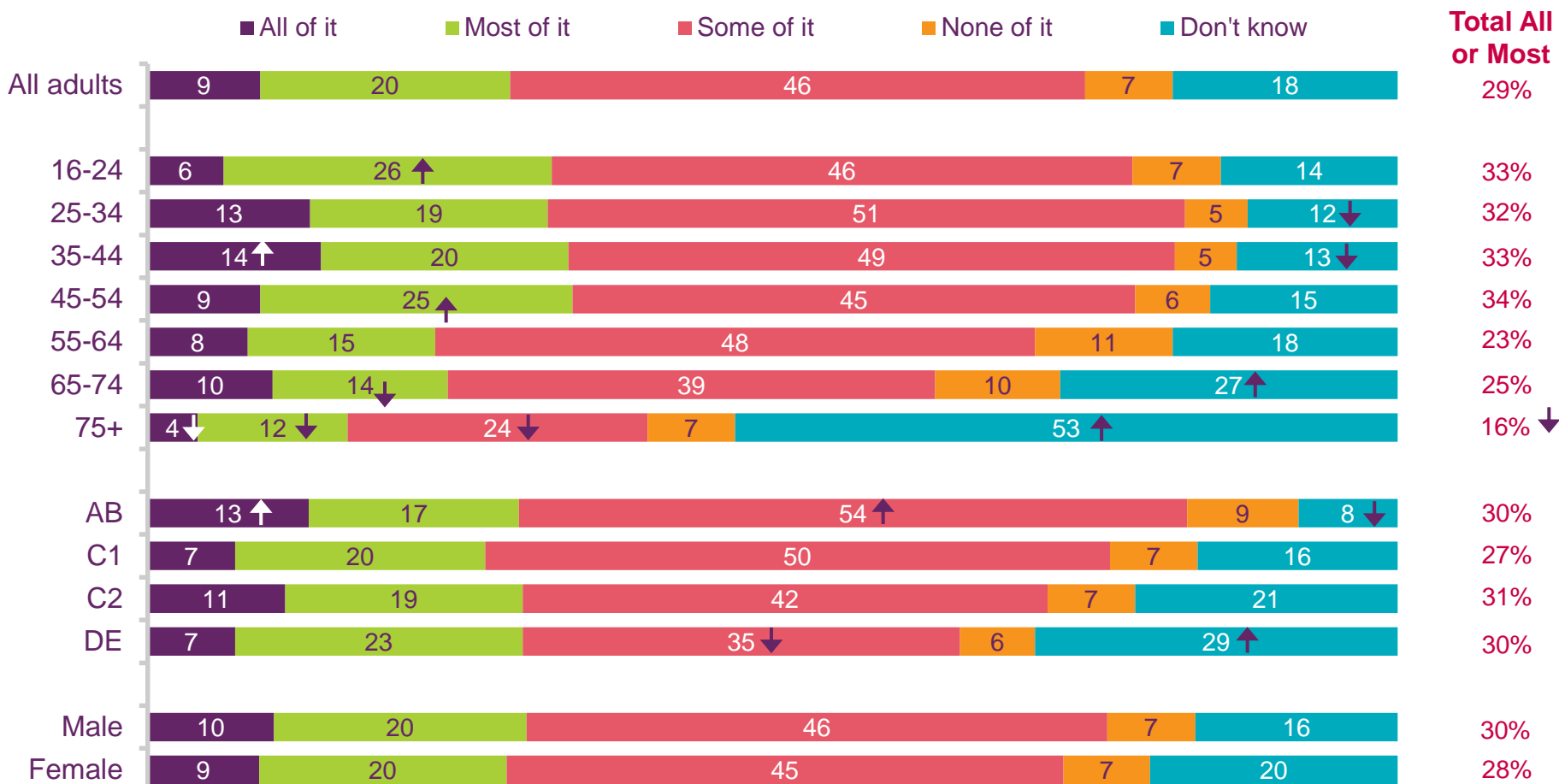
Figure 130: Awareness of rules and regulations relating to the content of games



G4. As far as you know, are there any rules or regulations in place about the content of computer games or online games and what age you have to be to buy them? (Prompted responses, single coded)

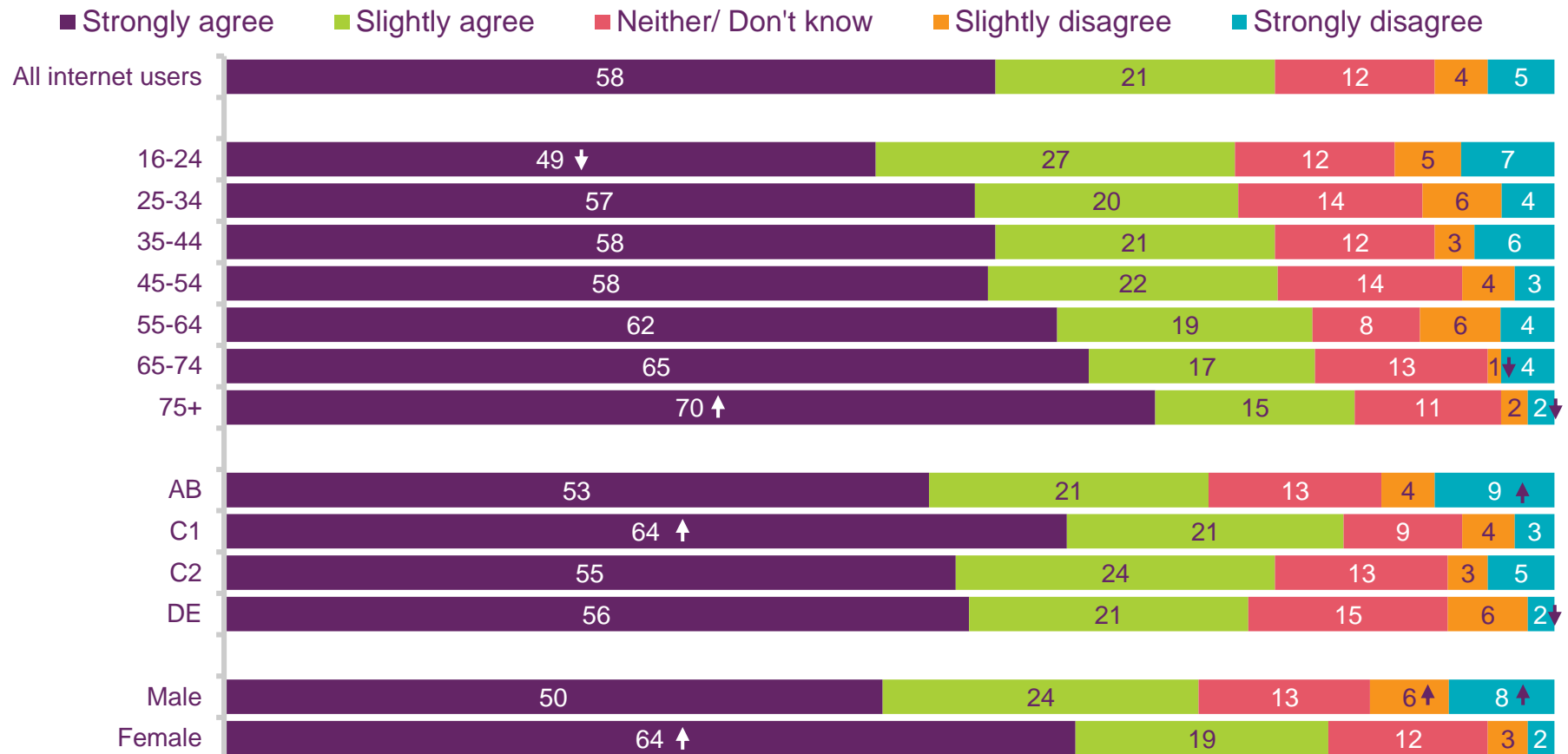
Base: Adults aged 16+ (1890 in 2014, 254 aged 16-24, 288 aged 25-34, 327 aged 35-44, 284 aged 45-54, 276 aged 55-64, 221 aged 65-74, 240 aged 75+, 430 AB, 551 C1, 376 C2, 533 DE, 927 males, 936 females) - Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

Figure 131: Opinions on extent to which online content is regulated



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: 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 males, 936 females) - Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

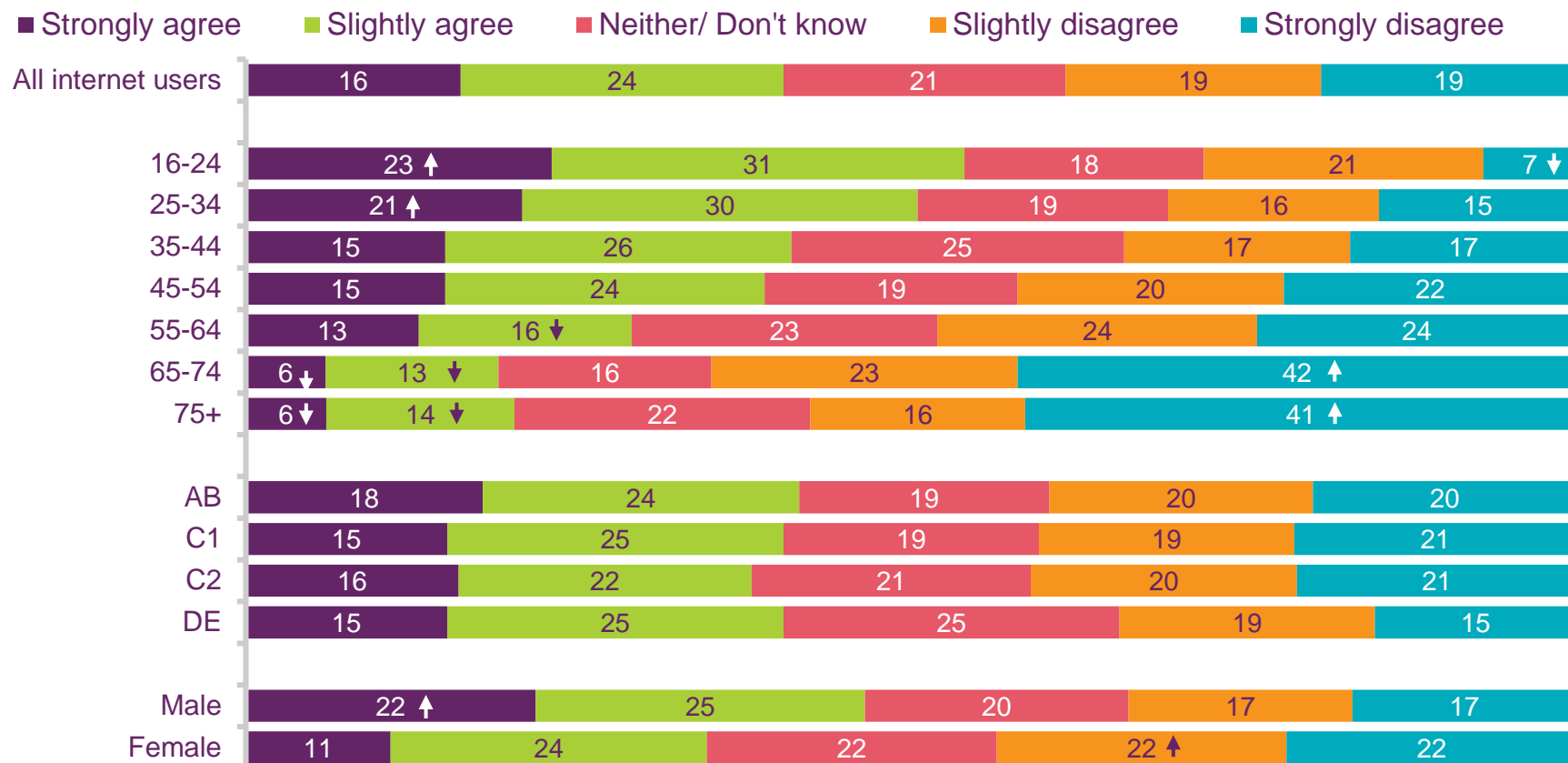
Figure 132: Extent of agreement that the internet needs to be regulated, by demographic group



IN35C – 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. (Prompted responses, single coded)

Base: Adults aged 16+ who go online at home or elsewhere (1609 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+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any change between 2013 and 2014 and any difference between any age group or socio-economic group and all adults and between males and females.

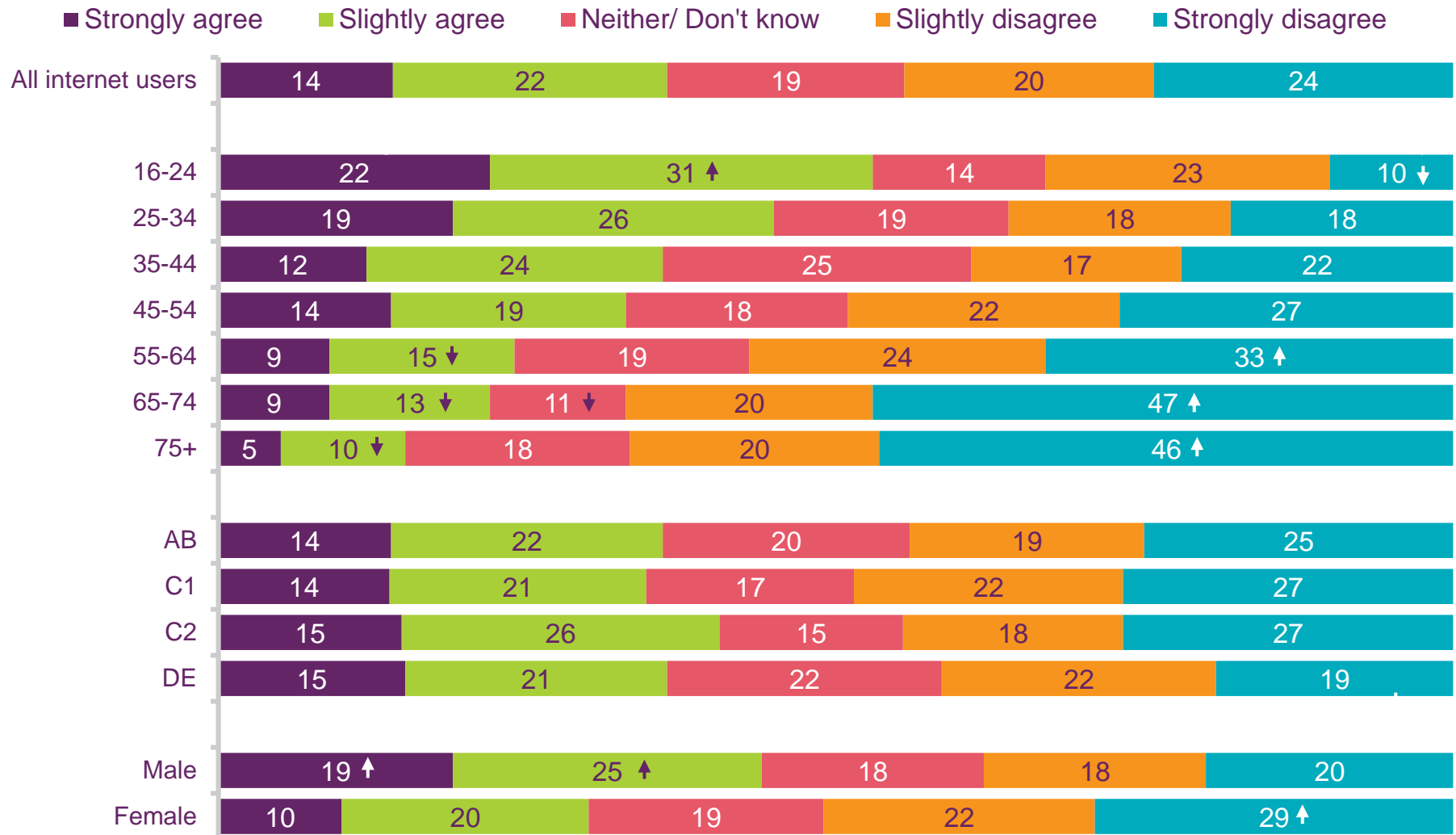
Figure 133: Extent of agreement “I should be free to say and do what I want online”, by demographic group



IN35A – 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. (Prompted responses, single coded)

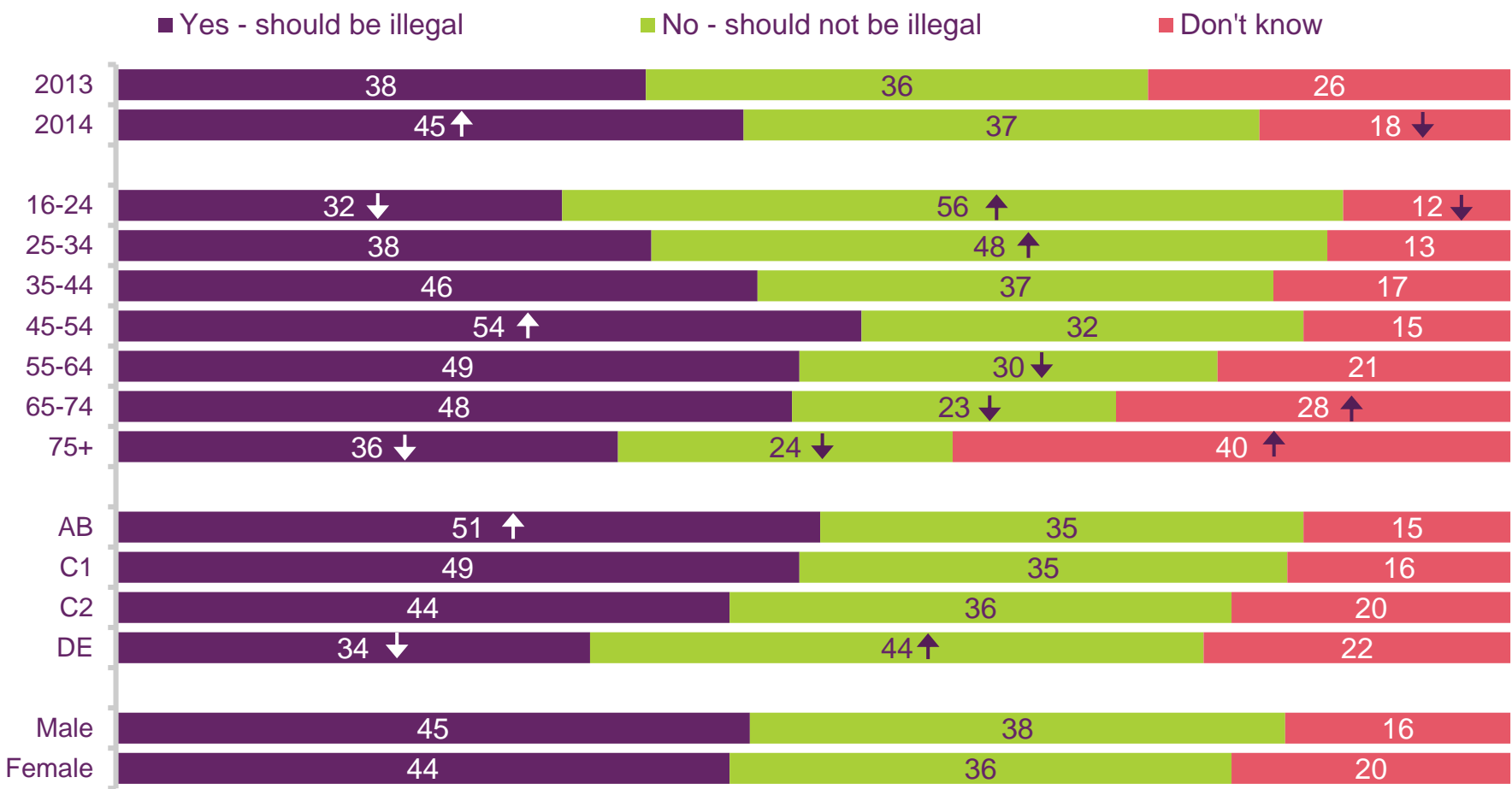
Base: Adults aged 16+ who go online at home or elsewhere (1609 in 2014, 240 aged 16-24, 277 aged 25-34, 319 aged 35-44, 265 aged 45-54, 228 aged 55-64, 150 aged 65-74, 130 aged 75+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any change between 2013 and 2014 and any difference between any age group or socio-economic group and all adults and between males and females

Figure 134: Extent of agreement “Everyone should be free to say and do what they want online”, by demographic group



IN35B – 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. (Prompted responses, single coded)
 Base: Adults aged 16+ who go online at home or elsewhere (1609 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+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

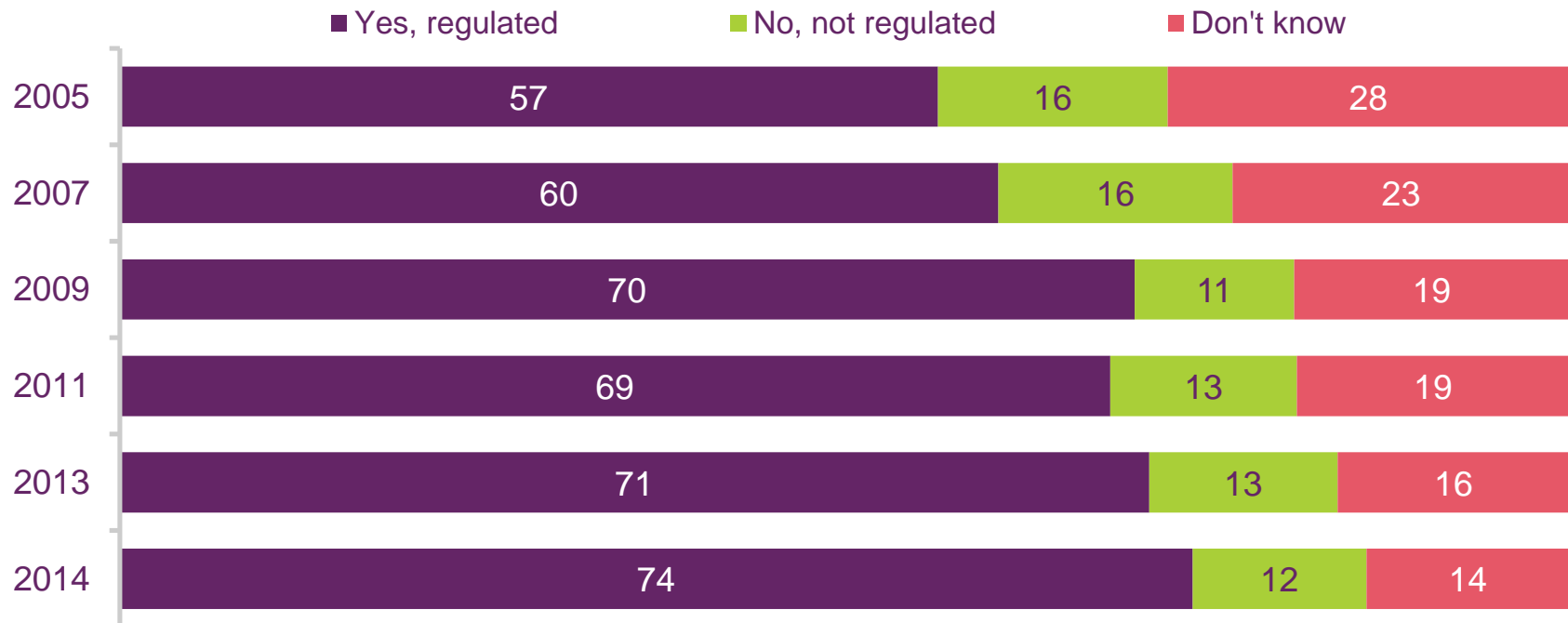
Figure 135: Attitudes towards online copyright infringement: 2009-14



IN40 – Music and films can be downloaded from the internet in two main ways – by **paying** at an online shop like iTunes or Tesco.com, or by downloading **for free** from a site where someone has **shared their copy** of the music or film. Sharing content for free in this way is often illegal. Do you think that downloading music and movies for free in this way should be illegal? (prompted responses, single coded)

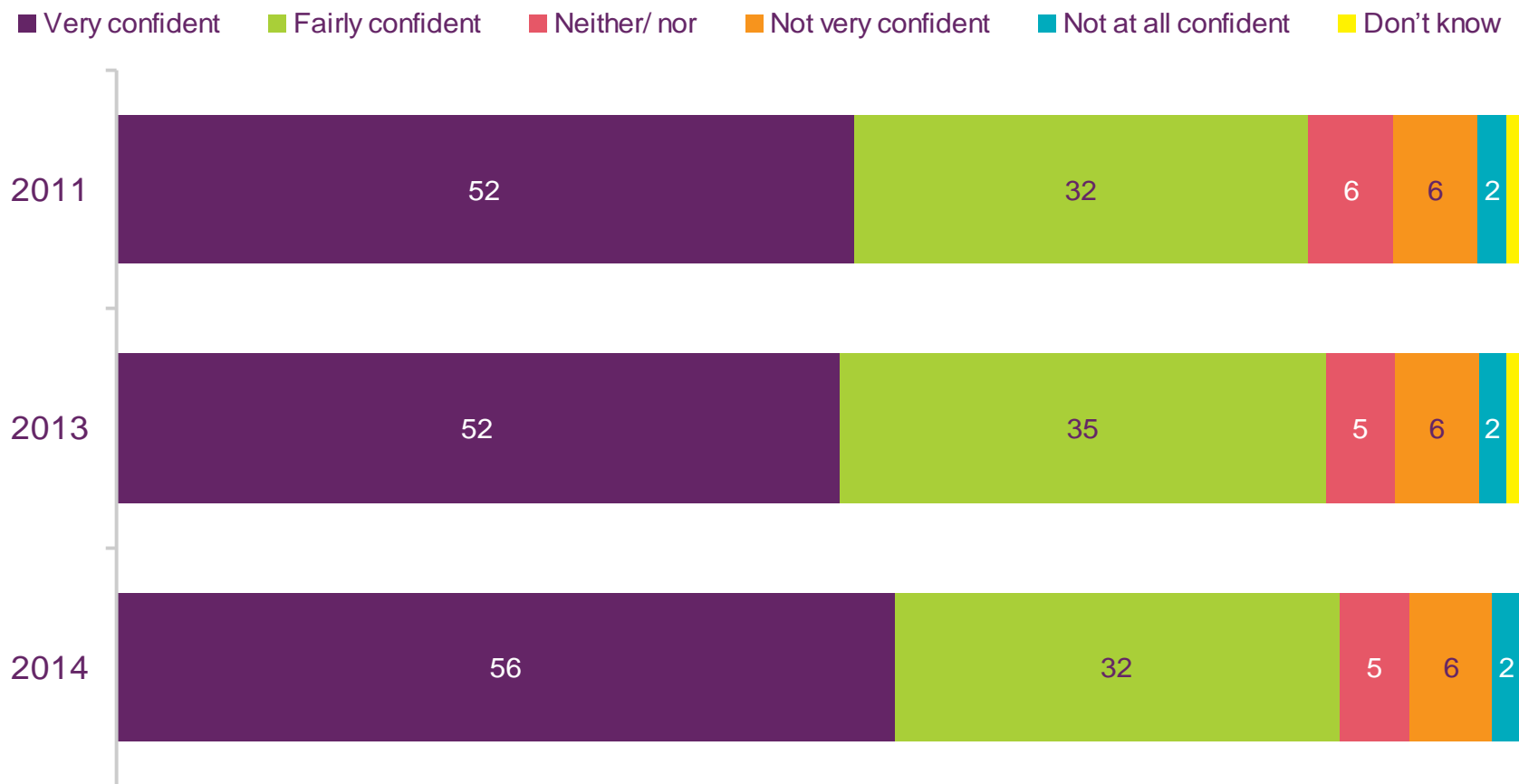
Base: Adults aged 16+ (1890 in 2014, 254 aged 16-24, 288 aged 25-34, 327 aged 35-44, 284 aged 45-54, 276 aged 55-64, 221 aged 65-74, 240 aged 75+, 430 AB, 551 C1, 376 C2, 533 DE, 927 males, 936 females) - Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

Figure 136: Belief that the press is regulated: 2005-14



Z1 – As far as you know, is the press regulated in terms of what they show and write? (Unprompted responses, single coded)
Base: All adults aged 16+ (1890 in 2014). Significance testing shows any change between 2013 and 2014

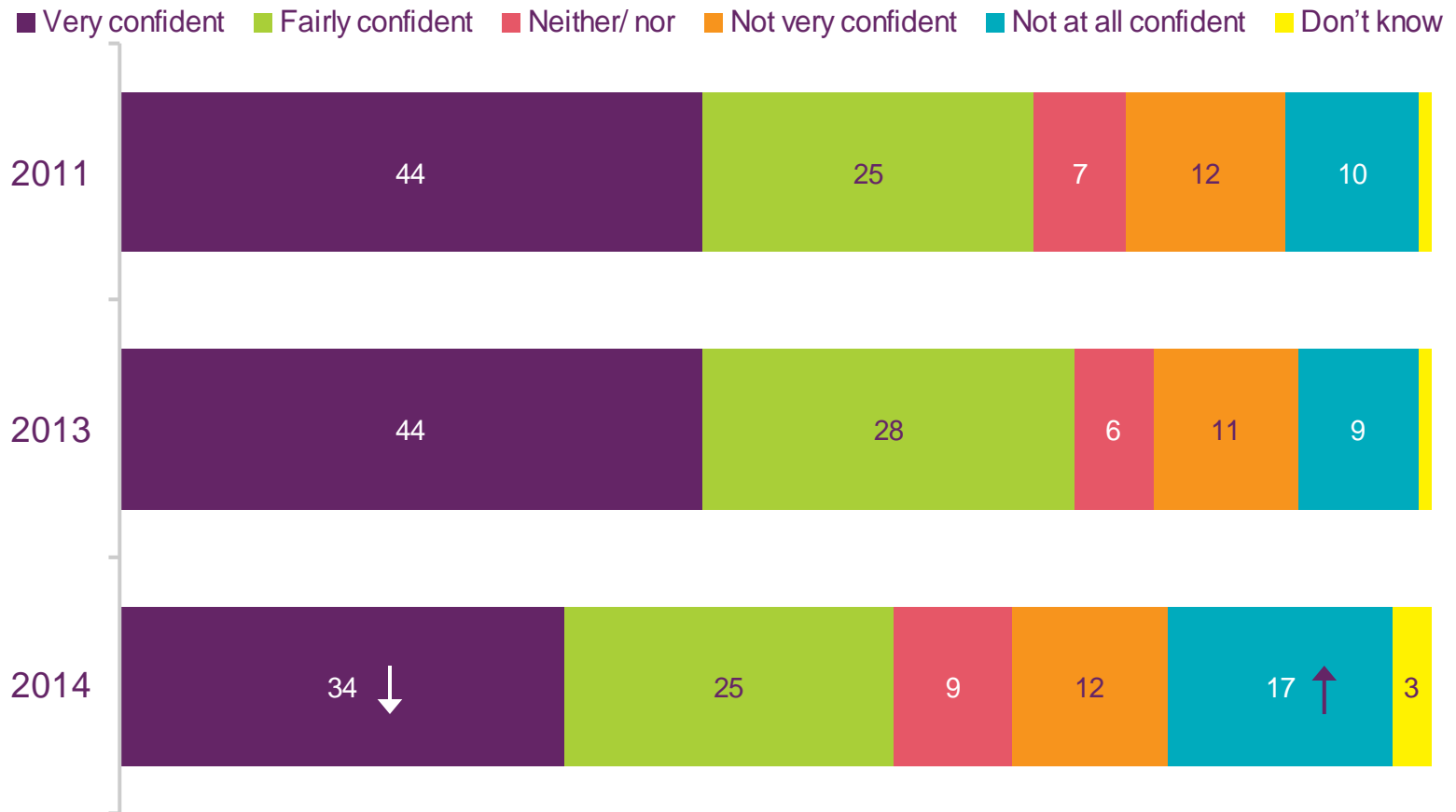
Figure 137: Confidence as an internet user, by year



IN40 – Music and films can be downloaded from the internet in two main ways – by **paying** at an online shop like iTunes or Tesco.com, or by downloading **for free** from a site where someone has **shared their copy** of the music or film. Sharing content for free in this way is often illegal. Do you think that downloading music and movies for free in this way should be illegal? (prompted responses, single coded)

Base: 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, Significance testing shows any change between 2013 and 2014

Figure 138: Confidence with creative activities online: 2011-14



IN13A/ B – How confident are you using the internet to do creative things – like making blogs, sharing photos online, or uploading short videos?

Base: Adults aged 16+ who use the internet at home or elsewhere (1609 in 2014)

Significance testing shows any change between 2013 and 2014

Figure 139: Confidence online - search, safety and advertising



■ Very confident ■ Fairly confident ■ Neither/ nor ■ Not very confident ■ Not at all confident ■ Don't know

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



How confident are you that you can stay safe online?



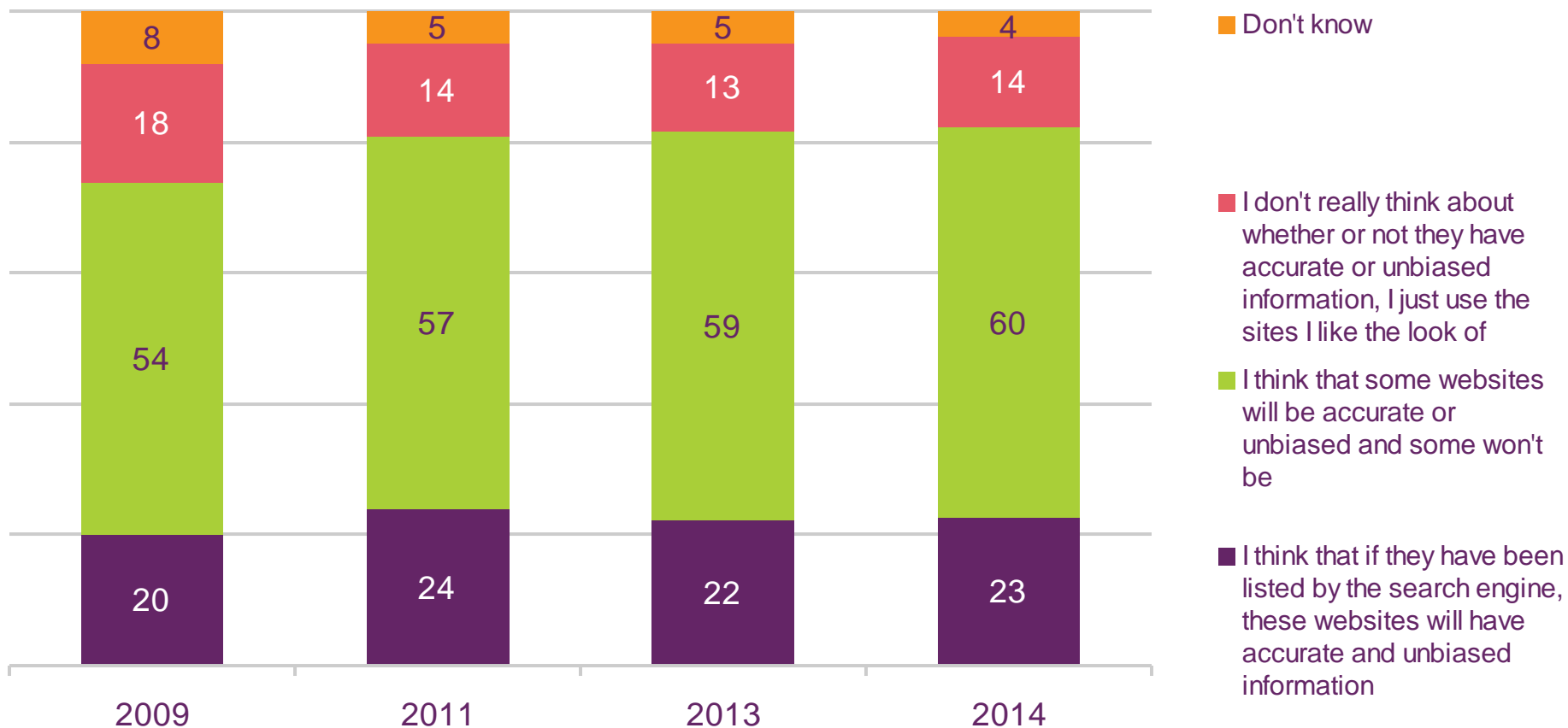
When you see or read things online, how confident are you in knowing what is advertising and what is not?



IN13C/D/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: Adults aged 16+ who use the internet at home or elsewhere (1609 in 2014).

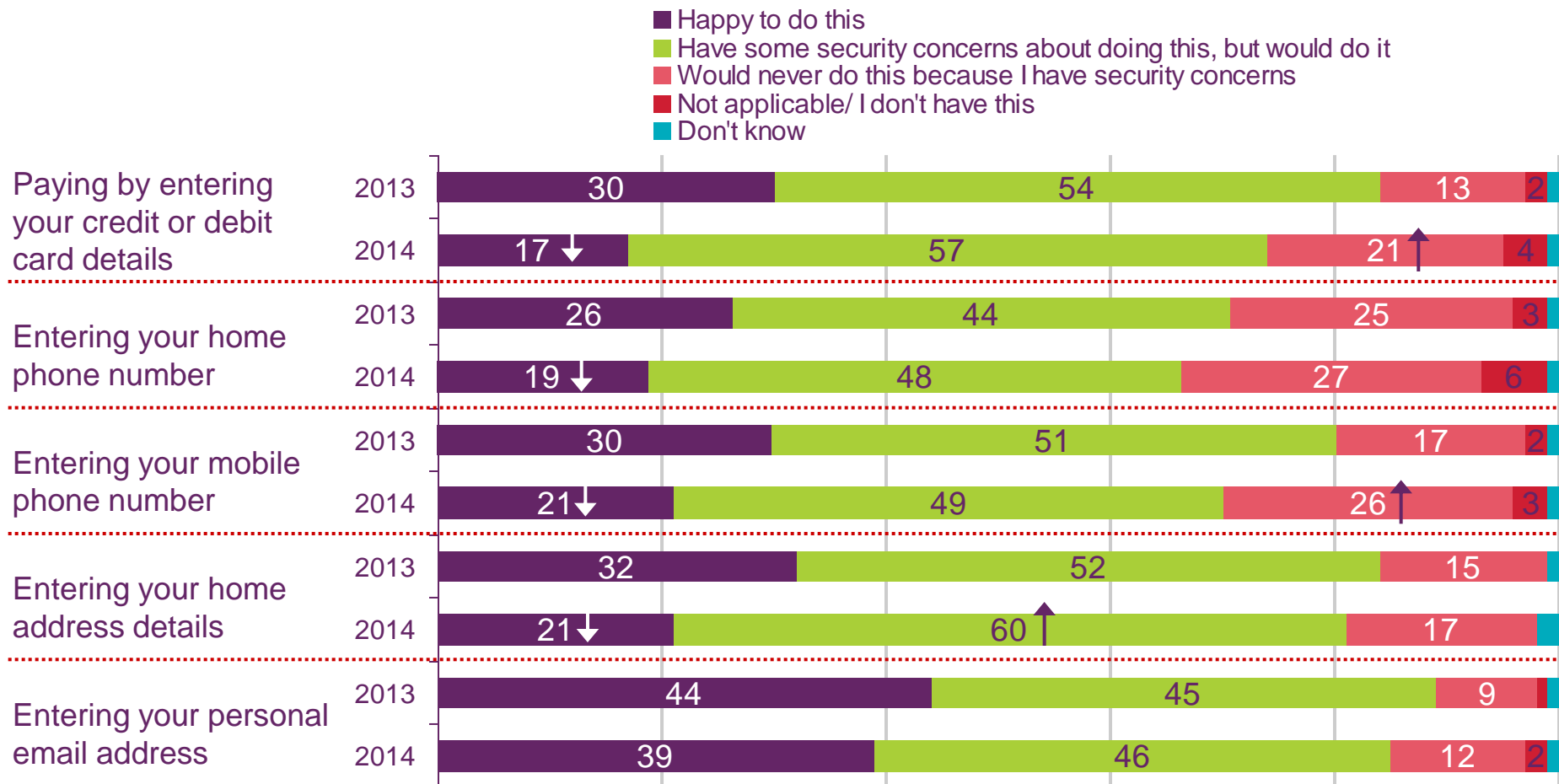
Figure 140: Understanding of how search engines operate: 2009-14



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 ever use search engines (*NB Base for 2009 was All adults aged 16+ who mostly use search engines to look for information on the internet) (407 in 2009, 1090 in 2010, 1285 in 2011, 1199 in 2013, 1516 in 2014). Significance testing shows any change between 2013 and 2014

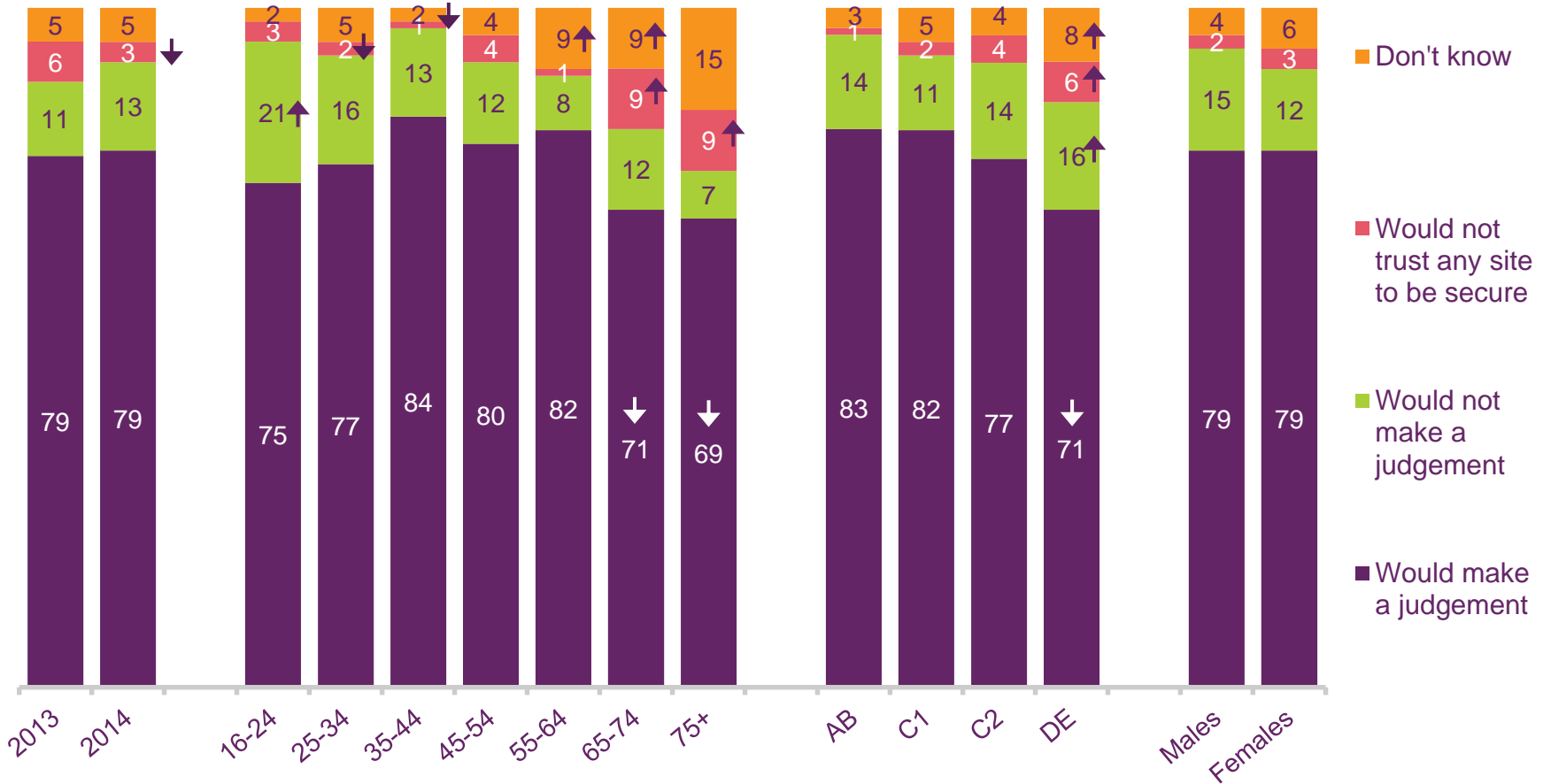
Figure 141: Security concerns with sharing personal information: 2013 vs. 2014



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 use the internet at home or elsewhere (1609 in 2014). Significance testing shows any change between 2013 and 2014

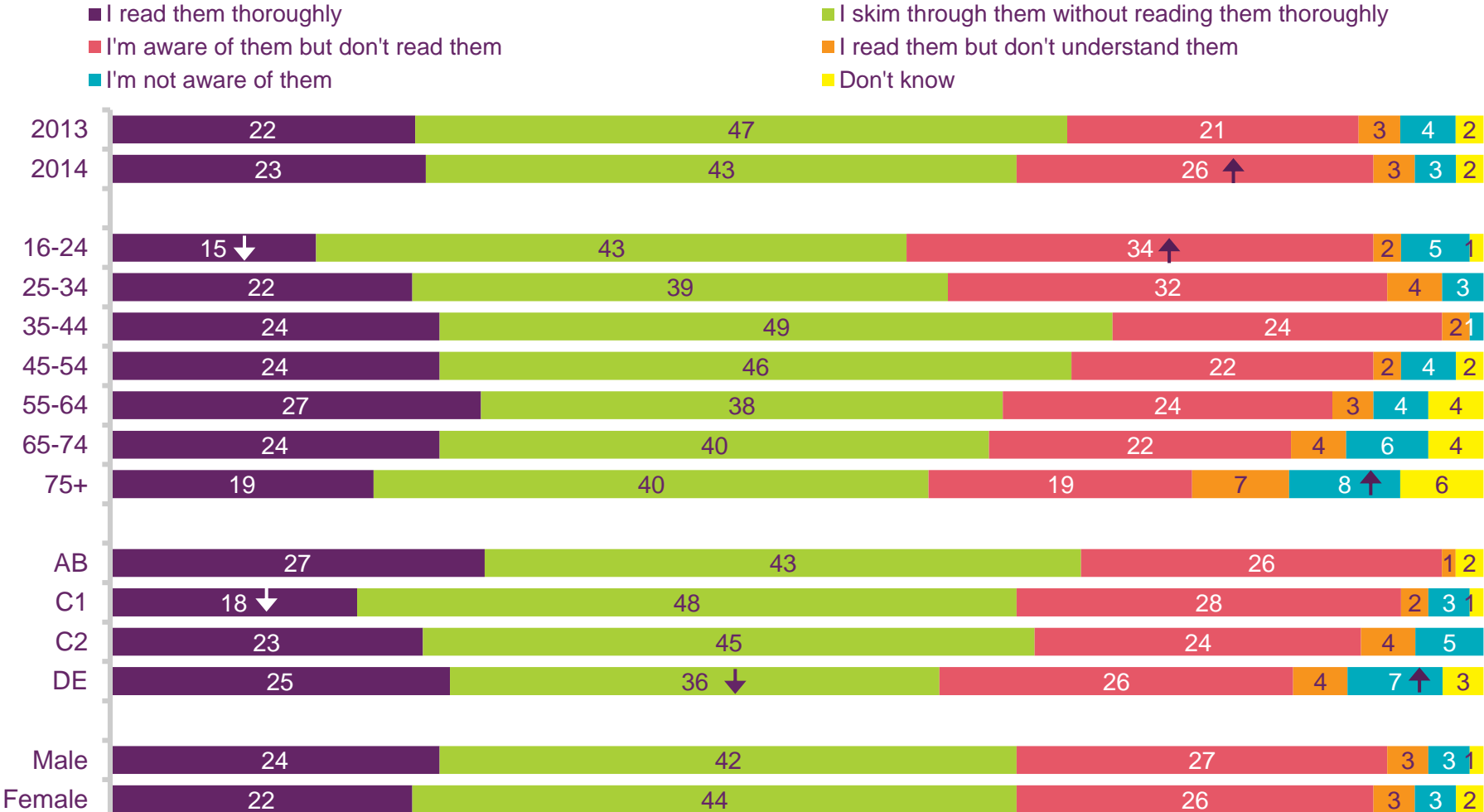
Figure 142: Whether make judgements before entering personal details online



IN39 – Could you tell me whether you would make a judgement about a website before entering these types of details? (credit/ debit card details, home/ mobile number, home/ e-mail address) How would you judge whether a website is secure to enter these type of details? (unprompted responses, multi-coded)

Base: Adults aged 16+ who use the internet at home or elsewhere (1282 in 2009, 1369 in 2011, 1272 in 2013, 1609 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 any difference between any age group and all adults aged 16+

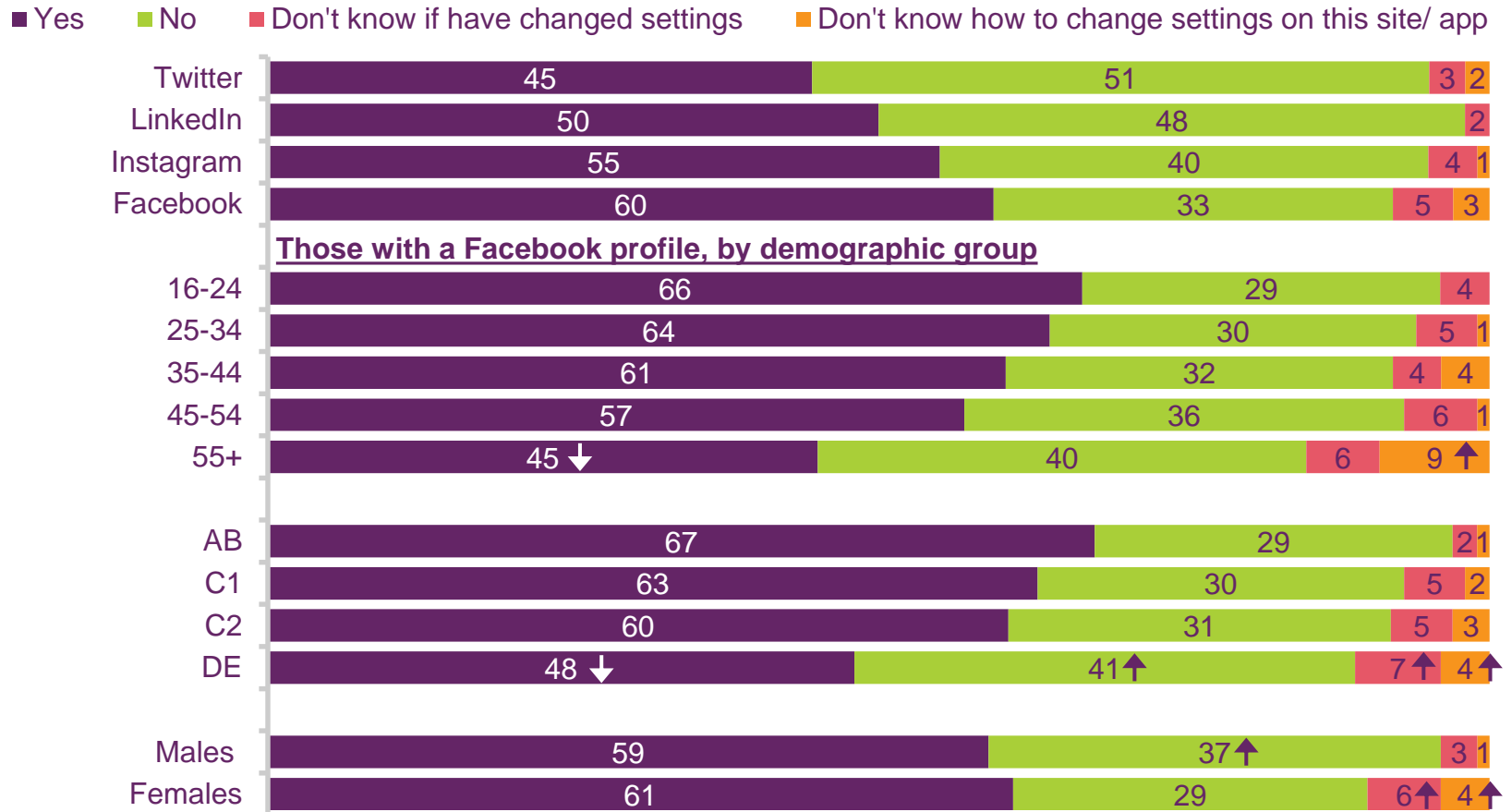
Figure 143: Attitudes towards website terms and conditions, by year and demographic group



IN42 There are a number of ways you can control who has access to and what is done with your personal information online. One way is to read the company's terms and conditions and/ or privacy statements to inform your decision about whether to use a website or service. Which of the following statements best describes what you do about website terms and conditions or privacy statements? (prompted responses, single coded)

Base: Adults aged 16+ who go online at home using any device (1609 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+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any change between 2013 and 2014 and any difference between any age group or socio-economic group and all adults and between males and females.

Figure 144: Whether changed social media settings of specific sites to be more private



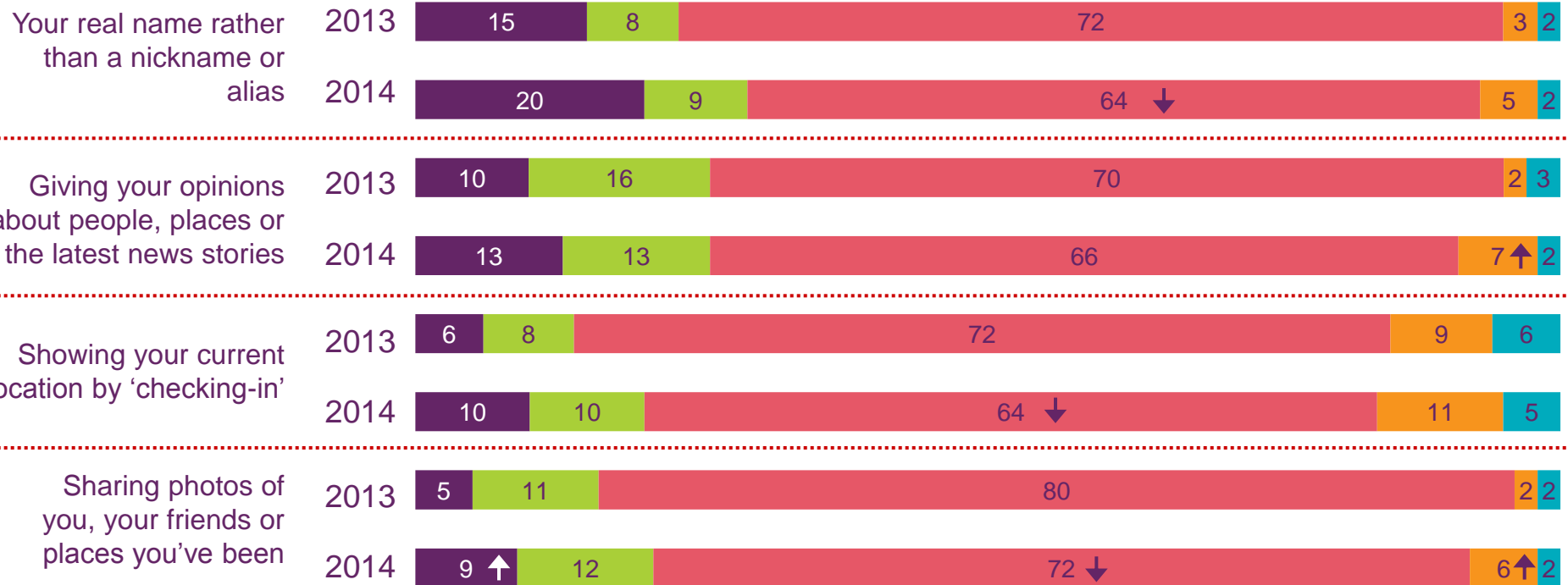
IN29A-D. Have you changed the privacy settings to be more private from the original default setting for your Facebook/ Instagram/ LinkedIn/ Twitter profile (prompted responses, single coded)

Base: Adult internet users aged 16+ with an active social networking site profile on Facebook (1057), Instagram (179), LinkedIn (139), Twitter (271)

Figure 145: Who share certain types of information with via Facebook: 2013 vs. 2014



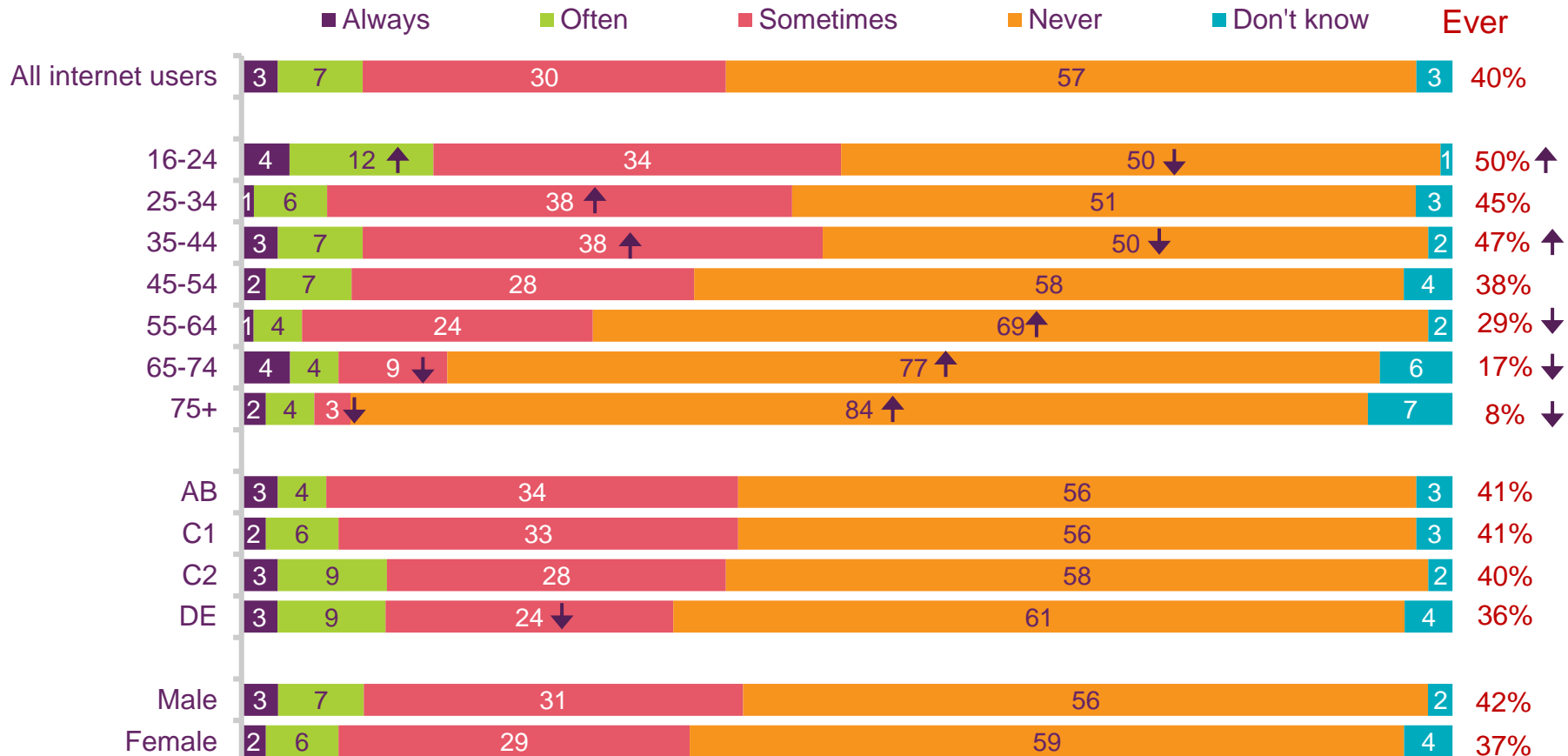
■ Public (anyone)
 ■ Friends of friends I don't personally know
 ■ Friends
 ■ Private (I don't share this with anyone)
 ■ Don't Know



IN28A-D I'm going to read out some things you may do on Facebook, please tell me which one of these options applies in terms of who you share this type of information with (prompted responses, single coded)

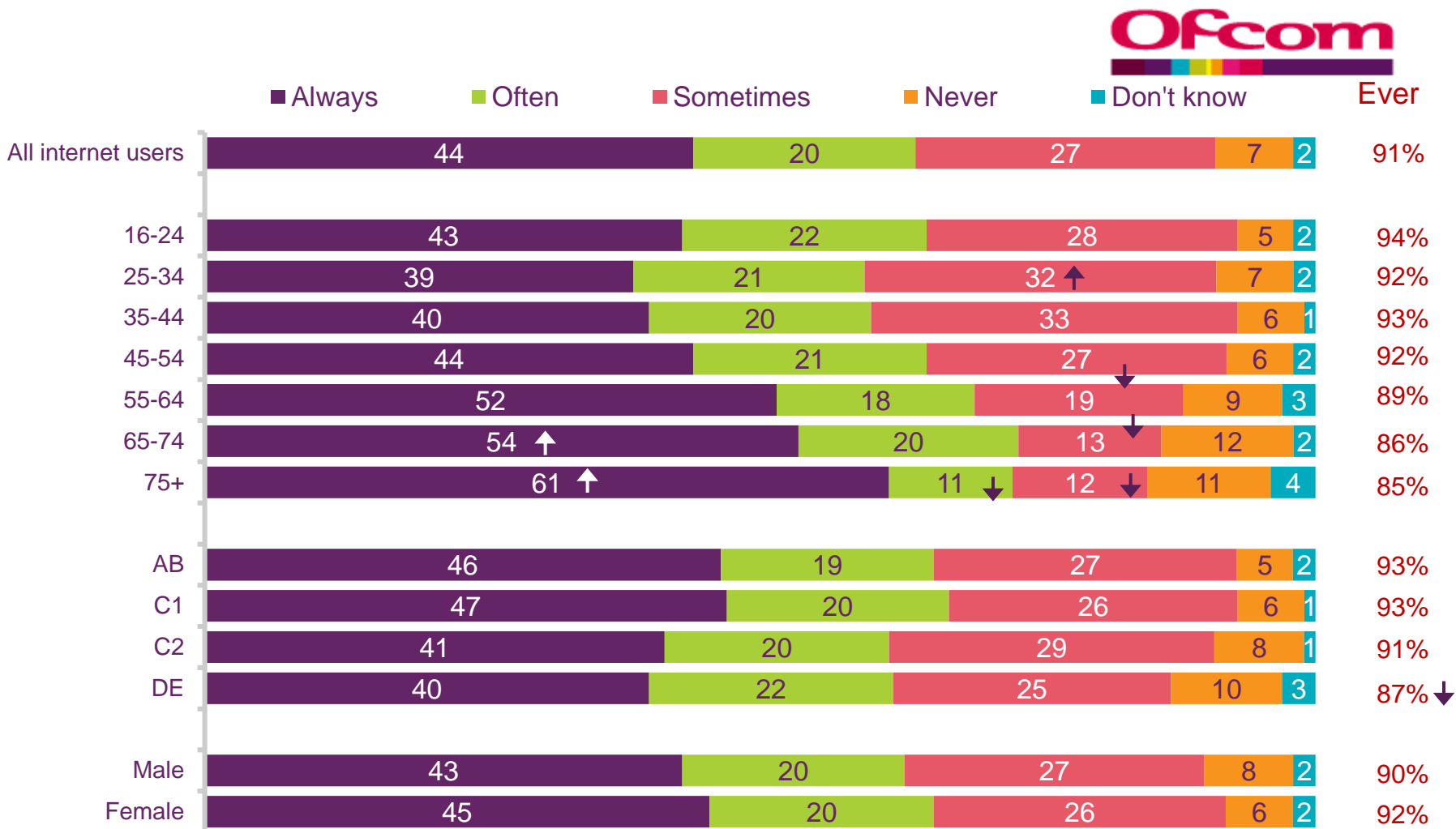
Base: Adult internet users aged 16+ with an active social networking site profile on Facebook – who say they undertake each activity (variable base) – significance testing shows any differences between 2013 and 2014

Figure 146: Extent to which "I give out inaccurate or false details on some websites to protect my personal identity online" applies, by demographic group



IN43A. I give out inaccurate or false details on some websites to protect my personal identity online
 Base: Adults aged 16+ who go online at home using any device (1609 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+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any change between 2013 and 2014 and any difference between any age group or socio-economic group and all adults and between males and females

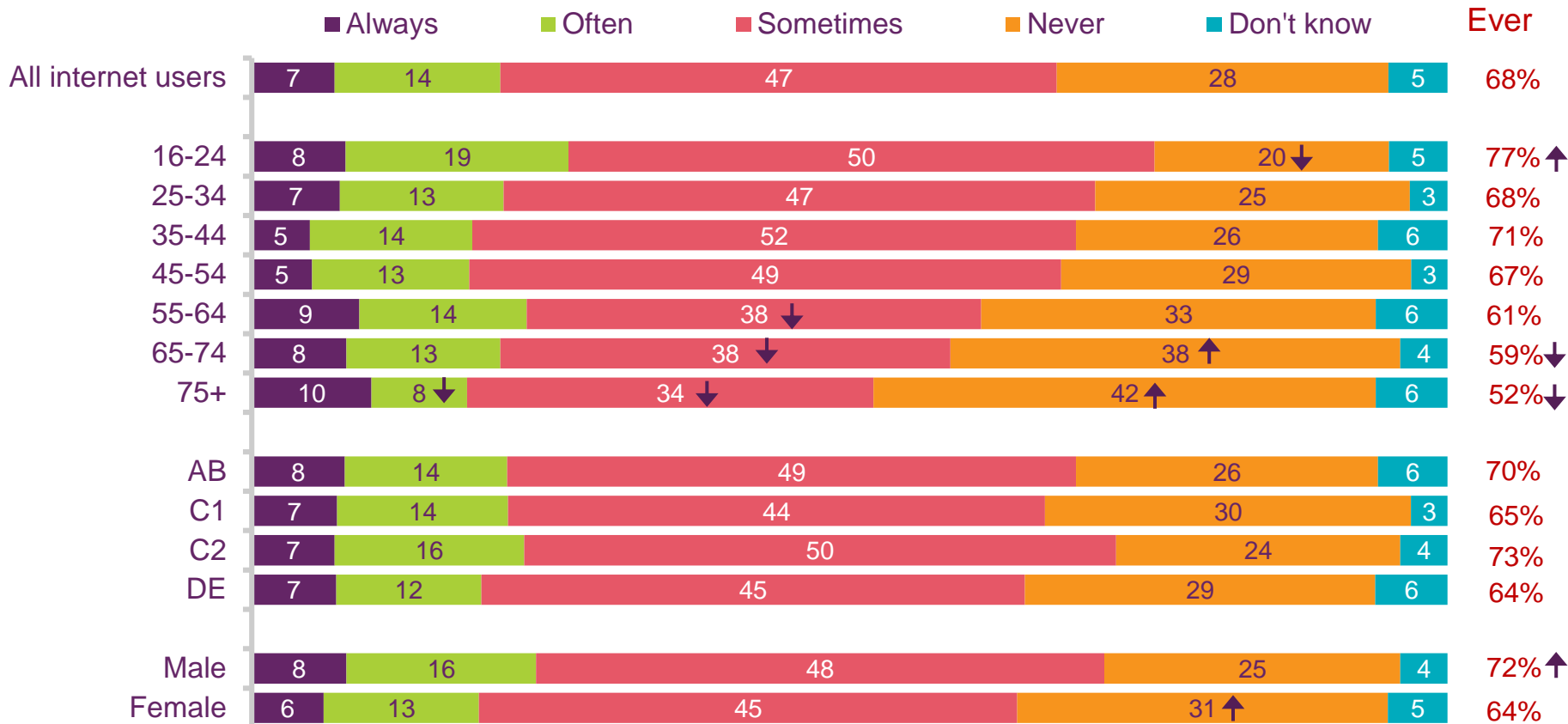
Figure 147: Extent to which “I only give the minimum amount of personal information required” applies, by demographic group



IN43B. Please take a look at the four statements shown on this card and tell me which number on this scale from 1 to 4 best describes how you feel about providing personal information to companies or organisations online (prompted responses, single coded)

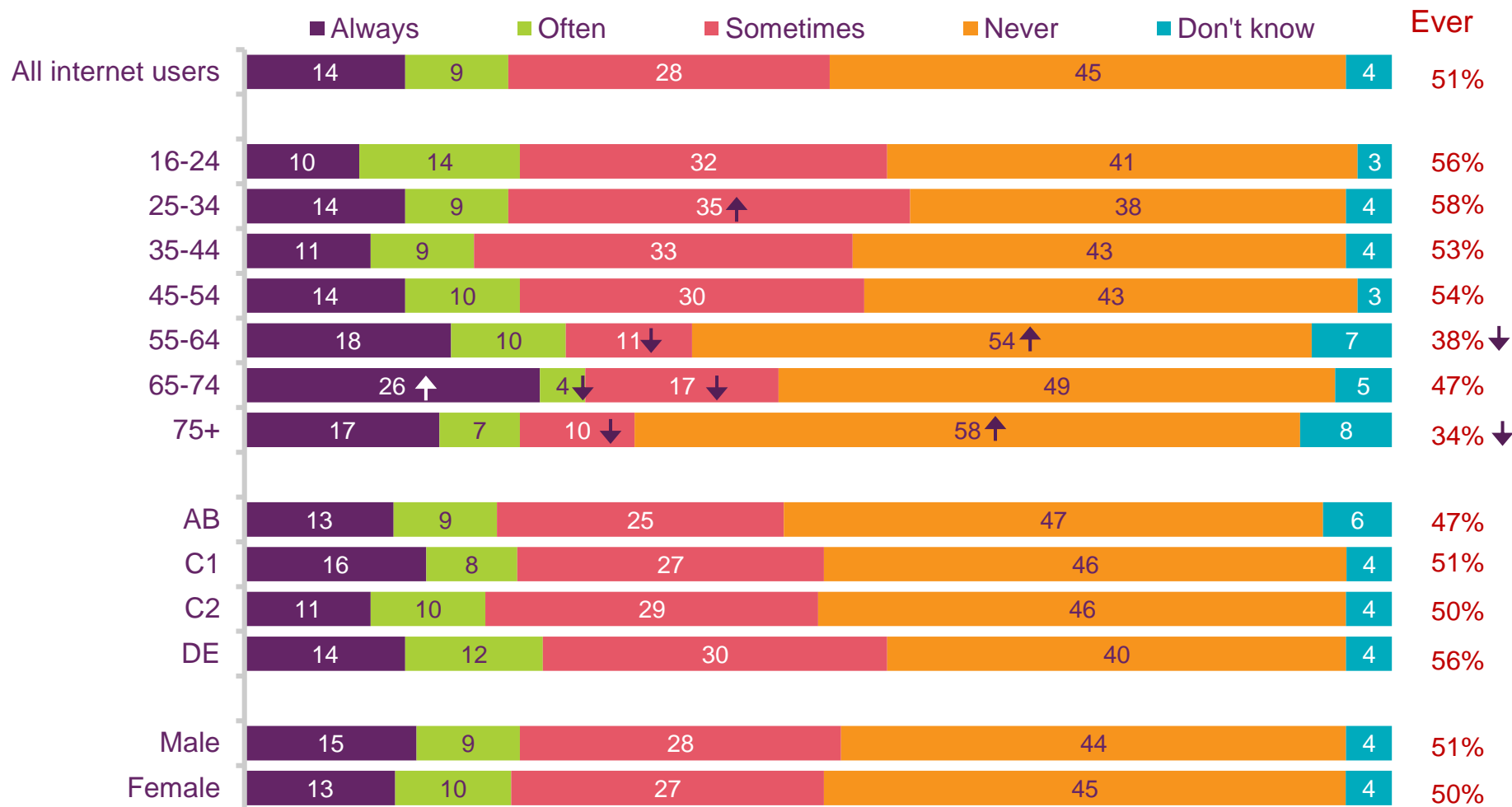
Base: Adults aged 16+ who go online at home using any device (1609 in 2014, 240 aged 16-24, 277 aged 25-34, 319 aged 35-44, 265 aged 45-54, 228 aged 55-64, 150 aged 65-74, 130 aged 75+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any change between 2013 and 2014 and any difference between any age group or socio-economic group and all adults and between males and females

Figure 148: Extent to which “I am happy to provide personal information online to companies as long as I get what I want” applies, by demographic group



IN43C. Please take a look at the four statements shown on this card and tell me which number on this scale from 1 to 4 best describes how you feel about providing personal information to companies or organisations online (prompted responses, single coded)
 Base: Adults aged 16+ who go online at home using any device (1609 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+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any change between 2013 and 2014 and any difference between any age group or socio-economic group and all adults and between males and females

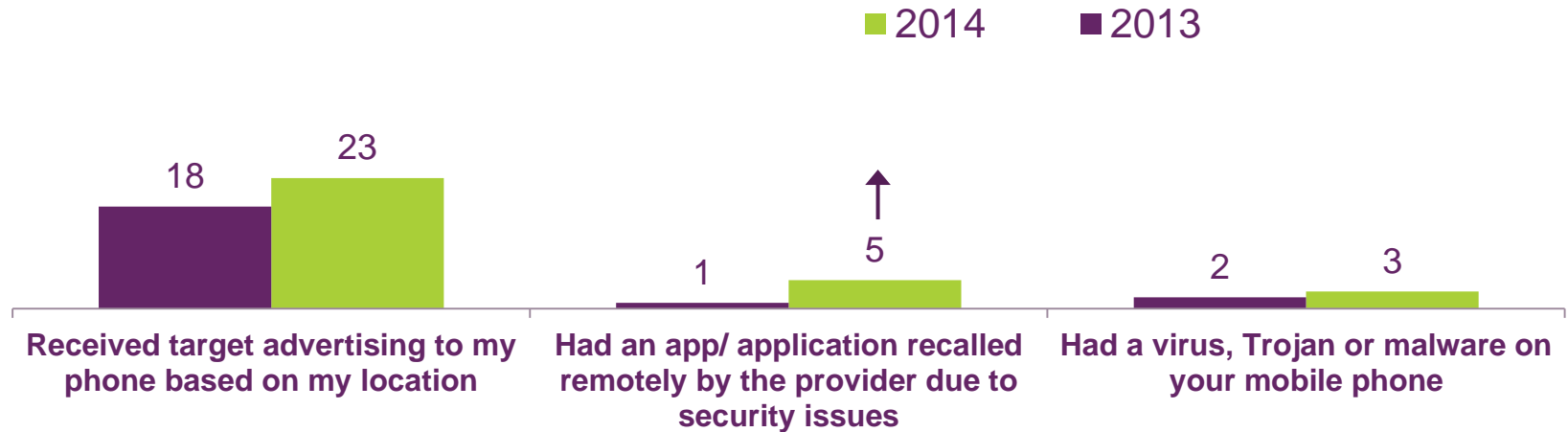
Figure 149: Extent to which “I don’t really think about the personal information I am providing to companies online” applies, by demographic group



IN43D. Please take a look at the four statements shown on this card and tell me which number on this scale from 1 to 4 best describes how you feel about providing personal information to companies or organisations online (prompted responses, single coded)

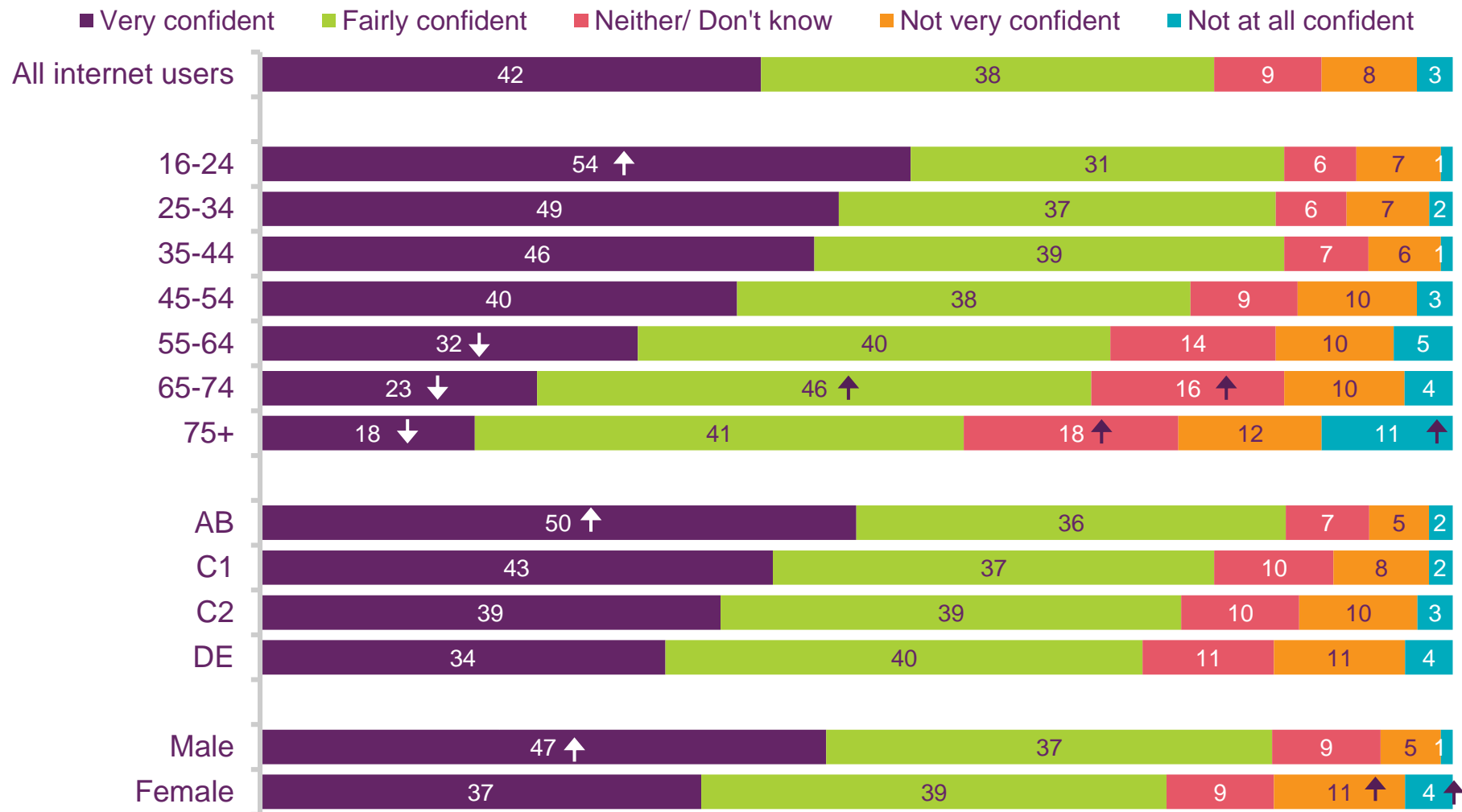
Base: Adults aged 16+ who go online at home using any device (1609 in 2014, 240 aged 16-24, 277 aged 25-34, 319 aged 35-44, 265 aged 45-54, 228 aged 55-64, 150 aged 65-74, 130 aged 75+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any change between 2013 and 2014 and any difference between any age group or socio-economic group and all adults and between males and females

Figure 150: Experience of issues from using mobile phones: 2013 vs. 2014



M4 – Which, if any, of the following things have happened to you as a result of using your mobile phone in the last 12 months? (prompted responses, multi-coded)
Base: Adults aged 16+ who use a mobile phone (1465 in 2013, 1670 in 2014). Significance testing shows any change between 2013 and 2014

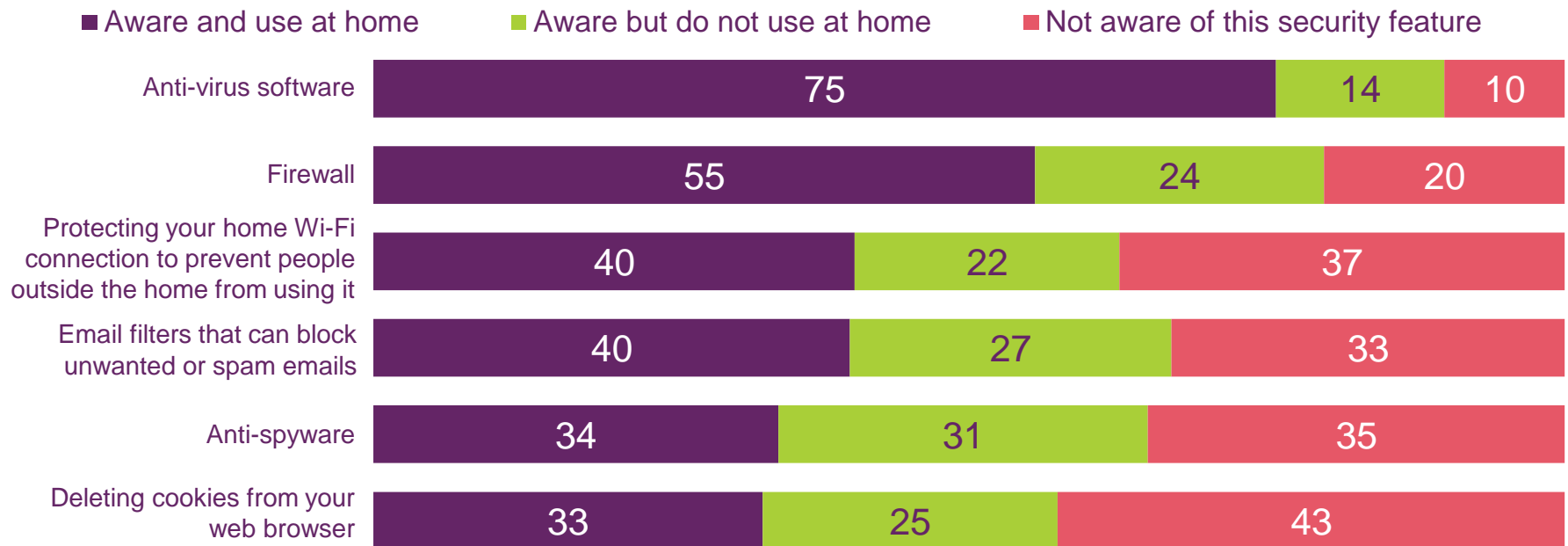
Figure 151: Confidence in staying safe online, by demographic group



IN13D How confident are you that you can stay safe online? (prompted responses, single coded)

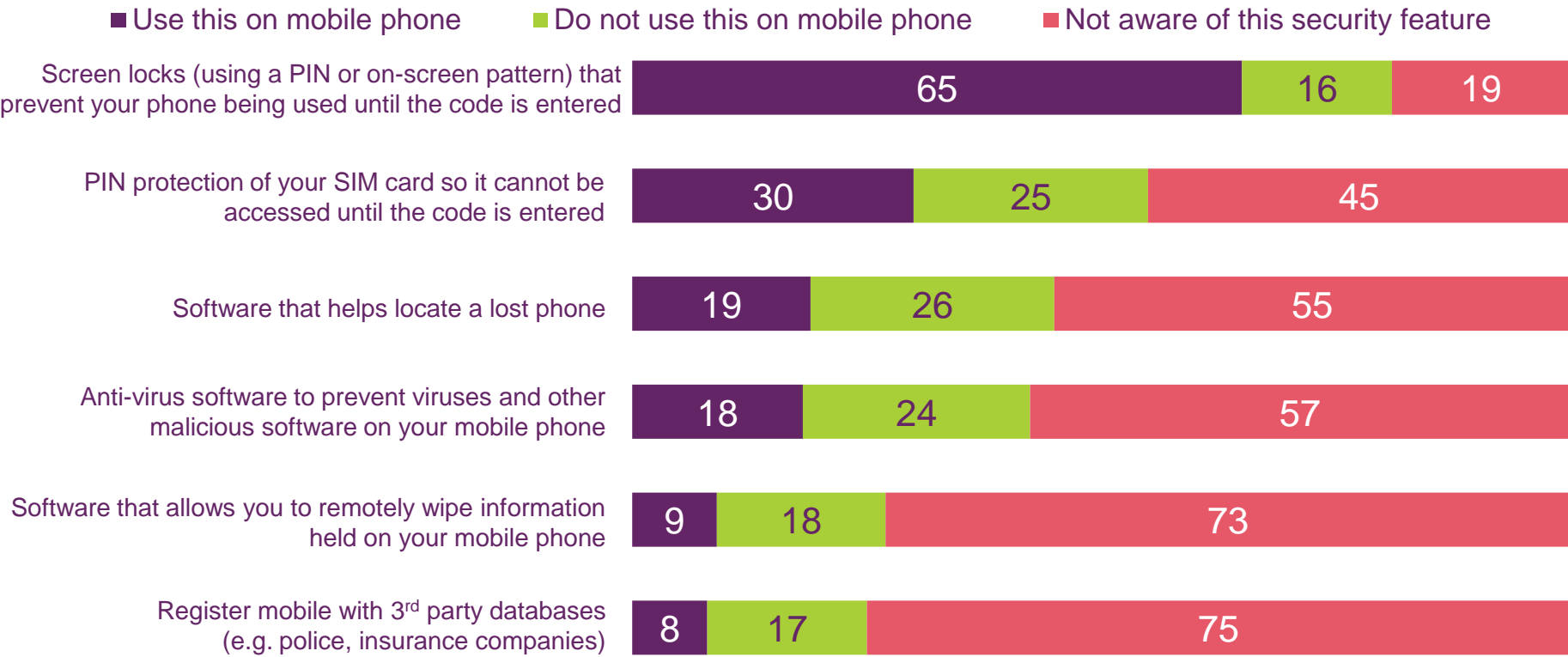
Base: Adults aged 16+ who use the internet at home or elsewhere (1609 in 2014, 240 aged 16-24, 277 aged 25-34, 319 aged 35-44, 265 aged 45-54, 228 aged 55-64, 150 aged 65-74, 130 aged 75+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

Figure 152: Awareness and use of online security measures/ features



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 that are owned by you or a member of your household? (prompted responses, multi-coded)
 Base: Adults aged 16+ who go online at home using any device (1573)

Figure 153: Awareness and use of mobile security measures/ features



M5/ M6 Before today, which, if any, of the following mobile phone security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on your mobile phone? (prompted responses, multi-coded)

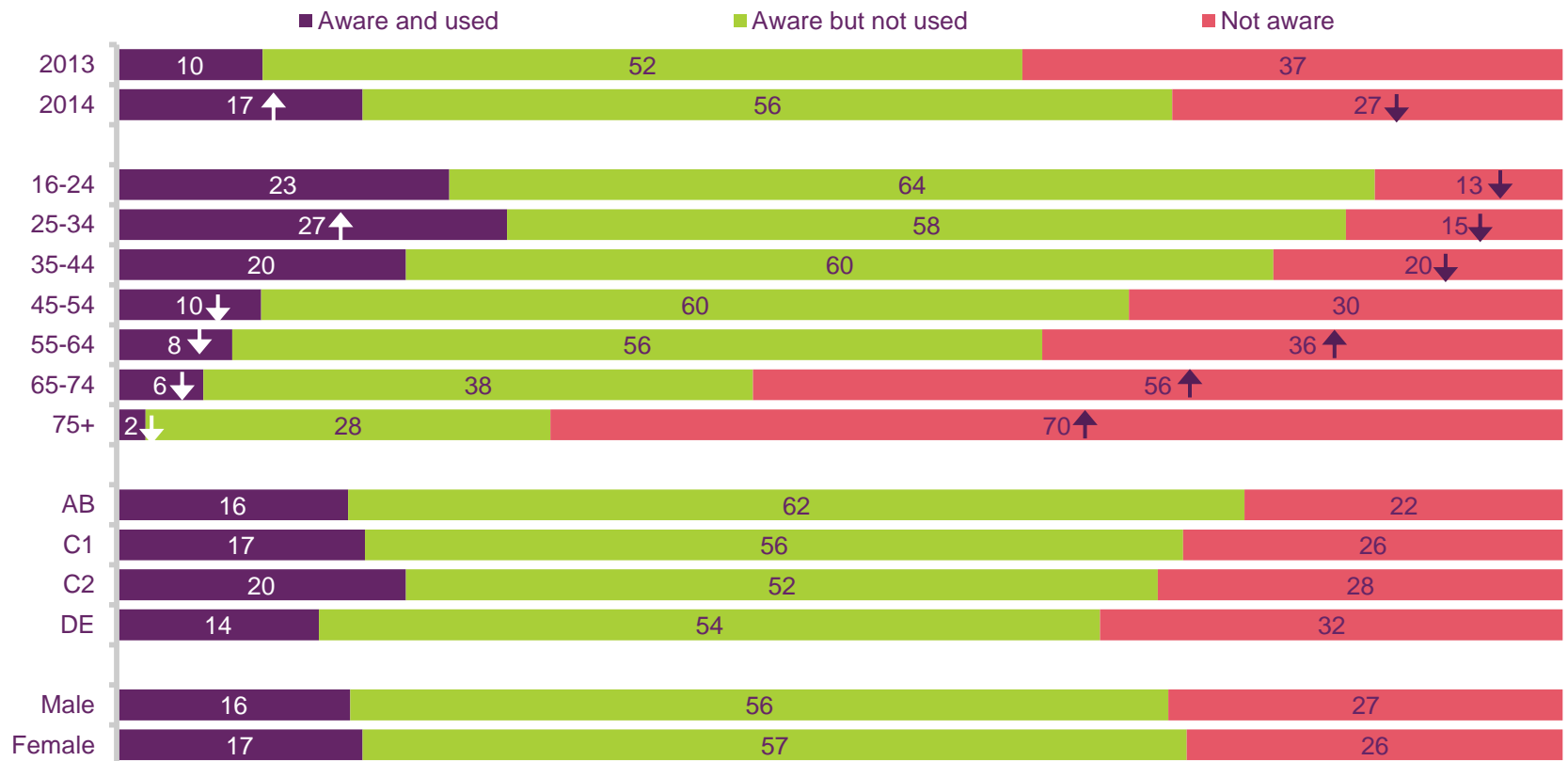
Base: Adults aged 16+ who use a mobile phone (1670)

Figure 154: Experience of 'negative' online events in the past 12 months



IN9 – Which, if any, of the following have you personally experienced in the last 12 months? (prompted responses, multi-coded)
Base: Adults aged 16+ who use the internet at home or elsewhere (1609 in 2014)

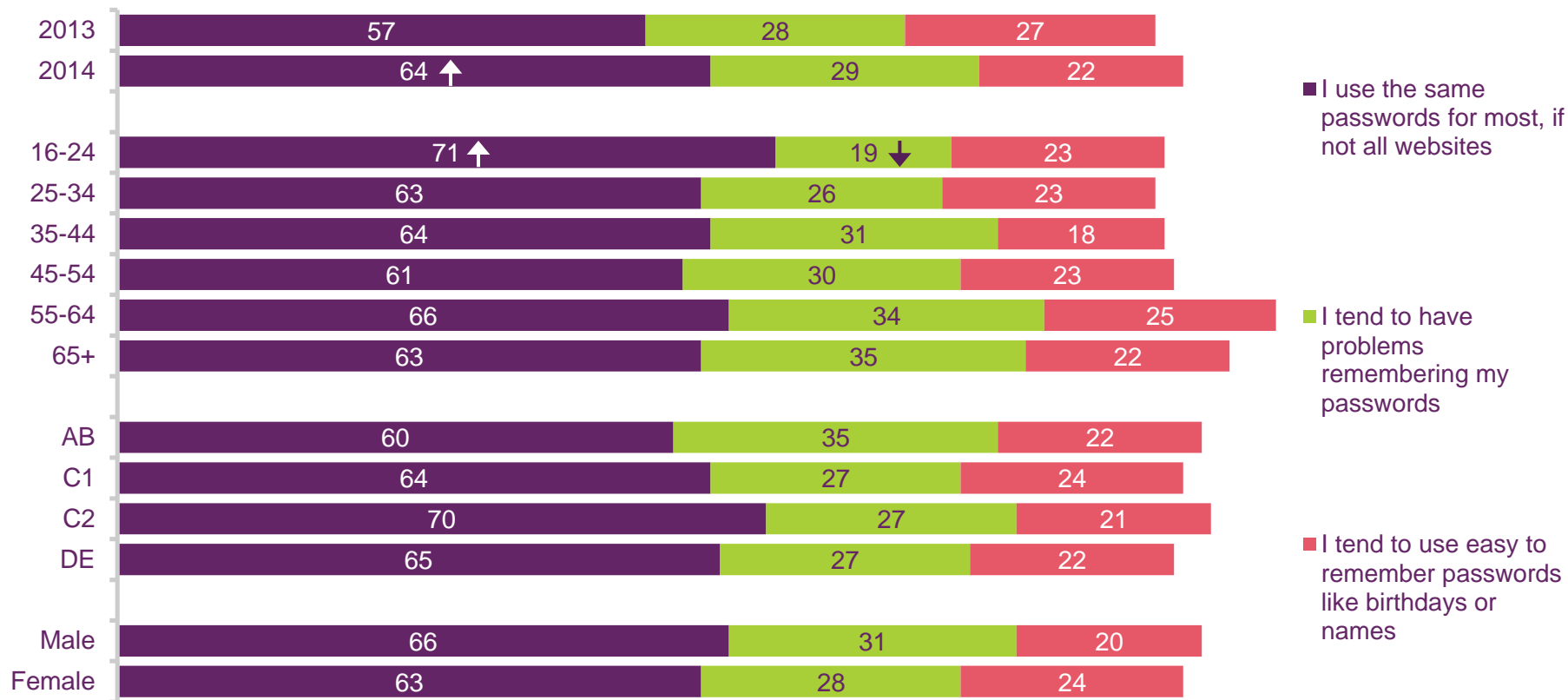
Figure 155: Awareness and use of reporting function: 2013 vs. 2014



IN30/ IN31 – If you were to see something online that you found inappropriate or offensive, are you aware that many websites and apps have a function to report this to the website? The report function could be a button, a link on a web page, or even an email address through which you can point out the inappropriate or offensive content./ Have you reported anything in this way on a website or app in the last 12 months? (prompted responses, single coded)

Base: Adults aged 16+ who go online at home using any device (1609 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+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

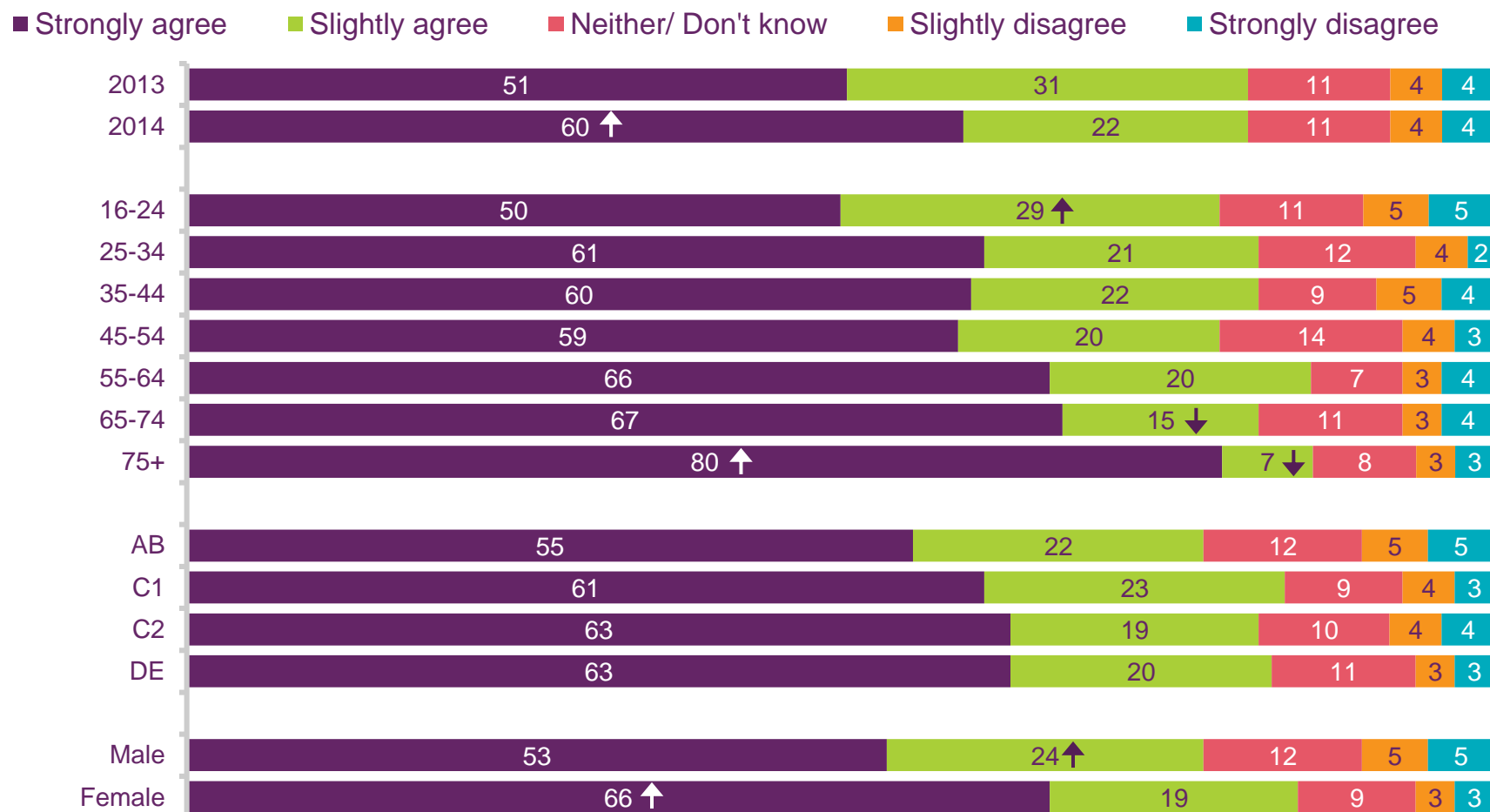
Figure 156: Attitudes towards online passwords



IN50– Here are some things that other people have said about online passwords. Which of these apply regarding the passwords that you use online? These might be passwords that you use for registering with websites or apps, when making purchases online, or for logging in to a website to gain access to particular content (Prompted responses, multi coded)

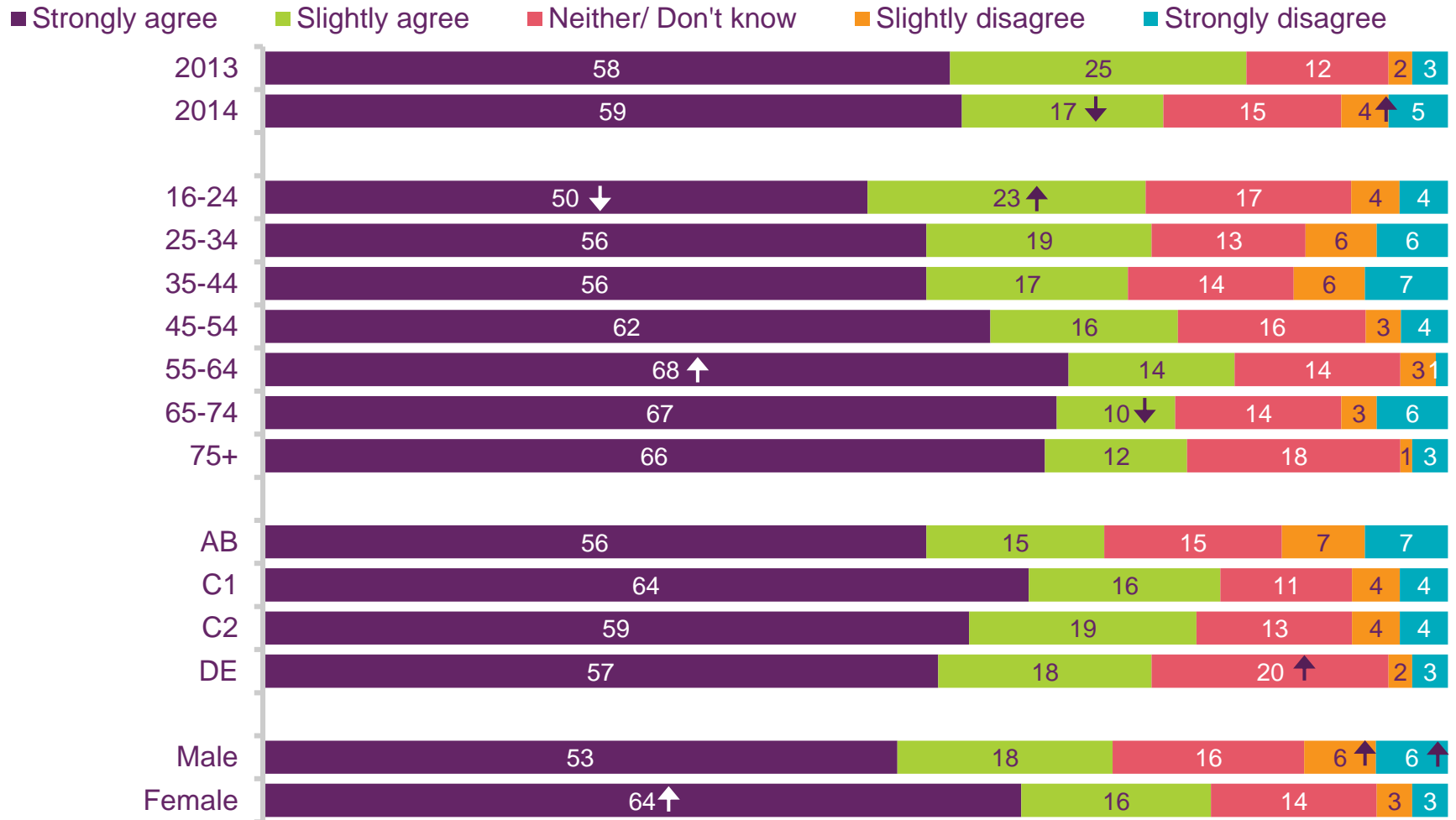
Base: Adults aged 16+ who go online at home using any device who say that any of these apply to them regarding the passwords they use online (1219 in 2014, 203 aged 16-24, 238 aged 25-34, 258 aged 35-44, 212 aged 45-54, 167 aged 55-64, 212 aged 65+, 302 AB, 400 C1, 259 C2, 329 DE, 614 males, 676 females) - Significance testing shows any change between 2013 and 2014 and any difference between any age group or socio-economic group and all adults and between males and females

Figure 157: Extent agree with statement: “Internet users must be protected from seeing inappropriate or offensive content”, by year and demographic group



IN35E Here are some things people sometimes say about using the internet. Whether you use the internet or not can you please tell me to what extent you agree or disagree with each statement using the scale on the card. (prompted responses, single coded)
 Base: Adults aged 16+ who go online at home using any device (1609 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+, 404 AB, 497 C1, 314 C2, 394 DE, 791 males, 818 females) - Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

Figure 158: Extent agree with statement: “Mobile users must be protected from seeing inappropriate or offensive content”, by year and demographic group



M8 – Please tell me the extent to which you agree or disagree with something that other people have said about mobile phones. (Prompted responses, single coded)
 Base: All who use a mobile phone (1670 in 2014, 244 aged 16-24, 281 aged 25-34, 321 aged 35-44, 270 aged 45-54, 243 aged 55-64, 167 aged 65-74, 144 aged 75+, 399 AB, 492 C1, 337 C2, 442 DE, 808 males, 862 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females