

Adults' Media Use and Attitudes Report 2014

Section 6 - Online safety and security

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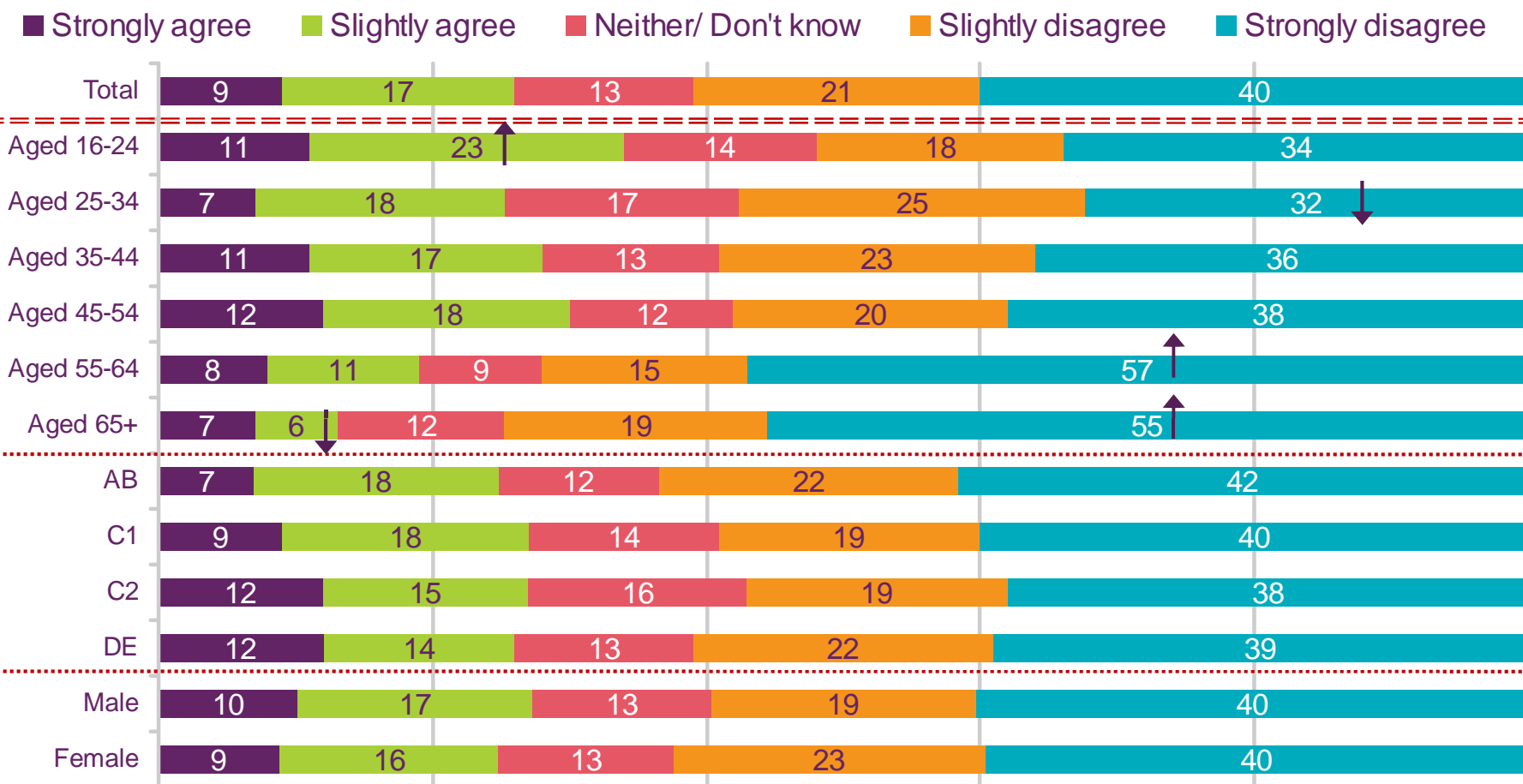
6.1 Key findings

Online safety and security: Key findings

- Over eight in ten (86%) internet users say they give only the minimum amount of personal information required online, but 42% say that they are happy to provide personal information online to companies as long as they get what they want
- Most Facebook users say they only share photos (80%) and opinions (70%) with friends online and 65% have made their profiles more private
- In 2013, 55% of internet users said that they made a formal judgement about a website before entering personal details, compared to 61% in 2012
- A majority of internet users trust government/ council websites (61%) and commercial websites and apps (59%) to hold their personal information securely
- Half of internet users (54%) think that people who buy things online put their privacy at risk
- The majority of people who use the internet on a PC/ laptop/ netbook use anti-virus software and firewalls while the majority of mobile users use only one mobile security feature, screen locks
- Half of internet users skim-read website terms and conditions
- A majority (57%) of internet users use the same password for most websites.
- One third of those with a current social networking site profile (36%) have blocked someone on social networks in the past 12 months
- The majority (63%) of internet users know how to report inappropriate or offensive content online but only a minority (10%) have done so in the past 12 months

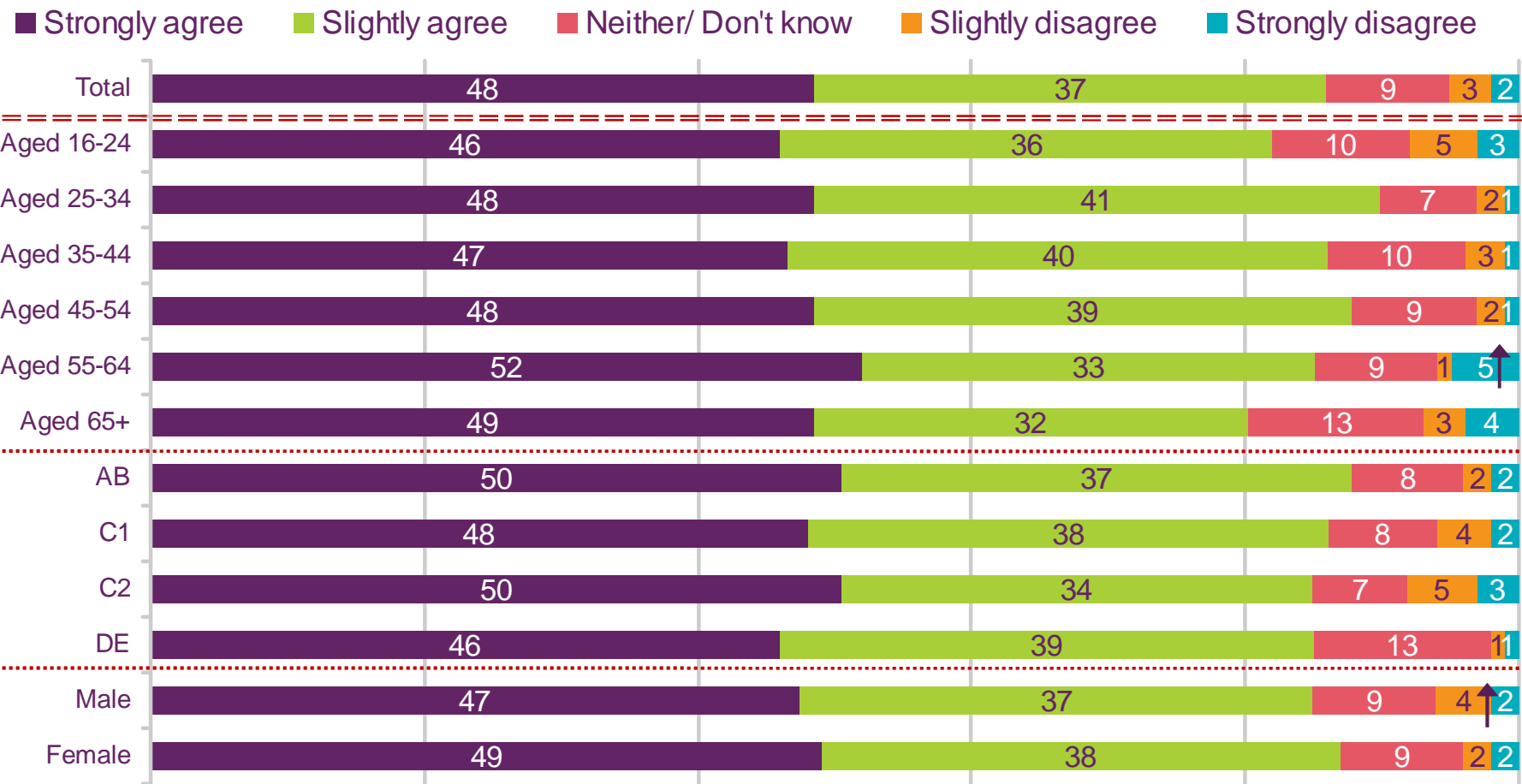
6.2 Managing personal information online

Figure 6.2.1: Agreement with statement: “I give out inaccurate or false details on some websites to protect my personal identity online”, by demography: 2013



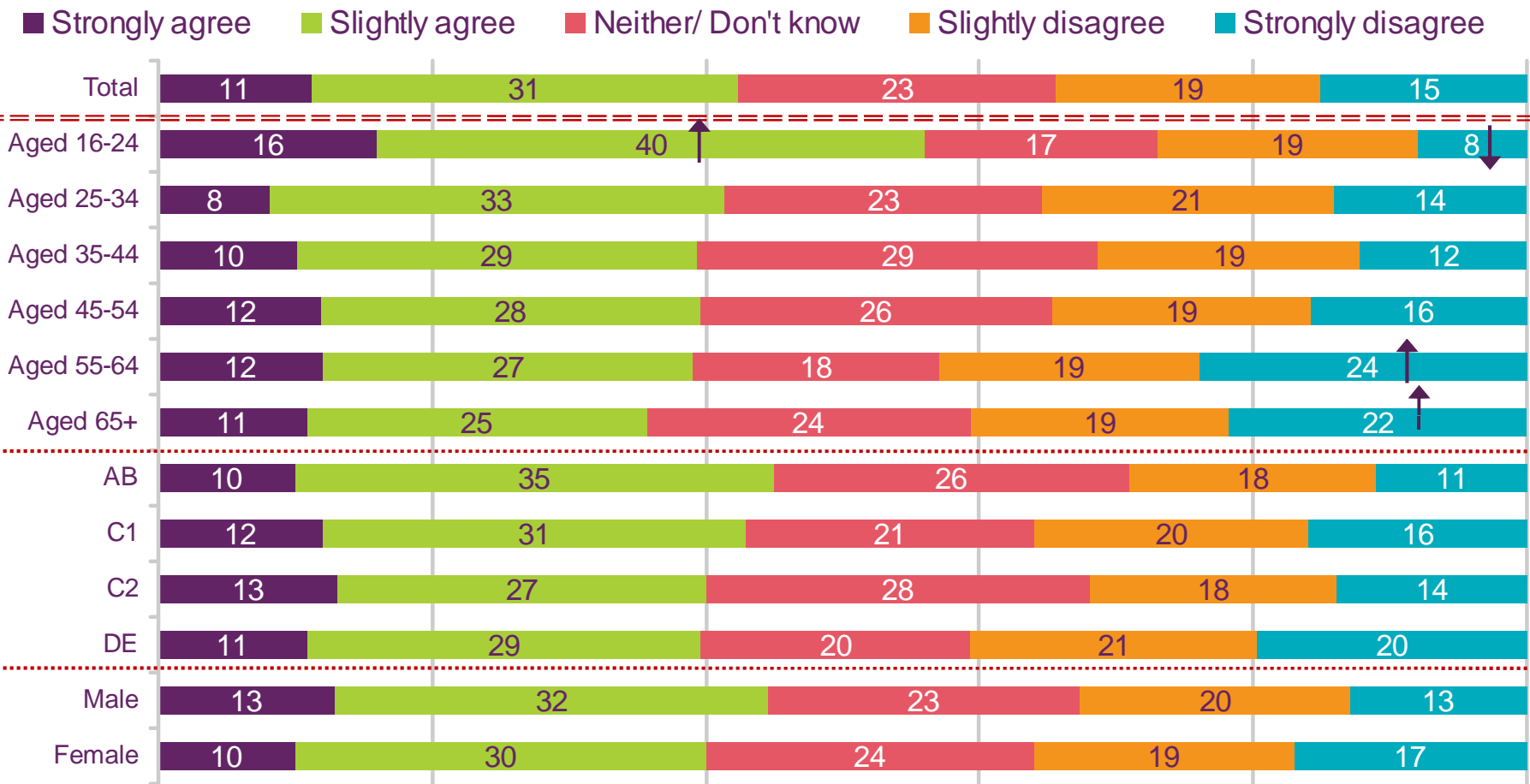
IN39A. Please take a look at the four statements shown on this card and tell me which number on this scale from 1 to 5 best describes how you feel about providing personal information to companies or organisations online (prompted responses, single coded)
 Base: Adults aged 16+ who use the internet at home or elsewhere (1272 aged 16+, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females). – Significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.2: Agreement with statement: "I only give the minimum amount of personal information required", by age, socio-economic group and gender: 2013



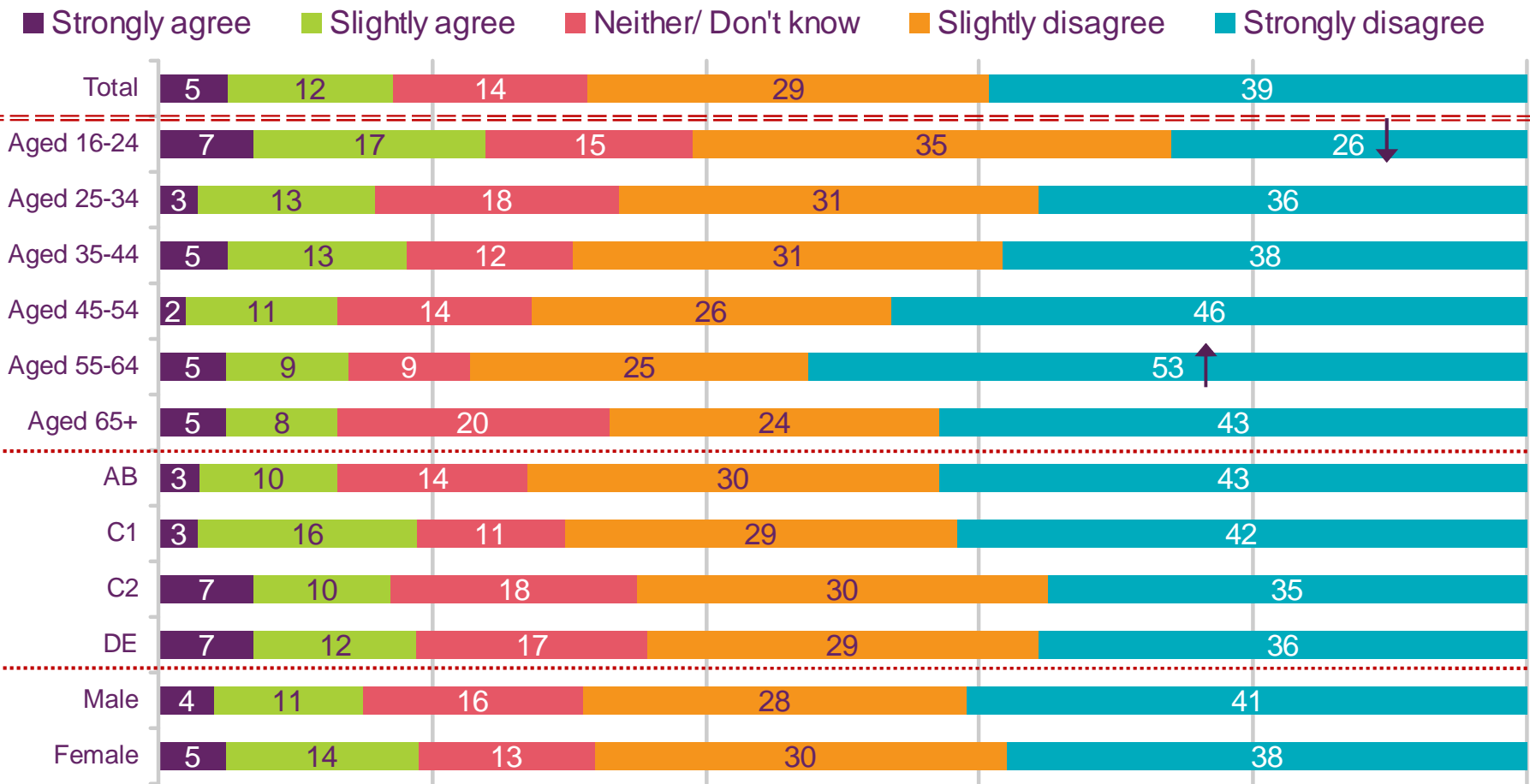
IN39B. Please take a look at the four statements shown on this card and tell me which number on this scale from 1 to 5 best describes how you feel about providing personal information to companies or organisations online (prompted responses, single coded)
 Base: Adults aged 16+ who use the internet at home or elsewhere (1272 aged 16+, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females). – Significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.3: Agreement with statement: "I am happy to provide personal information online to companies as long as I get what I want", by demography: 2013



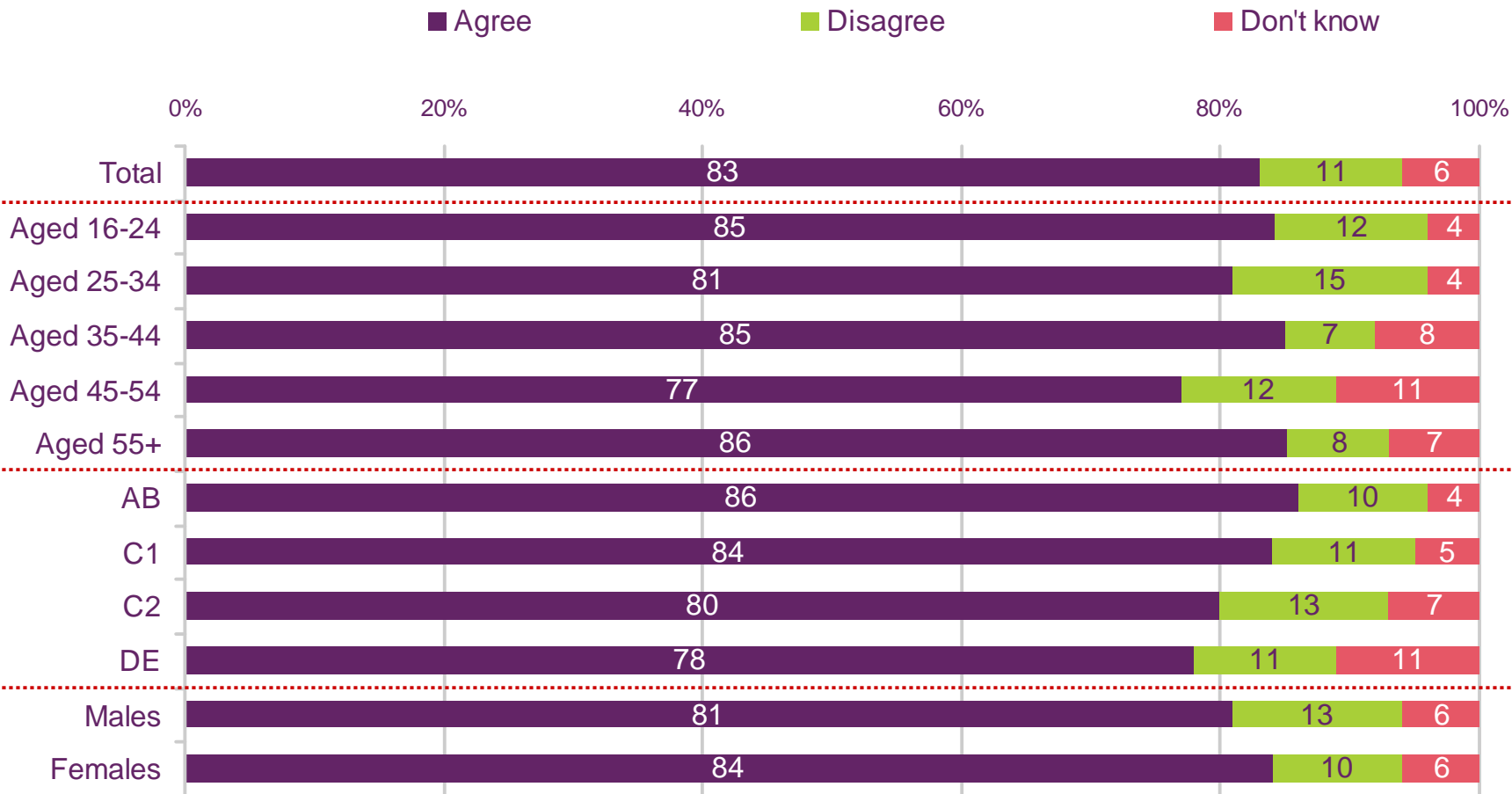
IN39C. Please take a look at the four statements shown on this card and tell me which number on this scale from 1 to 5 best describes how you feel about providing personal information to companies or organisations online (prompted responses, single coded)
 Base: Adults aged 16+ who use the internet at home or elsewhere (1272 aged 16+, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females). – Significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.4: Agreement with statement: "I don't really think about the personal information I am providing to companies online", by demography: 2013



IN39D. Please take a look at the four statements shown on this card and tell me which number on this scale from 1 to 5 best describes how you feel about providing personal information to companies or organisations online (prompted responses, single coded)
 Base: Adults aged 16+ who use the internet at home or elsewhere (1272 aged 16+, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females). – Significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

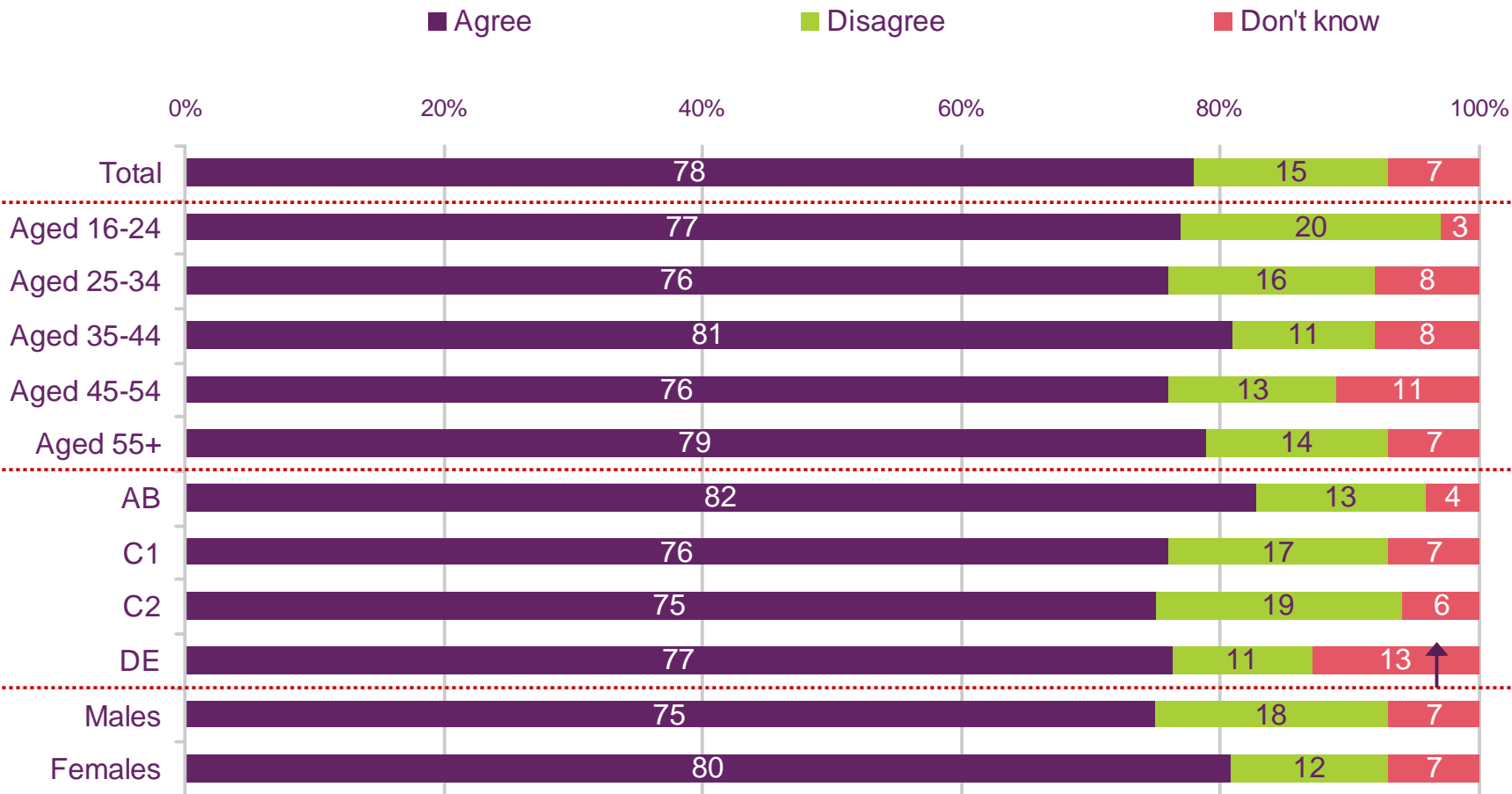
Figure 6.2.5: Agreement with statement: “I consider the personal information I would need to give before I download an app”, by age, socio-economic group and gender: 2013



Q35D. Please tell me if you agree or disagree with some things that other people have said about apps (prompted responses, single coded)
 Base: Adult internet users aged 16+ with a main device for using apps (724 total, 171 aged 16-24, 165 aged 25-34, 173 aged 35-44, 103 aged 45-54, 112 aged 55+, 199 AB, 243 C1, 135 C2, 147 DE) – significance testing shows any difference between males and females or by age or socio-economic group compared to all adults

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

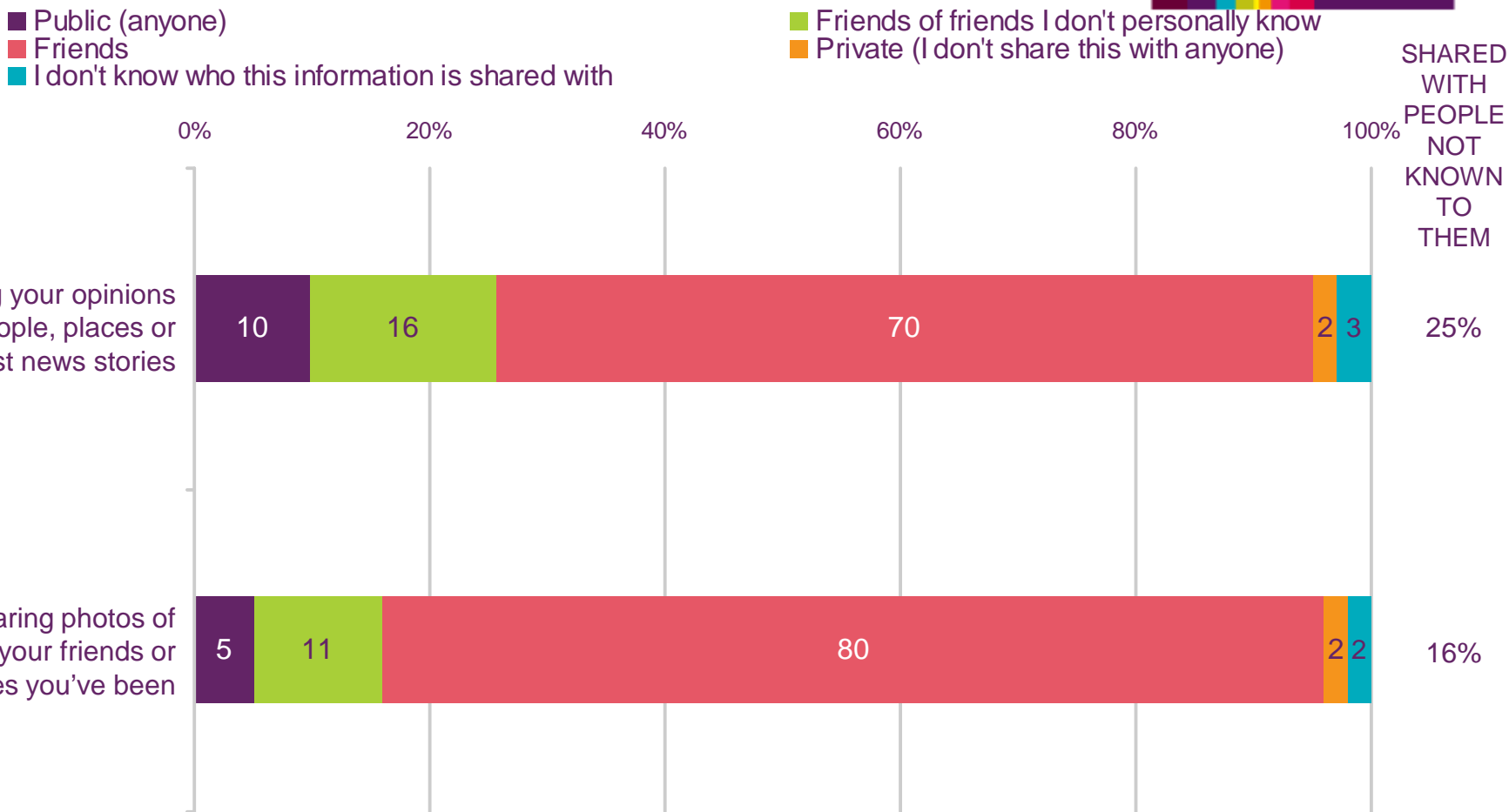
Figure 6.2.6: Agreement with statement: “I only download apps that don’t ask for too much personal information”, by age, socio-economic group and gender: 2013



Q35C. Please tell me if you agree or disagree with some things that other people have said about apps (prompted responses, single coded)
 Base: Adult internet users aged 16+ with a main device for using apps (724 total, 171 aged 16-24, 165 aged 25-34, 173 aged 35-44, 103 aged 45-54, 112 aged 55+, 199 AB, 243 C1, 135 C2, 147 DE) – significance testing shows any difference between males and females or by age or socio-economic group compared to all adults

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.7: Facebook users sharing information with others: 2013



Q13A-B. 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)

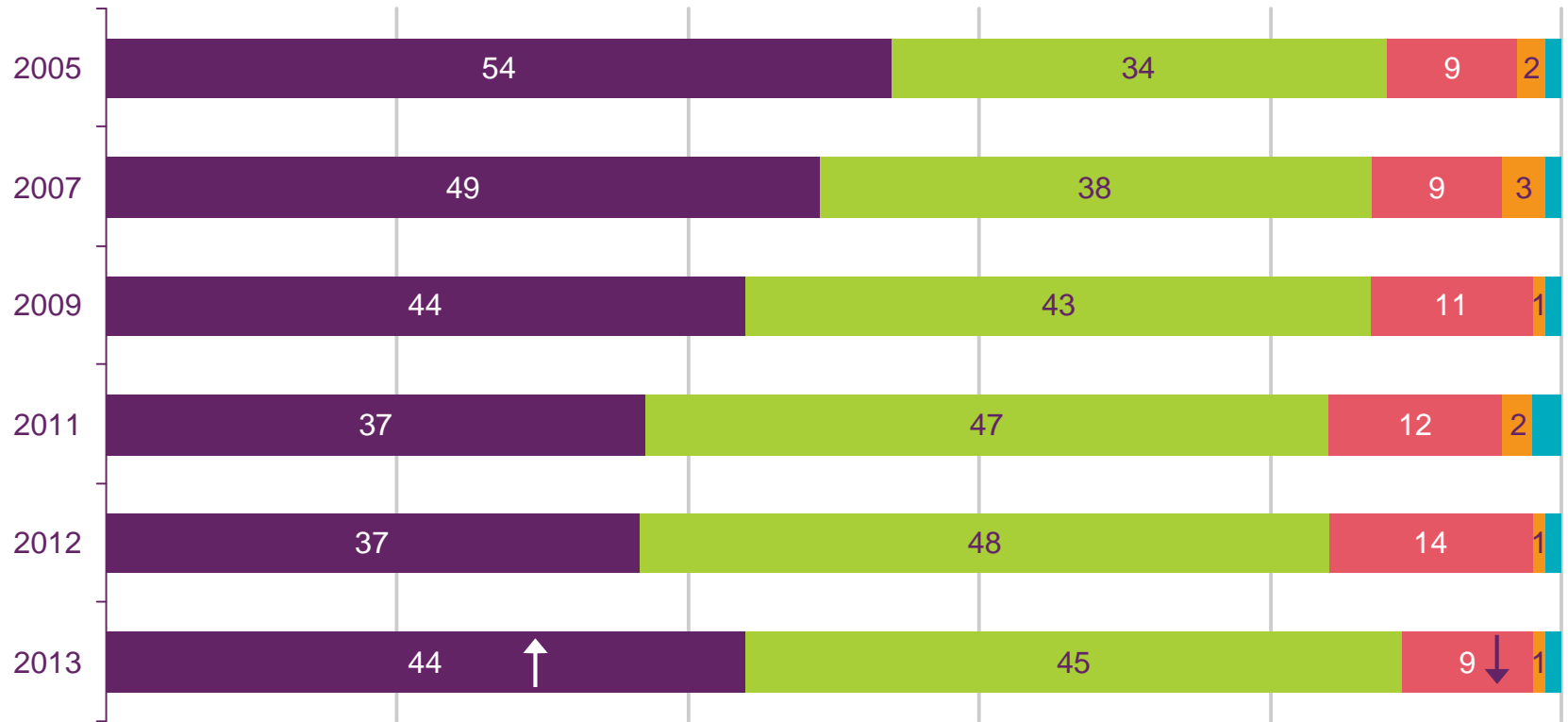
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.8: Personal details prepared to enter online: Personal email address: 2005, 2007, 2009, 2011, 2012 and 2013



Entering your personal email address

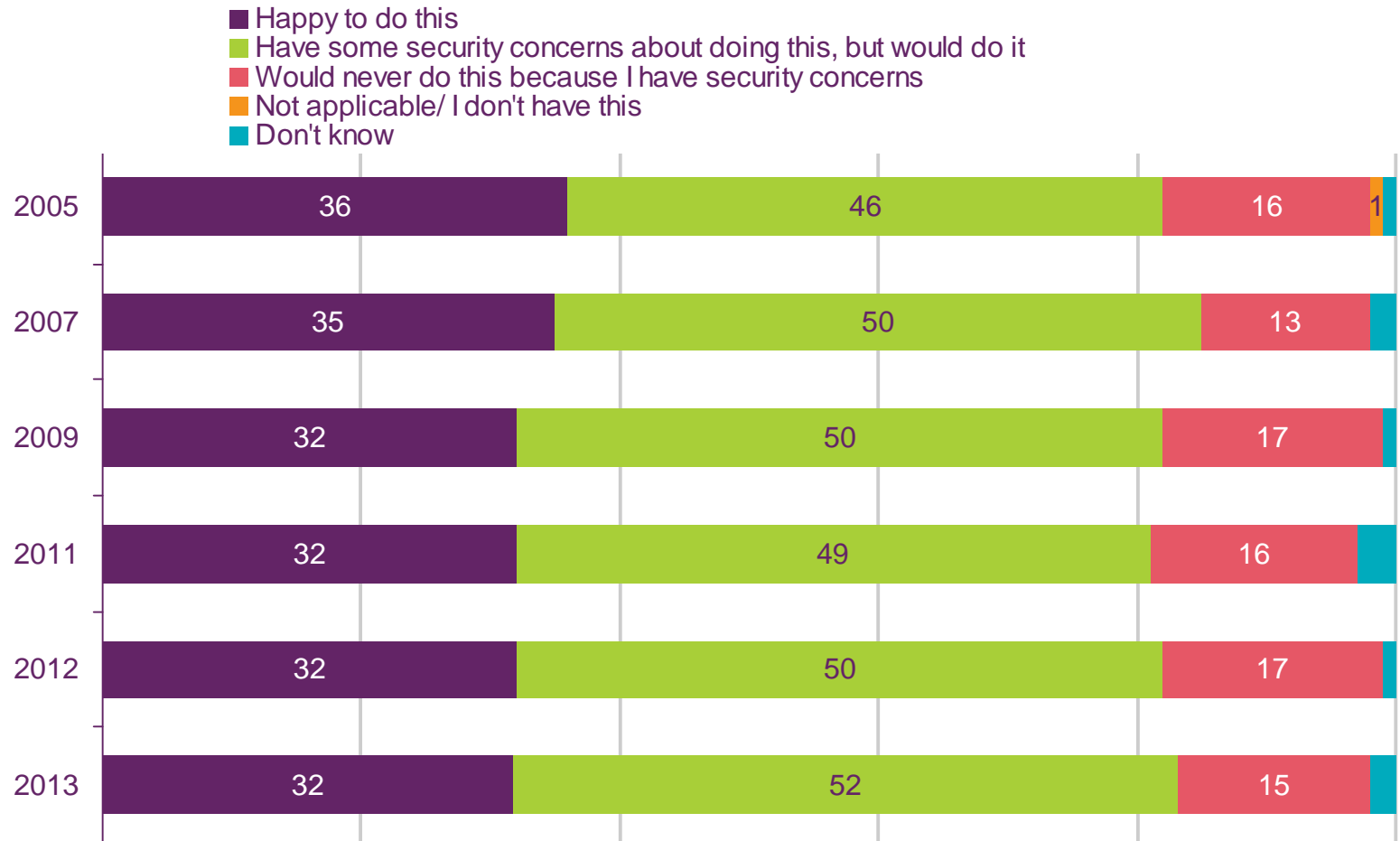
- Happy to do this
- Have some security concerns about doing this, but would do it
- Would never do this because I have security concerns
- Not applicable/ I don't have this
- Don't know



IN33E – 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 (1468 in 2005, 1723 in 2007, 1282 in 2009, 1369 in 2011, 1381 in 2012, 1272 in 2013). Significance testing shows any change between 2012 and 2013
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.9: Personal details prepared to enter online: Home address details: 2005, 2007, 2009, 2011, 2012 and 2013

Entering your home address details



IN33B – 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 (1468 in 2005, 1723 in 2007, 1282 in 2009, 1369 in 2011, 1381 in 2012, 1272 in 2013). Significance testing shows any change between 2012 and 2013

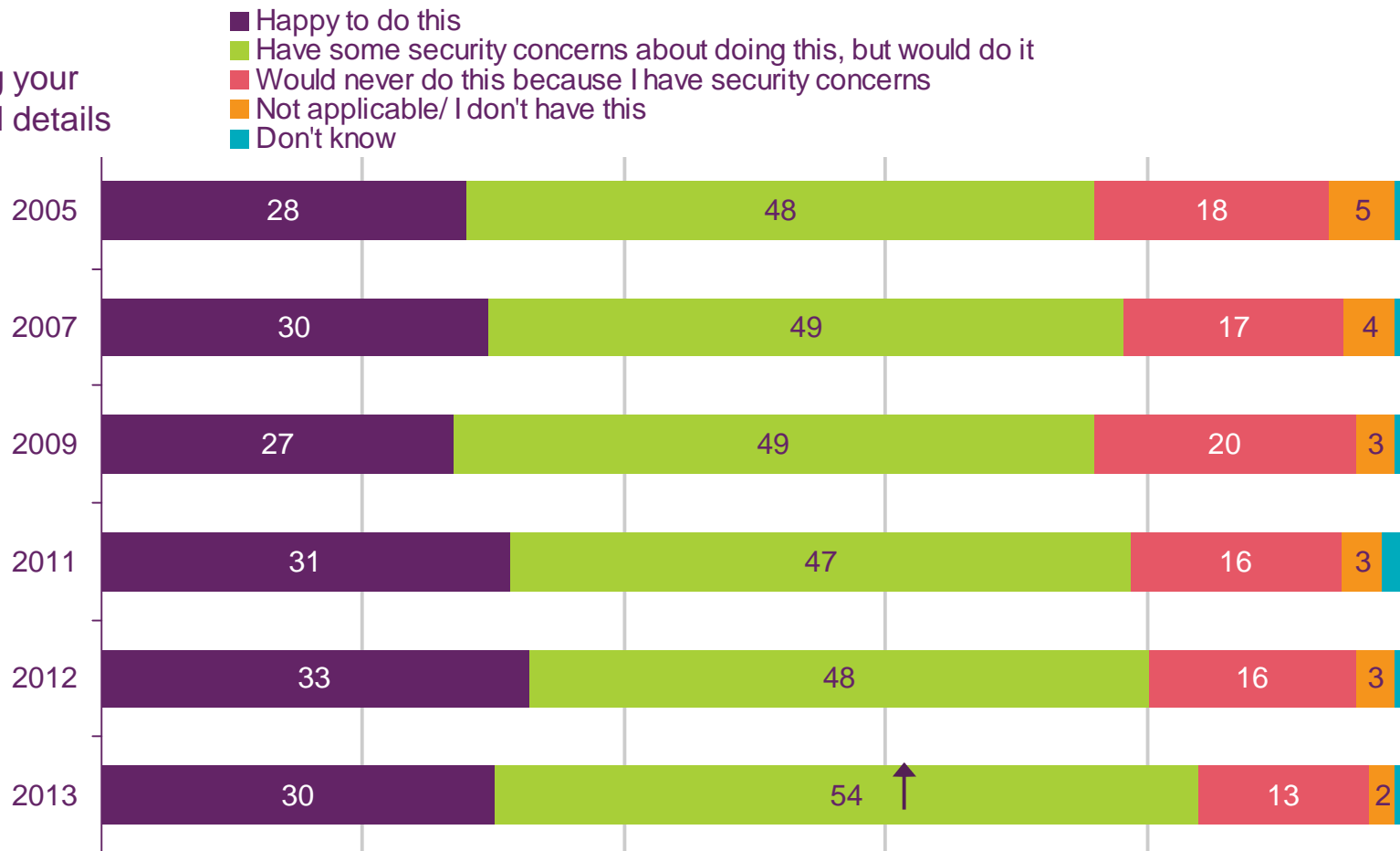
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.10: Personal details prepared to enter online: Credit/ debit card details: 2005, 2007, 2009, 2011, 2012 and 2013

Paying by entering your credit card details (2005-2009)



Paying by entering your credit or debit card details (from 2011)



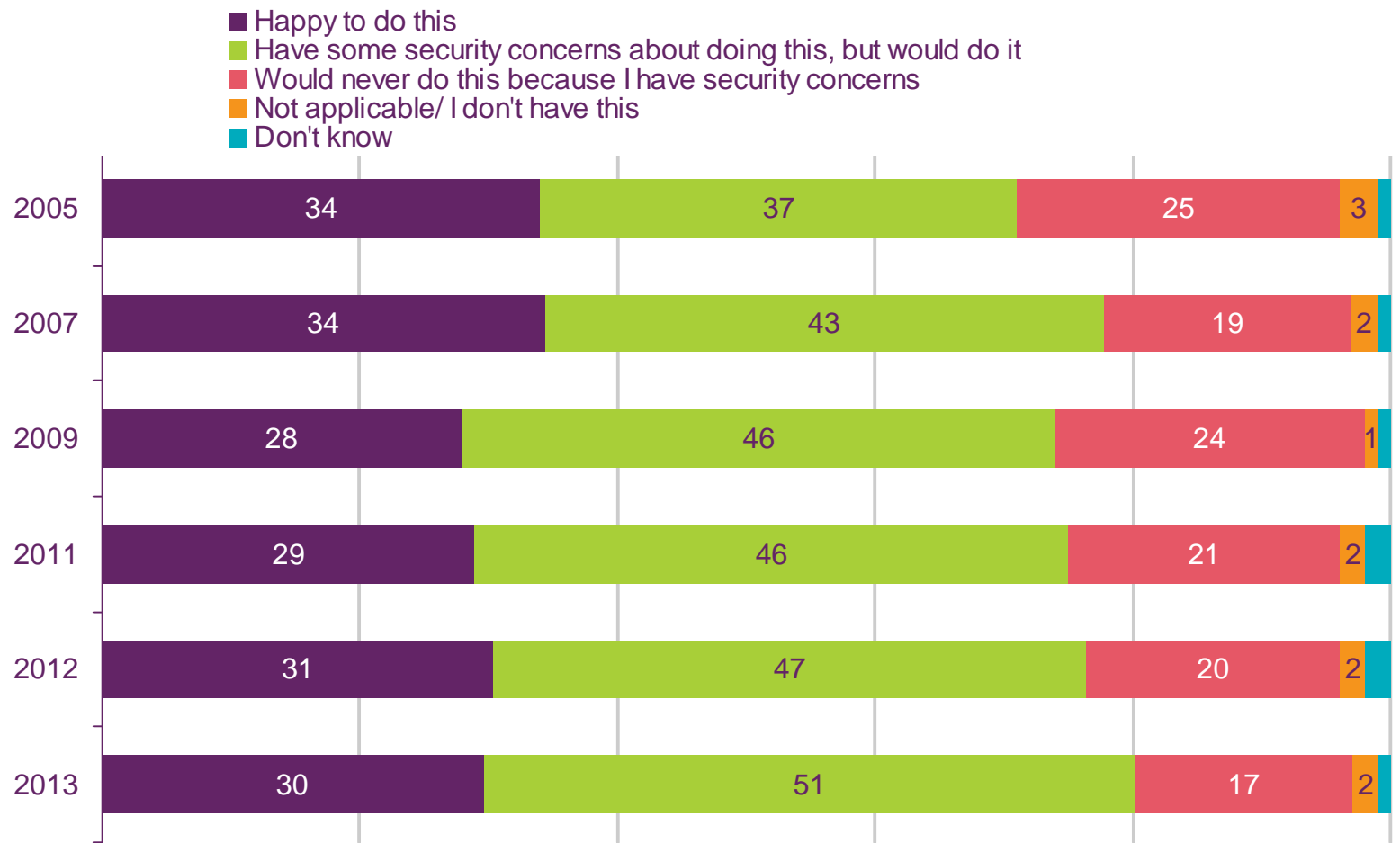
IN33A – I'm going to read out some types of information you could be asked to enter when you go online, and for each one I'd like you to say how you would feel about doing this in terms of any security concerns. (prompted responses, single coded)

Base: Adults aged 16+ who use the internet at home or elsewhere (1468 in 2005, 1723 in 2007, 1282 in 2009, 1369 in 2011, 1381 in 2012, 1272 in 2013). Significance testing shows any change between 2012 and 2013

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.11: Personal details prepared to enter online: Mobile phone number: 2005, 2007, 2009, 2011, 2012 and 2013

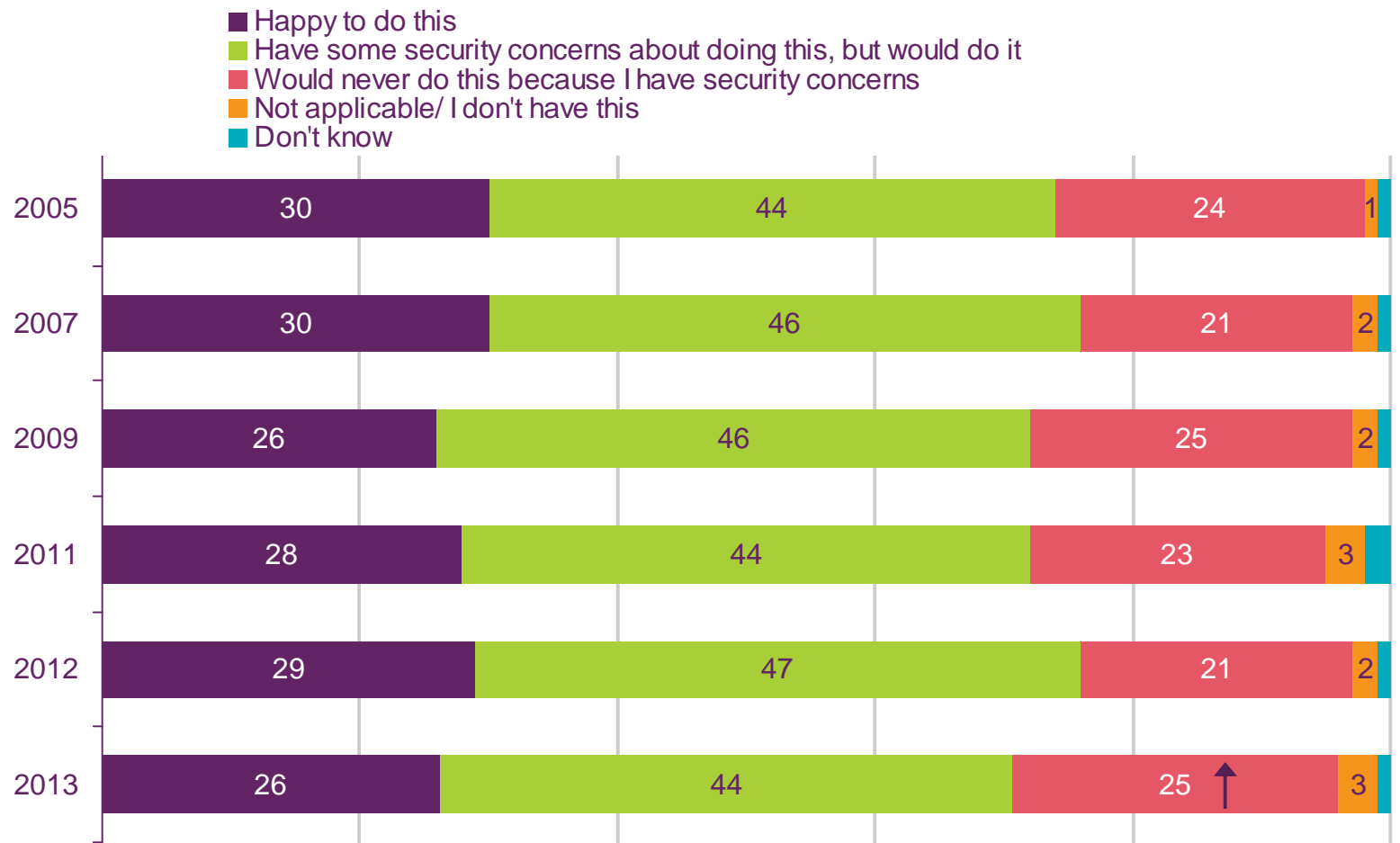
Entering your mobile phone number



IN33D – 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 (1468 in 2005, 1723 in 2007, 1282 in 2009, 1369 in 2011, 1381 in 2012, 1272 in 2013). Significance testing shows any change between 2012 and 2013
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.12: Personal details prepared to enter online: Home phone number: 2005, 2007, 2009, 2011, 2012 and 2013

Entering your home phone number



IN33C – 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 (1468 in 2005, 1723 in 2007, 1282 in 2009, 1369 in 2011, 1381 in 2012, 1272 in 2013). Significance testing shows any change between 2012 and 2013
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.13: Personal details would never enter online due to security concerns, by age: 2013



	2013 Total	16-24	25-34	35-44	45-54	55-64	65+
Entering your home phone number	25%	21%	22%	25%	26%	29%	29%
Entering your mobile phone number	17%	15%	15%	13%	18%	19%	30% ↑
Entering your home address details	15%	12%	17%	11%	15%	20%	19%
Paying by entering your credit or debit card details	13%	14%	14%	8%	12%	14%	22% ↑
Entering your personal email address	9%	6%	10%	5% ↓	8%	15% ↑	17% ↑

IN33A-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 (1272 aged 16+, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+). – Significance testing shows any difference by age compared to all adults

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.14: Personal details would never enter online due to security concerns, by SEG and gender: 2013



	2013 Total	AB	C1	C2	DE	Males	Females
Entering your home phone number	25%	19%↓	24%	27%	33%↑	24%	26%
Entering your mobile phone number	17%	12%	17%	17%	23%↑	17%	17%
Entering your home address details	15%	9%↓	15%	15%	22%↑	15%	16%
Paying by entering your credit or debit card details	13%	8%↓	13%	14%	19%↑	13%	13%
Entering your personal email address	9%	4%↓	9%	10%	14%↑	9%	9%

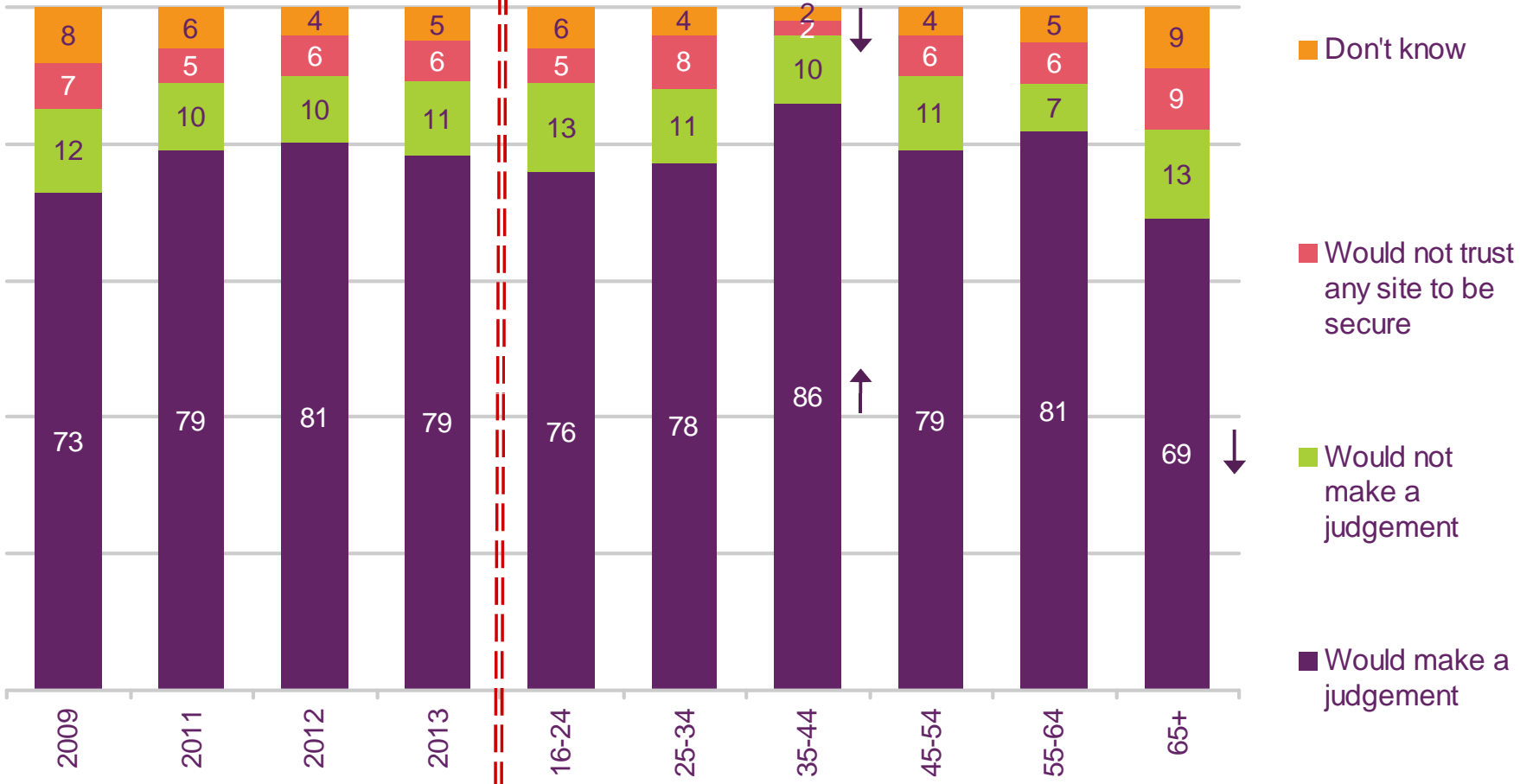
IN33A-E – I'm going to read out some types of information you could be asked to enter when you go online, and for each one I'd like you to say how you would feel about doing this in terms of any security concerns. (prompted responses, single coded)

Base: Adults aged 16+ who use the internet at home or elsewhere (1272 aged 16+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females –

Significance testing shows any difference by socio-economic group compared to all adults and between males and females

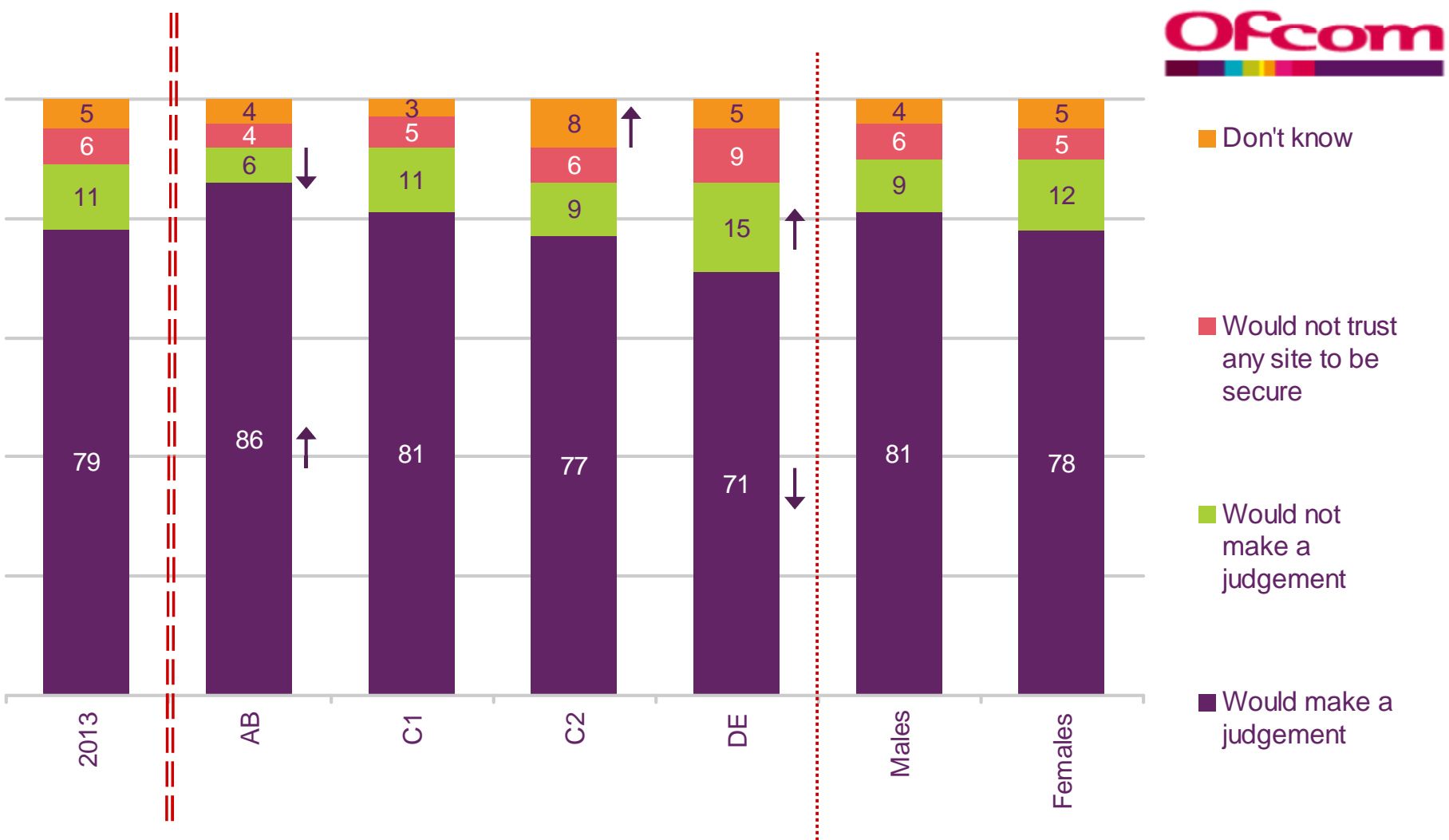
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.15: Judgements made about a website before entering personal details online: 2009, 2011, 2012 and 2013, and by age in 2013



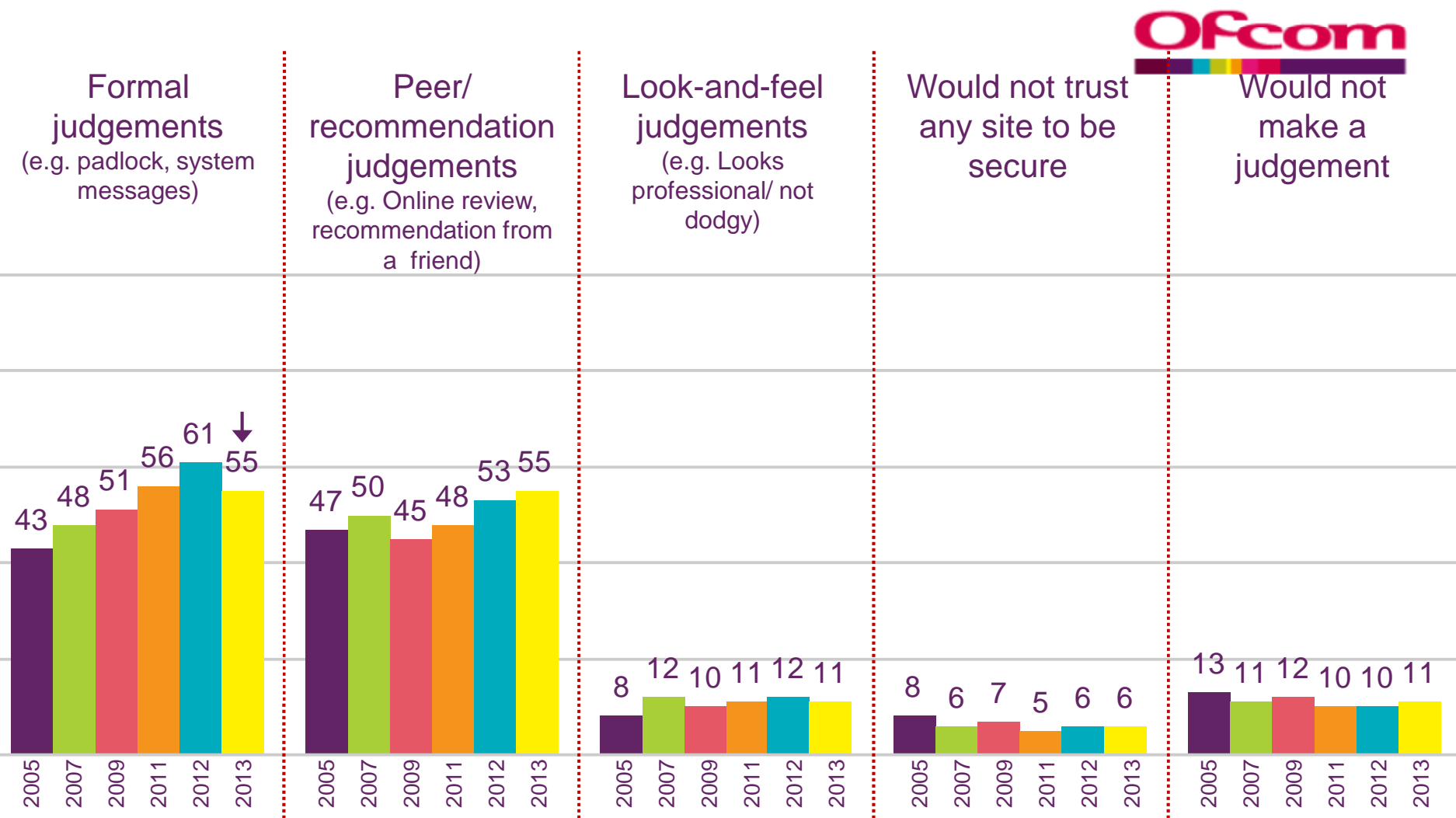
IN34 – Could you tell me whether you would make a judgement about a website before entering these types of details? (credit/ debit card details, home/ mobile number, home/ e-mail address) How would you judge whether a website is secure to enter these type of details? (unprompted responses, multi-coded)
 Base: Adults aged 16+ who use the internet at home or elsewhere (1282 in 2009, 1369 in 2011, 1381 in 2012, 1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+). Significance testing shows any change between 2012 and 2013 any difference between any age group and all adults aged 16
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.16: Judgements made about a website before entering personal details online, by SEG and gender: 2013



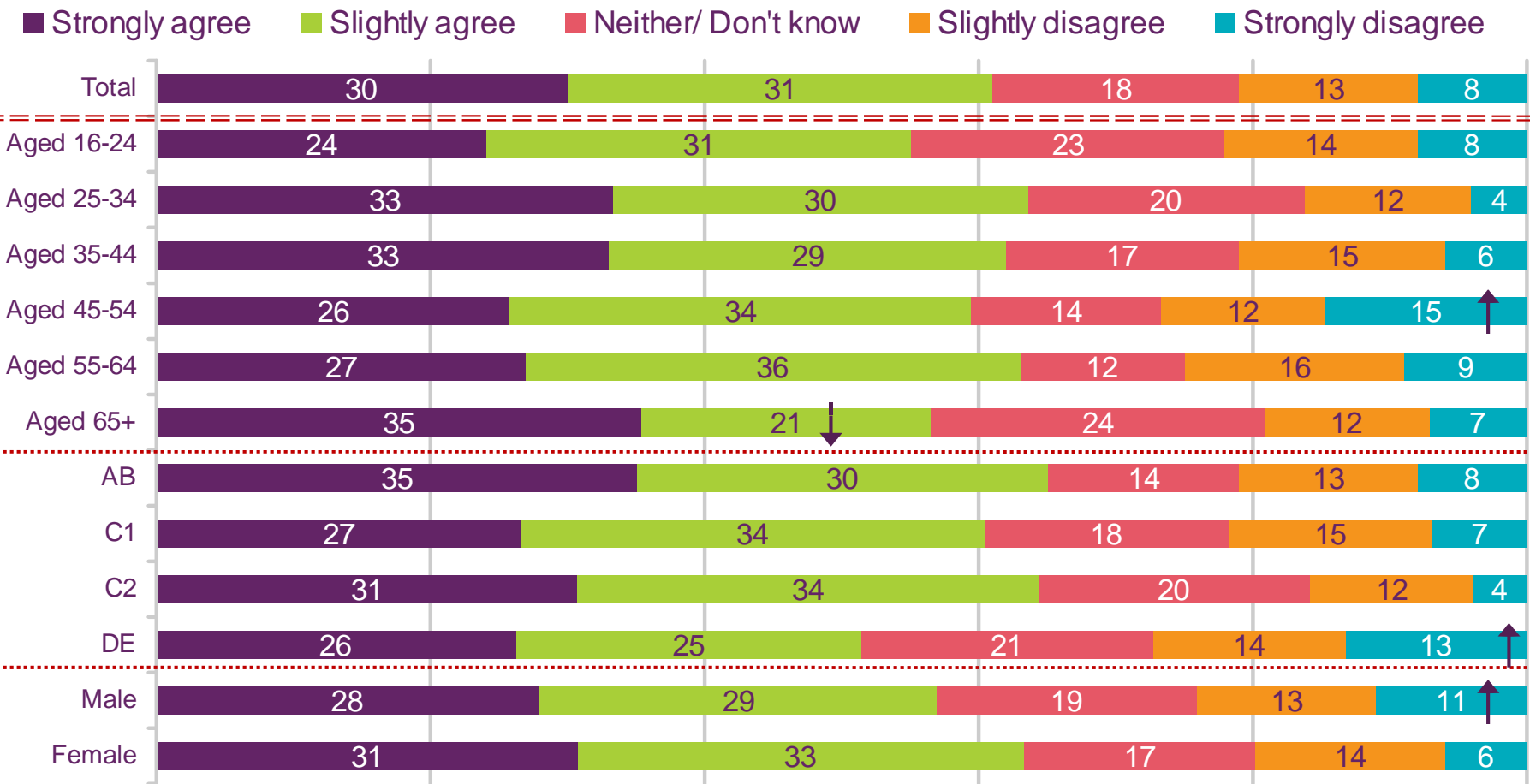
IN34 – Could you tell me whether you would make a judgement about a website before entering these types of details? (credit/ debit card details, home/ mobile number, home/ e-mail address) How would you judge whether a website is secure to enter these type of details? (unprompted responses, multi-coded)
 Base: Adults aged 16+ who use the internet at home or elsewhere (1272 aged 16+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females – Significance testing shows any difference by socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.17: Types of judgements made about a website before entering personal details online: 2005, 2007, 2009, 2011, 2012 and 2013



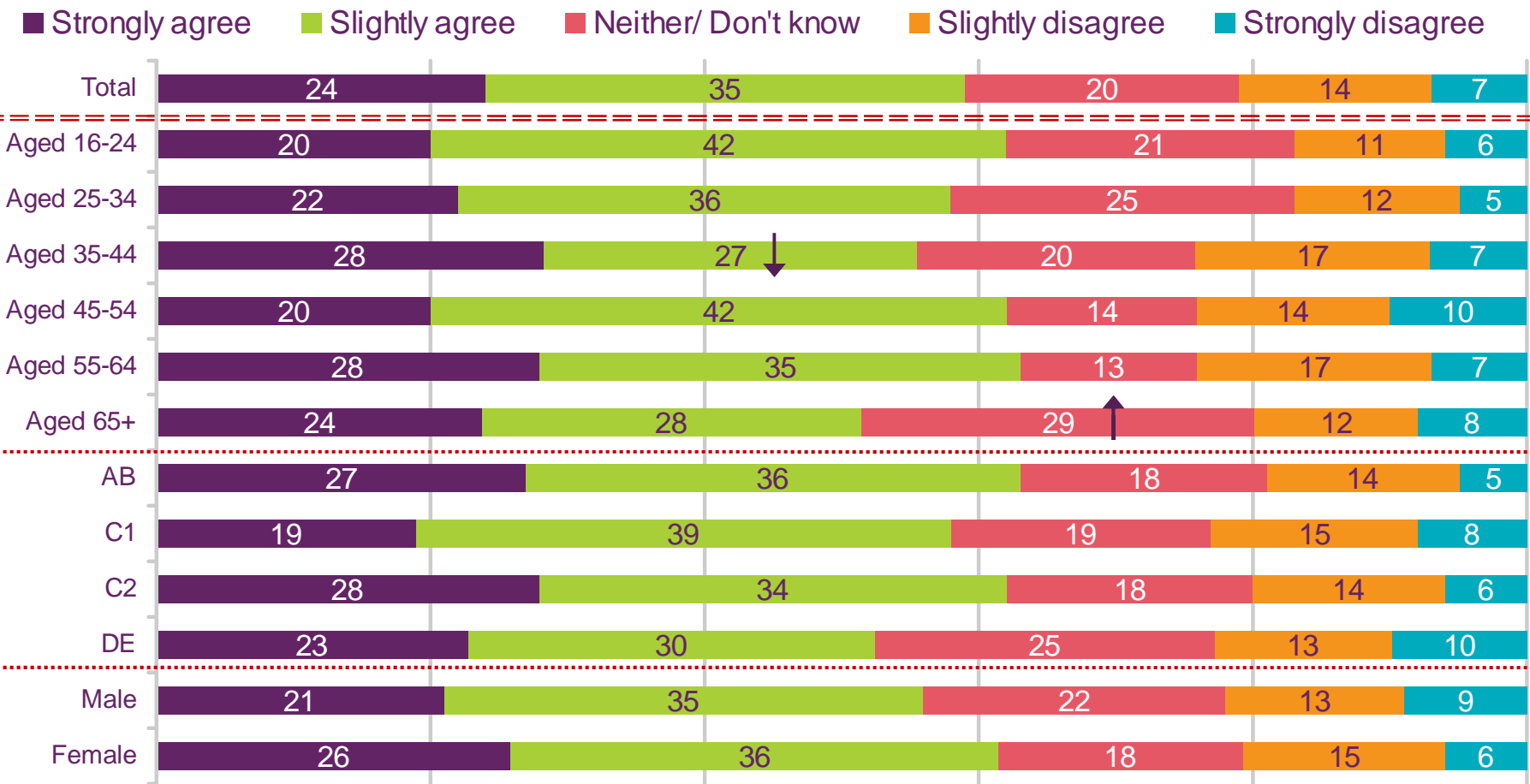
IN34 – Could you tell me whether you would make a judgement about a website before entering these types of details? (credit/ debit card details, home/ mobile number, home/ e-mail address) How would you judge whether a website is secure? (unprompted responses, multi-coded)
 Base: Adults aged 16+ who use the internet at home or elsewhere (1468 in 2005, 1723 in 2007, 1282 in 2009, 1369 in 2011, 1381 in 2012, 1272 in 2013).
 Significance testing shows any change between 2012 and 2013
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.18: Agreement with statement: "I trust government/ council websites to hold my personal information securely", by age, socio-economic group and gender: 2013



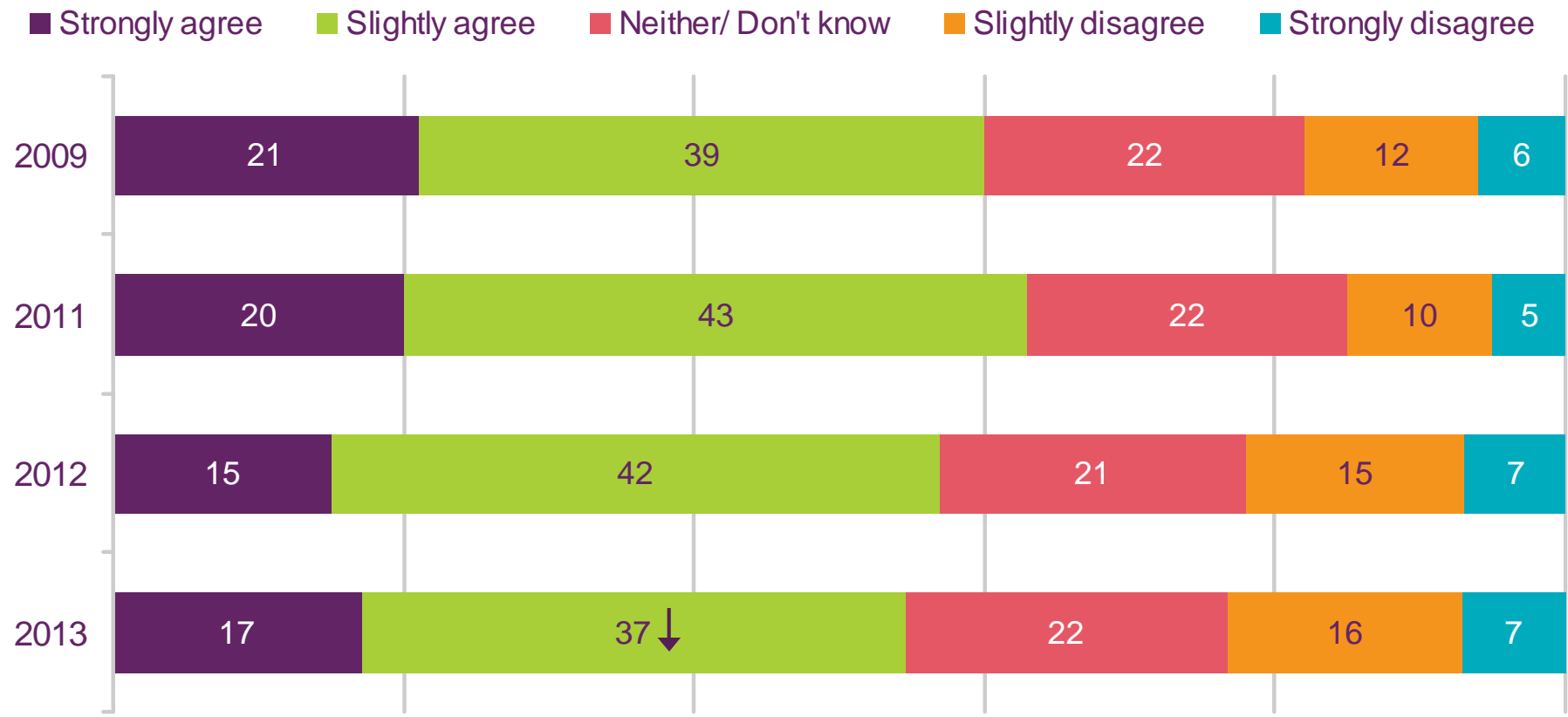
IN37C Please tell me to what extent you agree or disagree with some things that other people have said about the internet (prompted responses, single coded)
 Base: Adults aged 16+ who use the internet at home or elsewhere and responded regarding government or council websites (1136 in 2013, 193 aged 16-24, 231 aged 25-34, 229 aged 35-44, 180 aged 45-54, 174 aged 55-64, 129 aged 65+, 305 AB, 366 C1, 215 C2, 250 DE, 554 males, 582 females) - Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.19: Agreement with statement: "I trust websites or apps that I buy from to hold my personal information securely", by age, socio-economic group and gender: 2013



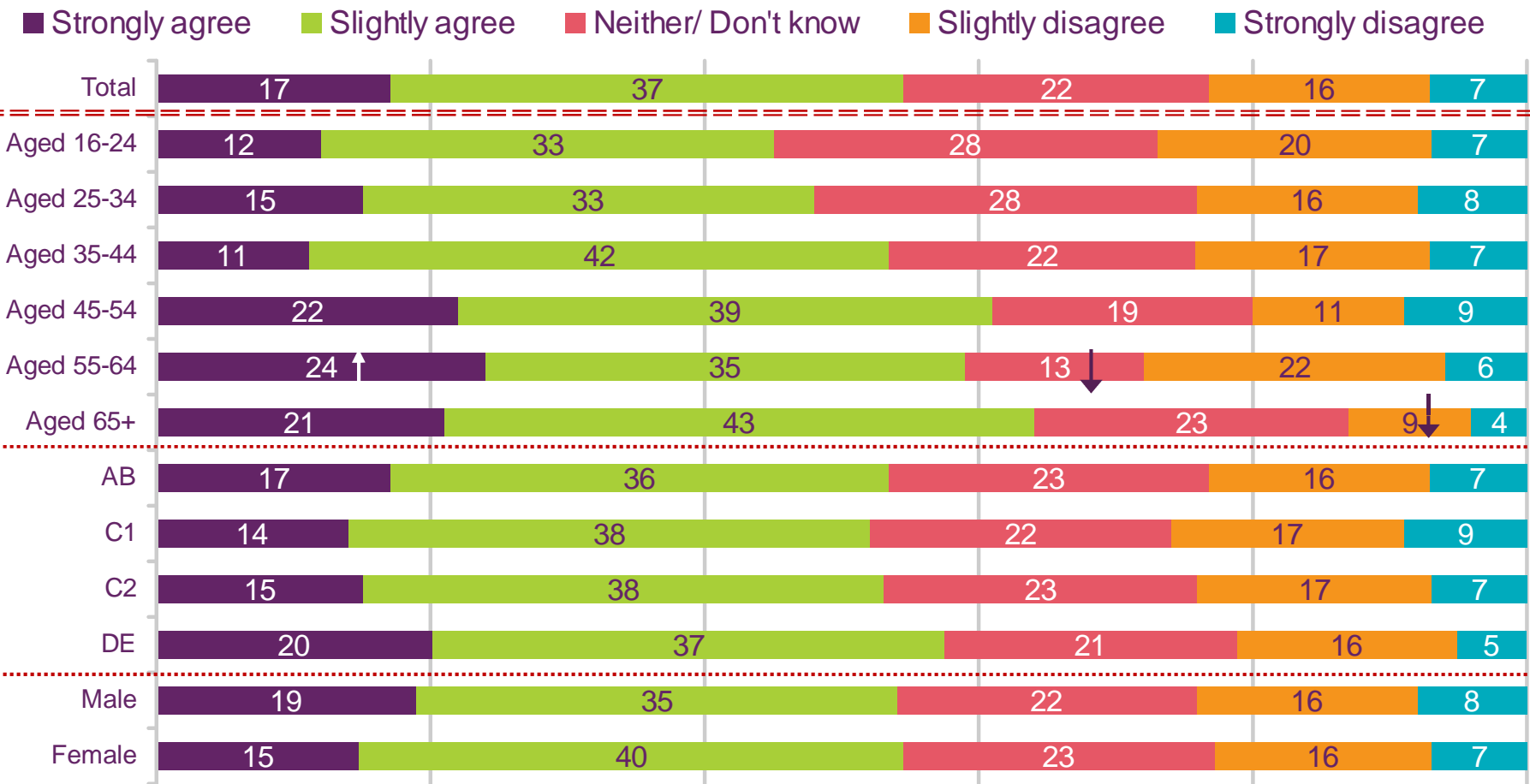
IN37D Please tell me to what extent you agree or disagree with some things that other people have said about the internet (prompted responses, single coded)
 Base: Adults aged 16+ who use the internet at home or elsewhere and responded regarding purchasing from websites or apps (1146 in 2013, 200 aged 16-24, 241 aged 25-34, 228 aged 35-44, 185 aged 45-54, 163 aged 55-64, 129 aged 65+, 299 AB, 376 C1, 215 C2, 256 DE, 554 males, 592 females) -
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.20: Agreement with statement: "People who buy things online put their privacy at risk": 2009, 2011, 2012 and 2013



IN36C 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 use the internet at home or elsewhere (702 in 2009, 1369 in 2011, 1381 in 2012, 1272 in 2013). – significance testing shows any difference between 2012 and 2013
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.2.21: Agreement with statement: "People who buy things online put their privacy at risk", by age, socio-economic group and gender: 2013



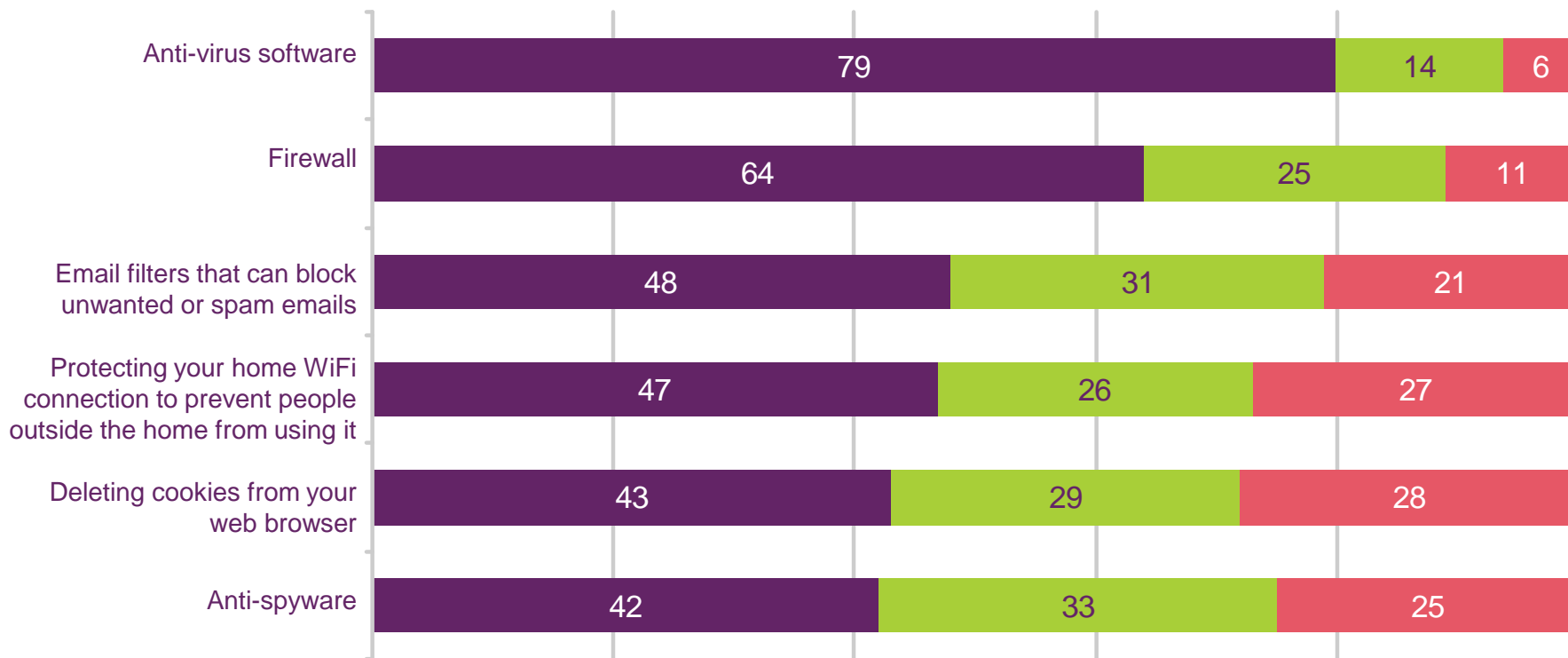
IN36C Here are some things people sometimes say about using the internet. Whether you use the internet or not can you please tell me to what extent you agree or disagree with each statement using the scale on the card. (prompted responses, single coded)
 Base: Adults aged 16+ who use the internet at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) - Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

6.3 Awareness and use of security features

Figure 6.3.1: Awareness and use of online security measures/ features: 2013



■ Use this on home PC/ laptop/ netbook ■ Do not use this on home PC/ laptop/ netbook ■ Not aware of this security feature

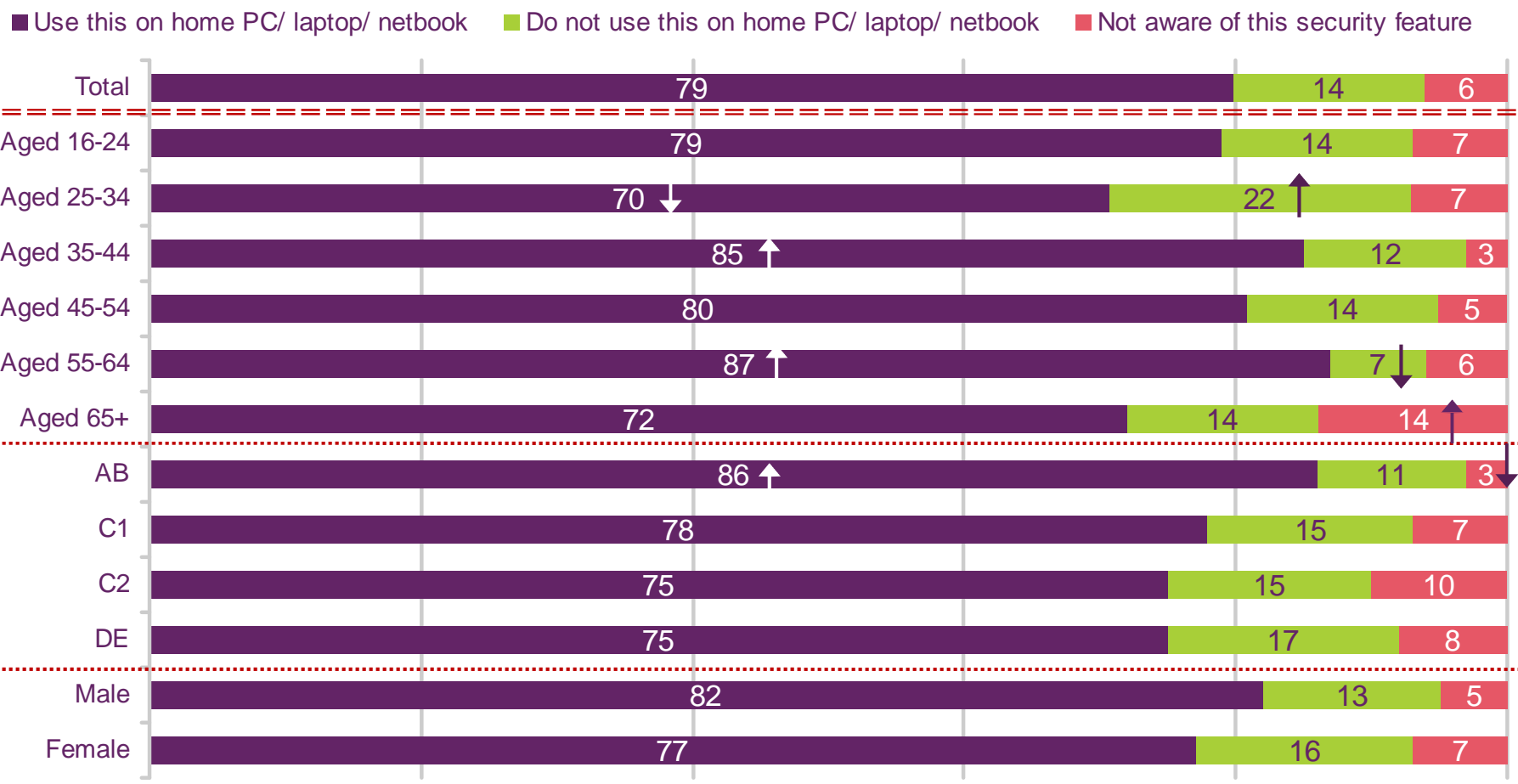


IN7/ IN8 Before today, which, if any, of the following online security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on the PC/ laptop / netbook that you use at home? (prompted responses, multi-coded)

Base: Adults aged 16+ who use the internet at home on a PC/ laptop/ netbook (1202)

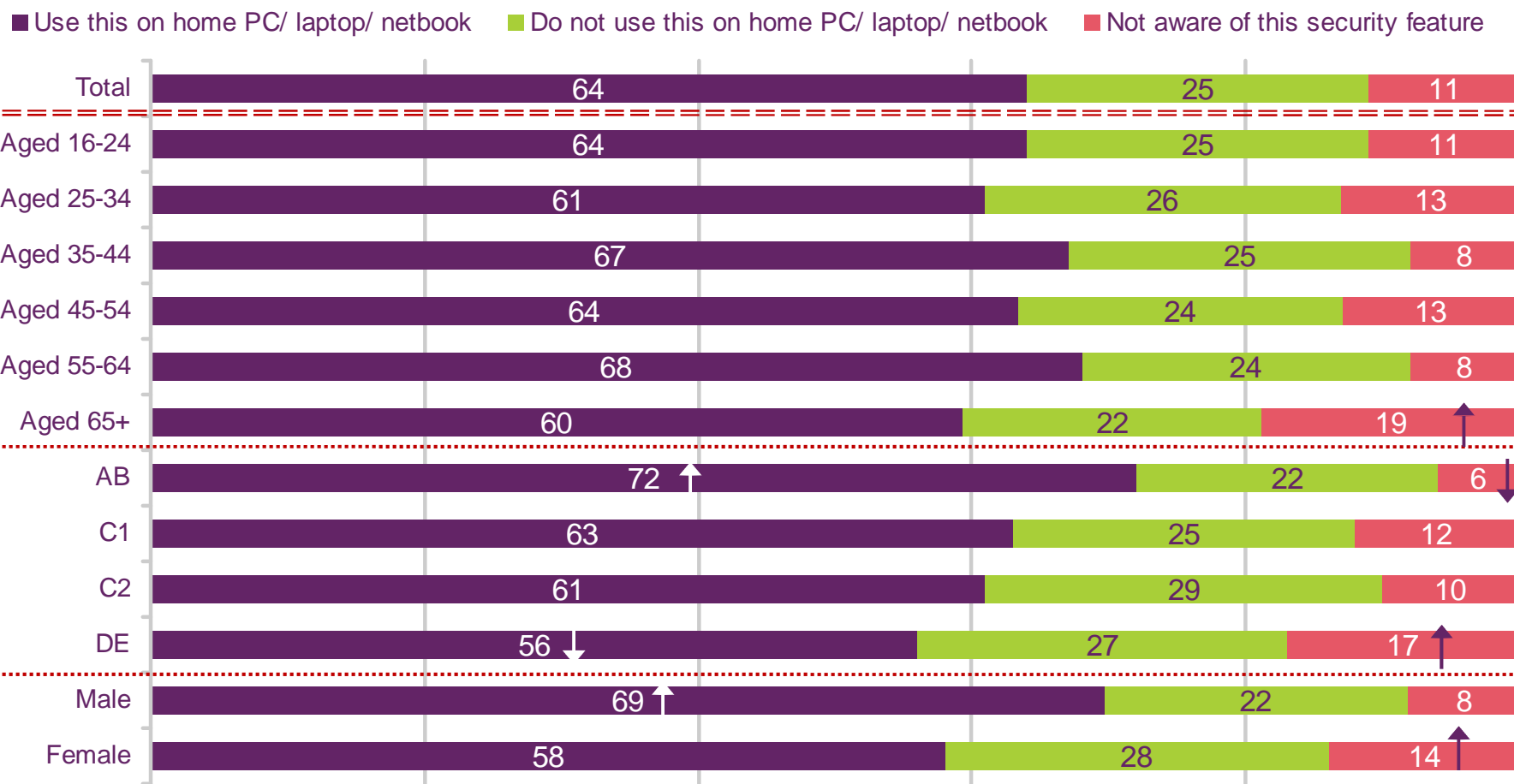
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.2: Awareness and use of anti-virus software, by age, SEG and gender: 2013



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 the PC/ laptop / netbook that you use at home? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use the internet at home on a PC/ laptop/ netbook (1202 aged 16+, 202 aged 16-24, 230 aged 25-34, 236 aged 35-44, 196 aged 45-54, 182 aged 55-64, 156 aged 65+, 318 AB, 391 C1, 230 C2, 263 DE, 585 males, 617 female) – significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

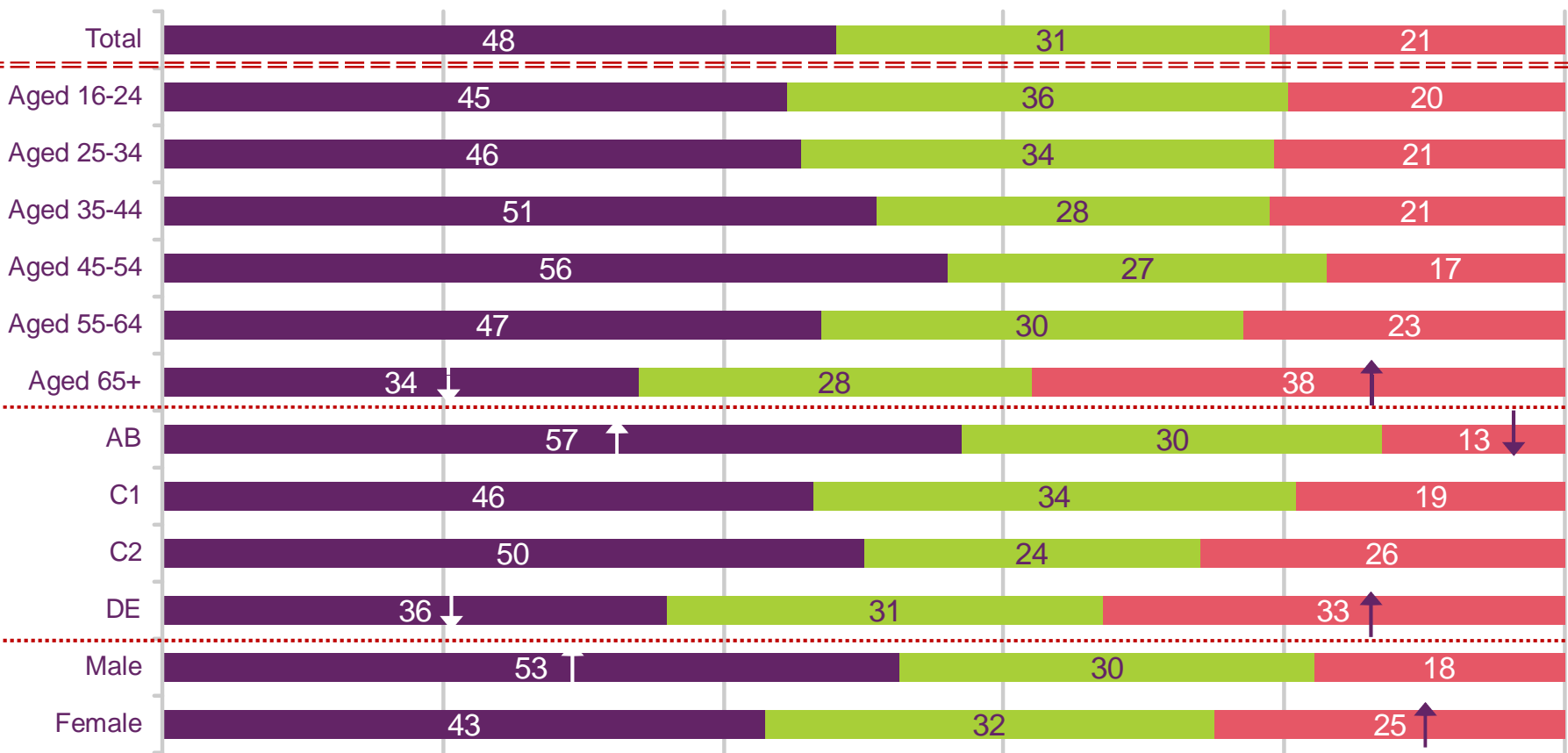
Figure 6.3.3: Awareness and use of firewalls, by age, SEG and gender: 2013



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 the PC/ laptop / netbook that you use at home? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use the internet at home on a PC/ laptop/ netbook (1202 aged 16+, 202 aged 16-24, 230 aged 25-34, 236 aged 35-44, 196 aged 45-54, 182 aged 55-64, 156 aged 65+, 318 AB, 391 C1, 230 C2, 263 DE, 585 males, 617 female) – significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

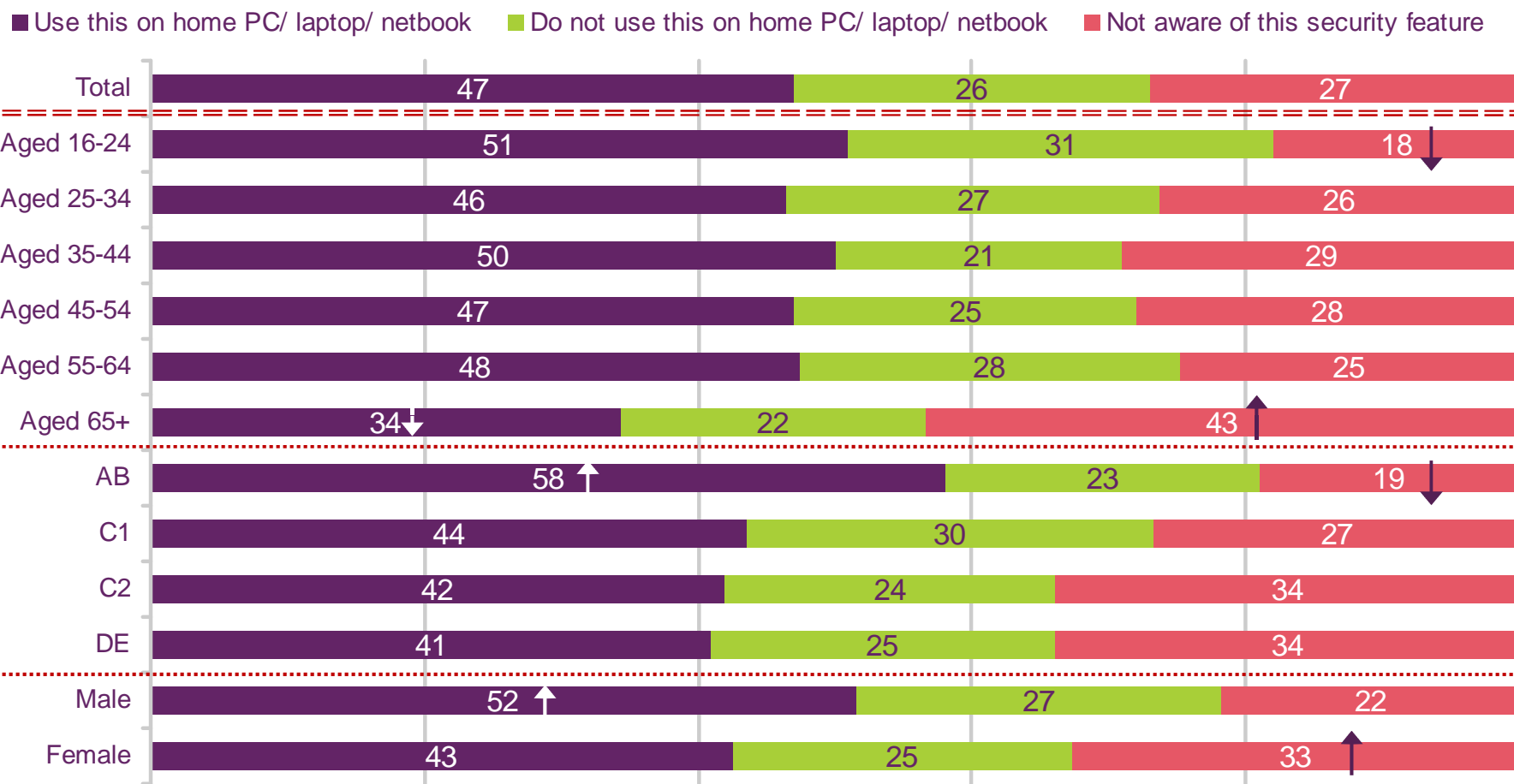
Figure 6.3.4: Awareness and use of email filters that can block unwanted or spam emails, by age, SEG and gender: 2013

■ Use this on home PC/ laptop/ netbook
 ■ Do not use this on home PC/ laptop/ netbook
 ■ Not aware of this security feature



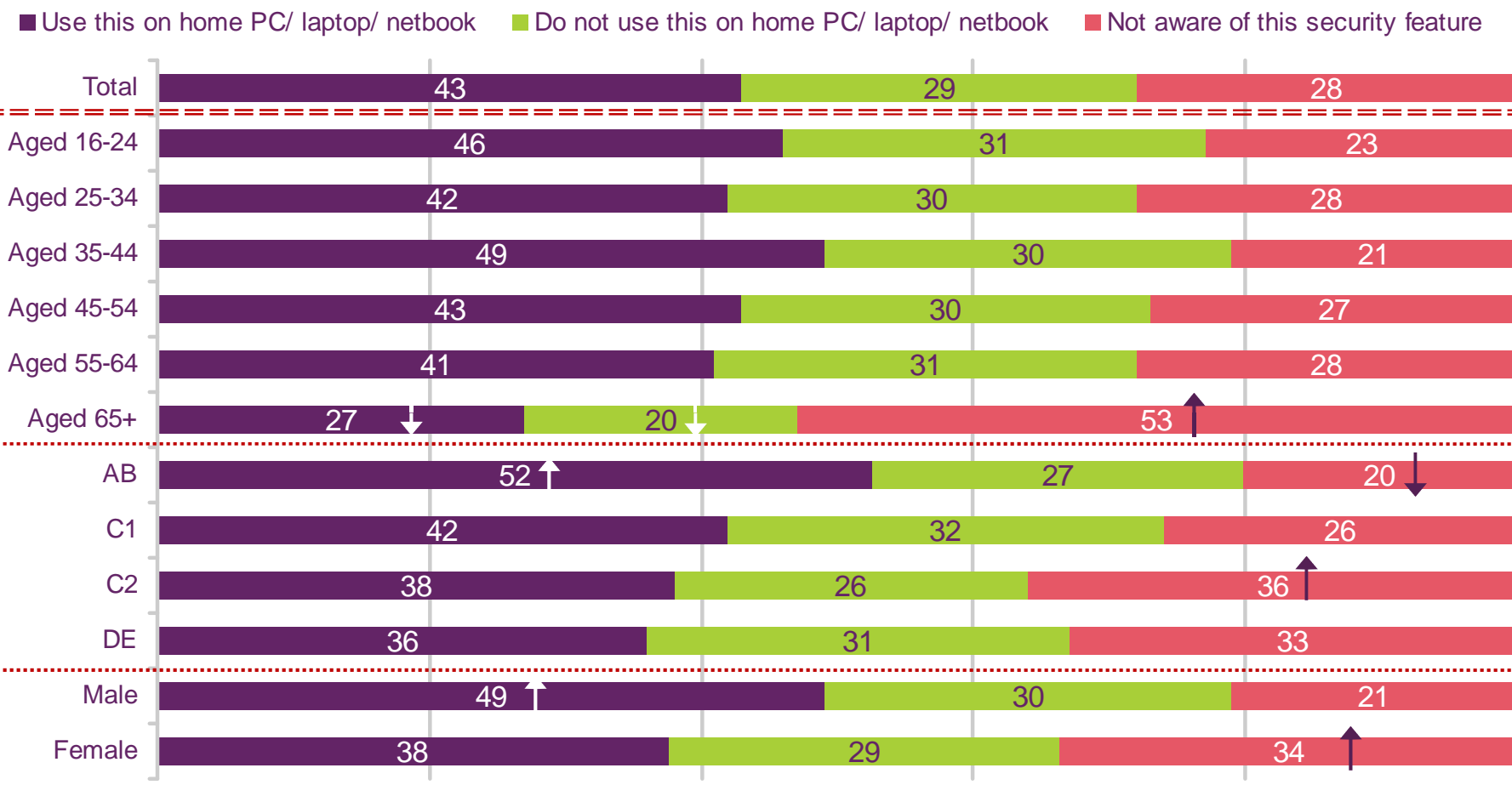
IN7/ IN8 Before today, which, if any, of the following online security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on the PC/ laptop / netbook that you use at home? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use the internet at home on a PC/ laptop/ netbook (1202 aged 16+, 202 aged 16-24, 230 aged 25-34, 236 aged 35-44, 196 aged 45-54, 182 aged 55-64, 156 aged 65+, 318 AB, 391 C1, 230 C2, 263 DE, 585 males, 617 female) – significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.5: Awareness and use of protecting the home WiFi connection, by age, SEG and gender: 2013



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 the PC/ laptop / netbook that you use at home? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use the internet at home on a PC/ laptop/ netbook (1202 aged 16+, 202 aged 16-24, 230 aged 25-34, 236 aged 35-44, 196 aged 45-54, 182 aged 55-64, 156 aged 65+, 318 AB, 391 C1, 230 C2, 263 DE, 585 males, 617 female) – significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

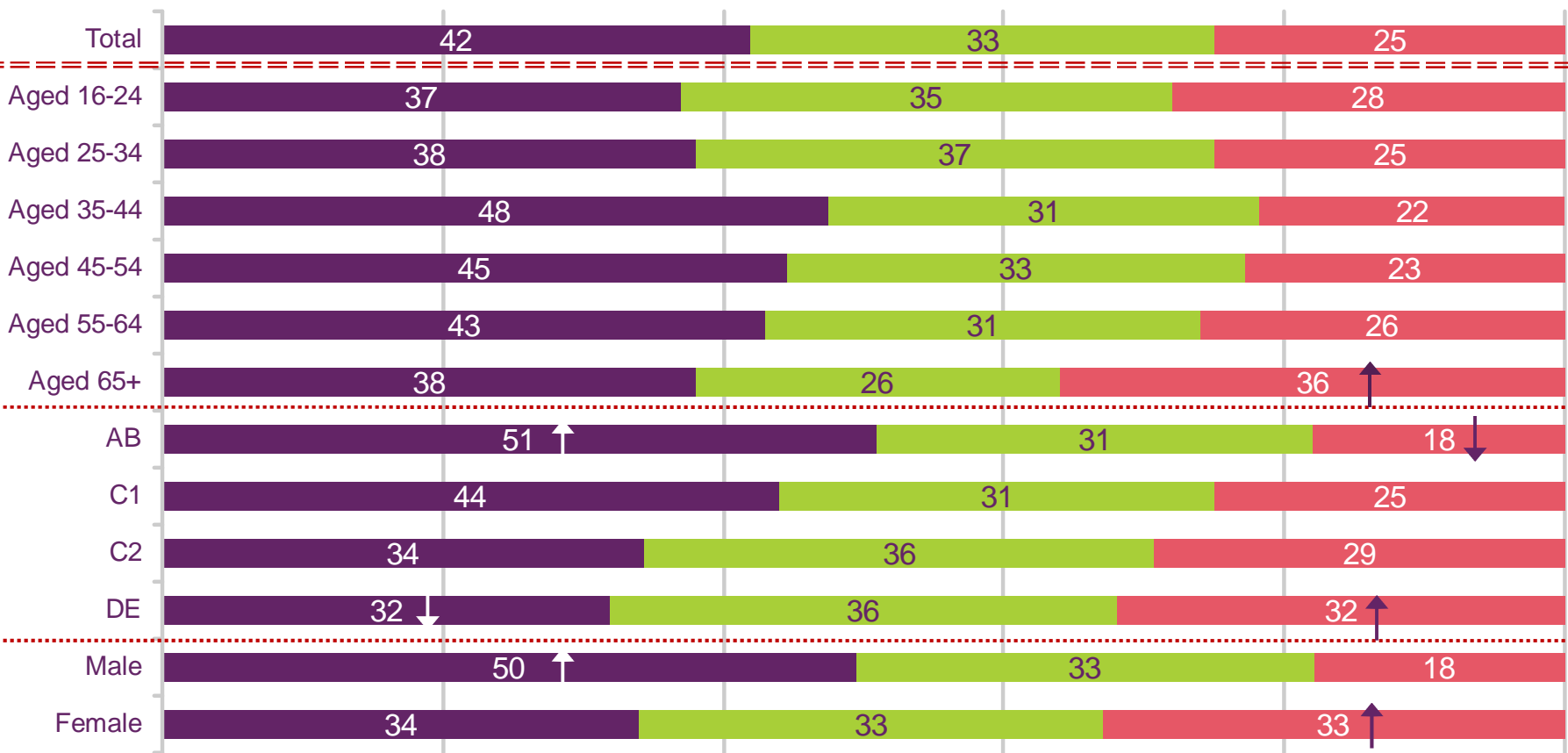
Figure 6.3.6: Awareness and use of deleting cookies from the web browser, by age, SEG and gender: 2013



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 the PC/ laptop / netbook that you use at home? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use the internet at home on a PC/ laptop/ netbook (1202 aged 16+, 202 aged 16-24, 230 aged 25-34, 236 aged 35-44, 196 aged 45-54, 182 aged 55-64, 156 aged 65+, 318 AB, 391 C1, 230 C2, 263 DE, 585 males, 617 female) – significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

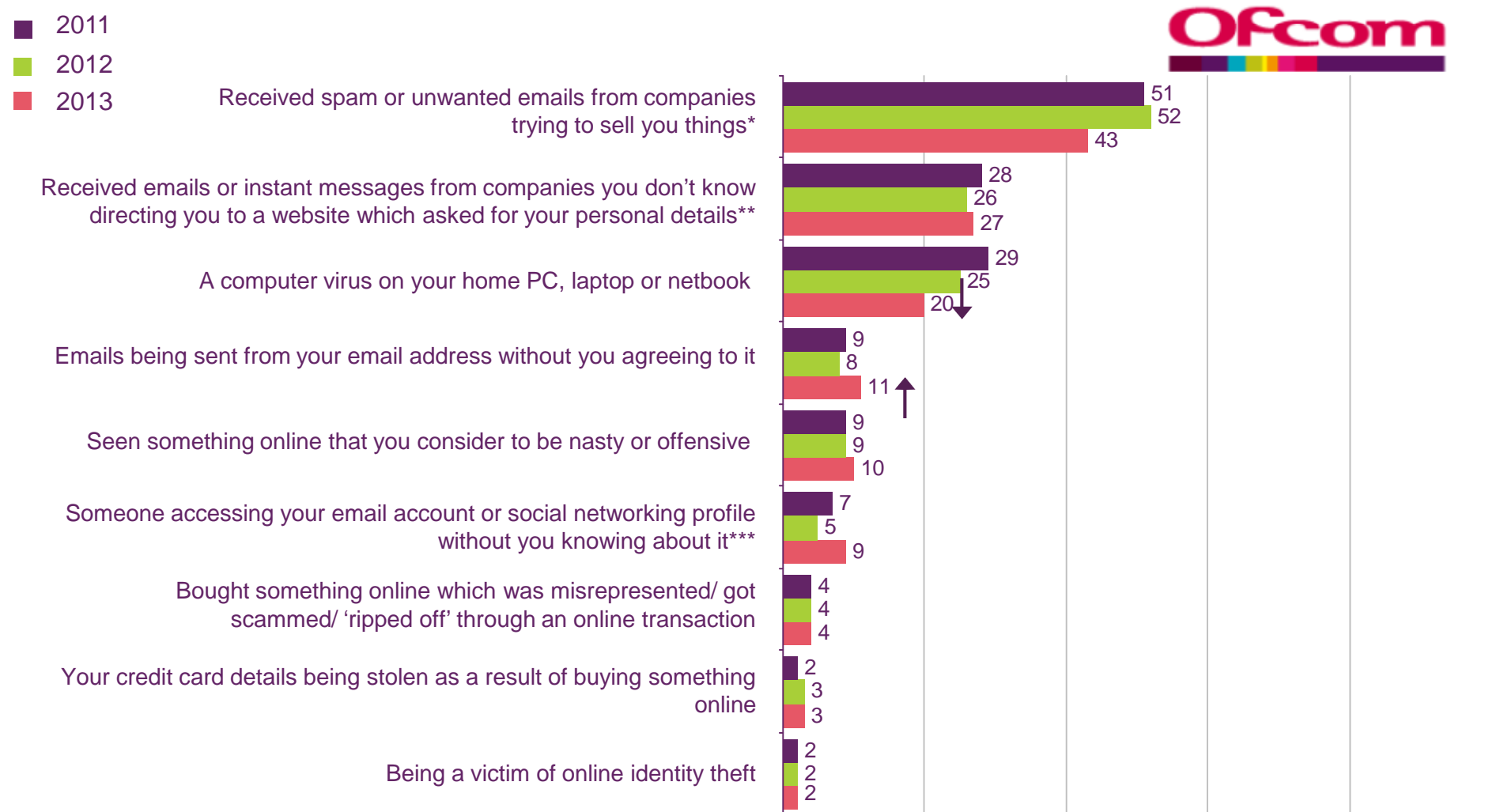
Figure 6.3.7: Awareness and use of anti-spyware, by age, SEG and gender: 2013

■ Use this on home PC/ laptop/ netbook ■ Do not use this on home PC/ laptop/ netbook ■ 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 the PC/ laptop / netbook that you use at home? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use the internet at home on a PC/ laptop/ netbook (1202 aged 16+, 202 aged 16-24, 230 aged 25-34, 236 aged 35-44, 196 aged 45-54, 182 aged 55-64, 156 aged 65+, 318 AB, 391 C1, 230 C2, 263 DE, 585 males, 617 female) – significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.8: Experience of 'negative' online events in the past 12 months: 2011-2013



IN9 – Which, if any, of the following have you personally experienced in the last 12 months? (prompted responses, multi-coded) * in 2012 this read 'Received spam or unwanted emails', ** In 2012 this read 'Received unsolicited email or instant messages directing you to a website which asked for your personal details', *** In 2012 this read 'Someone accessing your email account without authorisation'

Base: Adults aged 16+ who use the internet at home or elsewhere (1369 in 2011, 1381 in 2012, 1272 in 2013). Significance testing shows any change between 2012 and 2013 where it is possible to make a comparison

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.9: Experience of 'negative' online events in the past 12 months, by age: 2013

	2013 Total	16-24	25-34	35-44	45-54	55-64	65+
Received spam or unwanted emails from companies trying to sell you things	43%	44%	46%	45%	39%	48%	34% ↓
Received emails or instant messages from companies you don't know directing you to a website asking for your personal details	27%	29%	30%	26%	27%	26%	18% ↓
A computer virus on your home PC, laptop or netbook	20%	28% ↑	20%	16%	20%	17%	15%
Emails being sent from your email address without you agreeing to it	11%	17% ↑	8%	12%	10%	12%	6% ↓
Seen something online that you consider to be nasty or offensive	10%	13%	13%	10%	10%	6%	3% ↓
Someone accessing your email account or social networking profile without you knowing about it	9%	13%	7%	11%	8%	7%	5% ↓
Bought something online which was misrepresented/ got scammed/ 'ripped off' through an online transaction	4%	7%	5%	4%	3%	1%	1% ↓
Your credit card details being stolen as a result of buying something online	3%	2%	2%	2%	4%	4%	2%
Being a victim of online identity theft	2%	1%	2%	1%	3%	1%	2%

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 (1272 aged 16+, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+). – Significance testing shows any difference by age compared to all adults

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.10: Experience of 'negative' online events in the past 12 months, by SEG and gender: 2013

	2013 Total	AB	C1	C2	DE	Males	Females
Received spam or unwanted emails from companies trying to sell you things	43%	49%	46%	40%	35% ↓	44%	43%
Received emails or instant messages from companies you don't know directing you to a website asking for your personal details	27%	33% ↑	29%	24%	20% ↓	27%	27%
A computer virus on your home PC, laptop or netbook	20%	21%	18%	25%	16%	23% ↑	17%
Emails being sent from your email address without you agreeing to it	11%	12%	12%	12%	8%	13% ↑	9%
Seen something online that you consider to be nasty or offensive	10%	11%	12%	10%	6% ↓	10%	10%
Someone accessing your email account or social networking profile without you knowing about it	9%	10%	8%	8%	8%	9%	9%
Bought something online which was misrepresented/ got scammed/ 'ripped off' through an online transaction	4%	6%	4%	3%	3%	4%	4%
Your credit card details being stolen as a result of buying something online	3%	4%	3%	3%	1%	2%	3%
Being a victim of online identity theft	2%	2%	1%	2%	3%	2%	2%

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

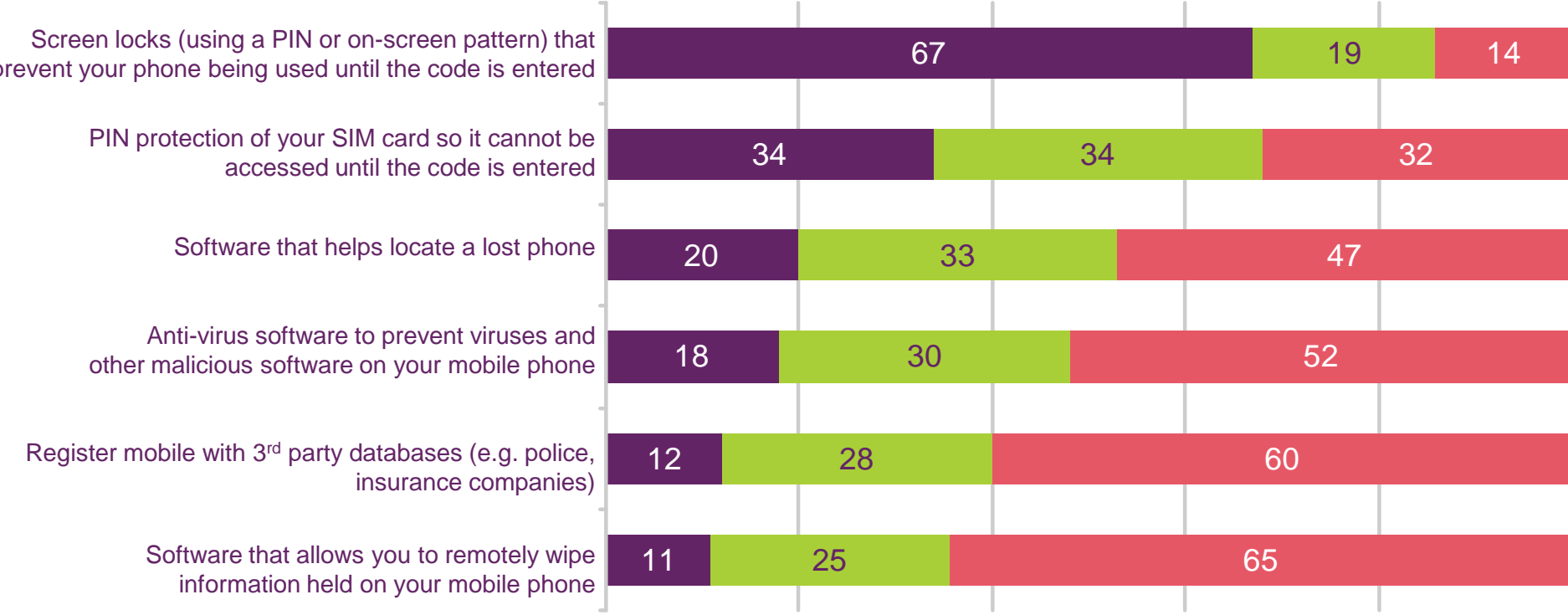
Base: Adults aged 16+ who use the internet at home or elsewhere (1272 aged 16+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females – Significance testing shows any difference by socio-economic group compared to all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.11: Awareness and use of mobile security measures/ features: 2013

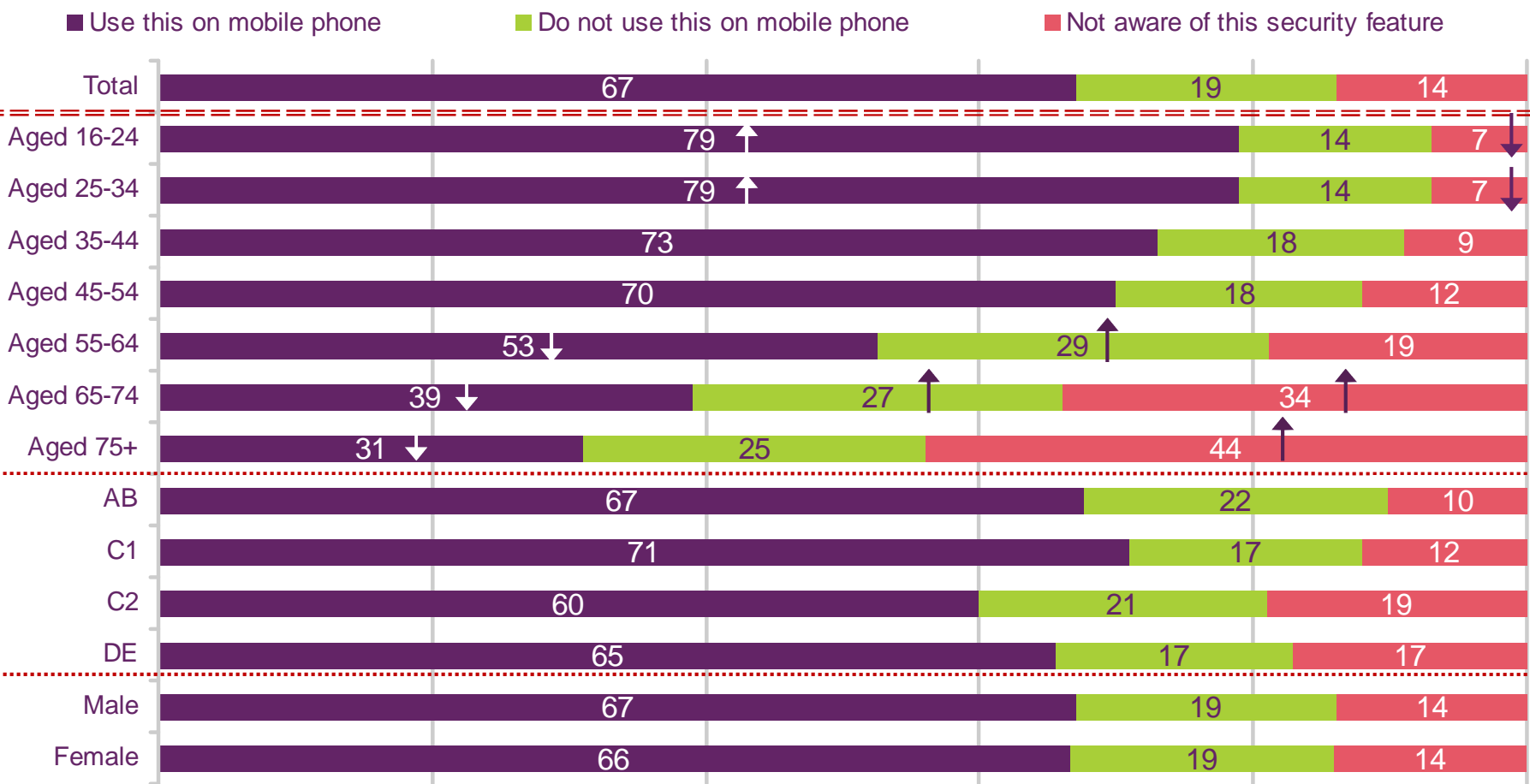


■ Use this on mobile phone
 ■ Do not use this on mobile phone
 ■ Not aware of this security feature



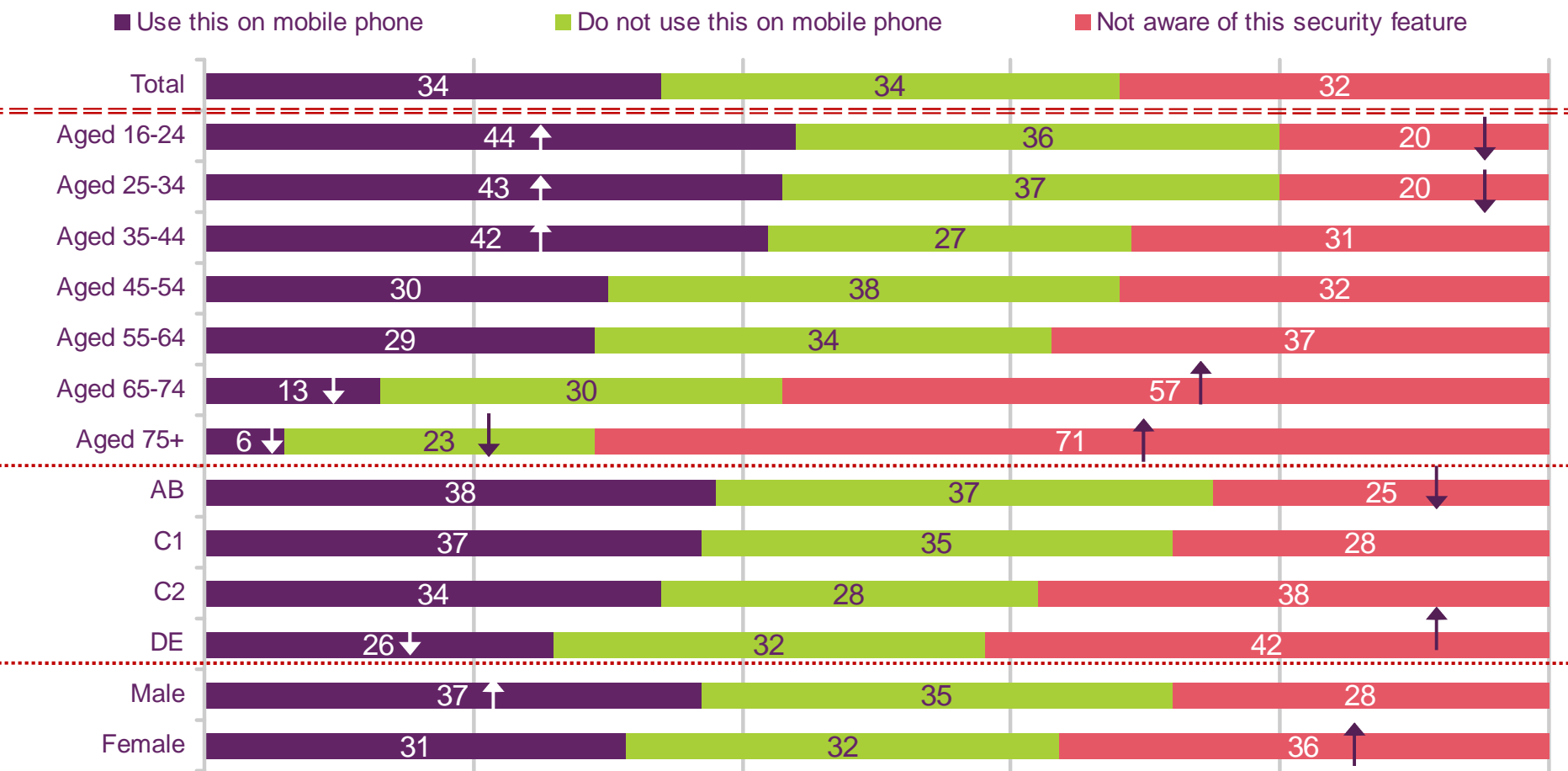
M5/ M6 Before today, which, if any, of the following mobile phone security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on your mobile phone? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use a mobile phone (1465)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.12: Awareness and use of screen locks, by age, SEG and gender: 2013



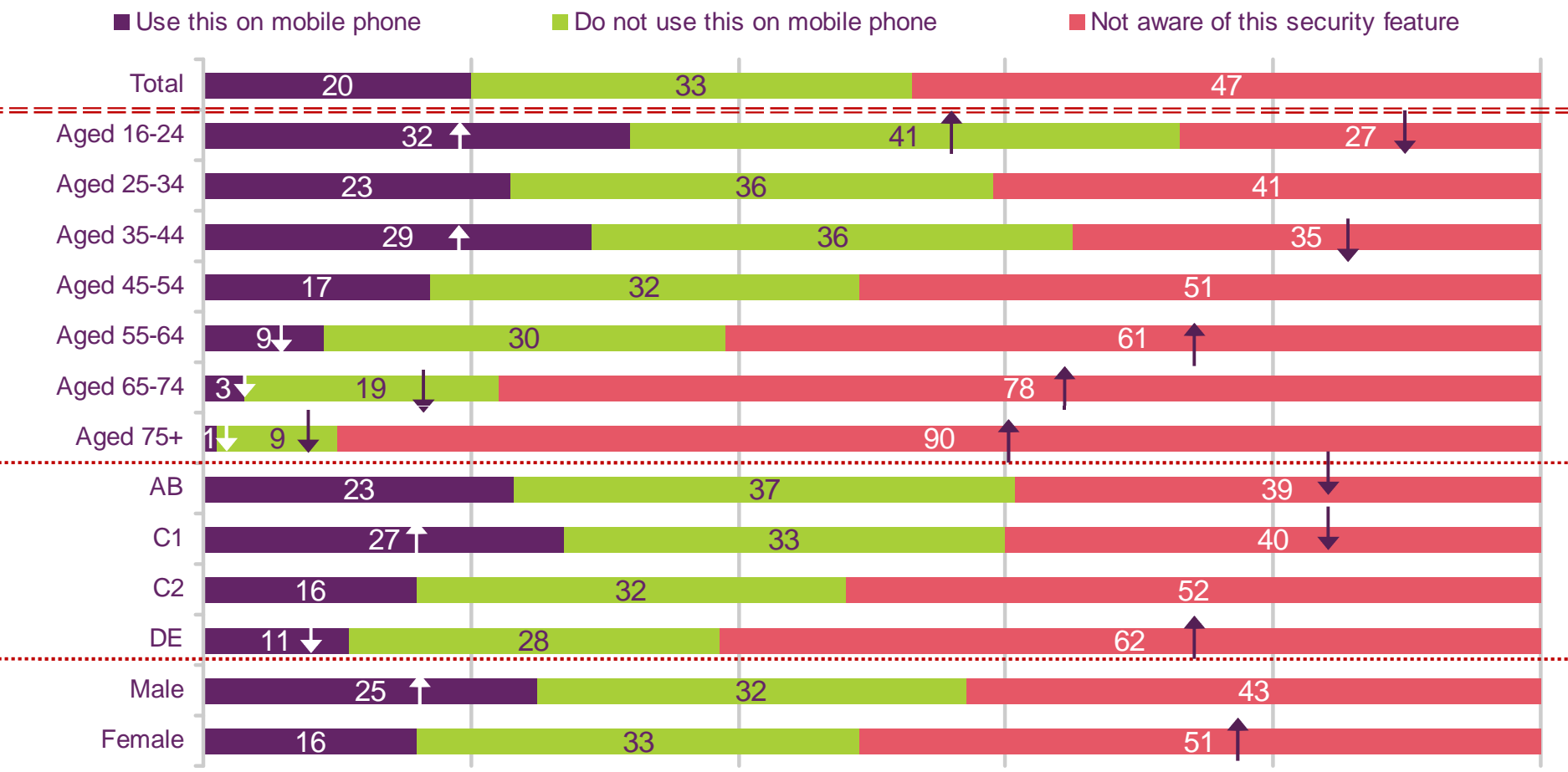
M6/ M7 Before today, which, if any, of the following mobile phone security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on your mobile phone? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use a mobile phone (1465, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 167 aged 65-74, 105 aged 75+, 340 AB, 438 C1, 298 C2, 389 DE) – Significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.13: Awareness and use of SIM card PIN protection, by age, SEG and gender: 2013



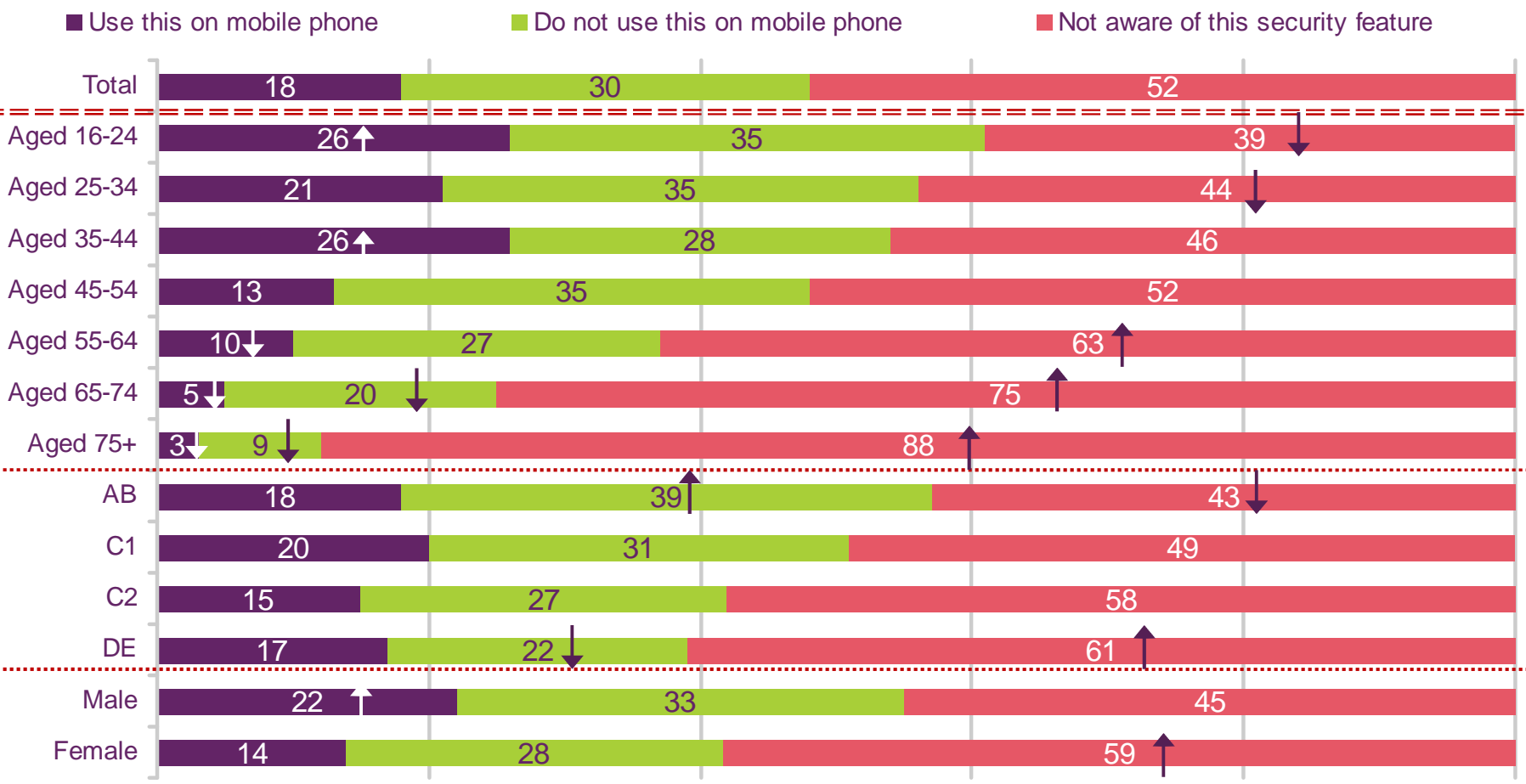
M6/ M7 Before today, which, if any, of the following mobile phone security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on your mobile phone? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use a mobile phone (1465, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 167 aged 65-74, 105 aged 75+, 340 AB, 438 C1, 298 C2, 389 DE) – Significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.14: Awareness and use of software that can locate a lost phone, by age, SEG and gender: 2013



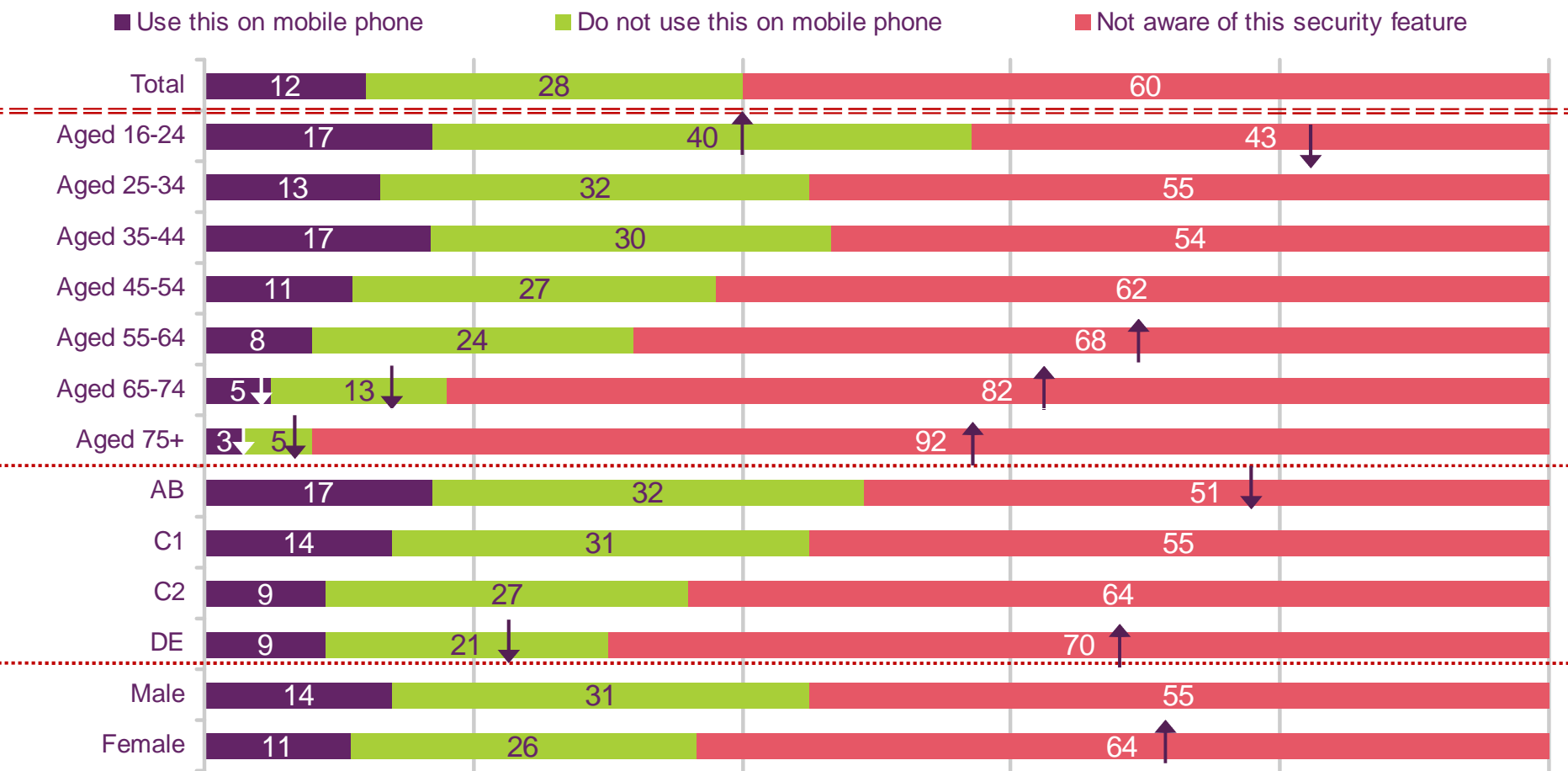
M6/ M7 Before today, which, if any, of the following mobile phone security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on your mobile phone? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use a mobile phone (1465, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 167 aged 65-74, 105 aged 75+, 340 AB, 438 C1, 298 C2, 389 DE) – Significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.15: Awareness and use of anti-virus software, by age, SEG and gender: 2013



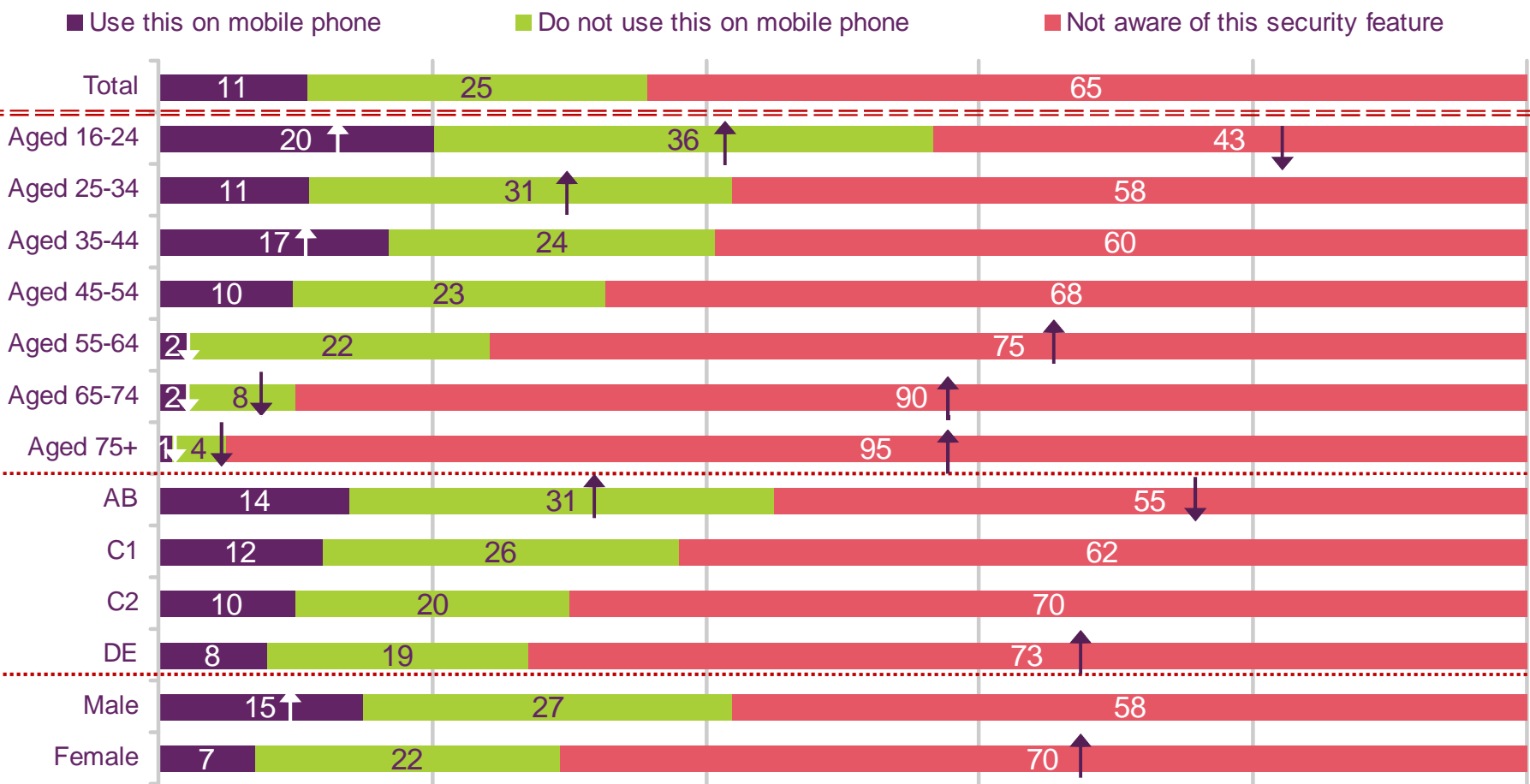
M6/ M7 Before today, which, if any, of the following mobile phone security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on your mobile phone? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use a mobile phone (1465, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 167 aged 65-74, 105 aged 75+, 340 AB, 438 C1, 298 C2, 389 DE) – Significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.16: Awareness and use of registering mobile with third party databases, by age, SEG and gender: 2013



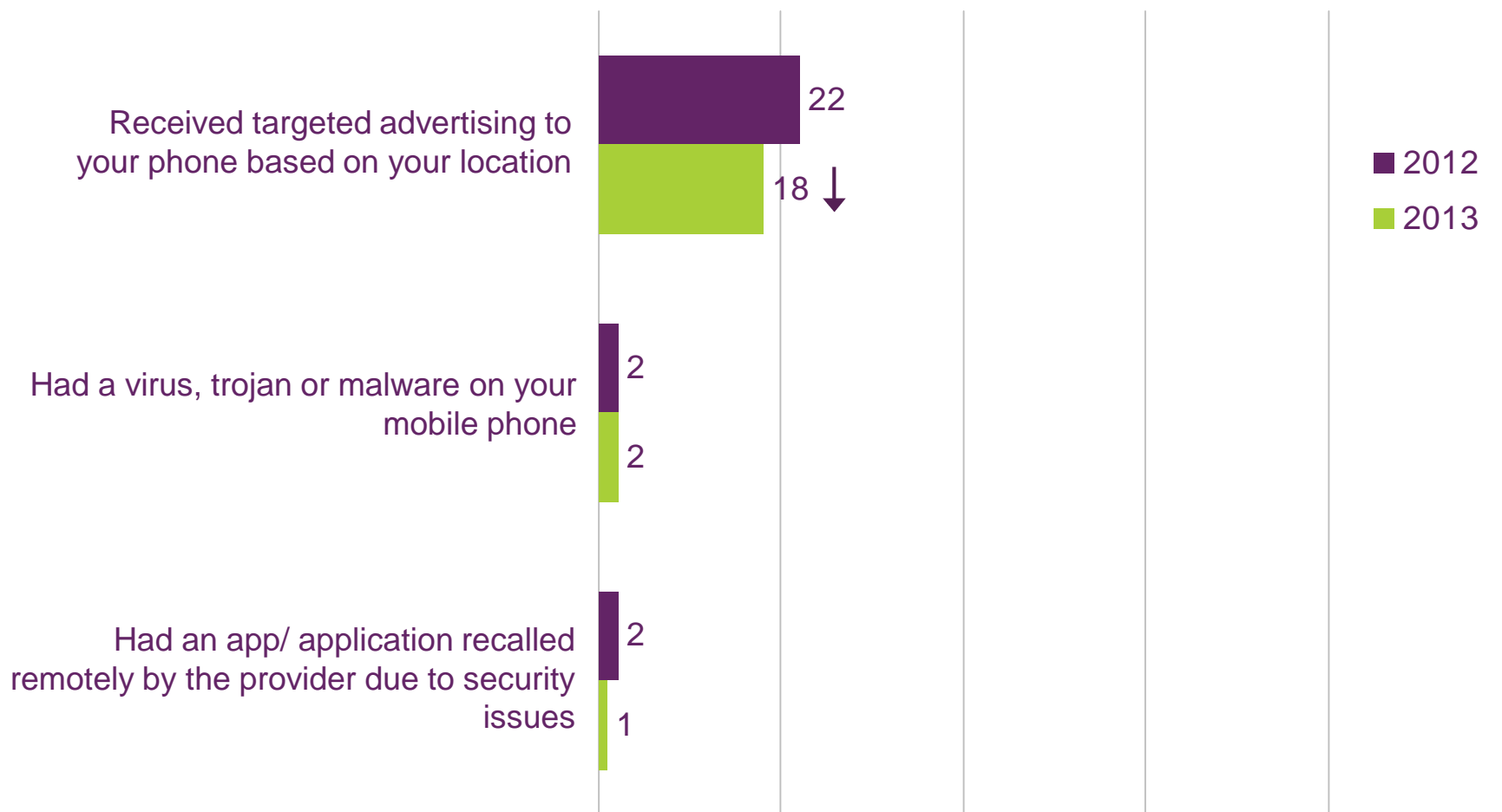
M6/ M7 Before today, which, if any, of the following mobile phone security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on your mobile phone? (prompted responses, multi-coded)
 Base: Adults aged 16+ who use a mobile phone (1465, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 167 aged 65-74, 105 aged 75+, 340 AB, 438 C1, 298 C2, 389 DE) – Significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.17: Awareness and use of software that can remotely wipe information held on the phone, by age, SEG and gender: 2013



M6/ M7 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 (1465 aged 16+ 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 167 aged 65-74, 105 aged 75+, 340 AB, 438 C1, 298 C2, 389 DE) – Significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.18: Experience of potentially negative types of mobile phone activity: 2012 and 2013

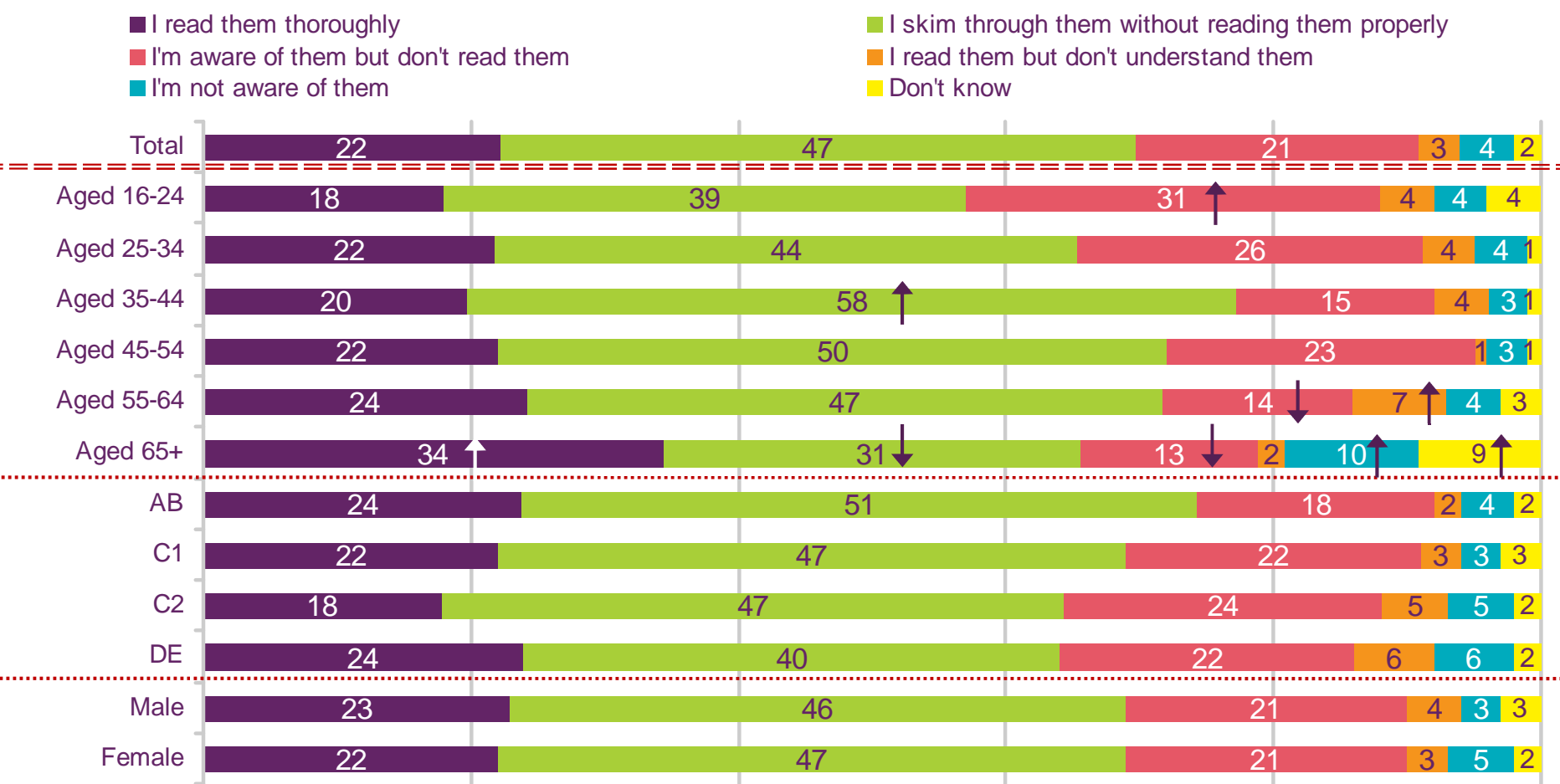


M4 – Which, if any, of the following things have happened to you as a result of using your mobile phone in the last 12 months? (prompted responses, multi-coded)

Base: Adults aged 16+ who use a mobile phone (1608 in 2012, 1465 in 2013). Significance testing shows any change between 2012 and 2013

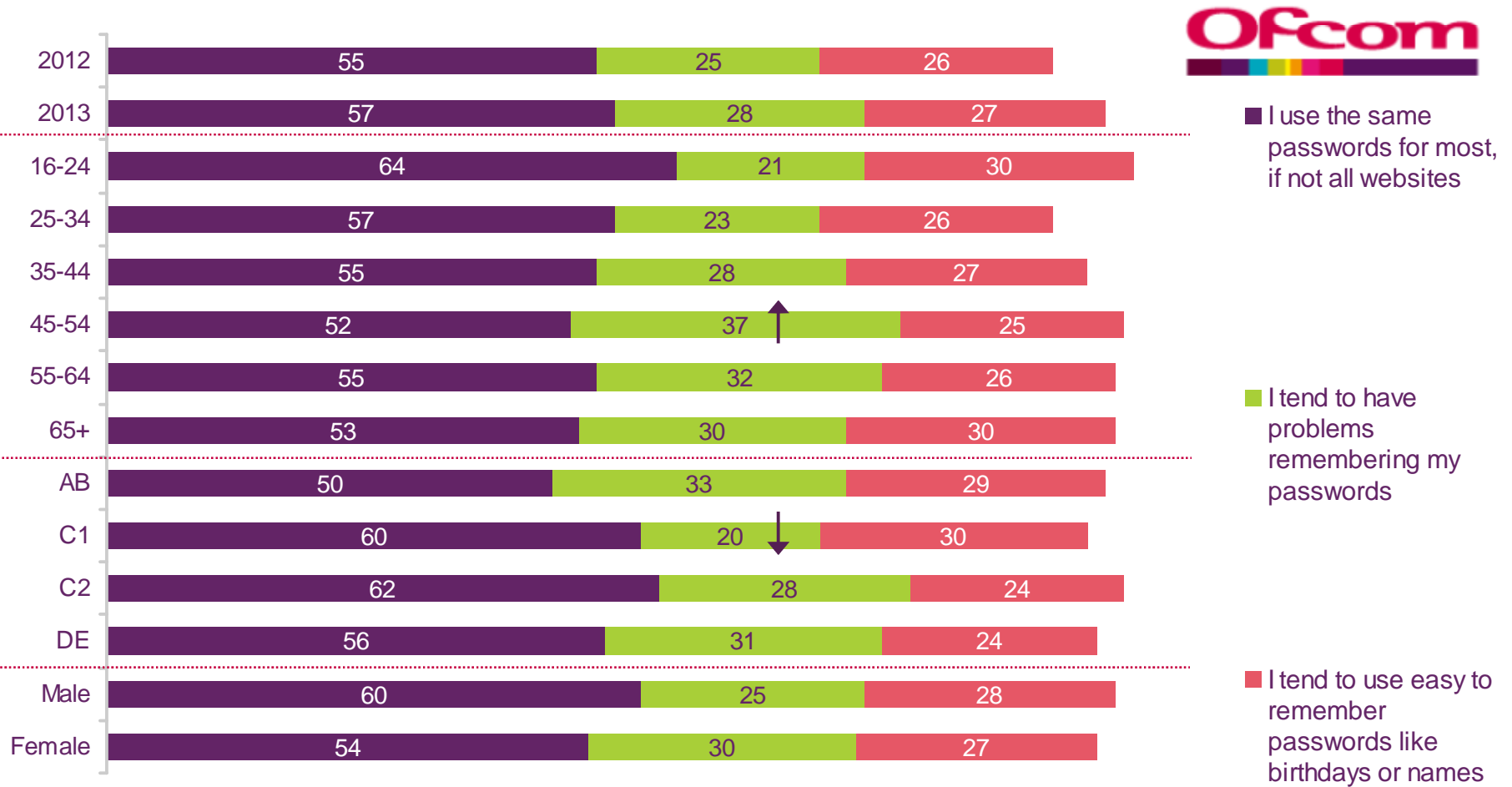
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.19: Awareness of, and reaction to, website terms and conditions/ privacy statements, by age, gender and socio-economic group: 2013



IN38 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 use the internet at home or elsewhere (1272 aged 16+, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females). – Significance testing shows any difference by age or socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.20: Attitudes towards online passwords: 2012-2013, and by age, SEG and gender in 2013



IN42– 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: All who go online at home or elsewhere using any device and excluding None of these responses (1374 aged 16+ in 2012, 1078 aged 16+ in 2013, 185 aged 16-24, 219 aged 25-34, 210 aged 35-44, 177 aged 45-54, 156 aged 55-64, 131 aged 65+, 269 AB, 344 C1, 219 C2, 246 DE, 509 males, 569 females)
 Significance testing shows any difference between 2012 and 2013 and between any age group and all adults aged 16+, between males and females, and between any socio-economic group and all adults aged 16+

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.21: Changing social networking profile privacy settings to be more private: 2013



■ Yes
 ■ No
 ■ Don't know if have changed settings
 ■ Don't know how to change settings on this site/ app

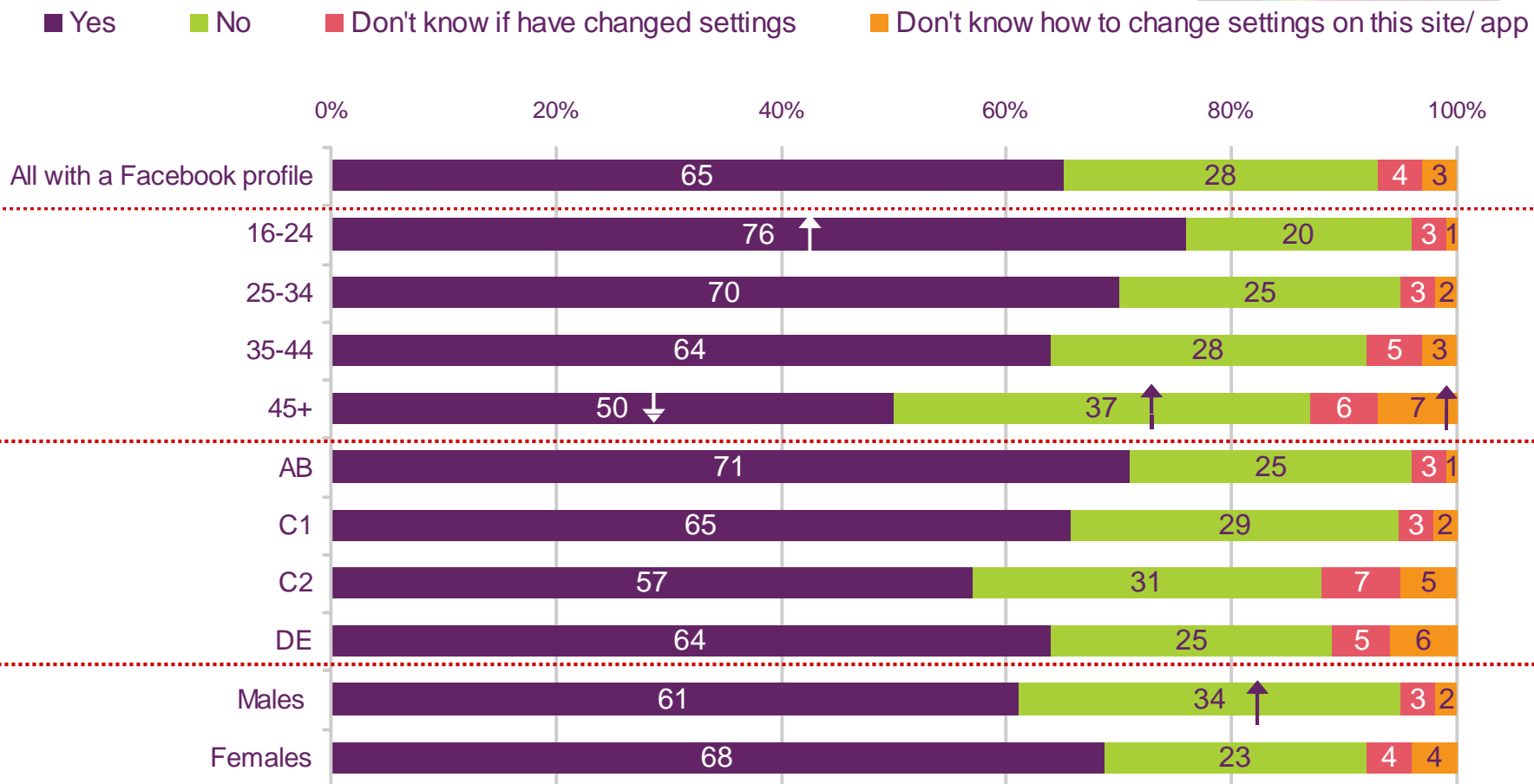


Q11. Have you changed the privacy settings to be more private from the original default setting for the social networking sites or apps that you have profile on? So for... (prompted responses, single coded)

Base: Adult internet users aged 16+ with an active social networking site profile on Facebook (653), LinkedIn (105), Twitter (232)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.22: Changing the privacy settings on Facebook to be more private: 2013



Q11A. Have you changed the privacy settings to be more private from the original default setting for the social networking sites or apps that you have profile on? So for Facebook... (prompted responses, single coded)

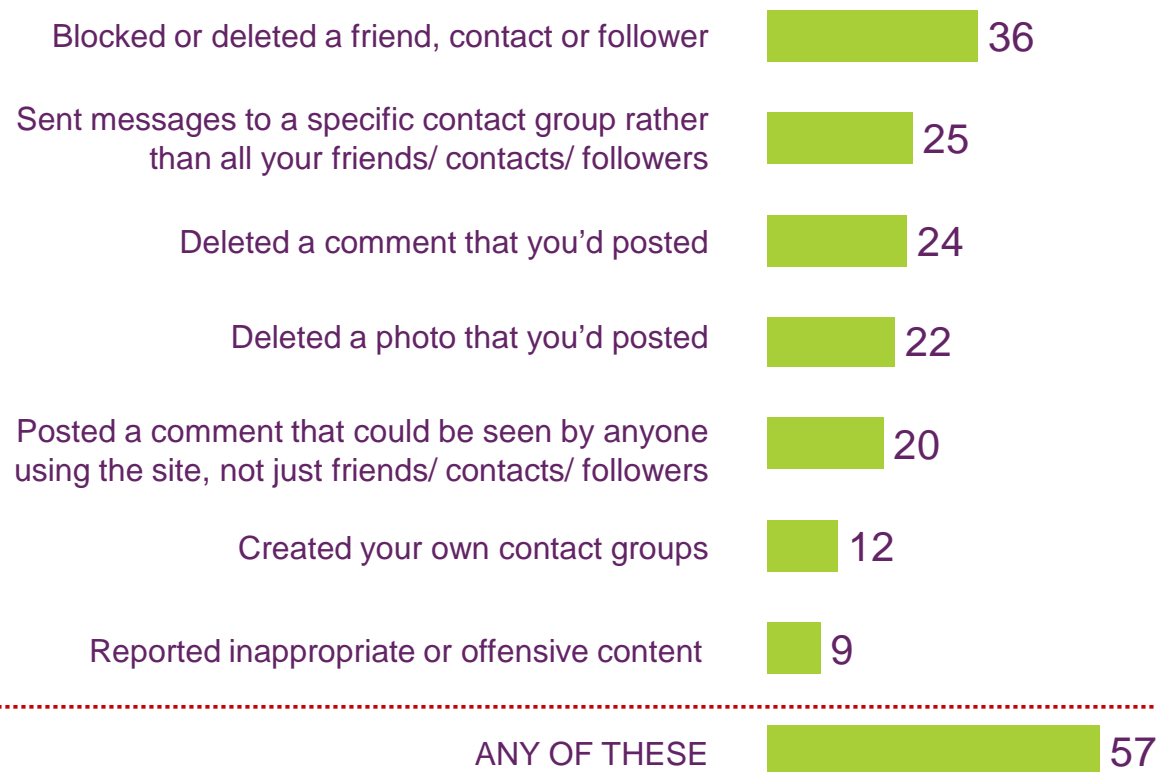
Base: Adult internet users aged 16+ with an active social networking site profile on Facebook (653 aged 16+ 163 aged 16-24, 174 aged 25-34, 151 aged 35-44, 165 aged 45+, 156 AB, 212 C1, 135 C2, 150 DE, 285 males, 368 females)– significance testing shows any differences by age or socio-economic group compared to all adults aged 16+ and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.23: Activities undertaken on social networking sites in the past 12 months: 2013



Undertaken on social networking sites in the past 12 months

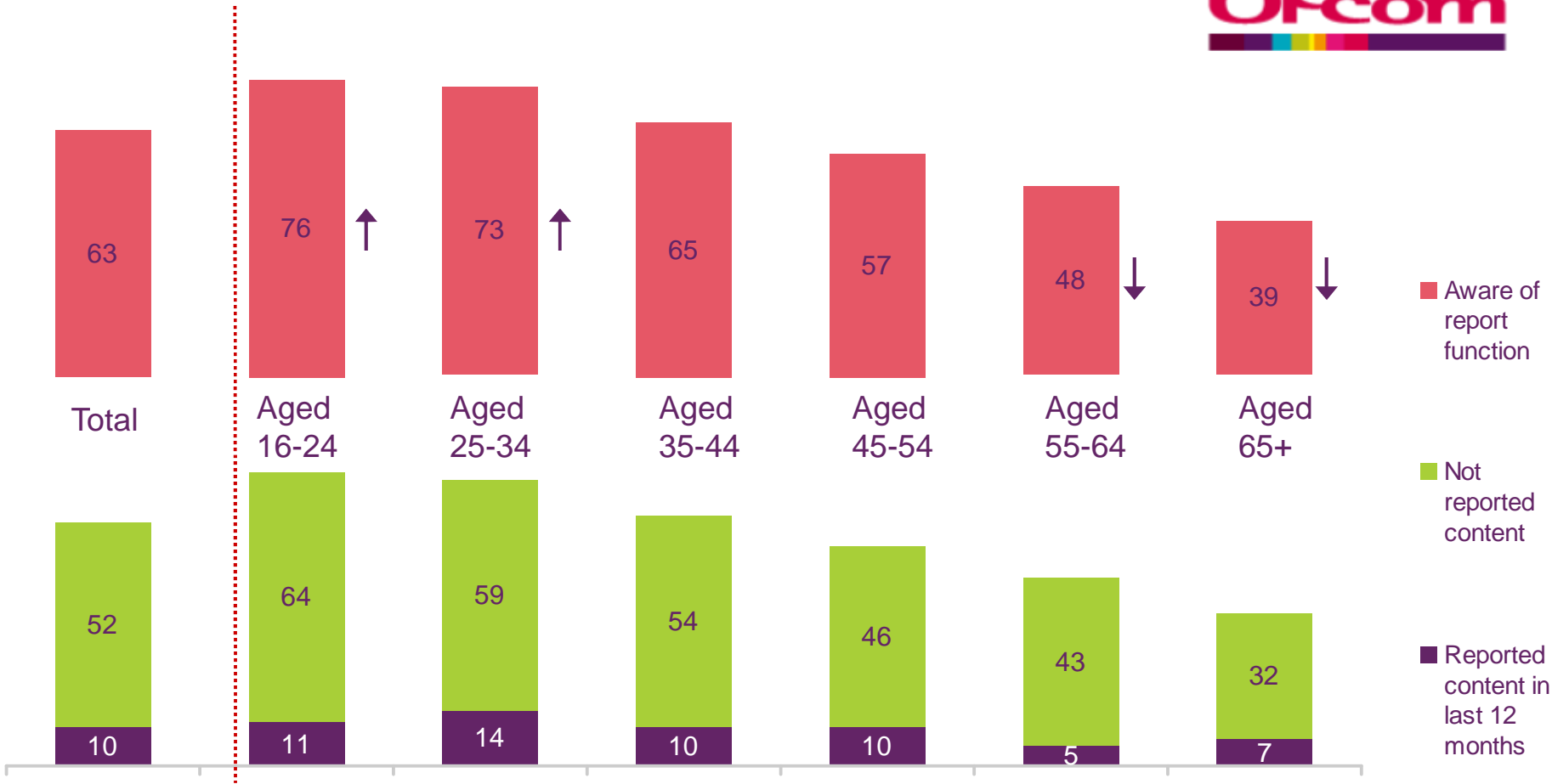


Q12. In the last 12 months, have you done any of these things on any of the social networking sites or apps you use?(prompted responses, multi-coded)

Base: Adult internet users aged 16+ with an active social networking site profile (679)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.24: Awareness and use of report function for inappropriate or offensive online content, by age: 2013



Q25. If you were to see something online that you found inappropriate or offensive, are you aware that many websites 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 (spontaneous responses, single coded)/ Q26. Have you reported anything in this way on a website or app in the last 12 months? (spontaneous responses, single coded)

Base: Adult internet users aged 16+ (1032 total, 185 aged 16-24, 196 aged 25-34, 214 aged 35-44, 151 aged 45-54, 145 aged 55-64, 141 aged 65+) - significance testing shows any difference by age compared to all adults

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 6.3.25: Awareness and use of report function for inappropriate or offensive online content, by SEG and gender: 2013



Q25. If you were to see something online that you found inappropriate or offensive, are you aware that many websites 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 (spontaneous responses, single coded)/ Q26. Have you reported anything in this way on a website or app in the last 12 months? (spontaneous responses, single coded)

Base: Adult internet users aged 16+ (1032 total, 273 AB, 316 C1, 217 C2, 226 DE, 503 males, 529 females) - significance testing shows any difference by socio-economic group compared to all adults, or between newer and more established internet users
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013