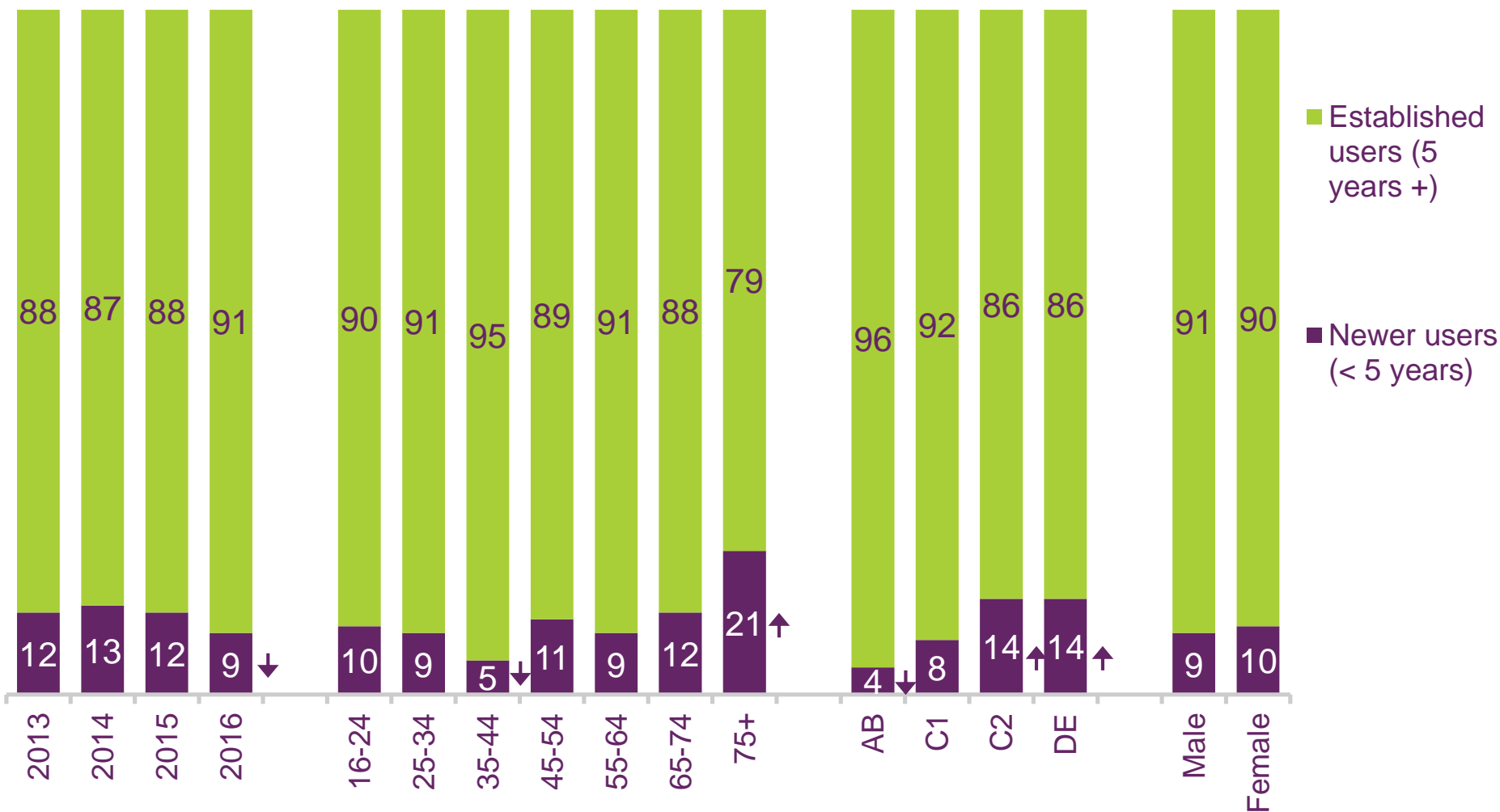


Adults' Media Use and Attitudes Report 2017

Newer, narrow and non-users of the internet

Figure 111: Proportion of newer and established users, by year and age

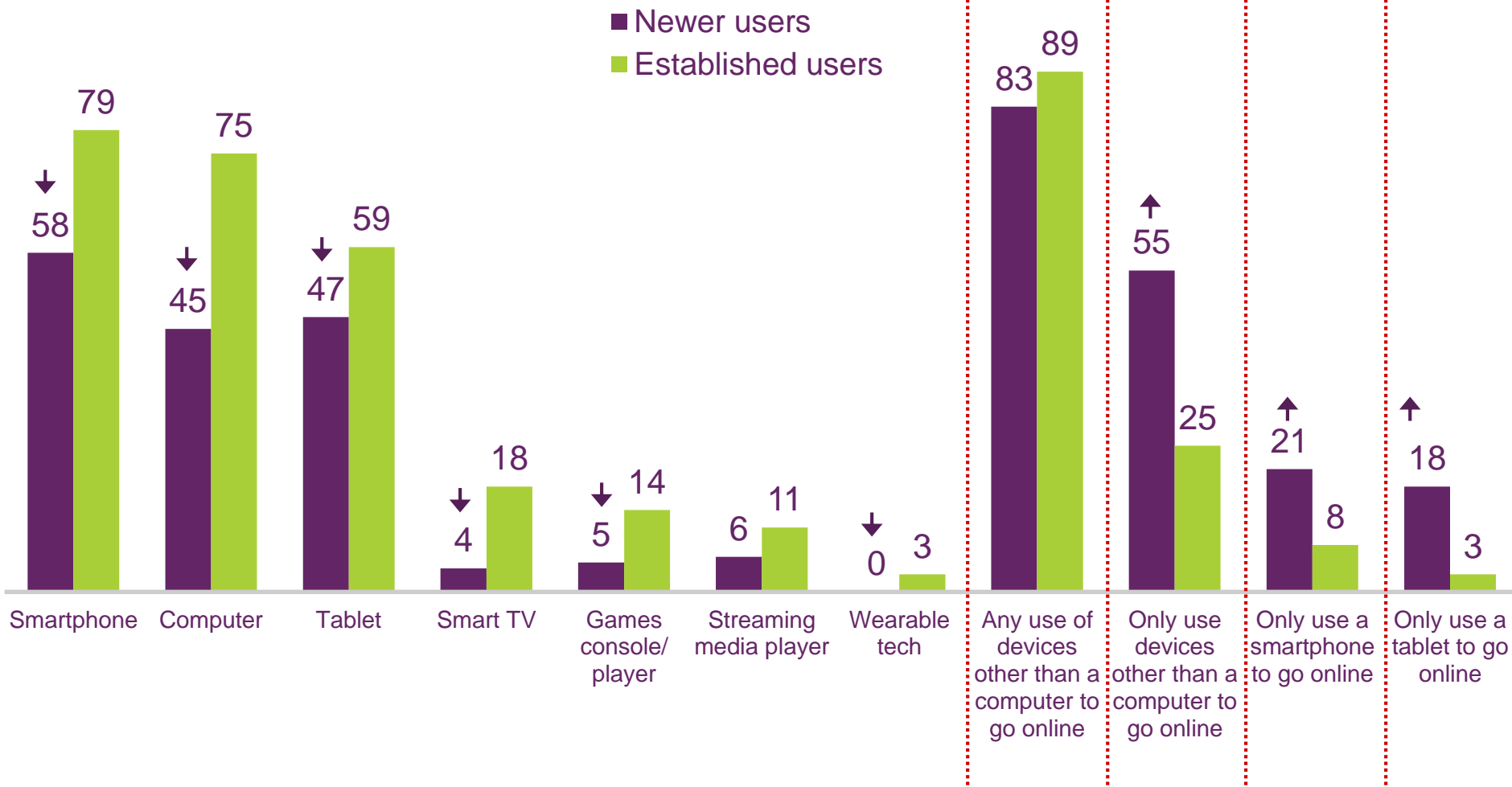


IN3. How long ago did you first start going online ?(prompted responses, single coded)

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).

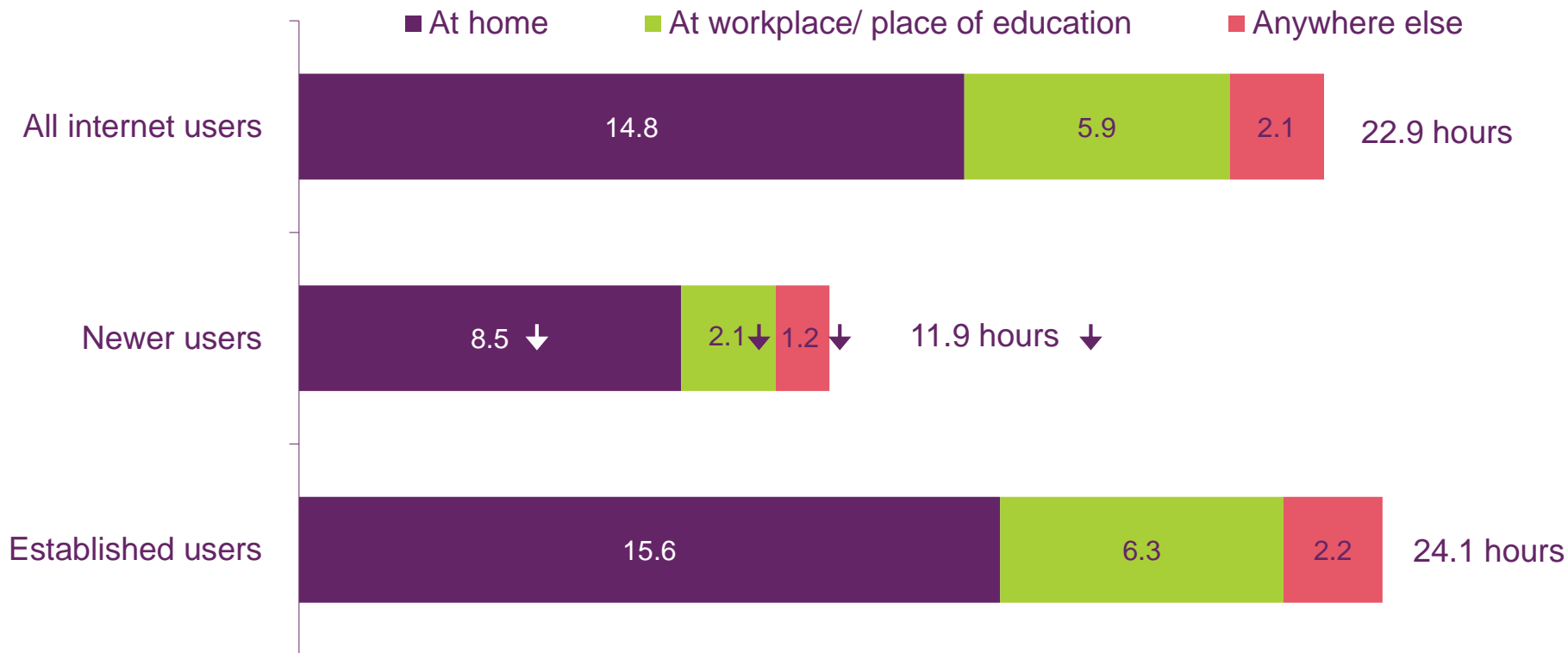
Arrows show significant differences (95% level) between 2015 and 2016 at the overall level and by age/ socio-economic group compared to all internet users, and males compared to females.

Figure 112: Devices used to go online: newer vs. established users



IN2. Do you go online using any of these devices? (prompted responses, multi-coded)
 Base: All adults aged 16+ who go online who first went online under 5 years ago (151), 5+ years ago (1353).
 Arrows show significant differences (95% level) between newer and established users.

Figure 113: Volume of internet use per week: newer vs. established users

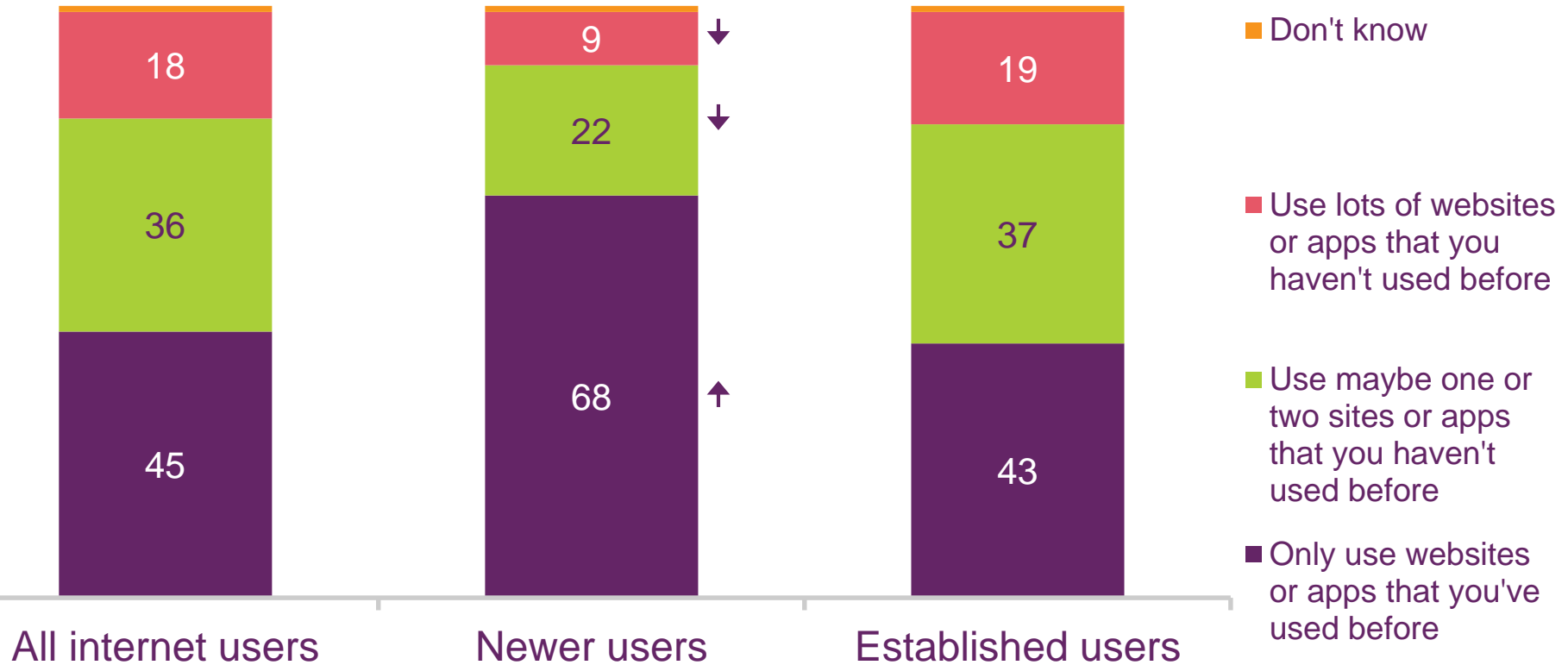


IN5A/B/C. How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (unprompted responses, single coded)

Base: All adults aged 16+ who go online (1553), started using under 5 years ago (151), 5+ years ago (1353).

Arrows show significant differences (95% level) between newer and established users.

Figure 114: Use of websites not used before: newer vs. established users

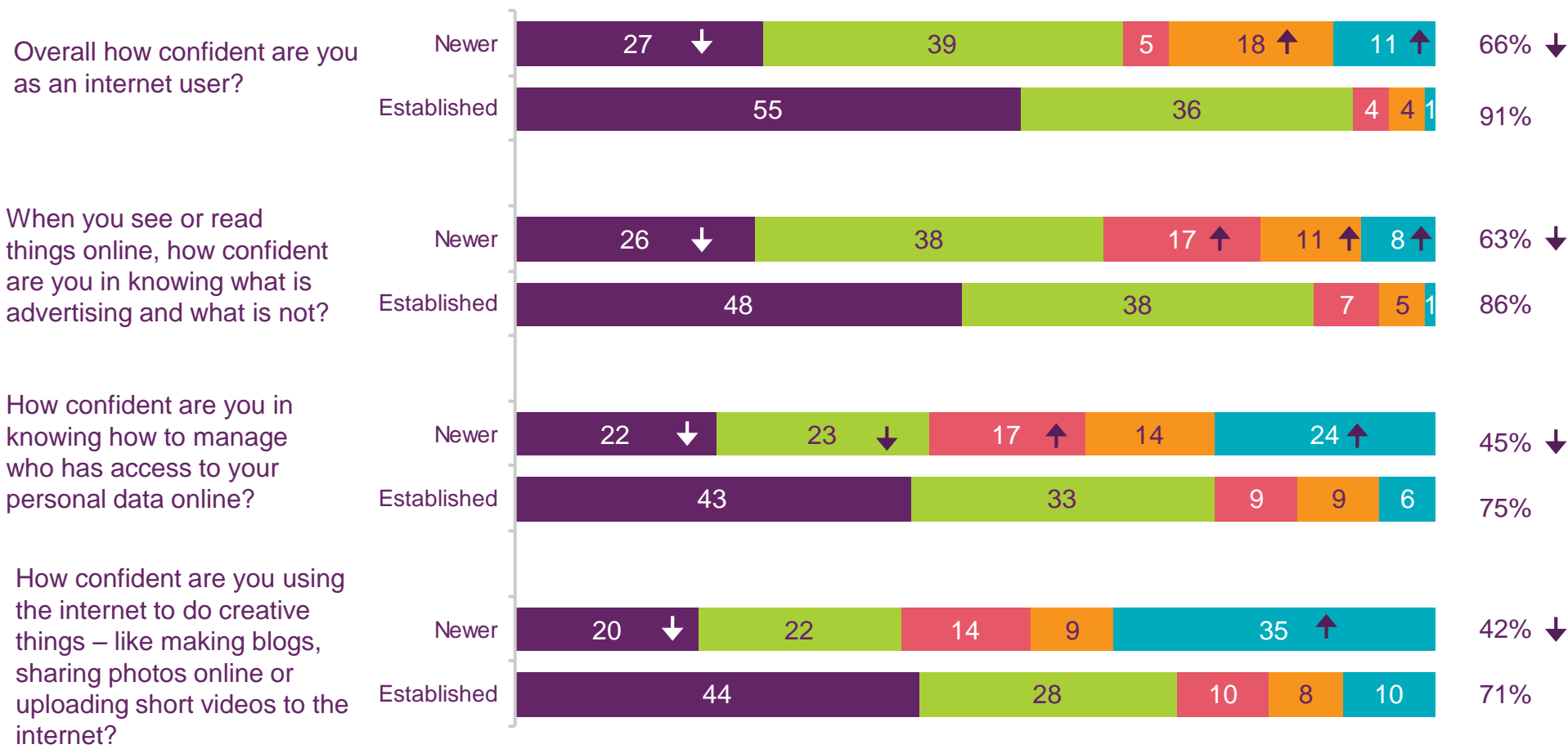


IN12. In most weeks when you go online do you usually... (prompted responses, single coded)
Base: All adults aged 16+ who go online (1553), started using under 5 years ago (151), 5+ years ago (1353).
Arrows show significant differences (95% level) between newer and established users.

Figure 115: Confidence as an internet user: newer vs. established users

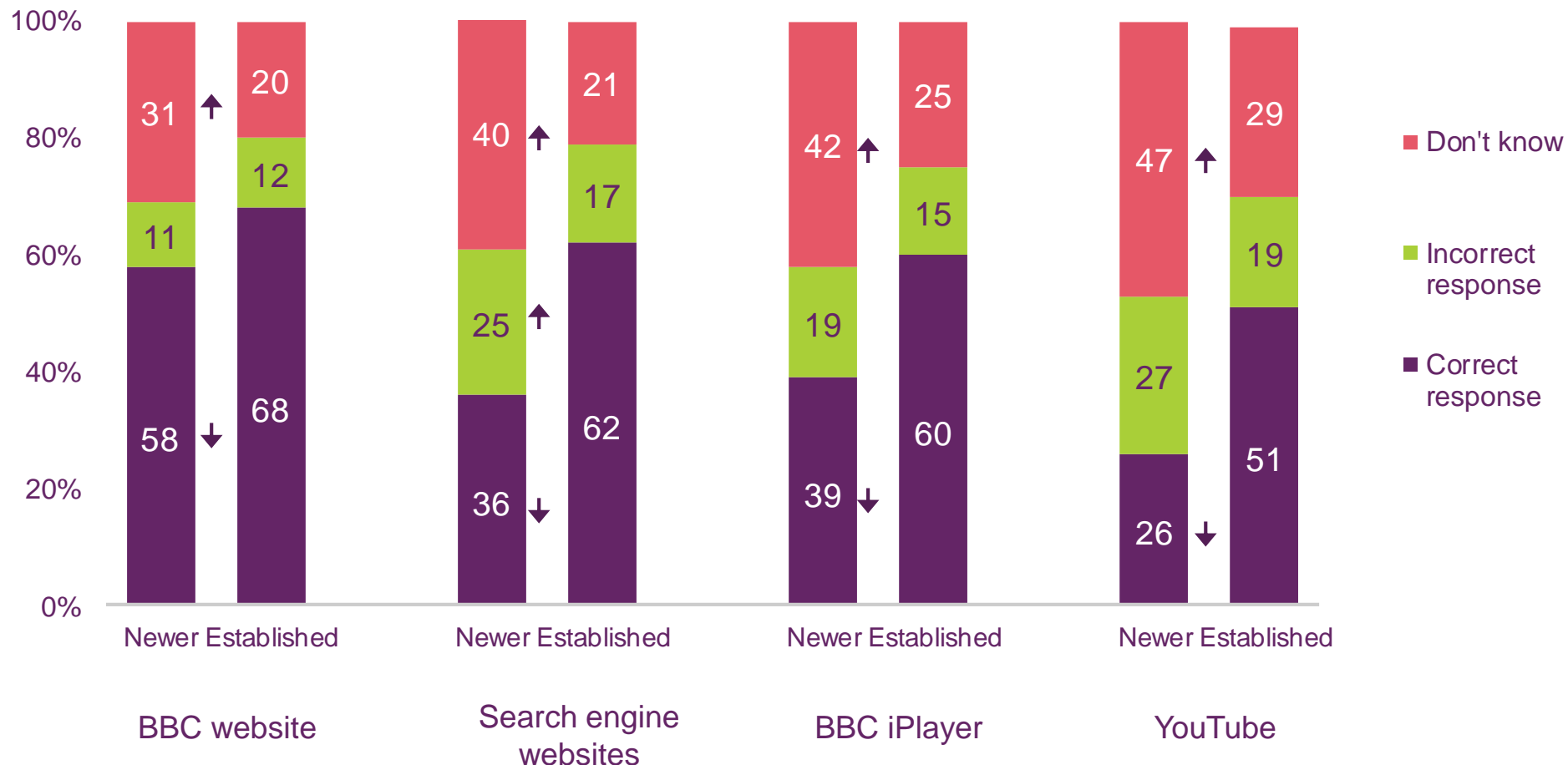


■ Very confident
 ■ Fairly confident
 ■ Neither/Don't know
 ■ Not very confident
 ■ Not at all confident
 Confident



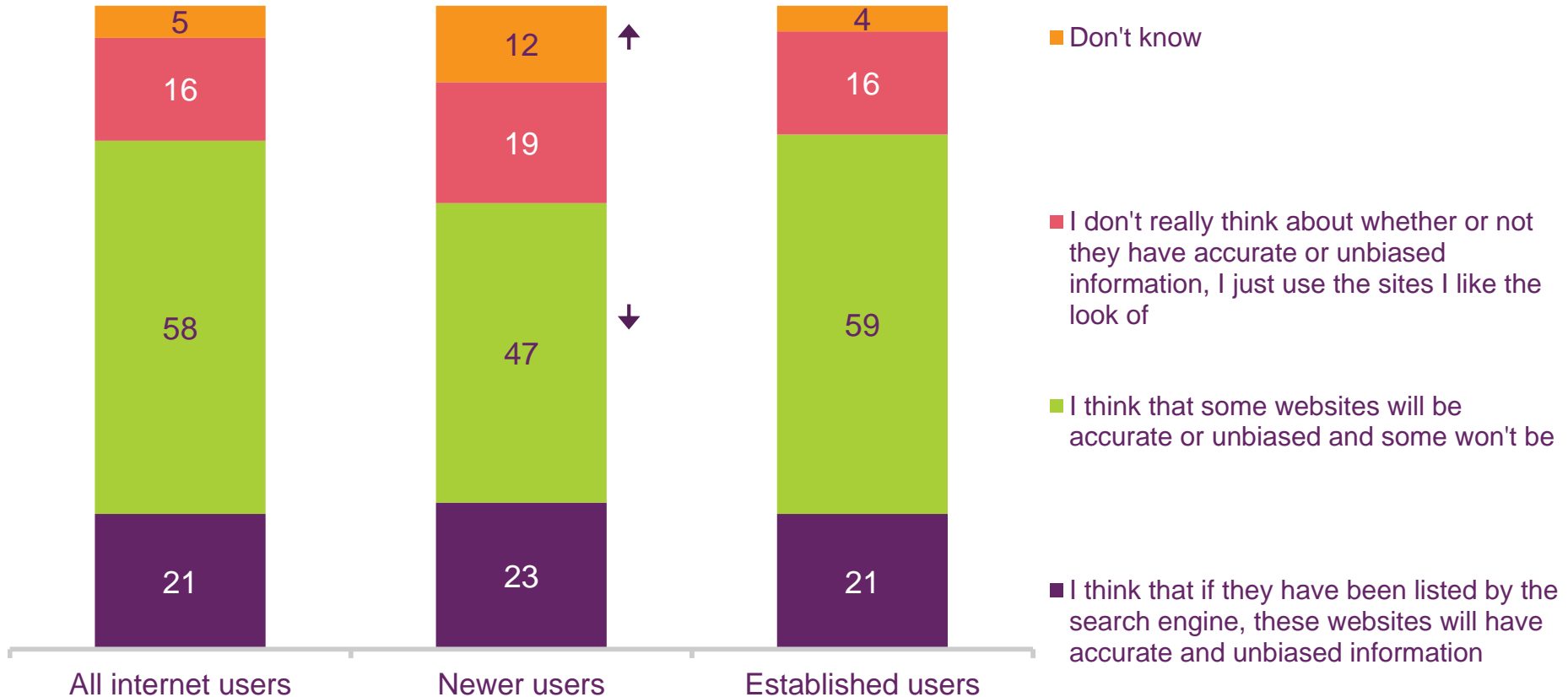
IN11A/B/C/D. I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you. (prompted responses, single coded)
 Base: All adults aged 16+ who go online who started using under 5 years ago (151), 5+ years ago (1353).
 Arrows show significant differences (95% level) between newer and established users.

Figure 116: Awareness of how websites or online services are funded: newer vs. established users



IN34/ IN35 /IN36/ IN37. How do you think the BBC's website is mainly funded/ How do you think search engine websites such as Google or Bing are mainly funded?/ How do you think the BBC's iPlayer service is mainly funded / How do you think YouTube is mainly funded? (unprompted responses, single coded)
 Base: All adults aged 16+ who go online who first went online under 5 years ago (151), 5+ years ago (1353).
 Arrows show significant differences (95% level) between newer and established users.

Figure 117: Opinions on search engine accuracy: newer vs. established users

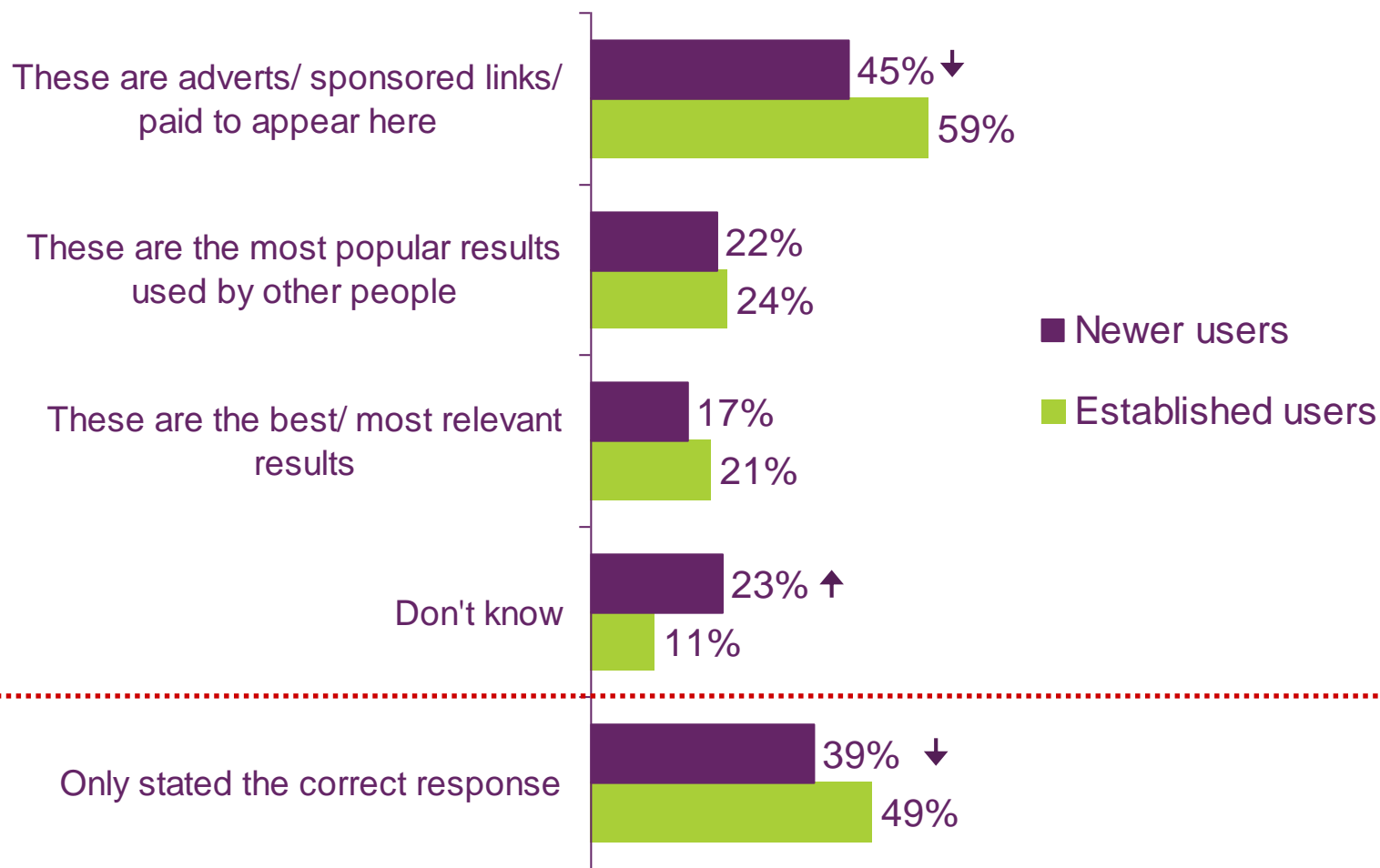


IN50. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (prompted responses, single coded)

Base: All adults aged 16+ who use search engines (1516) who first went online under 5 years ago (144), 5+ years ago (1326).

Arrows show significant differences (95% level) between newer and established users.

Figure 118: Understanding of paid-for results returned by Google searches among adults who use search engine websites or apps: newer vs. established users



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

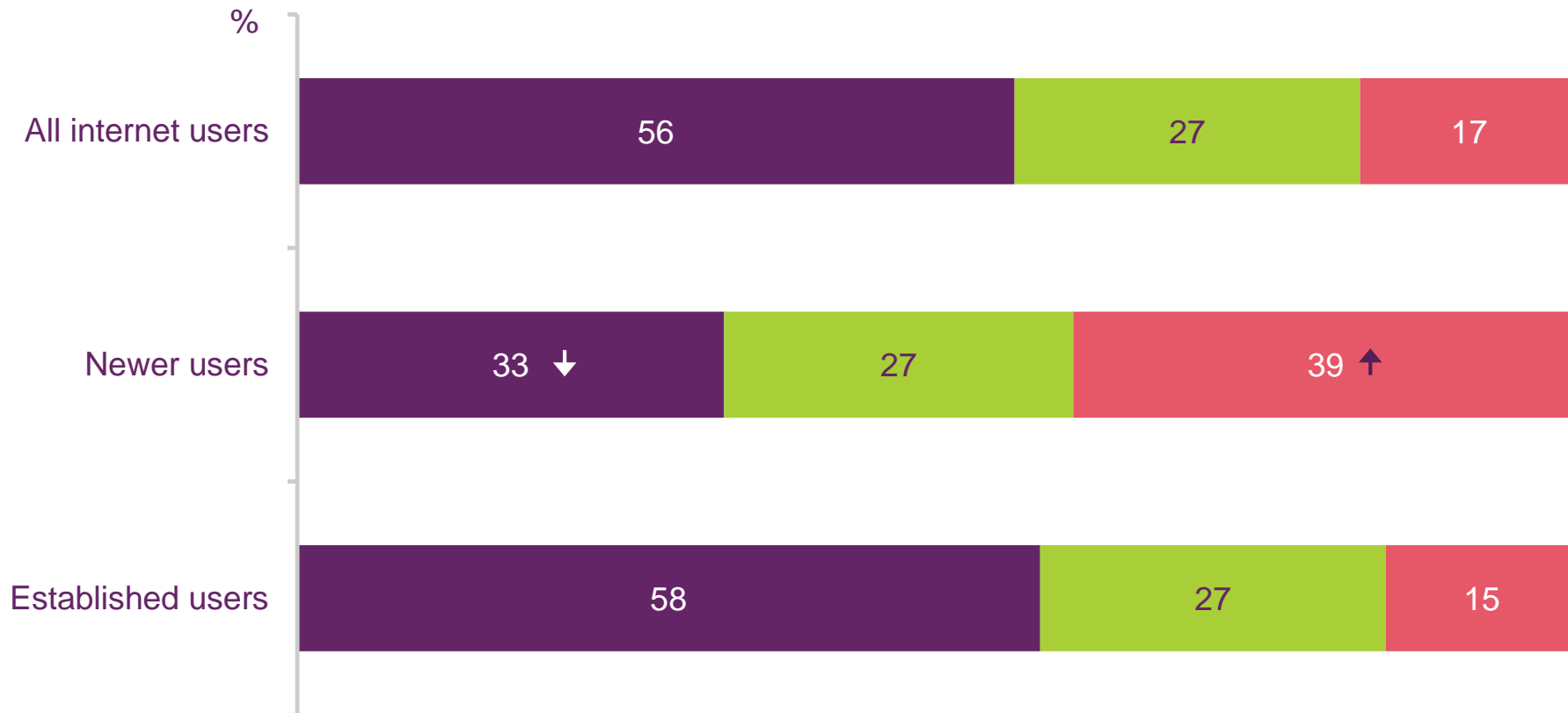
Base: Adults aged 16+ who go online and use search engine websites or apps who first went online under 5 years ago (144), 5+ years ago (1326).

Arrows show significant differences (95% level) between newer and established users.

Figure 119: Awareness of personalised online advertising: newer vs. established users



- Some people might see different adverts to the ones that I see
- Everyone will see the same adverts as me
- Don't know

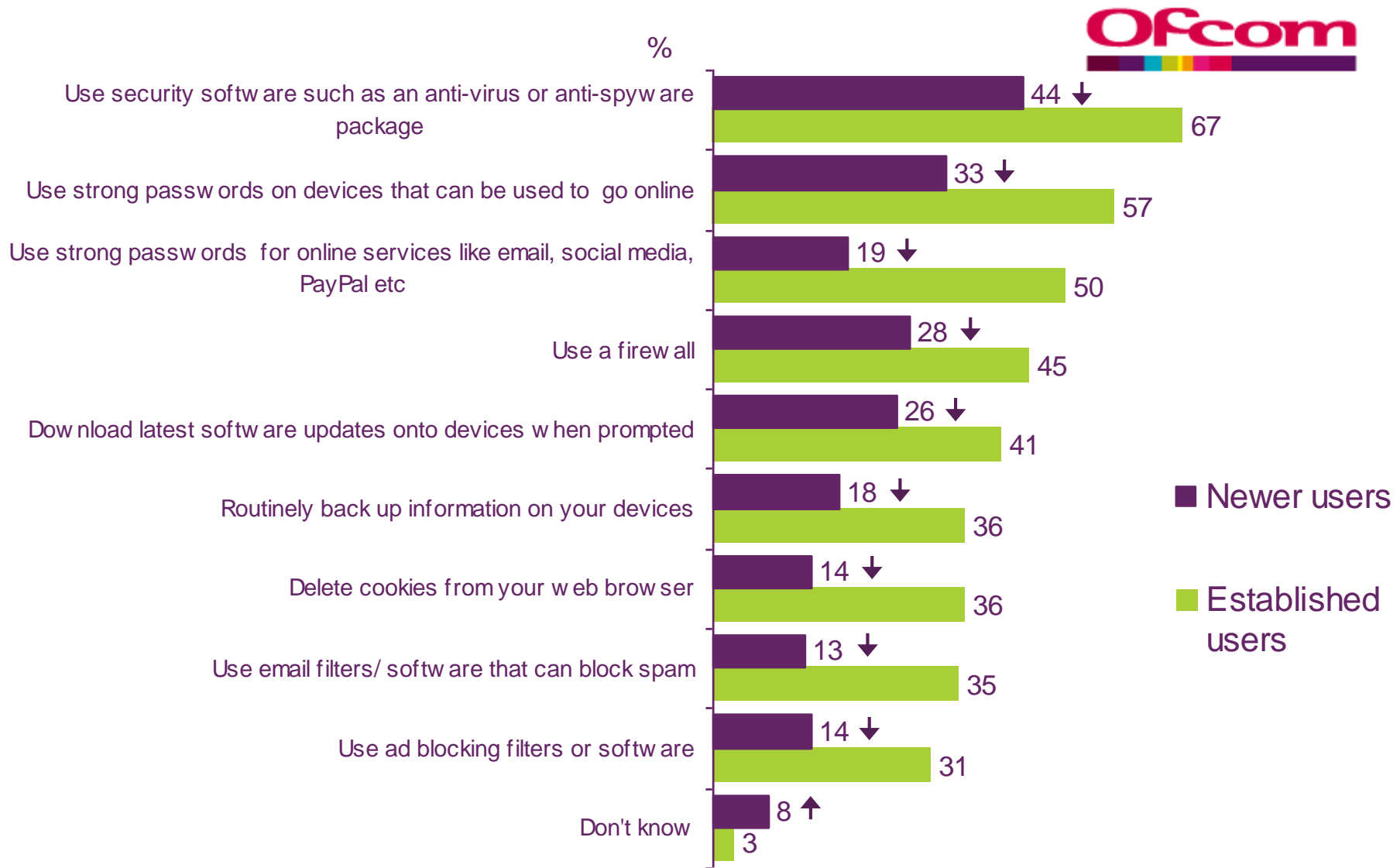


IN52. If someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising shown? (prompted response, single coded)

Base: All adults aged 16+ who go online (1553), who first went online under 5 years ago (151), 5+ years ago (1353).

Arrows show significant differences (95% level) between newer and established users.

Figure 120: Security measures used within the home: newer vs. established users



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

Base: All adults aged 16+ who first went online under 5 years ago (151), 5+ years ago (1353).

Arrows show significant differences (95% level) between newer and established users.

Figure 121: Verification of factual information online: newer vs. established users

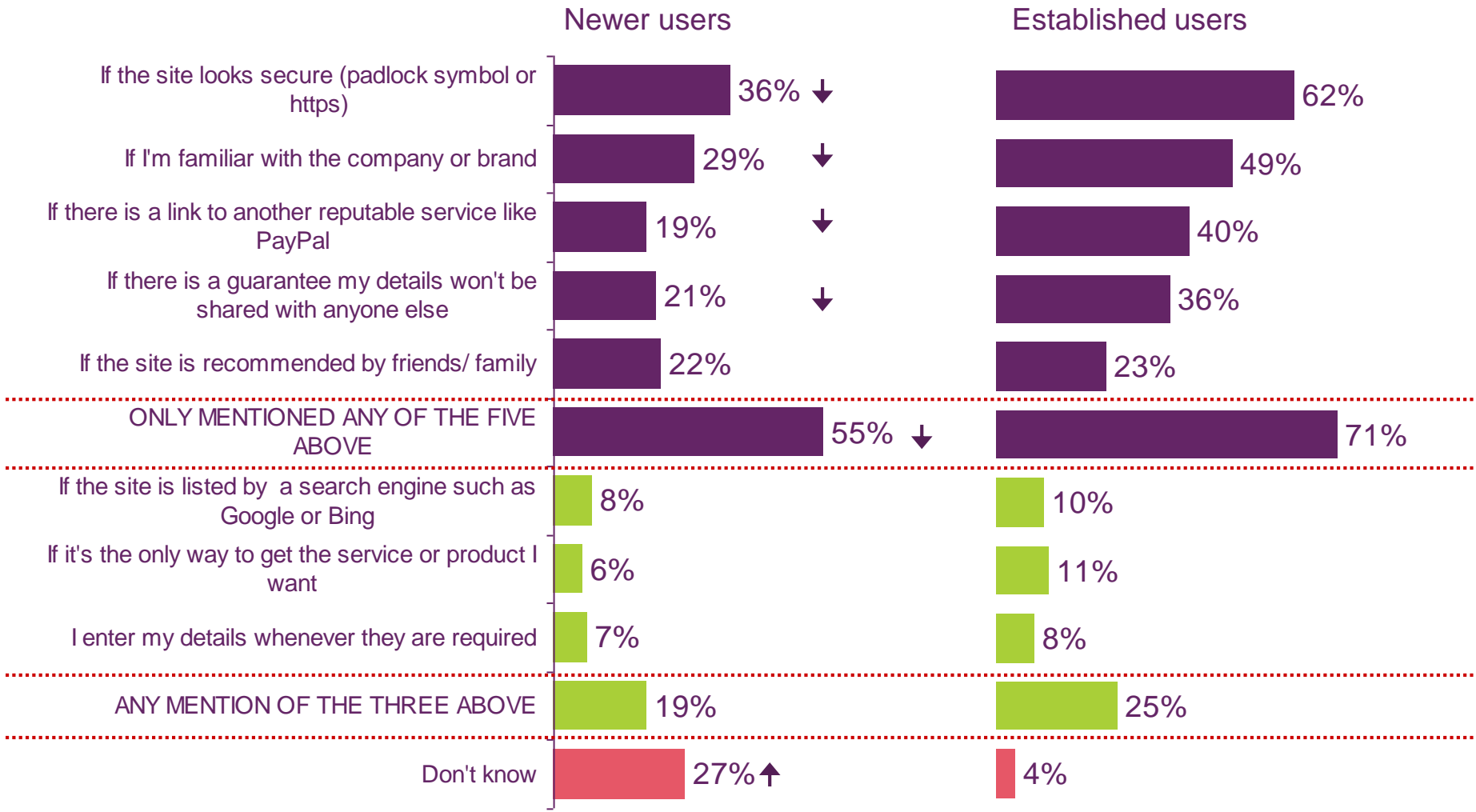


IN39. When you find factual information online, perhaps on social media or on search engines like Google do you ever check the accuracy of the information in any of these ways? (prompted responses, multi-coded)

Base: All adults aged 16+ who first went online under 5 years ago (151), 5+ years ago (1353).

Arrows show significant differences (95% level) between newer and established users.

Figure 122: Checks made before registering with websites: newer vs. established users



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 who first went online under 5 years ago (137), 5+ years ago (1330).
 Arrows show significant differences (95% level) between newer and established users.

Figure 123: Concerns about the internet: newer vs. established users

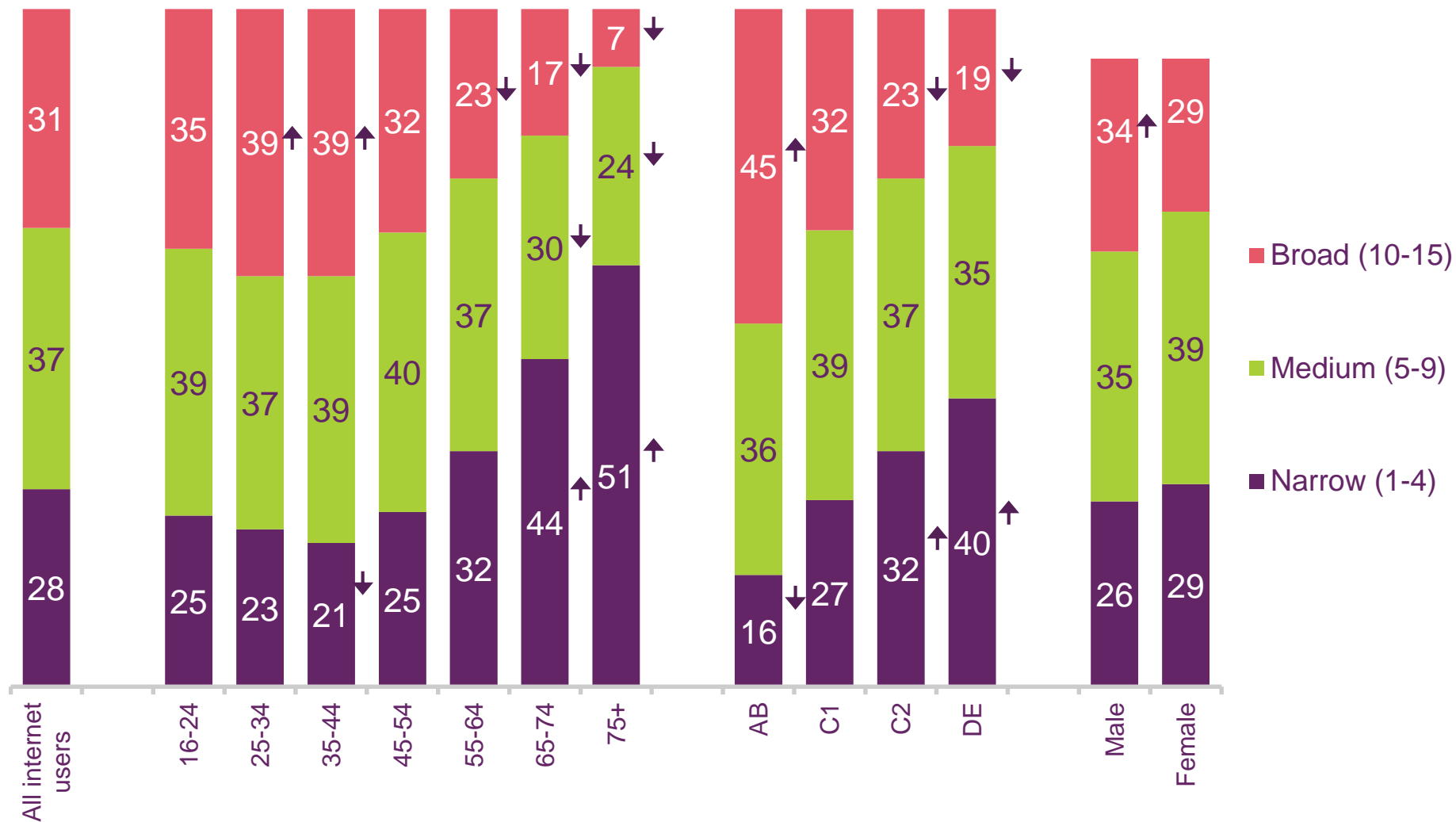


IN20. Can you tell me if you have any concerns about what is on the internet? (unprompted responses, multi-coded)

Base: All adults aged 16+ who first went online under 5 years ago (151), 5+ years ago (1353).

Arrows show significant differences (95% level) between newer and established users.

Figure 124: Breadth of use of the internet, by demographic group



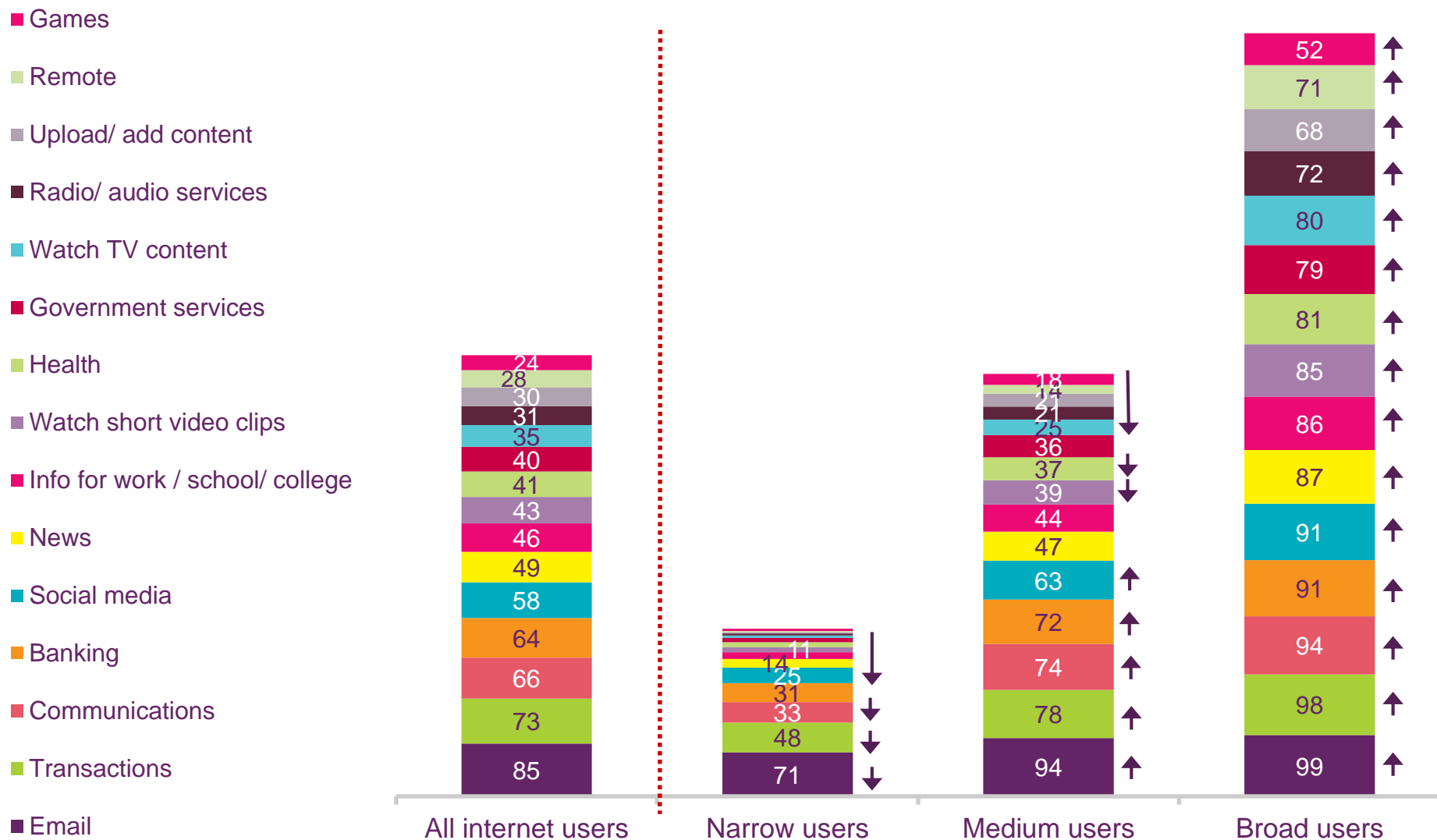
Source: Ofcom Technology Tracker, Half 1 2017

QE5A. Which, if any, of these do you use the internet for? (prompted responses, multi-coded).

Base: All adults aged 16+ who go online (3221 in 2017, 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 125: Categories of internet use: narrow, medium and broad users



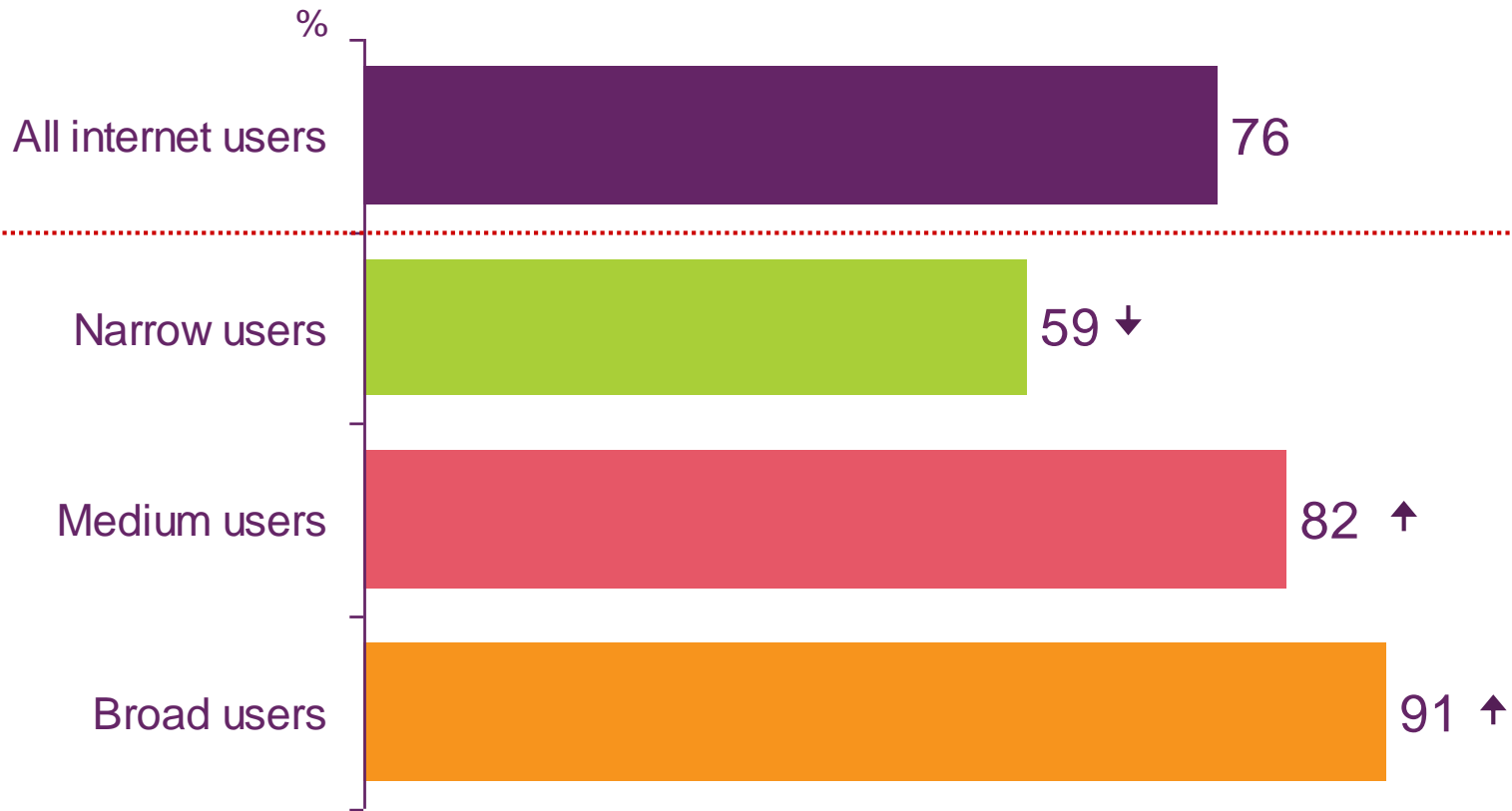
Source: Ofcom Technology Tracker, Half 1 2017

QE5A. Which, if any, of these do you use the internet for? (prompted responses, multi-coded).

Base: All adults aged 16+ who go online (3221 in 2017), narrow (949), medium (1176) and broad users (932).

Arrows show significant differences (95% level) between any of the breadth of user categories and all internet users.

Figure 126: Use of the internet outside the home: narrow, medium and broad users



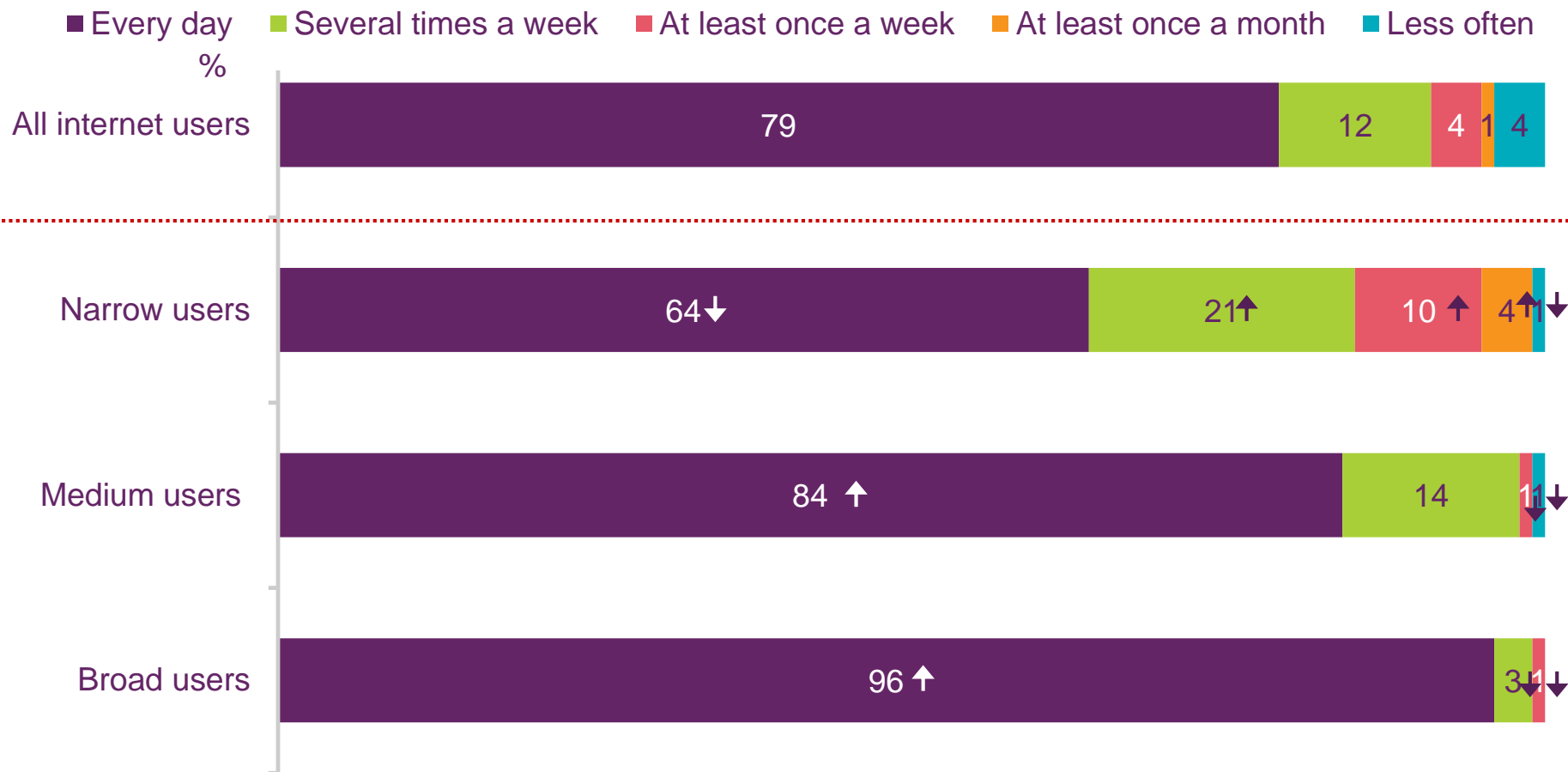
Source: Ofcom Technology Tracker, Half 1 2017

IN6. Do you ever go online anywhere other than in your home at all? IF YES: Where is that? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (3221 in 2017), narrow (949), medium (1176) and broad users (932).

Arrows show significant differences (95% level) between any of the breadth of user categories and all internet users.

Figure 127: Frequency of internet use: narrow, medium and broad users



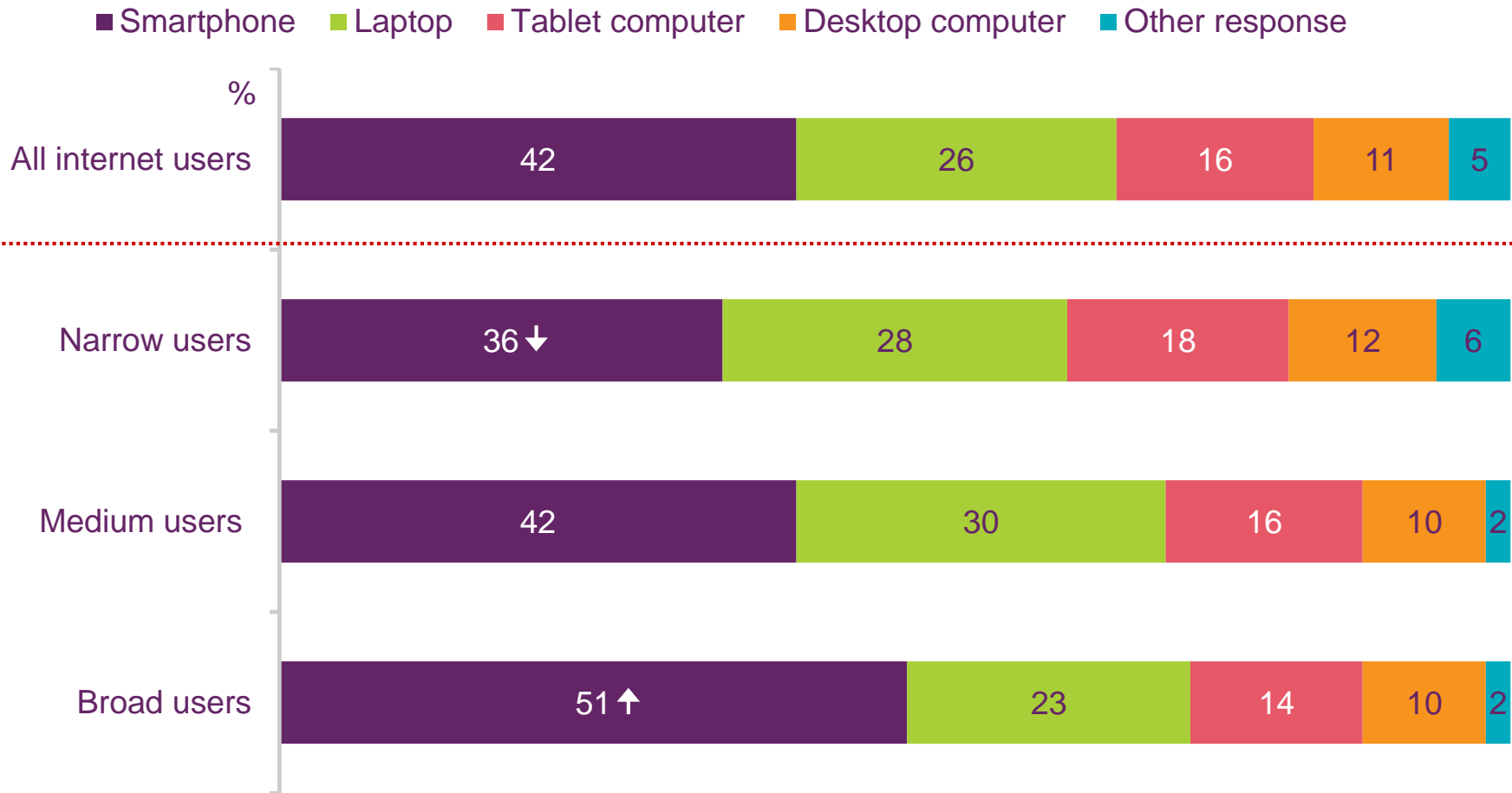
Source: Ofcom Technology Tracker, Half 1 2017

QE23. And how often do you personally use the internet nowadays either at home or elsewhere? (prompted response, single coded)

Base: All adults aged 16+ who go online (3221 in 2017), narrow (949), medium (1176) and broad users (932).

Arrows show significant differences (95% level) between any of the breadth of user categories and all internet users.

Figure 128: Most important device for going online: narrow, medium and broad users



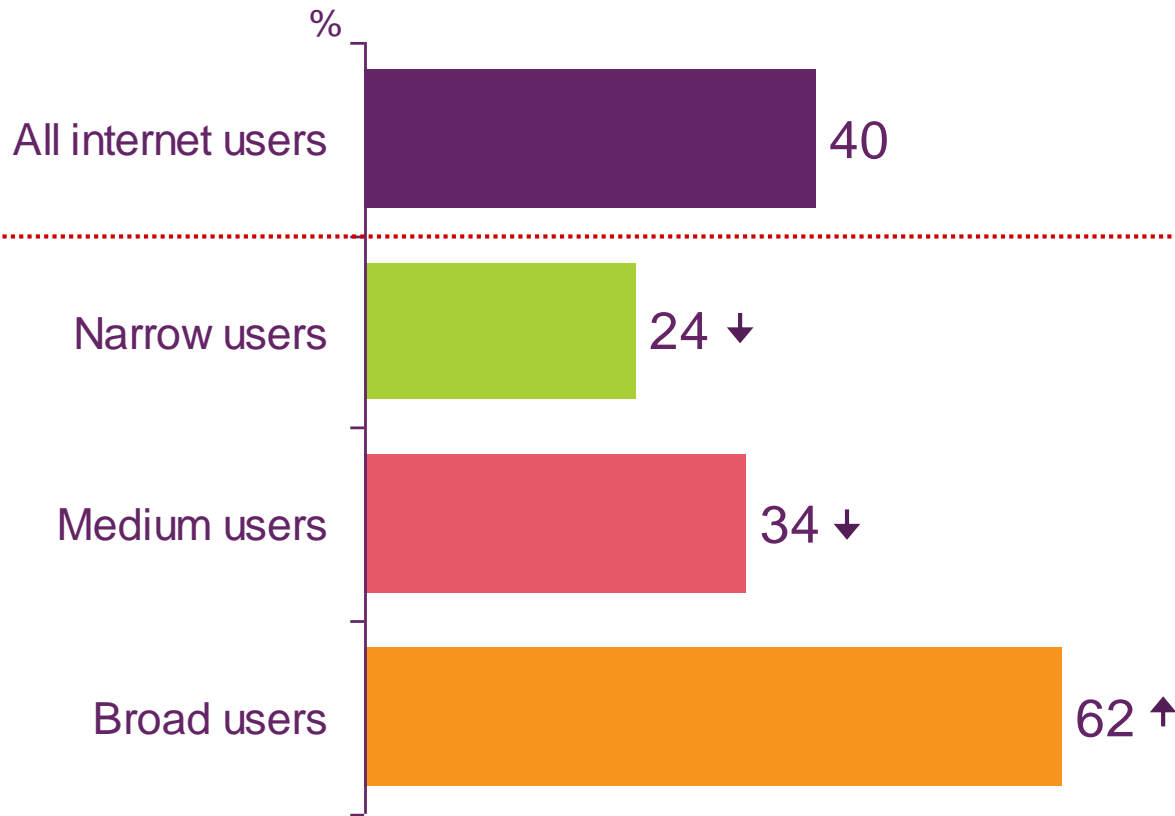
Source: Ofcom Technology Tracker, Half 1 2017

QE40. Which is the most important device you use to connect to the internet, at home or elsewhere? (prompted response, single coded) . Showing responses given by > 1% of all internet users.

Base: All adults aged 16+ who go online (3221 in 2017), narrow (949), medium (1176) and broad users (932).

Arrows show significant differences (95% level) between any of the breadth of user categories and all internet users.

Figure 129: Awareness of how to find out what home broadband speeds: narrow, medium and broad users



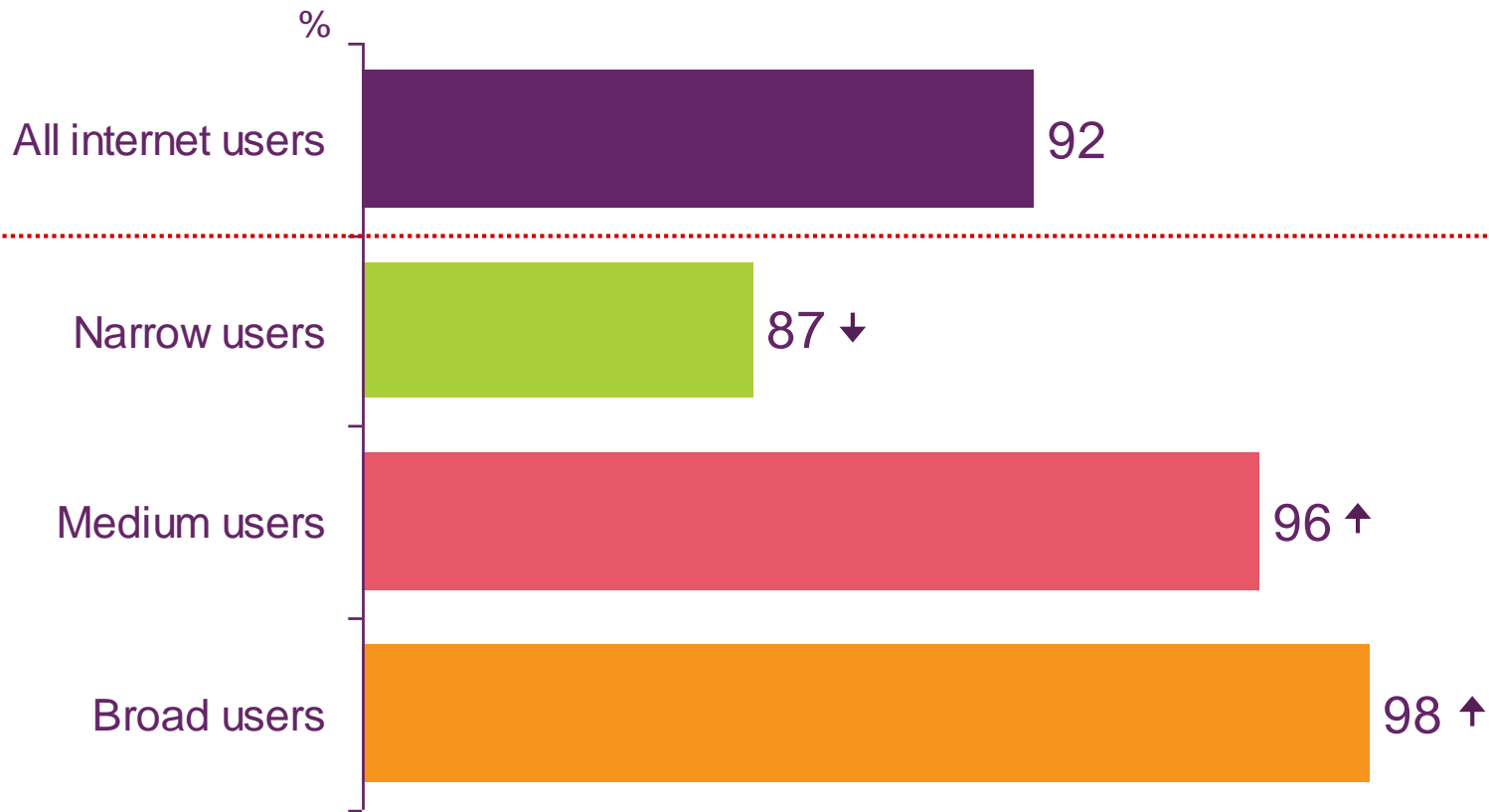
Source: Ofcom Technology Tracker, Half 1 2017

QE11C. Do you know how to find out what (broadband) speeds you are getting on your computer at home (unprompted responses, single code)

Base: All internet users aged 16+ who use broadband to connect to the internet at home (2914) narrow (793), medium (1096) and broad users (897).

Arrows show significant differences (95% level) between any of the breadth of user categories and all internet users.

Figure 130: Awareness of VoIP: narrow, medium and broad users



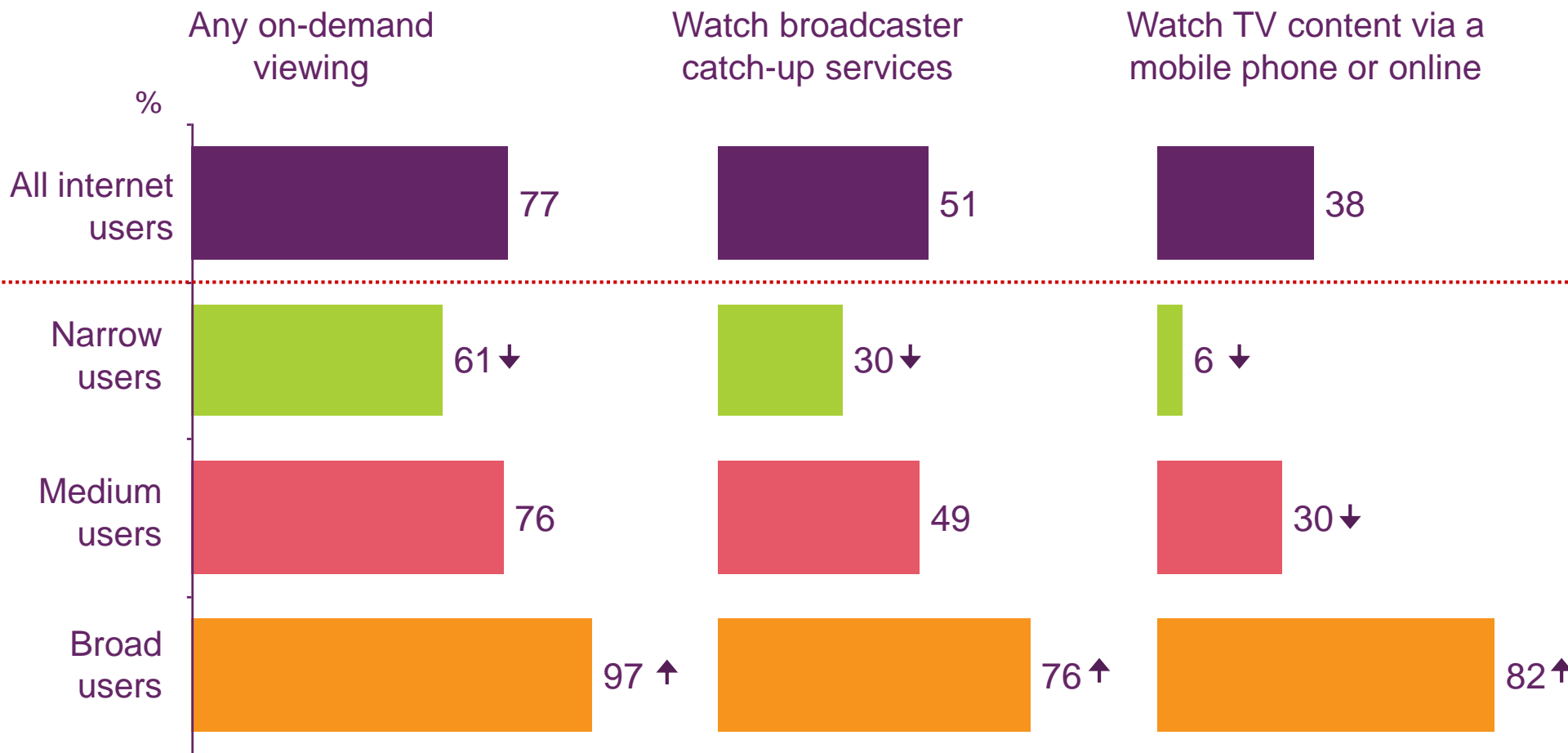
Source: Ofcom Technology Tracker, Half 1 2017

QE29. Before now, were you aware that you could make voice calls or video calls using the internet? (unprompted responses, single code)

Base: All adults aged 16+ who go online (3221 in 2017), narrow (949), medium (1176) and broad users (932).

Arrows show significant differences (95% level) between any of the breadth of user categories and all internet users.

Figure 131: Use of on-demand services: narrow, medium and broad users



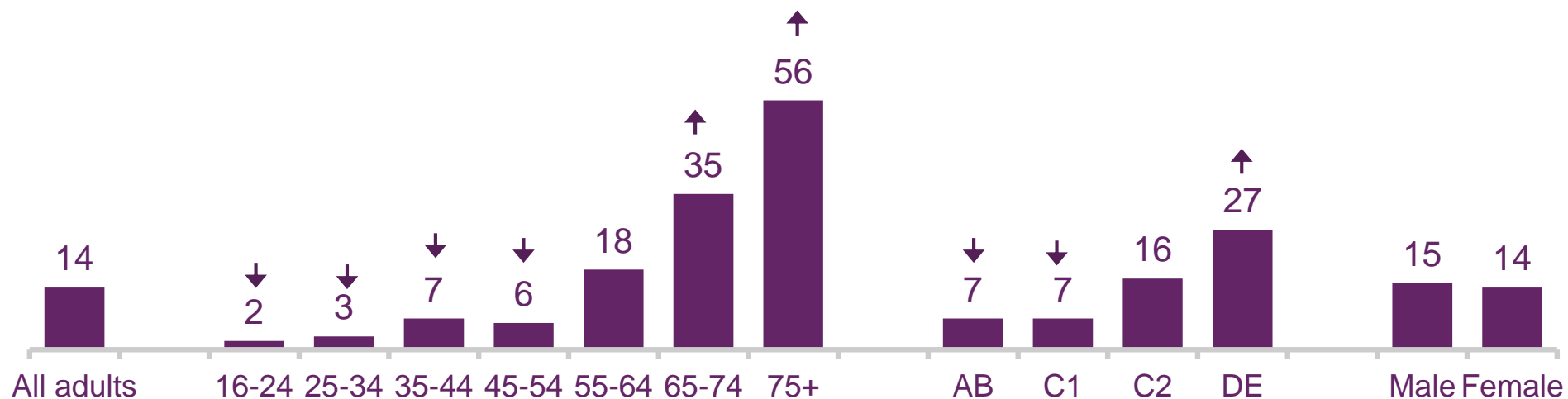
Source: Ofcom Technology Tracker, Half 1 2017

Derived from several questions

Base: All adults aged 16+ who go online (3221 in 2017), narrow (949), medium (1176) and broad users (932).

Arrows show significant differences (95% level) between any of the breadth of user categories and all internet users.

Figure 132: Incidence of non-use of the internet, by demographic group



IN1. Do you ever go online? (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).

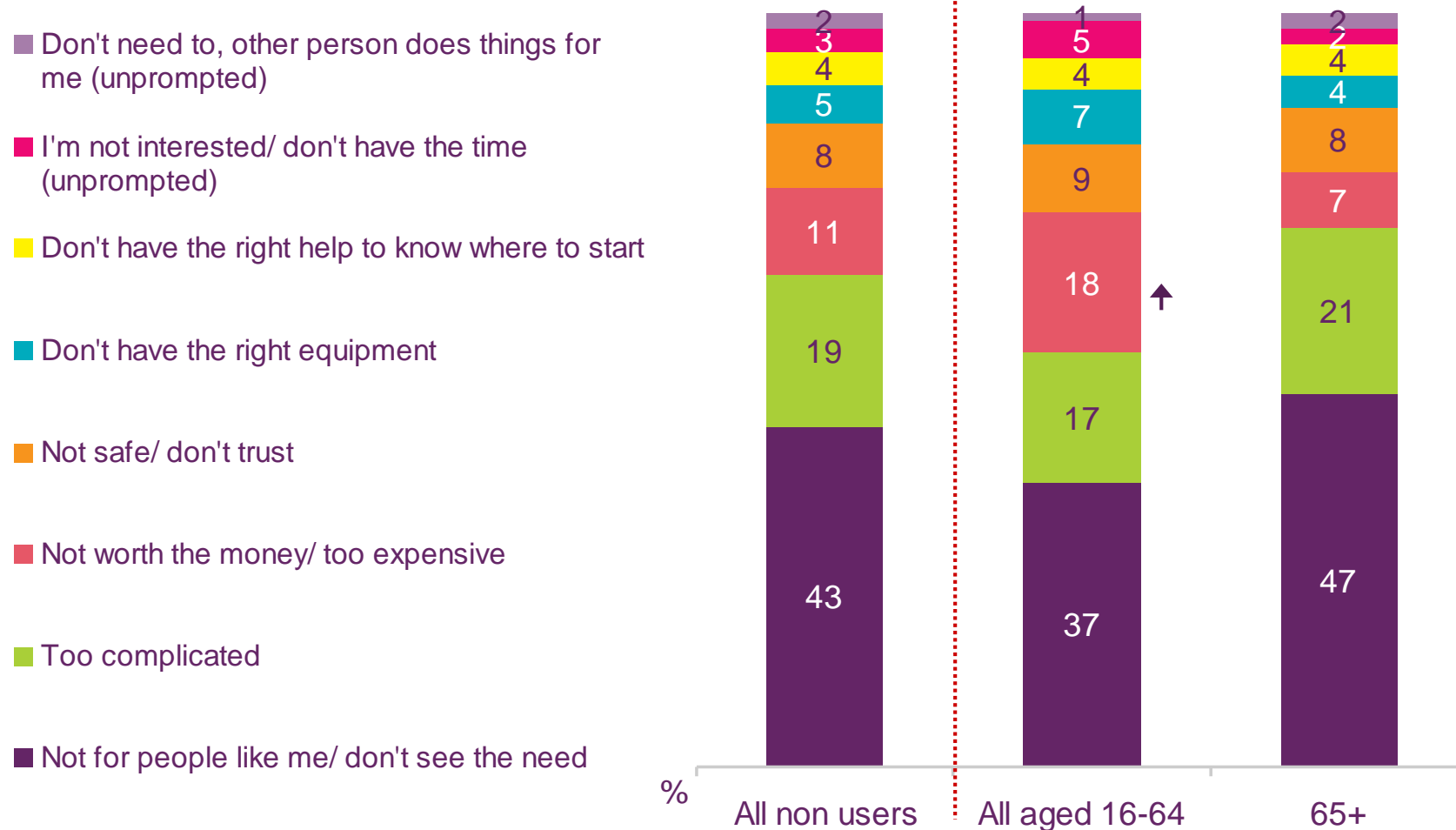
Arrows show significant differences (95% level) by age/ socio-economic group compared to all adults, and males compared to females.

Figure 133: Demographic profile of all UK adults, users and non-users of the internet



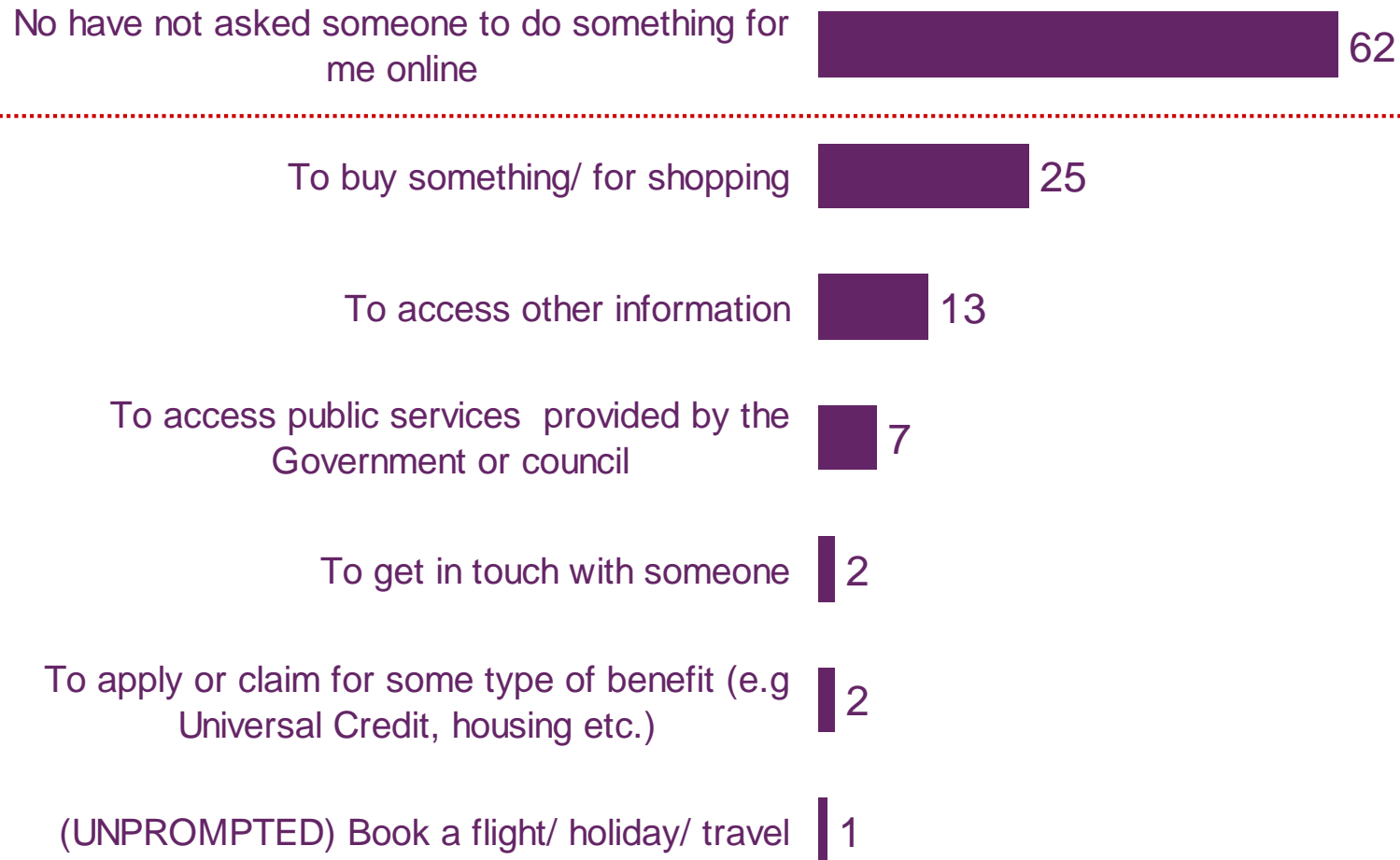
Demographic	All UK adults	Internet users	Non-users of the internet
Base	1846	1553	293
Aged 16-24	13%	14%	1%
Aged 25-44	37%	41%	12%
Aged 45-64	31%	32%	25%
Aged 65-74	11%	8%	24%
Aged 75+	10%	5%	38%
AB	27%	29%	13%
C1	27%	29%	14%
C2	22%	21%	25%
DE	25%	21%	48%
Male	49%	49%	50%
Female	51%	51%	50%

Figure 134: Main reason for not going online, by age of non-user



IN8. Which one of the following best describes the main reason why you don't go online? (prompted responses, single coded)
 Showing response given by >1% of non-users
 Base: Adult internet users aged 16+ who do not go online (293 aged 16+, 99 aged 16-64, 194 aged 65+).
 Arrows show significant differences (95% level) between non-users aged 16-64 and those aged 65+

Figure 135: Proxy use of the internet in the past year, among non-users



IN9. In the past year have you asked someone else to do something for you on the internet? IF YES: And was it to do any of the following or to do something else? (prompted responses, multi-coded)

Base: Adult internet users aged 16+ who do not go online (293 aged 16+).

Figure 136: Possible reasons to go online in the next 12 months



Nothing would prompt me to go online in the next 12 months 75

To buy something 9

If I had someone to help me or show me how to do it 5

To access other information 4

To access public services provided by the Government or council 2

To get in touch with someone 2

To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.) 2

If I had better equipment or better access to the internet 1

(UNPROMPTED) If I could afford it 2

Other 3

Don't know 4

IN10 . And would any of these reasons prompt you to go online in the next 12 months? (prompted responses, multi-coded)
Base: Adult internet users aged 16+ who do not go online (293 aged 16+).