

Adults' Media Use and Attitudes Report 2015

Section 3:

Ten years: a retrospective

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

Table of Figures



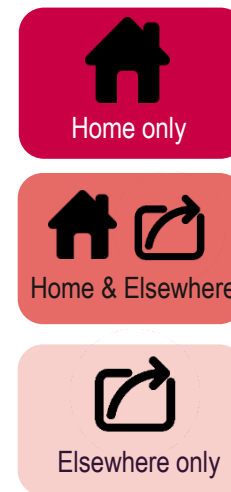
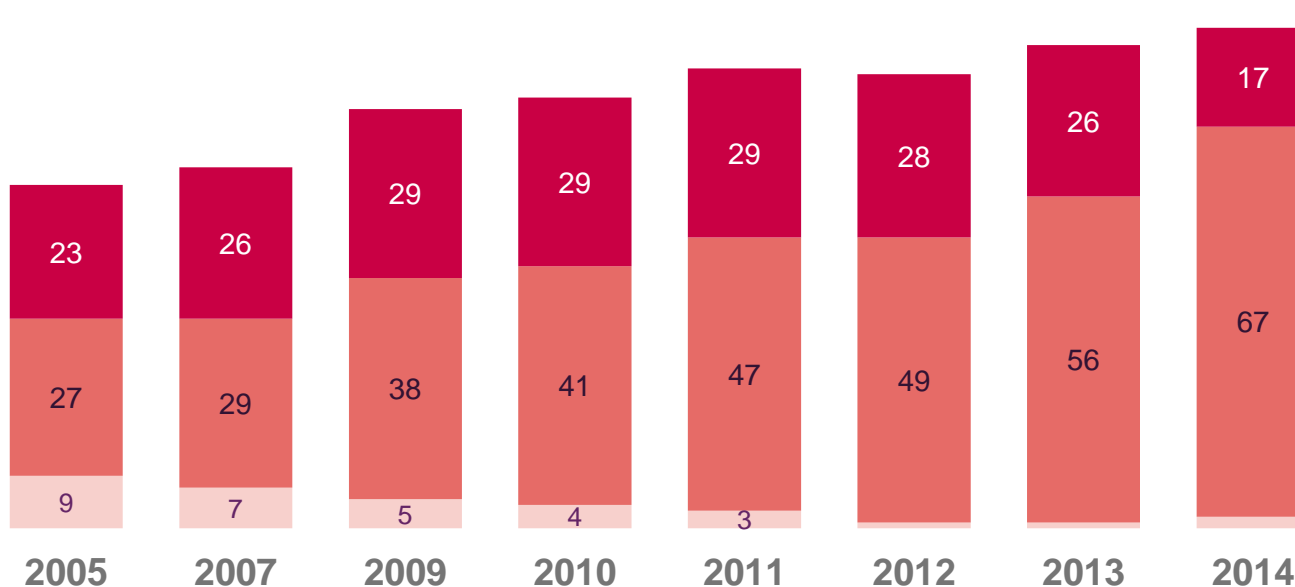
- [Figure 1: Location of internet use: 2005-14](#)
- [Figure 2: Use of devices to go online: 2009-14](#)
- [Figure 3: Proportion of adults who access the internet anywhere, by age: 2005-14](#)
- [Figure 4: Hours spent online in a typical week, by location: 2005-14](#)
- [Figure 5: Proportion of adults who own a smartphone, by age: 2010-14](#)
- [Figure 6: Proportion of adults who use a tablet to go online, by age: 2010-14](#)
- [Figure 7: Weekly use of texts and email on a mobile phone, by age: 2005 vs. 2014](#)
- [Figure 8: Weekly use of the internet for instant messaging, by age: 2005 vs. 2014](#)
- [Figure 9: Proportion of adults who have a social media profile, by age: 2007-14](#)
- [Figure 10: Daily use of social media: 2007-14](#)
- [Figure 11: Proportion of adults who play games, by age: 2007 vs. 2014](#)
- [Figure 12: Gaming on a mobile at least once a week, by age: 2005 vs. 2014](#)
- [Figure 13: DVR ownership, by age: 2005 vs. 2014](#)
- [Figure 14: Watching TV or films online at least once a week, by age: 2007 vs. 2014](#)
- [Figure 15: Watching short video clips online at least once a week, by age: 2007 vs. 2014](#)
- [Figure 16: Weekly internet activities – news and banking/paying bills: 2005 vs. 2014](#)
- [Figure 17: Using the internet ever for public/civic activities: 2005 vs. 2014](#)
- [Figure 18: Online activities that haven't increased in weekly use since 2005, by age](#)
- [Figure 19: Any concerns with broadcast media \(TV and radio\), by age: 2005 vs. 2014](#)
- [Figure 20: Any concerns with the internet and mobile phones, by age: 2005 vs. 2014](#)
- [Figure 21: Any concerns with gaming, by age: 2007 vs. 2014](#)
- [Figure 22: Awareness of how types of TV channel are funded, by age: 2005 vs. 2014](#)
- [Figure 23: Awareness of how types of website are funded, by age: 2005 vs. 2014](#)
- [Figure 24: Attitudes towards website ownership and funding: 2007 vs. 2014](#)
- [Figure 25: Awareness of TV and radio regulation, by age: 2005 vs. 2014](#)
- [Figure 26: Confidence online: 2007 vs. 2014](#)
- [Figure 27: Proportion of internet users who only use websites they have used before: 2007 vs. 2014](#)
- [Figure 28: Opinions on the accuracy of search engine results: 2009-14](#)
- [Figure 29: Concern about giving home address details online: 2005 vs. 2014](#)
- [Figure 30: Use of formal judgements before entering details online: 2005 vs. 2014](#)
- [Figure 31: Opinions on protection from inappropriate or offensive content: 2005-14](#)

Figure 1: Location of internet use: 2005-14



% of UK adults

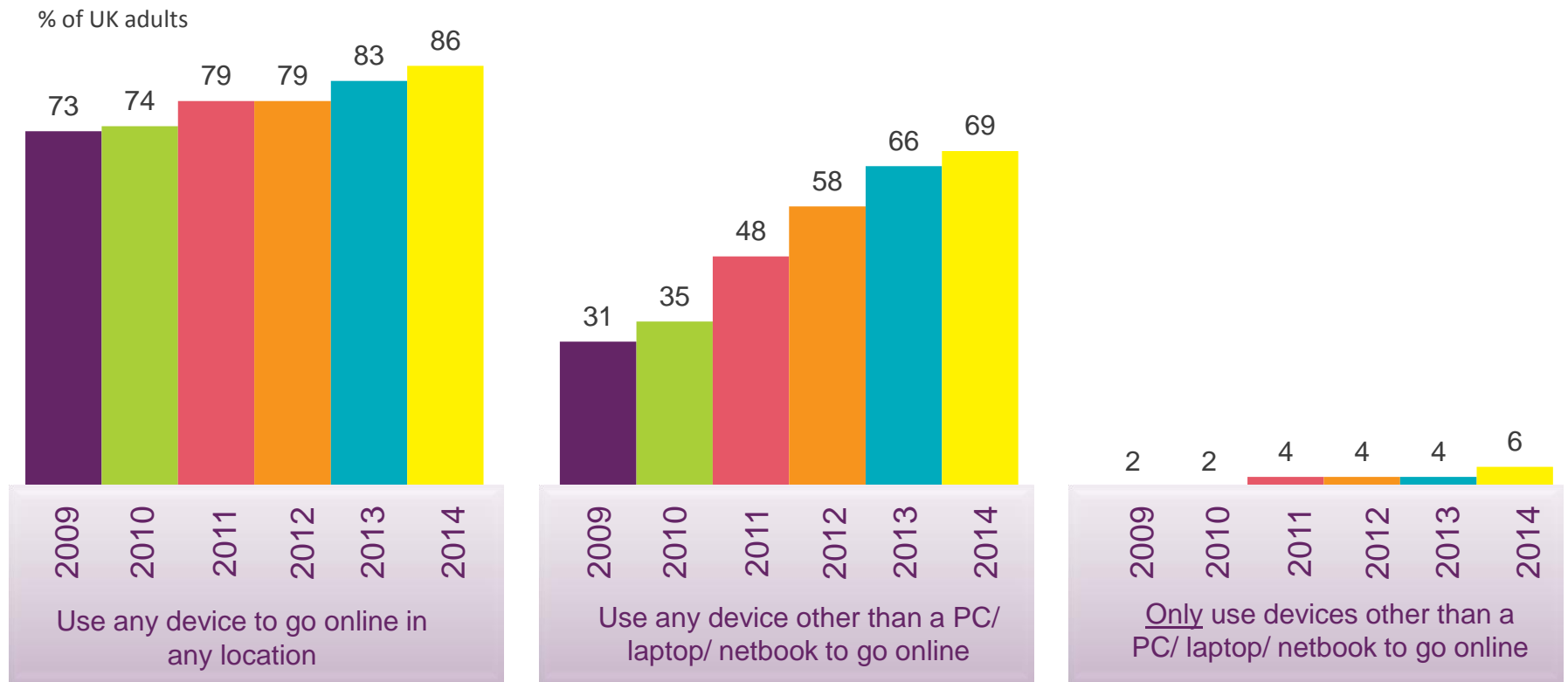
100
90
80
70
60
50
40
30
20
10
0



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..?

Base: All adults aged 16+ (1890 in 2014).

Figure 2: Use of devices to go online: 2009-14



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

Base: All adults aged 16+ (1890 in 2014).

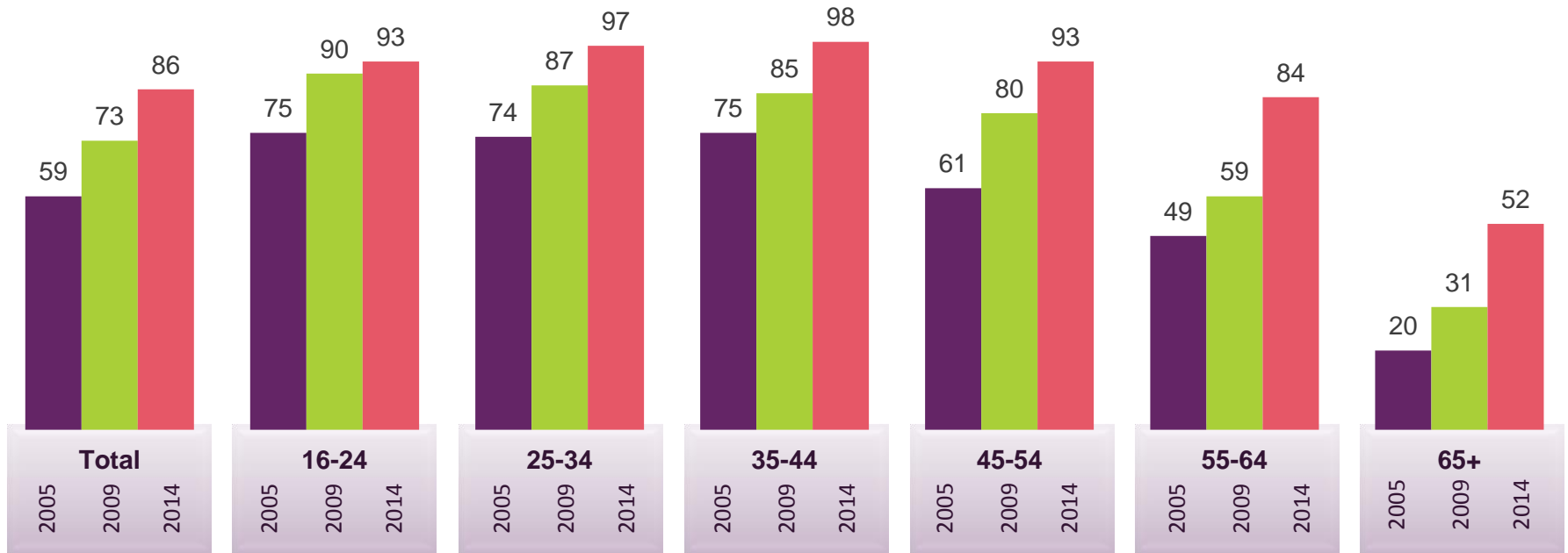
Figure 3: Proportion of adults who access the internet anywhere, by age: 2005-14



Percentage point increase from 2005 to 2014

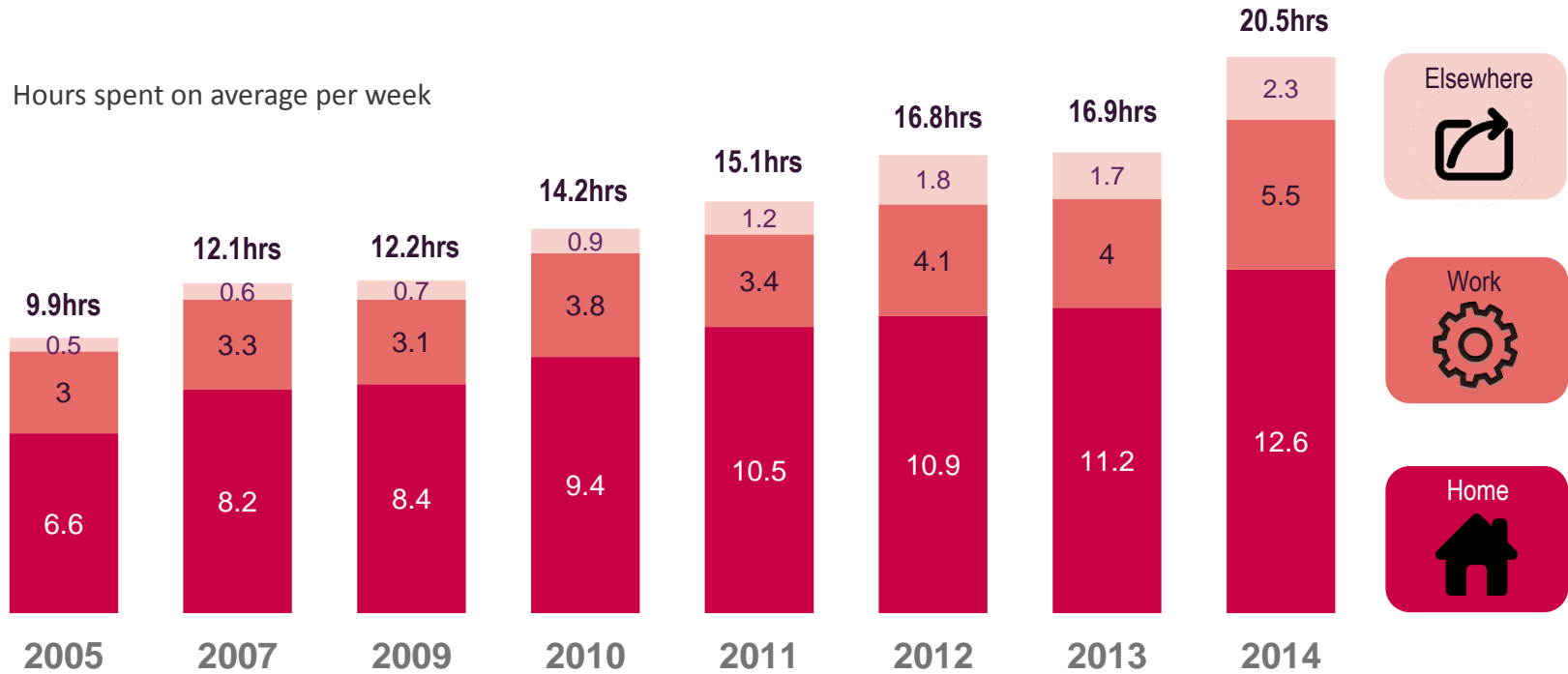


% of UK adults



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
 Base: All adults aged 16+ (1890 in 2014).

Figure 4: Hours spent online in a typical week, by location: 2005-14

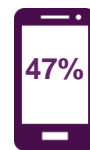


IN6A/IN6B/IN6C: How many HOURS in a typical WEEK would you say you go online at <LOCATION>?
 Base: All adults who go online in any location on any device (1609 in 2014)

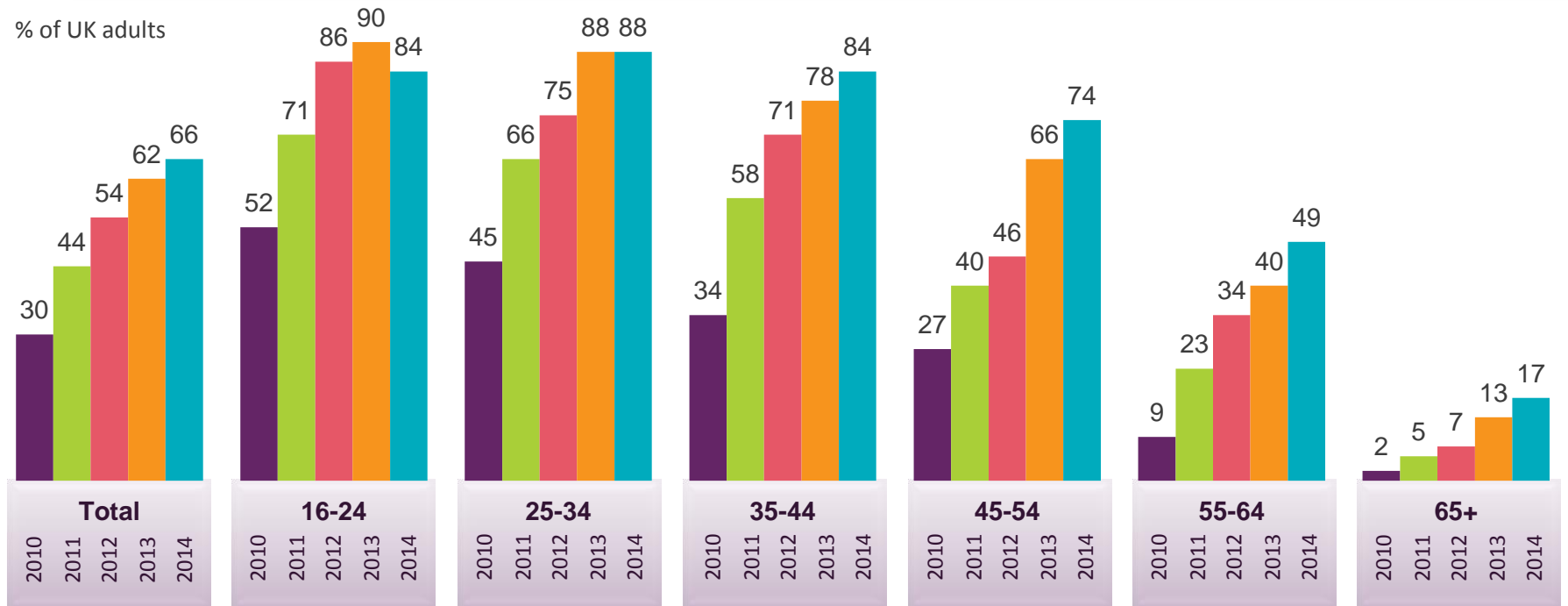
Figure 5: Proportion of adults who own a smartphone, by age: 2010-14



Percentage point increase from 2010 to 2014



% of UK adults

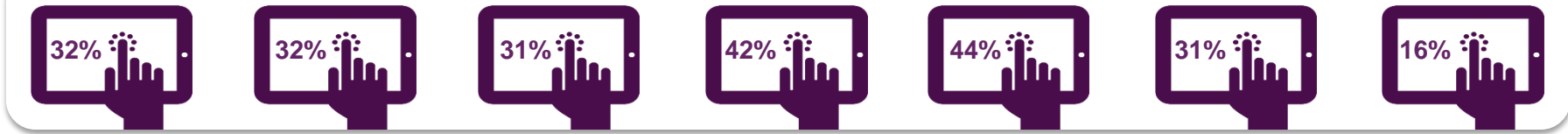


M2: Is this a smartphone? (definition follows) (Spontaneous responses, single-coded)
 Base: All adults aged 16+ (1890 in 2014).

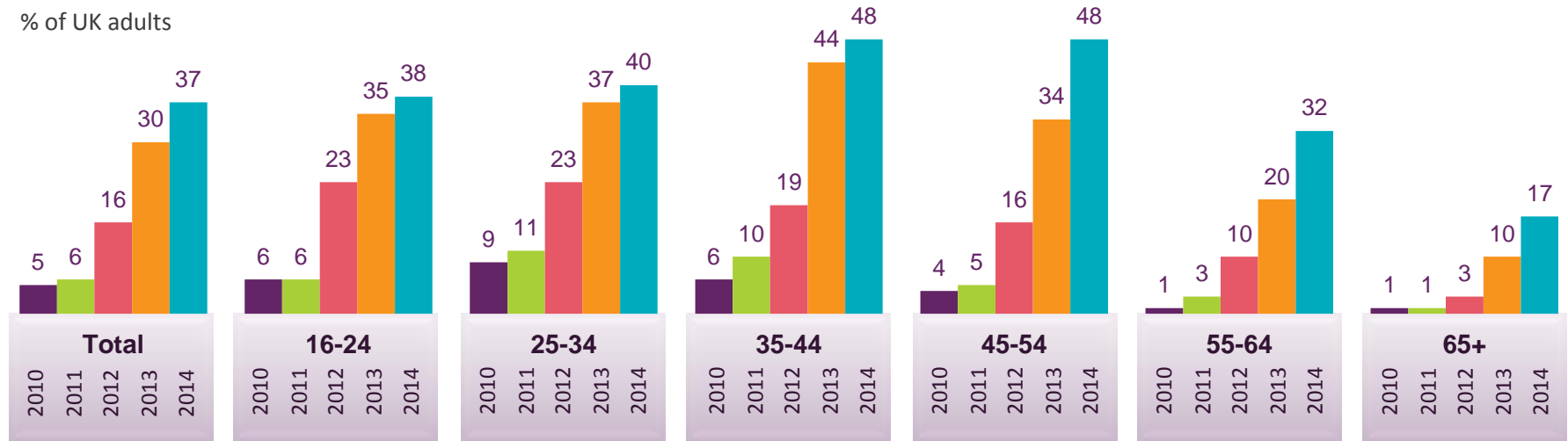
Figure 6: Proportion of adults who use a tablet to go online, by age: 2010-14



Percentage point increase from 2010 to 2014



% of UK adults

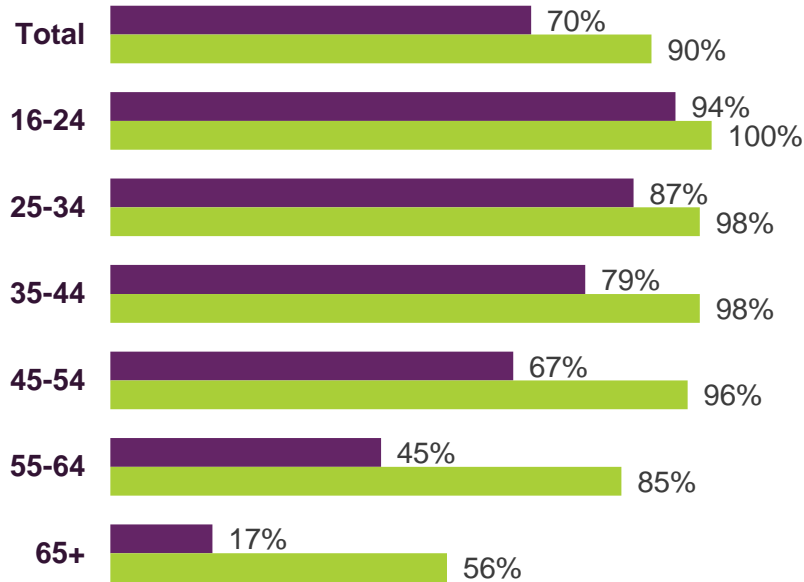


IN2/IN3: Do you have and use any of the items shown on this card to go online at home? Answer: Tablet
 Base: All adults aged 16+ (1890 in 2014).

Figure 7: Weekly use of texts and email on a mobile phone, by age: 2005 vs. 2014

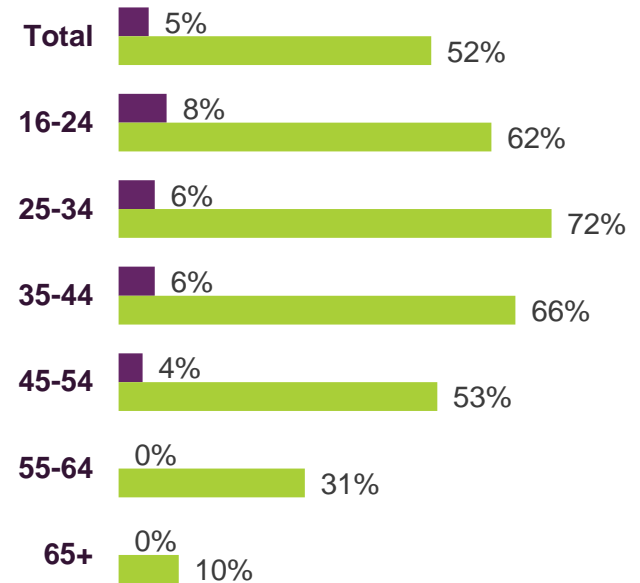


Send or receive text messages



% of mobile phone users

Send or receive emails

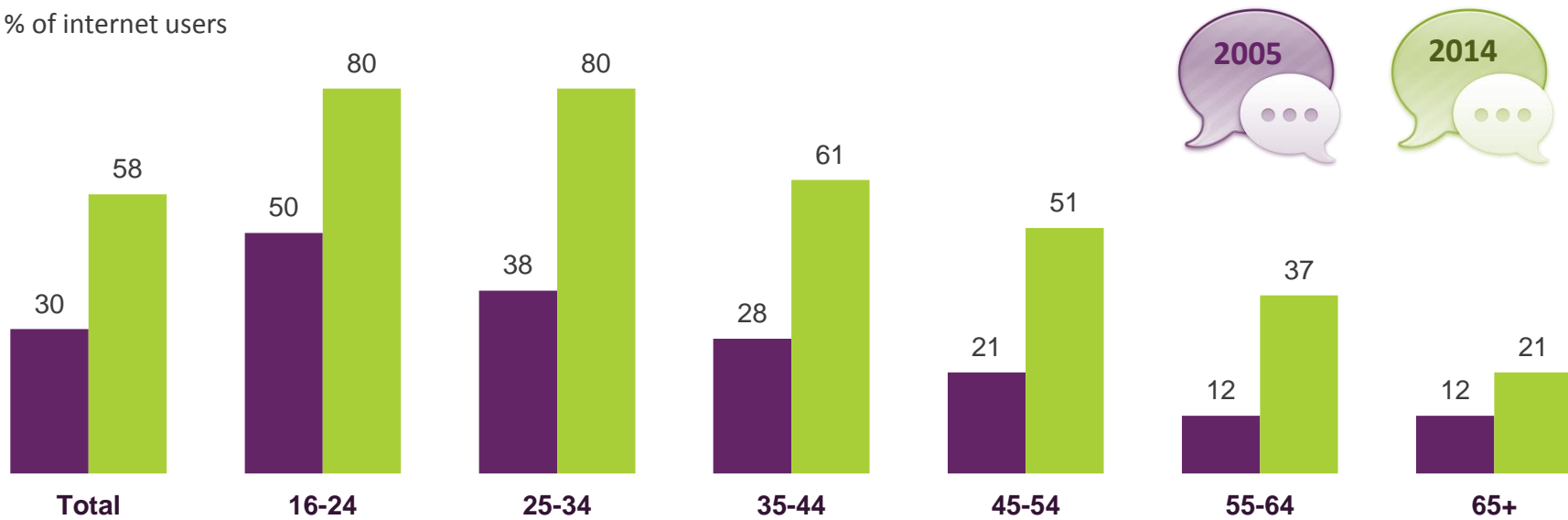


M7: How often do you use a mobile phone to <activity> Answer – at least once a week
 Base: All mobile phone users (1670 in 2014).

Figure 8: Weekly use of the internet for instant messaging, by age: 2005 vs. 2014



% of internet users



Percentage point increase from 2005 to 2014

28%

30%

42%

33%

30%

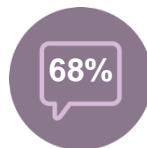
25%

9%

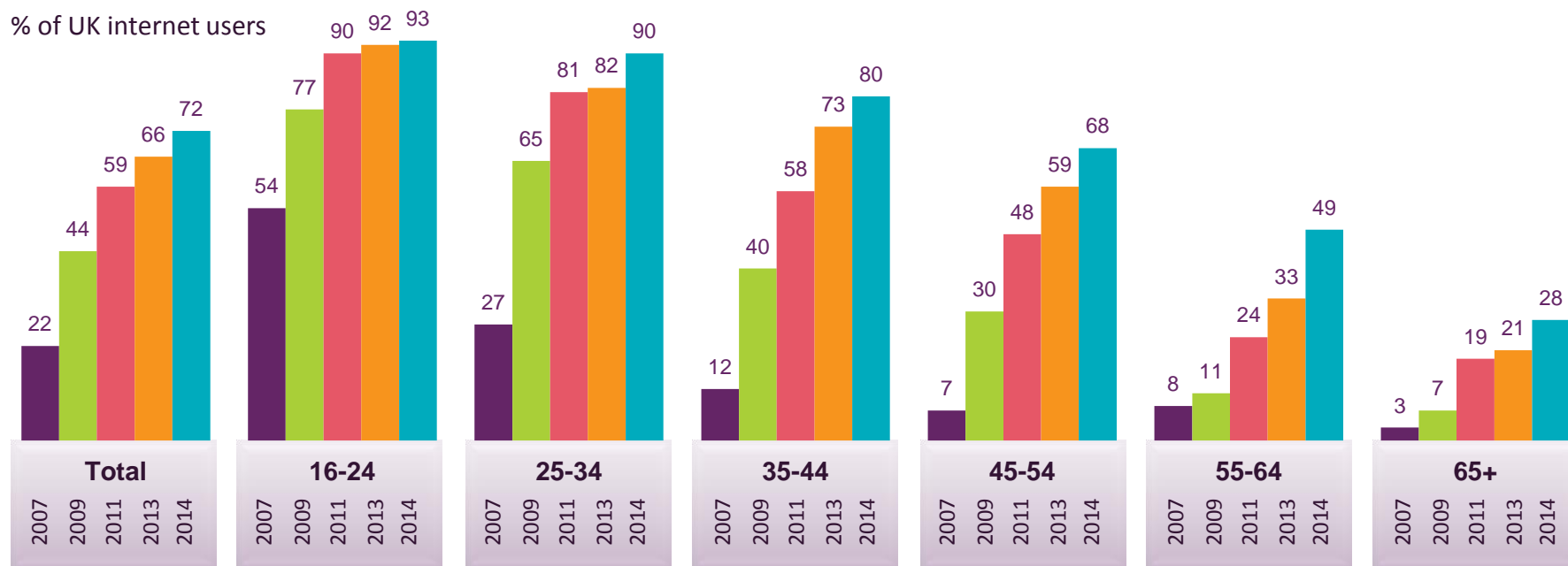
IN15B: How often do you use the internet for Instant Messaging such as Facebook Chat, MSN Messenger or Skype Chat
 Base: All adults aged 16+ who use the internet at home or elsewhere (1609 in 2014).

Figure 9: Proportion of adults who have a social media profile, by age: 2007-14

Percentage point increase from 2007 to 2014



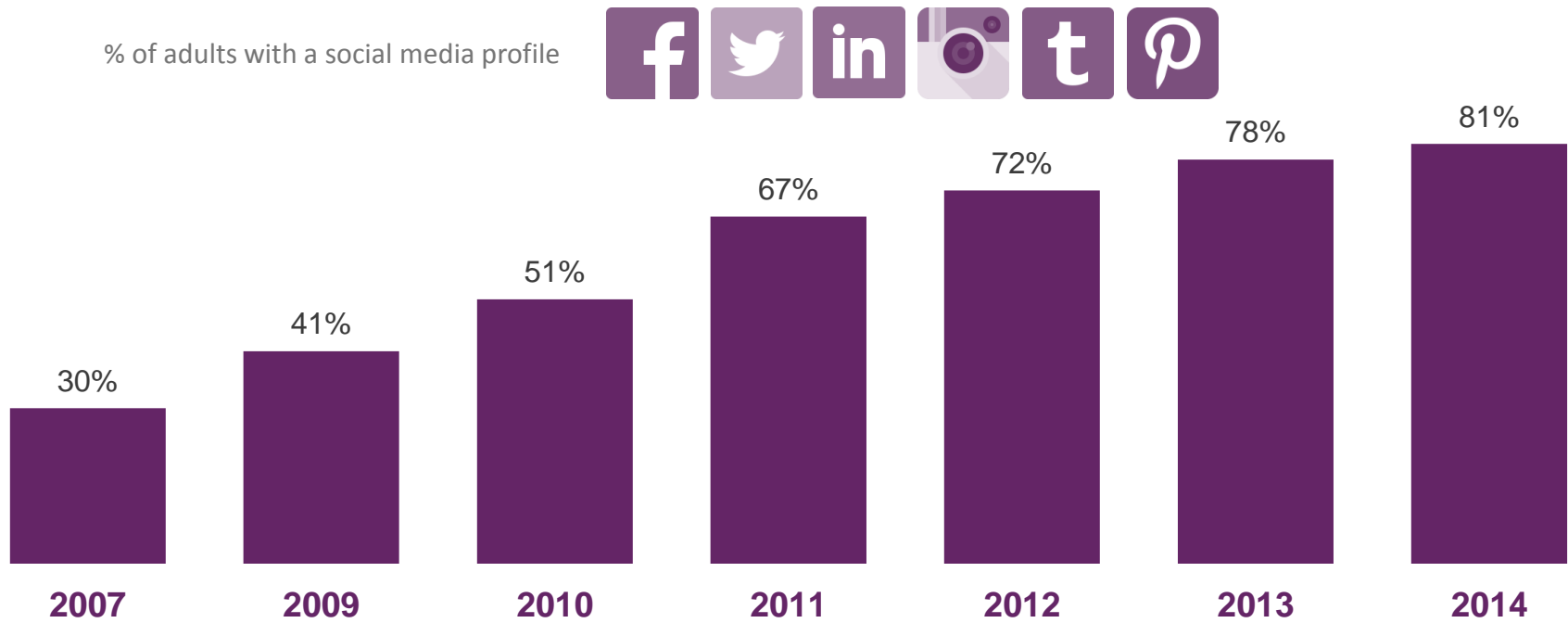
% of UK internet users



IN24: I'd now like to ask you some questions about social media (DESCRIPTION OF SOCIAL MEDIA). Do you have a social media profile or account on any sites or apps (spontaneous responses, single coded)

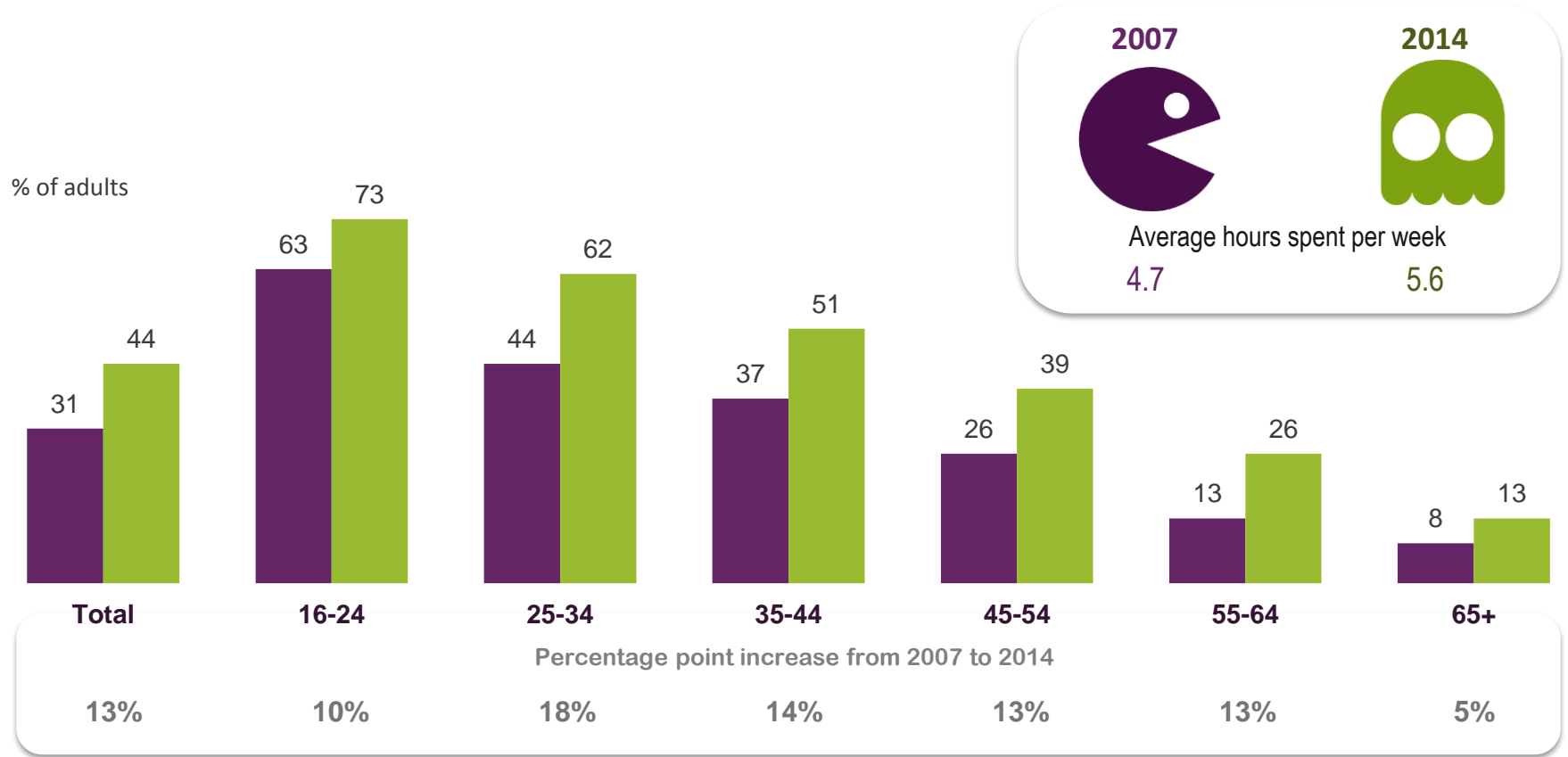
Base: All adults aged 16+ who use the internet at home or elsewhere (1609 in 2014).

Figure 10: Daily use of social media: 2007-14



IN27: How often do you visit any social media sites or apps (like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest), using any device?
Base: All with social media profile (1093 in 2014)

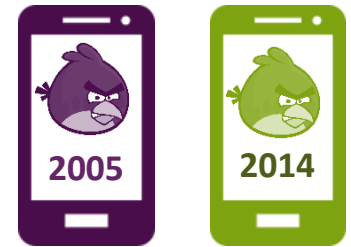
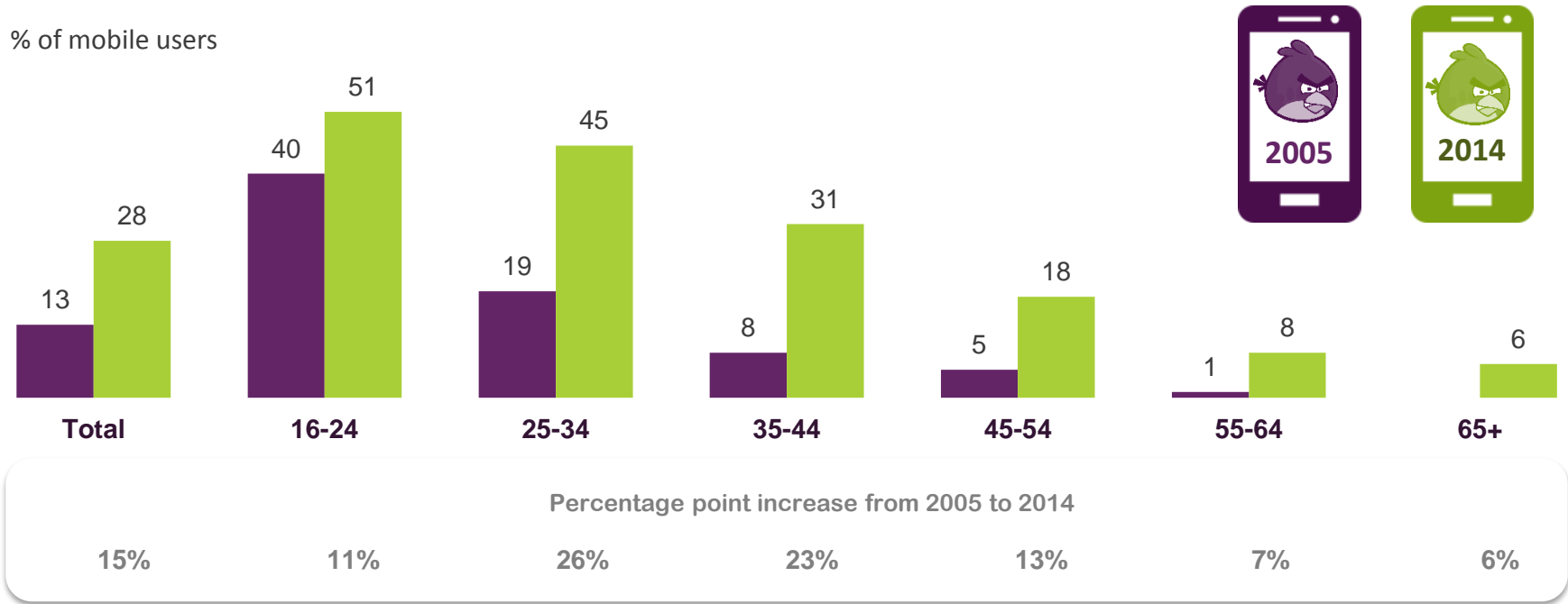
Figure 11: Proportion of adults who play games, by age: 2007 vs. 2014



G1 – Do you ever play games at home or elsewhere in any of these ways? (Prompted responses, multi-coded)

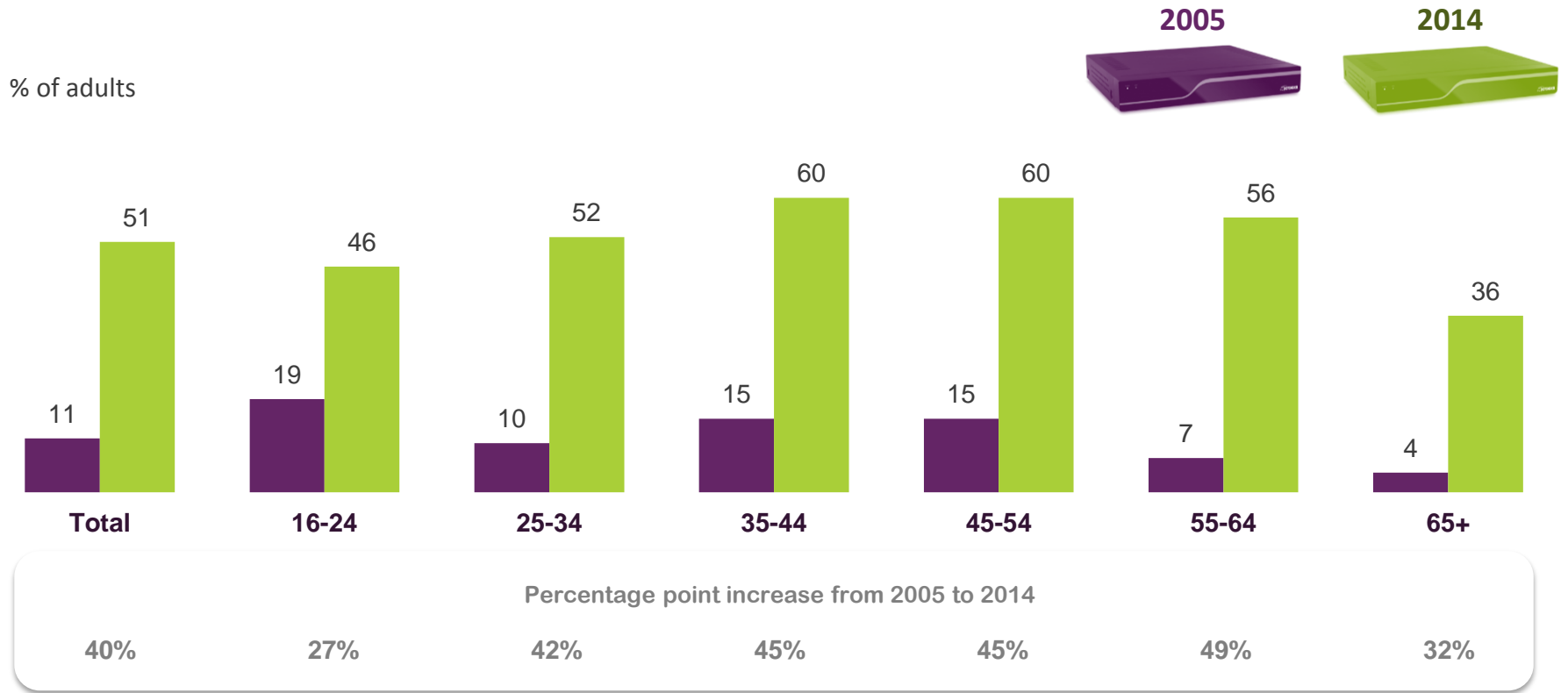
Base: All adults aged 16+ (1890 in 2014).

Figure 12: Gaming on a mobile at least once a week, by age: 2005 vs. 2014



M7: How often do you use a mobile phone to play games. Answer – at least once a week
 Base: All mobile phone users (1670 in 2014).

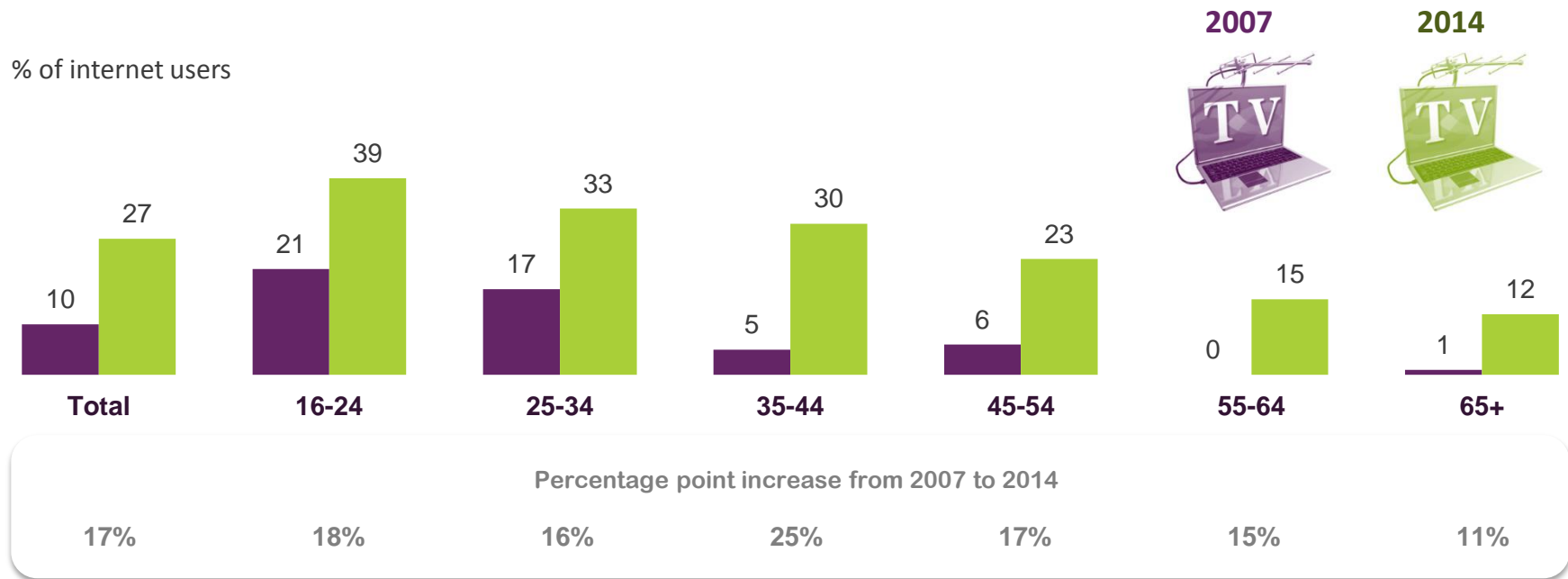
Figure 13: DVR ownership, by age: 2005 vs. 2014



T2: Do you have a DVR system such as Sky Plus, V Plus, Freeview Plus, or any other similar system?

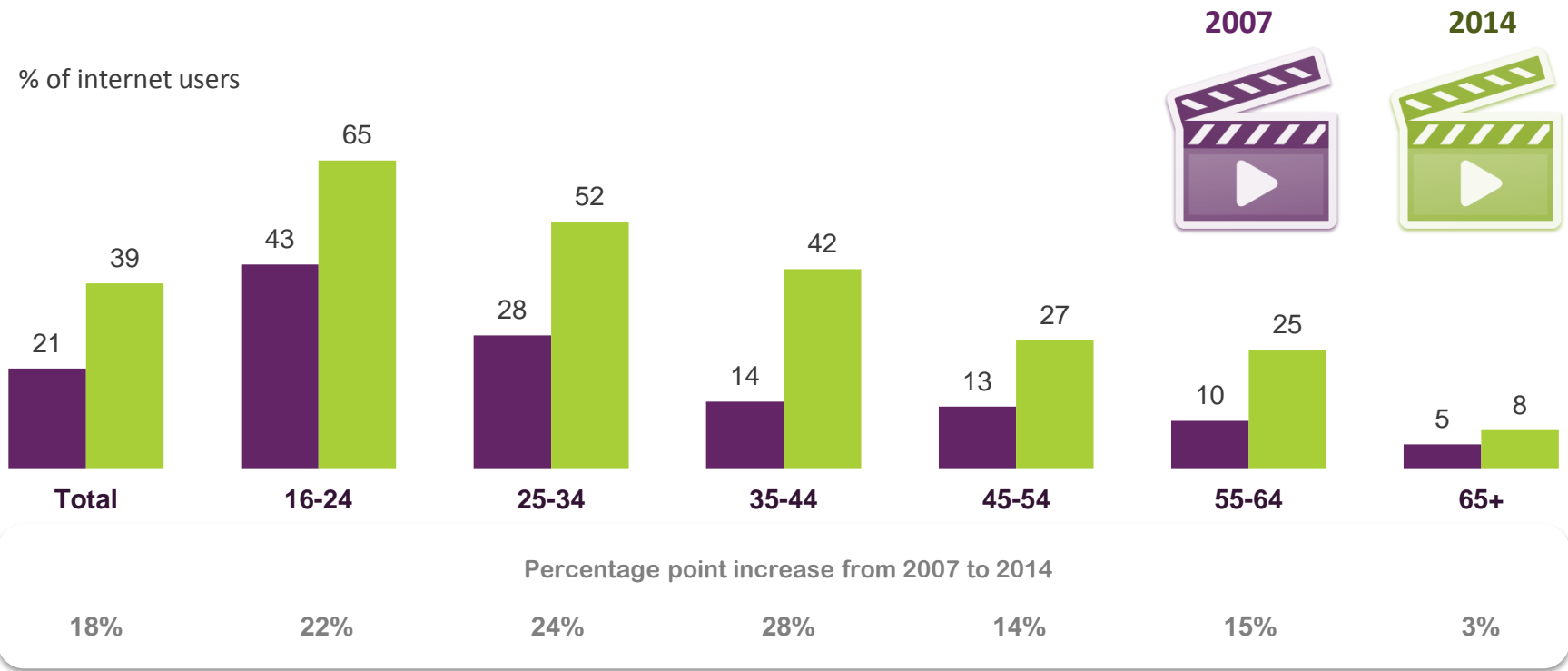
Base: All adults aged 16+ (1890 in 2014).

Figure 14: Watching TV or films online at least once a week, by age: 2007 vs. 2014



IN15M: How often do you use the internet to watch online or download TV programmes or films . Answer – at least once a week
 Base: All adults who go online in any location on any device (1609 in 2014)

Figure 15: Watching short video clips online at least once a week, by age: 2007 vs. 2014

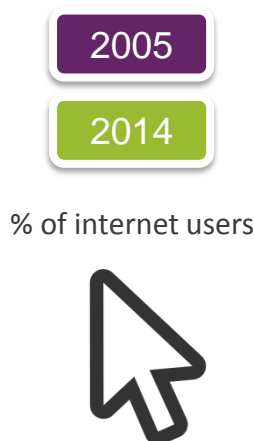
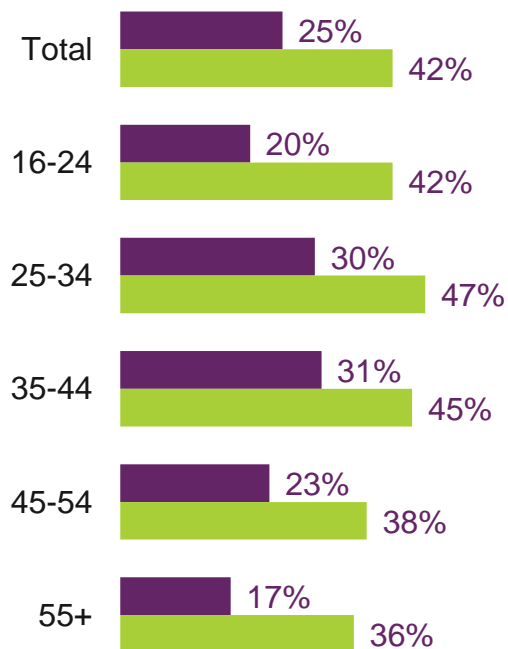


IN15L: How often do you use the internet to watch online or download short video clips such as music videos or comedy clips . Answer – at least once a week
 Base: All adults who go online in any location on any device (1609 in 2014)

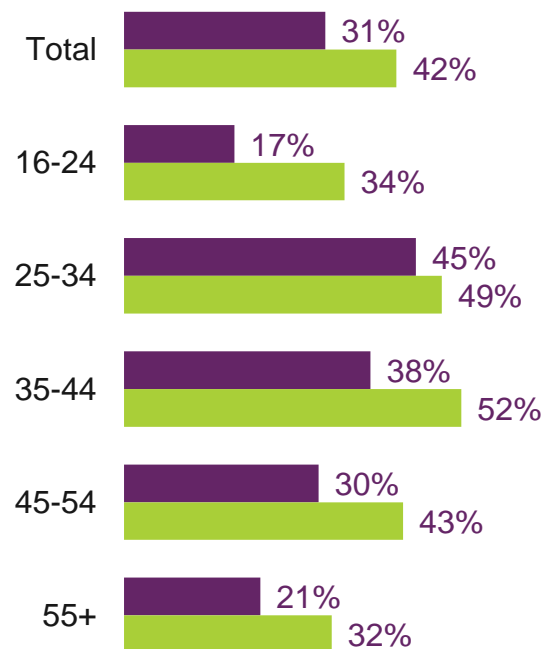
Figure 16: Weekly internet activities – news and banking/paying bills: 2005 vs. 2014



Looking at news websites or apps



Banking and paying bills online

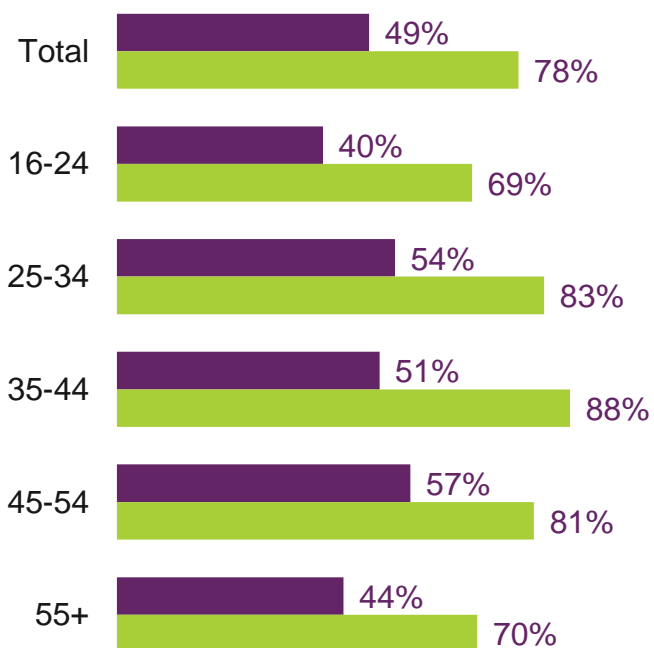


IN15L: How often do you use the internet to <activity>. Answer – Daily, Weekly or less often
Base: All adults who go online in any location on any device (1609 in 2014)

Figure 17: Using the internet ever for public/civic activities: 2005 vs. 2014



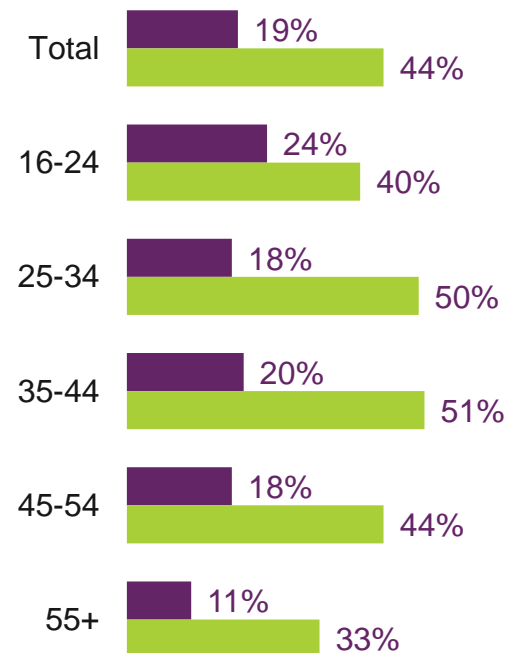
Finding out about public services



2005
2014
% of internet users

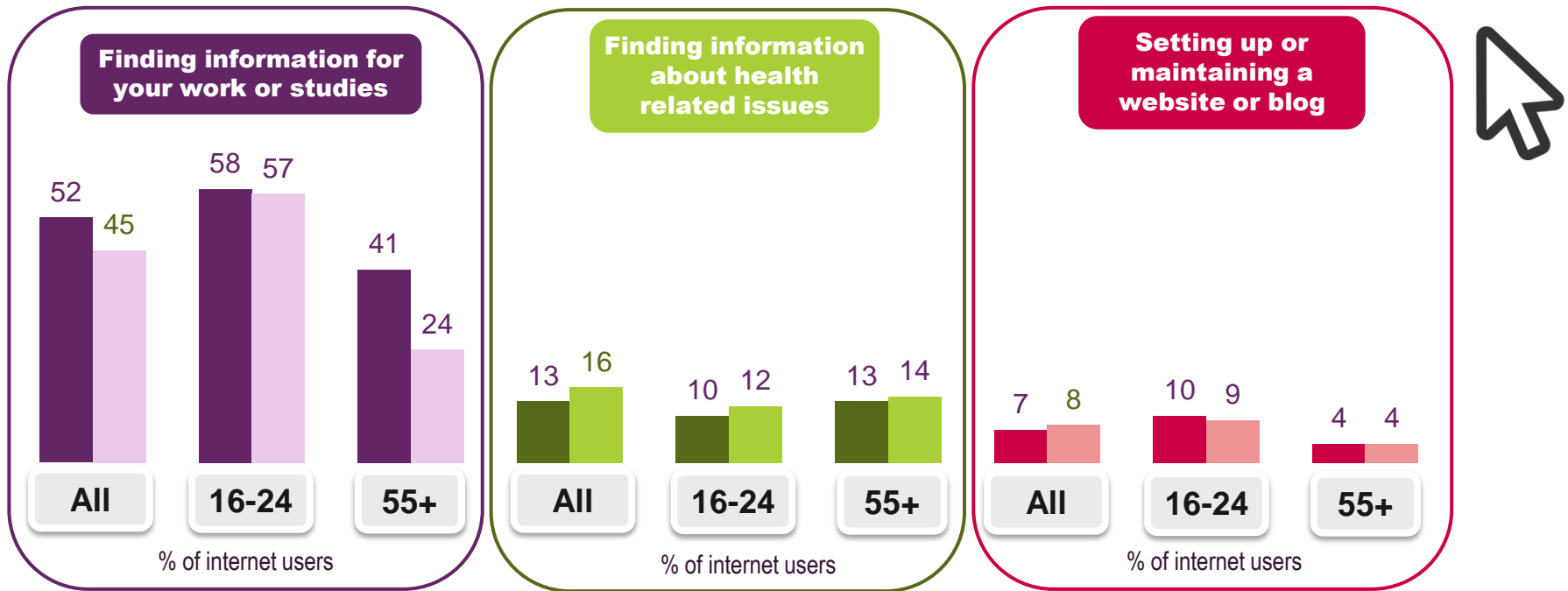


Looking at political or campaigning issues websites



IN15L: How often do you use the internet to <activity>. Answer – Daily, Weekly or less often
Base: All adults who go online in any location on any device (1609 in 2014)

Figure 18: Online activities that haven't increased in weekly use since 2005, by age

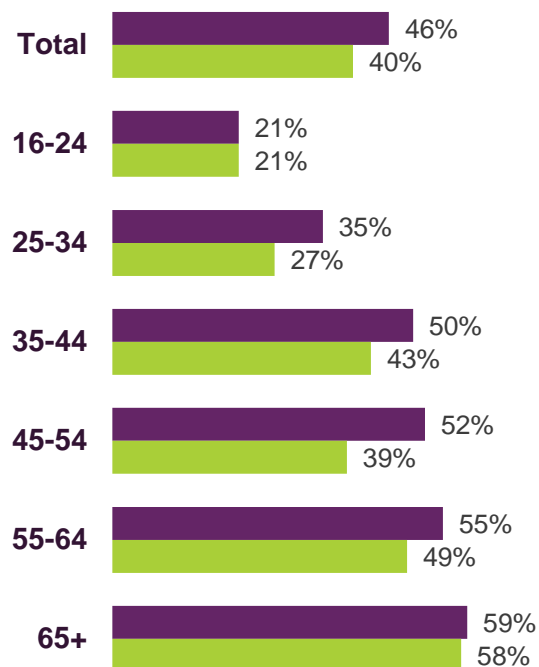


IN15L: How often do you use the internet to <activity>. Answer – at least once a week
 Base: All adults who go online in any location on any device (1609 in 2014)

Figure 19: Any concerns with broadcast media (TV and radio), by age: 2005 vs. 2014



Any concerns about what is on TV

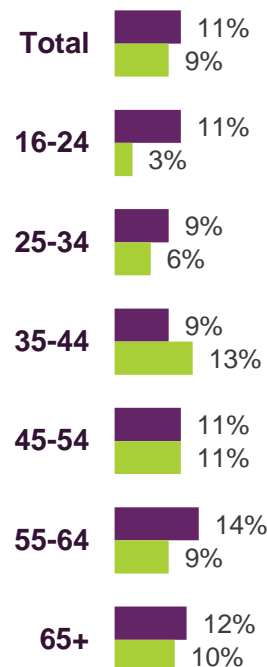


2005

2014

% of UK adult users

Any concerns about what is on the radio



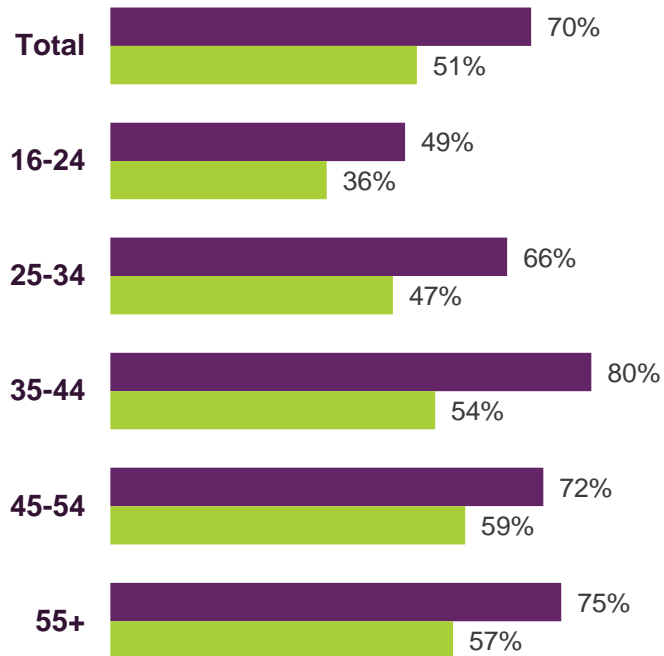
T5/R3: Can you tell me if you have any concerns about what is on TV/radio?

Base: Adults aged 16+ with any TVs in the household (1846 in 2014), adults aged 16+ who listen to the radio

Figure 20: Any concerns with the internet and mobile phones, by age: 2005 vs. 2014

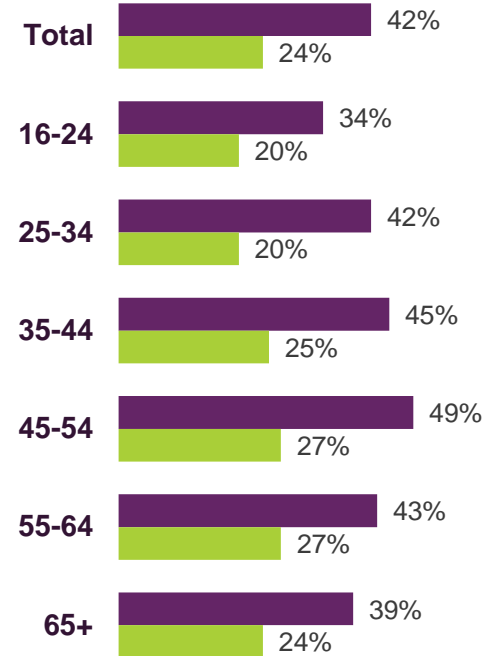


Any concerns about what is on the internet



2005
2014
% of UK adults users

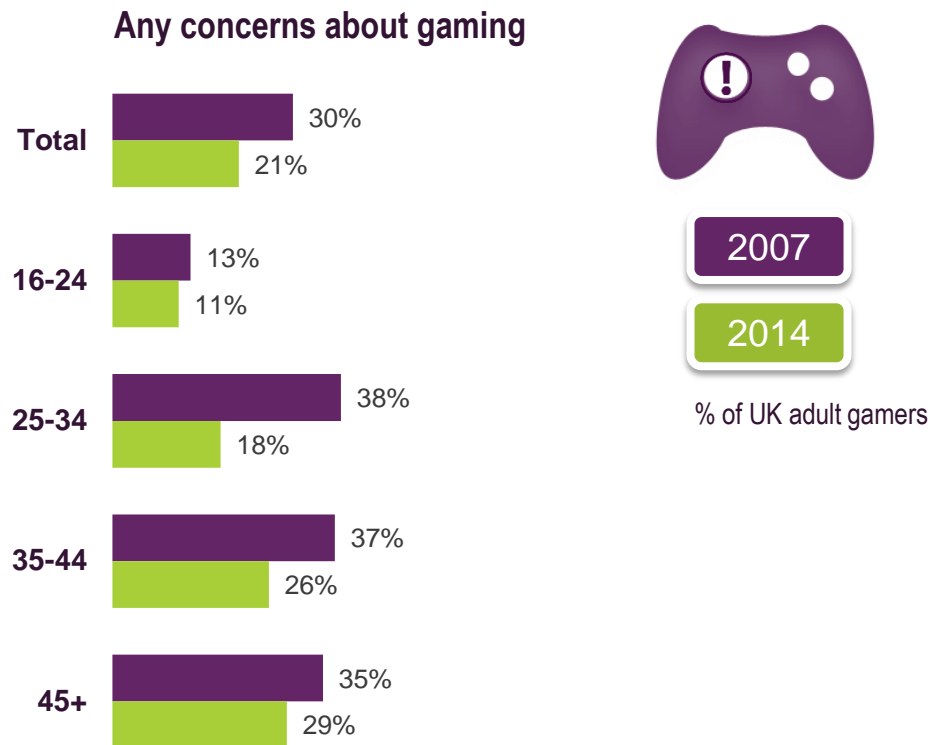
Any concerns about mobile phones



IN34/M3: Can you tell me if you have any concerns about what is on the internet/about mobile phones?

Base: Adults aged 16+ who go online at home or elsewhere (1609 in 2014), Adults aged 16+ who personally use a mobile phone (1670 in 2014).

Figure 21: Any concerns with gaming, by age: 2007 vs. 2014

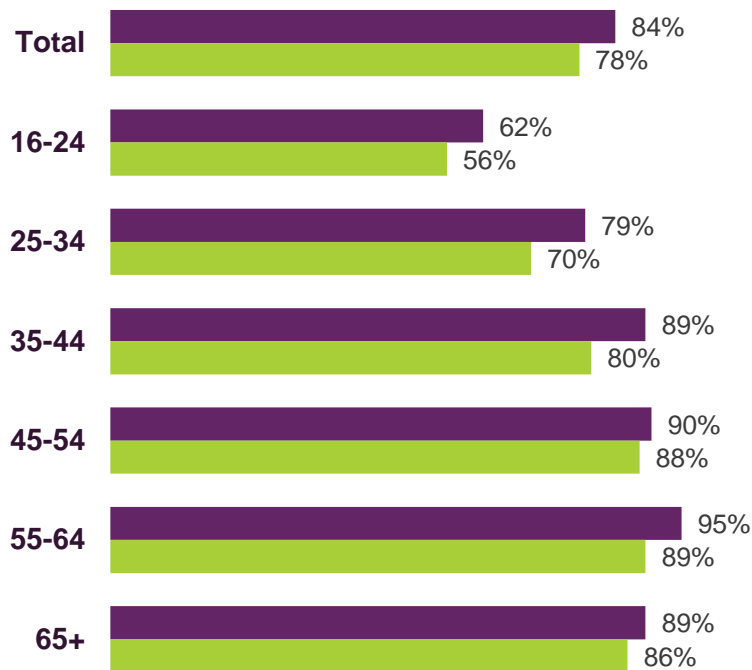


G4 Can you tell me if you have any concerns about gaming?
Base: Adults aged 16+ who play games (743 in 2014).

Figure 22: Awareness of how types of TV channel are funded, by age: 2005 vs. 2014



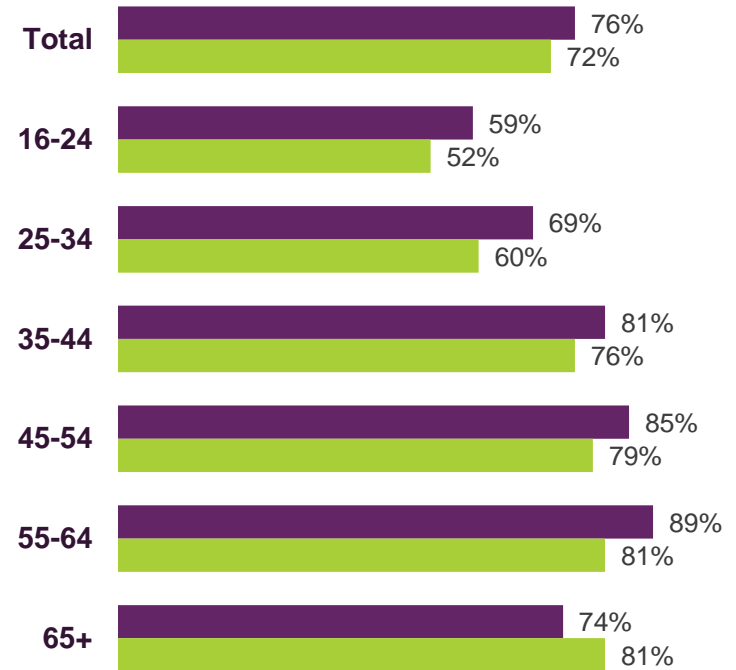
Aware that BBC TV is funded by the licence fee



2005
2014

% of UK adults

Aware that ITV, Ch4 and Five are funded by advertising

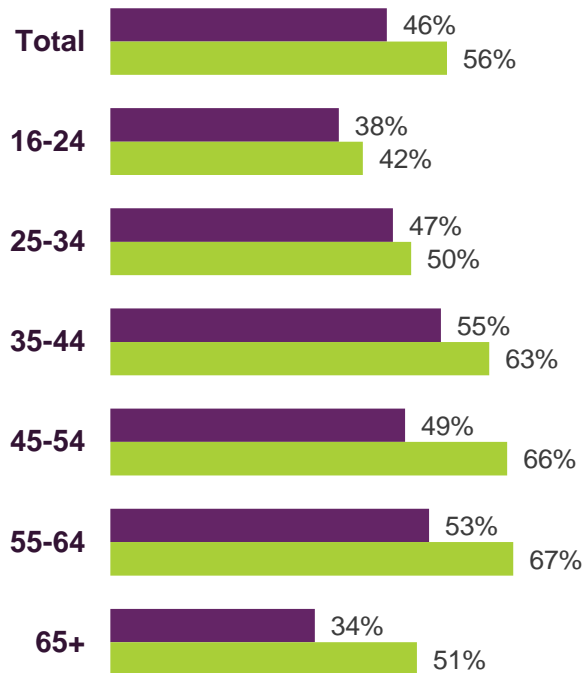


T3/T4: How would you say BBC TV programmes are mainly funded? How would you say programmes are mainly funded on ITV, Channel 4 and Five?
Base: All respondents (1890 in 2014)

Figure 23: Awareness of how types of website are funded, by age: 2005 vs. 2014



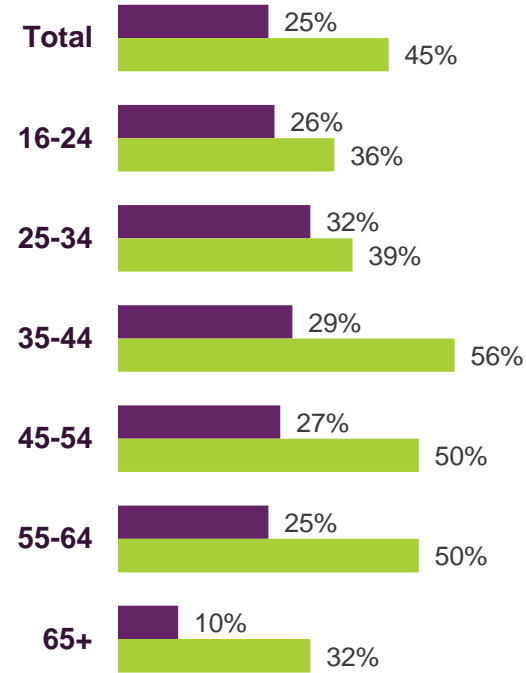
Aware that the BBC website is funded by the licence fee



2005
2014

% of UK adults

Aware that search engines are funded by advertising



IN32/IN33: How do you think the BBC's website is mainly funded? How do you think search engine websites such as Google or Ask.com are mainly funded?
Base: All respondents (1890 in 2014)

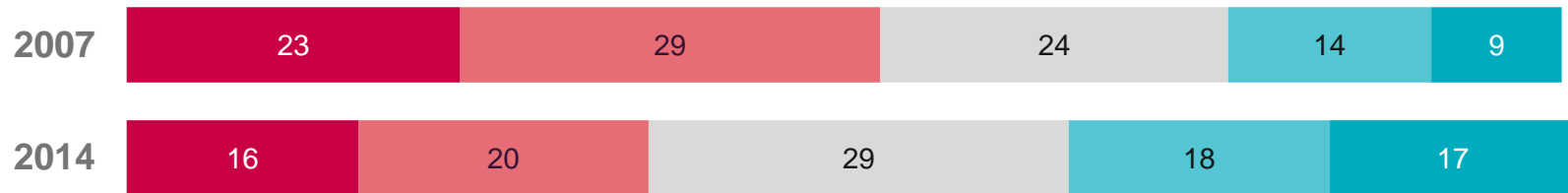
Figure 24: Attitudes towards website ownership and funding: 2007 vs. 2014



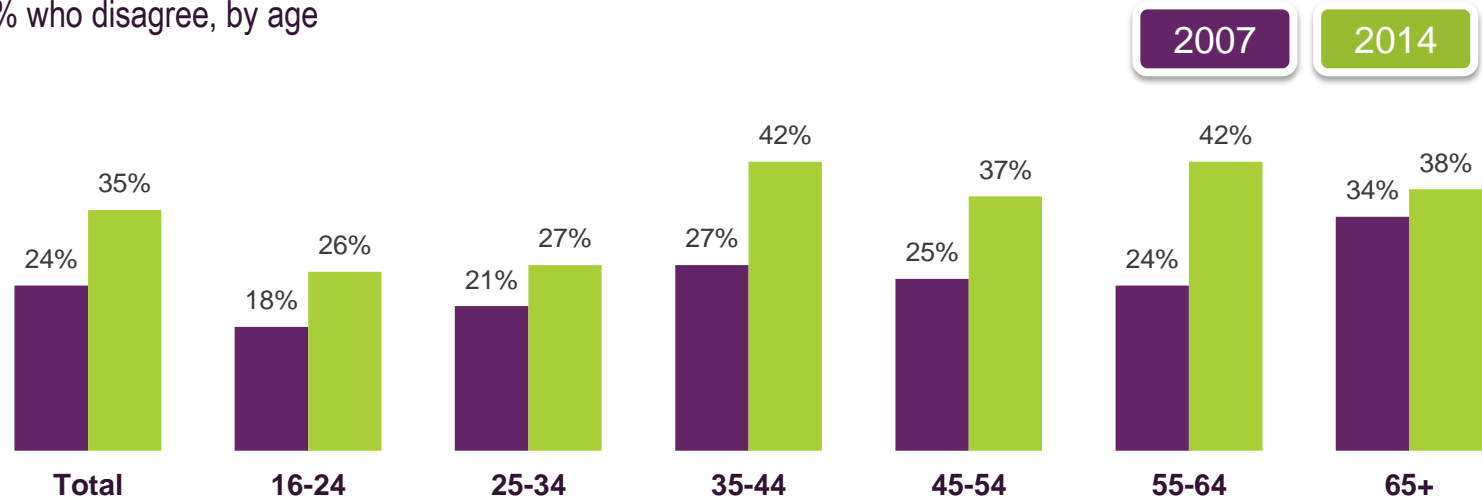
Extent agree with statement: "it doesn't matter who owns a website or how it's funded as long as good websites are available"

% of UK adult Internet users

■ strongly agree
 ■ slightly agree
 ■ Neither/Don't know
 ■ slightly disagree
 ■ strongly disagree

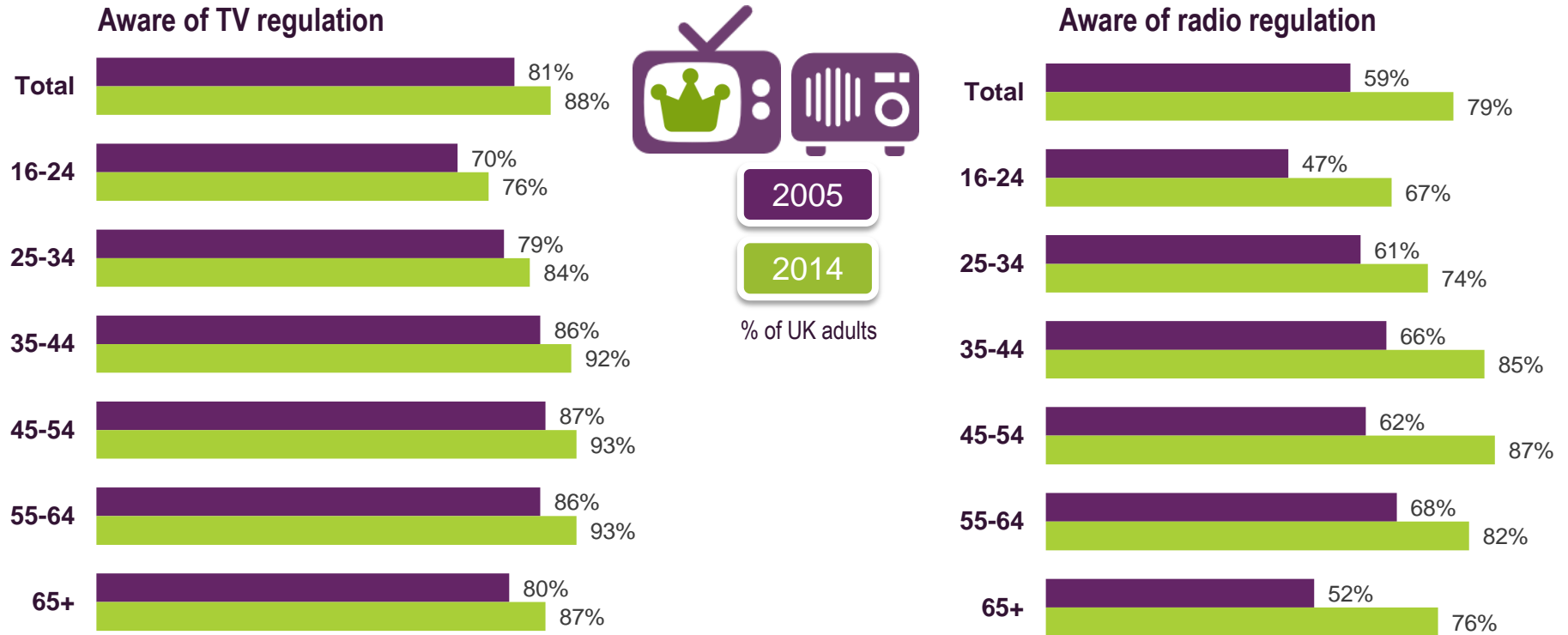


% who disagree, by age



IN35F: As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded
 Base: All who go online at home or elsewhere on any device (1609)

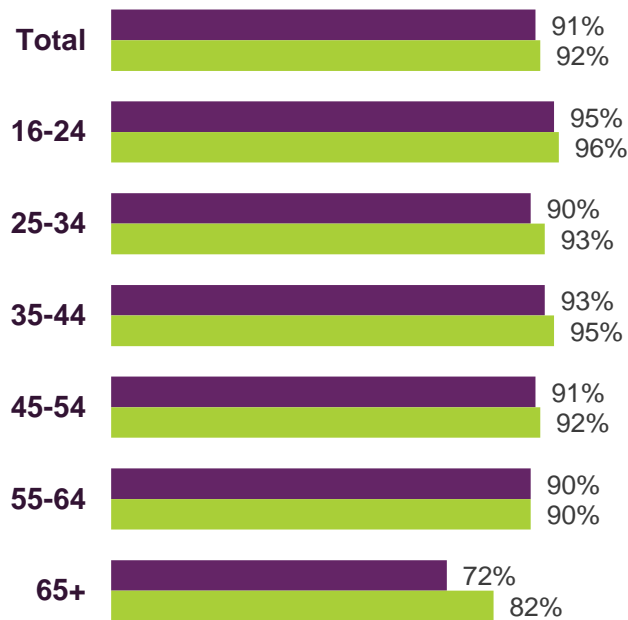
Figure 25: Awareness of TV and radio regulation, by age: 2005 vs. 2014



T6/R4: As far as you know, are TV programmes/ is radio regulated?
Base: All respondents (1890 in 2014)

Figure 26: Confidence online: 2007 vs. 2014

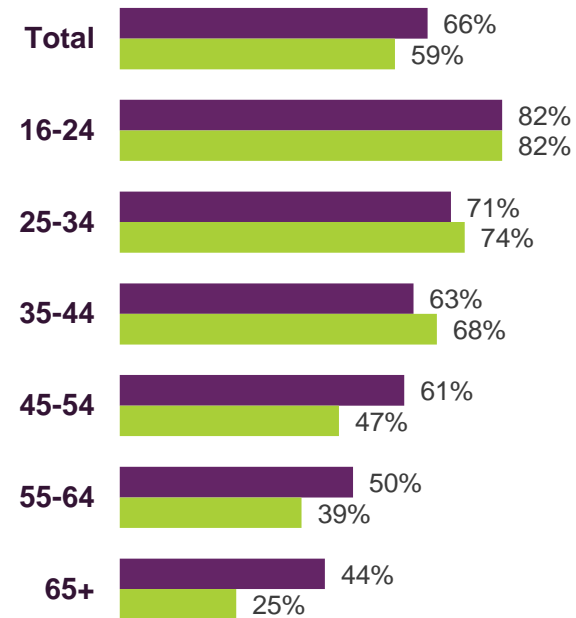
Very or fairly confident of finding the content or information you want when you go online



2007
2014

% of internet users

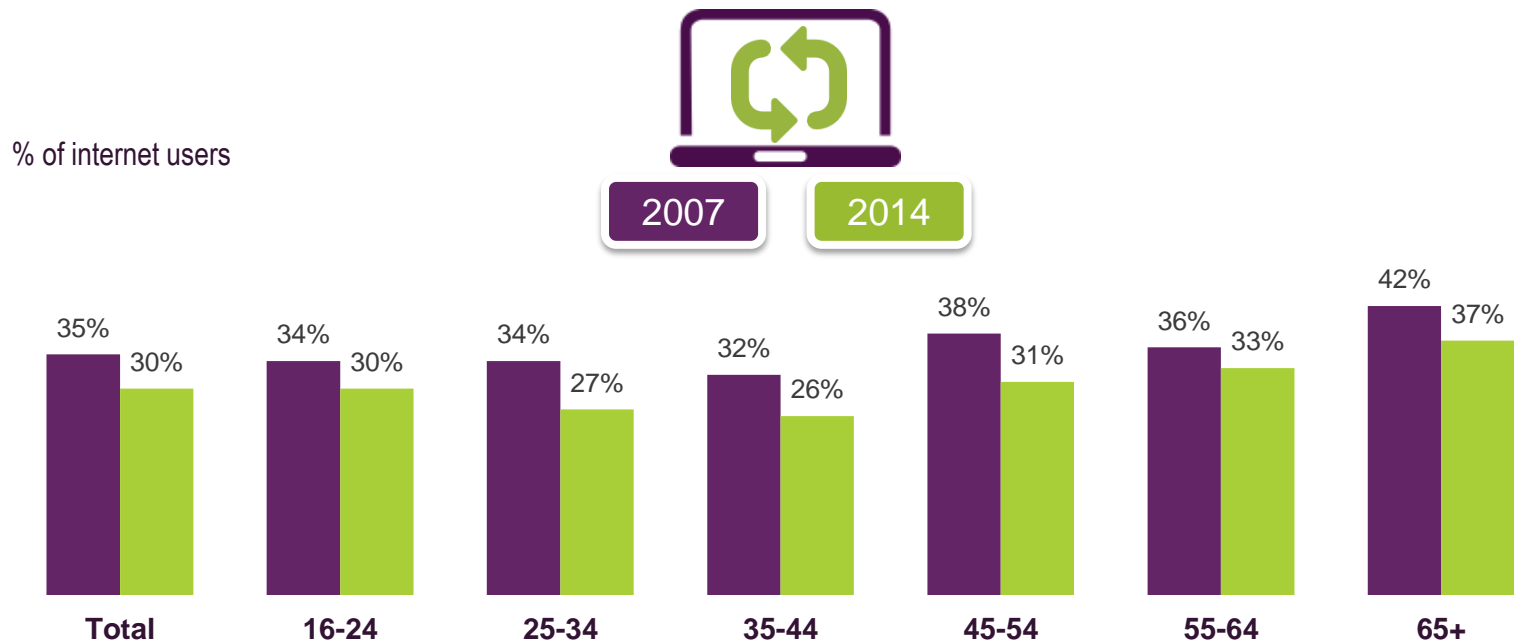
Very or fairly confident of using the internet to do creative things - like making blogs, sharing photos online, or uploading short videos to the internet?*



IN13B: How confident are you using the internet to do creative things - like making blogs, sharing photos online, or uploading short videos to the internet?
 * In 2007, the question was "How confident are you in using the creative elements that media such as internet and mobile phones offer? This includes creating blogs (or online diaries), editing photos and sharing them with friends and uploading short videos from a mobile phone?"

Base: All internet users (1609 in 2014)

Figure 27: Proportion of internet users who only use websites they have used before: 2007 vs. 2014




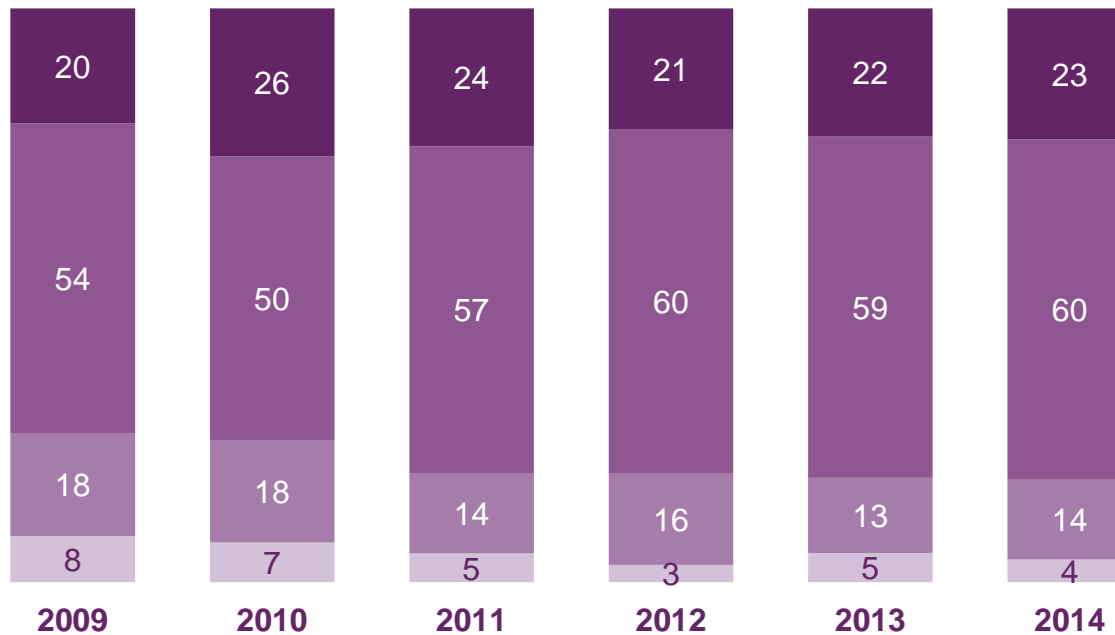
IN14: In most weeks when you go online using any type of computer (so a PC, laptop, netbook or tablet computer like an iPad), a mobile phone, a games console or a media player, would you say that you...?

Base: All internet users (1609 in 2014)

Figure 28: Opinions on the accuracy of search engine results: 2009-14



% of search engine users 



- If listed by search engine, websites will have accurate & unbiased info
- Some websites will be accurate or unbiased and some won't be
- Don't really think about whether have accurate or unbiased information; just use sites like the look of
- Don't Know

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?

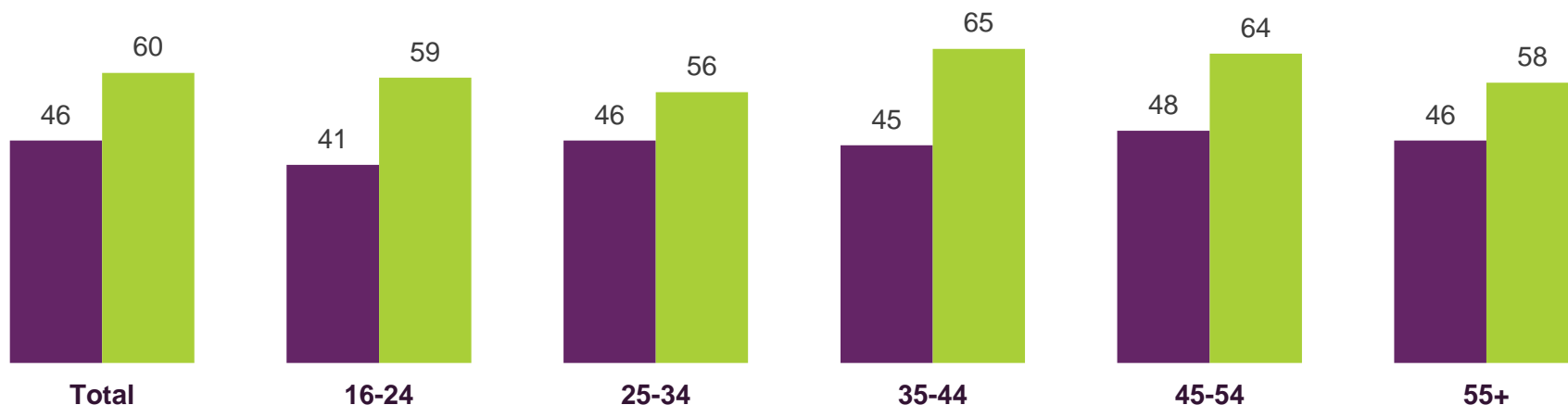
Base: All adults aged 16+ who ever use search engines (1516 in 2014).

Figure 29: Concern about giving home address details online: 2005 vs. 2014



% of internet users who are concerned about giving home address online, but do it

■ 2005 ■ 2014



Percentage point increase from 2005 to 2014

14% 18% 10% 20% 16% 12% 14%

IN38: I'd like you to say how you would feel about doing this in terms of any security concerns.... Entering your home address details? Answer - Have some security concerns about doing this, but would do it

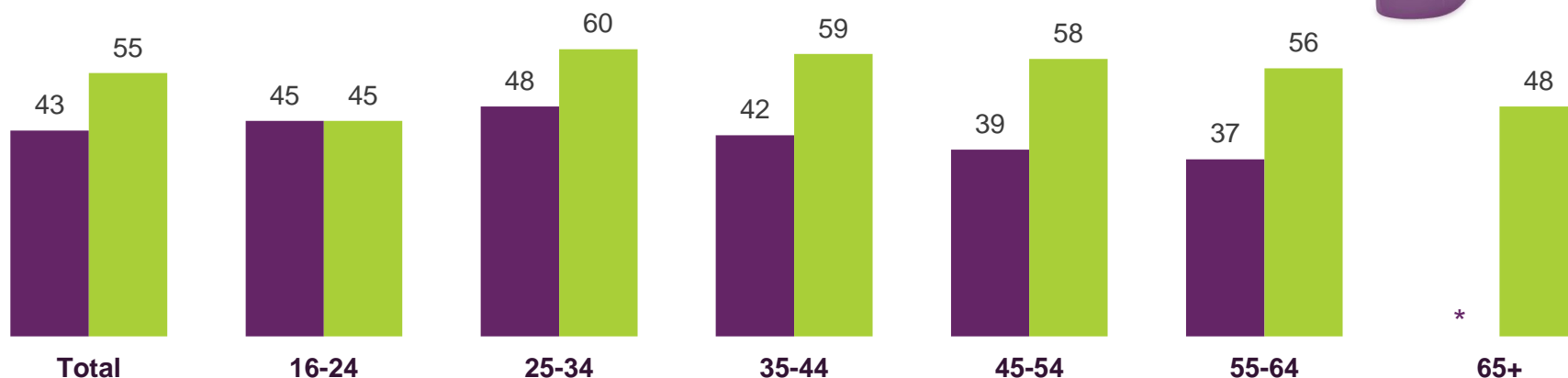
Base: All who use the internet at home (2005) / All who go online at home or elsewhere on any type of device (1609 in 2014)

Figure 30: Use of formal judgements before entering details online: 2005 vs. 2014



% of internet users

■ 2005 ■ 2014



Percentage point increase from 2005 to 2014

12%

0%

12%

17%

19%

19%

-

IN39: Could you tell me whether you would make a judgement about a website before entering these types of details?

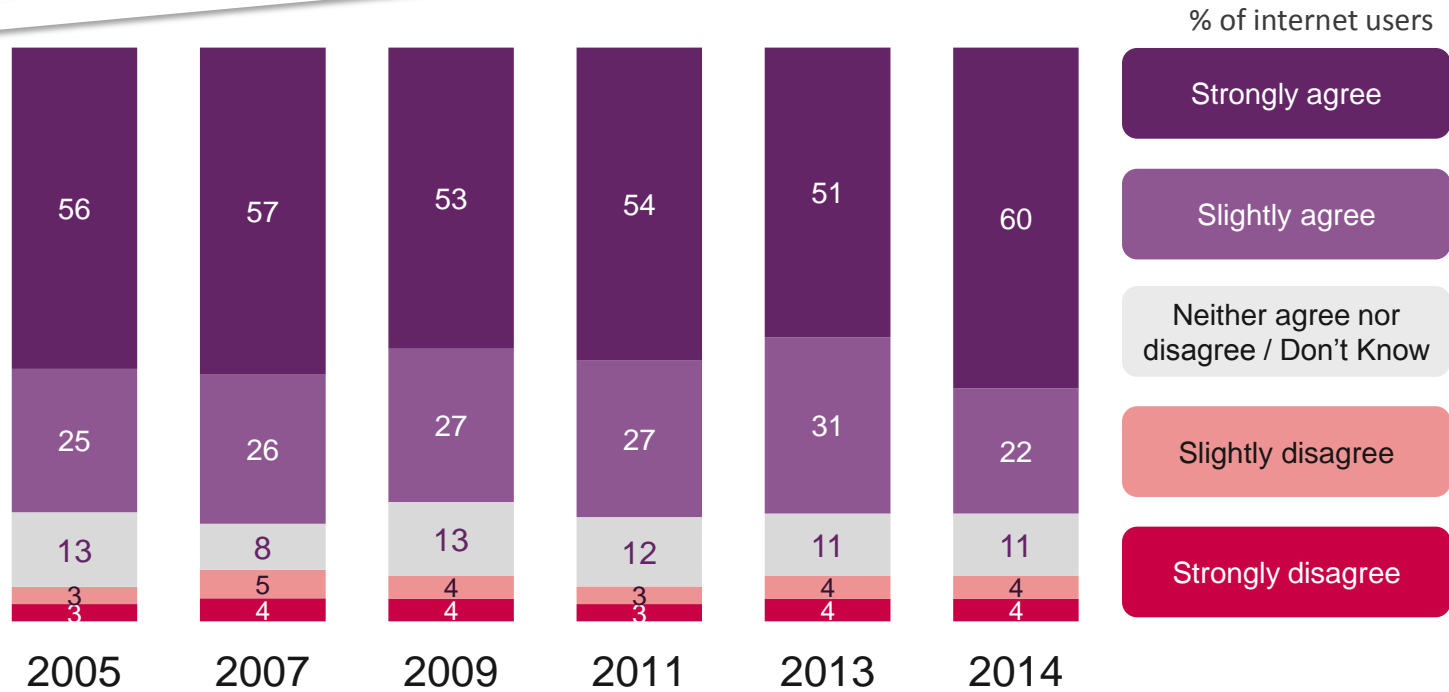
Base: All who use the internet at home (2005) / All who go online at home or elsewhere on any type of device (1609 in 2014)

Figure 31: Opinions on protection from inappropriate or offensive content: 2005-14



Extent agree with statement:

"Internet users must be protected from seeing inappropriate or offensive content"



IN48B Internet users must be protected from seeing inappropriate or offensive content?
 Base: All who go online at home or elsewhere on any type of device (1609 in 2014)