

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

NATION	1
Base : All respondents	
NATION/ REGION	4
Base : All respondents	
URBANITY	9
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP	12
Base : All respondents	
RESPONDENT'S AGE	15
Base : All respondents	
RESPONDENT'S GENDER	18
Base : All respondents	
RESPONDENT'S WORKING STATUS	21
Base : All respondents	
S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)	27
Base : All respondents	
C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)	33
Base : All respondents	
C2. Do you have any children aged under 18 who live at home with you – where you are their parent or guardian? (SINGLE CODE)	36
Base : All respondents	
C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)	39
Base : All respondents	
AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD	42
Base : All respondents	
QO8. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)	45
Base : All respondents with children in the household	
QO9. To what extent does the child/ do the children in your household at primary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)	54
Base : All respondents with children of primary school age	
QO10. To what extent does the child/ do the children in your household at secondary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)	57
Base : All respondents with children of secondary school age	
SUMMARY OF ACCESS TO APPROPRIATE DEVICES AT HOME ACROSS PRIMARY AND SECONDARY SCHOOL CHILDREN	60
Base : All respondents with children of primary and/or secondary school age	
QO11. And when the children in your household need access to an appropriate device to enable them to do any school work online at home, how is this currently managed? (MULTI CODE)	63
Base : All respondents with children of primary and/or secondary school age that do not have access to appropriate devices all of the time	
A1A. Do you personally use a mobile phone? (SINGLE CODE)	66
Base : All respondents	

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

A1B. Is this a smartphone? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. (SINGLE CODE)	69
Base : All respondents who use a mobile phone	
SUMMARY OF MOBILE PHONE OWNERSHIP	72
Base : All respondents	
F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)	75
Base : All respondents	
F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)	81
Base : All respondents	
F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)	87
Base : All respondents	
AC1. Do you or does anyone in your household have access to the internet at home (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)	93
Base : All respondents	
A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)	96
Base : All respondents that have internet access at home	
A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)	99
Base : All respondents	
AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)	102
Base : All respondents	
AC3. In the past year, have you asked someone else to do something for you on the internet? (SINGLE CODE)	111
Base : All respondents that do not use the internet at home	
AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)	114
Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year	
AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)	120
Base : All respondents that do not use the internet at home	
AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)	126
Base : All respondents that do not have internet access at home	
AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)	135
Base : All respondents that do not use the internet at home	
IN1. Which of these devices do you use to go online? (MULTI CODE)	144
Base : All respondents that go online (at home or elsewhere)	
M6D. You said that you only go online using a smartphone. Which one of these statements best applies to how frequently, if at all, you feel disadvantaged by relying only on a smartphone to go online? (SINGLE CODE)	150
Base : All respondents that go online (at home or elsewhere) that only use a smartphone to go online	
IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)	153
Base : All respondents that go online (at home or elsewhere)	
IN61. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves? For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis. (SINGLE CODE)	161
Base : All respondents that go online (at home or elsewhere)	
IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)	164
Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online	

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)	167
Base : All respondents that go online (at home or elsewhere)	
IN3A. Overall, how confident are you as an internet user? (SINGLE CODE)	173
Base : All respondents that go online (at home or elsewhere)	
IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)	176
Base : All respondents that go online (at home or elsewhere)	
IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)	181
Base : All respondents that go online (at home or elsewhere)	
IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE)	184
Base : All respondents that go online (at home or elsewhere)	
IN3E. How confident are you in judging whether an email, text or online message you receive is potentially suspicious or a scam? (SINGLE CODE)	187
Base : All respondents that go online (at home or elsewhere)	
IN5A. Which, if any, of these activities do you do online? (MULTI CODE)	190
Base : All respondents that go online (at home or elsewhere)	
IN5B. Which if any of these activities do you do online? (MULTI CODE)	196
Base : All respondents that go online (at home or elsewhere)	
SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN	199
Base : All respondents that go online (at home or elsewhere)	
BREADTH OF USE OF THE INTERNET - OUT OF 13 TYPES OF ACTIVITY	208
Base : All respondents that go online (at home or elsewhere)	
IN27A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)	211
Base : All respondents that go online (at home or elsewhere)	
IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE)	214
Base : All respondents that go online (at home or elsewhere)	
IN27C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE)	217
Base : All respondents that go online (at home or elsewhere)	
IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)	220
Base : All respondents that go online (at home or elsewhere)	
IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)	223
Base : All respondents that go online (at home or elsewhere)	
IN27F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: For me, the benefits of being online outweigh the risks. (SINGLE CODE)	226
Base : All respondents that go online (at home or elsewhere)	
IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)	229
Base : All respondents that go online (at home or elsewhere)	
IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me broaden my understanding or view of the world. (SINGLE CODE)	232
Base : All respondents that go online (at home or elsewhere)	
A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)	235
Base : All respondents	

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

A6. Now some questions about Artificial Intelligence or AI. Before today, had you heard of Artificial Intelligence or AI models such as ChatGPT or Bard? (SINGLE CODE)	241
Base : All respondents	
A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)	244
Base : All respondents aware of artificial intelligence (AI) models	
A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)	247
Base : All respondents	
A8. Have you ever used AI models such as ChatGPT or Bard? (SINGLE CODE)	250
Base : All respondents aware of artificial intelligence (AI) models	
SUMMARY OF AWARENESS AND USE OF ARTIFICIAL INTELLIGENCE	253
Base : All respondents	
A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)	256
Base : All respondents that have ever used artificial intelligence (AI) models	
A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)	262
Base : All respondents aware of artificial intelligence (AI) models	
A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)	268
Base : All respondents	
A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)	274
Base : All respondents aware of artificial intelligence (AI) models that go online	
A11. Thinking generally, when you read something online do you ever think about whether it may have been generated or written by Artificial Intelligence (AI)? (SINGLE CODE)	280
Base : All respondents aware of artificial intelligence (AI) models that go online	
A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)	283
Base : All respondents aware of artificial intelligence (AI) models that go online that consider whether online content is generated by AI	
A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)	286
Base : All respondents aware of artificial intelligence (AI) models that go online	
A13. How confident, are you in recognising whether something you read online is produced by a person or by Artificial Intelligence (AI)? (SINGLE CODE)	289
Base : All respondents aware of artificial intelligence (AI) models that go online	
M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)	292
Base : All respondents who use a smartphone	
M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)	295
Base : All respondents who use a smartphone	
M6C. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Comparing products or services online is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)	299
Base : All respondents who use a smartphone	
M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)	302
Base : All respondents who use a smartphone	
G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)	307
Base : All respondents	
G2. Which of the following types of games do you play? (MULTI CODE)	313
Base : All respondents who play games	

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

G2. Which of the following types of games do you play? (MULTI CODE)	319
Base : All respondents	
G3A. Do you play games online? (SINGLE CODE)	325
Base : All respondents who play games	
G3A. Do you play games online? (SINGLE CODE)	328
Base : All respondents	
G3B. When you play games online, which of these describe how you play? (MULTI CODE)	331
Base : All respondents who play games online	
G3B. When you play games online, which of these describe how you play? (MULTI CODE)	337
Base : All respondents who play games	
G3B. When you play games online, which of these describe how you play? (MULTI CODE)	343
Base : All respondents	
A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)	349
Base : All respondents	
A14A. COMMUNICATION PREFERENCE: Contacting the local council. (SINGLE CODE)	355
Base : All respondents	
A14B. COMMUNICATION PREFERENCE: Catching up with a friend. (SINGLE CODE)	361
Base : All respondents	
A14C. COMMUNICATION PREFERENCE: Catching up with friends or family living far away or abroad. (SINGLE CODE)	367
Base : All respondents	
A14D. COMMUNICATION PREFERENCE: Booking a holiday. (SINGLE CODE)	373
Base : All respondents	
A14E. COMMUNICATION PREFERENCE: Checking your bank balance. (SINGLE CODE)	376
Base : All respondents	
C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)	379
Base : All respondents	
C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)	388
Base : All respondents	
C7. Do you consider English to be your first or main language? (SINGLE CODE)	393
Base : All respondents	
C8. Which one of these options applies to your home? (SINGLE CODE)	396
Base : All respondents	
C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)	399
Base : All respondents	
C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)	408
Base : All respondents	
C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)	417
Base : All respondents	

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)	423
Base : All respondents	
C13. How well would you say your household is managing financially at the moment? Would you say you are... ..	429
Base : All respondents	
FINANCIAL VULNERABILITY	432
Base : Those where it is possible to calculate the Financial Vulnerability Index	

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 1

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
England	3070	331	518	485	527	482	726	3070	1462	1595	883	873	565	740	1756	1305	3070
	84%	83%	85%	84%	86%	84%	84%	84%	84%	85%	87%	83%	82%	85%	85%	83%	84%
Scotland	303	34	48	55	43	53	68	303	149	150	73	93	67	69	166	136	303
	8%	9%	8%	10%	7%	9%	8%	8%	9%	8%	7%	9%	10%	8%	8%	9%	8%
Wales	168	18	30	22	25	26	47	168	82	85	39	53	35	40	92	75	168
	5%	5%	5%	4%	4%	4%	5%	5%	5%	5%	4%	5%	5%	5%	4%	5%	5%
Northern Ireland	102	14	17	15	17	16	24	102	47	55	25	27	25	25	52	50	102
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	4%	3%	3%	3%	3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 1

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

NATION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
England	3070	3070	-	-	-	3070	2706	365	487	2583	759	1067	926	3070	365	1011	704
	84%	100%	-%	-%	-%	84%	86%	76%	83%	84%	84%	86%	83%	84%	84%	86%	88%
		bcde				bcd	g										
Scotland	303	-	303	-	-	303	255	47	44	258	67	88	113	303	28	84	52
	8%	-%	100%	-%	-%	8%	8%	10%	8%	8%	7%	7%	10%	8%	6%	7%	7%
			acde			acd											
Wales	168	-	-	168	-	168	131	36	31	137	43	57	47	168	24	49	25
	5%	-%	-%	100%	-%	5%	4%	8%	5%	4%	5%	5%	4%	5%	5%	4%	3%
				abde		abd	f										
Northern Ireland	102	-	-	-	102	102	69	33	22	80	30	34	27	102	18	37	19
	3%	-%	-%	-%	100%	3%	2%	7%	4%	3%	3%	3%	2%	3%	4%	3%	2%
					abce	abc	f										

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 1

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

NATION

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
England	3070	731	1630	626	3070	939	1939	2108	925
	84%	84%	85%	81%	84%	84%	84%	84%	85%
Scotland	303	77	142	76	303	91	198	214	86
	8%	9%	7%	10%	8%	8%	9%	9%	8%
Wales	168	34	87	40	168	57	105	118	49
	5%	4%	5%	5%	5%	5%	5%	5%	5%
Northern Ireland	102	25	48	27	102	32	64	69	32
	3%	3%	3%	4%	3%	3%	3%	3%	3%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 2

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

NATION/ REGION

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
North East	125	20	23	16	27	12	28	125	65	58	23	37	23	39	60	62	125
	3%	5%	4%	3%	4%	2%	3%	3%	4%	3%	2%	4%	3%	5%	3%	4%	3%
Yorkshire and Humberside	320	30	55	45	54	51	85	320	156	161	72	89	76	81	160	157	320
	9%	8%	9%	8%	9%	9%	10%	9%	9%	9%	7%	8%	11%	9%	8%	10%	9%
North West	425	45	87	60	59	76	99	425	213	211	97	137	87	100	234	187	425
	12%	11%	14%	10%	10%	13%	11%	12%	12%	11%	10%	13%	13%	11%	11%	12%	12%
West Midlands	351	48	57	45	77	39	84	351	170	179	89	89	63	110	177	173	351
	10%	12%	9%	8%	13%	7%	10%	10%	10%	10%	9%	8%	9%	13%	9%	11%	10%
East Midlands	269	27	38	49	54	43	57	269	140	125	73	68	59	69	141	128	269
	7%	7%	6%	9%	9%	8%	7%	7%	8%	7%	7%	6%	8%	8%	7%	8%	7%
East of England	302	20	36	46	47	59	94	302	160	143	114	75	50	63	189	113	302
	8%	5%	6%	8%	8%	10%	11%	8%	9%	8%	11%	7%	7%	7%	9%	7%	8%
South West	296	29	54	39	46	49	79	296	123	171	80	85	57	74	165	131	296
	8%	7%	9%	7%	8%	8%	9%	8%	7%	9%	8%	8%	8%	8%	8%	8%	8%
South East	495	52	72	74	68	84	145	495	217	277	165	140	89	101	306	189	495
	14%	13%	12%	13%	11%	15%	17%	14%	12%	15%	16%	13%	13%	12%	15%	12%	14%
London	488	60	97	111	96	69	56	488	219	270	169	154	61	103	323	164	488
	13%	15%	16%	19%	16%	12%	6%	13%	13%	14%	17%	15%	9%	12%	16%	10%	13%
Scotland	303	34	48	55	43	53	68	303	149	150	73	93	67	69	166	136	303
	8%	9%	8%	10%	7%	9%	8%	8%	9%	8%	7%	9%	10%	8%	8%	9%	8%
Wales	168	18	30	22	25	26	47	168	82	85	39	53	35	40	92	75	168
	5%	5%	5%	4%	4%	4%	5%	5%	5%	5%	4%	5%	5%	5%	4%	5%	5%
Northern Ireland	102	14	17	15	17	16	24	102	47	55	25	27	25	25	52	50	102
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	4%	3%	3%	3%	3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 2

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
North East	125	125	-	-	-	125	107	18	26	100	45	34	41	125	18	58	22
	3%	4%	-%	-%	-%	3%	3%	4%	4%	3%	5%	3%	4%	3%	4%	5%	3%
		bcd				bcd											
Yorkshire and Humberside	320	320	-	-	-	320	289	31	51	269	67	119	89	320	37	108	54
	9%	10%	-%	-%	-%	9%	9%	6%	9%	9%	7%	10%	8%	9%	9%	9%	7%
		bcd				bcd											
North West	425	425	-	-	-	425	389	35	72	353	105	152	103	425	62	122	74
	12%	14%	-%	-%	-%	12%	12%	7%	12%	12%	12%	12%	9%	12%	14%	10%	9%
		bcd				bcd	g										
West Midlands	351	351	-	-	-	351	297	54	59	292	91	119	86	351	49	121	36
	10%	11%	-%	-%	-%	10%	9%	11%	10%	10%	10%	10%	8%	10%	11%	10%	5%
		bcd				bcd									p	p	
East Midlands	269	269	-	-	-	269	229	40	57	212	78	102	64	269	44	101	62
	7%	9%	-%	-%	-%	7%	7%	8%	10%	7%	9%	8%	6%	7%	10%	9%	8%
		bcd				bcd											
East of England	302	302	-	-	-	302	243	59	43	259	95	99	80	302	31	99	86
	8%	10%	-%	-%	-%	8%	8%	12%	7%	8%	11%	8%	7%	8%	7%	8%	11%
		bcd				bcd		f									
South West	296	296	-	-	-	296	230	66	54	242	71	103	98	296	34	72	67
	8%	10%	-%	-%	-%	8%	7%	14%	9%	8%	8%	8%	9%	8%	8%	6%	8%
		bcd				bcd		f									
South East	495	495	-	-	-	495	434	61	69	426	97	182	161	495	38	160	137
	14%	16%	-%	-%	-%	14%	14%	13%	12%	14%	11%	15%	15%	14%	9%	14%	17%
		bcd				bcd											n
London	488	488	-	-	-	488	487	1	57	431	109	158	204	488	53	171	166
	13%	16%	-%	-%	-%	13%	15%	*	10%	14%	12%	13%	18%	13%	12%	14%	21%
		bcd				bcd	g						jkm				no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 2

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

NATION/ REGION

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Scotland	303	-	303	-	-	303	255	47	44	258	67	88	113	303	28	84	52
	8%	-%	100%	-%	-%	8%	8%	10%	8%	8%	7%	7%	10%	8%	6%	7%	7%
			acde			acd											
Wales	168	-	-	168	-	168	131	36	31	137	43	57	47	168	24	49	25
	5%	-%	-%	100%	-%	5%	4%	8%	5%	4%	5%	5%	4%	5%	5%	4%	3%
			abde			abd		f									
Northern Ireland	102	-	-	-	102	102	69	33	22	80	30	34	27	102	18	37	19
	3%	-%	-%	-%	100%	3%	2%	7%	4%	3%	3%	3%	2%	3%	4%	3%	2%
					abce	abc		f									

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 2

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

NATION/ REGION

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
North East	125 3%	24 3%	73 4%	27 4%	125 3%	42 4%	82 4%	81 3%	43 4%
Yorkshire and Humberside	320 9%	97 11%	144 8%	66 9%	320 9%	100 9%	205 9%	223 9%	96 9%
North West	425 12%	94 11%	216 11%	92 12%	425 12%	153 14%	236 10%	297 12%	124 11%
West Midlands	351 10%	45 5%	207 11%	93 12%	351 10%	139 12%	180 8%	232 9%	116 11%
East Midlands	269 7%	49 6%	148 8%	58 8%	269 7%	70 6%	177 8%	179 7%	86 8%
East of England	302 8%	72 8%	153 8%	75 10%	302 8%	97 9%	183 8%	218 9%	77 7%
South West	296 8%	63 7%	180 9%	48 6%	296 8%	94 8%	188 8%	199 8%	90 8%
South East	495 14%	140 16%	255 13%	83 11%	495 14%	136 12%	324 14%	358 14%	133 12%
London	488 13%	147 17%	254 13%	84 11%	488 13%	109 10%	364 16%	322 13%	160 15%
Scotland	303 8%	77 9%	142 7%	76 10%	303 8%	91 8%	198 9%	214 9%	86 8%
Wales	168 5%	34 4%	87 5%	40 5%	168 5%	57 5%	105 5%	118 5%	49 5%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

NATION/ REGION

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Northern Ireland	102	25	48	27	102	32	64	69	32
	3%	3%	3%	4%	3%	3%	3%	3%	3%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 3

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

URBANITY

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
URBAN	3162	368	556	525	529	486	697	3162	1507	1639	869	903	608	771	1772	1380	3162
	87%	93%	91%	91%	86%	84%	80%	87%	87%	87%	85%	86%	88%	88%	86%	88%	87%
		defg	ef	ef				f									
RURAL	481	29	57	52	84	91	169	481	233	247	151	143	84	103	295	187	481
	13%	7%	9%	9%	14%	16%	20%	13%	13%	13%	15%	14%	12%	12%	14%	12%	13%
					a	abc	abcg	a									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 3

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

URBANITY

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
URBAN	3162	2706	255	131	69	3162	3162	-	508	2654	784	1080	975	3162	388	1033	690
	87%	88%	84%	78%	68%	87%	100%	-%	87%	87%	87%	87%	88%	87%	89%	87%	86%
		cd	d	d		cd	g										
RURAL	481	365	47	36	33	481	-	481	77	405	115	165	138	481	46	148	109
	13%	12%	16%	22%	32%	13%	-%	100%	13%	13%	13%	13%	12%	13%	11%	13%	14%
				ae	abce			f									

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

URBANITY

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
URBAN	3162	736	1642	696	3162	957	2008	2147	974
	87%	85%	86%	91%	87%	86%	87%	86%	89%
				ab					
RURAL	481	131	265	73	481	161	298	362	118
	13%	15%	14%	9%	13%	14%	13%	14%	11%
		c	c						

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 4

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
AB	1020	116	186	193	175	149	199	1020	557	457	1020	-	-	-	1020	-	1020
	28%	29%	30%	34%	29%	26%	23%	28%	32%	24%	100%	-%	-%	-%	49%	-%	28%
			f	f					i		klmnop				klmop		klmo
C1	1046	144	183	168	174	146	231	1046	458	584	-	1046	-	-	1046	-	1046
	29%	36%	30%	29%	28%	25%	27%	29%	26%	31%	-%	100%	-%	-%	51%	-%	29%
		efg							h		jlmnop				jlmop		jlmop
C2	692	54	128	94	130	118	169	692	344	348	-	-	692	-	-	692	692
	19%	14%	21%	16%	21%	20%	19%	19%	20%	18%	-%	-%	100%	-%	-%	44%	19%
			a		a								jkmnop			jkmnp	jkmn
DE	874	79	114	121	131	164	265	874	379	489	-	-	-	874	-	874	874
	24%	20%	19%	21%	21%	28%	31%	24%	22%	26%	-%	-%	-%	100%	-%	56%	24%
						abc	abcdg							jklnop		jklnp	jkln
Don't Know	10	4	2	-	3	-	1	10	4	6	-	-	-	-	-	-	10
	*%	1%	*%	-%	1%	-%	*%	*%	*%	*%	-%	-%	-%	-%	-%	-%	*%
SUMMARY CODES																	
C1C2	1739	198	311	263	304	264	400	1739	801	933	-	1046	692	-	1046	692	1739
	48%	50%	51%	46%	50%	46%	46%	48%	46%	49%	-%	100%	100%	-%	51%	44%	48%
												jmnop	jmnop		jmo	jm	jm

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 4

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
AB	1020	883	73	39	25	1020	869	151	73	947	210	355	425	1020	64	247	431
	28%	29%	24%	23%	25%	28%	27%	31%	12%	31%	23%	29%	38%	28%	15%	21%	54%
										h			jkm				no
C1	1046	873	93	53	27	1046	903	143	133	914	207	389	381	1046	73	367	232
	29%	28%	31%	32%	26%	29%	29%	30%	23%	30%	23%	31%	34%	29%	17%	31%	29%
										h		j	jm	j		n	n
C2	692	565	67	35	25	692	608	84	153	540	182	242	171	692	83	275	105
	19%	18%	22%	21%	24%	19%	19%	17%	26%	18%	20%	19%	15%	19%	19%	23%	13%
									i							p	
DE	874	740	69	40	25	874	771	103	226	648	296	254	133	874	214	287	31
	24%	24%	23%	24%	25%	24%	24%	21%	39%	21%	33%	20%	12%	24%	49%	24%	4%
									i		klm	l		l	op	p	
Don't Know	10	9	-	1	-	10	10	-	-	10	3	5	2	10	1	5	*
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY CODES																	
C1C2	1739	1438	161	88	52	1739	1511	227	285	1453	390	631	553	1739	156	642	337
	48%	47%	53%	53%	51%	48%	48%	47%	49%	48%	43%	51%	50%	48%	36%	54%	42%
												j				np	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 4

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
AB	1020	401	480	116	1020	264	693	631	378
	28%	46%	25%	15%	28%	24%	30%	25%	35%
		bcd	c		c		e		g
C1	1046	240	596	186	1046	267	720	755	276
	29%	28%	31%	24%	29%	24%	31%	30%	25%
			c				e		
C2	692	136	405	140	692	186	477	472	208
	19%	16%	21%	18%	19%	17%	21%	19%	19%
			a						
DE	874	91	419	325	874	399	411	644	226
	24%	10%	22%	42%	24%	36%	18%	26%	21%
			a	abd	a	f		h	
Don't Know	10	*	7	2	10	2	5	6	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY CODES									
C1C2	1739	375	1001	326	1739	453	1197	1227	484
	48%	43%	52%	42%	48%	41%	52%	49%	44%
			acd				e		

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 5

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S AGE

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
16 to 24 years	397	397	-	-	-	-	-	397	189	203	116	144	54	79	260	133	397
	11%	100%	-%	-%	-%	-%	-%	11%	11%	11%	11%	14%	8%	9%	13%	8%	11%
		bcdefg						bcdef				lmo			lo		
25 to 34 years	613	-	613	-	-	-	-	613	286	326	186	183	128	114	369	242	613
	17%	-%	100%	-%	-%	-%	-%	17%	16%	17%	18%	17%	18%	13%	18%	15%	17%
			acdefg					acdef			m				m		
35 to 44 years	577	-	-	577	-	-	-	577	270	306	193	168	94	121	362	216	577
	16%	-%	-%	100%	-%	-%	-%	16%	16%	16%	19%	16%	14%	14%	17%	14%	16%
				abdefg				abdef			o				o		
45 to 54 years	613	-	-	-	613	-	-	613	273	337	175	174	130	131	350	260	613
	17%	-%	-%	-%	100%	-%	-%	17%	16%	18%	17%	17%	19%	15%	17%	17%	17%
					abcefg			abcef									
55 to 64 years	577	-	-	-	-	577	-	577	282	290	149	146	118	164	296	282	577
	16%	-%	-%	-%	-%	100%	-%	16%	16%	15%	15%	14%	17%	19%	14%	18%	16%
						abcdfg		abcdf					n		n		
65+ years	866	-	-	-	-	-	866	866	440	424	199	231	169	265	430	434	866
	24%	-%	-%	-%	-%	-%	100%	24%	25%	22%	20%	22%	24%	30%	21%	28%	24%
							abcdeg	abcde						jknp		jknp	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 5

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S AGE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
16 to 24 years	397	331	34	18	14	397	368	29	70	327	98	162	136	397	81	73	61
	11%	11%	11%	11%	13%	11%	12%	6%	12%	11%	11%	13%	12%	11%	19%	6%	8%
25 to 34 years	613	518	48	30	17	613	556	57	117	497	128	197	283	613	86	216	146
	17%	17%	16%	18%	17%	17%	18%	12%	20%	16%	14%	16%	25%	17%	20%	18%	18%
35 to 44 years	577	485	55	22	15	577	525	52	105	472	109	182	276	577	70	173	163
	16%	16%	18%	13%	14%	16%	17%	11%	18%	15%	12%	15%	25%	16%	16%	15%	20%
45 to 54 years	613	527	43	25	17	613	529	84	96	517	128	238	230	613	79	206	180
	17%	17%	14%	15%	17%	17%	17%	17%	17%	17%	14%	19%	21%	17%	18%	17%	23%
55 to 64 years	577	482	53	26	16	577	486	91	106	471	166	227	131	577	46	183	134
	16%	16%	18%	15%	16%	16%	15%	19%	18%	15%	18%	18%	12%	16%	11%	16%	17%
65+ years	866	726	68	47	24	866	697	169	90	776	271	241	55	866	73	330	115
	24%	24%	22%	28%	23%	24%	22%	35%	15%	25%	30%	19%	5%	24%	17%	28%	14%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 5

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S AGE

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
16 to 24 years	397 11%	100 12%	190 10%	77 10%	397 11%	120 11%	241 10%	305 12% h	76 7%
25 to 34 years	613 17%	141 16%	327 17%	135 18%	613 17%	173 15%	400 17%	292 12%	308 28% g
35 to 44 years	577 16%	118 14%	296 16%	153 20% a	577 16%	119 11%	423 18% e	201 8%	369 34% g
45 to 54 years	613 17%	131 15%	310 16%	163 21% abd	613 17%	148 13%	429 19% e	347 14%	263 24% g
55 to 64 years	577 16%	129 15%	292 15%	135 18%	577 16%	194 17%	356 15%	509 20% h	66 6%
65+ years	866 24%	248 29% c	492 26% c	106 14%	866 24% c	365 33% f	457 20%	855 34% h	9 1%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 6

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S GENDER

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Man	1740	189	286	270	273	282	440	1740	1740	-	557	458	344	379	1014	722	1740
	48%	48%	47%	47%	44%	49%	51%	48%	100%	-%	55%	44%	50%	43%	49%	46%	48%
Woman	1886	203	326	306	337	290	424	1886	-	1886	457	584	348	489	1042	838	1886
	52%	51%	53%	53%	55%	50%	49%	52%	-%	100%	45%	56%	50%	56%	50%	53%	52%
										h		j		j		j	j
Non-binary	13	4	1	1	1	5	1	13	-	-	3	4	-	5	7	5	13
	*%	1%	*%	*%	*%	1%	*%	*%	-%	-%	*%	*%	-%	1%	*%	*%	*%
Prefer to use another term	4	-	-	-	3	-	2	4	-	-	3	-	-	2	3	2	4
	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 6

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S GENDER

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Man	1740	1462	149	82	47	1740	1507	233	222	1518	436	567	539	1740	173	558	417
	48%	48%	49%	49%	46%	48%	48%	48%	38%	50%	48%	46%	48%	48%	40%	47%	52%
Woman	1886	1595	150	85	55	1886	1639	247	357	1528	456	673	569	1886	259	620	377
	52%	52%	50%	51%	54%	52%	52%	51%	61%	50%	51%	54%	51%	52%	60%	52%	47%
Non-binary	13	9	2	1	*	13	12	1	5	7	7	4	2	13	2	4	1
	*%	*%	1%	1%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%
Prefer to use another term	4	4	1	-	-	4	4	1	-	4	-	2	3	4	-	-	4
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S GENDER

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Man	1740	467	863	344	1740	529	1099	1273	444
	48%	54%	45%	45%	48%	47%	48%	51%	41%
		bcd						h	
Woman	1886	399	1034	420	1886	579	1203	1227	644
	52%	46%	54%	55%	52%	52%	52%	49%	59%
			a	a					g
Non-binary	13	*	7	5	13	10	3	8	1
	*%	*%	*%	1%	*%	1%	*%	*%	*%
						f			
Prefer to use another term	4	1	4	-	4	1	1	1	3
	*%	*%	*%	-%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 7

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
In full-time employment	1595	149	410	381	381	227	48	1595	910	679	609	532	313	138	1140	451	1595
	44%	37%	67%	66%	62%	39%	6%	44%	52%	36%	60%	51%	45%	16%	55%	29%	44%
		f	aefg	aefg	aefg	f		f	i		klmop	mop	mo		lmop	m	mo
In part-time employment	518	51	89	97	109	120	51	518	134	383	122	150	128	115	272	244	518
	14%	13%	15%	17%	18%	21%	6%	14%	8%	20%	12%	14%	19%	13%	13%	16%	14%
		f	f	f	f	afg		f		h			jn				
Retired	870	-	3	3	7	105	752	870	450	416	195	231	160	282	426	442	870
	24%	-%	1%	1%	1%	18%	87%	24%	26%	22%	19%	22%	23%	32%	21%	28%	24%
						abcd	abcdeg	abcde						jklnp		jknp	j
Unemployed	220	39	56	40	37	43	5	220	113	107	18	15	18	168	34	186	220
	6%	10%	9%	7%	6%	7%	1%	6%	6%	6%	2%	1%	3%	19%	2%	12%	6%
		fg	f	f	f	f		f					jklnop		jklnp	jkln	
Full-time responsibility for home/family	198	14	36	47	59	40	2	198	30	167	30	22	41	105	52	146	198
	5%	4%	6%	8%	10%	7%	0%	5%	2%	9%	3%	2%	6%	12%	3%	9%	5%
		f	f	af	afg	f		f		h			jkn	jklnp		jknp	jkln
A student	167	141	15	4	4	3	*	167	74	87	41	87	14	22	128	36	167
	5%	36%	2%	1%	1%	1%	0%	5%	4%	5%	4%	8%	2%	2%	6%	2%	5%
		bcdefg	f					cdef				jlmp			lmo		lo
Other	71	1	4	4	17	37	8	71	25	46	5	8	13	43	13	56	71
	2%	0%	1%	1%	3%	6%	1%	2%	1%	2%	1%	1%	2%	5%	1%	4%	2%
					a	abcdfg								jklnp		jknp	jn
Prefer not to say	5	2	1	1	-	2	-	5	4	1	-	1	4	1	1	4	5
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

SUMMARY CODES

WORKING	2113	200	499	478	490	347	99	2113	1045	1061	731	682	441	254	1413	695	2113
	58%	50%	81%	83%	80%	60%	11%	58%	60%	56%	72%	65%	64%	29%	68%	44%	58%
		f	aefg	aefg	aefg	af		af			klmop	mop	mo		mop	m	mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 7

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
NOT WORKING	1525	195	113	99	123	228	766	1525	692	823	289	364	247	620	653	867	1525
	42%	49%	18%	17%	20%	40%	89%	42%	40%	44%	28%	35%	36%	71%	32%	55%	42%
		bcde				bcd	abcdeg	bcd				j	j	jklmnop	ijklnp	ijkln	ijkln

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 7

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
In full-time employment	1595	1342	146	60	47	1595	1405	190	220	1375	277	557	740	1595	118	500	542
	44%	44%	48%	36%	46%	44%	44%	40%	38%	45%	31%	45%	67%	44%	27%	42%	68%
			c							h		j	jkm	j		n	no
In part-time employment	518	453	31	18	15	518	461	57	109	409	155	194	153	518	79	186	97
	14%	15%	10%	11%	15%	14%	15%	12%	19%	13%	17%	16%	14%	14%	18%	16%	12%
									i								
Retired	870	723	72	52	23	870	688	181	102	768	262	242	61	870	77	330	102
	24%	24%	24%	31%	22%	24%	22%	38%	17%	25%	29%	19%	5%	24%	18%	28%	13%
			a					f		h	klm	l		kl		np	
Unemployed	220	190	14	11	5	220	205	15	43	177	72	82	40	220	69	57	12
	6%	6%	5%	6%	5%	6%	6%	3%	7%	6%	8%	7%	4%	6%	16%	5%	1%
							g				l	l		l	op	p	
Full-time responsibility for home/ family	198	169	11	12	5	198	181	17	64	134	72	70	47	198	46	56	27
	5%	6%	4%	7%	5%	5%	6%	4%	11%	4%	8%	6%	4%	5%	11%	5%	3%
									i		l			op			
A student	167	131	22	9	5	167	157	10	23	144	35	73	58	167	35	30	15
	5%	4%	7%	5%	5%	5%	5%	2%	4%	5%	4%	6%	5%	5%	8%	3%	2%
														op			
Other	71	57	6	6	1	71	59	11	21	50	22	25	14	71	10	22	5
	2%	2%	2%	3%	1%	2%	2%	2%	4%	2%	2%	2%	1%	2%	2%	2%	1%
									i								
Prefer not to say	5	5	-	-	-	5	5	-	4	2	3	2	-	5	1	1	-
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	*%	*%	-%	*%	*%	*%	-%
									i								

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 7

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
SUMMARY CODES																	
WORKING	2113	1795	178	78	63	2113	1866	247	329	1784	432	752	893	2113	197	685	638
	58%	58%	59%	47%	61%	58%	59%	51%	56%	58%	48%	60%	80%	58%	45%	58%	80%
		c	c		c	c	g					j	jkm	j		n	no
NOT WORKING	1525	1271	125	89	40	1525	1290	234	252	1273	463	492	219	1525	236	495	161
	42%	41%	41%	53%	39%	42%	41%	49%	43%	42%	52%	40%	20%	42%	54%	42%	20%
			abde					f			klm	l		l	op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 7

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL	GETTING BY	STRUGGLING	ALL	DOES NOT REPORTS	REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
In full-time employment	1595	430	857	279	1595	306	1204	931	644
	44%	50%	45%	36%	44%	27%	52%	37%	59%
		cd	c		c		e		g
In part-time employment	518	108	276	121	518	146	341	290	220
	14%	12%	14%	16%	14%	13%	15%	12%	20%
									g
Retired	870	242	499	105	870	382	439	858	10
	24%	28%	26%	14%	24%	34%	19%	34%	1%
		c	c		c	f		h	
Unemployed	220	14	73	124	220	129	80	158	60
	6%	2%	4%	16%	6%	12%	3%	6%	6%
			a	abd	ab	f			
Full-time responsibility for home/ family	198	24	80	87	198	57	117	77	121
	5%	3%	4%	11%	5%	5%	5%	3%	11%
				abd	a				g
A student	167	42	87	23	167	40	114	132	25
	5%	5%	5%	3%	5%	4%	5%	5%	2%
								h	
Other	71	6	35	26	71	57	11	59	12
	2%	1%	2%	3%	2%	5%	1%	2%	1%
				a		f			
Prefer not to say	5	-	-	4	5	1	1	5	1
	1%	0%	0%	1%	1%	1%	1%	1%	1%
				b					

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
SUMMARY CODES									
WORKING	2113	538	1133	400	2113	453	1544	1220	864
	58%	62%	59%	52%	58%	40%	67%	49%	79%
		c	c	c		e			g
NOT WORKING	1525	329	774	365	1525	665	761	1284	227
	42%	38%	41%	47%	42%	59%	33%	51%	21%
				ab		f		h	

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 8

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
None	327 9%	1 *%	4 1%	9 2%	3 *%	47 8%	263 30%	327 9%	173 10%	153 8%	27 3%	63 6%	79 11%	158 18%	90 4%	237 15%	327 9%
						abcd	abcdeg	abcd				j	jkn	jklnp		jknp	jknp
Up to 2 hours	152 4%	5 1%	14 2%	17 3%	19 3%	31 5%	66 8%	152 4%	59 3%	93 5%	37 4%	39 4%	28 4%	48 5%	76 4%	76 5%	152 4%
						a	abcdg										
3 to 5 hours	445 12%	49 12%	73 12%	72 12%	60 10%	69 12%	122 14%	445 12%	185 11%	255 14%	124 12%	109 10%	90 13%	122 14%	233 11%	213 14%	445 12%
6 to 8 hours	275 8%	33 8%	51 8%	24 4%	42 7%	54 9%	72 8%	275 8%	115 7%	158 8%	57 6%	88 8%	63 9%	66 8%	145 7%	129 8%	275 8%
			c			c	c	c									
9 to 11 hours	392 11%	42 11%	54 9%	67 12%	69 11%	90 16%	70 8%	392 11%	171 10%	216 11%	104 10%	94 9%	87 13%	103 12%	198 10%	189 12%	392 11%
						bfg											
12 to 15 hours	259 7%	23 6%	41 7%	43 8%	45 7%	41 7%	66 8%	259 7%	125 7%	133 7%	73 7%	77 7%	65 9%	44 5%	150 7%	109 7%	259 7%
													m				
16 to 22 hours	376 10%	35 9%	61 10%	65 11%	81 13%	70 12%	63 7%	376 10%	179 10%	196 10%	119 12%	112 11%	73 11%	71 8%	232 11%	144 9%	376 10%
					f	f											
23 to 30 hours	513 14%	75 19%	112 18%	98 17%	105 17%	63 11%	61 7%	513 14%	267 15%	246 13%	161 16%	182 17%	83 12%	85 10%	343 17%	168 11%	513 14%
		ef	ef	ef	ef			f			mo	lmo			mo		mo
Over 30 hours	886 24%	133 34%	201 33%	179 31%	190 31%	109 19%	74 9%	886 24%	459 26%	424 22%	315 31%	280 27%	123 18%	167 19%	595 29%	290 18%	886 24%
		efg	efg	efg	efg	f		f			lmop	lmo			lmop		lmo
Don't know/ unsure	18 *%	* *%	1 *%	4 1%	1 *%	4 1%	9 1%	18 *%	7 *%	11 1%	3 *%	2 *%	2 *%	10 1%	5 *%	12 1%	18 *%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 8

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
SUMMARY CODES																	
0 to 8 hours	1200	88	143	122	123	201	523	1200	532	659	245	298	260	395	543	655	1200
	33%	22%	23%	21%	20%	35%	60%	33%	31%	35%	24%	29%	38%	45%	26%	42%	33%
						abcd	abcdeg	abcd					jkn	jklnp		jknp	jn
9 to 22 hours	1026	100	157	175	195	201	199	1026	475	546	296	284	224	218	580	442	1026
	28%	25%	26%	30%	32%	35%	23%	28%	27%	29%	29%	27%	32%	25%	28%	28%	28%
				f	f	abfg		f					m				
23+ hours	1399	209	313	276	294	171	136	1399	726	669	476	462	206	252	938	458	1399
	38%	53%	51%	48%	48%	30%	16%	38%	42%	36%	47%	44%	30%	29%	45%	29%	38%
		efg	efg	efg	efg	f		ef	i		lmop	lmop			lmop		lmo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 8

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
None	327 9%	267 9%	34 11%	16 10%	10 10%	327 9%	272 9%	55 11%	12 2%	315 10% h	8 1%	5 *%	2 *%	327 9% jkl	45 10% p	88 7% p	9 1%
Up to 2 hours	152 4%	142 5% c	6 2%	2 1%	2 2%	152 4%	141 4%	11 2%	50 9% i	102 3%	81 9% klm	43 3% l	9 1%	152 4% l	15 3%	48 4%	17 2%
3 to 5 hours	445 12%	382 12%	30 10%	23 13%	11 10%	445 12%	390 12%	56 12%	102 17% i	343 11%	198 22% klm	155 12% l	60 5%	445 12% l	62 14%	139 12%	84 11%
6 to 8 hours	275 8%	234 8%	23 8%	12 7%	6 6%	275 8%	240 8%	36 7%	73 13% i	202 7%	114 13% lm	118 10% l	39 4%	275 8% l	43 10%	92 8%	45 6%
9 to 11 hours	392 11%	339 11%	28 9%	14 9%	11 11%	392 11%	335 11%	56 12%	87 15% i	305 10%	145 16% lm	148 12% l	89 8%	392 11% l	41 9%	147 12%	82 10%
12 to 15 hours	259 7%	211 7%	27 9%	12 7%	8 8%	259 7%	230 7%	29 6%	47 8%	212 7%	69 8%	118 9% l	69 6%	259 7% l	27 6%	88 7%	62 8%
16 to 22 hours	376 10%	310 10%	35 12%	18 11%	13 12%	376 10%	337 11%	39 8%	54 9%	322 11%	72 8%	162 13% j	138 12% j	376 10% l	43 10%	119 10%	110 14%
23 to 30 hours	513 14%	425 14%	45 15%	25 15%	18 17%	513 14%	446 14%	67 14%	61 10%	452 15%	88 10%	189 15% j	236 21% jkm	513 14% j	43 10%	179 15%	142 18% n
Over 30 hours	886 24%	744 24%	73 24%	45 27%	24 24%	886 24%	757 24%	130 27%	97 17%	789 26% h	113 13%	304 24% j	466 42% jkm	886 24% j	110 25%	278 23%	247 31% o
Don't know/ unsure	18 *%	16 1%	1 *%	1 1%	* *%	18 *%	14 *%	4 1%	2 *%	16 1%	12 1% k	2 *%	4 *%	18 *% l	6 1%	3 *%	2 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 8

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
SUMMARY CODES																	
0 to 8 hours	1200 33%	1025 33%	93 31%	52 31%	29 28%	1200 33%	1043 33%	157 33%	237 41%	963 31%	401 45%	322 26%	110 10%	1200 33%	165 38%	367 31%	155 19%
9 to 22 hours	1026 28%	861 28%	90 30%	44 26%	31 31%	1026 28%	902 29%	124 26%	187 32%	839 27%	285 32%	428 34%	296 27%	1026 28%	111 25%	354 30%	253 32%
23+ hours	1399 38%	1169 38%	119 39%	70 42%	42 41%	1399 38%	1203 38%	197 41%	159 27%	1241 41%	201 22%	493 40%	702 63%	1399 38%	153 35%	456 39%	389 49%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 8

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
None	327 9%	55 6%	188 10%	71 9%	327 9%	211 19%	95 4%	323 13%	4 *%
Up to 2 hours	152 4%	38 4%	88 5%	24 3%	152 4%	56 5%	77 3%	119 5%	32 3%
3 to 5 hours	445 12%	104 12%	232 12%	91 12%	445 12%	158 14%	258 11%	282 11%	152 14%
6 to 8 hours	275 8%	63 7%	152 8%	57 7%	275 8%	91 8%	169 7%	196 8%	76 7%
9 to 11 hours	392 11%	88 10%	183 10%	106 14%	392 11%	103 9%	260 11%	246 10%	141 13%
12 to 15 hours	259 7%	61 7%	143 7%	51 7%	259 7%	60 5%	189 8%	169 7%	88 8%
16 to 22 hours	376 10%	93 11%	198 10%	81 11%	376 10%	82 7%	281 12%	250 10%	119 11%
23 to 30 hours	513 14%	133 15%	263 14%	107 14%	513 14%	96 9%	388 17%	336 13%	172 16%
Over 30 hours	886 24%	231 27%	453 24%	176 23%	886 24%	254 23%	583 25%	573 23%	305 28%
Don't know/ unsure	18 *%	3 *%	7 *%	5 1%	18 *%	8 1%	6 *%	15 1%	3 *%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
SUMMARY CODES									
0 to 8 hours	1200 33%	260 30%	660 35%	243 32%	1200 33%	515 46% f	599 26%	920 37% h	264 24%
9 to 22 hours	1026 28%	241 28%	524 27%	237 31%	1026 28%	244 22%	730 32% e	665 27%	349 32% g
23+ hours	1399 38%	363 42%	716 38%	283 37%	1399 38%	351 31%	971 42% e	909 36%	476 44% g

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 9

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
1	589 16%	17 4%	52 8%	43 7%	59 10%	124 22%	294 34%	589 16%	319 18%	269 14%	124 12%	171 16%	91 13%	202 23%	295 14%	292 19%	589 16%
					a	abcdg	abcdeg	abcd	i					jklnp		jin	j
2	1324 36%	85 21%	172 28%	129 22%	173 28%	264 46%	500 58%	1324 36%	637 37%	682 36%	349 34%	377 36%	273 39%	323 37%	726 35%	596 38%	1324 36%
						abcdg	abcdeg	abcd									
3	732 20%	102 26%	184 30%	123 21%	171 28%	107 19%	46 5%	732 20%	349 20%	378 20%	200 20%	234 22%	148 21%	146 17%	435 21%	294 19%	732 20%
		f	cefg	f	efg	f		f				m					
4	683 19%	113 29%	151 25%	202 35%	143 23%	54 9%	20 2%	683 19%	319 18%	362 19%	242 24%	181 17%	132 19%	127 15%	423 20%	260 17%	683 19%
		efg	efg	bdefg	ef	f		ef			kmop				m		
5 to 6	282 8%	69 17%	49 8%	71 12%	65 11%	23 4%	4 *	282 8%	104 6%	174 9%	95 9%	74 7%	48 7%	64 7%	169 8%	112 7%	282 8%
		bdefg	f	efg	ef	f		ef		h							
7 to 9	32 1%	10 3%	5 1%	9 2%	1 *	5 1%	2 *	32 1%	12 1%	20 1%	10 1%	8 1%	- -	12 1%	18 1%	12 1%	32 1%
		dfg												l			
10 or more	2 *%	1 *%	* *%	1 *%	- -%	- -%	- -%	2 *%	2 *%	* *%	- -%	1 *%	* *%	1 *%	1 *%	1 *%	2 *%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 9

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
1	589 16%	486 16%	51 17%	34 20%	18 18%	589 16%	504 16%	85 18%	79 14%	509 17%	165 18% kl	148 12%	102 9%	589 16% kl	93 21% p	179 15%	98 12%
2	1324 36%	1110 36%	116 38%	62 37%	35 34%	1324 36%	1109 35%	214 45% f	182 31%	1141 37%	341 38% l	479 38% l	337 30%	1324 36% l	67 15%	489 41% n	352 44% n
3	732 20%	608 20%	71 23%	33 20%	19 19%	732 20%	648 21%	84 17%	138 24%	595 19%	170 19%	272 22%	264 24%	732 20%	63 15%	296 25% np	130 16%
4	683 19%	584 19%	54 18%	26 16%	18 17%	683 19%	614 19%	69 14%	116 20%	567 19%	145 16%	231 19%	296 27% jkm	683 19%	100 23% o	191 16%	158 20%
5 to 6	282 8%	250 8% b	9 3%	11 7%	11 11% b	282 8% b	257 8%	25 5%	59 10%	222 7%	69 8%	104 8%	101 9%	282 8%	94 22% op	26 2% o	56 7% o
7 to 9	32 1%	30 1%	1 *% *	1 *% *	* *% *	32 1%	28 1%	4 1%	10 2%	22 1%	8 1%	12 1%	12 1%	32 1%	16 4% op	- -% *	3 *% *
10 or more	2 *% *	2 *% *	- -% *	- -% *	* *% *	2 *% *	2 *% *	- -% *	1 *% *	1 *% *	* *% *	1 *% *	1 *% *	2 *% *	1 *% *	- -% *	1 *% *

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 9

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
1	589 16%	103 12%	315 16%	156 20%	589 16%	289 26%	272 12%	589 23%	- -%
		a	b	c	d	e	f	g	h
2	1324 36%	357 41%	708 37%	226 29%	1324 36%	403 36%	849 37%	1257 50%	51 5%
		c	c	c	c	c	c	h	
3	732 20%	156 18%	391 21%	166 22%	732 20%	190 17%	496 21%	361 14%	362 33%
							e		g
4	683 19%	181 21%	338 18%	142 18%	683 19%	151 13%	487 21%	201 8%	472 43%
							e		g
5 to 6	282 8%	65 8%	143 7%	63 8%	282 8%	74 7%	182 8%	90 4%	184 17%
									g
7 to 9	32 1%	5 1%	11 1%	15 2%	32 1%	11 1%	19 1%	9 *%	23 2%
				b					g
10 or more	2 *%	- -%	1 *%	1 *%	2 *%	1 *%	1 *%	2 *%	- -%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Do you have any children aged under 18 who live at home with you – where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Yes	1110	79	316	374	265	66	10	1110	457	649	379	280	218	228	660	446	1110
	30%	20%	52%	65%	43%	11%	1%	30%	26%	34%	37%	27%	31%	26%	32%	28%	30%
		ef	aefg	abdefg	aefg	f		aef		h	kmop				km		
No	2509	305	292	201	347	509	855	2509	1273	1227	631	755	472	644	1386	1117	2509
	69%	77%	48%	35%	57%	88%	99%	69%	73%	65%	62%	72%	68%	74%	67%	71%	69%
		bcdg	c		bc	abcdg	abcdg	bcd	i			j		jn		j	j
Prefer not to say	25	13	5	2	1	2	1	25	11	9	10	11	2	2	21	4	25
	1%	3%	1%	*%	*%	*%	*%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
		cdefg															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 10

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Do you have any children aged under 18 who live at home with you – where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Yes	1110 30%	942 31%	86 28%	50 30%	32 31%	1110 30%	991 31%	119 25%	224 38%	885 29%	252 28%	381 31%	469 42%	1110 30%	185 43%	379 32%	233 29%
No	2509 69%	2108 69%	214 71%	118 70%	69 67%	2509 69%	2147 68%	362 75%	358 61%	2151 70%	640 71%	847 68%	644 58%	2509 69%	249 57%	802 68%	566 71%
Prefer not to say	25 1%	20 1%	3 1%	- -%	2 2%	25 1%	24 1%	1 *%	2 *%	22 1%	7 1%	17 1%	- -%	25 1%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Do you have any children aged under 18 who live at home with you – where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Yes	1110	234	560	295	1110	266	778	-	1092
	30%	27%	29%	38%	30%	24%	34%	-%	100%
				abd			e		g
No	2509	627	1337	468	2509	841	1516	2509	-
	69%	72%	70%	61%	69%	75%	66%	100%	-%
		c	c		c	f		h	
Prefer not to say	25	6	10	6	25	12	12	-	-
	1%	1%	1%	1%	1%	1%	1%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 11

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
None/ no children aged under 18 living at home	2509	305	292	201	347	509	855	2509	1273	1227	631	755	472	644	1386	1117	2509
	69%	77%	48%	35%	57%	88%	99%	69%	73%	65%	62%	72%	68%	74%	67%	71%	69%
		bcdg	c		bc	abcdg	abcdeg	bcd	i			j		jn		j	j
1	505	47	152	119	130	50	7	505	213	289	167	132	100	104	299	203	505
	14%	12%	25%	21%	21%	9%	1%	14%	12%	15%	16%	13%	14%	12%	14%	13%	14%
		f	aefg	aefg	aefg	f		ef									
2	455	15	128	191	107	11	3	455	188	265	164	115	94	82	279	176	455
	12%	4%	21%	33%	17%	2%	*%	12%	11%	14%	16%	11%	14%	9%	13%	11%	12%
		f	aefg	abdefg	aefg			aef			kmo				m		
3	106	11	29	41	23	3	*	106	43	64	41	20	18	28	61	45	106
	3%	3%	5%	7%	4%	1%	*%	3%	2%	3%	4%	2%	3%	3%	3%	3%	3%
		f	ef	aefg	ef			ef									
4	32	3	6	17	4	2	-	32	7	24	6	11	4	11	17	15	32
	1%	1%	1%	3%	1%	*%	-%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
				defg													
5 or more	6	1	1	4	-	-	-	6	1	5	1	1	*	3	2	4	6
	*%	*%	*%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	30	16	5	4	2	2	1	30	15	11	11	13	5	2	24	7	30
	1%	4%	1%	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%
		bcdefg															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 11

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
None/ no children aged under 18 living at home	2509	2108	214	118	69	2509	2147	362	358	2151	640	847	644	2509	249	802	566
	69%	69%	71%	70%	67%	69%	68%	75%	61%	70%	71%	68%	58%	69%	57%	68%	71%
								f		h	l	l		l	n	n	
1	505	424	39	29	13	505	452	53	107	399	132	176	195	505	56	222	90
	14%	14%	13%	17%	13%	14%	14%	11%	18%	13%	15%	14%	17%	14%	13%	19%	11%
									i				m		p		
2	455	386	41	16	13	455	408	46	82	373	87	156	208	455	77	132	113
	12%	13%	14%	9%	12%	12%	13%	10%	14%	12%	10%	12%	19%	12%	18%	11%	14%
													jk		o		
3	106	93	5	3	5	106	90	17	23	83	21	34	50	106	35	25	23
	3%	3%	2%	2%	5%	3%	3%	3%	4%	3%	2%	3%	5%	3%	8%	2%	3%
															op		
4	32	29	-	2	1	32	30	2	9	22	9	9	13	32	12	-	8
	1%	1%	-%	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	3%	-%	1%
															o		o
5 or more	6	5	1	*	-	6	6	*	2	3	*	3	3	6	5	-	1
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%
															o		
Prefer not to say	30	26	3	-	2	30	29	2	3	27	9	21	-	30	-	-	-
	1%	1%	1%	-%	2%	1%	1%	*%	1%	1%	1%	2%	-%	1%	-%	-%	-%
											l	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 11

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
None/ no children aged under 18 living at home	2509	627	1337	468	2509	841	1516	2509	-
	69%	72%	70%	61%	69%	75%	66%	100%	-%
		c	c		c	f		h	
1	505	89	258	147	505	132	337	-	496
	14%	10%	14%	19%	14%	12%	15%	-%	45%
				abd					g
2	455	116	230	102	455	97	337	-	452
	12%	13%	12%	13%	12%	9%	15%	-%	41%
							e		g
3	106	24	52	29	106	26	77	-	106
	3%	3%	3%	4%	3%	2%	3%	-%	10%
									g
4	32	6	13	12	32	10	18	-	32
	1%	1%	1%	2%	1%	1%	1%	-%	3%
									g
5 or more	6	*	1	4	6	2	4	-	6
	*%	*%	*%	1%	*%	*%	*%	-%	1%
									g
Prefer not to say	30	6	15	6	30	12	17	-	-
	1%	1%	1%	1%	1%	1%	1%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 12

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
None/ no children aged under 18 living at home	2509	305	292	201	347	509	855	2509	1273	1227	631	755	472	644	1386	1117	2509
	69%	77%	48%	35%	57%	88%	99%	69%	73%	65%	62%	72%	68%	74%	67%	71%	69%
		bcdg	c		bc	abcdg	abcdeg	bcd	i		j		jn		j		j
0 to 2 years old	216	35	120	51	6	3	1	216	68	149	54	72	41	46	126	87	216
	6%	9%	20%	9%	1%	*	*	6%	4%	8%	5%	7%	6%	5%	6%	6%	6%
		def	acdefg	def				def		h							
3 to 4 years old	207	13	99	80	14	1	*	207	77	126	75	50	35	47	125	82	207
	6%	3%	16%	14%	2%	*	*	6%	4%	7%	7%	5%	5%	5%	6%	5%	6%
		ef	adefg	adefg	ef			def		h							
5 to 7 years old	302	17	99	140	32	12	3	302	124	178	116	71	60	56	187	116	302
	8%	4%	16%	24%	5%	2%	*	8%	7%	9%	11%	7%	9%	6%	9%	7%	8%
		f	adefg	abdefg	f	f		aef			kmo						
8 to 11 years old	367	12	79	176	87	11	1	367	145	222	128	85	76	77	213	154	367
	10%	3%	13%	31%	14%	2%	*	10%	8%	12%	13%	8%	11%	9%	10%	10%	10%
		f	aef	abdefg	aefg	f		aef		h	k						
12 to 15 years old	403	19	66	135	156	24	4	403	169	234	142	92	70	98	234	169	403
	11%	5%	11%	23%	25%	4%	*	11%	10%	12%	14%	9%	10%	11%	11%	11%	11%
		f	aef	abefg	abefg	f		aef			k						
16 to 17 years old	210	11	10	59	95	33	2	210	85	125	69	59	38	44	128	82	210
	6%	3%	2%	10%	16%	6%	*	6%	5%	7%	7%	6%	5%	5%	6%	5%	6%
		f		abfg	abefg	bf		bf									
Prefer not to say	42	16	13	7	2	2	2	42	23	14	11	15	12	4	27	16	42
	1%	4%	2%	1%	*	*	*	1%	1%	1%	1%	1%	2%	*	1%	1%	1%
		cdefg	f														
ANY CHILDREN IN THE HOUSEHOLD - WHERE AGE IS PROVIDED	1092	76	308	369	263	66	9	1092	444	644	378	276	208	226	654	434	1092
	30%	19%	50%	64%	43%	11%	1%	30%	26%	34%	37%	26%	30%	26%	32%	28%	30%
		ef	aefg	abdefg	aefg	f		aef		h	kmop				km		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 12

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
None/ no children aged under 18 living at home	2509	2108	214	118	69	2509	2147	362	358	2151	640	847	644	2509	249	802	566
	69%	69%	71%	70%	67%	69%	68%	75%	61%	70%	71%	68%	58%	69%	57%	68%	71%
								f		h	l	l	l		n	n	
0 to 2 years old	216	187	11	9	9	216	192	24	63	153	41	71	101	216	41	78	27
	6%	6%	4%	5%	9%	6%	6%	5%	11%	5%	5%	6%	9%	6%	10%	7%	3%
									i				jkm		p	p	
3 to 4 years old	207	176	16	7	8	207	186	21	47	160	58	66	82	207	50	61	50
	6%	6%	5%	4%	8%	6%	6%	4%	8%	5%	6%	5%	7%	6%	12%	5%	6%
															op		
5 to 7 years old	302	254	29	9	10	302	268	35	63	240	57	111	135	302	70	76	78
	8%	8%	10%	5%	10%	8%	8%	7%	11%	8%	6%	9%	12%	8%	16%	6%	10%
													jm		op		
8 to 11 years old	367	308	35	15	8	367	325	42	66	301	68	132	167	367	69	100	87
	10%	10%	12%	9%	8%	10%	10%	9%	11%	10%	8%	11%	15%	10%	16%	8%	11%
													jkm		o		
12 to 15 years old	403	344	28	21	11	403	364	38	71	332	95	127	176	403	73	123	97
	11%	11%	9%	12%	10%	11%	12%	8%	12%	11%	11%	10%	16%	11%	17%	10%	12%
													jkm		o		
16 to 17 years old	210	181	12	12	6	210	185	26	37	174	42	75	89	210	37	75	44
	6%	6%	4%	7%	6%	6%	6%	5%	6%	6%	5%	6%	8%	6%	8%	6%	5%
Prefer not to say	42	37	3	1	2	42	40	2	6	37	13	26	3	42	1	5	2
	1%	1%	1%	%	2%	1%	1%	%	1%	1%	1%	2%	%	1%	%	%	%
												l					
ANY CHILDREN IN THE HOUSEHOLD - WHERE AGE IS PROVIDED	1092	925	86	49	32	1092	974	118	221	871	246	372	465	1092	184	374	231
	30%	30%	28%	29%	31%	30%	31%	24%	38%	28%	27%	30%	42%	30%	42%	32%	29%
									i				jkm		op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 12

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
None/ no children aged under 18 living at home	2509	627	1337	468	2509	841	1516	2509	-
	69%	72%	70%	61%	69%	75%	66%	100%	-%
		c	c		c	f		h	
0 to 2 years old	216	33	122	54	216	46	157	-	216
	6%	4%	6%	7%	6%	4%	7%	-%	20%
							e		g
3 to 4 years old	207	42	98	62	207	67	121	-	207
	6%	5%	5%	8%	6%	6%	5%	-%	19%
									g
5 to 7 years old	302	73	139	90	302	71	215	-	302
	8%	8%	7%	12%	8%	6%	9%	-%	28%
				bd					g
8 to 11 years old	367	86	178	102	367	67	281	-	367
	10%	10%	9%	13%	10%	6%	12%	-%	34%
				b			e		g
12 to 15 years old	403	89	209	97	403	95	285	-	403
	11%	10%	11%	13%	11%	9%	12%	-%	37%
							e		g
16 to 17 years old	210	50	100	57	210	55	149	-	210
	6%	6%	5%	7%	6%	5%	6%	-%	19%
									g
Prefer not to say	42	10	21	8	42	16	23	-	-
	1%	1%	1%	1%	1%	1%	1%	-%	-%
ANY CHILDREN IN THE HOUSEHOLD - WHERE AGE IS PROVIDED	1092	230	549	293	1092	262	767	-	1092
	30%	27%	29%	38%	30%	23%	33%	-%	100%
				abd			e		g

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 13

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)

Base : All respondents with children in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1051	81	273	399	231	59	8	1051	406	643	293	273	217	264	566	481	1051
Effective Weighted Sample	775	56	200	300	177	44	5	775	312	462	235	207	159	179	439	338	775
Total	1092	76	308	369	263	66	9	1092	444	644	378	276	208	226	654	434	1092
EARLY CHILDCARE OR NOT YET AT SCHOOL																	
ANY	300	**	154	85	14	**	**	300	99	198	91	88	53	65	178	118	300
	27%	**	50%	23%	5%	**	**	27%	22%	31%	24%	32%	25%	29%	27%	27%	27%
			cdg	d				d									
1	268	**	133	81	13	**	**	268	86	180	83	79	51	52	162	103	268
	25%	**	43%	22%	5%	**	**	25%	19%	28%	22%	29%	24%	23%	25%	24%	25%
			cdg	d				d		h							
2	29	**	21	3	1	**	**	29	14	16	8	8	2	11	16	13	29
	3%	**	7%	1%	*%	**	**	3%	3%	2%	2%	3%	1%	5%	2%	3%	3%
			cdg														
3	2	**	-	1	-	**	**	2	-	2	-	-	-	2	-	2	2
	*%	**	-%	*%	-%	**	**	*%	-%	*%	-%	-%	-%	1%	-%	*%	*%
PRIMARY																	
ANY	558	**	177	248	84	**	**	558	221	336	203	126	119	110	329	229	558
	51%	**	57%	67%	32%	**	**	51%	50%	52%	54%	46%	57%	49%	50%	53%	51%
			d	dg				d									
1	379	**	122	157	63	**	**	379	149	230	137	79	83	80	216	163	379
	35%	**	40%	42%	24%	**	**	35%	33%	36%	36%	29%	40%	35%	33%	37%	35%
			d	d				d									
2	168	**	50	86	21	**	**	168	69	98	62	43	35	27	105	63	168
	15%	**	16%	23%	8%	**	**	15%	16%	15%	16%	16%	17%	12%	16%	14%	15%
			dg														
3	11	**	4	6	*	**	**	11	3	8	4	4	-	3	8	3	11
	1%	**	1%	2%	*%	**	**	1%	1%	1%	1%	2%	-%	1%	1%	1%	1%
SECONDARY/ SIXTH FORM																	
ANY	544	**	79	183	203	**	**	544	234	310	197	123	105	119	320	224	544
	50%	**	26%	50%	77%	**	**	50%	53%	48%	52%	44%	50%	53%	49%	52%	50%
			b	bcg				b									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 13

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)

Base : All respondents with children in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1051	81	273	399	231	59	8	1051	406	643	293	273	217	264	566	481	1051
Effective Weighted Sample	775	56	200	300	177	44	5	775	312	462	235	207	159	179	439	338	775
Total	1092	76	308	369	263	66	9	1092	444	644	378	276	208	226	654	434	1092
1	378 35%	** **	64 21%	121 33%	127 48%	** **	** **	378 35%	162 36%	216 33%	136 36%	76 28%	79 38%	86 38%	212 32%	165 38%	378 35%
				b	bcg			b									
2	146 13%	** **	13 4%	50 13%	71 27%	** **	** **	146 13%	68 15%	78 12%	58 15%	38 14%	24 11%	27 12%	96 15%	51 12%	146 13%
				b	bcg			b									
3	19 2%	** **	2 1%	11 3%	5 2%	** **	** **	19 2%	3 1%	16 2%	3 1%	9 3%	2 1%	6 2%	12 2%	7 2%	19 2%
4	* *0%	** **	- -0%	* *0%	- -0%	** **	** **	* *0%	- -0%	* *0%	- -0%	- -0%	* *0%	- -0%	- -0%	* *0%	* *0%
NO LONGER AT SCHOOL																	
ANY	57 5%	** **	7 2%	16 4%	16 6%	** **	** **	57 5%	22 5%	35 5%	11 3%	15 5%	7 3%	24 10%	26 4%	31 7%	57 5%
														jn			
1	51 5%	** **	6 2%	15 4%	14 5%	** **	** **	51 5%	21 5%	30 5%	8 2%	15 5%	7 3%	20 9%	23 3%	28 6%	51 5%
														jn			
2	4 *0%	** **	2 1%	1 *0%	- -0%	** **	** **	4 *0%	2 *0%	2 *0%	3 1%	- -0%	- -0%	1 *0%	3 *0%	1 *0%	4 *0%
3	2 *0%	** **	- -0%	- -0%	2 1%	** **	** **	2 *0%	- -0%	2 *0%	- -0%	- -0%	- -0%	2 1%	- -0%	2 1%	2 *0%
TOTAL AT PRIMARY OR SECONDARY																	
ANY	905 83%	** **	213 69%	334 90%	250 95%	** **	** **	905 83%	377 85%	527 82%	327 87%	214 78%	185 89%	178 79%	541 83%	364 84%	905 83%
				bg	bg			b					k				
1	453 42%	** **	118 38%	127 34%	130 50%	** **	** **	453 42%	184 41%	269 42%	160 42%	104 38%	100 48%	90 40%	263 40%	190 44%	453 42%
					c												

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)

Base : All respondents with children in the household

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1051	81	273	399	231	59	8	1051	406	643	293	273	217	264	566	481	1051
Effective Weighted Sample	775	56	200	300	177	44	5	775	312	462	235	207	159	179	439	338	775
Total	1092	76	308	369	263	66	9	1092	444	644	378	276	208	226	654	434	1092
2	353	**	74	163	99	**	**	353	158	195	131	88	72	62	219	134	353
	32%	**	24%	44%	38%	**	**	32%	36%	30%	35%	32%	34%	28%	34%	31%	32%
				bg	b												
3	79	**	17	30	19	**	**	79	32	47	33	14	12	20	47	32	79
	7%	**	5%	8%	7%	**	**	7%	7%	7%	9%	5%	6%	9%	7%	7%	7%
4	16	**	3	9	1	**	**	16	2	13	2	9	1	4	11	5	16
	1%	**	1%	3%	*%	**	**	1%	1%	2%	1%	3%	1%	2%	2%	1%	1%
5	3	**	-	3	-	**	**	3	-	3	-	-	*	2	-	3	3
	*%	**	-%	1%	-%	**	**	*%	-%	*%	-%	-%	*%	1%	-%	1%	*%
6	1	**	-	1	-	**	**	1	-	1	1	-	-	-	1	-	1
	*%	**	-%	*%	-%	**	**	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 13

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)

Base : All respondents with children in the household

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	1051	759	74	103	115	1051	921	130	227	824	215	365	466	1051	207	361	194
Effective Weighted Sample	775	624	60	72	96	775	685	91	154	621	153	261	364	775	144	274	148
Total	1092	925	86	49	32	1092	974	118	221	871	246	372	465	1092	184	374	231
EARLY CHILDCARE OR NOT YET AT SCHOOL																	
ANY	300 27%	252 27%	** **	13 27%	12 36%	300 27%	263 27%	36 31%	74 33%	226 26%	63 26%	97 26%	136 29%	300 27%	63 34%	104 28%	54 23%
1	268 25%	224 24%	** **	12 25%	10 31%	268 25%	235 24%	34 29%	64 29%	204 23%	54 22%	89 24%	124 27%	268 25%	57 31%	93 25%	51 22%
2	29 3%	27 3%	** **	1 2%	2 5%	29 3%	28 3%	1 1%	8 4%	21 2%	9 4%	8 2%	12 3%	29 3%	5 3%	11 3%	3 1%
3	2 *%	1 *%	** **	- -%	* 1%	2 *%	* *%	1 1%	2 1%	- -%	- -%	* *%	- -%	2 *%	* *%	- -%	- -%
PRIMARY																	
ANY	558 51%	469 51%	** **	20 40%	19 59%	558 51%	497 51%	61 52%	118 53%	440 50%	124 50%	198 53%	237 51%	558 51%	123 67%	157 42%	131 57%
1	379 35%	320 35%	** **	14 29%	13 40%	379 35%	341 35%	39 33%	79 36%	300 34%	94 38%	129 35%	156 33%	379 35%	75 41%	124 33%	85 37%
2	168 15%	142 15%	** **	4 9%	5 16%	168 15%	149 15%	19 16%	38 17%	130 15%	29 12%	67 18%	72 15%	168 15%	44 24%	31 8%	43 19%
3	11 1%	8 1%	** **	1 2%	1 3%	11 1%	7 1%	3 3%	2 1%	9 1%	* *%	1 *%	9 2%	11 1%	4 2%	1 *%	2 1%
SECONDARY/ SIXTH FORM																	
ANY	544 50%	472 51%	** **	24 50%	14 44%	544 50%	493 51%	51 43%	92 42%	452 52%	127 51%	181 49%	231 50%	544 50%	95 51%	180 48%	124 54%
1	378 35%	322 35%	** **	17 34%	11 35%	378 35%	346 36%	31 27%	66 30%	312 36%	98 40%	138 37%	139 30%	378 35%	68 37%	134 36%	82 36%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 13

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)

Base : All respondents with children in the household

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	1051	759	74	103	115	1051	921	130	227	824	215	365	466	1051	207	361	194
Effective Weighted Sample	775	624	60	72	96	775	685	91	154	621	153	261	364	775	144	274	148
Total	1092	925	86	49	32	1092	974	118	221	871	246	372	465	1092	184	374	231
2	146 13%	132 14%	** **	6 12%	3 9%	146 13%	127 13%	19 16%	24 11%	123 14%	24 10%	38 10%	82 18%	146 13%	19 10%	44 12%	37 16%
3	19 2%	17 2%	** **	1 3%	- -%	19 2%	19 2%	* *%	3 1%	17 2%	4 2%	5 1%	10 2%	19 2%	8 4%	3 1%	4 2%
4	* *%	* *%	** **	- -%	- -%	* *%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	* *%	* *%	- -%	- -%
NO LONGER AT SCHOOL																	
ANY	57 5%	43 5%	** **	4 7%	1 4%	57 5%	52 5%	5 4%	21 9%	37 4%	16 6%	24 6%	16 3%	57 5%	10 6%	17 4%	10 4%
1	51 5%	37 4%	** **	3 6%	1 4%	51 5%	47 5%	4 3%	19 9%	32 4%	13 5%	20 5%	16 3%	51 5%	10 5%	14 4%	10 4%
2	4 *%	4 *%	** **	* 1%	- -%	4 *%	3 *%	1 1%	1 1%	3 *%	- -%	4 1%	- -%	4 *%	1 *%	- -%	- -%
3	2 *%	2 *%	** **	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	2 1%	- -%	- -%	2 *%	- -%	2 1%	- -%
TOTAL AT PRIMARY OR SECONDARY																	
ANY	905 83%	770 83%	** **	39 78%	27 86%	905 83%	808 83%	96 82%	175 79%	730 84%	204 83%	307 83%	389 84%	905 83%	159 87%	297 79%	203 88%
1	453 42%	379 41%	** **	23 47%	15 49%	453 42%	405 42%	48 41%	98 44%	355 41%	119 48%	156 42%	175 38%	453 42%	60 33%	188 50%	84 np 36%
2	353 32%	303 33%	** **	11 22%	9 28%	353 32%	316 32%	37 31%	52 24%	301 35%	67 27%	118 32%	166 36%	353 32%	65 35%	95 25%	99 43%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)

Base : All respondents with children in the household

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	~b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1051	759	74	103	115	1051	921	130	227	824	215	365	466	1051	207	361	194
Effective Weighted Sample	775	624	60	72	96	775	685	91	154	621	153	261	364	775	144	274	148
Total	1092	925	86	49	32	1092	974	118	221	871	246	372	465	1092	184	374	231
3	79	70	**	4	2	79	69	11	22	57	14	26	39	79	26	14	16
	7%	8%	**	8%	7%	7%	7%	9%	10%	7%	6%	7%	8%	7%	14%	4%	7%
4	16	15	**	*	1	16	15	1	3	13	4	6	5	16	6	-	3
	1%	2%	**	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	3%	-%	1%
5	3	3	**	*	-	3	3	*	*	3	*	*	2	3	3	-	-
	*%	*%	**	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	-%
6	1	-	**	-	-	1	1	-	-	1	-	-	1	1	-	-	1
	*%	-%	**	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)

Base : All respondents with children in the household

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	~g	h
Unweighted total	1051	206	524	304	1051	242	754	-	1051
Effective Weighted Sample	775	156	393	213	775	172	565	-	775
Total	1092	230	549	293	1092	262	767	-	1092
EARLY CHILDCARE OR NOT YET AT SCHOOL									
ANY	300	55	166	73	300	72	211	**	300
	27%	24%	30%	25%	27%	27%	27%	**	27%
1	268	53	146	67	268	64	190	**	268
	25%	23%	27%	23%	25%	25%	25%	**	25%
2	29	2	20	7	29	7	19	**	29
	3%	1%	4%	2%	3%	3%	3%	**	3%
3	2	-	*	-	2	*	1	**	2
	*%	-%	*%	-%	*%	*%	*%	**	*%
PRIMARY									
ANY	558	128	269	157	558	137	386	**	558
	51%	56%	49%	54%	51%	52%	50%	**	51%
1	379	84	197	97	379	101	259	**	379
	35%	36%	36%	33%	35%	38%	34%	**	35%
2	168	41	69	57	168	33	121	**	168
	15%	18%	13%	19%	15%	13%	16%	**	15%
3	11	3	4	4	11	3	6	**	11
	1%	1%	1%	1%	1%	1%	1%	**	1%
SECONDARY/ SIXTH FORM									
ANY	544	122	272	140	544	137	381	**	544
	50%	53%	50%	48%	50%	52%	50%	**	50%
1	378	75	194	101	378	104	254	**	378
	35%	33%	35%	34%	35%	40%	33%	**	35%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)

Base : All respondents with children in the household

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	~g	h
Unweighted total	1051	206	524	304	1051	242	754	-	1051
Effective Weighted Sample	775	156	393	213	775	172	565	-	775
Total	1092	230	549	293	1092	262	767	-	1092
2	146 13%	43 19%	68 12%	32 11%	146 13%	29 11%	113 15%	**	146 13%
3	19 2%	3 1%	9 2%	7 2%	19 2%	5 2%	14 2%	**	19 2%
4	* *%	- -%	* *%	- -%	* *%	- -%	* *%	**	* *%
NO LONGER AT SCHOOL									
ANY	57 5%	6 2%	30 6%	20 7%	57 5%	16 6%	40 5%	**	57 5%
1	51 5%	5 2%	26 5%	20 7%	51 5%	16 6%	34 4%	**	51 5%
2	4 *%	* *%	2 *%	- -%	4 *%	- -%	4 1%	**	4 *%
3	2 *%	- -%	2 *%	- -%	2 *%	- -%	2 *%	**	2 *%
TOTAL AT PRIMARY OR SECONDARY									
ANY	905 83%	203 88%	443 81%	246 84%	905 83%	216 82%	637 83%	**	905 83%
1	453 42%	86 37%	233 42%	126 43%	453 42%	111 42%	313 41%	**	453 42%
2	353 32%	93 40%	166 30%	89 30%	353 32%	79 30%	255 33%	**	353 32%
3	79 7%	20 9%	35 6%	24 8%	79 7%	20 8%	57 7%	**	79 7%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)

Base : All respondents with children in the household

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE ~g	ANY h
Significance Level: 99%									
Unweighted total	1051	206	524	304	1051	242	754	-	1051
Effective Weighted Sample	775	156	393	213	775	172	565	-	775
Total	1092	230	549	293	1092	262	767	-	1092
4	16 1%	3 1%	9 2%	4 1%	16 1%	5 2%	9 1%	**	16 1%
5	3 *%	* *%	* *%	2 1%	3 *%	- -%	3 *%	**	3 *%
6	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	**	1 *%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q09. To what extent does the child/ do the children in your household at primary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)

Base : All respondents with children of primary school age

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	545	27	159	263	75	18	3	545	205	339	165	125	118	137	290	255	545
Effective Weighted Sample	399	20	113	197	56	15	2	399	156	242	129	94	87	95	221	181	399
Total	558	27	177	248	84	20	3	558	221	336	203	126	119	110	329	229	558
All of the time	288	**	83	134	**	**	**	288	125	163	116	58	57	58	174	114	288
	52%	**	47%	54%	**	**	**	52%	57%	49%	57%	46%	48%	52%	53%	50%	52%
Some of the time	210	**	69	91	**	**	**	210	74	137	69	52	48	42	121	90	210
	38%	**	39%	37%	**	**	**	38%	33%	41%	34%	41%	40%	38%	37%	39%	38%
Rarely	21	**	7	10	**	**	**	21	12	9	7	9	4	1	16	5	21
	4%	**	4%	4%	**	**	**	4%	6%	3%	3%	7%	3%	1%	5%	2%	4%
Never	13	**	4	4	**	**	**	13	5	7	1	1	5	5	2	11	13
	2%	**	2%	2%	**	**	**	2%	2%	2%	*%	1%	4%	5%	1%	5%	2%
Not applicable – my child/ my children at primary school do not need to do any school work at home online	26	**	13	9	**	**	**	26	5	21	10	6	5	4	16	9	26
	5%	**	7%	4%	**	**	**	5%	2%	6%	5%	5%	4%	4%	5%	4%	5%
SUMMARY																	
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	244	**	80	105	**	**	**	244	91	152	76	63	57	48	139	105	244
	44%	**	45%	42%	**	**	**	44%	41%	45%	38%	50%	48%	44%	42%	46%	44%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q09. To what extent does the child/ do the children in your household at primary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)

Base : All respondents with children of primary school age

	Total	NATION				LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY
Significance Level: 99%		a	~b	~c	~d	e	f	~g	h	i	j	k	l	m	n	o	p
Unweighted total	545	393	44	41	67	545	475	70	122	423	110	192	243	545	133	153	112
Effective Weighted Sample	399	322	34	27	52	399	354	46	84	315	78	137	187	399	96	116	84
Total	558	469	50	20	19	558	497	61	118	440	124	198	237	558	123	157	131
All of the time	288	242	**	**	**	288	255	**	43	245	59	92	138	288	58	77	78
	52%	52%	**	**	**	52%	51%	**	37%	56%	47%	46%	58%	52%	47%	49%	60%
										h							
Some of the time	210	182	**	**	**	210	192	**	58	152	56	84	71	210	54	64	46
	38%	39%	**	**	**	38%	39%	**	49%	35%	45%	42%	30%	38%	44%	41%	35%
Rarely	21	17	**	**	**	21	17	**	5	16	3	5	13	21	4	6	5
	4%	4%	**	**	**	4%	4%	**	4%	4%	2%	3%	5%	4%	3%	4%	4%
Never	13	9	**	**	**	13	12	**	8	5	5	1	7	13	2	2	1
	2%	2%	**	**	**	2%	2%	**	6%	1%	4%	*%	3%	2%	1%	2%	1%
										i							
Not applicable – my child/ my children at primary school do not need to do any school work at home online	26	19	**	**	**	26	21	**	4	22	2	16	8	26	6	8	1
	5%	4%	**	**	**	5%	4%	**	3%	5%	1%	8%	3%	5%	5%	5%	1%
SUMMARY																	
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	244	209	**	**	**	244	221	**	71	173	63	90	91	244	59	72	52
	44%	44%	**	**	**	44%	45%	**	60%	39%	51%	45%	38%	44%	48%	46%	39%
										i							

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q09. To what extent does the child/ do the children in your household at primary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)

Base : All respondents with children of primary school age

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS e	DOES NOT REPORT f	NONE ~g	ANY h
Significance Level: 99%									
Unweighted total	545	117	263	162	545	128	386	-	545
Effective Weighted Sample	399	85	199	114	399	90	287	-	399
Total	558	128	269	157	558	137	386	-	558
All of the time	288	70	131	84	288	79	195	**	288
	52%	54%	49%	54%	52%	57%	51%	**	52%
Some of the time	210	50	110	51	210	47	145	**	210
	38%	39%	41%	32%	38%	34%	38%	**	38%
Rarely	21	4	11	6	21	3	18	**	21
	4%	3%	4%	4%	4%	2%	5%	**	4%
Never	13	1	6	6	13	3	10	**	13
	2%	1%	2%	4%	2%	2%	2%	**	2%
Not applicable – my child/ my children at primary school do not need to do any school work at home online	26	4	11	11	26	5	18	**	26
	5%	3%	4%	7%	5%	4%	5%	**	5%
SUMMARY									
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	244	55	127	62	244	53	173	**	244
	44%	43%	47%	40%	44%	39%	45%	**	44%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QO10. To what extent does the child/ do the children in your household at secondary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)

Base : All respondents with children of secondary school age

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	519	22	68	198	181	44	6	519	211	308	151	124	111	133	275	244	519
Effective Weighted Sample	384	17	48	145	141	32	4	384	165	219	123	93	80	92	214	172	384
Total	544	26	79	183	203	46	7	544	234	310	197	123	105	119	320	224	544
All of the time	437	**	**	153	164	**	**	437	187	250	164	94	89	89	259	178	437
	80%	**	**	84%	81%	**	**	80%	80%	81%	83%	77%	85%	75%	81%	80%	80%
Some of the time	99	**	**	29	36	**	**	99	44	54	33	27	14	25	60	39	99
	18%	**	**	16%	18%	**	**	18%	19%	18%	17%	22%	14%	21%	19%	17%	18%
Rarely	4	**	**	*	1	**	**	4	2	2	-	2	1	1	2	2	4
	1%	**	**	*%	1%	**	**	1%	1%	1%	-%	2%	1%	1%	1%	1%	1%
Never	*	**	**	-	-	**	**	*	-	*	-	-	*	-	-	*	*
	*%	**	**	-%	-%	**	**	*%	-%	*%	-%	-%	*%	-%	-%	*%	*%
Not applicable – my child/ my children at secondary school do not need to do any school work at home online	4	**	**	-	2	**	**	4	1	3	-	-	-	4	-	4	4
	1%	**	**	-%	1%	**	**	1%	1%	1%	-%	-%	-%	3% n	-%	2%	1%
SUMMARY																	
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	103	**	**	30	37	**	**	103	46	57	33	29	16	26	62	41	103
	19%	**	**	16%	18%	**	**	19%	20%	18%	17%	23%	15%	21%	19%	18%	19%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QO10. To what extent does the child/ do the children in your household at secondary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)

Base : All respondents with children of secondary school age

	Total	NATION				LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY
Significance Level: 99%		a	~b	~c	~d	e	f	~g	~h	i	j	k	l	m	n	o	~p
Unweighted total	519	390	27	48	54	519	467	52	99	420	109	180	227	519	108	173	94
Effective Weighted Sample	384	320	21	32	51	384	349	35	67	317	77	131	177	384	76	130	75
Total	544	472	33	24	14	544	493	51	92	452	127	181	231	544	95	180	124
All of the time	437	380	**	**	**	437	389	**	**	369	97	137	199	437	69	139	**
	80%	80%	**	**	**	80%	79%	**	**	82%	77%	75%	86%	80%	73%	77%	**
Some of the time	99	86	**	**	**	99	96	**	**	78	24	43	32	99	24	38	**
	18%	18%	**	**	**	18%	20%	**	**	17%	19%	24%	14%	18%	25%	21%	**
Rarely	4	2	**	**	**	4	3	**	**	2	2	2	-	4	2	1	**
	1%	*%	**	**	**	1%	1%	**	**	*%	1%	1%	-%	1%	2%	*%	**
Never	*	-	**	**	**	*	*	**	**	-	*	-	-	*	-	-	**
	*%	-%	**	**	**	*%	*%	**	**	-%	*%	-%	-%	*%	-%	-%	**
Not applicable – my child/ my children at secondary school do not need to do any school work at home online	4	4	**	**	**	4	4	**	**	4	4	-	1	4	-	2	**
	1%	1%	**	**	**	1%	1%	**	**	1%	3%	-%	*%	1%	-%	1%	**
SUMMARY																	
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	103	89	**	**	**	103	100	**	**	79	26	45	32	103	26	39	**
	19%	19%	**	**	**	19%	20%	**	**	18%	21%	25%	14%	19%	27%	22%	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QO10. To what extent does the child/ do the children in your household at secondary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)

Base : All respondents with children of secondary school age

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	~g	h
Significance Level: 99%									
Unweighted total	519	102	260	147	519	130	365	-	519
Effective Weighted Sample	384	80	193	105	384	92	275	-	384
Total	544	122	272	140	544	137	381	-	544
All of the time	437	103	223	105	437	108	309	**	437
	80%	84%	82%	75%	80%	78%	81%	**	80%
Some of the time	99	19	45	32	99	28	69	**	99
	18%	16%	16%	23%	18%	20%	18%	**	18%
Rarely	4	-	2	1	4	2	2	**	4
	1%	-%	1%	1%	1%	1%	1%	**	1%
Never	*	-	-	*	*	-	-	**	*
	*%	-%	-%	*%	*%	-%	-%	**	*%
Not applicable – my child/ my children at secondary school do not need to do any school work at home online	4	-	2	2	4	1	1	**	4
	1%	-%	1%	1%	1%	*%	*%	**	1%
SUMMARY									
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	103	19	46	33	103	29	71	**	103
	19%	16%	17%	24%	19%	21%	19%	**	19%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ACCESS TO APPROPRIATE DEVICES AT HOME ACROSS PRIMARY AND SECONDARY SCHOOL CHILDREN

Base : All respondents with children of primary and/or secondary school age

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	871	39	190	361	219	54	8	871	342	528	256	213	193	209	469	402	871
Effective Weighted Sample	641	28	135	269	169	40	5	641	263	378	205	159	141	142	361	284	641
Total	905	41	213	334	250	58	9	905	377	527	327	214	185	178	541	364	905
ANY CHILDREN WITHOUT ACCESS ALL OF THE TIME	312	**	92	121	62	**	**	312	126	185	99	83	67	64	181	130	312
	34%	**	43%	36%	25%	**	**	34%	33%	35%	30%	39%	36%	36%	34%	36%	34%
			d														
ALL CHILDREN WITH ACCESS ALL OF THE TIME	567	**	106	205	185	**	**	567	247	319	219	126	115	107	345	222	567
	63%	**	50%	61%	74%	**	**	63%	66%	61%	67%	59%	62%	60%	64%	61%	63%
					bog			b									
ALL CHILDREN NOT APPLICABLE - NO NEED TO DO SCHOOL WORK AT HOME ONLINE	26	**	15	8	2	**	**	26	4	23	9	6	4	7	15	12	26
	3%	**	7%	2%	1%	**	**	3%	1%	4%	3%	3%	2%	4%	3%	3%	3%
			d														

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ACCESS TO APPROPRIATE DEVICES AT HOME ACROSS PRIMARY AND SECONDARY SCHOOL CHILDREN

Base : All respondents with children of primary and/or secondary school age

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND d	ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	871	634	59	78	100	871	768	103	181	690	178	299	391	871	176	289	166
Effective Weighted Sample	641	522	46	53	82	641	571	71	125	516	127	213	304	641	125	217	128
Total	905	770	69	39	27	905	808	96	175	730	204	307	389	905	159	297	203
ANY CHILDREN WITHOUT ACCESS ALL OF THE TIME	312	265	**	**	12	312	287	24	83	228	81	113	118	312	71	102	66
	34%	34%	**	**	43%	34%	36%	25%	48%	31%	40%	37%	30%	34%	45%	34%	32%
									i								
ALL CHILDREN WITH ACCESS ALL OF THE TIME	567	486	**	**	13	567	500	67	87	480	118	181	264	567	83	186	136
	63%	63%	**	**	49%	63%	62%	69%	50%	66%	58%	59%	68%	63%	52%	63%	67%
									h								
ALL CHILDREN NOT APPLICABLE - NO NEED TO DO SCHOOL WORK AT HOME ONLINE	26	20	**	**	2	26	21	5	4	22	5	14	7	26	6	9	1
	3%	3%	**	**	9%	3%	3%	5%	2%	3%	3%	4%	2%	3%	4%	3%	1%
					ae												

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ACCESS TO APPROPRIATE DEVICES AT HOME ACROSS PRIMARY AND SECONDARY SCHOOL CHILDREN

Base : All respondents with children of primary and/or secondary school age

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE ~g	ANY h
Significance Level: 99%									
Unweighted total	871	181	423	255	871	203	621	-	871
Effective Weighted Sample	641	137	316	180	641	143	464	-	641
Total	905	203	443	246	905	216	637	-	905
ANY CHILDREN WITHOUT ACCESS ALL OF THE TIME	312	65	153	89	312	72	220	**	312
	34%	32%	35%	36%	34%	33%	35%	**	34%
ALL CHILDREN WITH ACCESS ALL OF THE TIME	567	134	278	145	567	140	399	**	567
	63%	66%	63%	59%	63%	65%	63%	**	63%
ALL CHILDREN NOT APPLICABLE - NO NEED TO DO SCHOOL WORK AT HOME ONLINE	26	4	11	12	26	4	18	**	26
	3%	2%	2%	5%	3%	2%	3%	**	3%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QQ11. And when the children in your household need access to an appropriate device to enable them to do any school work online at home, how is this currently managed? (MULTI CODE)

Base : All respondents with children of primary and/or secondary school age that do not have access to appropriate devices all of the time

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN h	WOMAN i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	286	14	80	125	52	12	3	286	106	179	74	76	65	71	150	136	286
Effective Weighted Sample	210	12	60	93	37	9	3	210	80	129	60	56	48	46	116	95	210
Total	312	16	92	121	62	16	4	312	126	185	99	83	67	64	181	130	312
Device access is shared with others in the household	170 55%	** **	** **	70 58%	** **	** **	** **	170 55%	67 53%	104 56%	** **	** **	** **	** **	112 62%	58 45%	170 55%
An alternative education activity is carried out (e.g. watching an educational programme)	47 15%	** **	** **	16 13%	** **	** **	** **	47 15%	24 19%	23 12%	** **	** **	** **	** **	26 14%	21 16%	47 15%
School work is postponed until a device is available	42 13%	** **	** **	12 10%	** **	** **	** **	42 13%	18 15%	24 13%	** **	** **	** **	** **	19 10%	23 18%	42 13%
School work/ online learning is not possible/ is not done	39 13%	** **	** **	20 17%	** **	** **	** **	39 13%	17 14%	22 12%	** **	** **	** **	** **	23 13%	16 12%	39 13%
Device is borrowed from school or another organisation	37 12%	** **	** **	10 8%	** **	** **	** **	37 12%	13 10%	24 13%	** **	** **	** **	** **	17 9%	20 15%	37 12%
A less appropriate device is used	34 11%	** **	** **	8 7%	** **	** **	** **	34 11%	18 15%	16 9%	** **	** **	** **	** **	21 11%	13 10%	34 11%
Some other way	10 3%	** **	** **	2 2%	** **	** **	** **	10 3%	3 2%	7 4%	** **	** **	** **	** **	7 4%	3 2%	10 3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QQ11. And when the children in your household need access to an appropriate device to enable them to do any school work online at home, how is this currently managed? (MULTI CODE)

Base : All respondents with children of primary and/or secondary school age that do not have access to appropriate devices all of the time

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	l	m	~n	~o	~p
Unweighted total	286	208	21	16	41	286	259	27	77	209	72	105	109	286	77	92	54
Effective Weighted Sample	210	171	17	11	30	210	193	17	57	153	50	77	83	210	55	69	41
Total	312	265	27	9	12	312	287	24	83	228	81	113	118	312	71	102	66
Device access is shared with others in the household	170	143	**	**	**	170	152	**	**	139	**	66	76	170	**	**	**
	55%	54%	**	**	**	55%	53%	**	**	61%	**	58%	65%	55%	**	**	**
An alternative education activity is carried out (e.g. watching an educational programme)	47	42	**	**	**	47	47	**	**	31	**	24	11	47	**	**	**
	15%	16%	**	**	**	15%	16%	**	**	14%	**	21%	10%	15%	**	**	**
School work is postponed until a device is available	42	35	**	**	**	42	41	**	**	31	**	9	17	42	**	**	**
	13%	13%	**	**	**	13%	14%	**	**	14%	**	8%	14%	13%	**	**	**
School work/ online learning is not possible/ is not done	39	37	**	**	**	39	36	**	**	28	**	12	9	39	**	**	**
	13%	14%	**	**	**	13%	13%	**	**	12%	**	11%	8%	13%	**	**	**
Device is borrowed from school or another organisation	37	33	**	**	**	37	35	**	**	21	**	13	10	37	**	**	**
	12%	13%	**	**	**	12%	12%	**	**	9%	**	12%	9%	12%	**	**	**
A less appropriate device is used	34	29	**	**	**	34	34	**	**	30	**	17	10	34	**	**	**
	11%	11%	**	**	**	11%	12%	**	**	13%	**	15%	9%	11%	**	**	**
Some other way	10	7	**	**	**	10	10	**	**	6	**	1	6	10	**	**	**
	3%	3%	**	**	**	3%	3%	**	**	3%	**	1%	5%	3%	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QQ11. And when the children in your household need access to an appropriate device to enable them to do any school work online at home, how is this currently managed? (MULTI CODE)

Base : All respondents with children of primary and/or secondary school age that do not have access to appropriate devices all of the time

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY b	STRUGGLING ~c		REPORTS ~e	DOES NOT REPORT f	NONE ~g	ANY h
Significance Level: 99%									
Unweighted total	286	50	138	94	286	70	200	-	286
Effective Weighted Sample	210	37	106	66	210	49	149	-	210
Total	312	65	153	89	312	72	220	-	312
Device access is shared with others in the household	170	**	80	**	170	**	119	**	170
	55%	**	52%	**	55%	**	54%	**	55%
An alternative education activity is carried out (e.g. watching an educational programme)	47	**	26	**	47	**	36	**	47
	15%	**	17%	**	15%	**	17%	**	15%
School work is postponed until a device is available	42	**	18	**	42	**	33	**	42
	13%	**	12%	**	13%	**	15%	**	13%
School work/ online learning is not possible/ is not done	39	**	22	**	39	**	26	**	39
	13%	**	14%	**	13%	**	12%	**	13%
Device is borrowed from school or another organisation	37	**	21	**	37	**	23	**	37
	12%	**	14%	**	12%	**	10%	**	12%
A less appropriate device is used	34	**	21	**	34	**	24	**	34
	11%	**	14%	**	11%	**	11%	**	11%
Some other way	10	**	4	**	10	**	10	**	10
	3%	**	3%	**	3%	**	5%	**	3%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A1A. Do you personally use a mobile phone? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Yes	3539	389	606	570	609	559	806	3539	1687	1838	1008	1032	676	814	2040	1489	3539
	97%	98%	99%	99%	99%	97%	93%	97%	97%	97%	99%	99%	98%	93%	99%	95%	97%
		f	f	f	fg	f		f			mo	mo	m		mop		mo
No	104	7	8	7	5	18	59	104	54	47	12	14	16	61	26	77	104
	3%	2%	1%	1%	1%	3%	7%	3%	3%	3%	1%	1%	2%	7%	1%	5%	3%
							abcdeg	d						jklnp		jknp	n

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A1A. Do you personally use a mobile phone? (SINGLE CODE)

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Yes	3539	2996	283	163	97	3539	3072	467	577	2962	876	1236	1111	3539	418	1153	793
	97%	98%	93%	97%	95%	97%	97%	97%	99%	97%	97%	99%	100%	97%	96%	98%	99%
		b				b						jm	jm				n
No	104	74	20	5	5	104	89	14	8	96	23	9	1	104	17	28	7
	3%	2%	7%	3%	5%	3%	3%	3%	1%	3%	3%	1%	*%	3%	4%	2%	1%
			ae								kl			kl	p		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A1A. Do you personally use a mobile phone? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Yes	3539 97%	849 98%	1862 98%	740 96%	3539 97%	1052 94%	2277 99%	2414 96%	1083 99%
No	104 3%	18 2%	46 2%	29 4%	104 3%	67 6%	30 1%	94 4%	9 1%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 19

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A1B. Is this a smartphone? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : All respondents who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3562	446	542	642	560	579	793	3562	1666	1883	865	1074	685	930	1939	1615	3562
Effective Weighted Sample	2653	338	419	487	437	425	568	2653	1261	1384	686	813	507	653	1491	1159	2653
Total	3539	389	606	570	609	559	806	3539	1687	1838	1008	1032	676	814	2040	1489	3539
Yes	3231	385	602	563	595	509	577	3231	1527	1689	970	966	604	682	1936	1286	3231
	91%	99%	99%	99%	98%	91%	71%	91%	91%	92%	96%	94%	89%	84%	95%	86%	91%
		efg	efg	efg	efg	f		f			lmop	lmo	m		lmop		mo
No	298	3	3	8	13	50	222	298	155	143	37	65	67	130	102	196	298
	8%	1%	1%	1%	2%	9%	27%	8%	9%	8%	4%	6%	10%	16%	5%	13%	8%
						abcd	abcdeg	abcd					jn	jklnp		jknp	jn
Don't know	11	2	-	-	-	1	8	11	4	6	1	1	5	2	2	7	11
	*%	*%	-%	-%	-%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
													n				

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 19

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A1B. Is this a smartphone? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : All respondents who use a mobile phone

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3562	2584	320	331	327	3562	3040	522	602	2960	852	1326	1183	3562	467	1189	775
Effective Weighted Sample	2653	2102	259	250	268	2653	2284	370	427	2226	614	978	943	2653	331	878	597
Total	3539	2996	283	163	97	3539	3072	467	577	2962	876	1236	1111	3539	418	1153	793
Yes	3231	2725	263	148	95	3231	2809	422	569	2661	808	1201	1107	3231	380	1058	774
	91%	91%	93%	91%	98%	91%	91%	90%	99%	90%	92%	97%	100%	91%	91%	92%	98%
No	298	265	18	13	2	298	254	44	6	293	68	33	4	298	38	95	19
	8%	9%	6%	8%	2%	8%	8%	9%	1%	10%	8%	3%	0%	8%	9%	8%	2%
		d		d		d				h	kl	l		kl	p	p	
Don't know	11	6	3	1	-	11	10	1	2	8	-	2	-	11	-	1	-
	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A1B. Is this a smartphone? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. (SINGLE CODE)

Base : All respondents who use a mobile phone

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3562	808	1844	823	3562	1039	2331	2482	1043
Effective Weighted Sample	2653	617	1382	591	2653	751	1764	1855	772
Total	3539	849	1862	740	3539	1052	2277	2414	1083
Yes	3231	798	1680	681	3231	877	2162	2118	1073
	91%	94%	90%	92%	91%	83%	95%	88%	99%
		b					e		g
No	298	48	177	58	298	167	113	286	10
	8%	6%	10%	8%	8%	16%	5%	12%	1%
			a			f		h	
Don't know	11	3	4	1	11	8	1	11	-
	*%	*%	*%	*%	*%	1%	*%	*%	-%
						f			

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 20

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF MOBILE PHONE OWNERSHIP

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
SMARTPHONE	3231	385	602	563	595	509	577	3231	1527	1689	970	966	604	682	1936	1286	3231
	89%	97%	98%	97%	97%	88%	67%	89%	88%	90%	95%	92%	87%	78%	94%	82%	89%
		efg	efg	efg	efg	f		f			lmop	lmop	mo		lmop		mo
NOT A SMARTPHONE	298	3	3	8	13	50	222	298	155	143	37	65	67	130	102	196	298
	8%	1%	1%	1%	2%	9%	26%	8%	9%	8%	4%	6%	10%	15%	5%	13%	8%
						abcd	abcdeg	abcd					jn	jklnp		jknp	jn
UNSURE WHETHER SMARTPHONE	11	2	-	-	-	1	8	11	4	6	1	1	5	2	2	7	11
	*%	*%	-%	-%	-%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
													n				
USES A MOBILE PHONE	3539	389	606	570	609	559	806	3539	1687	1838	1008	1032	676	814	2040	1489	3539
	97%	98%	99%	99%	99%	97%	93%	97%	97%	97%	99%	99%	98%	93%	99%	95%	97%
		f	f	f	fg	f		f			mo	mo	m		mop		mo
DOES NOT USE/ UNSURE WHETHER USES A MOBILE PHONE	104	7	8	7	5	18	59	104	54	47	12	14	16	61	26	77	104
	3%	2%	1%	1%	1%	3%	7%	3%	3%	3%	1%	1%	2%	7%	1%	5%	3%
							abcdeg	d						jklnp		jknp	n

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 20

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF MOBILE PHONE OWNERSHIP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
SMARTPHONE	3231	2725	263	148	95	3231	2809	422	569	2661	808	1201	1107	3231	380	1058	774
	89%	89%	87%	88%	93%	89%	89%	88%	97%	87%	90%	96%	100%	89%	87%	90%	97%
									i			jm	jkm				no
NOT A SMARTPHONE	298	265	18	13	2	298	254	44	6	293	68	33	4	298	38	95	19
	8%	9%	6%	8%	2%	8%	8%	9%	1%	10%	8%	3%	0%	8%	9%	8%	2%
		d		d		d				h	kl	l		kl	p	p	
UNSURE WHETHER SMARTPHONE	11	6	3	1	-	11	10	1	2	8	-	2	-	11	-	1	-
	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
USES A MOBILE PHONE	3539	2996	283	163	97	3539	3072	467	577	2962	876	1236	1111	3539	418	1153	793
	97%	98%	93%	97%	95%	97%	97%	97%	99%	97%	97%	99%	100%	97%	96%	98%	99%
		b				b						jm	jm				n
DOES NOT USE/ UNSURE WHETHER USES A MOBILE PHONE	104	74	20	5	5	104	89	14	8	96	23	9	1	104	17	28	7
	3%	2%	7%	3%	5%	3%	3%	3%	1%	3%	3%	1%	0%	3%	4%	2%	1%
			ae								kl			kl	p		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF MOBILE PHONE OWNERSHIP

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
SMARTPHONE	3231	798	1680	681	3231	877	2162	2118	1073
	89%	92%	88%	89%	89%	78%	94%	84%	98%
		b					e		g
NOT A SMARTPHONE	298	48	177	58	298	167	113	286	10
	8%	6%	9%	8%	8%	15%	5%	11%	1%
			a			f		h	
UNSURE WHETHER SMARTPHONE	11	3	4	1	11	8	1	11	-
	*%	*%	*%	*%	*%	1%	*%	*%	-%
						f			
USES A MOBILE PHONE	3539	849	1862	740	3539	1052	2277	2414	1083
	97%	98%	98%	96%	97%	94%	99%	96%	99%
							e		g
DOES NOT USE/ UNSURE WHETHER USES A MOBILE PHONE	104	18	46	29	104	67	30	94	9
	3%	2%	2%	4%	3%	6%	1%	4%	1%
						f		h	

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 21

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
The TV Licence fee	2926	213	414	448	553	508	791	2926	1443	1472	823	858	570	670	1680	1240	2926
	80%	54%	68%	78%	90%	88%	91%	80%	83%	78%	81%	82%	82%	77%	81%	79%	80%
			a	ab	abcg	abcg	abcg	ab	i								
By the Government	247	64	70	52	13	21	27	247	119	127	70	63	39	75	134	113	247
	7%	16%	11%	9%	2%	4%	3%	7%	7%	7%	7%	6%	6%	9%	6%	7%	7%
		cdefg	defg	def				df									
Advertising	137	47	42	19	12	13	5	137	65	70	47	43	23	24	90	47	137
	4%	12%	7%	3%	2%	2%	1%	4%	4%	4%	5%	4%	3%	3%	4%	3%	4%
		cdefg	defg	f				f									
Sponsorship of specific TV programmes	41	8	18	7	5	2	1	41	12	29	23	10	3	5	33	8	41
	1%	2%	3%	1%	1%	*%	*%	1%	1%	2%	2%	1%	*%	1%	2%	1%	1%
		f	efg								lo				o		
Sales of programmes to other channels/ services or countries	27	6	6	6	-	5	5	27	9	18	8	11	6	3	18	9	27
	1%	2%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
By those that choose to pay a subscription to watch the service	25	8	3	7	2	3	1	25	5	20	8	7	8	2	15	10	25
	1%	2%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%
		fg															
Magazine/ book/ video/ DVD sales	7	-	2	2	2	1	-	7	6	1	2	1	4	*	3	5	7
	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
Some other way	11	1	-	4	1	5	*	11	6	5	4	3	1	4	6	5	11
	*%	*%	-%	1%	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
Don't know	221	50	58	32	26	18	36	221	75	144	37	50	39	90	87	130	221
	6%	13%	9%	6%	4%	3%	4%	6%	4%	8%	4%	5%	6%	10%	4%	8%	6%
		cdefg	defg							h				ijklp		jkn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
SUMMARY CODES																	
CORRECT RESPONSE	2926	213	414	448	553	508	791	2926	1443	1472	823	858	570	670	1680	1240	2926
	80%	54%	68%	78%	90%	88%	91%	80%	83%	78%	81%	82%	82%	77%	81%	79%	80%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
INCORRECT RESPONSES	496	134	141	98	34	50	39	496	222	270	161	138	83	114	299	197	496
	14%	34%	23%	17%	6%	9%	4%	14%	13%	14%	16%	13%	12%	13%	14%	13%	14%
		bcdefg	defg	def		f		def									
DON'T KNOW	221	50	58	32	26	18	36	221	75	144	37	50	39	90	87	130	221
	6%	13%	9%	6%	4%	3%	4%	6%	4%	8%	4%	5%	6%	10%	4%	8%	6%
		cdefg	defg							h				ijklp		jkn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 21

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
The TV Licence fee	2926	2446	256	142	83	2926	2513	413	416	2510	673	1000	927	2926	303	973	673
	80%	80%	85%	85%	81%	80%	79%	86%	71%	82%	75%	80%	83%	80%	70%	82%	84%
								f		h			j		n		n
By the Government	247	216	19	9	3	247	232	15	52	195	89	69	75	247	41	72	50
	7%	7%	6%	5%	3%	7%	7%	3%	9%	6%	10%	6%	7%	7%	9%	6%	6%
							g				km						
Advertising	137	116	10	6	6	137	121	17	30	108	39	65	30	137	28	50	20
	4%	4%	3%	3%	6%	4%	4%	3%	5%	4%	4%	5%	3%	4%	6%	4%	3%
												l			p		
Sponsorship of specific TV programmes	41	35	-	5	1	41	38	3	9	32	11	22	8	41	8	17	9
	1%	1%	-%	3%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
				b													
Sales of programmes to other channels/ services or countries	27	24	3	-	1	27	26	1	1	27	11	8	9	27	5	14	5
	1%	1%	1%	-%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%
By those that choose to pay a subscription to watch the service	25	21	2	1	1	25	22	3	7	18	7	13	6	25	3	9	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Magazine/ book/ video/ DVD sales	7	7	-	-	*	7	7	-	2	5	3	2	3	7	*	4	1
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Some other way	11	10	-	1	*	11	9	3	3	8	3	3	5	11	3	1	2
	*%	*%	-%	*%	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	1%	*%	*%
Don't know	221	195	14	5	6	221	193	28	64	157	64	63	52	221	42	41	30
	6%	6%	5%	3%	6%	6%	6%	6%	11%	5%	7%	5%	5%	6%	10%	3%	4%
									i					op			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
SUMMARY CODES																	
CORRECT RESPONSE	2926	2446	256	142	83	2926	2513	413	416	2510	673	1000	927	2926	303	973	673
	80%	80%	85%	85%	81%	80%	79%	86%	71%	82%	75%	80%	83%	80%	70%	82%	84%
								f		h			j	j		n	n
INCORRECT RESPONSES	496	430	33	21	13	496	456	41	105	391	162	183	134	496	88	167	97
	14%	14%	11%	12%	13%	14%	14%	8%	18%	13%	18%	15%	12%	14%	20%	14%	12%
							g		i		lm			op			
DON'T KNOW	221	195	14	5	6	221	193	28	64	157	64	63	52	221	42	41	30
	6%	6%	5%	3%	6%	6%	6%	6%	11%	5%	7%	5%	5%	6%	10%	3%	4%
									i					op			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
The TV Licence fee	2926	688	1553	613	2926	883	1878	2057	846
	80%	79%	81%	80%	80%	79%	81%	82%	77%
By the Government	247	64	105	67	247	84	147	166	79
	7%	7%	5%	9%	7%	7%	6%	7%	7%
				b					
Advertising	137	26	91	16	137	48	81	78	51
	4%	3%	5%	2%	4%	4%	3%	3%	5%
			c						
Sponsorship of specific TV programmes	41	14	20	8	41	10	29	11	27
	1%	2%	1%	1%	1%	1%	1%	1%	2%
								g	9
Sales of programmes to other channels/ services or countries	27	8	16	3	27	10	16	21	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%
By those that choose to pay a subscription to watch the service	25	6	16	3	25	11	13	17	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Magazine/ book/ video/ DVD sales	7	3	4	-	7	3	2	3	1
	1%	1%	1%	0%	1%	1%	1%	1%	1%
Some other way	11	4	1	6	11	5	6	8	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%
				b					
Don't know	221	55	102	54	221	65	134	147	72
	6%	6%	5%	7%	6%	6%	6%	6%	7%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
SUMMARY CODES									
CORRECT RESPONSE	2926 80%	688 79%	1553 81%	613 80%	2926 80%	883 79%	1878 81%	2057 82%	846 77%
INCORRECT RESPONSES	496 14%	124 14%	253 13%	102 13%	496 14%	171 15%	294 13%	304 12%	175 16%
DON'T KNOW	221 6%	55 6%	102 5%	54 7%	221 6%	65 6%	134 6%	147 6%	72 7%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 22

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Advertising	2587	181	342	408	492	448	716	2587	1315	1264	748	778	487	569	1526	1056	2587
	71%	46%	56%	71%	80%	78%	83%	71%	76%	67%	73%	74%	70%	65%	74%	67%	71%
			a	ab	abcg	abg	abcg	ab	i		mo	mo			mo		m
The TV Licence fee	320	77	81	49	36	37	39	320	143	174	88	71	67	94	158	161	320
	9%	19%	13%	8%	6%	6%	4%	9%	8%	9%	9%	7%	10%	11%	8%	10%	9%
		cdefg	defg	f				f					k		k		
Sponsorship of specific TV programmes	152	28	40	22	16	21	25	152	60	90	37	45	39	31	82	70	152
	4%	7%	7%	4%	3%	4%	3%	4%	3%	5%	4%	4%	6%	4%	4%	4%	4%
		df	df														
By the Government	151	37	47	27	14	9	17	151	72	78	56	43	17	36	99	53	151
	4%	9%	8%	5%	2%	1%	2%	4%	4%	4%	5%	4%	2%	4%	5%	3%	4%
		cdefg	defg	ef				e			l						
By those that choose to pay a subscription to watch the service	74	14	20	17	9	9	6	74	35	39	23	20	18	13	43	31	74
	2%	4%	3%	3%	1%	2%	1%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%
		f	f	f													
Sales of programmes to other channels/ services or countries	25	7	5	5	2	1	6	25	8	17	12	4	3	7	16	10	25
	1%	2%	1%	1%	*%	*%	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%
Magazine/ book/ video/ DVD sales	7	4	-	1	-	-	2	7	6	1	2	4	1	-	6	1	7
	*%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
		g															
Some other way	12	1	2	1	-	2	6	12	5	7	2	3	3	4	5	7	12
	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	315	48	75	49	44	50	49	315	97	216	53	79	58	121	131	178	315
	9%	12%	12%	8%	7%	9%	6%	9%	6%	11%	5%	8%	8%	14%	6%	11%	9%
		f	f							h				jklnp		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
SUMMARY CODES																	
CORRECT RESPONSE	2587	181	342	408	492	448	716	2587	1315	1264	748	778	487	569	1526	1056	2587
	71%	46%	56%	71%	80%	78%	83%	71%	76%	67%	73%	74%	70%	65%	74%	67%	71%
		a	a	ab	abcg	abg	abcg	ab	i		mo	mo			mo		m
INCORRECT RESPONSES	741	168	196	121	77	79	101	741	329	405	219	190	147	184	409	332	741
	20%	42%	32%	21%	13%	14%	12%	20%	19%	21%	21%	18%	21%	21%	20%	21%	20%
		bcdefg	cdefg	def			def										
DON'T KNOW	315	48	75	49	44	50	49	315	97	216	53	79	58	121	131	178	315
	9%	12%	12%	8%	7%	9%	6%	9%	6%	11%	5%	8%	8%	14%	6%	11%	9%
		f	f							h				jklnp	jknp	jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 22

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Advertising	2587	2162	231	127	67	2587	2198	389	337	2250	577	878	856	2587	246	881	617
	71%	70%	76%	75%	66%	71%	70%	81%	58%	74%	64%	71%	77%	71%	57%	75%	77%
			d				f			h		j	l	j		n	n
The TV Licence fee	320	268	34	9	9	320	302	18	71	249	94	125	77	320	61	89	65
	9%	9%	11%	6%	9%	9%	10%	4%	12%	8%	10%	10%	7%	9%	14%	8%	8%
							g		i						op		
Sponsorship of specific TV programmes	152	136	6	4	5	152	137	15	29	123	45	52	43	152	29	54	21
	4%	4%	2%	3%	5%	4%	4%	3%	5%	4%	5%	4%	4%	4%	7%	5%	3%
															p		
By the Government	151	125	12	8	7	151	137	14	36	115	47	60	36	151	19	52	31
	4%	4%	4%	5%	6%	4%	4%	3%	6%	4%	5%	5%	3%	4%	4%	4%	4%
By those that choose to pay a subscription to watch the service	74	66	4	4	*	74	69	6	10	65	29	24	18	74	11	28	15
	2%	2%	1%	2%	%	2%	2%	1%	2%	2%	3%	2%	2%	2%	3%	2%	2%
Sales of programmes to other channels/ services or countries	25	21	1	1	3	25	24	2	3	23	5	8	8	25	7	6	7
	1%	1%	%	1%	ae	1%	1%	%	%	1%	1%	1%	1%	1%	2%	1%	1%
Magazine/ book/ video/ DVD sales	7	6	-	*	-	7	7	-	-	7	4	3	*	7	-	1	3
	%	%	-%	%	-%	%	%	-%	-%	%	%	%	%	%	-%	%	%
Some other way	12	11	-	1	-	12	12	-	3	9	5	-	3	12	3	2	-
	%	%	-%	1%	-%	%	%	-%	%	%	1%	-%	%	%	1%	%	-%
Don't know	315	276	15	13	12	315	277	38	97	218	93	95	70	315	58	68	41
	9%	9%	5%	8%	11%	9%	9%	8%	17%	7%	10%	8%	6%	9%	13%	6%	5%
					b				i		l				op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
SUMMARY CODES																	
CORRECT RESPONSE	2587	2162	231	127	67	2587	2198	389	337	2250	577	878	856	2587	246	881	617
	71%	70%	76%	75%	66%	71%	70%	81%	58%	74%	64%	71%	77%	71%	57%	75%	77%
			d					f		h		j	l	j		n	n
INCORRECT RESPONSES	741	633	57	29	24	741	687	54	151	591	228	272	187	741	131	233	142
	20%	21%	19%	17%	23%	20%	22%	11%	26%	19%	25%	22%	17%	20%	30%	20%	18%
							g		i		l	l		op			
DON'T KNOW	315	276	15	13	12	315	277	38	97	218	93	95	70	315	58	68	41
	9%	9%	5%	8%	11%	9%	9%	8%	17%	7%	10%	8%	6%	9%	13%	6%	5%
					b				i		l			op			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Advertising	2587	649	1400	480	2587	738	1717	1881	694
	71%	75%	73%	62%	71%	66%	74%	75%	64%
		c	c		c		e	h	
The TV Licence fee	320	52	150	104	320	121	172	189	119
	9%	6%	8%	14%	9%	11%	7%	8%	11%
				abd		f			g
Sponsorship of specific TV programmes	152	23	89	36	152	62	85	87	58
	4%	3%	5%	5%	4%	6%	4%	3%	5%
By the Government	151	45	69	34	151	50	92	81	66
	4%	5%	4%	4%	4%	5%	4%	3%	6%
									g
By those that choose to pay a subscription to watch the service	74	20	32	19	74	21	46	36	33
	2%	2%	2%	2%	2%	2%	2%	1%	3%
									g
Sales of programmes to other channels/ services or countries	25	9	9	7	25	9	16	13	12
	1%	1%	*%	1%	1%	1%	1%	1%	1%
Magazine/ book/ video/ DVD sales	7	6	*	1	7	*	2	6	1
	*%	1%	*%	*%	*%	*%	*%	*%	*%
		b							
Some other way	12	3	8	1	12	7	3	12	-
	*%	*%	*%	*%	*%	1%	*%	*%	-%
Don't know	315	60	150	86	315	110	174	203	108
	9%	7%	8%	11%	9%	10%	8%	8%	10%
				a					

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
SUMMARY CODES									
CORRECT RESPONSE	2587	649	1400	480	2587	738	1717	1881	694
	71%	75%	73%	62%	71%	66%	74%	75%	64%
		c	c	c			e	h	
INCORRECT RESPONSES	741	158	357	202	741	270	416	424	290
	20%	18%	19%	26%	20%	24%	18%	17%	27%
				abd		f			g
DON'T KNOW	315	60	150	86	315	110	174	203	108
	9%	7%	8%	11%	9%	10%	8%	8%	10%
				a					

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 23

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Advertising on the website/ app	1590	175	309	284	300	241	282	1590	816	765	515	490	283	295	1004	578	1590
	44%	44%	50%	49%	49%	42%	33%	44%	47%	41%	50%	47%	41%	34%	49%	37%	44%
		f	f	f	f	f	f	f	i		lmop	mo			lmop		mo
By those that choose to pay a subscription to use the service	456	53	85	73	99	82	64	456	182	272	134	132	86	103	266	190	456
	13%	13%	14%	13%	16%	14%	7%	13%	10%	14%	13%	13%	12%	12%	13%	12%	13%
		f	f	f	f	f		f		h							
Advertisers pay when users click through from sponsored links to their website/ app	364	51	60	65	76	57	55	364	186	178	117	111	75	60	228	135	364
	10%	13%	10%	11%	12%	10%	6%	10%	11%	9%	12%	11%	11%	7%	11%	9%	10%
		f		f	f			f			m				m		
Advertisers pay to prioritise their entry on the list/ to be first on the list	265	39	47	53	44	42	41	265	130	132	84	80	51	51	164	101	265
	7%	10%	8%	9%	7%	7%	5%	7%	7%	7%	8%	8%	7%	6%	8%	6%	7%
		f		f													
The TV Licence fee	80	23	21	15	9	10	2	80	44	35	36	12	10	22	48	32	80
	2%	6%	3%	3%	2%	2%	*%	2%	3%	2%	4%	1%	1%	3%	2%	2%	2%
		defg	f	f		f		f			k						
By the Government	64	20	21	13	4	5	1	64	29	35	23	10	19	12	32	30	64
	2%	5%	3%	2%	1%	1%	*%	2%	2%	2%	2%	1%	3%	1%	2%	2%	2%
		defg	def	f				f									
Some other way	10	3	1	1	1	1	5	10	4	6	-	3	5	2	3	7	10
	*%	1%	*%	*%	*%	*%	1%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%
Haven't heard of it	51	2	4	4	1	7	32	51	38	13	8	13	7	24	21	30	51
	1%	1%	1%	1%	*%	1%	4%	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%
							abcdg		i					jn			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Don't know	762	32	65	69	78	133	384	762	310	450	104	196	157	306	300	462	762
	21%	8%	11%	12%	13%	23%	44%	21%	18%	24%	10%	19%	23%	35%	15%	30%	21%
						abcd	abcdeg	abcd		h		jn	jn	jklnp	j	jklnp	jn
SUMMARY CODES																	
CORRECT RESPONSE	1590	175	309	284	300	241	282	1590	816	765	515	490	283	295	1004	578	1590
	44%	44%	50%	49%	49%	42%	33%	44%	47%	41%	50%	47%	41%	34%	49%	37%	44%
		f	f	f	f	f	f	f	i		lmop	mo			lmop		mo
INCORRECT RESPONSES	1240	188	235	220	233	196	168	1240	575	658	394	348	246	250	742	495	1240
	34%	47%	38%	38%	38%	34%	19%	34%	33%	35%	39%	33%	35%	29%	36%	32%	34%
		cdefg	f	f	f	f	f	f			mo				m		m
TOTAL NEVER HEARD OF IT/ DON'T KNOW	813	35	69	74	80	140	416	813	349	463	111	209	163	329	320	493	813
	22%	9%	11%	13%	13%	24%	48%	22%	20%	25%	11%	20%	24%	38%	16%	31%	22%
						abcd	abcdeg	abcd		h		jn	jn	jklnop	j	jklnp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Advertising on the website/ app	1590	1331	152	75	31	1590	1403	187	210	1380	336	596	612	1590	149	520	459
	44%	43%	50%	45%	31%	44%	44%	39%	36%	45%	37%	48%	55%	44%	34%	44%	57%
		d	d	d		d				h		j	lkm	j		n	no
By those that choose to pay a subscription to use the service	456	381	45	20	11	456	389	68	88	368	97	199	134	456	70	159	74
	13%	12%	15%	12%	11%	13%	12%	14%	15%	12%	11%	16%	12%	13%	16%	13%	9%
												jm			p		
Advertisers pay when users click through from sponsored links to their website/ app	364	299	29	21	14	364	317	46	46	318	69	128	158	364	33	114	101
	10%	10%	10%	12%	14%	10%	10%	10%	8%	10%	8%	10%	14%	10%	8%	10%	13%
												lkm					
Advertisers pay to prioritise their entry on the list/ to be first on the list	265	228	18	11	8	265	235	30	45	220	67	94	99	265	24	94	71
	7%	7%	6%	6%	8%	7%	7%	6%	8%	7%	7%	8%	9%	7%	5%	8%	9%
The TV Licence fee	80	71	7	*	3	80	79	1	22	58	39	23	14	80	32	14	18
	2%	2%	2%	*%	3%	2%	3%	*%	4%	2%	4%	2%	1%	2%	7%	1%	2%
							g				klm				op		
By the Government	64	58	2	2	2	64	59	5	15	49	20	30	12	64	16	25	9
	2%	2%	1%	1%	2%	2%	2%	1%	3%	2%	2%	2%	1%	2%	4%	2%	1%
															p		
Some other way	10	10	-	-	*	10	10	-	5	6	2	3	5	10	1	1	*
	*%	*%	-%	-%	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%
Haven't heard of it	51	42	5	1	3	51	37	14	1	50	8	4	1	51	10	9	2
	1%	1%	2%	*%	3%	1%	1%	3%	*%	2%	1%	*%	*%	1%	2%	1%	*%
														kl	p		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Don't know	762	649	44	39	29	762	632	131	153	610	261	169	78	762	98	244	66
	21%	21%	15%	23%	29%	21%	20%	27%	26%	20%	29%	14%	7%	21%	23%	21%	8%
					abe			f	i		klm	l		kl	p	p	
SUMMARY CODES																	
CORRECT RESPONSE	1590	1331	152	75	31	1590	1403	187	210	1380	336	596	612	1590	149	520	459
	44%	43%	50%	45%	31%	44%	44%	39%	36%	45%	37%	48%	55%	44%	34%	44%	57%
		d	d	d		d			h		j	jk	j	n	no		
INCORRECT RESPONSES	1240	1047	101	53	39	1240	1090	150	221	1019	294	477	422	1240	176	408	273
	34%	34%	33%	32%	38%	34%	34%	31%	38%	33%	33%	38%	38%	34%	41%	35%	34%
TOTAL NEVER HEARD OF IT/ DON'T KNOW	813	692	49	40	32	813	669	144	154	660	268	173	79	813	108	254	68
	22%	23%	16%	24%	31%	22%	21%	30%	26%	22%	30%	14%	7%	22%	25%	21%	9%
					abe			f			klm	l		kl	p	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Advertising on the website/ app	1590	450	806	297	1590	389	1120	1063	508
	44%	52%	42%	39%	44%	35%	49%	42%	47%
		bcd					e		
By those that choose to pay a subscription to use the service	456	88	236	126	456	159	278	286	167
	13%	10%	12%	16%	13%	14%	12%	11%	15%
				a					g
Advertisers pay when users click through from sponsored links to their website/ app	364	89	180	83	364	85	256	243	117
	10%	10%	9%	11%	10%	8%	11%	10%	11%
							e		
Advertisers pay to prioritise their entry on the list/ to be first on the list	265	59	133	66	265	73	176	171	86
	7%	7%	7%	9%	7%	7%	8%	7%	8%
The TV Licence fee	80	22	27	29	80	38	28	48	31
	2%	3%	1%	4%	2%	3%	1%	2%	3%
				b		f			
By the Government	64	9	42	12	64	32	28	22	37
	2%	1%	2%	1%	2%	3%	1%	1%	3%
						f			g
Some other way	10	1	8	1	10	5	6	10	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Haven't heard of it	51	11	22	13	51	30	13	46	5
	1%	1%	1%	2%	1%	3%	1%	2%	*%
						f		h	

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Don't know	762	138	453	141	762	309	402	621	140
	21%	16%	24%	18%	21%	28%	17%	25%	13%
			ac		a	f		h	
SUMMARY CODES									
CORRECT RESPONSE	1590	450	806	297	1590	389	1120	1063	508
	44%	52%	42%	39%	44%	35%	49%	42%	47%
		bcd				e			
INCORRECT RESPONSES	1240	267	626	318	1240	391	772	779	439
	34%	31%	33%	41%	34%	35%	33%	31%	40%
				abd					g
TOTAL NEVER HEARD OF IT/ DON'T KNOW	813	150	475	154	813	339	415	667	145
	22%	17%	25%	20%	22%	30%	18%	27%	13%
			a		a	f		h	

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 24

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC1. Do you or does anyone in your household have access to the internet at home (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
I have access to the internet and use it at home	3278	389	586	552	604	530	617	3278	1543	1719	983	974	604	708	1957	1312	3278
	90%	98%	96%	96%	98%	92%	71%	90%	89%	91%	96%	93%	87%	81%	95%	84%	90%
		efg	fg	fg	efg	f		f			klmop	lmop	m		lmop		mo
I have access to the internet, but I don't use it at home	148	5	21	13	5	17	88	148	80	68	23	29	38	58	52	96	148
	4%	1%	3%	2%	1%	3%	10%	4%	5%	4%	2%	3%	5%	7%	3%	6%	4%
			d				abcdeg	ad					jn	jknp		jknp	n
I do not have internet access at home	209	3	6	6	2	30	161	209	115	94	14	40	49	103	54	153	209
	6%	1%	1%	1%	*%	5%	19%	6%	7%	5%	1%	4%	7%	12%	3%	10%	6%
						abcd	abcdeg	abcd				j	jknp	jklnp		jknp	jn
Don't know	8	*	-	5	2	-	1	8	3	5	-	3	1	5	3	6	8
	*%	*%	-%	1%	*%	-%	*%	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%
INTERNET ACCESS AT HOME																	
YES	3426	393	607	566	609	547	704	3426	1622	1786	1006	1003	642	766	2009	1408	3426
	94%	99%	99%	98%	99%	95%	81%	94%	93%	95%	99%	96%	93%	88%	97%	90%	94%
		efg	efg	efg	efg	f		f			klmop	mo	m		lmop		mo
NO	209	3	6	6	2	30	161	209	115	94	14	40	49	103	54	153	209
	6%	1%	1%	1%	*%	5%	19%	6%	7%	5%	1%	4%	7%	12%	3%	10%	6%
						abcd	abcdeg	abcd				j	jknp	jklnp		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 24

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC1. Do you or does anyone in your household have access to the internet at home (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
I have access to the internet and use it at home	3278 90%	2770 90%	264 87%	150 89%	94 92%	3278 90%	2853 90%	425 88%	560 96%	2717 89%	855 95%	1231 99%	1111 100%	3278 90%	371 85%	1077 91%	789 99%
I have access to the internet, but I don't use it at home	148 4%	126 4%	13 4%	6 3%	3 3%	148 4%	123 4%	26 5%	15 3%	133 4%	34 4%	10 1%	2 *	148 4%	19 4%	57 5%	8 1%
I do not have internet access at home	209 6%	167 5%	24 8%	12 7%	5 5%	209 6%	178 6%	31 6%	6 1%	203 7%	7 1%	3 *	- -%	209 6%	39 9%	46 4%	2 *%
Don't know	8 *%	7 *%	1 *%	* *%	- -%	8 *%	8 *%	* *%	3 1%	5 *%	3 *%	2 *%	- -%	8 *%	5 1%	2 *%	- -%
INTERNET ACCESS AT HOME																	
YES	3426 94%	2896 94%	278 92%	156 93%	97 95%	3426 94%	2976 94%	450 94%	575 98%	2851 93%	889 99%	1240 100%	1112 100%	3426 94%	390 90%	1133 96%	797 100%
NO	209 6%	167 5%	24 8%	12 7%	5 5%	209 6%	178 6%	31 6%	6 1%	203 7%	7 1%	3 *%	- -%	209 6%	39 9%	46 4%	2 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC1. Do you or does anyone in your household have access to the internet at home (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
I have access to the internet and use it at home	3278	810	1697	683	3278	889	2194	2177	1060
	90%	93%	89%	89%	90%	79%	95%	87%	97%
		bcd					e		g
I have access to the internet, but I don't use it at home	148	23	95	26	148	84	49	115	31
	4%	3%	5%	3%	4%	8%	2%	5%	3%
						f			
I do not have internet access at home	209	30	111	59	209	140	61	209	-
	6%	3%	6%	8%	6%	12%	3%	8%	-%
				a		f		h	
Don't know	8	4	4	*	8	6	2	8	1
	2%	2%	2%	0%	2%	1%	0%	2%	2%
INTERNET ACCESS AT HOME									
YES	3426	834	1792	709	3426	973	2243	2292	1091
	94%	96%	94%	92%	94%	87%	97%	91%	100%
		c					e		g
NO	209	30	111	59	209	140	61	209	-
	6%	3%	6%	8%	6%	12%	3%	8%	-%
				a		f		h	

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 25

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents that have internet access at home

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3498	447	542	642	562	574	731	3498	1630	1853	864	1058	669	900	1922	1569	3498
Effective Weighted Sample	2600	337	417	487	438	422	517	2600	1230	1359	684	803	494	627	1478	1120	2600
Total	3426	393	607	566	609	547	704	3426	1622	1786	1006	1003	642	766	2009	1408	3426
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3118	332	545	504	578	504	655	3118	1463	1644	921	933	580	676	1853	1257	3118
	91%	84%	90%	89%	95%	92%	93%	91%	90%	92%	92%	93%	90%	88%	92%	89%	91%
				abcg	a	a	a					mo			mo		
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1475	198	334	286	259	211	187	1475	702	768	450	447	275	302	897	577	1475
	43%	50%	55%	51%	43%	39%	27%	43%	43%	43%	45%	45%	43%	39%	45%	41%	43%
		ef	defg	efg	f	f		f									
Some other way of going online at home	8	-	*	1	1	3	2	8	4	3	1	3	4	*	4	4	8
	*%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
Don't know	21	4	1	4	2	-	10	21	7	13	1	7	5	9	8	13	21
	1%	1%	*%	1%	*%	-%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 25

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents that have internet access at home

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3498	2539	311	322	326	3498	2987	511	598	2900	862	1333	1185	3498	447	1188	779
Effective Weighted Sample	2600	2063	245	243	268	2600	2238	363	421	2179	618	983	944	2600	312	877	601
Total	3426	2896	278	156	97	3426	2976	450	575	2851	889	1240	1112	3426	390	1133	797
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3118 91%	2636 91%	253 91%	140 90%	89 93%	3118 91%	2696 91%	422 94%	441 77%	2677 94%	744 84%	1150 93%	1068 96%	3118 91%	326 84%	1041 92%	742 93%
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1475 43%	1296 45%	111 40%	36 23%	33 35%	1475 43%	1301 44%	175 39%	274 48%	1201 42%	324 36%	551 44%	560 50%	1475 43%	162 42%	478 42%	352 44%
Some other way of going online at home	8 *%	6 *%	1 *%	* *%	* 1%	8 *%	6 *%	2 *%	4 1%	4 *%	4 *%	2 *%	2 *%	8 *%	- -%	3 *%	* *%
Don't know	21 1%	20 1%	- -%	- -%	1 1%	21 1%	18 1%	3 1%	6 1%	15 1%	7 1%	3 *%	- -%	21 1%	4 1%	1 *%	2 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents that have internet access at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3498	799	1807	805	3498	988	2320	2411	1050
Effective Weighted Sample	2600	610	1355	574	2600	706	1758	1802	774
Total	3426	834	1792	709	3426	973	2243	2292	1091
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3118	776	1650	618	3118	863	2081	2091	995
	91%	93%	92%	87%	91%	89%	93%	91%	91%
		c	c		c		e		
Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1475	372	779	287	1475	366	1022	952	499
	43%	45%	43%	40%	43%	38%	46%	42%	46%
							e		
Some other way of going online at home	8	1	2	5	8	4	2	6	2
	*%	*%	*%	1%	*%	*%	*%	*%	*%
Don’t know	21	*	11	6	21	10	7	14	4
	1%	*%	1%	1%	1%	1%	*%	1%	*%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3118	332	545	504	578	504	655	3118	1463	1644	921	933	580	676	1853	1257	3118
	86%	84%	89%	87%	94%	87%	76%	86%	84%	87%	90%	89%	84%	77%	90%	80%	86%
		f	f	f	abcefg	f		f			lmop	lmop	m		lmop		mo
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1475	198	334	286	259	211	187	1475	702	768	450	447	275	302	897	577	1475
	40%	50%	54%	50%	42%	37%	22%	40%	40%	41%	44%	43%	40%	35%	43%	37%	40%
		efg	defg	efg	f	f		f			mo	mo			mo		m
Some other way of going online at home	8	-	*	1	1	3	2	8	4	3	1	3	4	*	4	4	8
	*%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
NO INTERNET ACCESS AT HOME	209	3	6	6	2	30	161	209	115	94	14	40	49	103	54	153	209
	6%	1%	1%	1%	*%	5%	19%	6%	7%	5%	1%	4%	7%	12%	3%	10%	6%
						abcd	abcdeg	abcd				j	jkn	jklnp		jknp	jn
Don't know	30	4	1	10	4	-	10	30	10	18	1	10	5	13	11	19	30
	1%	1%	*%	2%	1%	-%	1%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%
				e										j			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 26

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3118 86%	2636 86%	253 84%	140 83%	89 88%	3118 86%	2696 85%	422 88%	441 75%	2677 88%	744 83%	1150 92%	1068 96%	3118 86%	326 75%	1041 88%	742 93%
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1475 40%	1296 42%	111 37%	36 21%	33 33%	1475 40%	1301 41%	175 36%	274 47%	1201 39%	324 36%	551 44%	560 50%	1475 40%	162 37%	478 40%	352 44%
Some other way of going online at home	8 *%	6 *%	1 *%	* *%	* *%	8 *%	6 *%	2 *%	4 1%	4 *%	4 *%	2 *%	2 *%	8 *%	- -%	3 *%	* *%
NO INTERNET ACCESS AT HOME	209 6%	167 5%	24 8%	12 7%	5 5%	209 6%	178 6%	31 6%	6 1%	203 7%	7 1%	3 *%	- -%	209 6%	39 9%	46 4%	2 *%
Don't know	30 1%	28 1%	1 *%	* *%	1 1%	30 1%	26 1%	3 1%	9 2%	20 1%	10 1%	5 *%	- -%	30 1%	9 2%	4 *%	2 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3118	776	1650	618	3118	863	2081	2091	995
	86%	90%	87%	80%	86%	77%	90%	83%	91%
		c	c		c		e		g
Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1475	372	779	287	1475	366	1022	952	499
	40%	43%	41%	37%	40%	33%	44%	38%	46%
							e		g
Some other way of going online at home	8	1	2	5	8	4	2	6	2
	%	%	%	1%	%	%	%	%	%
NO INTERNET ACCESS AT HOME	209	30	111	59	209	140	61	209	-
	6%	3%	6%	8%	6%	12%	3%	8%	-%
				a		f		h	
Don’t know	30	4	15	6	30	17	9	21	5
	1%	%	1%	1%	1%	1%	%	1%	%
						f			

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 27

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Your Workplace	1511	176	394	339	320	231	52	1511	739	762	575	521	286	125	1096	412	1511
	41%	44%	64%	59%	52%	40%	6%	41%	42%	40%	56%	50%	41%	14%	53%	26%	41%
		f	adefg	aefg	efg	f		f			klmop	lmop	mo		lmop	m	mo
While travelling	1502	172	293	294	305	246	193	1502	744	757	492	508	257	242	1000	499	1502
	41%	43%	48%	51%	50%	43%	22%	41%	43%	40%	48%	49%	37%	28%	48%	32%	41%
		f	f	fg	fg	f		f			lmop	lmop	m		lmop		mo
In someone else's home	1452	220	298	281	261	207	185	1452	637	811	450	443	270	286	892	556	1452
	40%	55%	49%	49%	43%	36%	21%	40%	37%	43%	44%	42%	39%	33%	43%	36%	40%
		defg	efg	efg	f	f		f		h	mo	mo			mo		m
In cafes/ restaurants/ pubs/ bars	1347	179	273	278	275	193	149	1347	625	717	444	429	245	227	873	473	1347
	37%	45%	45%	48%	45%	33%	17%	37%	36%	38%	44%	41%	35%	26%	42%	30%	37%
		efg	efg	efg	efg	f		f			lmop	mo	m		lmop		mo
In shops or shopping centres	1207	165	272	240	246	163	121	1207	532	673	394	379	219	210	773	429	1207
	33%	41%	44%	42%	40%	28%	14%	33%	31%	36%	39%	36%	32%	24%	37%	27%	33%
		efg	efg	efg	efg	f		f		h	mop	mo	m		mop		mo
On public transport	1054	166	239	215	198	136	100	1054	543	506	345	342	169	194	688	363	1054
	29%	42%	39%	37%	32%	23%	12%	29%	31%	27%	34%	33%	24%	22%	33%	23%	29%
		defg	efg	efg	ef	f		f			lmo	lmo			lmop		mo
Outdoor areas such as parks	849	105	163	177	198	125	81	849	412	433	287	266	147	145	553	292	849
	23%	27%	27%	31%	32%	22%	9%	23%	24%	23%	28%	25%	21%	17%	27%	19%	23%
		f	f	efg	efg	f		f			lmop	mo			mo		mo
In leisure centres/ gyms/ sports grounds	682	120	168	150	134	70	40	682	331	346	251	224	108	95	476	203	682
	19%	30%	27%	26%	22%	12%	5%	19%	19%	18%	25%	21%	16%	11%	23%	13%	19%
		defg	efg	efg	ef	f		ef			lmop	lmo			lmop		mo
School/ College/ University	336	162	84	44	26	15	4	336	147	183	114	127	48	44	241	92	336
	9%	41%	14%	8%	4%	3%	1%	9%	8%	10%	11%	12%	7%	5%	12%	6%	9%
		bcdefg	cdefg	ef	f	f		def			mo	lmo			lmo		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 27

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Library	330	74	84	74	30	33	35	330	161	167	124	100	45	60	224	105	330
	9%	19%	14%	13%	5%	6%	4%	9%	9%	9%	12%	10%	7%	7%	11%	7%	9%
		defg	defg	defg				df			lmo				lmo		
Internet café	302	68	73	60	48	35	19	302	163	135	117	90	48	47	207	95	302
	8%	17%	12%	10%	8%	6%	2%	8%	9%	7%	11%	9%	7%	5%	10%	6%	8%
		cdefg	ef	f	f	f		f			lmp				mo		m
UK culture centre/ Learn Direct/ Other online learning centres	128	17	42	24	24	13	9	128	69	60	54	29	26	19	84	45	128
	4%	4%	7%	4%	4%	2%	1%	4%	4%	3%	5%	3%	4%	2%	4%	3%	4%
		f	efg	f	f			f			mo						
Some other way	39	7	-	6	4	13	9	39	23	16	13	10	4	11	22	15	39
	1%	2%	-%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b				b											
No - I do not access the internet away from home	842	17	55	55	81	132	501	842	407	435	114	182	191	356	296	546	842
	23%	4%	9%	10%	13%	23%	58%	23%	23%	23%	11%	17%	28%	41%	14%	35%	23%
				a	a	abcd	abcdeg	abcd				j	jkn	jklnp		jklnp	jkn
SUMMARY WHERE THE INTERNET IS USED																	
USE AT HOME AND USE ELSEWHERE	2726	371	533	503	523	438	357	2726	1294	1416	890	849	484	494	1739	978	2726
	75%	94%	87%	87%	85%	76%	41%	75%	74%	75%	87%	81%	70%	57%	84%	62%	75%
		bcdefg	efg	efg	efg	f		f			klmop	lmop	mo		lmop		mo
USE ELSEWHERE BUT NOT AT HOME	75	8	25	18	9	8	7	75	39	35	16	16	17	25	32	42	75
	2%	2%	4%	3%	2%	1%	1%	2%	2%	2%	2%	1%	2%	3%	2%	3%	2%
			f	f													
USE AT HOME BUT NOT ELSEWHERE	552	17	53	49	81	92	260	552	249	303	93	125	120	214	218	334	552
	15%	4%	9%	8%	13%	16%	30%	15%	14%	16%	9%	12%	17%	24%	11%	21%	15%
					a	abc	abcdeg	abc					jkn	jklnp		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
TOTAL USE AT HOME OR USE ELSEWHERE	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
	92%	100%	100%	99%	100%	93%	72%	92%	91%	93%	98%	95%	90%	84%	96%	86%	92%
		efg	efg	efg	efg	f	f	f			klmop	lmo	m		lmop		mo
DO NOT USE AT HOME OR ELSEWHERE	290	-	2	7	-	40	242	290	158	132	21	57	71	142	78	212	290
	8%	-%	*%	1%	-%	7%	28%	8%	9%	7%	2%	5%	10%	16%	4%	14%	8%
						abcd	abcdeg	abcd				j	jkn	jklnp		jknp	jn
ANY USE OUTSIDE THE HOME	2801	380	558	522	532	445	364	2801	1334	1451	906	865	501	519	1771	1020	2801
	77%	96%	91%	90%	87%	77%	42%	77%	77%	77%	89%	83%	72%	59%	86%	65%	77%
		cdefg	efg	efg	efg	f	f	f			klmop	lmop	mo		lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 27

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Your Workplace	1511	1268	138	59	46	1511	1334	178	185	1326	221	545	728	1511	130	463	488
	41%	41%	46%	35%	45%	41%	42%	37%	32%	43%	25%	44%	65%	41%	30%	39%	61%
										h		j	jkm	j		n	no
While travelling	1502	1255	143	65	39	1502	1314	188	180	1323	195	563	736	1502	131	478	428
	41%	41%	47%	39%	38%	41%	42%	39%	31%	43%	22%	45%	66%	41%	30%	40%	54%
										h		j	jkm	j		n	no
In someone else's home	1452	1235	113	60	45	1452	1265	187	207	1245	199	543	689	1452	152	456	393
	40%	40%	37%	36%	44%	40%	40%	39%	35%	41%	22%	44%	62%	40%	35%	39%	49%
												j	jkm	j			no
In cafes/ restaurants/ pubs/ bars	1347	1100	130	71	47	1347	1184	163	184	1164	177	497	670	1347	134	420	366
	37%	36%	43%	42%	46%	37%	37%	34%	31%	38%	20%	40%	60%	37%	31%	36%	46%
					ae					h		j	jkm	j			no
In shops or shopping centres	1207	1001	101	67	38	1207	1066	141	164	1044	160	442	602	1207	134	403	327
	33%	33%	34%	40%	37%	33%	34%	29%	28%	34%	18%	35%	54%	33%	31%	34%	41%
												j	jkm	j			no
On public transport	1054	870	104	51	30	1054	926	127	154	900	145	373	532	1054	121	342	294
	29%	28%	34%	30%	29%	29%	29%	26%	26%	29%	16%	30%	48%	29%	28%	29%	37%
												j	jkm	j			no
Outdoor areas such as parks	849	701	79	40	28	849	743	106	115	734	103	288	456	849	78	253	245
	23%	23%	26%	24%	27%	23%	24%	22%	20%	24%	11%	23%	41%	23%	18%	21%	31%
												j	jkm	j			no
In leisure centres/ gyms/ sports grounds	682	567	57	33	24	682	614	68	62	620	72	199	411	682	52	223	216
	19%	18%	19%	20%	24%	19%	19%	14%	11%	20%	8%	16%	37%	19%	12%	19%	27%
										h		j	jkm	j		n	no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 27

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
School/ College/ University	336	278	30	17	10	336	311	24	32	304	65	121	148	336	62	87	70
	9%	9%	10%	10%	10%	9%	10%	5%	5%	10%	7%	10%	13%	9%	14%	7%	9%
Library	330	272	30	16	11	330	307	22	35	294	52	122	151	330	61	108	83
	9%	9%	10%	10%	10%	9%	10%	5%	6%	10%	6%	10%	14%	9%	14%	9%	10%
Internet café	302	264	12	15	10	302	272	30	36	266	47	102	151	302	37	108	86
	8%	9%	4%	9%	10%	8%	9%	6%	6%	9%	5%	8%	14%	8%	8%	9%	11%
UK culture centre/ Learn Direct/ Other online learning centres	128	112	6	7	4	128	115	13	18	111	30	43	55	128	21	39	42
	4%	4%	2%	4%	4%	4%	4%	3%	3%	4%	3%	3%	5%	4%	5%	3%	5%
Some other way	39	34	4	1	-	39	30	9	6	33	13	13	10	39	5	10	11
	1%	1%	1%	*%	-%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
No - I do not access the internet away from home	842	711	61	46	24	842	708	134	135	707	294	162	42	842	112	288	78
	23%	23%	20%	27%	24%	23%	22%	28%	23%	23%	33%	13%	4%	23%	26%	24%	10%
SUMMARY WHERE THE INTERNET IS USED																	
USE AT HOME AND USE ELSEWHERE	2726	2299	230	119	77	2726	2385	341	425	2300	561	1069	1068	2726	299	869	716
	75%	75%	76%	71%	75%	75%	75%	71%	73%	75%	62%	86%	96%	75%	69%	74%	90%
USE ELSEWHERE BUT NOT AT HOME	75	60	11	3	1	75	69	6	24	51	43	15	2	75	23	25	6
	2%	2%	4%	2%	1%	2%	2%	1%	4%	2%	5%	1%	*%	2%	5%	2%	1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 27

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
USE AT HOME BUT NOT ELSEWHERE	552 15%	470 15%	34 11%	31 19%	17 16%	552 15%	469 15%	84 17%	135 23% i	417 14%	294 33% klm	162 13% l	42 4%	552 15% l	71 16% p	208 18% p	74 9%
TOTAL USE AT HOME OR USE ELSEWHERE	3353 92%	2830 92%	275 91%	153 91%	95 93%	3353 92%	2922 92%	431 90%	585 100% i	2768 91%	899 100% m	1246 100% m	1112 100% m	3353 92%	393 91%	1101 93%	795 100% no
DO NOT USE AT HOME OR ELSEWHERE	290 8%	240 8%	27 9%	15 9%	7 7%	290 8%	239 8%	51 10%	- -%	290 9% h	- -%	- -%	- -%	290 8% jkl	41 9% p	80 7% p	4 *% p
ANY USE OUTSIDE THE HOME	2801 77%	2360 77%	241 80%	122 73%	78 76%	2801 77%	2454 78%	347 72%	450 77%	2351 77%	605 67%	1084 87% jm	1070 96% jkm	2801 77% j	322 74%	894 76%	722 90% no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Your Workplace	1511	417	802	262	1511	330	1096	894	601
	41%	48%	42%	34%	41%	29%	48%	36%	55%
		cd	c		c		e		g
While travelling	1502	410	790	267	1502	330	1094	1000	488
	41%	47%	41%	35%	41%	30%	47%	40%	45%
		cd	c		c		e		
In someone else's home	1452	359	769	288	1452	358	1022	944	496
	40%	41%	40%	37%	40%	32%	44%	38%	45%
							e		g
In cafes/ restaurants/ pubs/ bars	1347	355	691	261	1347	326	966	850	481
	37%	41%	36%	34%	37%	29%	42%	34%	44%
							e		g
In shops or shopping centres	1207	319	627	237	1207	276	877	751	445
	33%	37%	33%	31%	33%	25%	38%	30%	41%
							e		g
On public transport	1054	276	535	217	1054	272	729	680	354
	29%	32%	28%	28%	29%	24%	32%	27%	32%
							e		g
Outdoor areas such as parks	849	254	416	159	849	178	632	524	314
	23%	29%	22%	21%	23%	16%	27%	21%	29%
		bcd					e		g
In leisure centres/ gyms/ sports grounds	682	208	351	101	682	139	511	400	271
	19%	24%	18%	13%	19%	12%	22%	16%	25%
		bcd	c		c		e		g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
School/ College/ University	336	91	178	49	336	95	210	211	109
	9%	11%	9%	6%	9%	8%	9%	8%	10%
Library	330	77	164	78	330	113	194	194	125
	9%	9%	9%	10%	9%	10%	8%	8%	11%
		c							g
Internet café	302	68	151	74	302	79	197	166	120
	8%	8%	8%	10%	8%	7%	9%	7%	11%
									g
UK culture centre/ Learn Direct/ Other online learning centres	128	30	66	30	128	39	79	70	48
	4%	3%	3%	4%	4%	4%	3%	3%	4%
Some other way	39	10	12	10	39	17	15	29	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%
No - I do not access the internet away from home	842	162	466	186	842	398	396	715	126
	23%	19%	24%	24%	23%	36%	17%	29%	12%
			a			f		h	
SUMMARY WHERE THE INTERNET IS USED									
USE AT HOME AND USE ELSEWHERE	2726	697	1402	558	2726	682	1878	1752	934
	75%	80%	73%	73%	75%	61%	81%	70%	86%
		bcd				e			g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
USE ELSEWHERE BUT NOT AT HOME	75 2%	8 1%	40 2%	25 3% a	75 2%	39 3% f	32 1%	41 2%	32 3%
USE AT HOME BUT NOT ELSEWHERE	552 15%	114 13%	295 15%	126 16%	552 15%	207 18% f	316 14%	425 17% h	126 12%
TOTAL USE AT HOME OR USE ELSEWHERE	3353 92%	818 94% b	1737 91%	709 92%	3353 92%	928 83%	2226 97% e	2219 88%	1092 100% g
DO NOT USE AT HOME OR ELSEWHERE	290 8%	49 6%	171 9% a	60 8%	290 8%	191 17% f	80 3%	290 12% h	- -%
ANY USE OUTSIDE THE HOME	2801 77%	705 81% b	1441 76%	583 76%	2801 77%	721 64%	1910 83% e	1793 71%	966 88% g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC3. In the past year, have you asked someone else to do something for you on the internet? (SINGLE CODE)

Base : All respondents that do not use the internet at home

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN h	WOMAN i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	230	8	17	15	5	27	158	230	125	104	28	45	50	106	73	156	230
Effective Weighted Sample	191	6	14	11	4	23	134	191	104	87	22	36	43	90	58	132	191
Total	357	8	27	20	7	47	248	357	194	162	37	69	87	162	107	248	357
Yes	187	**	**	**	**	**	123	187	101	86	**	**	**	79	**	123	187
	52%	**	**	**	**	**	50%	52%	52%	53%	**	**	**	49%	**	49%	52%
No	170	**	**	**	**	**	125	170	93	76	**	**	**	83	**	126	170
	48%	**	**	**	**	**	50%	48%	48%	47%	**	**	**	51%	**	51%	48%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC3. In the past year, have you asked someone else to do something for you on the internet? (SINGLE CODE)

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	f	~g	~h	i	~j	~k	~l	m	~n	~o	~p
Unweighted total	230	155	36	22	17	230	191	39	14	216	31	10	2	230	39	65	5
Effective Weighted Sample	191	144	30	20	15	191	160	31	11	181	23	9	2	191	33	54	4
Total	357	293	38	17	8	357	300	56	21	336	40	13	2	357	58	102	10
Yes	187	155	**	**	**	187	156	**	**	175	**	**	**	187	**	**	**
	52%	53%	**	**	**	52%	52%	**	**	52%	**	**	**	52%	**	**	**
No	170	139	**	**	**	170	144	**	**	160	**	**	**	170	**	**	**
	48%	47%	**	**	**	48%	48%	**	**	48%	**	**	**	48%	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC3. In the past year, have you asked someone else to do something for you on the internet? (SINGLE CODE)

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	~c	d	e	~f	g	~h
Unweighted total	230	32	130	61	230	143	73	207	22
Effective Weighted Sample	191	28	108	50	191	120	60	174	16
Total	357	53	206	85	357	224	110	324	31
Yes	187	**	114	**	187	116	**	164	**
	52%	**	55%	**	52%	52%	**	51%	**
No	170	**	93	**	170	108	**	159	**
	48%	**	45%	**	48%	48%	**	49%	**

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f		MAN ~h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE ~o	ALL UK p
Significance Level: 99%																	
Unweighted total	118	6	9	11	2	14	76	118	67	51	18	24	24	51	42	75	118
Effective Weighted Sample	100	5	8	9	2	12	66	100	56	44	14	20	21	44	34	65	100
Total	187	6	16	16	1	24	123	187	101	86	24	38	44	79	62	123	187
To buy something/ for shopping	79 42%	** **	** **	** **	** **	** **	** **	79 42%	** **	** **	** **	** **	** **	** **	** **	** **	79 42%
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	56 30%	** **	** **	** **	** **	** **	** **	56 30%	** **	** **	** **	** **	** **	** **	** **	** **	56 30%
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	50 26%	** **	** **	** **	** **	** **	** **	50 26%	** **	** **	** **	** **	** **	** **	** **	** **	50 26%
To access other information	45 24%	** **	** **	** **	** **	** **	** **	45 24%	** **	** **	** **	** **	** **	** **	** **	** **	45 24%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	31 17%	** **	** **	** **	** **	** **	** **	31 17%	** **	** **	** **	** **	** **	** **	** **	** **	31 17%
To get help with banking/ access to finance or money	23 12%	** **	** **	** **	** **	** **	** **	23 12%	** **	** **	** **	** **	** **	** **	** **	** **	23 12%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	AGE							GENDER		SEG							
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN ~h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE ~o	ALL UK p	
Significance Level: 99%																		
Unweighted total	118	6	9	11	2	14	76	118	67	51	18	24	24	51	42	75	118	
Effective Weighted Sample	100	5	8	9	2	12	66	100	56	44	14	20	21	44	34	65	100	
Total	187	6	16	16	1	24	123	187	101	86	24	38	44	79	62	123	187	
To get in touch with someone	21 11%	**	**	**	**	**	**	21 11%	**	**	**	**	**	**	**	**	**	21 11%
Something else	2 1%	**	**	**	**	**	**	2 1%	**	**	**	**	**	**	**	**	**	2 1%
Don't know	3 1%	**	**	**	**	**	**	3 1%	**	**	**	**	**	**	**	**	**	3 1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN ~f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 99%																	
Unweighted total	118	81	19	10	8	118	98	20	8	110	16	8	1	118	19	39	2
Effective Weighted Sample	100	75	18	9	7	100	84	17	7	94	12	7	1	100	16	33	2
Total	187	155	20	8	4	187	156	31	12	175	23	10	1	187	28	62	5
To buy something/ for shopping	79 42%	** **	** **	** **	** **	79 42%	** **	** **	** **	74 42%	** **	** **	** **	79 42%	** **	** **	** **
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	56 30%	** **	** **	** **	** **	56 30%	** **	** **	** **	56 32%	** **	** **	** **	56 30%	** **	** **	** **
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	50 26%	** **	** **	** **	** **	50 26%	** **	** **	** **	45 26%	** **	** **	** **	50 26%	** **	** **	** **
To access other information	45 24%	** **	** **	** **	** **	45 24%	** **	** **	** **	43 24%	** **	** **	** **	45 24%	** **	** **	** **
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	31 17%	** **	** **	** **	** **	31 17%	** **	** **	** **	31 18%	** **	** **	** **	31 17%	** **	** **	** **
To get help with banking/ access to finance or money	23 12%	** **	** **	** **	** **	23 12%	** **	** **	** **	23 13%	** **	** **	** **	23 12%	** **	** **	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL UK e	URBAN ~f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 99%																	
Unweighted total	118	81	19	10	8	118	98	20	8	110	16	8	1	118	19	39	2
Effective Weighted Sample	100	75	18	9	7	100	84	17	7	94	12	7	1	100	16	33	2
Total	187	155	20	8	4	187	156	31	12	175	23	10	1	187	28	62	5
To get in touch with someone	21 11%	** **	** **	** **	** **	21 11%	** **	** **	** **	21 12%	** **	** **	** **	21 11%	** **	** **	** **
Something else	2 1%	** **	** **	** **	** **	2 1%	** **	** **	** **	2 1%	** **	** **	** **	2 1%	** **	** **	** **
Don't know	3 1%	** **	** **	** **	** **	3 1%	** **	** **	** **	3 2%	** **	** **	** **	3 1%	** **	** **	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c		REPORTS ~e	DOES NOT REPORT ~f	NONE g	ANY ~h
Significance Level: 99%									
Unweighted total	118	17	68	30	118	73	40	103	14
Effective Weighted Sample	100	15	58	24	100	61	34	88	11
Total	187	31	114	38	187	116	63	164	20
To buy something/ for shopping	79	**	**	**	79	**	**	72	**
	42%	**	**	**	42%	**	**	44%	**
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	56	**	**	**	56	**	**	46	**
	30%	**	**	**	30%	**	**	28%	**
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	50	**	**	**	50	**	**	42	**
	26%	**	**	**	26%	**	**	25%	**
To access other information	45	**	**	**	45	**	**	43	**
	24%	**	**	**	24%	**	**	26%	**
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	31	**	**	**	31	**	**	26	**
	17%	**	**	**	17%	**	**	16%	**
To get help with banking/ access to finance or money	23	**	**	**	23	**	**	19	**
	12%	**	**	**	12%	**	**	12%	**

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	~b	~c	d	~e	~f	g	~h
Unweighted total	118	17	68	30	118	73	40	103	14
Effective Weighted Sample	100	15	58	24	100	61	34	88	11
Total	187	31	114	38	187	116	63	164	20
To get in touch with someone	21	**	**	**	21	**	**	20	**
	11%	**	**	**	11%	**	**	12%	**
Something else	2	**	**	**	2	**	**	2	**
	1%	**	**	**	1%	**	**	1%	**
Don't know	3	**	**	**	3	**	**	3	**
	1%	**	**	**	1%	**	**	2%	**

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN h	WOMAN i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	230	8	17	15	5	27	158	230	125	104	28	45	50	106	73	156	230
Effective Weighted Sample	191	6	14	11	4	23	134	191	104	87	22	36	43	90	58	132	191
Total	357	8	27	20	7	47	248	357	194	162	37	69	87	162	107	248	357
To buy something/ for shopping	79 22%	** **	** **	** **	** **	** **	62 25%	79 22%	34 17%	45 28%	** **	** **	** **	25 16%	** **	44 18%	79 22%
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	56 16%	** **	** **	** **	** **	** **	32 13%	56 16%	33 17%	23 14%	** **	** **	** **	23 14%	** **	38 15%	56 16%
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	50 14%	** **	** **	** **	** **	** **	34 14%	50 14%	26 13%	24 15%	** **	** **	** **	22 13%	** **	35 14%	50 14%
To access other information	45 13%	** **	** **	** **	** **	** **	36 15%	45 13%	16 8%	28 18%	** **	** **	** **	26 16%	** **	33 13%	45 13%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	31 9%	** **	** **	** **	** **	** **	15 6%	31 9%	21 11%	10 6%	** **	** **	** **	22 13%	** **	24 10%	31 9%
To get help with banking/ access to finance or money	23 6%	** **	** **	** **	** **	** **	14 6%	23 6%	20 10%	3 2%	** **	** **	** **	7 4%	** **	11 5%	23 6%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN h	WOMAN i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	230	8	17	15	5	27	158	230	125	104	28	45	50	106	73	156	230
Effective Weighted Sample	191	6	14	11	4	23	134	191	104	87	22	36	43	90	58	132	191
Total	357	8	27	20	7	47	248	357	194	162	37	69	87	162	107	248	357
To get in touch with someone	21 6%	** **	** **	** **	** **	** **	17 7%	21 6%	9 5%	12 8%	** **	** **	** **	6 4%	** **	13 5%	21 6%
Something else	2 *%	** **	** **	** **	** **	** **	- -%	2 *%	2 1%	- -%	** **	** **	** **	2 1%	** **	2 1%	2 *%
Don't know	3 1%	** **	** **	** **	** **	** **	- -%	3 1%	3 1%	- -%	** **	** **	** **	3 2%	** **	3 1%	3 1%
HAVE NOT ASKED SOMEONE TO DO SOMETHING FOR THEM ONLINE	170 48%	** **	** **	** **	** **	** **	125 50%	170 48%	93 48%	76 47%	** **	** **	** **	83 51%	** **	126 51%	170 48%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 99%																	
Unweighted total	230	155	36	22	17	230	191	39	14	216	31	10	2	230	39	65	5
Effective Weighted Sample	191	144	30	20	15	191	160	31	11	181	23	9	2	191	33	54	4
Total	357	293	38	17	8	357	300	56	21	336	40	13	2	357	58	102	10
To buy something/ for shopping	79 22%	59 20%	** **	** **	** **	79 22%	57 19%	** **	** **	74 22%	** **	** **	** **	79 22%	** **	** **	** **
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	56 16%	48 17%	** **	** **	** **	56 16%	52 17%	** **	** **	56 17%	** **	** **	** **	56 16%	** **	** **	** **
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	50 14%	43 15%	** **	** **	** **	50 14%	39 13%	** **	** **	45 13%	** **	** **	** **	50 14%	** **	** **	** **
To access other information	45 13%	39 13%	** **	** **	** **	45 13%	35 12%	** **	** **	43 13%	** **	** **	** **	45 13%	** **	** **	** **
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	31 9%	27 9%	** **	** **	** **	31 9%	24 8%	** **	** **	31 9%	** **	** **	** **	31 9%	** **	** **	** **
To get help with banking/ access to finance or money	23 6%	19 7%	** **	** **	** **	23 6%	15 5%	** **	** **	23 7%	** **	** **	** **	23 6%	** **	** **	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	f	~g	~h	i	~j	~k	~l	m	~n	~o	~p
Unweighted total	230	155	36	22	17	230	191	39	14	216	31	10	2	230	39	65	5
Effective Weighted Sample	191	144	30	20	15	191	160	31	11	181	23	9	2	191	33	54	4
Total	357	293	38	17	8	357	300	56	21	336	40	13	2	357	58	102	10
To get in touch with someone	21 6%	20 7%	**	**	**	21 6%	16 5%	**	**	21 6%	**	**	**	21 6%	**	**	**
Something else	2 *%	2 1%	**	**	**	2 *%	2 1%	**	**	2 *%	**	**	**	2 *%	**	**	**
Don't know	3 1%	2 1%	**	**	**	3 1%	3 1%	**	**	3 1%	**	**	**	3 1%	**	**	**
HAVE NOT ASKED SOMEONE TO DO DO SOMETHING FOR THEM ONLINE	170 48%	139 47%	**	**	**	170 48%	144 48%	**	**	160 48%	**	**	**	170 48%	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY b	STRUGGLING ~c		REPORTS e	DOES NOT REPORT ~f	NONE g	ANY ~h
Significance Level: 99%									
Unweighted total	230	32	130	61	230	143	73	207	22
Effective Weighted Sample	191	28	108	50	191	120	60	174	16
Total	357	53	206	85	357	224	110	324	31
To buy something/ for shopping	79	**	51	**	79	47	**	72	**
	22%	**	25%	**	22%	21%	**	22%	**
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	56	**	39	**	56	33	**	46	**
	16%	**	19%	**	16%	15%	**	14%	**
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	50	**	40	**	50	35	**	42	**
	14%	**	19%	**	14%	16%	**	13%	**
To access other information	45	**	29	**	45	33	**	43	**
	13%	**	14%	**	13%	15%	**	13%	**
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	31	**	19	**	31	19	**	26	**
	9%	**	9%	**	9%	9%	**	8%	**
To get help with banking/ access to finance or money	23	**	20	**	23	15	**	19	**
	6%	**	9%	**	6%	7%	**	6%	**

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	~c	d	e	~f	g	~h
Unweighted total	230	32	130	61	230	143	73	207	22
Effective Weighted Sample	191	28	108	50	191	120	60	174	16
Total	357	53	206	85	357	224	110	324	31
To get in touch with someone	21	**	10	**	21	12	**	20	**
	6%	**	5%	**	6%	5%	**	6%	**
Something else	2	**	-	**	2	2	**	2	**
	*%	**	-%	**	*%	1%	**	1%	**
Don't know	3	**	-	**	3	3	**	3	**
	1%	**	-%	**	1%	1%	**	1%	**
HAVE NOT ASKED SOMEONE TO DO DO SOMETHING FOR THEM ONLINE	170	**	93	**	170	108	**	159	**
	48%	**	45%	**	48%	48%	**	49%	**

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)

Base : All respondents that do not have internet access at home

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f		MAN ~h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	139	2	4	4	2	18	109	139	76	63	11	26	30	71	37	101	139
Effective Weighted Sample	119	2	4	4	2	15	93	119	66	54	9	22	26	61	31	87	119
Total	209	3	6	6	2	30	161	209	115	94	14	40	49	103	54	153	209
No need to go online/ not interested	144 69%	**	**	**	**	**	119 74%	144 69%	**	**	**	**	**	**	**	108 71%	144 69%
Using the internet is too complicated	36 17%	**	**	**	**	**	32 20%	36 17%	**	**	**	**	**	**	**	24 16%	36 17%
Someone else can go online for me if necessary	33 16%	**	**	**	**	**	29 18%	33 16%	**	**	**	**	**	**	**	17 11%	33 16%
Broadband set up costs are too high	20 9%	**	**	**	**	**	11 7%	20 9%	**	**	**	**	**	**	**	14 9%	20 9%
Getting online/ getting connected to the internet is too complicated	19 9%	**	**	**	**	**	18 11%	19 9%	**	**	**	**	**	**	**	11 7%	19 9%
Concerned about security/ fraud / privacy	18 9%	**	**	**	**	**	15 9%	18 9%	**	**	**	**	**	**	**	12 8%	18 9%
Monthly cost of a fixed broadband service is too high	17 8%	**	**	**	**	**	7 5%	17 8%	**	**	**	**	**	**	**	13 9%	17 8%
Poor eyesight	10 5%	**	**	**	**	**	9 5%	10 5%	**	**	**	**	**	**	**	3 2%	10 5%
Cost of a mobile phone handset to use the internet is too high	6 3%	**	**	**	**	**	3 2%	6 3%	**	**	**	**	**	**	**	6 4%	6 3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)

Base : All respondents that do not have internet access at home

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f		MAN ~h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	139	2	4	4	2	18	109	139	76	63	11	26	30	71	37	101	139
Effective Weighted Sample	119	2	4	4	2	15	93	119	66	54	9	22	26	61	31	87	119
Total	209	3	6	6	2	30	161	209	115	94	14	40	49	103	54	153	209
Cost of a desktop, tablet or laptop computer to use the internet is too high	5 2%	**	**	**	**	**	3 2%	5 2%	**	**	**	**	**	**	**	5 3%	5 2%
Monthly cost of a mobile phone service is too high	4 2%	**	**	**	**	**	3 2%	4 2%	**	**	**	**	**	**	**	4 3%	4 2%
Happy to use the internet at work/ elsewhere	4 2%	**	**	**	**	**	- -%	4 2%	**	**	**	**	**	**	**	3 2%	4 2%
Broadband is too slow where I live	2 1%	**	**	**	**	**	- -%	2 1%	**	**	**	**	**	**	**	- -%	2 1%
Concerned about harmful/ offensive content	2 1%	**	**	**	**	**	2 1%	2 1%	**	**	**	**	**	**	**	- -%	2 1%
Don't have broadband where I live	2 1%	**	**	**	**	**	- -%	2 1%	**	**	**	**	**	**	**	- -%	2 1%
Some other reason	14 7%	**	**	**	**	**	9 5%	14 7%	**	**	**	**	**	**	**	12 8%	14 7%
Don't know	8 4%	**	**	**	**	**	6 4%	8 4%	**	**	**	**	**	**	**	4 3%	8 4%
SUMMARY																	
ANY REASON RELATING TO COST	36 17%	**	**	**	**	**	20 12%	36 17%	**	**	**	**	**	**	**	26 17%	36 17%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)

Base : All respondents that do not have internet access at home

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f		MAN ~h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	139	2	4	4	2	18	109	139	76	63	11	26	30	71	37	101	139
Effective Weighted Sample	119	2	4	4	2	15	93	119	66	54	9	22	26	61	31	87	119
Total	209	3	6	6	2	30	161	209	115	94	14	40	49	103	54	153	209
ANY REASON RELATING TO BEING TOO COMPLICATED	46 22%	**	**	**	**	**	41 25%	46 22%	**	**	**	**	**	**	**	29 19%	46 22%
ANY REASON RELATING TO CONCERNS ABOUT BEING ONLINE	18 9%	**	**	**	**	**	15 9%	18 9%	**	**	**	**	**	**	**	12 8%	18 9%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)

Base : All respondents that do not have internet access at home

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		~a	~b	~c	~d	e	f	~g	~h	i	~j	~k	~l	m	~n	~o	~p
Unweighted total	139	88	25	15	11	139	116	23	4	135	5	2	-	139	26	26	1
Effective Weighted Sample	119	85	24	14	10	119	100	19	4	115	5	2	-	119	24	23	1
Total	209	167	24	12	5	209	178	31	6	203	7	3	-	209	39	46	2
No need to go online/ not interested	144 69%	** **	** **	** **	** **	144 69%	122 68%	** **	** **	144 71%	** **	** **	** **	144 69%	** **	** **	** **
Using the internet is too complicated	36 17%	** **	** **	** **	** **	36 17%	29 16%	** **	** **	36 18%	** **	** **	** **	36 17%	** **	** **	** **
Someone else can go online for me if necessary	33 16%	** **	** **	** **	** **	33 16%	27 15%	** **	** **	32 16%	** **	** **	** **	33 16%	** **	** **	** **
Broadband set up costs are too high	20 9%	** **	** **	** **	** **	20 9%	20 11%	** **	** **	17 9%	** **	** **	** **	20 9%	** **	** **	** **
Getting online/ getting connected to the internet is too complicated	19 9%	** **	** **	** **	** **	19 9%	19 11%	** **	** **	19 9%	** **	** **	** **	19 9%	** **	** **	** **
Concerned about security/ fraud / privacy	18 9%	** **	** **	** **	** **	18 9%	15 8%	** **	** **	18 9%	** **	** **	** **	18 9%	** **	** **	** **
Monthly cost of a fixed broadband service is too high	17 8%	** **	** **	** **	** **	17 8%	15 8%	** **	** **	14 7%	** **	** **	** **	17 8%	** **	** **	** **
Poor eyesight	10 5%	** **	** **	** **	** **	10 5%	9 5%	** **	** **	10 5%	** **	** **	** **	10 5%	** **	** **	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)

Base : All respondents that do not have internet access at home

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 99%																	
Unweighted total	139	88	25	15	11	139	116	23	4	135	5	2	-	139	26	26	1
Effective Weighted Sample	119	85	24	14	10	119	100	19	4	115	5	2	-	119	24	23	1
Total	209	167	24	12	5	209	178	31	6	203	7	3	-	209	39	46	2
Cost of a mobile phone handset to use the internet is too high	6 3%	** **	** **	** **	** **	6 3%	6 4%	** **	** **	6 3%	** **	** **	** **	6 3%	** **	** **	** **
Cost of a desktop, tablet or laptop computer to use the internet is too high	5 2%	** **	** **	** **	** **	5 2%	5 3%	** **	** **	5 3%	** **	** **	** **	5 2%	** **	** **	** **
Monthly cost of a mobile phone service is too high	4 2%	** **	** **	** **	** **	4 2%	4 2%	** **	** **	4 2%	** **	** **	** **	4 2%	** **	** **	** **
Happy to use the internet at work/ elsewhere	4 2%	** **	** **	** **	** **	4 2%	4 2%	** **	** **	4 2%	** **	** **	** **	4 2%	** **	** **	** **
Broadband is too slow where I live	2 1%	** **	** **	** **	** **	2 1%	2 1%	** **	** **	1 1%	** **	** **	** **	2 1%	** **	** **	** **
Concerned about harmful/ offensive content	2 1%	** **	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	** **	** **	** **	2 1%	** **	** **	** **
Don't have broadband where I live	2 1%	** **	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	** **	** **	** **	2 1%	** **	** **	** **
Some other reason	14 7%	** **	** **	** **	** **	14 7%	11 6%	** **	** **	12 6%	** **	** **	** **	14 7%	** **	** **	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)

Base : All respondents that do not have internet access at home

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 99%																	
Unweighted total	139	88	25	15	11	139	116	23	4	135	5	2	-	139	26	26	1
Effective Weighted Sample	119	85	24	14	10	119	100	19	4	115	5	2	-	119	24	23	1
Total	209	167	24	12	5	209	178	31	6	203	7	3	-	209	39	46	2
Don't know	8 4%	** **	** **	** **	** **	8 4%	8 4%	** **	** **	8 4%	** **	** **	** **	8 4%	** **	** **	** **
SUMMARY																	
ANY REASON RELATING TO COST	36 17%	** **	** **	** **	** **	36 17%	33 19%	** **	** **	31 15%	** **	** **	** **	36 17%	** **	** **	** **
ANY REASON RELATING TO BEING TOO COMPLICATED	46 22%	** **	** **	** **	** **	46 22%	39 22%	** **	** **	46 23%	** **	** **	** **	46 22%	** **	** **	** **
ANY REASON RELATING TO CONCERNS ABOUT BEING ONLINE	18 9%	** **	** **	** **	** **	18 9%	15 8%	** **	** **	18 9%	** **	** **	** **	18 9%	** **	** **	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)

Base : All respondents that do not have internet access at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	~b	~c	d	~e	~f	g	~h
Unweighted total	139	20	73	41	139	97	37	139	-
Effective Weighted Sample	119	18	62	35	119	82	33	119	-
Total	209	30	111	59	209	140	61	209	-
No need to go online/ not interested	144	**	**	**	144	**	**	144	**
	69%	**	**	**	69%	**	**	69%	**
Using the internet is too complicated	36	**	**	**	36	**	**	36	**
	17%	**	**	**	17%	**	**	17%	**
Someone else can go online for me if necessary	33	**	**	**	33	**	**	33	**
	16%	**	**	**	16%	**	**	16%	**
Broadband set up costs are too high	20	**	**	**	20	**	**	20	**
	9%	**	**	**	9%	**	**	9%	**
Getting online/ getting connected to the internet is too complicated	19	**	**	**	19	**	**	19	**
	9%	**	**	**	9%	**	**	9%	**
Concerned about security/ fraud / privacy	18	**	**	**	18	**	**	18	**
	9%	**	**	**	9%	**	**	9%	**
Monthly cost of a fixed broadband service is too high	17	**	**	**	17	**	**	17	**
	8%	**	**	**	8%	**	**	8%	**
Poor eyesight	10	**	**	**	10	**	**	10	**
	5%	**	**	**	5%	**	**	5%	**

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)

Base : All respondents that do not have internet access at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	~b	~c	d	~e	~f	g	~h
Unweighted total	139	20	73	41	139	97	37	139	-
Effective Weighted Sample	119	18	62	35	119	82	33	119	-
Total	209	30	111	59	209	140	61	209	-
Cost of a mobile phone handset to use the internet is too high	6 3%	** **	** **	** **	6 3%	** **	** **	6 3%	** **
Cost of a desktop, tablet or laptop computer to use the internet is too high	5 2%	** **	** **	** **	5 2%	** **	** **	5 2%	** **
Monthly cost of a mobile phone service is too high	4 2%	** **	** **	** **	4 2%	** **	** **	4 2%	** **
Happy to use the internet at work/ elsewhere	4 2%	** **	** **	** **	4 2%	** **	** **	4 2%	** **
Broadband is too slow where I live	2 1%	** **	** **	** **	2 1%	** **	** **	2 1%	** **
Concerned about harmful/ offensive content	2 1%	** **	** **	** **	2 1%	** **	** **	2 1%	** **
Don't have broadband where I live	2 1%	** **	** **	** **	2 1%	** **	** **	2 1%	** **
Some other reason	14 7%	** **	** **	** **	14 7%	** **	** **	14 7%	** **

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)

Base : All respondents that do not have internet access at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	~b	~c	d	~e	~f	g	~h
Unweighted total	139	20	73	41	139	97	37	139	-
Effective Weighted Sample	119	18	62	35	119	82	33	119	-
Total	209	30	111	59	209	140	61	209	-
Don't know	8	**	**	**	8	**	**	8	**
	4%	**	**	**	4%	**	**	4%	**
SUMMARY									
ANY REASON RELATING TO COST	36	**	**	**	36	**	**	36	**
	17%	**	**	**	17%	**	**	17%	**
ANY REASON RELATING TO BEING TOO COMPLICATED	46	**	**	**	46	**	**	46	**
	22%	**	**	**	22%	**	**	22%	**
ANY REASON RELATING TO CONCERNS ABOUT BEING ONLINE	18	**	**	**	18	**	**	18	**
	9%	**	**	**	9%	**	**	9%	**

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN h	WOMAN i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	230	8	17	15	5	27	158	230	125	104	28	45	50	106	73	156	230
Effective Weighted Sample	191	6	14	11	4	23	134	191	104	87	22	36	43	90	58	132	191
Total	357	8	27	20	7	47	248	357	194	162	37	69	87	162	107	248	357
To buy something/ for shopping	22 6%	** **	** **	** **	** **	** **	10 4%	22 6%	13 6%	9 6%	** **	** **	** **	3 2%	** **	11 4%	22 6%
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	20 6%	** **	** **	** **	** **	** **	6 3%	20 6%	11 6%	9 6%	** **	** **	** **	9 6%	** **	13 5%	20 6%
To get in touch with someone / to use social media or messaging apps like Facebook, WhatsApp, Twitter/X, Snapchat etc.	18 5%	** **	** **	** **	** **	** **	3 1%	18 5%	10 5%	7 4%	** **	** **	** **	4 3%	** **	12 5%	18 5%
If I had someone to help me or to show me how to do it	17 5%	** **	** **	** **	** **	** **	4 2%	17 5%	6 3%	10 6%	** **	** **	** **	5 3%	** **	11 4%	17 5%
If I no longer had someone I could ask to do things online for me	15 4%	** **	** **	** **	** **	** **	5 2%	15 4%	9 5%	6 4%	** **	** **	** **	5 3%	** **	10 4%	15 4%
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	12 3%	** **	** **	** **	** **	** **	3 1%	12 3%	11 5%	2 1%	** **	** **	** **	3 2%	** **	8 3%	12 3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f		MAN h	WOMAN i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	230	8	17	15	5	27	158	230	125	104	28	45	50	106	73	156	230
Effective Weighted Sample	191	6	14	11	4	23	134	191	104	87	22	36	43	90	58	132	191
Total	357	8	27	20	7	47	248	357	194	162	37	69	87	162	107	248	357
To watch TV shows on catch up or on demand services like Netflix, NOW, BBC iPlayer, or ITV X	11 3%	** **	** **	** **	** **	** **	6 2%	11 3%	2 1%	9 5%	** **	** **	** **	4 2%	** **	6 2%	11 3%
If my job required me to go online	11 3%	** **	** **	** **	** **	** **	2 1%	11 3%	8 4%	2 1%	** **	** **	** **	3 2%	** **	7 3%	11 3%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	10 3%	** **	** **	** **	** **	** **	5 2%	10 3%	7 4%	2 1%	** **	** **	** **	7 4%	** **	7 3%	10 3%
To get help with banking/ access to finance or money	7 2%	** **	** **	** **	** **	** **	1 1%	7 2%	4 2%	4 2%	** **	** **	** **	1 1%	** **	5 2%	7 2%
If I had better equipment or better access to the internet	7 2%	** **	** **	** **	** **	** **	- -%	7 2%	6 3%	2 1%	** **	** **	** **	3 2%	** **	3 1%	7 2%
Some other reason	2 *%	** **	** **	** **	** **	** **	- -%	2 *%	2 1%	- -%	** **	** **	** **	2 1%	** **	2 1%	2 *%
ANY OF THESE REASONS WOULD PROMPT ME TO GO ONLINE	88 25%	** **	** **	** **	** **	** **	35 14%	88 25%	56 29%	31 19%	** **	** **	** **	29 18%	** **	52 21%	88 25%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN h	WOMAN i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 ~n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	230	8	17	15	5	27	158	230	125	104	28	45	50	106	73	156	230
Effective Weighted Sample	191	6	14	11	4	23	134	191	104	87	22	36	43	90	58	132	191
Total	357	8	27	20	7	47	248	357	194	162	37	69	87	162	107	248	357
Nothing would prompt me to go online in the next 12 months	245 69%	**	**	**	**	**	197 79%	245 69%	129 66%	116 71%	**	**	**	123 76%	**	182 73%	245 69%
Don't know	24 7%	**	**	**	**	**	16 7%	24 7%	9 5%	15 9%	**	**	**	9 6%	**	15 6%	24 7%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 99%																	
Unweighted total	230	155	36	22	17	230	191	39	14	216	31	10	2	230	39	65	5
Effective Weighted Sample	191	144	30	20	15	191	160	31	11	181	23	9	2	191	33	54	4
Total	357	293	38	17	8	357	300	56	21	336	40	13	2	357	58	102	10
To buy something/ for shopping	22 6%	12 4%	** **	** **	** **	22 6%	18 6%	** **	** **	17 5%	** **	** **	** **	22 6%	** **	** **	** **
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	20 6%	14 5%	** **	** **	** **	20 6%	19 6%	** **	** **	16 5%	** **	** **	** **	20 6%	** **	** **	** **
To get in touch with someone / to use social media or messaging apps like Facebook, WhatsApp, Twitter/X, Snapchat etc.	18 5%	16 5%	** **	** **	** **	18 5%	16 5%	** **	** **	12 4%	** **	** **	** **	18 5%	** **	** **	** **
If I had someone to help me or to show me how to do it	17 5%	11 4%	** **	** **	** **	17 5%	11 4%	** **	** **	13 4%	** **	** **	** **	17 5%	** **	** **	** **
If I no longer had someone I could ask to do things online for me	15 4%	15 5%	** **	** **	** **	15 4%	15 5%	** **	** **	11 3%	** **	** **	** **	15 4%	** **	** **	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 99%																	
Unweighted total	230	155	36	22	17	230	191	39	14	216	31	10	2	230	39	65	5
Effective Weighted Sample	191	144	30	20	15	191	160	31	11	181	23	9	2	191	33	54	4
Total	357	293	38	17	8	357	300	56	21	336	40	13	2	357	58	102	10
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	12 3%	10 3%	** **	** **	** **	12 3%	12 4%	** **	** **	7 2%	** **	** **	** **	12 3%	** **	** **	** **
To watch TV shows on catch up or on demand services like Netflix, NOW, BBC iPlayer, or ITV X	11 3%	10 4%	** **	** **	** **	11 3%	8 3%	** **	** **	9 3%	** **	** **	** **	11 3%	** **	** **	** **
If my job required me to go online	11 3%	11 4%	** **	** **	** **	11 3%	11 4%	** **	** **	7 2%	** **	** **	** **	11 3%	** **	** **	** **
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	10 3%	7 2%	** **	** **	** **	10 3%	10 3%	** **	** **	9 3%	** **	** **	** **	10 3%	** **	** **	** **
To get help with banking/ access to finance or money	7 2%	6 2%	** **	** **	** **	7 2%	7 2%	** **	** **	5 1%	** **	** **	** **	7 2%	** **	** **	** **
If I had better equipment or better access to the internet	7 2%	5 2%	** **	** **	** **	7 2%	6 2%	** **	** **	7 2%	** **	** **	** **	7 2%	** **	** **	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) ~k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 99%																	
Unweighted total	230	155	36	22	17	230	191	39	14	216	31	10	2	230	39	65	5
Effective Weighted Sample	191	144	30	20	15	191	160	31	11	181	23	9	2	191	33	54	4
Total	357	293	38	17	8	357	300	56	21	336	40	13	2	357	58	102	10
Some other reason	2	2	**	**	**	2	2	**	**	2	**	**	**	2	**	**	**
	*%	1%	**	**	**	*%	1%	**	**	*%	**	**	**	*%	**	**	**
ANY OF THESE REASONS WOULD PROMPT ME TO GO ONLINE	88	66	**	**	**	88	76	**	**	72	**	**	**	88	**	**	**
	25%	23%	**	**	**	25%	25%	**	**	21%	**	**	**	25%	**	**	**
Nothing would prompt me to go online in the next 12 months	245	206	**	**	**	245	205	**	**	242	**	**	**	245	**	**	**
	69%	70%	**	**	**	69%	68%	**	**	72%	**	**	**	69%	**	**	**
Don't know	24	21	**	**	**	24	20	**	**	22	**	**	**	24	**	**	**
	7%	7%	**	**	**	7%	7%	**	**	7%	**	**	**	7%	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY b	STRUGGLING ~c		REPORTS e	DOES NOT REPORT ~f	NONE g	ANY ~h
Significance Level: 99%									
Unweighted total	230	32	130	61	230	143	73	207	22
Effective Weighted Sample	191	28	108	50	191	120	60	174	16
Total	357	53	206	85	357	224	110	324	31
To buy something/ for shopping	22 6%	** **	9 4%	** **	22 6%	12 5%	** **	16 5%	** **
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	20 6%	** **	16 8%	** **	20 6%	9 4%	** **	13 4%	** **
To get in touch with someone / to use social media or messaging apps like Facebook, WhatsApp, Twitter/X, Snapchat etc.	18 5%	** **	9 4%	** **	18 5%	10 4%	** **	6 2%	** **
If I had someone to help me or to show me how to do it	17 5%	** **	12 6%	** **	17 5%	13 6%	** **	9 3%	** **
If I no longer had someone I could ask to do things online for me	15 4%	** **	10 5%	** **	15 4%	7 3%	** **	9 3%	** **

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	~c	d	e	~f	g	~h
Unweighted total	230	32	130	61	230	143	73	207	22
Effective Weighted Sample	191	28	108	50	191	120	60	174	16
Total	357	53	206	85	357	224	110	324	31
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	12 3%	** **	7 3%	** **	12 3%	5 2%	** **	7 2%	** **
To watch TV shows on catch up or on demand services like Netflix, NOW, BBC iPlayer, or ITV X	11 3%	** **	4 2%	** **	11 3%	4 2%	** **	7 2%	** **
If my job required me to go online	11 3%	** **	6 3%	** **	11 3%	3 1%	** **	6 2%	** **
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	10 3%	** **	5 2%	** **	10 3%	1 1%	** **	8 2%	** **
To get help with banking/ access to finance or money	7 2%	** **	5 2%	** **	7 2%	2 1%	** **	4 1%	** **
If I had better equipment or better access to the internet	7 2%	** **	6 3%	** **	7 2%	4 2%	** **	3 1%	** **

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	~c	d	e	~f	g	~h
Unweighted total	230	32	130	61	230	143	73	207	22
Effective Weighted Sample	191	28	108	50	191	120	60	174	16
Total	357	53	206	85	357	224	110	324	31
Some other reason	2	**	-	**	2	2	**	2	**
	*%	**	-%	**	*%	1%	**	1%	**
ANY OF THESE REASONS WOULD PROMPT ME TO GO ONLINE	88	**	49	**	88	49	**	58	**
	25%	**	24%	**	25%	22%	**	18%	**
Nothing would prompt me to go online in the next 12 months	245	**	144	**	245	159	**	245	**
	69%	**	70%	**	69%	71%	**	76%	**
Don't know	24	**	14	**	24	16	**	21	**
	7%	**	7%	**	7%	7%	**	7%	**

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 33

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN1. Which of these devices do you use to go online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Smartphone (like an iPhone or Samsung Galaxy)	2995	360	560	542	582	488	463	2995	1385	1595	893	898	572	622	1790	1195	2995
	89%	91%	92%	95%	95%	91%	74%	89%	88%	91%	89%	91%	92%	85%	90%	88%	89%
		f	f	fg	fg	f	f	f	i	h	j	m	m	m	n	o	p
Laptop or netbook	1875	232	360	363	363	277	280	1875	935	930	684	625	283	280	1309	563	1875
	56%	58%	59%	64%	59%	52%	45%	56%	59%	53%	69%	63%	46%	38%	66%	42%	56%
		f	f	efg	f	f	f	f	i	i	lmop	lmop	lmop	lmop	lmop	lmop	lmo
Tablet (like an iPad or Amazon Fire)	1530	141	264	270	293	254	308	1530	702	820	539	459	250	275	999	525	1530
	46%	36%	43%	47%	48%	47%	49%	46%	44%	47%	54%	46%	40%	38%	50%	39%	46%
		a	a	a	a	a	a	a	a	a	klmop	mo	mo	mo	lmop	mo	mo
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	898	110	162	155	182	123	166	898	525	371	348	290	140	118	638	258	898
	27%	28%	26%	27%	30%	23%	27%	27%	33%	21%	35%	29%	23%	16%	32%	19%	27%
									i		lmop	lmo	m	lmop	lmop	mo	mo
Games console or handheld games player	544	119	183	136	73	22	11	544	346	193	199	155	87	101	354	188	544
	16%	30%	30%	24%	12%	4%	2%	16%	22%	11%	20%	16%	14%	14%	18%	14%	16%
		defg	defg	defg	ef			ef	i		lmo				o		
Other type of device used to go online	56	5	6	13	6	13	12	56	29	26	15	18	11	12	33	23	56
	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

SUMMARY

ANY USE OF A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	2219	272	411	399	429	329	380	2219	1138	1069	792	725	354	342	1517	697	2219
	66%	69%	67%	70%	70%	61%	61%	66%	72%	61%	79%	73%	57%	47%	76%	51%	66%
				ef	ef				i		klmop	lmop	m	lmop	lmop	lmo	lmo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN1. Which of these devices do you use to go online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	3171	379	584	559	603	509	538	3171	1466	1689	955	931	597	678	1886	1275	3171
	95%	95%	95%	98%	98%	95%	86%	95%	93%	96%	96%	94%	96%	93%	95%	94%	95%
		f	f	efg	efg	f		f		h							
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1134	125	200	171	185	209	244	1134	444	684	207	264	267	390	472	657	1134
	34%	31%	33%	30%	30%	39%	39%	34%	28%	39%	21%	27%	43%	53%	24%	49%	34%
						cd	cd			h		j	jknp	jklnp		jknp	jkn
ONLY USE A SMARTPHONE TO GO ONLINE	585	70	117	105	96	106	90	585	222	357	73	133	153	226	206	379	585
	17%	18%	19%	18%	16%	20%	14%	17%	14%	20%	7%	13%	25%	31%	10%	28%	17%
										h		j	jknp	jknp		jknp	jkn
ONLY USE A TABLET TO GO ONLINE	83	6	5	2	9	12	49	83	35	48	23	19	9	32	41	41	83
	2%	2%	1%	*%	1%	2%	8%	2%	2%	3%	2%	2%	1%	4%	2%	3%	2%
						c	abcdeg	c						klnp			
ONLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	182	18	28	12	11	28	86	182	116	65	44	59	25	54	103	79	182
	5%	5%	5%	2%	2%	5%	14%	5%	7%	4%	4%	6%	4%	7%	5%	6%	5%
						cd	abcdeg	cd	i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 33

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN1. Which of these devices do you use to go online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Smartphone (like an iPhone or Samsung Galaxy)	2995	2515	249	140	90	2995	2613	381	585	2410	687	1159	1091	2995	345	965	736
	89%	89%	91%	92%	95%	89%	89%	88%	100%	87%	76%	93%	98%	89%	88%	88%	92%
					ae				i			jm	jkm	j			o
Laptop or netbook	1875	1596	155	75	48	1875	1648	227	-	1875	304	706	844	1875	175	607	540
	56%	56%	56%	49%	51%	56%	56%	53%	-%	68%	34%	57%	76%	56%	45%	55%	68%
										h		j	jkm	j		n	no
Tablet (like an iPad or Amazon Fire)	1530	1295	129	67	39	1530	1333	197	-	1530	295	584	617	1530	144	530	403
	46%	46%	47%	44%	41%	46%	46%	46%	-%	55%	33%	47%	55%	46%	37%	48%	51%
										h		j	jkm	j		n	n
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	898	770	65	38	25	898	776	123	-	898	178	308	392	898	84	292	282
	27%	27%	24%	25%	26%	27%	27%	28%	-%	32%	20%	25%	35%	27%	21%	27%	35%
										h			jkm	j			no
Games console or handheld games player	544	468	33	27	15	544	477	66	-	544	77	183	281	544	92	156	147
	16%	17%	12%	18%	16%	16%	16%	15%	-%	20%	9%	15%	25%	16%	23%	14%	18%
										h		j	jkm	j	o		
Other type of device used to go online	56	46	5	3	2	56	48	7	-	56	7	20	24	56	4	16	16
	2%	2%	2%	2%	3%	2%	2%	2%	-%	2%	1%	2%	2%	2%	1%	1%	2%
										h							

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 33

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN1. Which of these devices do you use to go online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
SUMMARY																	
ANY USE OF A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	2219	1890	180	92	56	2219	1931	287	-	2219	428	836	920	2219	206	736	628
	66%	67%	66%	60%	59%	66%	66%	67%	-%	80%	48%	67%	83%	66%	52%	67%	79%
		d								h		j	jkm	j		n	no
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	3171	2673	261	144	92	3171	2762	409	585	2586	785	1202	1105	3171	367	1033	766
	95%	94%	95%	94%	97%	95%	95%	95%	100%	93%	87%	97%	99%	95%	93%	94%	96%
									i			j	jkm	j			
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1134	940	95	61	39	1134	991	144	585	550	471	410	193	1134	187	365	167
	34%	33%	34%	40%	41%	34%	34%	33%	100%	20%	52%	33%	17%	34%	48%	33%	21%
					a				i		klm	l		l	op	p	
ONLY USE A SMARTPHONE TO GO ONLINE	585	487	44	31	22	585	508	77	585	-	269	198	85	585	114	175	74
	17%	17%	16%	20%	23%	17%	17%	18%	100%	-%	30%	16%	8%	17%	29%	16%	9%
									i		klm	l		l	op	p	
ONLY USE A TABLET TO GO ONLINE	83	73	8	1	*	83	70	13	-	83	52	12	2	83	10	30	13
	2%	3%	3%	1%	***	2%	2%	3%	-%	3%	6%	1%	***	2%	2%	3%	2%
										h	klm			kl			
ONLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	182	157	14	9	3	182	161	22	-	182	114	44	7	182	26	68	29
	5%	6%	5%	6%	3%	5%	5%	5%	-%	7%	13%	3%	1%	5%	7%	6%	4%
										h	klm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN1. Which of these devices do you use to go online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Smartphone (like an iPhone or Samsung Galaxy)	2995	731	1555	638	2995	772	2048	1949	1008
	89%	89%	90%	90%	89%	83%	92%	88%	92%
							e		g
Laptop or netbook	1875	531	968	337	1875	461	1333	1244	603
	56%	65%	56%	47%	56%	50%	60%	56%	55%
		bcd	c		c		e		
Tablet (like an iPad or Amazon Fire)	1530	398	818	277	1530	391	1057	988	518
	46%	49%	47%	39%	46%	42%	48%	45%	47%
		c	c		c				
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	898	286	423	163	898	226	623	607	277
	27%	35%	24%	23%	27%	24%	28%	27%	25%
		bcd							
Games console or handheld games player	544	139	256	129	544	163	337	287	243
	16%	17%	15%	18%	16%	18%	15%	13%	22%
									g
Other type of device used to go online	56	12	35	8	56	18	35	36	20
	2%	2%	2%	1%	2%	2%	2%	2%	2%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN1. Which of these devices do you use to go online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
SUMMARY									
ANY USE OF A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	2219	626	1134	407	2219	562	1558	1486	700
	66%	76%	65%	57%	66%	61%	70%	67%	64%
		bcd	c		c		e		
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	3171	773	1650	668	3171	846	2137	2076	1053
	95%	94%	95%	94%	95%	91%	96%	94%	96%
							e		g
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1134	193	603	301	1134	366	668	733	392
	34%	24%	35%	43%	34%	39%	30%	33%	36%
			a	abd	a	f			
ONLY USE A SMARTPHONE TO GO ONLINE	585	83	297	187	585	192	334	358	221
	17%	10%	17%	26%	17%	21%	15%	16%	20%
			a	abd	a	f			
ONLY USE A TABLET TO GO ONLINE	83	14	50	14	83	42	34	71	12
	2%	2%	3%	2%	2%	5%	2%	3%	1%
						f		h	
ONLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	182	46	86	41	182	81	89	142	39
	5%	6%	5%	6%	5%	9%	4%	6%	4%
						f		h	

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6D. You said that you only go online using a smartphone. Which one of these statements best applies to how frequently, if at all, you feel disadvantaged by relying only on a smartphone to go online? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere) that only use a smartphone to go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	~d	e	~f	g	h	i	~j	k	l	m	n	o	p
Unweighted total	605	83	113	115	90	108	96	605	222	379	62	122	156	265	184	421	605
Effective Weighted Sample	427	55	78	83	67	80	66	427	159	265	46	93	113	177	139	290	427
Total	585	70	117	105	96	106	90	585	222	357	73	133	153	226	206	379	585
I never feel disadvantaged by this	391 67%	** **	79 68%	66 62%	** **	76 72%	** **	391 67%	157 71%	234 65%	** **	82 62%	98 64%	160 71%	133 65%	258 68%	391 67%
I sometimes feel disadvantaged by this	112 19%	** **	20 17%	28 26%	** **	20 19%	** **	112 19%	43 19%	66 18%	** **	33 25%	35 23%	31 14%	46 23%	66 17%	112 19%
I often feel disadvantaged by this	42 7%	** **	15 13%	5 5%	** **	4 4%	** **	42 7%	15 7%	27 7%	** **	11 8%	13 8%	12 5%	18 9%	24 6%	42 7%
I always feel disadvantaged by this	13 2%	** **	3 3%	4 3%	** **	1 1%	** **	13 2%	4 2%	9 3%	** **	2 2%	5 3%	5 2%	3 2%	10 3%	13 2%
Don't know	26 5%	** **	- -%	4 3%	** **	5 5%	** **	26 5%	3 2%	22 6%	** **	4 3%	3 2%	19 8%	5 2%	22 6%	26 5%
SUMMARY																	
EVER FEEL DISADVANTAGED	167 29%	** **	38 32%	36 34%	** **	25 23%	** **	167 29%	62 28%	101 28%	** **	47 35%	52 34%	47 21%	67 33%	100 26%	167 29%
ALWAYS OR OFTEN FEEL DISADVANTAGED	55 9%	** **	18 15%	8 8%	** **	5 5%	** **	55 9%	19 9%	36 10%	** **	13 10%	18 11%	16 7%	21 10%	34 9%	55 9%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 34

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6D. You said that you only go online using a smartphone. Which one of these statements best applies to how frequently, if at all, you feel disadvantaged by relying only on a smartphone to go online? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere) that only use a smartphone to go online

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	f	~g	h	~i	j	k	l	m	n	o	~p
Unweighted total	605	422	46	60	77	605	508	97	605	-	257	218	106	605	131	190	74
Effective Weighted Sample	427	338	29	43	57	427	364	65	427	-	182	155	76	427	85	137	55
Total	585	487	44	31	22	585	508	77	585	-	269	198	85	585	114	175	74
I never feel disadvantaged by this	391 67%	327 67%	** **	** **	** **	391 67%	337 66%	** **	391 67%	** **	171 63%	138 70%	60 70%	391 67%	70 61%	120 69%	** **
I sometimes feel disadvantaged by this	112 19%	94 19%	** **	** **	** **	112 19%	98 19%	** **	112 19%	** **	45 17%	45 23%	16 18%	112 19%	25 22%	32 18%	** **
I often feel disadvantaged by this	42 7%	32 7%	** **	** **	** **	42 7%	37 7%	** **	42 7%	** **	29 11%	6 3%	7 8%	42 7%	9 8%	12 7%	** **
I always feel disadvantaged by this	13 2%	9 2%	** **	** **	** **	13 2%	13 3%	** **	13 2%	** **	10 4%	1 1%	2 2%	13 2%	2 2%	5 3%	** **
Don't know	26 5%	25 5%	** **	** **	** **	26 5%	23 5%	** **	26 5%	** **	15 6%	7 4%	1 1%	26 5%	8 7%	6 4%	** **
SUMMARY																	
EVER FEEL DISADVANTAGED	167 29%	135 28%	** **	** **	** **	167 29%	148 29%	** **	167 29%	** **	84 31%	52 26%	24 29%	167 29%	37 32%	49 28%	** **
ALWAYS OR OFTEN FEEL DISADVANTAGED	55 9%	41 8%	** **	** **	** **	55 9%	50 10%	** **	55 9%	** **	39 14%	7 3%	9 10%	55 9%	11 10%	17 10%	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6D. You said that you only go online using a smartphone. Which one of these statements best applies to how frequently, if at all, you feel disadvantaged by relying only on a smartphone to go online? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere) that only use a smartphone to go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	c	d	e	f	g	h
Unweighted total	605	79	294	216	605	202	354	374	227
Effective Weighted Sample	427	57	213	145	427	140	250	270	154
Total	585	83	297	187	585	192	334	358	221
I never feel disadvantaged by this	391	**	196	116	391	132	231	250	142
	67%	**	66%	62%	67%	69%	69%	70%	64%
I sometimes feel disadvantaged by this	112	**	58	38	112	31	65	58	48
	19%	**	19%	21%	19%	16%	19%	16%	22%
I often feel disadvantaged by this	42	**	25	17	42	15	24	24	18
	7%	**	9%	9%	7%	8%	7%	7%	8%
I always feel disadvantaged by this	13	**	6	6	13	6	3	8	5
	2%	**	2%	3%	2%	3%	1%	2%	2%
Don't know	26	**	12	10	26	8	12	18	8
	5%	**	4%	6%	5%	4%	3%	5%	4%
SUMMARY									
EVER FEEL DISADVANTAGED	167	**	89	61	167	52	92	90	71
	29%	**	30%	33%	29%	27%	28%	25%	32%
ALWAYS OR OFTEN FEEL DISADVANTAGED	55	**	31	23	55	21	27	32	23
	9%	**	11%	12%	9%	11%	8%	9%	11%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 35

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Look online for help / "Google it"	1666	197	360	327	316	258	208	1666	810	849	564	526	280	293	1089	573	1666
	50%	50%	59%	57%	52%	48%	33%	50%	51%	48%	56%	53%	45%	40%	55%	42%	50%
		f	efg	efg	f	f		f			lmop	lmo			lmop		mo
Ask a friend or family member to help	1664	164	242	248	293	303	415	1664	651	1010	439	479	336	407	918	743	1664
	50%	41%	40%	43%	48%	56%	67%	50%	41%	58%	44%	48%	54%	56%	46%	55%	50%
						abc	abcdeg	ab		h			jn	jknp		jknp	j
Figure it out myself	1095	130	230	197	224	161	152	1095	571	520	387	338	191	177	725	368	1095
	33%	33%	38%	35%	37%	30%	24%	33%	36%	30%	39%	34%	31%	24%	36%	27%	33%
		f	f	f	f			f	i		lmop	mo			mo		mo
Watch 'how to' videos on websites like YouTube or the BBC	851	100	176	177	152	135	111	851	422	424	327	237	149	136	564	286	851
	25%	25%	29%	31%	25%	25%	18%	25%	27%	24%	33%	24%	24%	19%	28%	21%	25%
		f	f	f	f	f		f			klmop				mo		mo
Ask a colleague/ someone at work	385	45	85	99	84	61	12	385	168	215	153	136	56	41	288	97	385
	11%	11%	14%	17%	14%	11%	2%	11%	11%	12%	15%	14%	9%	6%	14%	7%	11%
		f	f	fg	f	f		f			lmop	mo			lmop		mo
Get someone else to do it for me	234	28	44	43	36	47	35	234	93	138	74	68	42	50	142	92	234
	7%	7%	7%	8%	6%	9%	6%	7%	6%	8%	7%	7%	7%	7%	7%	7%	7%
Phone a helpline to get someone to talk me through it	195	16	51	43	34	23	28	195	104	87	72	47	42	33	120	75	195
	6%	4%	8%	8%	5%	4%	4%	6%	7%	5%	7%	5%	7%	5%	6%	6%	6%
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	165	35	39	30	29	17	16	165	99	67	74	46	19	27	119	46	165
	5%	9%	6%	5%	5%	3%	3%	5%	6%	4%	7%	5%	3%	4%	6%	3%	5%
		efg	f						i		lmo				o		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Go to the local library for help	111 3%	8 2%	42 7%	17 3%	14 2%	18 3%	12 2%	111 3%	64 4%	44 2%	52 5%	25 3%	12 2%	22 3%	78 4%	33 2%	111 3%
			acdfg								klo						
Go to my bank branch for help	108 3%	18 4%	43 7%	17 3%	11 2%	13 2%	6 1%	108 3%	48 3%	60 3%	46 5%	16 2%	19 3%	26 3%	63 3%	45 3%	108 3%
			f	cdefg				f			k						
Go to an adult learning venue or local community centre for help	65 2%	17 4%	23 4%	8 1%	6 1%	6 1%	5 1%	65 2%	32 2%	30 2%	31 3%	9 1%	11 2%	13 2%	40 2%	24 2%	65 2%
			cdefg	df							k						
Something else	22 1%	3 1%	4 1%	1 *%	3 *%	5 1%	7 1%	22 1%	9 1%	13 1%	5 *%	13 1%	2 *%	2 *%	18 1%	4 *%	22 1%
												o					
WOULD TAKE SOME ACTION IF STUCK ONLINE	3160 94%	371 93%	577 94%	537 94%	579 94%	516 96%	581 93%	3160 94%	1486 94%	1662 95%	940 94%	935 95%	590 95%	689 94%	1875 94%	1279 94%	3160 94%
I would just give up	27 1%	3 1%	2 *%	1 *%	6 1%	5 1%	10 2%	27 1%	7 *%	20 1%	8 1%	7 1%	5 1%	7 1%	14 1%	13 1%	27 1%
None of these/ I don't tend to get stuck when online	125 4%	16 4%	27 4%	19 3%	24 4%	12 2%	27 4%	125 4%	70 4%	50 3%	44 4%	31 3%	26 4%	23 3%	76 4%	49 4%	125 4%
Don't know	42 1%	7 2%	5 1%	13 2%	5 1%	5 1%	6 1%	42 1%	20 1%	21 1%	7 1%	16 2%	1 *%	13 2%	24 1%	14 1%	42 1%
												l		l			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Look online for help / "Google it"	1666	1368	165	86	46	1666	1438	228	197	1469	268	658	735	1666	183	559	479
	50%	48%	60%	56%	49%	50%	49%	53%	34%	53%	30%	53%	66%	50%	47%	51%	60%
			ae							h		j	jkm	j			no
Ask a friend or family member to help	1664	1428	121	71	44	1664	1441	223	314	1350	484	615	499	1664	175	567	363
	50%	50%	44%	46%	47%	50%	49%	52%	54%	49%	54%	49%	45%	50%	45%	51%	46%
											l						
Figure it out myself	1095	934	93	46	23	1095	929	167	127	969	169	431	490	1095	113	369	307
	33%	33%	34%	30%	24%	33%	32%	39%	22%	35%	19%	35%	44%	33%	29%	34%	39%
		d				d		f		h		j	jkm	j		n	
Watch 'how to' videos on websites like YouTube or the BBC	851	729	57	36	29	851	721	130	96	755	114	333	401	851	107	303	264
	25%	26%	21%	24%	30%	25%	25%	30%	16%	27%	13%	27%	36%	25%	27%	28%	33%
										h		j	jkm	j			
Ask a colleague/ someone at work	385	320	31	21	14	385	332	54	40	345	48	135	195	385	37	133	119
	11%	11%	11%	13%	15%	11%	11%	12%	7%	12%	5%	11%	18%	11%	9%	12%	15%
										h		j	jkm	j			
Get someone else to do it for me	234	195	21	11	7	234	198	36	42	192	66	85	79	234	36	101	54
	7%	7%	8%	8%	7%	7%	7%	8%	7%	7%	7%	7%	7%	7%	9%	9%	7%
Phone a helpline to get someone to talk me through it	195	173	7	9	5	195	180	15	25	170	41	72	80	195	33	73	52
	6%	6%	3%	6%	5%	6%	6%	4%	4%	6%	5%	6%	7%	6%	8%	7%	7%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 35

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	165 5%	147 5%	7 3%	7 5%	5 5%	165 5%	145 5%	20 5%	20 3%	145 5%	38 4%	72 6%	53 5%	165 5%	27 7%	58 5%	45 6%
Go to the local library for help	111 3%	94 3%	7 2%	7 5%	3 3%	111 3%	108 4%	3 1%	9 1%	102 4%	22 2%	55 4%	31 3%	111 3%	24 6%	44 4%	17 2%
Go to my bank branch for help	108 3%	97 3%	4 1%	2 1%	4 5%	108 3%	101 3%	6 1%	20 3%	88 3%	35 4%	30 2%	42 4%	108 3%	25 6%	33 3%	30 4%
Go to an adult learning venue or local community centre for help	65 2%	51 2%	10 4%	1 1%	3 3%	65 2%	61 2%	3 1%	8 1%	57 2%	18 2%	31 2%	16 1%	65 2%	7 2%	26 2%	16 2%
Something else	22 1%	20 1%	1 *%	1 1%	- -%	22 1%	13 *%	9 2%	- -%	22 1%	2 *%	11 1%	9 1%	22 1%	1 *%	6 1%	4 *%
WOULD TAKE SOME ACTION IF STUCK ONLINE	3160 94%	2663 94%	268 97% d	143 93%	86 90%	3160 94% d	2760 94%	400 93%	549 94%	2611 94%	842 94%	1186 95%	1054 95%	3160 94%	371 94%	1054 96%	746 94%
I would just give up	27 1%	22 1%	1 *%	3 2%	1 1%	27 1%	21 1%	6 1%	5 1%	22 1%	11 1%	6 1%	3 *%	27 1%	7 2%	6 1%	2 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
None of these/ I don't tend to get stuck when online	125	107	5	6	7	125	104	21	18	107	27	39	49	125	13	36	41
	4%	4%	2%	4%	7%	4%	4%	5%	3%	4%	3%	3%	4%	4%	3%	3%	5%
					b												
Don't know	42	38	1	1	2	42	38	4	13	28	18	14	6	42	3	5	7
	1%	1%	*%	*%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	*%	1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Look online for help / "Google it"	1666	423	864	339	1666	438	1139	1080	569
	50%	52%	50%	48%	50%	47%	51%	49%	52%
Ask a friend or family member to help	1664	382	926	319	1664	460	1126	1124	524
	50%	47%	53%	45%	50%	50%	51%	51%	48%
			ac						
Figure it out myself	1095	255	582	240	1095	306	739	725	365
	33%	31%	34%	34%	33%	33%	33%	33%	33%
Watch 'how to' videos on websites like YouTube or the BBC	851	222	416	196	851	234	564	525	312
	25%	27%	24%	28%	25%	25%	25%	24%	29%
									g
Ask a colleague/ someone at work	385	92	216	71	385	96	272	236	142
	11%	11%	12%	10%	11%	10%	12%	11%	13%
Get someone else to do it for me	234	50	124	54	234	91	134	135	92
	7%	6%	7%	8%	7%	10%	6%	6%	8%
						f			
Phone a helpline to get someone to talk me through it	195	47	100	45	195	66	118	98	86
	6%	6%	6%	6%	6%	7%	5%	4%	8%
									g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	165 5%	34 4%	78 5%	48 7%	165 5%	48 5%	95 4%	94 4%	61 6%
Go to the local library for help	111 3%	22 3%	54 3%	33 5%	111 3%	47 5% f	54 2%	50 2%	56 5% g
Go to my bank branch for help	108 3%	28 3%	50 3%	28 4%	108 3%	55 6% f	47 2%	46 2%	59 5% g
Go to an adult learning venue or local community centre for help	65 2%	21 3%	36 2%	7 1%	65 2%	34 4% f	23 1%	29 1%	27 2%
Something else	22 1%	9 1%	10 1%	3 *%	22 1%	6 1%	16 1%	18 1%	4 *%
WOULD TAKE SOME ACTION IF STUCK ONLINE	3160 94%	767 94%	1651 95%	663 93%	3160 94%	881 95%	2099 94%	2084 94%	1034 95%
I would just give up	27 1%	4 *%	11 1%	11 2%	27 1%	16 2% f	10 *%	21 1%	6 1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
None of these/ I don't tend to get stuck when online	125 4%	34 4%	62 4%	28 4%	125 4%	27 3%	92 4%	94 4%	30 3%
Don't know	42 1%	14 2%	13 1%	8 1%	42 1%	5 1%	25 1%	20 1%	22 2%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN61. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves? For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Yes	1770	268	422	355	328	207	190	1770	858	904	631	536	300	301	1167	602	1770
	53%	68%	69%	62%	54%	38%	30%	53%	54%	52%	63%	54%	48%	41%	59%	44%	53%
		defg	defg	defg	ef			ef			klmop	mo			lmop		mo
No	1521	117	182	200	273	322	427	1521	699	814	344	440	313	416	785	729	1521
	45%	30%	30%	35%	45%	60%	68%	45%	44%	46%	34%	44%	50%	57%	39%	54%	45%
					abc	abcdg	abcdeg	abc				j	jn	jknp		jknp	jn
Don't know	61	11	7	15	12	9	7	61	25	36	23	13	8	15	36	23	61
	2%	3%	1%	3%	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN61. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves? For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Yes	1770	1505	136	74	54	1770	1531	239	242	1528	309	689	760	1770	237	558	472
	53%	53%	50%	49%	57%	53%	52%	56%	41%	55%	34%	55%	68%	53%	60%	51%	59%
										h		j	jkm	j	o		o
No	1521	1274	134	76	37	1521	1341	180	331	1191	573	533	334	1521	153	521	312
	45%	45%	49%	50%	39%	45%	46%	42%	57%	43%	64%	43%	30%	45%	39%	47%	39%
									i		klm	l	l	l		p	
Don't know	61	51	5	2	3	61	50	11	12	50	17	24	18	61	3	23	11
	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN61. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves? For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Yes	1770	468	874	383	1770	524	1139	1058	677
	53%	57%	50%	54%	53%	56%	51%	48%	62%
		b						g	
No	1521	337	832	310	1521	387	1053	1126	388
	45%	41%	48%	44%	45%	42%	47%	51%	35%
			a					h	
Don't know	61	13	31	15	61	16	34	34	27
	2%	2%	2%	2%	2%	2%	2%	2%	2%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 37

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1797	302	366	391	295	219	224	1797	858	932	541	571	318	365	1112	683	1797
Effective Weighted Sample	1362	227	286	295	235	166	164	1362	659	699	432	436	243	261	862	503	1362
Total	1770	268	422	355	328	207	190	1770	858	904	631	536	300	301	1167	602	1770
Daily	133	25	61	19	16	7	5	133	52	80	47	44	23	19	91	42	133
	7%	9%	14%	5%	5%	3%	3%	7%	6%	9%	7%	8%	8%	6%	8%	7%	7%
			cdefg														
2-3 times a week	261	47	71	63	41	21	18	261	119	143	93	80	47	40	174	88	261
	15%	18%	17%	18%	12%	10%	10%	15%	14%	16%	15%	15%	16%	13%	15%	15%	15%
Once a week	306	59	80	63	46	29	29	306	147	159	131	77	50	48	208	98	306
	17%	22%	19%	18%	14%	14%	15%	17%	17%	18%	21%	14%	17%	16%	18%	16%	17%
2-3 times a month	304	52	64	67	54	35	33	304	156	146	112	89	48	56	200	104	304
	17%	19%	15%	19%	16%	17%	17%	17%	18%	16%	18%	17%	16%	18%	17%	17%	17%
Monthly	290	44	61	69	53	35	28	290	142	148	102	92	54	41	194	94	290
	16%	16%	15%	19%	16%	17%	15%	16%	17%	16%	16%	17%	18%	13%	17%	16%	16%
2-3 times a year	352	23	59	57	98	58	56	352	181	166	112	116	61	64	228	124	352
	20%	9%	14%	16%	30%	28%	29%	20%	21%	18%	18%	22%	20%	21%	20%	21%	20%
				abcg	abc	abcg	a										
Only once	62	7	8	8	9	13	16	62	27	35	14	19	12	17	33	29	62
	3%	3%	2%	2%	3%	6%	9%	3%	3%	4%	2%	4%	4%	6%	3%	5%	3%
							bcg										
Don't know	62	11	17	8	12	10	4	62	34	28	21	19	6	17	39	23	62
	4%	4%	4%	2%	4%	5%	2%	4%	4%	3%	3%	3%	2%	6%	3%	4%	4%
SUMMARY CODES																	
AT LEAST WEEKLY	700	131	212	145	103	57	53	700	318	382	271	201	120	108	473	228	700
	40%	49%	50%	41%	31%	27%	28%	40%	37%	42%	43%	38%	40%	36%	40%	38%	40%
		defg	defg	ef			ef										
AT LEAST MONTHLY	1294	227	337	282	209	126	113	1294	616	676	485	382	222	204	867	426	1294
	73%	85%	80%	79%	64%	61%	60%	73%	72%	75%	77%	71%	74%	68%	74%	71%	73%
		defg	def	def			def				m						

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 37

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	1797	1311	148	154	184	1797	1533	264	249	1548	278	704	805	1797	255	571	460
Effective Weighted Sample	1362	1089	121	116	153	1362	1171	190	180	1182	204	516	646	1362	182	437	352
Total	1770	1505	136	74	54	1770	1531	239	242	1528	309	689	760	1770	237	558	472
Daily	133 7%	121 8% b	2 1%	6 8%	5 9% b	133 7%	114 7%	19 8%	13 5%	120 8%	22 7%	45 7%	65 9%	133 7%	18 8%	45 8%	42 9%
2-3 times a week	261 15%	227 15%	17 13%	11 15%	6 12%	261 15%	235 15%	26 11%	32 13%	229 15%	46 15%	94 14%	120 16%	261 15%	39 17%	93 17%	69 15%
Once a week	306 17%	265 18%	19 14%	12 16%	10 18%	306 17%	257 17%	49 21%	51 21%	255 17%	68 22%	109 16%	126 17%	306 17%	46 19%	106 19%	68 14%
2-3 times a month	304 17%	243 16%	31 23%	17 23%	13 24%	304 17%	251 16%	53 22%	43 18%	262 17%	49 16%	120 17%	136 18%	304 17%	40 17%	79 14%	85 18%
Monthly	290 16%	245 16%	24 17%	14 18%	8 14%	290 16%	264 17%	26 11%	37 15%	253 17%	38 12%	121 18%	131 17%	290 16%	32 13%	91 16%	85 18%
2-3 times a year	352 20%	302 20%	28 21%	12 15%	10 18%	352 20%	299 20%	53 22%	38 16%	314 21%	60 20%	136 20%	150 20%	352 20%	43 18%	106 19%	114 24%
Only once	62 3%	53 4%	5 4%	1 2%	2 4%	62 3%	52 3%	10 4%	16 7%	46 3%	17 6%	35 5%	10 1%	62 3%	6 2%	21 4%	5 1%
Don't know	62 4%	49 3%	10 8% d	2 3%	1 1%	62 4%	59 4%	3 1%	13 5%	49 3%	8 3%	29 4%	23 3%	62 4%	13 5%	15 3%	6 1%
SUMMARY CODES																	
AT LEAST WEEKLY	700 40%	613 41% b	38 28%	29 39%	21 39%	700 40% b	606 40%	94 39%	96 40%	604 40%	136 44%	248 36%	311 41%	700 40%	103 44%	244 44%	178 38%
AT LEAST MONTHLY	1294 73%	1101 73%	92 68%	60 80%	42 77%	1294 73%	1121 73%	174 73%	175 72%	1119 73%	223 72%	489 71%	578 76%	1294 73%	175 74%	415 74%	348 74%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	1797	448	877	426	1797	519	1179	1128	639
Effective Weighted Sample	1362	341	672	315	1362	383	906	863	481
Total	1770	468	874	383	1770	524	1139	1058	677
Daily	133	44	68	16	133	44	75	70	58
	7%	9%	8%	4%	7%	8%	7%	7%	9%
2-3 times a week	261	67	128	60	261	99	154	139	113
	15%	14%	15%	16%	15%	19%	13%	13%	17%
Once a week	306	60	161	75	306	93	188	179	119
	17%	13%	18%	20%	17%	18%	16%	17%	18%
2-3 times a month	304	77	164	58	304	79	201	179	122
	17%	17%	19%	15%	17%	15%	18%	17%	18%
Monthly	290	95	135	50	290	75	206	170	120
	16%	20%	15%	13%	16%	14%	18%	16%	18%
2-3 times a year	352	101	163	82	352	89	248	243	106
	20%	22%	19%	21%	20%	17%	22%	23%	16%
Only once	62	12	31	16	62	19	37	44	16
	3%	3%	4%	4%	3%	4%	3%	4%	2%
Don't know	62	11	23	24	62	27	30	36	25
	4%	2%	3%	6%	4%	5%	3%	3%	4%
				b					
SUMMARY CODES									
AT LEAST WEEKLY	700	171	357	152	700	236	416	387	289
	40%	37%	41%	40%	40%	45%	37%	37%	43%
						f			
AT LEAST MONTHLY	1294	343	656	260	1294	390	823	736	531
	73%	73%	75%	68%	73%	74%	72%	70%	78%
									g

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 38

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Daily	133	25	61	19	16	7	5	133	52	80	47	44	23	19	91	42	133
	4%	6%	10%	3%	3%	1%	1%	4%	3%	5%	5%	4%	4%	3%	5%	3%	4%
		ef	cdefg	f				ef									
2-3 times a week	261	47	71	63	41	21	18	261	119	143	93	80	47	40	174	88	261
	8%	12%	12%	11%	7%	4%	3%	8%	7%	8%	9%	8%	8%	6%	9%	6%	8%
		efg	defg	ef	f			ef			m						
Once a week	306	59	80	63	46	29	29	306	147	159	131	77	50	48	208	98	306
	9%	15%	13%	11%	8%	5%	5%	9%	9%	9%	13%	8%	8%	7%	10%	7%	9%
		defg	def	ef				f			klmop				mo		
2-3 times a month	304	52	64	67	54	35	33	304	156	146	112	89	48	56	200	104	304
	9%	13%	10%	12%	9%	6%	5%	9%	10%	8%	11%	9%	8%	8%	10%	8%	9%
		ef	f	ef				f									
Monthly	290	44	61	69	53	35	28	290	142	148	102	92	54	41	194	94	290
	9%	11%	10%	12%	9%	6%	5%	9%	9%	8%	10%	9%	9%	6%	10%	7%	9%
		f	f	ef				f			m	m			m		
2-3 times a year	352	23	59	57	98	58	56	352	181	166	112	116	61	64	228	124	352
	10%	6%	10%	10%	16%	11%	9%	10%	11%	9%	11%	12%	10%	9%	11%	9%	10%
					abcfg			a									
Only once	62	7	8	8	9	13	16	62	27	35	14	19	12	17	33	29	62
	2%	2%	1%	1%	1%	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%
Don't know	124	22	24	24	24	19	11	124	59	64	44	32	14	32	76	46	124
	4%	6%	4%	4%	4%	3%	2%	4%	4%	4%	4%	3%	2%	4%	4%	3%	4%
		f															

SUMMARY CODES

AT LEAST WEEKLY	700	131	212	145	103	57	53	700	318	382	271	201	120	108	473	228	700
	21%	33%	35%	25%	17%	11%	8%	21%	20%	22%	27%	20%	19%	15%	24%	17%	21%
		defg	cdefg	def	ef			ef			klmop	m			mo		mo
AT LEAST MONTHLY	1294	227	337	282	209	126	113	1294	616	676	485	382	222	204	867	426	1294
	39%	57%	55%	49%	34%	23%	18%	39%	39%	39%	49%	39%	36%	28%	44%	31%	39%
		defg	defg	defg	ef			ef			klmop	mo	m		lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
HAVE NOT HELPED OTHER PEOPLE WITH ONLINE TASKS	1521	117	182	200	273	322	427	1521	699	814	344	440	313	416	785	729	1521
	45%	30%	30%	35%	45%	60%	68%	45%	44%	46%	34%	44%	50%	57%	39%	54%	45%
				abc	abcdg	abcdeg	abc				j	jn	jknp		jknp	jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 38

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Daily	133 4%	121 4%	2 1%	6 4%	5 5%	133 4%	114 4%	19 4%	13 2%	120 4%	22 2%	45 4%	65 6%	133 4%	18 5%	45 4%	42 5%
2-3 times a week	261 8%	227 8%	17 6%	11 7%	6 7%	261 8%	235 8%	26 6%	32 5%	229 8%	46 5%	94 8%	120 11%	261 8%	39 10%	93 8%	69 9%
Once a week	306 9%	265 9%	19 7%	12 8%	10 11%	306 9%	257 9%	49 11%	51 9%	255 9%	68 8%	109 9%	126 11%	306 9%	46 12%	106 10%	68 9%
2-3 times a month	304 9%	243 9%	31 11%	17 11%	13 14%	304 9%	251 9%	53 12%	43 7%	262 9%	49 5%	120 10%	136 12%	304 9%	40 10%	79 7%	85 11%
Monthly	290 9%	245 9%	24 9%	14 9%	8 8%	290 9%	264 9%	26 6%	37 6%	253 9%	38 4%	121 10%	131 12%	290 9%	32 8%	91 8%	85 11%
2-3 times a year	352 10%	302 11%	28 10%	12 8%	10 10%	352 10%	299 10%	53 12%	38 7%	314 11%	60 7%	136 11%	150 13%	352 10%	43 11%	106 10%	114 14%
Only once	62 2%	53 2%	5 2%	1 1%	2 2%	62 2%	52 2%	10 2%	16 3%	46 2%	17 2%	35 3%	10 1%	62 2%	6 1%	21 2%	5 1%
Don't know	124 4%	100 4%	15 6%	4 3%	4 4%	124 4%	109 4%	15 3%	25 4%	99 4%	25 3%	54 4%	41 4%	124 4%	16 4%	38 3%	17 2%
SUMMARY CODES																	
AT LEAST WEEKLY	700 21%	613 22%	38 14%	29 19%	21 22%	700 21%	606 21%	94 22%	96 16%	604 22%	136 15%	248 20%	311 28%	700 21%	103 26%	244 22%	178 22%
AT LEAST MONTHLY	1294 39%	1101 39%	92 34%	60 39%	42 44%	1294 39%	1121 38%	174 40%	175 30%	1119 40%	223 25%	489 39%	578 52%	1294 39%	175 45%	415 38%	348 44%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
HAVE NOT HELPED OTHER PEOPLE WITH ONLINE TASKS	1521	1274	134	76	37	1521	1341	180	331	1191	573	533	334	1521	153	521	312
	45%	45%	49%	50%	39%	45%	46%	42%	57%	43%	64%	43%	30%	45%	39%	47%	39%
									i		klm	l		l		p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Daily	133 4%	44 5%	68 4%	16 2%	133 4%	44 5%	75 3%	70 3%	58 5%
2-3 times a week	261 8%	67 8%	128 7%	60 9%	261 8%	99 11%	154 7%	139 6%	113 10%
Once a week	306 9%	60 7%	161 9%	75 11%	306 9%	93 10%	188 8%	179 8%	119 11%
2-3 times a month	304 9%	77 9%	164 9%	58 8%	304 9%	79 9%	201 9%	179 8%	122 11%
Monthly	290 9%	95 12%	135 8%	50 7%	290 9%	75 8%	206 9%	170 8%	120 11%
2-3 times a year	352 10%	101 12%	163 9%	82 12%	352 10%	89 10%	248 11%	243 11%	106 10%
Only once	62 2%	12 2%	31 2%	16 2%	62 2%	19 2%	37 2%	44 2%	16 2%
Don't know	124 4%	25 3%	54 3%	39 6%	124 4%	43 5%	64 3%	71 3%	52 5%
SUMMARY CODES									
AT LEAST WEEKLY	700 21%	171 21%	357 21%	152 21%	700 21%	236 25%	416 19%	387 17%	289 27%
AT LEAST MONTHLY	1294 39%	343 42%	656 38%	260 37%	1294 39%	390 42%	823 37%	736 33%	531 49%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
HAVE NOT HELPED OTHER PEOPLE WITH ONLINE TASKS	1521	337	832	310	1521	387	1053	1126	388
	45%	41%	48%	44%	45%	42%	47%	51%	35%
			a					h	

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 39

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3A. Overall, how confident are you as an internet user? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Very confident	1328 40%	210 53%	341 56%	277 49%	263 43%	143 27%	95 15%	1328 40%	729 46%	593 34%	489 49%	418 42%	226 36%	195 27%	907 46%	421 31%	1328 40%
		defg	defg	efg	ef	f		ef	i		lmop	mo	m		lmop		mo
Fairly confident	1483 44%	157 40%	229 38%	248 44%	281 46%	263 49%	304 49%	1483 44%	625 40%	851 49%	402 40%	458 46%	287 46%	327 45%	860 43%	613 45%	1483 44%
					ab	ab	b		h								
Neither confident nor not confident	255 8%	13 3%	30 5%	23 4%	37 6%	70 13%	83 13%	255 8%	100 6%	155 9%	55 6%	59 6%	46 7%	94 13%	115 6%	140 10%	255 8%
						abcdg	abcdg	ac						jklnp		jknp	
Not very confident	221 7%	14 3%	11 2%	20 4%	27 4%	52 10%	98 16%	221 7%	98 6%	119 7%	40 4%	46 5%	50 8%	85 12%	86 4%	135 10%	221 7%
						abcd	abcdeg	b					jn	jknp		jknp	n
Not at all confident	60 2%	3 1%	- -%	1 *%	5 1%	9 2%	42 7%	60 2%	29 2%	32 2%	10 1%	7 1%	11 2%	32 4%	17 1%	44 3%	60 2%
					b	abcdeg	bc							jknp		jknp	
Don't know	5 *%	1 *%	* *%	- -%	1 *%	1 *%	2 *%	5 *%	1 *%	4 *%	3 *%	1 *%	1 *%	* *%	4 *%	1 *%	5 *%
SUMMARY CODES																	
TOTAL CONFIDENT	2811 84%	367 92%	570 93%	526 92%	543 89%	407 76%	399 64%	2811 84%	1354 86%	1444 82%	891 89%	876 89%	513 83%	522 71%	1767 89%	1035 76%	2811 84%
		efg	efg	efg	ef	f		ef			lmop	lmop	mo		lmop		mo
TOTAL NOT CONFIDENT	281 8%	16 4%	11 2%	21 4%	32 5%	61 11%	140 22%	281 8%	127 8%	151 9%	50 5%	53 5%	61 10%	117 16%	103 5%	178 13%	281 8%
					b	abcd	abcdeg	abc					jkn	jklnp		jknp	jknp
TOTAL NEITHER/ DON'T KNOW	260 8%	14 3%	31 5%	23 4%	38 6%	70 13%	85 14%	260 8%	101 6%	159 9%	58 6%	61 6%	47 8%	94 13%	119 6%	141 10%	260 8%
						abcdg	abcdg	ac						jklnp		jknp	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 39

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3A. Overall, how confident are you as an internet user? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Very confident	1328 40%	1131 40%	101 37%	58 38%	39 41%	1328 40%	1183 40%	145 34%	176 30%	1153 42% h	169 19%	461 37% j	692 62% jkm	1328 40% j	146 37%	385 35%	413 52% no
Fairly confident	1483 44%	1248 44%	135 49%	64 42%	36 38%	1483 44%	1272 44%	211 49%	250 43%	1233 45%	405 45% l	663 53% jlm	394 35%	1483 44% l	189 48%	525 48% p	316 40%
Neither confident nor not confident	255 8%	220 8%	16 6%	9 6%	10 10%	255 8%	224 8%	31 7%	73 13% i	182 7%	144 16% klm	86 7% l	13 1%	255 8% l	33 8%	92 8% p	36 5%
Not very confident	221 7%	177 6%	18 7%	19 13% ae	7 7%	221 7%	183 6%	38 9%	65 11% i	156 6%	148 16% klm	31 3%	13 1%	221 7% kl	18 5%	74 7% p	22 3%
Not at all confident	60 2%	50 2%	5 2%	2 1%	3 3%	60 2%	55 2%	5 1%	18 3%	42 2%	30 3% kl	4 *% *	* *% *	60 2% kl	7 2%	23 2% kl	5 1%
Don't know	5 *%	4 *%	1 *% *	* *% *	* *% *	5 *% *	5 *% *	* *% *	3 *% *	3 *% *	4 *% *	1 *% *	- -% *	5 *% *	* *% *	2 *% *	2 *% *
SUMMARY CODES																	
TOTAL CONFIDENT	2811 84%	2379 84%	235 86%	122 80%	75 79%	2811 84%	2455 84%	357 83%	425 73% h	2386 86% h	574 64% j	1123 90% jm	1086 98% jkm	2811 84% j	335 85%	910 83% no	730 92% no
TOTAL NOT CONFIDENT	281 8%	227 8%	23 8% ae	21 14% ae	10 10%	281 8%	239 8%	43 10%	83 14% i	198 7%	178 20% klm	35 3% l	13 1%	281 8% kl	25 6%	97 9% p	28 3%
TOTAL NEITHER/ DON'T KNOW	260 8%	224 8%	16 6%	10 6%	10 11%	260 8%	229 8%	31 7%	76 13% i	184 7%	147 16% klm	87 7% l	13 1%	260 8% l	33 9%	94 9% p	38 5%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3A. Overall, how confident are you as an internet user? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Very confident	1328	417	641	239	1328	312	942	829	486
	40%	51%	37%	34%	40%	34%	42%	37%	45%
		bcd			c		e		g
Fairly confident	1483	310	811	334	1483	401	989	979	483
	44%	38%	47%	47%	44%	43%	44%	44%	44%
			a	a	a				
Neither confident nor not confident	255	47	132	67	255	94	141	174	76
	8%	6%	8%	9%	8%	10%	6%	8%	7%
						f			
Not very confident	221	30	123	53	221	87	126	175	43
	7%	4%	7%	7%	7%	9%	6%	8%	4%
			a	a	a	f		h	
Not at all confident	60	12	30	14	60	33	25	57	3
	2%	1%	2%	2%	2%	4%	1%	3%	*%
						f		h	
Don't know	5	3	1	2	5	2	3	5	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY CODES									
TOTAL CONFIDENT	2811	727	1451	573	2811	712	1931	1808	969
	84%	89%	84%	81%	84%	77%	87%	81%	89%
		bcd					e		g
TOTAL NOT CONFIDENT	281	42	153	67	281	120	151	232	46
	8%	5%	9%	9%	8%	13%	7%	10%	4%
			a	a	a	f		h	
TOTAL NEITHER/ DON'T KNOW	260	50	133	68	260	96	144	179	77
	8%	6%	8%	10%	8%	10%	6%	8%	7%
						f			

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 40

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Very confident	897	151	243	186	160	95	62	897	499	394	335	266	162	131	602	293	897
	27%	38%	40%	33%	26%	18%	10%	27%	32%	22%	34%	27%	26%	18%	30%	22%	27%
		defg	defg	efg	ef	f		ef	i		klmop	mo	m		mo		mo
Fairly confident	1437	167	226	263	303	218	260	1437	656	772	410	465	259	299	875	558	1437
	43%	42%	37%	46%	49%	40%	42%	43%	41%	44%	41%	47%	42%	41%	44%	41%	43%
				b	beg												
Neither confident nor not confident	538	42	95	70	83	109	139	538	235	301	162	131	104	138	293	241	538
	16%	11%	16%	12%	14%	20%	22%	16%	15%	17%	16%	13%	17%	19%	15%	18%	16%
						acd	abcdg	a						k		k	
Not very confident	342	31	36	43	46	80	107	342	141	200	72	96	70	102	169	172	342
	10%	8%	6%	8%	8%	15%	17%	10%	9%	11%	7%	10%	11%	14%	8%	13%	10%
						abcdg	abcdg	b						jnp		jn	
Not at all confident	118	5	6	4	16	34	53	118	44	73	16	25	25	51	41	77	118
	4%	1%	1%	1%	3%	6%	8%	4%	3%	4%	2%	3%	4%	7%	2%	6%	4%
						abcdg	abcdg	bc						j	jknp	jknp	n
Don't know	21	1	6	4	5	2	3	21	7	14	3	5	*	12	9	12	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
														ln			
SUMMARY CODES																	
TOTAL CONFIDENT	2334	318	469	450	463	313	322	2334	1155	1166	745	731	421	430	1477	851	2334
	70%	80%	77%	79%	76%	58%	52%	70%	73%	66%	75%	74%	68%	59%	74%	63%	70%
		efg	efg	efg	ef			ef	i		mo	mo	m		lmop		mo
TOTAL NOT CONFIDENT	460	36	42	47	62	114	159	460	185	272	89	122	96	153	210	249	460
	14%	9%	7%	8%	10%	21%	26%	14%	12%	16%	9%	12%	15%	21%	11%	18%	14%
						abcdg	abcdg	bc		h			jn	jknp	jknp	jknp	jn
TOTAL NEITHER/ DON'T KNOW	559	43	101	73	88	111	143	559	242	315	165	137	104	150	302	254	559
	17%	11%	16%	13%	14%	21%	23%	17%	15%	18%	17%	14%	17%	20%	15%	19%	17%
						ac	acd	a						kn		k	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 40

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Very confident	897	750	75	42	30	897	793	104	120	777	146	304	439	897	107	258	262
	27%	27%	27%	28%	31%	27%	27%	24%	21%	28%	16%	24%	39%	27%	27%	23%	33%
										h		j	jkm	j			o
Fairly confident	1437	1215	122	65	34	1437	1241	196	241	1195	348	601	464	1437	170	463	346
	43%	43%	44%	43%	36%	43%	42%	45%	41%	43%	39%	48%	42%	43%	43%	42%	44%
												jlm					
Neither confident nor not confident	538	463	42	20	15	538	461	77	108	431	209	202	114	538	71	220	116
	16%	16%	15%	13%	15%	16%	16%	18%	18%	16%	23%	16%	10%	16%	18%	20%	15%
											klm	l	l			p	
Not very confident	342	286	29	16	11	342	306	36	78	265	144	103	78	342	30	122	57
	10%	10%	11%	10%	12%	10%	10%	8%	13%	10%	16%	8%	7%	10%	8%	11%	7%
											klm			l			
Not at all confident	118	98	8	7	5	118	102	16	28	90	39	33	14	118	11	36	12
	4%	3%	3%	4%	5%	4%	3%	4%	5%	3%	4%	3%	1%	4%	3%	3%	2%
											l			l			
Don't know	21	17	-	3	*	21	20	1	10	11	12	3	3	21	5	3	2
	1%	1%	-%	2%	*%	1%	1%	*%	2%	*%	1%	*%	*%	1%	1%	*%	*%
									i								
SUMMARY CODES																	
TOTAL CONFIDENT	2334	1966	197	108	64	2334	2033	300	361	1972	494	904	903	2334	277	721	609
	70%	69%	71%	70%	67%	70%	70%	70%	62%	71%	55%	73%	81%	70%	70%	65%	77%
										h		j	jkm	j			o
TOTAL NOT CONFIDENT	460	384	37	23	16	460	408	52	106	354	184	136	92	460	41	158	69
	14%	14%	13%	15%	17%	14%	14%	12%	18%	13%	20%	11%	8%	14%	10%	14%	9%
									i		klm			l		p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
TOTAL NEITHER/ DON'T KNOW	559	480	42	23	15	559	481	78	118	442	221	205	117	559	76	222	118
	17%	17%	15%	15%	16%	17%	16%	18%	20%	16%	25%	16%	11%	17%	19%	20%	15%
											klm	l		l		p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Very confident	897	323	405	151	897	219	637	527	354
	27%	39%	23%	21%	27%	24%	29%	24%	32%
		bcd			c				g
Fairly confident	1437	305	812	295	1437	373	975	940	479
	43%	37%	47%	42%	43%	40%	44%	42%	44%
			a						
Neither confident nor not confident	538	109	262	144	538	172	331	379	155
	16%	13%	15%	20%	16%	19%	15%	17%	14%
				ab					
Not very confident	342	57	193	80	342	93	224	263	74
	10%	7%	11%	11%	10%	10%	10%	12%	7%
			a	a				h	
Not at all confident	118	22	60	28	118	66	50	98	19
	4%	3%	3%	4%	4%	7%	2%	4%	2%
						f		h	
Don't know	21	4	4	11	21	5	9	10	11
	1%	*%	*%	1%	1%	1%	*%	*%	1%
				b					
SUMMARY CODES									
TOTAL CONFIDENT	2334	628	1217	446	2334	592	1612	1467	834
	70%	77%	70%	63%	70%	64%	72%	66%	76%
		bcd	c		c		e		g
TOTAL NOT CONFIDENT	460	78	253	109	460	158	274	362	93
	14%	10%	15%	15%	14%	17%	12%	16%	9%
			a	a	a	f		h	

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
TOTAL NEITHER/ DON'T KNOW	559	113	266	154	559	178	340	390	165
	17%	14%	15%	22%	17%	19%	15%	18%	15%
				abd					

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 41

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Very confident	1013	162	274	193	173	122	89	1013	536	473	370	325	160	155	696	315	1013
	30%	41%	45%	34%	28%	23%	14%	30%	34%	27%	37%	33%	26%	21%	35%	23%	30%
		defg	cdefg	ef	f	f		ef	i		lmop	lmo			lmop		mo
Fairly confident	1656	186	248	276	350	260	336	1656	777	870	486	497	325	342	983	667	1656
	49%	47%	41%	48%	57%	48%	54%	49%	49%	50%	49%	50%	52%	47%	49%	49%	49%
				abcg			b	b									
Neither confident nor not confident	375	25	58	72	56	78	87	375	145	228	86	101	66	120	187	186	375
	11%	6%	9%	13%	9%	15%	14%	11%	9%	13%	9%	10%	11%	16%	9%	14%	11%
				a	a	a	a	a		h				jklnp		jn	
Not very confident	225	13	27	25	28	61	71	225	95	129	46	45	59	76	90	134	225
	7%	3%	4%	4%	5%	11%	11%	7%	6%	7%	5%	5%	9%	10%	5%	10%	7%
						abcdg	abcdg						jkn	jknp		jknp	n
Not at all confident	67	5	*	3	4	16	40	67	22	45	9	14	12	31	23	43	67
	2%	1%	*%	*%	1%	3%	6%	2%	1%	3%	1%	1%	2%	4%	1%	3%	2%
						bc	abcdg	b						jknp		jn	
Don't know	17	5	4	2	2	2	2	17	8	9	2	6	1	8	8	8	17
	1%	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%

SUMMARY CODES

TOTAL CONFIDENT	2669	349	523	469	523	382	424	2669	1312	1343	856	823	484	498	1679	982	2669
	80%	88%	86%	82%	85%	71%	68%	80%	83%	77%	86%	83%	78%	68%	84%	73%	80%
		efg	efg	ef	efg			ef	i		lmop	mo	m		lmop		mo
TOTAL NOT CONFIDENT	292	18	27	27	32	76	111	292	117	174	55	59	71	107	114	178	292
	9%	5%	4%	5%	5%	14%	18%	9%	7%	10%	5%	6%	11%	15%	6%	13%	9%
						abcdg	abcdg	bc					jknp	jknp		jknp	jn
TOTAL NEITHER/ DON'T KNOW	392	30	61	74	58	80	89	392	153	237	88	108	66	128	196	194	392
	12%	8%	10%	13%	9%	15%	14%	12%	10%	14%	9%	11%	11%	17%	10%	14%	12%
						a	a			h				jklnp		jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 41

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Very confident	1013 30%	858 30%	74 27%	51 33%	30 32%	1013 30%	882 30%	131 30%	138 24%	875 32% h	157 18%	360 29% j	488 44% jkm	1013 30% j	119 30%	279 25%	308 39% o
Fairly confident	1656 49%	1410 50%	138 50%	68 44%	41 44%	1656 49%	1439 49%	217 50%	257 44%	1399 51%	408 45%	690 55% jlm	529 48%	1656 49%	183 47%	583 53%	391 49%
Neither confident nor not confident	375 11%	312 11%	35 13%	16 10%	13 14%	375 11%	330 11%	46 11%	85 15%	290 10%	172 19% klm	119 10% l	70 6% l	375 11% l	60 15% p	149 14% p	66 8%
Not very confident	225 7%	183 6%	24 9%	14 9%	4 4%	225 7%	200 7%	25 6%	72 12% i	153 6%	122 14% klm	60 5% l	23 2% l	225 7% l	22 6%	68 6%	26 3%
Not at all confident	67 2%	55 2%	4 2%	4 2%	4 4%	67 2%	55 2%	12 3%	24 4% i	43 2%	29 3% kl	12 1% l	2 *% l	67 2% l	6 1%	21 2% p	2 *%
Don't know	17 1%	13 *%	1 *%	1 1%	2 2% a	17 1%	17 1%	* *%	9 1% i	8 *%	11 1% l	4 *% l	1 *% l	17 1% l	3 1% p	2 *% p	1 *%
SUMMARY CODES																	
TOTAL CONFIDENT	2669 80%	2267 80%	212 77%	119 78%	72 76%	2669 80%	2321 79%	348 81%	395 68%	2274 82% h	565 63%	1050 84% jm	1017 91% jkm	2669 80% j	302 77%	862 78%	699 88% no
TOTAL NOT CONFIDENT	292 9%	238 8%	28 10%	17 11%	8 9%	292 9%	255 9%	37 9%	96 16% i	196 7%	152 17% klm	73 6% l	25 2% l	292 9% kl	28 7%	89 8% p	29 4%
TOTAL NEITHER/ DON'T KNOW	392 12%	325 11%	35 13%	17 11%	15 16%	392 12%	346 12%	46 11%	94 16% i	299 11%	182 20% klm	123 10% l	71 6% l	392 12% l	63 16% p	150 14% p	67 8%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Very confident	1013	332	473	183	1013	257	713	626	374
	30%	41%	27%	26%	30%	28%	32%	28%	34%
		bcd							g
Fairly confident	1656	359	930	329	1656	429	1123	1111	519
	49%	44%	54%	46%	49%	46%	50%	50%	48%
			ac						
Neither confident nor not confident	375	82	176	103	375	128	217	249	124
	11%	10%	10%	15%	11%	14%	10%	11%	11%
				b		f			
Not very confident	225	32	117	70	225	73	140	161	64
	7%	4%	7%	10%	7%	8%	6%	7%	6%
				ad					
Not at all confident	67	11	35	15	67	39	25	63	4
	2%	1%	2%	2%	2%	4%	1%	3%	*%
						f		h	
Don't know	17	2	6	9	17	2	8	9	8
	1%	*%	*%	1%	1%	*%	*%	*%	1%
SUMMARY CODES									
TOTAL CONFIDENT	2669	691	1403	511	2669	685	1836	1737	892
	80%	84%	81%	72%	80%	74%	82%	78%	82%
		cd	c		c		e		
TOTAL NOT CONFIDENT	292	43	151	85	292	111	165	224	68
	9%	5%	9%	12%	9%	12%	7%	10%	6%
			a	a	a	f		h	
TOTAL NEITHER/ DON'T KNOW	392	84	182	112	392	131	225	258	132
	12%	10%	10%	16%	12%	14%	10%	12%	12%
				abd		f			

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 42

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Very confident	742	106	208	146	133	87	62	742	415	324	280	221	116	123	501	239	742
	22%	27%	34%	26%	22%	16%	10%	22%	26%	18%	28%	22%	19%	17%	25%	18%	22%
		ef	cdefg	ef	f	f		ef	i		lmop	m			lmo		mo
Fairly confident	1685	194	272	299	345	265	312	1685	782	896	523	527	314	316	1050	630	1685
	50%	49%	44%	52%	56%	49%	50%	50%	49%	51%	52%	53%	51%	43%	53%	47%	50%
				b							m	mo			mo		m
Neither confident nor not confident	564	64	93	88	90	103	126	564	236	323	128	147	125	163	275	287	564
	17%	16%	15%	15%	15%	19%	20%	17%	15%	18%	13%	15%	20%	22%	14%	21%	17%
													jn	jknp		jknp	
Not very confident	259	24	25	30	36	61	82	259	108	151	53	65	51	89	118	140	259
	8%	6%	4%	5%	6%	11%	13%	8%	7%	9%	5%	7%	8%	12%	6%	10%	8%
						bcd	abcdg	b						jknp		jknp	
Not at all confident	84	5	10	7	9	19	33	84	32	51	9	25	15	35	34	50	84
	3%	1%	2%	1%	2%	4%	5%	3%	2%	3%	1%	3%	2%	5%	2%	4%	3%
							abcdg							jnp		jn	j
Don't know	19	3	4	*	-	2	9	19	10	9	7	4	1	8	10	8	19
	1%	1%	1%	*%	-%	*%	2%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%

SUMMARY CODES

TOTAL CONFIDENT	2427	299	479	445	478	352	374	2427	1196	1220	803	748	430	439	1551	869	2427
	72%	75%	78%	78%	78%	66%	60%	72%	76%	70%	80%	76%	69%	60%	78%	64%	72%
		ef	efg	ef	ef			ef	i		lmop	mo	m		lmop		mo
TOTAL NOT CONFIDENT	343	30	35	38	46	80	114	343	140	202	62	91	66	124	152	189	343
	10%	7%	6%	7%	7%	15%	18%	10%	9%	11%	6%	9%	11%	17%	8%	14%	10%
						abcdg	abcdg	b					j	jklnp		jknp	jn
TOTAL NEITHER/ DON'T KNOW	583	68	97	88	90	105	136	583	246	332	135	151	125	170	286	296	583
	17%	17%	16%	15%	15%	20%	22%	17%	16%	19%	13%	15%	20%	23%	14%	22%	17%
							d						jn	jknp		jknp	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 42

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Very confident	742	621	61	34	26	742	648	94	100	642	126	243	366	742	83	197	225
	22%	22%	22%	22%	27%	22%	22%	22%	17%	23%	14%	20%	33%	22%	21%	18%	28%
										h		j	jkm	j			o
Fairly confident	1685	1429	141	71	44	1685	1458	227	244	1442	377	704	581	1685	184	577	421
	50%	50%	51%	46%	47%	50%	50%	53%	42%	52%	42%	57%	52%	50%	47%	52%	53%
										h		jm	j	j			
Neither confident nor not confident	564	489	37	26	12	564	502	62	130	434	226	198	117	564	86	217	101
	17%	17%	13%	17%	13%	17%	17%	14%	22%	16%	25%	16%	11%	17%	22%	20%	13%
									i		klm	l		l	p	p	
Not very confident	259	210	25	16	8	259	225	34	82	177	123	79	39	259	26	83	35
	8%	7%	9%	11%	8%	8%	8%	8%	14%	6%	14%	6%	4%	8%	7%	8%	4%
									i		klm	l		l			
Not at all confident	84	65	10	6	4	84	72	12	24	60	33	17	8	84	13	20	11
	3%	2%	4%	4%	4%	3%	2%	3%	4%	2%	4%	1%	1%	3%	3%	2%	1%
											kl			l			
Don't know	19	16	2	1	1	19	18	1	5	13	14	4	-	19	2	8	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%
											l						
SUMMARY CODES																	
TOTAL CONFIDENT	2427	2050	202	104	70	2427	2106	321	344	2083	503	947	948	2427	267	774	645
	72%	72%	73%	68%	74%	72%	72%	75%	59%	75%	56%	76%	85%	72%	68%	70%	81%
										h		j	jkm	j			no
TOTAL NOT CONFIDENT	343	275	35	22	12	343	297	46	106	238	156	96	47	343	38	103	45
	10%	10%	13%	14%	12%	10%	10%	11%	18%	9%	17%	8%	4%	10%	10%	9%	6%
									i		klm	l		l			
TOTAL NEITHER/ DON'T KNOW	583	505	39	27	13	583	519	64	135	447	240	203	117	583	88	224	105
	17%	18%	14%	17%	14%	17%	18%	15%	23%	16%	27%	16%	11%	17%	22%	20%	13%
									i		klm	l		l	p	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Very confident	742 22%	246 30%	337 19%	140 20%	742 22%	200 22%	505 23%	434 20%	294 27%
		bcd							g
Fairly confident	1685 50%	398 49%	928 53%	327 46%	1685 50%	399 43%	1186 53%	1140 51%	527 48%
			c				e		
Neither confident nor not confident	564 17%	107 13%	287 17%	147 21%	564 17%	181 20%	340 15%	370 17%	189 17%
				a					
Not very confident	259 8%	45 5%	135 8%	70 10%	259 8%	90 10%	159 7%	198 9%	57 5%
				a				h	
Not at all confident	84 3%	20 2%	42 2%	21 3%	84 3%	52 6%	29 1%	62 3%	21 2%
						f			
Don't know	19 1%	3 *%	8 *%	5 1%	19 1%	5 1%	8 *%	15 1%	4 *%
SUMMARY CODES									
TOTAL CONFIDENT	2427 72%	644 79%	1265 73%	467 66%	2427 72%	600 65%	1690 76%	1575 71%	821 75%
		bcd	c		c		e		
TOTAL NOT CONFIDENT	343 10%	64 8%	176 10%	90 13%	343 10%	142 15%	187 8%	259 12%	78 7%
				a		f		h	
TOTAL NEITHER/ DON'T KNOW	583 17%	111 14%	295 17%	151 21%	583 17%	186 20%	348 16%	385 17%	193 18%
				a		f			

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 43

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3E. How confident are you in judging whether an email, text or online message you receive is potentially suspicious or a scam? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Very confident	1062	171	254	183	196	129	130	1062	556	501	361	325	179	195	686	374	1062
	32%	43%	42%	32%	32%	24%	21%	32%	35%	29%	36%	33%	29%	27%	34%	28%	32%
		cdefg	cdefg	ef	ef			ef	i		lmo				mo		
Fairly confident	1664	185	279	298	335	271	295	1664	772	884	499	520	328	313	1019	641	1664
	50%	47%	46%	52%	55%	50%	47%	50%	49%	50%	50%	53%	53%	43%	51%	47%	50%
				b					m		m	m		m		m	
Neither confident nor not confident	315	15	39	57	42	73	89	315	125	188	78	78	54	104	155	158	315
	9%	4%	6%	10%	7%	14%	14%	9%	8%	11%	8%	8%	9%	14%	8%	12%	9%
				a		abdg	abdg	a						jklnp		jkln	
Not very confident	235	19	30	26	33	52	76	235	94	139	50	57	41	84	107	125	235
	7%	5%	5%	5%	5%	10%	12%	7%	6%	8%	5%	6%	7%	11%	5%	9%	7%
						bc	abcdg							jklnp		jkln	
Not at all confident	58	3	2	5	8	12	28	58	25	32	4	7	16	31	11	46	58
	2%	1%	*%	1%	1%	2%	5%	2%	2%	2%	*%	1%	3%	4%	1%	3%	2%
							abcdg						jkln	jknp		jknp	jn
Don't know	20	4	6	2	-	1	7	20	10	9	7	3	4	6	10	10	20
	1%	1%	1%	*%	-%	*%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%

SUMMARY CODES

TOTAL CONFIDENT	2726	356	533	481	531	400	425	2726	1328	1385	861	844	507	508	1705	1015	2726
	81%	90%	87%	84%	87%	74%	68%	81%	84%	79%	86%	85%	82%	69%	86%	75%	81%
		efg	efg	ef	efg			ef	i		mop	mop	mo		mop		mo
TOTAL NOT CONFIDENT	293	21	32	31	40	64	104	293	119	172	54	65	57	114	119	171	293
	9%	5%	5%	5%	7%	12%	17%	9%	8%	10%	5%	7%	9%	16%	6%	13%	9%
						abcd	abcdg							jklnp		jknp	jn
TOTAL NEITHER/ DON'T KNOW	335	20	45	58	42	74	95	335	135	197	85	80	58	110	165	168	335
	10%	5%	7%	10%	7%	14%	15%	10%	9%	11%	8%	8%	9%	15%	8%	12%	10%
				a		abd	abdg	a						jklnp		jkln	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 43

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3E. How confident are you in judging whether an email, text or online message you receive is potentially suspicious or a scam? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Very confident	1062 32%	906 32%	73 26%	53 35%	31 33%	1062 32%	917 31%	145 34%	141 24%	921 33%	189 21%	364 29%	494 44%	1062 32%	119 30%	297 27%	307 39%
Fairly confident	1664 50%	1405 50%	149 54%	65 42%	44 47%	1664 50%	1451 50%	213 49%	278 48%	1386 50%	387 43%	703 56%	542 49%	1664 50%	190 48%	595 54%	400 50%
Neither confident nor not confident	315 9%	273 10%	18 6%	15 10%	9 9%	315 9%	276 9%	39 9%	80 14%	235 8%	153 17%	104 8%	47 4%	315 9%	56 14%	111 10%	55 7%
Not very confident	235 7%	193 7%	24 9%	13 9%	5 5%	235 7%	211 7%	25 6%	63 11%	172 6%	134 15%	59 5%	26 2%	235 7%	16 4%	84 8%	26 3%
Not at all confident	58 2%	42 1%	5 2%	7 4%	5 5%	58 2%	50 2%	7 2%	15 3%	43 2%	21 2%	12 1%	3 *%	58 2%	8 2%	11 1%	5 1%
Don't know	20 1%	11 *%	7 3%	* *%	1 1%	20 1%	17 1%	2 1%	7 1%	13 *%	14 2%	4 *%	1 *%	20 1%	4 1%	4 *%	2 *%
SUMMARY CODES																	
TOTAL CONFIDENT	2726 81%	2311 82%	222 81%	118 77%	75 79%	2726 81%	2368 81%	357 83%	419 72%	2306 83%	576 64%	1067 86%	1036 93%	2726 81%	309 79%	891 81%	707 89%
TOTAL NOT CONFIDENT	293 9%	235 8%	29 10%	20 13%	10 11%	293 9%	261 9%	32 7%	78 13%	215 8%	155 17%	71 6%	29 3%	293 9%	24 6%	95 9%	31 4%
TOTAL NEITHER/ DON'T KNOW	335 10%	285 10%	25 9%	15 10%	10 10%	335 10%	293 10%	42 10%	87 15%	247 9%	168 19%	107 9%	48 4%	335 10%	60 15%	115 10%	57 7%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3E. How confident are you in judging whether an email, text or online message you receive is potentially suspicious or a scam? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Very confident	1062	342	491	197	1062	283	735	675	373
	32%	42%	28%	28%	32%	31%	33%	30%	34%
		bcd							
Fairly confident	1664	375	918	340	1664	426	1136	1117	527
	50%	46%	53%	48%	50%	46%	51%	50%	48%
		a							
Neither confident nor not confident	315	61	161	80	315	101	179	203	107
	9%	7%	9%	11%	9%	11%	8%	9%	10%
Not very confident	235	26	127	74	235	84	140	162	70
	7%	3%	7%	10%	7%	9%	6%	7%	6%
		a	ad	a					
Not at all confident	58	11	35	9	58	27	29	49	8
	2%	1%	2%	1%	2%	3%	1%	2%	1%
						f			
Don't know	20	4	4	7	20	6	7	13	6
	1%	*%	*%	1%	1%	1%	*%	1%	1%
SUMMARY CODES									
TOTAL CONFIDENT	2726	717	1410	537	2726	709	1871	1792	900
	81%	88%	81%	76%	81%	76%	84%	81%	82%
		bcd	c		c		e		
TOTAL NOT CONFIDENT	293	37	162	84	293	111	169	211	79
	9%	4%	9%	12%	9%	12%	8%	9%	7%
		a	a	a	a	f			
TOTAL NEITHER/ DON'T KNOW	335	65	165	88	335	107	187	216	113
	10%	8%	10%	12%	10%	12%	8%	10%	10%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN5A. Which, if any, of these activities do you do online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2711 81%	288 73%	520 85% af	488 86% af	536 87% afg	444 83% af	435 70%	2711 81% af	1276 81%	1422 81%	830 83% mo	850 86% lmop	496 80% m	527 72%	1681 85% mop	1024 76%	2711 81% mo
Find information for your leisure time including cinema, live music, theatre, museums etc.	2244 67%	237 60%	410 67%	436 76% abefg	432 70% af	358 67%	370 59%	2244 67% af	1043 66%	1193 68%	710 71% lmo	740 75% lmop	383 62%	405 55%	1450 73% lmop	788 58%	2244 67% mo
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	2073 62%	172 43%	390 64% a	396 69% afg	419 68% af	349 65% af	348 56% a	2073 62% a	969 61%	1097 63%	694 69% lmop	686 69% lmop	354 57% m	332 45%	1380 69% lmop	686 51%	2073 62% mo
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1839 55%	161 41%	359 59% af	348 61% af	366 60% af	302 56% a	302 48%	1839 55% af	870 55%	962 55%	630 63% lmop	598 60% lmop	315 51% m	293 40%	1227 62% lmop	607 45%	1839 55% mo
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 44

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN5A. Which, if any, of these activities do you do online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1728	139	361	357	334	281	255	1728	827	890	604	560	288	273	1163	561	1728
	52%	35%	59%	63%	55%	52%	41%	52%	52%	51%	60%	57%	46%	37%	58%	41%	52%
		afg	afg	aefg	af	af		af			lmop	lmo	m		lmop		mo
Finding/ downloading information for work/ business/ school/ college/ university	1650	245	361	353	332	231	128	1650	784	857	597	570	278	201	1166	479	1650
	49%	62%	59%	62%	54%	43%	21%	49%	50%	49%	60%	58%	45%	27%	59%	35%	49%
		efg	efg	efg	ef	f		f			lmop	lmop	mo		lmop	m	mo
Look at job opportunities or apply for a job online	1392	227	356	311	302	161	36	1392	642	743	459	435	264	230	895	494	1392
	42%	57%	58%	54%	49%	30%	6%	42%	41%	42%	46%	44%	42%	31%	45%	36%	42%
		efg	defg	efg	efg	f		ef			mo	mo	m		mo		mo
Sign an online petition or use a campaigning website (e.g. change.org)	1038	117	220	210	191	149	151	1038	448	588	400	330	156	151	730	306	1038
	31%	29%	36%	37%	31%	28%	24%	31%	28%	34%	40%	33%	25%	21%	37%	23%	31%
			f	ef				f		h	klmop	lmo			lmop		lmo
None of these	172	7	17	22	35	23	69	172	62	110	19	25	42	84	44	127	172
	5%	2%	3%	4%	6%	4%	11%	5%	4%	6%	2%	3%	7%	12%	2%	9%	5%
				a			abcdeg	a		h			jkn	jklnp		jknp	jkn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 44

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN5A. Which, if any, of these activities do you do online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2711 81%	2298 81%	227 83%	108 70%	78 82%	2711 81%	2358 81%	353 82%	401 69%	2310 83%	508 56%	1110 89%	1093 98%	2711 81%	284 72%	909 83%	698 88%
		c	c		c	c				h		jm	jkm	j		n	no
Find information for your leisure time including cinema, live music, theatre, museums etc.	2244 67%	1883 67%	196 71%	102 67%	63 67%	2244 67%	1946 67%	298 69%	286 49%	1958 71%	297 33%	873 70%	1074 97%	2244 67%	190 48%	730 66%	612 77%
								f		h		j	jkm	j		n	no
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	2073 62%	1751 62%	183 66%	87 57%	53 56%	2073 62%	1778 61%	295 69%	238 41%	1835 66%	212 24%	808 65%	1053 95%	2073 62%	190 48%	671 61%	600 75%
						d		f		h		j	jkm	j		n	no
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1839 55%	1553 55%	170 62%	74 48%	43 45%	1839 55%	1563 53%	276 64%	198 34%	1641 59%	153 17%	673 54%	1013 91%	1839 55%	166 42%	585 53%	548 69%
		d	cd			d		f		h		j	jkm	j		n	no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 44

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN5A. Which, if any, of these activities do you do online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1728	1482	146	68	32	1728	1503	225	200	1528	166	632	930	1728	160	556	502
	52%	52%	53%	44%	34%	52%	51%	52%	34%	55%	18%	51%	84%	52%	41%	51%	63%
		d	d			d				h		j	jkm	j		n	no
Finding/ downloading information for work/ business/ school/ college/ university	1650	1400	147	60	43	1650	1462	188	176	1474	97	559	994	1650	167	462	502
	49%	49%	54%	39%	45%	49%	50%	44%	30%	53%	11%	45%	89%	49%	43%	42%	63%
		c	c			c				h		j	jkm	j			no
Look at job opportunities or apply for a job online	1392	1198	111	51	32	1392	1249	143	177	1215	99	435	858	1392	156	432	387
	42%	42%	40%	34%	34%	42%	43%	33%	30%	44%	11%	35%	77%	42%	40%	39%	49%
		c					g			h		j	jkm	jk			no
Sign an online petition or use a campaigning website (e.g. change.org)	1038	847	99	65	27	1038	903	135	96	942	46	281	711	1038	91	321	346
	31%	30%	36%	42%	29%	31%	31%	31%	16%	34%	5%	23%	64%	31%	23%	29%	43%
			ade							h		j	jkm	jk			no
None of these	172	140	13	12	6	172	146	26	64	108	72	3	-	172	19	39	18
	5%	5%	5%	8%	7%	5%	5%	6%	11%	4%	8%	*%	-%	5%	5%	4%	2%
									i		klm			kl			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN5A. Which, if any, of these activities do you do online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2711 81%	685 84%	1389 80%	578 82%	2711 81%	696 75%	1870 84% e	1767 80%	917 84%
Find information for your leisure time including cinema, live music, theatre, museums etc.	2244 67%	571 70% c	1203 69% c	418 59%	2244 67% c	498 54%	1638 74% e	1498 68%	735 67%
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	2073 62%	535 65% c	1089 63%	405 57%	2073 62%	508 55%	1461 66% e	1364 61%	698 64%
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1839 55%	507 62% bcd	957 55% c	332 47%	1839 55% c	437 47%	1316 59% e	1180 53%	642 59% g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN5A. Which, if any, of these activities do you do online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1728 52%	456 56%	894 51%	345 49%	1728 52%	396 43%	1242 56% e	1077 49%	627 57% g
Finding/ downloading information for work/ business/ school/ college/ university	1650 49%	456 56% cd	860 49% c	294 41%	1650 49% c	357 38%	1215 55% e	1001 45%	624 57% g
Look at job opportunities or apply for a job online	1392 42%	314 38%	708 41%	330 47% a	1392 42%	295 32%	1012 45% e	819 37%	553 51% g
Sign an online petition or use a campaigning website (e.g. change.org)	1038 31%	292 36% b	509 29%	207 29%	1038 31%	287 31%	698 31%	670 30%	366 34%
None of these	172 5%	29 4%	94 5%	38 5%	172 5%	59 6%	96 4%	135 6% h	36 3%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 45

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN5B. Which if any of these activities do you do online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	2342	303	469	442	482	357	289	2342	1086	1250	739	745	414	438	1484	852	2342
	70%	76%	77%	78%	79%	66%	46%	70%	69%	71%	74%	75%	67%	60%	75%	63%	70%
		ef	efg	efg	efg	f		f			lmo	lmop			lmop		mo
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1473	264	347	325	283	158	96	1473	753	712	500	489	250	231	989	481	1473
	44%	67%	57%	57%	46%	29%	15%	44%	48%	41%	50%	49%	40%	31%	50%	35%	44%
		bcdefg	defg	defg	ef	f		ef	i		lmop	lmop	m		lmop		mo
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1307	149	259	284	281	183	152	1307	664	637	496	408	213	186	905	399	1307
	39%	37%	42%	50%	46%	34%	24%	39%	42%	36%	50%	41%	34%	25%	45%	29%	39%
		f	f	aefg	efg	f		f	i		klmop	mo	m		lmop		mo
Watch or post livestream videos (watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1278	219	305	265	237	162	90	1278	645	623	426	404	228	215	830	443	1278
	38%	55%	50%	46%	39%	30%	14%	38%	41%	36%	43%	41%	37%	29%	42%	33%	38%
		defg	defg	efg	ef	f		ef	i		mo	mo	m		mo		mo
None of these	561	13	47	42	71	122	266	561	252	307	113	125	110	212	237	323	561
	17%	3%	8%	7%	12%	23%	43%	17%	16%	18%	11%	13%	18%	29%	12%	24%	17%
				a	abcdg	abcdeg	abcd						jn	jklnp	jklnp	jklnp	jkn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 45

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN5B. Which if any of these activities do you do online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	2342 70%	1976 70%	198 72%	101 66%	67 70%	2342 70%	2036 70%	307 71%	327 56%	2015 73% h	326 36%	947 76% jm	1070 96% jkm	2342 70% j	262 67%	766 70%	605 76% no
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1473 44%	1218 43%	146 53% ae	67 44%	41 43%	1473 44%	1277 44%	196 45%	198 34%	1275 46% h	115 13%	496 40% j	862 78% jkm	1473 44% j	158 40%	408 37%	443 56% no
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1307 39%	1073 38%	139 51% ade	60 39%	35 37%	1307 39%	1136 39%	171 40%	143 24%	1164 42% h	97 11%	406 33% j	803 72% jkm	1307 39% jk	117 30%	398 36%	397 50% no
Watch or post livestream videos (watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1278 38%	1071 38%	104 38%	62 41%	40 43%	1278 38%	1128 39%	150 35%	162 28%	1116 40% h	120 13%	415 33% j	743 67% jkm	1278 38% jk	149 38%	398 36%	352 44% o
None of these	561 17%	487 17%	34 12%	25 17%	15 16%	561 17%	482 16%	79 18%	150 26% i	412 15%	353 39% klm	112 9% l	- -%	561 17% kl	58 15%	198 18% p	85 11%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN5B. Which if any of these activities do you do online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	2342	581	1209	493	2342	555	1646	1459	857
	70%	71%	70%	70%	70%	60%	74% e	66%	78% g
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1473	371	735	319	1473	362	1018	867	583
	44%	45%	42%	45%	44%	39%	46% e	39%	53% g
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1307	342	675	253	1307	305	922	805	488
	39%	42%	39%	36%	39%	33%	41% e	36%	45% g
Watch or post livestream videos (watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1278	322	636	286	1278	330	866	777	485
	38%	39%	37%	40%	38%	36%	39%	35%	44% g
None of these	561	115	306	117	561	195	337	472	83
	17%	14%	18%	17%	17%	21% f	15% h	21%	8%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2711	288	520	488	536	444	435	2711	1276	1422	830	850	496	527	1681	1024	2711
	81%	73%	85%	86%	87%	83%	70%	81%	81%	81%	83%	86%	80%	72%	85%	76%	81%
			af	af	afg	af		af			mo	lmop	m		mop		mo
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer or Sky Go)	2342	303	469	442	482	357	289	2342	1086	1250	739	745	414	438	1484	852	2342
	70%	76%	77%	78%	79%	66%	46%	70%	69%	71%	74%	75%	67%	60%	75%	63%	70%
		ef	efg	efg	efg	f		f			lmo	lmop			lmop		mo
Find information for your leisure time including cinema, live music, theatre, museums etc.	2244	237	410	436	432	358	370	2244	1043	1193	710	740	383	405	1450	788	2244
	67%	60%	67%	76%	70%	67%	59%	67%	66%	68%	71%	75%	62%	55%	73%	58%	67%
				abefg	af			af			lmo	lmop			lmop		mo
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	2073	172	390	396	419	349	348	2073	969	1097	694	686	354	332	1380	686	2073
	62%	43%	64%	69%	68%	65%	56%	62%	61%	63%	69%	69%	57%	45%	69%	51%	62%
			a	afg	af	af	a	a			lmop	lmop	m		lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 46

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1839	161	359	348	366	302	302	1839	870	962	630	598	315	293	1227	607	1839
	55%	41%	59%	61%	60%	56%	48%	55%	55%	55%	63%	60%	51%	40%	62%	45%	55%
			af	af	af	a	af	af			lmop	lmop	m		lmop		mo
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1728	139	361	357	334	281	255	1728	827	890	604	560	288	273	1163	561	1728
	52%	35%	59%	63%	55%	52%	41%	52%	52%	51%	60%	57%	46%	37%	58%	41%	52%
			afg	aefg	af	af		af			lmop	lmo	m		lmop		mo
Finding/ downloading information for work/ business/ school/ college/ university	1650	245	361	353	332	231	128	1650	784	857	597	570	278	201	1166	479	1650
	49%	62%	59%	62%	54%	43%	21%	49%	50%	49%	60%	58%	45%	27%	59%	35%	49%
		efg	efg	efg	ef	f		f			lmop	lmop	mo		lmop	m	mo
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1473	264	347	325	283	158	96	1473	753	712	500	489	250	231	989	481	1473
	44%	67%	57%	57%	46%	29%	15%	44%	48%	41%	50%	49%	40%	31%	50%	35%	44%
		bcdefg	defg	defg	ef	f		ef		i	lmop	lmop	m		lmop		mo
Look at job opportunities or apply for a job online	1392	227	356	311	302	161	36	1392	642	743	459	435	264	230	895	494	1392
	42%	57%	58%	54%	49%	30%	6%	42%	41%	42%	46%	44%	42%	31%	45%	36%	42%
		efg	defg	efg	efg	f		ef			mo	mo	m		mo		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 46

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1307	149	259	284	281	183	152	1307	664	637	496	408	213	186	905	399	1307
	39%	37%	42%	50%	46%	34%	24%	39%	42%	36%	50%	41%	34%	25%	45%	29%	39%
		f	f	ae fg	efg	f		f	i		klmop	mo	m		lmop		mo
Play games online	1290	271	342	245	203	126	101	1290	681	602	426	370	233	257	796	490	1290
	38%	68%	56%	43%	33%	23%	16%	38%	43%	34%	43%	37%	38%	35%	40%	36%	38%
		bcdefg	cdefg	def	ef	f		ef	i		mo						
Watch or post livestream videos (watch or post videos live at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1278	219	305	265	237	162	90	1278	645	623	426	404	228	215	830	443	1278
	38%	55%	50%	46%	39%	30%	14%	38%	41%	36%	43%	41%	37%	29%	42%	33%	38%
		defg	defg	efg	ef	f		ef	i		mo	mo	m		mo		mo
Sign an online petition or use a campaigning website (e.g. change.org)	1038	117	220	210	191	149	151	1038	448	588	400	330	156	151	730	306	1038
	31%	29%	36%	37%	31%	28%	24%	31%	28%	34%	40%	33%	25%	21%	37%	23%	31%
			f	ef				f		h	klmop	lmo			lmop		lmo
ANY OF THESE	3257	396	608	566	596	524	567	3257	1542	1698	990	978	596	683	1968	1279	3257
	97%	100%	100%	99%	97%	97%	91%	97%	97%	97%	99%	99%	96%	93%	99%	94%	97%
		defg	dfg	fg	f	f		f			lmop	lmop			lmop		mo
NONE OF THESE	96	1	3	4	18	14	57	96	41	56	9	12	26	49	21	75	96
	3%	*%	*%	1%	3%	3%	9%	3%	3%	3%	1%	1%	4%	7%	1%	6%	3%
					ab	a	abcdeg	abc					jkn	jknp		jknp	jknp

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 46

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2711 81%	2298 81%	227 83%	108 70%	78 82%	2711 81%	2358 81%	353 82%	401 69%	2310 83%	508 56%	1110 89%	1093 98%	2711 81%	284 72%	909 83%	698 88%
		c	c		c	c				h		jm	jkm	j		n	no
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer or Sky Go)	2342 70%	1976 70%	198 72%	101 66%	67 70%	2342 70%	2036 70%	307 71%	327 56%	2015 73%	326 36%	947 76%	1070 96%	2342 70%	262 67%	766 70%	605 76%
										h		jm	jkm	j			no
Find information for your leisure time including cinema, live music, theatre, museums etc.	2244 67%	1883 67%	196 71%	102 67%	63 67%	2244 67%	1946 67%	298 69%	286 49%	1958 71%	297 33%	873 70%	1074 97%	2244 67%	190 48%	730 66%	612 77%
										h		j	jkm	j		n	no
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	2073 62%	1751 62%	183 66%	87 57%	53 56%	2073 62%	1778 61%	295 69%	238 41%	1835 66%	212 24%	808 65%	1053 95%	2073 62%	190 48%	671 61%	600 75%
								f		h		j	jkm	j		n	no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 46

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1839 55%	1553 55%	170 62%	74 48%	43 45%	1839 55%	1563 53%	276 64%	198 34%	1641 59%	153 17%	673 54%	1013 91%	1839 55%	166 42%	585 53%	548 69%
		d	cd			d		f		h		j	jkm	j		n	no
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1728 52%	1482 52%	146 53%	68 44%	32 34%	1728 52%	1503 51%	225 52%	200 34%	1528 55%	166 18%	632 51%	930 84%	1728 52%	160 41%	556 51%	502 63%
		d	d			d				h		j	jkm	j		n	no
Finding/ downloading information for work/ business/ school/ college/ university	1650 49%	1400 49%	147 54%	60 39%	43 45%	1650 49%	1462 50%	188 44%	176 30%	1474 53%	97 11%	559 45%	994 89%	1650 49%	167 43%	462 42%	502 63%
		c	c			c				h		j	jkm	j			no
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1473 44%	1218 43%	146 53%	67 44%	41 43%	1473 44%	1277 44%	196 45%	198 34%	1275 46%	115 13%	496 40%	862 78%	1473 44%	158 40%	408 37%	443 56%
			ae							h		j	jkm	j			no
Look at job opportunities or apply for a job online	1392 42%	1198 42%	111 40%	51 34%	32 34%	1392 42%	1249 43%	143 33%	177 30%	1215 44%	99 11%	435 35%	858 77%	1392 42%	156 40%	432 39%	387 49%
		c					g			h		j	jkm	jk			no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 46

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1307 39%	1073 38%	139 51% ade	60 39%	35 37%	1307 39%	1136 39%	171 40%	143 24%	1164 42% h	97 11%	406 33% j	803 72% jkm	1307 39% jk	117 30%	398 36%	397 50% no
Play games online	1290 38%	1102 39% d	100 36%	59 38%	29 30%	1290 38%	1151 39% g	138 32%	173 30%	1117 40% h	250 28%	491 39% j	548 49% jkm	1290 38% j	208 53% op	470 43%	297 37%
Watch or post livestream videos (watch or post videos live at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1278 38%	1071 38%	104 38%	62 41%	40 43%	1278 38%	1128 39%	150 35%	162 28%	1116 40% h	120 13%	415 33% j	743 67% jkm	1278 38% jk	149 38%	398 36%	352 44% o
Sign an online petition or use a campaigning website (e.g. change.org)	1038 31%	847 30%	99 36%	65 42% ade	27 29%	1038 31%	903 31%	135 31%	96 16%	942 34% h	46 5%	281 23% j	711 64% jkm	1038 31% jk	91 23%	321 29%	346 43% no
ANY OF THESE	3257 97%	2752 97%	268 97%	146 96%	90 95%	3257 97%	2839 97%	418 97%	553 95%	2704 98% h	899 100% m	1246 100% m	1112 100% m	3257 97%	381 97%	1079 98%	786 99%
NONE OF THESE	96 3%	78 3%	7 3%	7 4%	5 5%	96 3%	83 3%	13 3%	32 5% i	64 2%	- -%	- -%	- -%	96 3% jkl	12 3%	23 2%	10 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2711 81%	685 84%	1389 80%	578 82%	2711 81%	696 75%	1870 84% e	1767 80%	917 84%
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer or Sky Go)	2342 70%	581 71%	1209 70%	493 70%	2342 70%	555 60%	1646 74% e	1459 66%	857 78% g
Find information for your leisure time including cinema, live music, theatre, museums etc.	2244 67%	571 70% c	1203 69% c	418 59%	2244 67% c	498 54%	1638 74% e	1498 68%	735 67%
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	2073 62%	535 65% c	1089 63%	405 57%	2073 62%	508 55%	1461 66% e	1364 61%	698 64%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1839	507	957	332	1839	437	1316	1180	642
	55%	62%	55%	47%	55%	47%	59%	53%	59%
		bcd	c		c		e		g
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1728	456	894	345	1728	396	1242	1077	627
	52%	56%	51%	49%	52%	43%	56%	49%	57%
							e		g
Finding/ downloading information for work/ business/ school/ college/ university	1650	456	860	294	1650	357	1215	1001	624
	49%	56%	49%	41%	49%	38%	55%	45%	57%
		cd	c		c		e		g
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1473	371	735	319	1473	362	1018	867	583
	44%	45%	42%	45%	44%	39%	46%	39%	53%
							e		g
Look at job opportunities or apply for a job online	1392	314	708	330	1392	295	1012	819	553
	42%	38%	41%	47%	42%	32%	45%	37%	51%
				a			e		g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1307 39%	342 42%	675 39%	253 36%	1307 39%	305 33%	922 41% e	805 36%	488 45% g
Play games online	1290 38%	302 37%	662 38%	294 41%	1290 38%	423 46% f	779 35%	763 34%	497 45% g
Watch or post livestream videos (watch or post videos live at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1278 38%	322 39%	636 37%	286 40%	1278 38%	330 36%	866 39%	777 35%	485 44% g
Sign an online petition or use a campaigning website (e.g. change.org)	1038 31%	292 36% b	509 29%	207 29%	1038 31%	287 31%	698 31%	670 30%	366 34%
ANY OF THESE	3257 97%	799 98%	1686 97%	691 97%	3257 97%	890 96%	2170 97%	2130 96%	1084 99% g
NONE OF THESE	96 3%	19 2%	50 3%	18 3%	96 3%	37 4%	56 3%	88 4% h	8 1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

BREADTH OF USE OF THE INTERNET - OUT OF 13 TYPES OF ACTIVITY

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
NONE	96	1	3	4	18	14	57	96	41	56	9	12	26	49	21	75	96
	3%	*%	*%	1%	3%	3%	9%	3%	3%	3%	1%	1%	4%	7%	1%	6%	3%
				ab	a	abcdeg	abc						jkn	jknp		jknp	jknp
NARROW (1-4 TYPES)	899	98	128	109	128	166	271	899	436	456	210	207	182	296	417	479	899
	27%	25%	21%	19%	21%	31%	43%	27%	28%	26%	21%	21%	29%	40%	21%	35%	27%
						bcd	abcdeg	cd					jkn	jklnp		jknp	jknp
MEDIUM (5-8 TYPES)	1246	162	197	182	238	227	241	1246	567	673	355	389	242	254	744	496	1246
	37%	41%	32%	32%	39%	42%	39%	37%	36%	38%	36%	39%	39%	35%	37%	37%	37%
		c				bc											
BROAD (9-13 TYPES)	1112	136	283	276	230	131	55	1112	539	569	425	381	171	133	806	305	1112
	33%	34%	46%	48%	38%	24%	9%	33%	34%	32%	43%	39%	28%	18%	41%	22%	33%
		ef	adefg	adefg	ef	f		ef			lmop	lmop	m		lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 47

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

BREADTH OF USE OF THE INTERNET - OUT OF 13 TYPES OF ACTIVITY

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
NONE	96 3%	78 3%	7 3%	7 4%	5 5%	96 3%	83 3%	13 3%	32 5%	64 2%	- -%	- -%	- -%	96 3%	12 3%	23 2%	10 1%
NARROW (1-4 TYPES)	899 27%	759 27%	67 24%	43 28%	30 32%	899 27%	784 27%	115 27%	269 46%	629 23%	899 100%	- -%	- -%	899 27%	137 35%	323 29%	137 17%
MEDIUM (5-8 TYPES)	1246 37%	1067 38%	88 32%	57 37%	34 36%	1246 37%	1080 37%	165 38%	198 34%	1047 38%	- -%	1246 100%	- -%	1246 37%	150 38%	437 40%	262 33%
BROAD (9-13 TYPES)	1112 33%	926 33%	113 41%	47 30%	27 28%	1112 33%	975 33%	138 32%	85 15%	1027 37%	- -%	- -%	1112 100%	1112 33%	94 24%	319 29%	387 49%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

BREADTH OF USE OF THE INTERNET - OUT OF 13 TYPES OF ACTIVITY

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
NONE	96 3%	19 2%	50 3%	18 3%	96 3%	37 4%	56 3%	88 4%	8 1%
NARROW (1-4 TYPES)	899 27%	183 22%	474 27%	214 30% a	899 27%	325 35% f	496 22%	640 29% h	246 23%
MEDIUM (5-8 TYPES)	1246 37%	322 39%	650 37%	251 35%	1246 37%	341 37%	846 38%	847 38%	372 34%
BROAD (9-13 TYPES)	1112 33%	294 36%	562 32%	226 32%	1112 33%	224 24%	828 37% e	644 29%	465 43% g

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 48

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Strongly disagree	119 4%	18 5%	25 4%	18 3%	17 3%	23 4%	18 3%	119 4%	69 4%	50 3%	37 4%	34 3%	20 3%	28 4%	71 4%	48 4%	119 4%
Slightly disagree	143 4%	27 7%	39 6%	19 3%	24 4%	13 2%	20 3%	143 4%	97 6%	46 3%	49 5%	43 4%	24 4%	28 4%	92 5%	51 4%	143 4%
Neither agree nor disagree	432 13%	63 16%	98 16%	81 14%	66 11%	65 12%	59 9%	432 13%	237 15%	193 11%	145 14%	103 10%	82 13%	101 14%	248 12%	183 14%	432 13%
Slightly agree	767 23%	116 29%	150 24%	155 27%	132 22%	108 20%	106 17%	767 23%	395 25%	368 21%	229 23%	269 27%	130 21%	136 19%	498 25%	266 20%	767 23%
Strongly agree	1855 55%	166 42%	294 48%	293 51%	364 59%	323 60%	415 67%	1855 55%	771 49%	1078 61%	531 53%	536 54%	362 58%	422 58%	1066 54%	784 58%	1855 55%
Don't know	36 1%	6 1%	6 1%	3 1%	10 2%	6 1%	5 1%	36 1%	14 1%	19 1%	9 1%	4 *%	4 1%	17 2%	13 1%	21 2%	36 1%
SUMMARY CODES																	
TOTAL DISAGREE	263 8%	45 11%	64 10%	38 7%	41 7%	37 7%	39 6%	263 8%	166 10%	96 5%	86 9%	78 8%	44 7%	56 8%	163 8%	99 7%	263 8%
TOTAL AGREE	2622 78%	282 71%	444 73%	448 79%	496 81%	430 80%	521 84%	2622 78%	1166 74%	1446 82%	759 76%	805 81%	492 79%	559 76%	1564 79%	1051 78%	2622 78%
TOTAL NEITHER/ DON'T KNOW	469 14%	69 17%	104 17%	85 15%	76 12%	71 13%	64 10%	469 14%	251 16%	212 12%	154 15%	107 11%	86 14%	118 16%	261 13%	204 15%	469 14%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 48

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Strongly disagree	119 4%	91 3%	19 7% a	7 5%	3 3%	119 4%	104 4%	16 4%	28 5%	92 3%	28 3%	43 3%	45 4%	119 4%	18 4%	44 4%	24 3%
Slightly disagree	143 4%	114 4%	19 7%	5 4%	4 5%	143 4%	123 4%	20 5%	15 3%	128 5%	26 3%	62 5%	53 5%	143 4%	18 5%	50 5%	39 5%
Neither agree nor disagree	432 13%	374 13%	31 11%	18 12%	10 10%	432 13%	380 13%	53 12%	72 12%	360 13%	130 14%	164 13%	123 11%	432 13%	61 16%	127 12%	120 15%
Slightly agree	767 23%	642 23%	72 26%	31 21%	22 23%	767 23%	688 24%	78 18%	126 21%	641 23%	199 22%	288 23%	273 25%	767 23%	94 24%	261 24%	198 25%
Strongly agree	1855 55%	1581 56%	131 47%	88 58%	56 59%	1855 55%	1597 55%	258 60%	338 58%	1517 55%	498 55%	678 54%	614 55%	1855 55%	197 50%	614 56%	407 51%
Don't know	36 1%	29 1%	4 2%	2 2%	1 1%	36 1%	30 1%	6 1%	7 1%	30 1%	18 2%	11 1%	6 *%	36 1%	5 1%	6 1%	8 1%
SUMMARY CODES																	
TOTAL DISAGREE	263 8%	205 7%	38 14% ae	13 8%	7 7%	263 8%	227 8%	36 8%	43 7%	220 8%	54 6%	105 8%	98 9%	263 8%	36 9%	94 9%	62 8%
TOTAL AGREE	2622 78%	2222 79%	203 74%	120 78%	77 81%	2622 78%	2285 78%	337 78%	463 79%	2159 78%	697 78%	966 78%	886 80%	2622 78%	291 74%	874 79%	606 76%
TOTAL NEITHER/ DON'T KNOW	469 14%	403 14%	35 13%	21 13%	11 11%	469 14%	410 14%	59 14%	79 13%	390 14%	148 16%	175 14%	128 12%	469 14%	66 17%	134 12%	127 16%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 48

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Strongly disagree	119 4%	27 3%	60 3%	31 4%	119 4%	48 5% f	62 3%	82 4%	36 3%
Slightly disagree	143 4%	35 4%	69 4%	33 5%	143 4%	57 6% f	76 3%	94 4%	45 4%
Neither agree nor disagree	432 13%	110 13%	194 11%	110 15% b	432 13%	129 14%	279 13%	297 13%	132 12%
Slightly agree	767 23%	162 20%	416 24%	173 24%	767 23%	185 20%	526 24%	479 22%	270 25%
Strongly agree	1855 55%	480 59% c	981 56% c	347 49%	1855 55% c	503 54%	1264 57%	1248 56%	592 54%
Don't know	36 1%	3 *%	17 1%	15 2% a	36 1%	6 1%	18 1%	19 1%	17 2%
SUMMARY CODES									
TOTAL DISAGREE	263 8%	62 8%	129 7%	64 9%	263 8%	105 11% f	138 6%	176 8%	81 7%
TOTAL AGREE	2622 78%	643 79%	1396 80% c	520 73%	2622 78%	688 74%	1791 80% e	1727 78%	861 79%
TOTAL NEITHER/ DON'T KNOW	469 14%	114 14%	211 12%	125 18% b	469 14%	135 15%	297 13%	316 14%	149 14%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 49

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Strongly disagree	548 16%	40 10%	78 13%	70 12%	91 15%	111 21% abc	158 25% abcdg	548 16% a	253 16%	291 17%	170 17%	155 16%	108 17%	113 15%	325 16%	221 16%	548 16%
Slightly disagree	509 15%	41 10%	84 14%	83 15%	99 16%	89 17%	113 18% a	509 15%	235 15%	275 16%	163 16%	156 16%	85 14%	103 14%	319 16%	187 14%	509 15%
Neither agree nor disagree	706 21%	72 18%	137 22%	165 29% adefg	109 18%	96 18%	126 20%	706 21%	313 20%	388 22%	204 20%	244 25% mo	122 20%	135 18%	448 23%	256 19%	706 21%
Slightly agree	881 26%	161 41% bcdefg	159 26% f	134 24% f	181 29% f	132 25%	113 18% f	881 26% f	426 27%	449 26%	268 27%	246 25%	174 28%	190 26%	514 26%	364 27%	881 26%
Strongly agree	633 19%	74 19%	143 23% f	110 19%	119 19%	91 17%	95 15%	633 19%	335 21% i	295 17%	179 18%	173 17%	121 19%	159 22%	352 18%	280 21%	633 19%
Don't know	77 2%	8 2%	9 1%	9 2%	15 2%	18 3%	18 3%	77 2%	20 1%	57 3% h	14 1%	16 2%	12 2%	33 5% jknp	30 2%	45 3% n	77 2%
SUMMARY CODES																	
TOTAL DISAGREE	1057 32%	81 21%	162 27%	153 27%	189 31% a	200 37% abc	271 43% abcdg	1057 32% a	488 31%	566 32%	333 33%	311 31%	193 31%	216 29%	644 32%	409 30%	1057 32%
TOTAL AGREE	1513 45%	235 59% bcdefg	303 50% f	244 43% f	300 49% f	223 42%	209 33%	1513 45% f	762 48% i	743 42%	448 45%	419 42%	295 47%	349 48%	867 44%	644 48%	1513 45%
TOTAL NEITHER/ DON'T KNOW	783 23%	81 20%	146 24%	174 30% adefg	124 20%	114 21%	144 23%	783 23%	333 21%	445 25% h	218 22%	260 26%	133 21%	168 23%	478 24%	301 22%	783 23%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 49

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Strongly disagree	548 16%	434 15%	57 21%	25 17%	32 33% abce	548 16%	472 16%	76 18%	95 16%	453 16%	156 17%	199 16%	174 16%	548 16%	42 11%	156 14%	151 19%
Slightly disagree	509 15%	415 15%	58 21% a	24 16%	12 13%	509 15%	443 15%	66 15%	86 15%	424 15%	130 14%	175 14%	188 17%	509 15%	61 15%	146 13%	128 16%
Neither agree nor disagree	706 21%	605 21%	48 17%	34 22%	19 20%	706 21%	619 21%	87 20%	131 22%	575 21%	209 23%	262 21%	214 19%	706 21%	87 22%	270 25%	150 19%
Slightly agree	881 26%	777 27% d	55 20%	33 21%	15 16%	881 26% d	772 26%	109 25%	137 23%	744 27%	223 25%	323 26%	320 29%	881 26%	99 25%	317 29%	222 28%
Strongly agree	633 19%	533 19%	52 19%	32 21%	15 16%	633 19%	546 19%	86 20%	119 20%	514 19%	155 17%	260 21%	205 18%	633 19%	95 24% op	189 17%	131 17%
Don't know	77 2%	66 2%	5 2%	4 3%	1 1%	77 2%	70 2%	6 1%	18 3%	59 2%	26 3% l	27 2%	12 1%	77 2%	10 3%	22 2%	14 2%
SUMMARY CODES																	
TOTAL DISAGREE	1057 32%	849 30%	115 42% ae	50 33%	44 46% ace	1057 32%	915 31%	142 33%	181 31%	877 32%	286 32%	374 30%	362 33%	1057 32%	103 26%	302 27%	278 35% no
TOTAL AGREE	1513 45%	1310 46% d	108 39%	64 42%	31 32%	1513 45% d	1318 45%	195 45%	255 44%	1258 45%	379 42%	582 47%	525 47%	1513 45%	193 49%	506 46%	353 44%
TOTAL NEITHER/ DON'T KNOW	783 23%	671 24%	53 19%	39 25%	20 22%	783 23%	689 24%	94 22%	149 25%	634 23%	235 26% l	290 23%	226 20%	783 23%	98 25%	293 27% p	164 21%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Strongly disagree	548 16%	158 19%	271 16%	105 15%	548 16%	156 17%	368 17%	394 18%	150 14%
Slightly disagree	509 15%	113 14%	279 16%	102 14%	509 15%	138 15%	351 16%	350 16%	154 14%
Neither agree nor disagree	706 21%	163 20%	374 22%	147 21%	706 21%	203 22%	454 20%	447 20%	251 23%
Slightly agree	881 26%	201 25%	474 27%	186 26%	881 26%	227 25%	598 27%	581 26%	284 26%
Strongly agree	633 19%	168 21%	297 17%	149 21%	633 19%	178 19%	411 18%	394 18%	230 21%
Don't know	77 2%	15 2%	42 2%	19 3%	77 2%	26 3%	44 2%	54 2%	23 2%
SUMMARY CODES									
TOTAL DISAGREE	1057 32%	271 33%	550 32%	208 29%	1057 32%	294 32%	719 32%	744 34% h	304 28%
TOTAL AGREE	1513 45%	369 45%	771 44%	335 47%	1513 45%	405 44%	1009 45%	974 44%	514 47%
TOTAL NEITHER/ DON'T KNOW	783 23%	178 22%	416 24%	166 23%	783 23%	229 25%	498 22%	500 23%	274 25%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 50

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Strongly disagree	719 21%	59 15%	99 16%	105 18%	126 20%	135 25%	196 31%	719 21%	277 17%	440 25%	186 19%	227 23%	141 23%	162 22%	414 21%	303 22%	719 21%
Slightly disagree	772 23%	100 25%	113 19%	126 22%	148 24%	135 25%	150 24%	772 23%	310 20%	462 26%	241 24%	227 23%	129 21%	171 23%	468 24%	300 22%	772 23%
Neither agree nor disagree	712 21%	90 23%	138 23%	127 22%	130 21%	106 20%	121 19%	712 21%	353 22%	356 20%	210 21%	198 20%	136 22%	165 23%	408 20%	301 22%	712 21%
Slightly agree	684 20%	91 23%	154 25%	126 22%	128 21%	94 18%	92 15%	684 20%	381 24%	301 17%	219 22%	197 20%	142 23%	126 17%	416 21%	268 20%	684 20%
Strongly agree	415 12%	53 13%	95 16%	82 14%	76 12%	53 10%	56 9%	415 12%	239 15%	170 10%	127 13%	133 13%	68 11%	87 12%	260 13%	155 11%	415 12%
Don't know	50 1%	4 1%	11 2%	4 1%	5 1%	15 3%	10 2%	50 1%	22 1%	25 1%	15 1%	8 1%	6 1%	21 3%	23 1%	27 2%	50 1%
SUMMARY CODES																	
TOTAL DISAGREE	1491 44%	159 40%	212 35%	231 41%	274 45%	270 50%	345 55%	1491 44%	587 37%	902 51%	428 43%	454 46%	270 43%	333 45%	881 44%	603 45%	1491 44%
TOTAL AGREE	1100 33%	144 36%	249 41%	208 36%	204 33%	147 27%	147 24%	1100 33%	620 39%	471 27%	346 35%	330 33%	209 34%	214 29%	676 34%	423 31%	1100 33%
TOTAL NEITHER/ DON'T KNOW	762 23%	94 24%	150 24%	132 23%	135 22%	121 22%	131 21%	762 23%	375 24%	381 22%	225 23%	206 21%	142 23%	186 25%	431 22%	328 24%	762 23%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 50

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Strongly disagree	719	586	68	32	33	719	611	108	138	581	199	258	225	719	74	214	169
	21%	21%	25%	21%	35%	21%	21%	25%	24%	21%	22%	21%	20%	21%	19%	19%	21%
Slightly disagree	772	666	59	28	20	772	665	107	142	630	207	312	245	772	81	267	172
	23%	24%	21%	18%	21%	23%	23%	25%	24%	23%	23%	25%	22%	23%	21%	24%	22%
Neither agree nor disagree	712	611	51	37	13	712	636	76	119	594	200	237	248	712	98	235	167
	21%	22%	19%	24%	14%	21%	22%	18%	20%	21%	22%	19%	22%	21%	25%	21%	21%
Slightly agree	684	581	56	31	16	684	606	78	107	578	168	256	247	684	83	238	185
	20%	21%	21%	21%	17%	20%	21%	18%	18%	21%	19%	21%	22%	20%	21%	22%	23%
Strongly agree	415	347	34	23	11	415	357	58	69	346	105	165	142	415	55	134	93
	12%	12%	12%	15%	12%	12%	12%	14%	12%	13%	12%	13%	13%	12%	14%	12%	12%
Don't know	50	40	7	2	2	50	48	2	10	40	19	19	6	50	3	13	9
	1%	1%	2%	1%	2%	1%	2%	*%	2%	1%	2%	2%	1%	1%	1%	1%	1%
SUMMARY CODES																	
TOTAL DISAGREE	1491	1251	127	59	53	1491	1275	216	280	1211	406	570	469	1491	155	481	341
	44%	44%	46%	39%	56%	44%	44%	50%	48%	44%	45%	46%	42%	44%	39%	44%	43%
TOTAL AGREE	1100	928	91	54	27	1100	963	137	175	924	273	421	389	1100	138	372	279
	33%	33%	33%	35%	29%	33%	33%	32%	30%	33%	30%	34%	35%	33%	35%	34%	35%
TOTAL NEITHER/ DON'T KNOW	762	651	58	39	14	762	684	78	129	633	219	255	254	762	100	248	176
	23%	23%	21%	26%	15%	23%	23%	18%	22%	23%	24%	20%	23%	23%	26%	23%	22%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Strongly disagree	719 21%	178 22%	366 21%	156 22%	719 21%	198 21%	485 22%	503 23%	213 20%
Slightly disagree	772 23%	180 22%	440 25%	139 20%	772 23%	208 22%	522 23%	515 23%	252 23%
Neither agree nor disagree	712 21%	197 24%	340 20%	149 21%	712 21%	202 22%	462 21%	467 21%	236 22%
Slightly agree	684 20%	151 19%	356 21%	158 22%	684 20%	195 21%	448 20%	448 20%	224 21%
Strongly agree	415 12%	99 12%	212 12%	94 13%	415 12%	111 12%	279 13%	257 12%	148 14%
Don't know	50 1%	13 2%	23 1%	12 2%	50 1%	14 1%	30 1%	28 1%	19 2%
SUMMARY CODES									
TOTAL DISAGREE	1491 44%	359 44%	806 46%	295 42%	1491 44%	406 44%	1007 45%	1018 46%	465 43%
TOTAL AGREE	1100 33%	250 31%	568 33%	252 36%	1100 33%	306 33%	727 33%	705 32%	372 34%
TOTAL NEITHER/ DON'T KNOW	762 23%	210 26%	363 21%	161 23%	762 23%	215 23%	492 22%	496 22%	255 23%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 51

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Strongly disagree	72 2%	14 4%	19 3%	9 2%	9 1%	17 3%	5 1%	72 2%	48 3%	25 1%	22 2%	17 2%	20 3%	13 2%	39 2%	33 2%	72 2%
		f	f			f			i								
Slightly disagree	97 3%	26 6%	22 4%	15 3%	13 2%	13 2%	8 1%	97 3%	55 3%	43 2%	35 4%	22 2%	22 4%	18 3%	57 3%	41 3%	97 3%
		cdefg															
Neither agree nor disagree	308 9%	45 11%	59 10%	77 13%	56 9%	41 8%	30 5%	308 9%	163 10%	142 8%	102 10%	72 7%	59 10%	75 10%	174 9%	134 10%	308 9%
		f	f	efg	f			f									
Slightly agree	780 23%	120 30%	170 28%	130 23%	134 22%	107 20%	119 19%	780 23%	389 25%	389 22%	234 23%	223 23%	138 22%	182 25%	457 23%	320 24%	780 23%
		defg	ef														
Strongly agree	2053 61%	188 47%	337 55%	329 58%	391 64%	356 66%	452 73%	2053 61%	913 58%	1129 64%	594 59%	650 66%	376 61%	426 58%	1244 63%	802 59%	2053 61%
				a	ab	abc	abcdg	a		h		mo					
Don't know	42 1%	5 1%	3 1%	12 2%	9 2%	4 1%	9 1%	42 1%	15 1%	27 2%	12 1%	6 1%	5 1%	19 3%	18 1%	24 2%	42 1%
													kn				
SUMMARY CODES																	
TOTAL DISAGREE	170 5%	40 10%	41 7%	23 4%	22 4%	30 6%	13 2%	170 5%	102 6%	67 4%	57 6%	39 4%	42 7%	32 4%	96 5%	74 5%	170 5%
		cdefg	f			f		f	i								
TOTAL AGREE	2833 85%	308 78%	507 83%	459 80%	525 86%	463 86%	572 92%	2833 85%	1302 82%	1518 87%	828 83%	873 88%	515 83%	608 83%	1701 86%	1122 83%	2833 85%
					a	a	abcdg	a		h		jlmop					
TOTAL NEITHER/ DON'T KNOW	350 10%	49 12%	63 10%	88 16%	66 11%	44 8%	39 6%	350 10%	178 11%	168 10%	114 11%	78 8%	64 10%	93 13%	192 10%	158 12%	350 10%
		f		efg				f						k		k	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 51

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Strongly disagree	72 2%	52 2%	18 6% acde	2 1%	1 1%	72 2%	58 2%	14 3%	22 4%	51 2%	16 2%	32 3%	22 2%	72 2%	11 3%	26 2%	12 2%
Slightly disagree	97 3%	81 3%	12 4%	4 2%	1 1%	97 3%	87 3%	10 2%	29 5% i	68 2%	36 4% l	41 3%	20 2%	97 3%	24 6% op	27 2%	20 2%
Neither agree nor disagree	308 9%	263 9%	27 10%	8 6%	10 11%	308 9%	273 9%	35 8%	65 11%	243 9%	121 14% lm	117 9% l	62 6%	308 9% l	46 12%	120 11%	60 8%
Slightly agree	780 23%	664 23%	66 24%	28 19%	21 22%	780 23%	702 24%	78 18%	116 20%	664 24%	204 23%	291 23%	262 24%	780 23%	89 23%	273 25%	194 24%
Strongly agree	2053 61%	1732 61%	151 55% abe	109 71%	61 64%	2053 61%	1761 60%	293 68% f	348 60%	1705 62%	500 56%	751 60%	742 67% jkm	2053 61%	216 55%	643 58%	499 63%
Don't know	42 1%	39 1%	1 *% l	2 1%	* 1%	42 1%	41 1%	1 *% l	5 1%	37 1%	21 2% l	13 1%	4 *% l	42 1%	7 2%	13 1%	10 1%
SUMMARY CODES																	
TOTAL DISAGREE	170 5%	133 5% acde	30 11% acde	5 3%	2 2%	170 5%	145 5%	25 6%	51 9% i	119 4%	52 6%	73 6%	42 4%	170 5%	35 9% op	53 5%	32 4%
TOTAL AGREE	2833 85%	2396 85%	218 79% b	137 90%	82 86%	2833 85%	2463 84%	371 86%	464 79% h	2370 86% h	704 78% j	1042 84% j	1004 90% jkm	2833 85% j	305 77%	916 83%	693 87% n
TOTAL NEITHER/ DON'T KNOW	350 10%	301 11%	28 10%	10 7%	11 11%	350 10%	314 11%	36 8%	70 12%	280 10%	143 16% klm	130 10% l	66 6%	350 10% l	54 14%	133 12%	70 9%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Strongly disagree	72 2%	24 3%	19 1%	29 4%	72 2%	27 3%	40 2%	45 2%	25 2%
		b		bd					
Slightly disagree	97 3%	31 4%	42 2%	22 3%	97 3%	33 4%	52 2%	66 3%	31 3%
Neither agree nor disagree	308 9%	76 9%	167 10%	58 8%	308 9%	102 11%	180 8%	157 7%	145 13%
				g					
Slightly agree	780 23%	177 22%	369 21%	210 30%	780 23%	190 20%	536 24%	507 23%	260 24%
				abd					
Strongly agree	2053 61%	504 62%	1121 65%	372 52%	2053 61%	568 61%	1391 62%	1421 64%	612 56%
		c	c	c				h	
Don't know	42 1%	6 1%	18 1%	18 2%	42 1%	9 1%	27 1%	22 1%	20 2%
SUMMARY CODES									
TOTAL DISAGREE	170 5%	54 7%	62 4%	51 7%	170 5%	59 6%	92 4%	112 5%	56 5%
		b		b					
TOTAL AGREE	2833 85%	682 83%	1490 86%	582 82%	2833 85%	758 82%	1927 87%	1928 87%	872 80%
				e			h		
TOTAL NEITHER/ DON'T KNOW	350 10%	82 10%	185 11%	76 11%	350 10%	110 12%	207 9%	179 8%	164 15%
				g					

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 52

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Strongly disagree	605 18%	34 9%	89 15%	76 13%	116 19%	125 23%	165 27%	605 18%	307 19%	298 17%	180 18%	170 17%	122 20%	133 18%	350 18%	255 19%	605 18%
Slightly disagree	574 17%	62 16%	106 17%	98 17%	107 17%	89 17%	113 18%	574 17%	282 18%	288 16%	171 17%	180 18%	103 17%	121 16%	351 18%	223 16%	574 17%
Neither agree nor disagree	697 21%	83 21%	110 18%	122 21%	142 23%	119 22%	120 19%	697 21%	318 20%	374 21%	181 18%	209 21%	138 22%	166 23%	389 20%	304 22%	697 21%
Slightly agree	860 26%	137 35%	176 29%	174 30%	138 23%	115 21%	120 19%	860 26%	391 25%	467 27%	301 30%	248 25%	143 23%	165 22%	549 28%	307 23%	860 26%
Strongly agree	555 17%	70 18%	123 20%	97 17%	100 16%	83 16%	81 13%	555 17%	256 16%	293 17%	153 15%	166 17%	108 17%	126 17%	319 16%	235 17%	555 17%
Don't know	62 2%	9 2%	7 1%	4 1%	11 2%	7 1%	25 4%	62 2%	28 2%	34 2%	12 1%	18 2%	7 1%	23 3%	30 2%	30 2%	62 2%
SUMMARY CODES																	
TOTAL DISAGREE	1179 35%	96 24%	195 32%	174 30%	223 36%	214 40%	278 45%	1179 35%	590 37%	585 33%	352 35%	349 35%	225 36%	253 35%	701 35%	479 35%	1179 35%
TOTAL AGREE	1415 42%	208 52%	299 49%	271 47%	238 39%	198 37%	201 32%	1415 42%	647 41%	760 43%	454 45%	414 42%	251 40%	291 40%	868 44%	542 40%	1415 42%
TOTAL NEITHER/ DON'T KNOW	758 23%	93 23%	117 19%	126 22%	152 25%	126 23%	144 23%	758 23%	345 22%	408 23%	193 19%	227 23%	145 23%	189 26%	420 21%	334 25%	758 23%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 52

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Strongly disagree	605 18%	507 18%	55 20%	26 17%	18 19%	605 18%	503 17%	103 24% f	100 17%	506 18%	166 18%	224 18%	191 17%	605 18%	54 14%	183 17%	136 17%
Slightly disagree	574 17%	482 17%	61 22% c	17 11%	15 15%	574 17%	502 17%	72 17%	82 14%	492 18%	124 14%	219 18%	224 20% j	574 17%	64 16%	204 19%	140 18%
Neither agree nor disagree	697 21%	599 21%	49 18%	31 21%	16 17%	697 21%	619 21%	77 18%	131 22%	565 20%	245 27% klm	265 21% l	168 15%	697 21% l	92 23%	234 21%	166 21%
Slightly agree	860 26%	733 26%	64 23%	41 27%	22 23%	860 26%	759 26%	101 23%	142 24%	718 26%	197 22%	323 26%	325 29% j	860 26%	105 27%	289 26%	221 28%
Strongly agree	555 17%	456 16%	41 15%	36 24% ae	22 23% ae	555 17%	479 16%	76 18%	113 19%	442 16%	142 16%	199 16%	198 18%	555 17%	76 19%	174 16%	122 15%
Don't know	62 2%	52 2%	5 2%	2 1%	3 3%	62 2%	61 2%	1 *% f	17 3%	45 2%	25 3% l	17 1%	6 1%	62 2% l	3 1%	17 2%	11 1%
SUMMARY CODES																	
TOTAL DISAGREE	1179 35%	989 35%	116 42% c	42 28%	32 34%	1179 35%	1004 34%	175 41%	182 31%	997 36%	290 32%	443 36%	415 37%	1179 35%	118 30%	387 35%	276 35%
TOTAL AGREE	1415 42%	1189 42%	105 38% ab	78 51% ab	43 46%	1415 42%	1238 42%	177 41%	255 44%	1160 42%	339 38%	522 42%	523 47% j	1415 42%	181 46%	463 42%	343 43%
TOTAL NEITHER/ DON'T KNOW	758 23%	652 23%	54 20%	33 22%	19 20%	758 23%	680 23%	78 18%	148 25%	611 22%	270 30% klm	281 23% l	174 16%	758 23% l	95 24%	251 23%	177 22%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 99%									
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Strongly disagree	605 18%	162 20%	317 18%	113 16%	605 18%	166 18%	418 19%	455 21% h	149 14%
Slightly disagree	574 17%	145 18%	306 18%	113 16%	574 17%	133 14%	413 19%	403 18%	165 15%
Neither agree nor disagree	697 21%	154 19%	372 21%	146 21%	697 21%	185 20%	455 20%	456 21%	230 21%
Slightly agree	860 26%	219 27%	425 24%	202 29%	860 26%	242 26%	563 25%	515 23%	329 30% g
Strongly agree	555 17%	123 15%	289 17%	123 17%	555 17%	186 20% f	338 15%	346 16%	201 18%
Don't know	62 2%	16 2%	28 2%	12 2%	62 2%	16 2%	39 2%	44 2%	18 2%
SUMMARY CODES									
TOTAL DISAGREE	1179 35%	307 38%	623 36%	226 32%	1179 35%	298 32%	831 37%	858 39% h	314 29%
TOTAL AGREE	1415 42%	341 42%	714 41%	325 46%	1415 42%	428 46%	901 40%	861 39%	530 49% g
TOTAL NEITHER/ DON'T KNOW	758 23%	170 21%	400 23%	158 22%	758 23%	201 22%	494 22%	500 23%	247 23%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 53

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: For me, the benefits of being online outweigh the risks. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Strongly disagree	84 3%	16 4% cd	14 2%	7 1%	7 1%	18 3%	23 4%	84 3%	43 3%	41 2%	15 1%	29 3%	18 3%	23 3%	43 2%	41 3%	84 3%
Slightly disagree	188 6%	26 6%	35 6%	21 4%	28 5%	26 5%	52 8% c	188 6%	70 4%	115 7%	49 5%	52 5%	35 6%	50 7%	102 5%	86 6%	188 6%
Neither agree nor disagree	672 20%	80 20%	93 15%	123 22%	116 19%	128 24% b	132 21%	672 20%	287 18%	378 22%	155 15%	171 17%	140 22% jn	202 28% jkn	326 16% jkn	341 25% jkn	672 20% jn
Slightly agree	1097 33%	117 30%	196 32%	202 35%	202 33%	177 33%	202 32%	1097 33%	497 31%	599 34%	350 35%	316 32%	216 35%	213 29%	666 33%	430 32%	1097 33%
Strongly agree	1268 38%	149 37%	266 44% ef	214 38%	257 42% f	181 34%	200 32%	1268 38%	667 42% i	595 34%	417 42% lmo	415 42% lmo	209 34%	226 31%	832 42% lmo	434 32% mo	1268 38% mo
Don't know	44 1%	9 2%	7 1%	3 1%	3 1%	7 1%	15 2%	44 1%	19 1%	25 1%	13 1%	6 1%	4 1%	20 3% kln	19 1%	23 2%	44 1%
SUMMARY CODES																	
TOTAL DISAGREE	272 8%	42 11% c	48 8%	28 5%	35 6%	44 8%	75 12% cdg	272 8%	113 7%	156 9%	64 6%	81 8%	53 9%	73 10%	145 7%	126 9%	272 8%
TOTAL AGREE	2365 71%	266 67%	463 76% aef	417 73% f	459 75% ef	358 67%	402 64%	2365 71% f	1164 74% i	1194 68%	767 77% lmop	731 74% mo	425 68% m	439 60%	1498 75% lmop	864 64%	2365 71% mo
TOTAL NEITHER/ DON'T KNOW	717 21%	89 22%	100 16%	126 22%	120 20%	135 25% b	147 24% b	717 21%	305 19%	403 23%	168 17%	178 18%	143 23% jn	221 30% jkn	345 17% jkn	364 27% jkn	717 21% jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 53

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: For me, the benefits of being online outweigh the risks. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Strongly disagree	84 3%	72 3%	7 3%	3 2%	2 2%	84 3%	76 3%	9 2%	26 4%	58 2%	26 3%	29 2%	22 2%	84 3%	10 2%	26 2%	11 1%
Slightly disagree	188 6%	160 6%	17 6%	7 5%	3 4%	188 6%	164 6%	24 6%	43 7%	145 5%	77 9%	58 5%	38 3%	188 6%	26 7%	65 6%	35 4%
Neither agree nor disagree	672 20%	583 21%	48 17%	27 18%	13 14%	672 20%	591 20%	81 19%	163 28%	509 18%	274 30%	233 19%	129 12%	672 20%	93 24%	249 23%	112 14%
Slightly agree	1097 33%	941 33%	81 29%	41 27%	33 35%	1097 33%	960 33%	136 32%	184 31%	913 33%	296 33%	455 37%	320 29%	1097 33%	126 32%	375 34%	272 34%
Strongly agree	1268 38%	1035 37%	119 43%	73 48%	41 43%	1268 38%	1088 37%	179 42%	161 28%	1106 40%	204 23%	459 37%	600 54%	1268 38%	131 33%	374 34%	362 45%
Don't know	44 1%	39 1%	3 1%	1 1%	2 2%	44 1%	43 1%	2 *%	8 1%	36 1%	22 2%	12 1%	4 *%	44 1%	8 2%	12 1%	5 1%
SUMMARY CODES																	
TOTAL DISAGREE	272 8%	232 8%	25 9%	10 6%	6 6%	272 8%	239 8%	32 8%	69 12%	203 7%	102 11%	87 7%	59 5%	272 8%	36 9%	92 8%	45 6%
TOTAL AGREE	2365 71%	1976 70%	200 73%	115 75%	74 78%	2365 71%	2049 70%	316 73%	345 59%	2020 73%	500 56%	913 73%	920 83%	2365 71%	257 65%	749 68%	633 80%
TOTAL NEITHER/ DON'T KNOW	717 21%	622 22%	51 18%	28 19%	15 16%	717 21%	634 22%	83 19%	171 29%	546 20%	296 33%	245 20%	133 12%	717 21%	101 26%	261 24%	117 15%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: For me, the benefits of being online outweigh the risks. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Strongly disagree	84 3%	22 3%	43 3%	16 2%	84 3%	29 3%	49 2%	63 3%	20 2%
Slightly disagree	188 6%	35 4%	102 6%	39 6%	188 6%	76 8%	102 5%	138 6%	48 4%
Neither agree nor disagree	672 20%	132 16%	363 21%	161 23%	672 20%	215 23%	399 18%	449 20%	207 19%
Slightly agree	1097 33%	262 32%	573 33%	233 33%	1097 33%	296 32%	737 33%	690 31%	395 36%
Strongly agree	1268 38%	363 44%	637 37%	241 34%	1268 38%	297 32%	917 41%	845 38%	410 38%
Don't know	44 1%	5 1%	18 1%	19 3%	44 1%	15 2%	23 1%	33 1%	11 1%
SUMMARY CODES									
TOTAL DISAGREE	272 8%	57 7%	146 8%	55 8%	272 8%	105 11%	150 7%	201 9%	68 6%
TOTAL AGREE	2365 71%	624 76%	1210 70%	473 67%	2365 71%	593 64%	1654 74%	1536 69%	805 74%
TOTAL NEITHER/ DON'T KNOW	717 21%	137 17%	381 22%	180 25%	717 21%	230 25%	422 19%	482 22%	219 20%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 54

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Strongly disagree	177	12	18	12	18	37	80	177	86	90	41	45	32	59	86	91	177
	5%	3%	3%	2%	3%	7%	13%	5%	5%	5%	4%	5%	5%	8%	4%	7%	5%
						bcd	abcdeg	c						jknp	n		
Slightly disagree	267	20	34	32	44	52	85	267	119	148	65	73	61	64	138	125	267
	8%	5%	5%	6%	7%	10%	14%	8%	8%	8%	7%	7%	10%	9%	7%	9%	8%
						abcdg											
Neither agree nor disagree	481	23	80	82	92	96	109	481	191	288	110	128	95	148	238	243	481
	14%	6%	13%	14%	15%	18%	17%	14%	12%	16%	11%	13%	15%	20%	12%	18%	14%
			a	a	a	a	a	a		h				jknp	jknp		
Slightly agree	1139	157	206	216	208	165	188	1139	553	582	325	333	219	257	658	476	1139
	34%	39%	34%	38%	34%	31%	30%	34%	35%	33%	32%	34%	35%	35%	33%	35%	34%
		f	f	f													
Strongly agree	1262	182	269	228	241	183	158	1262	624	628	450	407	208	196	857	404	1262
	38%	46%	44%	40%	39%	34%	25%	38%	39%	36%	45%	41%	33%	27%	43%	30%	38%
		efg	ef	f	f	f		f			lmop	lmo			lmop	mo	
Don't know	27	3	5	1	10	4	5	27	9	17	8	3	6	9	11	15	27
	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%

SUMMARY CODES

TOTAL DISAGREE	444	32	51	44	63	89	164	444	205	239	106	118	94	123	225	216	444
	13%	8%	8%	8%	10%	17%	26%	13%	13%	14%	11%	12%	15%	17%	11%	16%	13%
						abcd	abcdeg	abc						jn	jn		
TOTAL AGREE	2400	339	475	444	449	348	346	2400	1177	1210	774	740	427	453	1514	880	2400
	72%	85%	78%	78%	73%	65%	55%	72%	74%	69%	78%	75%	69%	62%	76%	65%	72%
		bcdefg	efg	efg	ef	f		ef	i		lmop	mo			lmop	mo	
TOTAL NEITHER/ DON'T KNOW	508	25	85	82	102	100	114	508	200	305	119	131	101	158	250	258	508
	15%	6%	14%	14%	17%	19%	18%	15%	13%	17%	12%	13%	16%	22%	13%	19%	15%
			a	a	a	a	a	a		h				jknp	jknp		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 54

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Strongly disagree	177 5%	147 5%	19 7%	8 5%	4 4%	177 5%	141 5%	36 8% f	42 7%	135 5%	77 9% klm	52 4% l	21 2%	177 5% l	25 6%	56 5%	28 4%
Slightly disagree	267 8%	218 8%	26 9%	16 10%	7 8%	267 8%	219 7%	48 11%	61 10%	206 7%	108 12% lm	105 8% l	42 4%	267 8% l	23 6%	100 9%	54 7%
Neither agree nor disagree	481 14%	408 14%	41 15%	18 12%	15 16%	481 14%	435 15%	46 11%	117 20% i	364 13%	221 25% klm	162 13% l	70 6%	481 14% l	70 18%	179 16%	99 13%
Slightly agree	1139 34%	976 34%	83 30%	53 35%	27 29%	1139 34%	1015 35%	124 29%	196 34%	943 34%	306 34% l	465 37% l	350 32%	1139 34%	126 32%	395 36%	263 33%
Strongly agree	1262 38%	1061 38%	106 38%	56 37%	38 40%	1262 38%	1091 37%	171 40%	160 27%	1101 40% h	174 19%	454 36% j	625 56% jkm	1262 38% j	145 37%	362 33%	345 43% o
Don't know	27 1%	20 1%	2 1%	2 1%	3 4% ae	27 1%	22 1%	5 1%	7 1%	19 1%	12 1%	8 1%	4 *%	27 1%	5 1%	10 1%	6 1%
SUMMARY CODES																	
TOTAL DISAGREE	444 13%	365 13%	44 16%	24 16%	11 11%	444 13%	360 12%	85 20% f	104 18% i	341 12%	185 21% klm	156 13% l	63 6%	444 13% l	48 12%	156 14%	82 10%
TOTAL AGREE	2400 72%	2037 72%	188 68%	109 71%	66 69%	2400 72%	2106 72%	295 68%	356 61% h	2044 74% h	480 53% l	919 74% j	976 88% jkm	2400 72% j	271 69%	757 69% o	608 76%
TOTAL NEITHER/ DON'T KNOW	508 15%	428 15%	42 15%	20 13%	18 19%	508 15%	457 16%	51 12%	125 21% i	384 14%	234 26% klm	170 14% l	74 7%	508 15% l	75 19%	189 17%	105 13%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Strongly disagree	177 5%	48 6%	94 5%	34 5%	177 5%	82 9% f	90 4%	144 6% h	32 3%
Slightly disagree	267 8%	55 7%	137 8%	66 9%	267 8%	88 10%	165 7%	188 8%	77 7%
Neither agree nor disagree	481 14%	105 13%	252 15%	114 16%	481 14%	139 15%	318 14%	332 15%	147 13%
Slightly agree	1139 34%	254 31%	610 35%	245 35%	1139 34%	292 32%	765 34%	718 32%	398 36%
Strongly agree	1262 38%	354 43% bc	625 36%	245 35%	1262 38%	321 35%	867 39%	819 37%	430 39%
Don't know	27 1%	3 *%	18 1%	5 1%	27 1%	5 1%	21 1%	19 1%	8 1%
SUMMARY CODES									
TOTAL DISAGREE	444 13%	103 13%	231 13%	99 14%	444 13%	170 18% f	255 11%	331 15% h	109 10%
TOTAL AGREE	2400 72%	607 74%	1235 71%	490 69%	2400 72%	613 66%	1632 73% e	1537 69%	828 76% g
TOTAL NEITHER/ DON'T KNOW	508 15%	108 13%	270 16%	120 17%	508 15%	144 16%	339 15%	351 16%	155 14%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 55

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me broaden my understanding or view of the world. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	450	545	645	565	570	688	3463	1612	1836	861	1050	660	884	1911	1544	3463
Effective Weighted Sample	2588	339	420	489	441	422	495	2588	1227	1351	683	801	493	623	1474	1114	2588
Total	3353	397	611	570	613	538	624	3353	1582	1754	999	990	621	733	1989	1354	3353
Strongly disagree	127	13	17	9	12	22	55	127	59	68	25	31	24	47	56	71	127
	4%	3%	3%	2%	2%	4%	9%	4%	4%	4%	2%	3%	4%	6%	3%	5%	4%
							abcdeg							jknp		jn	
Slightly disagree	153	11	31	14	20	33	45	153	66	88	54	34	34	31	88	65	153
	5%	3%	5%	3%	3%	6%	7%	5%	4%	5%	5%	3%	6%	4%	4%	5%	5%
						c	acd										
Neither agree nor disagree	463	49	53	77	80	82	121	463	208	252	137	114	73	136	251	208	463
	14%	12%	9%	13%	13%	15%	19%	14%	13%	14%	14%	12%	12%	19%	13%	15%	14%
						b	abdg	b						klnp			
Slightly agree	1191	136	213	231	213	189	210	1191	545	640	313	355	253	267	669	521	1191
	36%	34%	35%	41%	35%	35%	34%	36%	34%	36%	31%	36%	41%	36%	34%	38%	36%
													jn		j		
Strongly agree	1387	181	293	234	285	207	187	1387	695	684	464	447	236	237	911	473	1387
	41%	46%	48%	41%	47%	39%	30%	41%	44%	39%	46%	45%	38%	32%	46%	35%	41%
		f	ef	f	f	f	f	f			lmo	mo			lmop	mo	mo
Don't know	31	7	5	6	4	5	6	31	10	22	6	8	1	15	14	16	31
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%
													ln				
SUMMARY CODES																	
TOTAL DISAGREE	280	24	47	23	32	54	100	280	124	156	79	66	59	77	144	136	280
	8%	6%	8%	4%	5%	10%	16%	8%	8%	9%	8%	7%	9%	11%	7%	10%	8%
						cd	abcdeg	c						k		k	
TOTAL AGREE	2579	316	506	465	498	396	397	2579	1240	1324	777	802	489	505	1579	994	2579
	77%	80%	83%	82%	81%	74%	64%	77%	78%	75%	78%	81%	79%	69%	79%	73%	77%
		f	efg	ef	ef	f	f	f			m	mo	m		mo	m	m
TOTAL NEITHER/ DON'T KNOW	494	56	58	82	84	87	127	494	218	274	143	122	74	151	265	225	494
	15%	14%	9%	14%	14%	16%	20%	15%	14%	16%	14%	12%	12%	21%	13%	17%	15%
						b	bdg	b						jklnp		k	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 55

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me broaden my understanding or view of the world. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3463	2514	308	319	322	3463	2962	501	605	2858	870	1336	1185	3463	451	1170	778
Effective Weighted Sample	2588	2054	242	240	263	2588	2231	359	427	2163	625	986	944	2588	316	869	600
Total	3353	2830	275	153	95	3353	2922	431	585	2768	899	1246	1112	3353	393	1101	795
Strongly disagree	127 4%	109 4%	12 4%	3 2%	4 4%	127 4%	104 4%	23 5%	40 7%	87 3%	53 6%	35 3%	16 1%	127 4%	23 6%	33 3%	16 2%
Slightly disagree	153 5%	126 4%	15 5%	8 5%	4 5%	153 5%	139 5%	14 3%	33 6%	120 4%	70 8%	50 4%	23 2%	153 5%	24 6%	45 4%	35 4%
Neither agree nor disagree	463 14%	389 14%	42 15%	19 13%	13 14%	463 14%	410 14%	53 12%	83 14%	379 14%	200 22%	158 13%	82 7%	463 14%	60 15%	163 15%	81 10%
Slightly agree	1191 36%	1024 36%	91 33%	48 32%	28 29%	1191 36%	1038 36%	153 36%	219 37%	973 35%	344 38%	493 40%	328 30%	1191 36%	118 30%	430 39%	286 36%
Strongly agree	1387 41%	1159 41%	112 41%	73 47%	44 46%	1387 41%	1202 41%	185 43%	201 34%	1186 43%	221 25%	503 40%	657 59%	1387 41%	164 42%	426 39%	374 47%
Don't know	31 1%	24 1%	4 1%	1 1%	2 3%	31 1%	29 1%	3 1%	8 1%	23 1%	11 1%	7 1%	6 1%	31 1%	5 1%	4 **%	4 **%
SUMMARY CODES																	
TOTAL DISAGREE	280 8%	234 8%	27 10%	12 8%	8 8%	280 8%	244 8%	37 9%	73 13%	207 7%	123 14%	85 7%	39 4%	280 8%	47 12%	78 7%	51 6%
TOTAL AGREE	2579 77%	2183 77%	203 74%	121 79%	71 75%	2579 77%	2240 77%	339 79%	420 72%	2159 78%	565 63%	996 80%	986 89%	2579 77%	281 71%	856 78%	660 83%
TOTAL NEITHER/ DON'T KNOW	494 15%	413 15%	45 16%	21 13%	15 16%	494 15%	439 15%	56 13%	92 16%	402 15%	211 24%	165 13%	88 8%	494 15%	66 17%	168 15%	85 11%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me broaden my understanding or view of the world. (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3463	791	1779	807	3463	969	2310	2375	1051
Effective Weighted Sample	2588	606	1344	577	2588	699	1755	1793	775
Total	3353	818	1737	709	3353	928	2226	2219	1092
Strongly disagree	127 4%	34 4%	75 4%	17 2%	127 4%	61 7% f	60 3%	95 4%	30 3%
Slightly disagree	153 5%	28 3%	71 4%	47 7%	153 5%	67 7% f	80 4%	100 5%	53 5%
Neither agree nor disagree	463 14%	119 14%	228 13%	99 14%	463 14%	150 16%	282 13%	314 14%	143 13%
Slightly agree	1191 36%	238 29%	651 37% a	278 39% a	1191 36% a	314 34%	804 36%	780 35%	390 36%
Strongly agree	1387 41%	391 48% bcd	701 40%	256 36%	1387 41%	333 36%	979 44% e	909 41%	466 43%
Don't know	31 1%	8 1%	11 1%	11 2%	31 1%	3 *%	21 1%	21 1%	10 1%
SUMMARY CODES									
TOTAL DISAGREE	280 8%	62 8%	146 8%	64 9%	280 8%	127 14% f	140 6%	195 9%	83 8%
TOTAL AGREE	2579 77%	629 77%	1353 78%	535 75%	2579 77%	647 70%	1783 80% e	1689 76%	856 78%
TOTAL NEITHER/ DON'T KNOW	494 15%	127 16%	238 14%	111 16%	494 15%	153 17%	303 14%	335 15%	153 14%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
I use mainstream media sources and trust them to give me accurate and truthful information	543 15%	53 13%	89 14%	83 14%	87 14%	86 15%	145 17%	543 15%	262 15%	281 15%	161 16%	145 14%	107 15%	129 15%	306 15%	236 15%	543 15%
I use mainstream media sources but sometimes question if the information is accurate and truthful	1478 41%	159 40%	222 36%	241 42%	245 40%	220 38%	390 45%	1478 41%	688 40%	789 42%	450 44%	481 46%	246 36%	297 34%	931 45%	543 35%	1478 41%
I use mainstream media sources but always question if the information is accurate and truthful	799 22%	91 23%	161 26%	121 21%	157 26%	120 21%	148 17%	799 22%	423 24%	371 20%	253 25%	227 22%	178 26%	138 16%	480 23%	317 20%	799 22%
I use mainstream media sources but I don't think about whether the information is accurate and truthful	226 6%	23 6%	36 6%	49 9%	36 6%	34 6%	46 5%	226 6%	110 6%	113 6%	55 5%	57 5%	47 7%	67 8%	111 5%	115 7%	226 6%
I don't use mainstream media sources because I don't trust them to give me accurate and truthful information	229 6%	25 6%	43 7%	34 6%	39 6%	48 8%	40 5%	229 6%	98 6%	128 7%	46 5%	68 6%	40 6%	75 9%	114 6%	114 7%	229 6%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
I don't use mainstream media sources for some other reason/ I'm not interested in the news	369	45	62	49	48	68	96	369	159	205	56	69	74	168	125	242	369
	10%	11%	10%	8%	8%	12%	11%	10%	9%	11%	5%	7%	11%	19%	6%	15%	10%
													jkn	jklnp		jklnp	jklnp
SUMMARY CODES																	
USE MAINSTREAM MEDIA SOURCES	3046	327	508	495	526	461	729	3046	1483	1553	918	909	578	632	1827	1210	3046
	84%	82%	83%	86%	86%	80%	84%	84%	85%	82%	90%	87%	84%	72%	88%	77%	84%
											lmop	mo	mo		lmop		mo
DO NOT USE MAINSTREAM MEDIA SOURCES	597	70	105	82	87	116	136	597	257	332	102	137	114	242	239	356	597
	16%	18%	17%	14%	14%	20%	16%	16%	15%	18%	10%	13%	16%	28%	12%	23%	16%
													jn	jklnp		jklnp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
I use mainstream media sources and trust them to give me accurate and truthful information	543	456	43	25	19	543	460	83	81	462	125	203	136	543	79	194	130
	15%	15%	14%	15%	19%	15%	15%	17%	14%	15%	14%	16%	12%	15%	18%	16%	16%
I use mainstream media sources but sometimes question if the information is accurate and truthful	1478	1248	120	71	39	1478	1264	215	216	1263	316	540	496	1478	158	495	350
	41%	41%	40%	43%	38%	41%	40%	45%	37%	41%	35%	43%	45%	41%	36%	42%	44%
												j	j				
I use mainstream media sources but always question if the information is accurate and truthful	799	664	68	39	28	799	694	105	115	683	169	260	302	799	86	217	197
	22%	22%	22%	24%	27%	22%	22%	22%	20%	22%	19%	21%	27%	22%	20%	18%	25%
													jkm				o
I use mainstream media sources but I don't think about whether the information is accurate and truthful	226	197	19	7	3	226	203	22	43	183	73	77	46	226	33	90	42
	6%	6%	6%	4%	3%	6%	6%	5%	7%	6%	8%	6%	4%	6%	8%	8%	5%
		d									l						
I don't use mainstream media sources because I don't trust them to give me accurate and truthful information	229	180	32	10	6	229	203	25	39	190	70	65	77	229	27	76	38
	6%	6%	11%	6%	6%	6%	6%	5%	7%	6%	8%	5%	7%	6%	6%	6%	5%
			ae														

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 56

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
I don't use mainstream media sources for some other reason/ I'm not interested in the news	369	326	21	15	7	369	337	31	91	278	145	101	56	369	52	109	43
	10%	11%	7%	9%	7%	10%	11%	6%	16%	9%	16%	8%	5%	10%	12%	9%	5%
									i		klm	l		l	p	p	
SUMMARY CODES																	
USE MAINSTREAM MEDIA SOURCES	3046	2564	250	143	89	3046	2621	425	455	2591	684	1079	980	3046	355	996	719
	84%	84%	83%	85%	87%	84%	83%	88%	78%	85%	76%	87%	88%	84%	82%	84%	90%
							f		h		j	jm	j			no	
DO NOT USE MAINSTREAM MEDIA SOURCES	597	506	53	25	13	597	541	57	129	468	215	167	133	597	79	185	80
	16%	16%	17%	15%	13%	16%	17%	12%	22%	15%	24%	13%	12%	16%	18%	16%	10%
							g		i		klm			l	p	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
I use mainstream media sources and trust them to give me accurate and truthful information	543	143	274	115	543	203	308	362	177
	15%	17%	14%	15%	15%	18%	13%	14%	16%
						f			
I use mainstream media sources but sometimes question if the information is accurate and truthful	1478	367	804	274	1478	419	989	1031	438
	41%	42%	42%	36%	41%	37%	43%	41%	40%
			c				e		
I use mainstream media sources but always question if the information is accurate and truthful	799	194	437	138	799	215	529	543	244
	22%	22%	23%	18%	22%	19%	23%	22%	22%
I use mainstream media sources but I don't think about whether the information is accurate and truthful	226	57	110	54	226	85	134	155	65
	6%	7%	6%	7%	6%	8%	6%	6%	6%
I don't use mainstream media sources because I don't trust them to give me accurate and truthful information	229	51	85	87	229	85	131	169	57
	6%	6%	4%	11%	6%	8%	6%	7%	5%
				abd					

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
I don't use mainstream media sources for some other reason/ I'm not interested in the news	369	55	197	101	369	111	214	249	110
	10%	6%	10%	13%	10%	10%	9%	10%	10%
			a	a	a				
SUMMARY CODES									
USE MAINSTREAM MEDIA SOURCES	3046	761	1625	581	3046	922	1961	2090	925
	84%	88%	85%	76%	84%	82%	85%	83%	85%
		cd	c	c					
DO NOT USE MAINSTREAM MEDIA SOURCES	597	106	282	188	597	197	346	418	167
	16%	12%	15%	24%	16%	18%	15%	17%	15%
				abd	a				

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A6. Now some questions about Artificial Intelligence or AI. Before today, had you heard of Artificial Intelligence or AI models such as ChatGPT or Bard? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Yes	2682	323	481	434	472	420	551	2682	1361	1309	876	856	470	475	1732	944	2682
	74%	81%	78%	75%	77%	73%	64%	74%	78%	69%	86%	82%	68%	54%	84%	60%	74%
		efg	f	f	f	f		f	i		lmop	lmop	mo		lmop		lmo
No	898	66	115	126	134	147	310	898	373	521	129	174	211	382	303	592	898
	25%	17%	19%	22%	22%	25%	36%	25%	21%	28%	13%	17%	30%	44%	15%	38%	25%
						a	abcdeg	ab		h			jknp	jklnp		jklnp	jkn
Don't know	63	7	18	17	6	10	5	63	7	56	15	16	12	18	31	30	63
	2%	2%	3%	3%	1%	2%	1%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%
			f	f						h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A6. Now some questions about Artificial Intelligence or AI. Before today, had you heard of Artificial Intelligence or AI models such as ChatGPT or Bard? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Yes	2682	2302	199	129	52	2682	2327	356	358	2324	549	1000	978	2682	281	878	689
	74%	75%	66%	77%	51%	74%	74%	74%	61%	76%	61%	80%	88%	74%	65%	74%	86%
		bd	d	bd		bd				h		jm	jkm	j		n	no
No	898	722	96	35	46	898	784	114	209	689	331	218	120	898	144	283	102
	25%	23%	32%	21%	45%	25%	25%	24%	36%	23%	37%	17%	11%	25%	33%	24%	13%
			ac		abce				i		klm	l		kl	op	p	
Don't know	63	47	8	4	4	63	51	12	18	45	20	28	15	63	10	21	8
	2%	2%	3%	2%	4%	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	1%
					a												

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A6. Now some questions about Artificial Intelligence or AI. Before today, had you heard of Artificial Intelligence or AI models such as ChatGPT or Bard? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Yes	2682	714	1380	516	2682	759	1772	1831	812
	74%	82%	72%	67%	74%	68%	77%	73%	74%
		bcd			c		e		
No	898	147	495	229	898	341	498	648	247
	25%	17%	26%	30%	25%	30%	22%	26%	23%
			a	ad	a	f			
Don't know	63	6	32	24	63	20	36	30	33
	2%	1%	2%	3%	2%	2%	2%	1%	3%
				a					g

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 58

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2714	356	422	502	429	438	567	2714	1361	1343	762	885	483	580	1647	1063	2714
Effective Weighted Sample	2057	273	333	388	343	327	408	2057	1038	1012	607	678	367	415	1280	779	2057
Total	2682	323	481	434	472	420	551	2682	1361	1309	876	856	470	475	1732	944	2682
Very familiar	325	79	83	68	47	24	24	325	199	120	144	93	41	48	236	88	325
	12%	24%	17%	16%	10%	6%	4%	12%	15%	9%	16%	11%	9%	10%	14%	9%	12%
		cdefg	def	ef	f			ef	i		klmop				o		
Quite familiar	1033	146	228	186	188	147	137	1033	556	472	386	330	168	147	716	315	1033
	38%	45%	47%	43%	40%	35%	25%	38%	41%	36%	44%	39%	36%	31%	41%	33%	38%
		f	efg	f	f	f		f			lmo				mo		m
Not very familiar	840	77	140	122	166	161	174	840	403	435	250	264	163	160	514	324	840
	31%	24%	29%	28%	35%	38%	32%	31%	30%	33%	29%	31%	35%	34%	30%	34%	31%
				a	ac												
Not at all familiar	466	19	30	55	68	86	209	466	194	272	89	166	95	114	255	209	466
	17%	6%	6%	13%	14%	20%	38%	17%	14%	21%	10%	19%	20%	24%	15%	22%	17%
				ab	ab	abc	abcdeg	ab		h		jn	j	jnp	j	jnp	j
Don't know	18	2	*	3	4	2	8	18	9	10	7	4	3	5	10	8	18
	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%

SUMMARY CODES

FAMILIAR	1357	225	311	254	235	172	161	1357	755	592	530	422	209	195	953	403	1357
	51%	70%	65%	59%	50%	41%	29%	51%	55%	45%	61%	49%	44%	41%	55%	43%	51%
		cdefg	defg	efg	f	f		ef	i		klmop	m			lmo		mo
NOT FAMILIAR	1307	96	170	177	234	247	383	1307	597	707	339	431	258	275	769	533	1307
	49%	30%	35%	41%	49%	59%	69%	49%	44%	54%	39%	50%	55%	58%	44%	56%	49%
				a	ab	abcg	abcdeg	abc		h		j	jn	jnp		jnp	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2714	2036	224	263	191	2714	2336	378	361	2353	516	1067	1042	2714	322	908	682
Effective Weighted Sample	2057	1668	178	200	174	2057	1780	277	267	1790	383	798	836	2057	232	679	531
Total	2682	2302	199	129	52	2682	2327	356	358	2324	549	1000	978	2682	281	878	689
Very familiar	325 12%	284 12%	22 11%	12 9%	7 13%	325 12%	294 13%	30 9%	39 11%	285 12%	43 8%	107 11%	175 18%	325 12%	47 17%	84 10%	112 16%
Quite familiar	1033 38%	907 39%	71 36%	39 30%	16 31%	1033 38%	910 39%	123 35%	118 33%	914 39%	170 31%	402 40%	445 46%	1033 38%	101 36%	335 38%	304 44%
Not very familiar	840 31%	705 31%	72 36%	45 35%	18 35%	840 31%	720 31%	120 34%	120 33%	720 31%	195 35%	315 32%	290 30%	840 31%	88 31%	278 32%	204 30%
Not at all familiar	466 17%	391 17%	33 17%	32 25%	9 18%	466 17%	386 17%	80 23%	78 22%	389 17%	133 24%	166 17%	66 7%	466 17%	42 15%	178 20%	62 9%
Don't know	18 1%	15 1%	1 *% ae	1 1%	2 3% ae	18 1%	17 1%	2 *% ae	3 1%	15 1%	8 1%	9 1%	2 *% l	18 1%	3 1%	3 *% p	7 1%
SUMMARY CODES																	
FAMILIAR	1357 51%	1191 52% c	93 47%	51 40%	23 44%	1357 51% c	1204 52% g	154 43%	158 44%	1200 52%	213 39%	510 51% j	620 63% jkm	1357 51% j	148 53%	419 48%	416 60% o
NOT FAMILIAR	1307 49%	1096 48%	106 53%	77 60% ae	28 53%	1307 49%	1106 48%	200 56% f	197 55%	1109 48%	328 60% klm	482 48% l	356 36%	1307 49% l	130 46%	455 52% p	266 39%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	2714	677	1384	582	2714	757	1817	1904	778
Effective Weighted Sample	2057	524	1057	425	2057	549	1404	1444	590
Total	2682	714	1380	516	2682	759	1772	1831	812
Very familiar	325	113	146	57	325	114	186	194	123
	12%	16%	11%	11%	12%	15%	10%	11%	15%
		b				f			g
Quite familiar	1033	299	509	196	1033	260	712	690	323
	38%	42%	37%	38%	38%	34%	40%	38%	40%
Not very familiar	840	193	440	184	840	219	577	571	259
	31%	27%	32%	36%	31%	29%	33%	31%	32%
			a						
Not at all familiar	466	100	282	76	466	161	285	362	103
	17%	14%	20%	15%	17%	21%	16%	20%	13%
			ac			f		h	
Don't know	18	10	4	4	18	5	12	15	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b							ac
SUMMARY CODES									
FAMILIAR	1357	412	655	253	1357	374	897	884	446
	51%	58%	47%	49%	51%	49%	51%	48%	55%
		bcd							g
NOT FAMILIAR	1307	293	721	259	1307	380	862	932	362
	49%	41%	52%	50%	49%	50%	49%	51%	45%
			a	a	a			h	

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 59

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Very familiar	325	79	83	68	47	24	24	325	199	120	144	93	41	48	236	88	325
	9%	20%	13%	12%	8%	4%	3%	9%	11%	6%	14%	9%	6%	5%	11%	6%	9%
		cdefg	defg	ef	f			ef	i		klmop	o			lmop		mo
Quite familiar	1033	146	228	186	188	147	137	1033	556	472	386	330	168	147	716	315	1033
	28%	37%	37%	32%	31%	26%	16%	28%	32%	25%	38%	32%	24%	17%	35%	20%	28%
		efg	efg	f	f	f		f	i		klmop	lmo	m		lmop		mo
Not very familiar	840	77	140	122	166	161	174	840	403	435	250	264	163	160	514	324	840
	23%	19%	23%	21%	27%	28%	20%	23%	23%	23%	25%	25%	24%	18%	25%	21%	23%
					f	af					m	m			mo		m
Not at all familiar	466	19	30	55	68	86	209	466	194	272	89	166	95	114	255	209	466
	13%	5%	5%	10%	11%	15%	24%	13%	11%	14%	9%	16%	14%	13%	12%	13%	13%
				b	ab	ab	abcdeg	ab				j	j	j		j	j
Don't know	18	2	*	3	4	2	8	18	9	10	7	4	3	5	10	8	18
	1%	1%	*%	*%	1%	*%	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%

SUMMARY CODES

FAMILIAR	1357	225	311	254	235	172	161	1357	755	592	530	422	209	195	953	403	1357
	37%	57%	51%	44%	38%	30%	19%	37%	43%	31%	52%	40%	30%	22%	46%	26%	37%
		cdefg	defg	efg	ef	f		ef	i		klmop	lmo	m		klmop		lmo
NOT FAMILIAR	1307	96	170	177	234	247	383	1307	597	707	339	431	258	275	769	533	1307
	36%	24%	28%	31%	38%	43%	44%	36%	34%	37%	33%	41%	37%	31%	37%	34%	36%
					ab	ab	ab	ab				jmop			m		
UNAWARE OF AI MODELS	961	73	132	143	141	157	314	961	379	577	144	190	223	400	334	622	961
	26%	19%	22%	25%	23%	27%	36%	26%	22%	31%	14%	18%	32%	46%	16%	40%	26%
					a	abcdeg	abcdeg	a		h			jknp	jklnp	jklnp	jklnp	jklnp

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Very familiar	325 9%	284 9%	22 7%	12 7%	7 7%	325 9%	294 9%	30 6%	39 7%	285 9%	43 5%	107 9%	175 16%	325 9%	47 11%	84 7%	112 14%
Quite familiar	1033 28%	907 30%	71 23%	39 23%	16 16%	1033 28%	910 29%	123 26%	118 20%	914 30%	170 19%	402 32%	445 40%	1033 28%	101 23%	335 28%	304 38%
Not very familiar	840 23%	705 23%	72 24%	45 27%	18 18%	840 23%	720 23%	120 25%	120 20%	720 24%	195 22%	315 25%	290 26%	840 23%	88 20%	278 24%	204 26%
Not at all familiar	466 13%	391 13%	33 11%	32 19%	9 9%	466 13%	386 12%	80 17%	78 13%	389 13%	133 15%	166 13%	66 6%	466 13%	42 10%	178 15%	62 8%
Don't know	18 1%	15 1%	1 *%	1 *%	2 2%	18 1%	17 1%	2 *%	3 1%	15 *%	8 1%	9 1%	2 *%	18 1%	3 1%	3 *%	7 1%
SUMMARY CODES																	
FAMILIAR	1357 37%	1191 39%	93 31%	51 30%	23 22%	1357 37%	1204 38%	154 32%	158 27%	1200 39%	213 24%	510 41%	620 56%	1357 37%	148 34%	419 35%	416 52%
NOT FAMILIAR	1307 36%	1096 36%	106 35%	77 46%	28 27%	1307 36%	1106 35%	200 42%	197 34%	1109 36%	328 36%	482 39%	356 32%	1307 36%	130 30%	455 39%	266 33%
UNAWARE OF AI MODELS	961 26%	769 25%	104 34%	39 23%	50 49%	961 26%	835 26%	126 26%	226 39%	734 24%	350 39%	246 20%	135 12%	961 26%	153 35%	304 26%	110 14%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Very familiar	325 9%	113 13%	146 8%	57 7%	325 9%	114 10%	186 8%	194 8%	123 11%
		bcd							g
Quite familiar	1033 28%	299 34%	509 27%	196 25%	1033 28%	260 23%	712 31%	690 28%	323 30%
		bcd					e		
Not very familiar	840 23%	193 22%	440 23%	184 24%	840 23%	219 20%	577 25%	571 23%	259 24%
							e		
Not at all familiar	466 13%	100 12%	282 15%	76 10%	466 13%	161 14%	285 12%	362 14%	103 9%
			c					h	
Don't know	18 1%	10 1%	4 *%	4 1%	18 1%	5 *%	12 1%	15 1%	4 *%
		b							
SUMMARY CODES									
FAMILIAR	1357 37%	412 47%	655 34%	253 33%	1357 37%	374 33%	897 39%	884 35%	446 41%
		bcd					e		g
NOT FAMILIAR	1307 36%	293 34%	721 38%	259 34%	1307 36%	380 34%	862 37%	932 37%	362 33%
UNAWARE OF AI MODELS	961 26%	153 18%	527 28%	252 33%	961 26%	360 32%	534 23%	678 27%	280 26%
			a	ad	a	f			

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A8. Have you ever used AI models such as ChatGPT or Bard? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2714	356	422	502	429	438	567	2714	1361	1343	762	885	483	580	1647	1063	2714
Effective Weighted Sample	2057	273	333	388	343	327	408	2057	1038	1012	607	678	367	415	1280	779	2057
Total	2682	323	481	434	472	420	551	2682	1361	1309	876	856	470	475	1732	944	2682
Yes	844	188	222	169	134	77	55	844	475	363	370	269	100	106	639	206	844
	31%	58%	46%	39%	28%	18%	10%	31%	35%	28%	42%	31%	21%	22%	37%	22%	31%
		bcdefg	defg	defg	ef	f		ef	i		klmop	lmo			lmop		lmo
No	1754	128	252	257	323	320	473	1754	838	913	490	554	357	349	1044	706	1754
	65%	40%	52%	59%	68%	76%	86%	65%	62%	70%	56%	65%	76%	73%	60%	75%	65%
			a	a	ab	abcg	abcdeg	ab		h		j	jknp	jknp		jknp	jn
Don't know	84	7	7	8	15	24	23	84	48	32	17	33	12	20	50	33	84
	3%	2%	1%	2%	3%	6%	4%	3%	3%	2%	2%	4%	3%	4%	3%	3%	3%
						bc											

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A8. Have you ever used AI models such as ChatGPT or Bard? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2714	2036	224	263	191	2714	2336	378	361	2353	516	1067	1042	2714	322	908	682
Effective Weighted Sample	2057	1668	178	200	174	2057	1780	277	267	1790	383	798	836	2057	232	679	531
Total	2682	2302	199	129	52	2682	2327	356	358	2324	549	1000	978	2682	281	878	689
Yes	844	738	54	32	19	844	776	68	94	750	146	288	405	844	116	261	274
	31%	32%	27%	25%	37%	31%	33%	19%	26%	32%	27%	29%	41%	31%	41%	30%	40%
No	1754	1496	132	95	31	1754	1485	269	255	1499	376	678	553	1754	152	588	395
	65%	65%	67%	74%	59%	65%	64%	76%	71%	65%	68%	68%	57%	65%	54%	67%	57%
Don't know	84	68	12	1	3	84	66	18	9	75	27	34	21	84	13	29	20
	3%	3%	6%	1%	5%	3%	3%	5%	3%	3%	5%	3%	2%	3%	5%	3%	3%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A8. Have you ever used AI models such as ChatGPT or Bard? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	2714	677	1384	582	2714	757	1817	1904	778
Effective Weighted Sample	2057	524	1057	425	2057	549	1404	1444	590
Total	2682	714	1380	516	2682	759	1772	1831	812
Yes	844 31%	248 35%	402 29%	166 32%	844 31%	245 32%	551 31%	510 28%	306 38%
No	1754 65%	446 62%	941 68%	327 63%	1754 65%	481 63%	1177 66%	1262 69%	486 60%
Don't know	84 3%	21 3%	37 3%	24 5%	84 3%	33 4%	44 3%	58 3%	20 2%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF AWARENESS AND USE OF ARTIFICIAL INTELLIGENCE

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
AWARE AND EVER USED AI	844	188	222	169	134	77	55	844	475	363	370	269	100	106	639	206	844
	23%	47%	36%	29%	22%	13%	6%	23%	27%	19%	36%	26%	14%	12%	31%	13%	23%
		bcdefg	defg	defg	ef	f		ef	i		klmop	lmo			klmop		lmo
AWARE BUT NEVER USED AI	1838	135	259	265	339	344	496	1838	886	945	506	587	370	369	1094	739	1838
	50%	34%	42%	46%	55%	60%	57%	50%	51%	50%	50%	56%	53%	42%	53%	47%	50%
			a	abc	abcg	abcg	ab				m	mop	m		mo		m
UNAWARE OF AI	961	73	132	143	141	157	314	961	379	577	144	190	223	400	334	622	961
	26%	19%	22%	25%	23%	27%	36%	26%	22%	31%	14%	18%	32%	46%	16%	40%	26%
					a	abcdeg	a		h				jknp	jklnp		jklnp	jknp

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF AWARENESS AND USE OF ARTIFICIAL INTELLIGENCE

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
AWARE AND EVER USED AI	844	738	54	32	19	844	776	68	94	750	146	288	405	844	116	261	274
	23%	24%	18%	19%	19%	23%	25%	14%	16%	25%	16%	23%	36%	23%	27%	22%	34%
							g			h		j	jkm	j			o
AWARE BUT NEVER USED AI	1838	1564	145	97	33	1838	1551	287	264	1574	403	712	573	1838	165	617	415
	50%	51%	48%	58%	33%	50%	49%	60%	45%	51%	45%	57%	52%	50%	38%	52%	52%
		d	d	d		d		f				jm	j			n	n
UNAWARE OF AI	961	769	104	39	50	961	835	126	226	734	350	246	135	961	153	304	110
	26%	25%	34%	23%	49%	26%	26%	26%	39%	24%	39%	20%	12%	26%	35%	26%	14%
			ace		abce				i	abce	klm	l		kl	op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF AWARENESS AND USE OF ARTIFICIAL INTELLIGENCE

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
AWARE AND EVER USED AI	844	248	402	166	844	245	551	510	306
	23%	29%	21%	22%	23%	22%	24%	20%	28%
		bcd							g
AWARE BUT NEVER USED AI	1838	466	978	351	1838	514	1221	1321	506
	50%	54%	51%	46%	50%	46%	53%	53%	46%
		c					e	h	
UNAWARE OF AI	961	153	527	252	961	360	534	678	280
	26%	18%	28%	33%	26%	32%	23%	27%	26%
			a	ad	a	f			

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 62

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	~e	~f	g	h	i	j	k	~l	m	n	o	p
Unweighted total	817	186	178	183	120	86	64	817	452	362	311	280	99	127	591	226	817
Effective Weighted Sample	634	145	143	144	95	69	47	634	354	279	249	220	78	95	465	172	634
Total	844	188	222	169	134	77	55	844	475	363	370	269	100	106	639	206	844
PROMPTED RESPONSES																	
Out of curiosity/ to find out about it	345	71	88	71	58	**	**	345	200	142	152	104	**	46	256	89	345
	41%	38%	40%	42%	43%	**	**	41%	42%	39%	41%	39%	**	43%	40%	43%	41%
As part of my job/ for work related purposes	269	40	92	72	43	**	**	269	153	112	147	87	**	13	234	35	269
	32%	21%	42%	43%	32%	**	**	32%	32%	31%	40%	32%	**	12%	37%	17%	32%
			a	a							mo	mo			mo		mo
For fun/ to pass the time/ for my hobbies	268	61	82	57	40	**	**	268	162	101	128	72	**	41	199	69	268
	32%	32%	37%	34%	30%	**	**	32%	34%	28%	35%	27%	**	39%	31%	34%	32%
As part of my studies/ for education purposes	252	89	68	52	29	**	**	252	147	101	119	80	**	29	199	53	252
	30%	47%	30%	31%	22%	**	**	30%	31%	28%	32%	30%	**	27%	31%	26%	30%
			bcdg														
UNPROMPTED RESPONSES																	
To contact a company or organisation/customer service query/ interacted with a ChatBot	19	-	1	-	8	**	**	19	5	14	2	8	**	3	10	9	19
	2%	-%	1%	-%	6%	**	**	2%	1%	4%	1%	3%	**	3%	2%	4%	2%
					ac											j	
For other reasons	29	4	3	2	4	**	**	29	19	10	6	15	**	4	21	7	29
	3%	2%	1%	1%	3%	**	**	3%	4%	3%	2%	6%	**	3%	3%	4%	3%
Don't know	32	4	6	1	6	**	**	32	6	26	7	9	**	8	17	16	32
	4%	2%	3%	1%	5%	**	**	4%	1%	7%	2%	3%	**	8%	3%	8%	4%
										h						jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 ~e	65+ ~f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 ~l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	817	186	178	183	120	86	64	817	452	362	311	280	99	127	591	226	817
Effective Weighted Sample	634	145	143	144	95	69	47	634	354	279	249	220	78	95	465	172	634
Total	844	188	222	169	134	77	55	844	475	363	370	269	100	106	639	206	844
SUMMARY CODES																	
FOR WORK OR EDUCATIONAL PURPOSES	443	113	135	100	63	**	**	443	255	185	223	140	**	34	363	80	443
	52%	60%	61%	60%	47%	**	**	52%	54%	51%	60%	52%	**	33%	57%	39%	52%
											mo	mo			mo		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	NATION				LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	817	623	62	68	64	817	739	78	91	726	120	279	414	817	119	252	253
Effective Weighted Sample	634	523	54	51	58	634	574	62	72	562	92	209	338	634	89	197	197
Total	844	738	54	32	19	844	776	68	94	750	146	288	405	844	116	261	274
PROMPTED RESPONSES																	
Out of curiosity/ to find out about it	345 41%	291 39%	** **	** **	** **	345 41%	312 40%	** **	** **	320 43%	37 25%	120 42%	188 46%	345 41%	56 48%	117 45%	112 41%
As part of my job/ for work related purposes	269 32%	242 33%	** **	** **	** **	269 32%	241 31%	** **	** **	253 34%	35 24%	58 20%	175 43%	269 32%	29 25%	59 23%	124 45%
For fun/ to pass the time/ for my hobbies	268 32%	239 32%	** **	** **	** **	268 32%	258 33%	** **	** **	246 33%	45 31%	91 32%	129 32%	268 32%	45 39%	74 28%	96 35%
As part of my studies/ for education purposes	252 30%	222 30%	** **	** **	** **	252 30%	241 31%	** **	** **	229 31%	35 24%	73 25%	142 35%	252 30%	34 29%	75 29%	75 27%
UNPROMPTED RESPONSES																	
To contact a company or organisation/customer service query/ interacted with a ChatBot	19 2%	17 2%	** **	** **	** **	19 2%	16 2%	** **	** **	16 2%	5 4%	9 3%	5 1%	19 2%	- -%	11 4%	5 2%
For other reasons	29 3%	26 4%	** **	** **	** **	29 3%	28 4%	** **	** **	26 3%	1 1%	15 5%	12 3%	29 3%	3 3%	10 4%	8 3%
Don't know	32 4%	30 4%	** **	** **	** **	32 4%	31 4%	** **	** **	20 3%	6 4%	19 7%	7 2%	32 4%	3 3%	16 6%	3 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	817	623	62	68	64	817	739	78	91	726	120	279	414	817	119	252	253
Effective Weighted Sample	634	523	54	51	58	634	574	62	72	562	92	209	338	634	89	197	197
Total	844	738	54	32	19	844	776	68	94	750	146	288	405	844	116	261	274
SUMMARY CODES																	
FOR WORK OR EDUCATIONAL PURPOSES	443	394	**	**	**	443	408	**	**	407	68	120	253	443	52	116	162
	52%	53%	**	**	**	52%	53%	**	**	54%	46%	42%	62%	52%	45%	45%	59%
												jk	km	k			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	817	225	386	178	817	234	540	529	267
Effective Weighted Sample	634	178	301	136	634	172	431	413	209
Total	844	248	402	166	844	245	551	510	306
PROMPTED RESPONSES									
Out of curiosity/ to find out about it	345	100	165	68	345	90	231	213	125
	41%	40%	41%	41%	41%	37%	42%	42%	41%
As part of my job/ for work related purposes	269	99	130	33	269	66	183	157	110
	32%	40%	32%	20%	32%	27%	33%	31%	36%
		c	c	c	c				
For fun/ to pass the time/ for my hobbies	268	69	127	64	268	93	163	155	104
	32%	28%	32%	39%	32%	38%	30%	30%	34%
As part of my studies/ for education purposes	252	74	132	38	252	57	176	154	82
	30%	30%	33%	23%	30%	23%	32%	30%	27%
UNPROMPTED RESPONSES									
To contact a company or organisation/customer service query/ interacted with a ChatBot	19	4	9	7	19	5	14	16	3
	2%	1%	2%	4%	2%	2%	2%	3%	1%
For other reasons	29	7	16	6	29	12	16	26	3
	3%	3%	4%	4%	3%	5%	3%	5%	1%
								h	
Don't know	32	7	14	11	32	10	19	18	13
	4%	3%	3%	7%	4%	4%	3%	4%	4%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	817	225	386	178	817	234	540	529	267
Effective Weighted Sample	634	178	301	136	634	172	431	413	209
Total	844	248	402	166	844	245	551	510	306
SUMMARY CODES									
FOR WORK OR EDUCATIONAL PURPOSES	443	148	224	57	443	104	310	260	165
	52%	60%	56%	34%	52%	42%	56%	51%	54%
		c	c		c		e		

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2714	356	422	502	429	438	567	2714	1361	1343	762	885	483	580	1647	1063	2714
Effective Weighted Sample	2057	273	333	388	343	327	408	2057	1038	1012	607	678	367	415	1280	779	2057
Total	2682	323	481	434	472	420	551	2682	1361	1309	876	856	470	475	1732	944	2682
PROMPTED RESPONSES																	
Out of curiosity/ to find out about it	345	71	88	71	58	36	20	345	200	142	152	104	43	46	256	89	345
	13%	22%	18%	16%	12%	9%	4%	13%	15%	11%	17%	12%	9%	10%	15%	9%	13%
		defg	efg	ef	f	f		f			klmop				lmo		
As part of my job/ for work related purposes	269	40	92	72	43	20	3	269	153	112	147	87	23	13	234	35	269
	10%	12%	19%	17%	9%	5%	1%	10%	11%	9%	17%	10%	5%	3%	14%	4%	10%
		ef	defg	defg	f	f		ef			klmop	lmo			lmop		lmo
For fun/ to pass the time/ for my hobbies	268	61	82	57	40	19	10	268	162	101	128	72	28	41	199	69	268
	10%	19%	17%	13%	8%	4%	2%	10%	12%	8%	15%	8%	6%	9%	12%	7%	10%
		defg	defg	ef	f			ef	i		klmop				lo		
As part of my studies/ for education purposes	252	89	68	52	29	10	4	252	147	101	119	80	24	29	199	53	252
	9%	27%	14%	12%	6%	2%	1%	9%	11%	8%	14%	9%	5%	6%	11%	6%	9%
		bcdefg	defg	def	f			ef			lmop	o			lmo		lo
UNPROMPTED RESPONSES																	
To contact a company or organisation/customer service query/ interacted with a ChatBot	19	-	1	-	8	5	5	19	5	14	2	8	6	3	10	9	19
	1%	-%	*%	-%	2%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
					c												
For other reasons	29	4	3	2	4	6	8	29	19	10	6	15	4	4	21	7	29
	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Don't know	32	4	6	1	6	5	10	32	6	26	7	9	8	8	17	16	32
	1%	1%	1%	*%	1%	1%	2%	1%	*%	2%	1%	1%	2%	2%	1%	2%	1%
										h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2714	356	422	502	429	438	567	2714	1361	1343	762	885	483	580	1647	1063	2714
Effective Weighted Sample	2057	273	333	388	343	327	408	2057	1038	1012	607	678	367	415	1280	779	2057
Total	2682	323	481	434	472	420	551	2682	1361	1309	876	856	470	475	1732	944	2682
SUMMARY CODES																	
FOR WORK OR EDUCATIONAL PURPOSES	443	113	135	100	63	24	7	443	255	185	223	140	45	34	363	80	443
	17%	35%	28%	23%	13%	6%	1%	17%	19%	14%	25%	16%	10%	7%	21%	8%	17%
		cdefg	defg	defg	ef	f		ef	i		klmop	lmo			lmop		lmo
HAVE NOT USED AI MODELS	1838	135	259	265	339	344	496	1838	886	945	506	587	370	369	1094	739	1838
	69%	42%	54%	61%	72%	82%	90%	69%	65%	72%	58%	69%	79%	78%	63%	78%	69%
			a	a	abc	abcdg	abcdeg	abc		h		j	jknp	jknp		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	2714	2036	224	263	191	2714	2336	378	361	2353	516	1067	1042	2714	322	908	682
Effective Weighted Sample	2057	1668	178	200	174	2057	1780	277	267	1790	383	798	836	2057	232	679	531
Total	2682	2302	199	129	52	2682	2327	356	358	2324	549	1000	978	2682	281	878	689
PROMPTED RESPONSES																	
Out of curiosity/ to find out about it	345 13%	291 13%	28 14%	16 12%	10 18%	345 13%	312 13%	33 9%	25 7%	320 14%	37 7%	120 12%	188 19%	345 13%	56 20%	117 13%	112 16%
As part of my job/ for work related purposes	269 10%	242 11%	13 6%	8 6%	6 12%	269 10%	241 10%	29 8%	17 5%	253 11%	35 6%	58 6%	175 18%	269 10%	29 10%	59 7%	124 18%
For fun/ to pass the time/ for my hobbies	268 10%	239 10%	9 5%	13 10%	7 14%	268 10%	258 11%	11 3%	22 6%	246 11%	45 8%	91 9%	129 13%	268 10%	45 16%	74 8%	96 14%
As part of my studies/ for education purposes	252 9%	222 10%	16 8%	8 6%	6 12%	252 9%	241 10%	10 3%	23 6%	229 10%	35 6%	73 7%	142 15%	252 9%	34 12%	75 9%	75 11%
UNPROMPTED RESPONSES																	
To contact a company or organisation/customer service query/ interacted with a ChatBot	19 1%	17 1%	1 1%	1 1%	- -%	19 1%	16 1%	3 1%	3 1%	16 1%	5 1%	9 1%	5 1%	19 1%	- -%	11 1%	5 1%
For other reasons	29 1%	26 1%	1 1%	1 *%	* 1%	29 1%	28 1%	* *%	3 1%	26 1%	1 *%	15 2%	12 1%	29 1%	3 1%	10 1%	8 1%
Don't know	32 1%	30 1%	1 1%	* *%	* 1%	32 1%	31 1%	2 *%	12 3%	20 1%	6 1%	19 2%	7 1%	32 1%	3 1%	16 2%	3 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	2714	2036	224	263	191	2714	2336	378	361	2353	516	1067	1042	2714	322	908	682
Effective Weighted Sample	2057	1668	178	200	174	2057	1780	277	267	1790	383	798	836	2057	232	679	531
Total	2682	2302	199	129	52	2682	2327	356	358	2324	549	1000	978	2682	281	878	689
SUMMARY CODES																	
FOR WORK OR EDUCATIONAL PURPOSES	443 17%	394 17%	23 12%	15 12%	11 21%	443 17%	408 18%	35 10%	36 10%	407 18%	68 12%	120 12%	253 26%	443 17%	52 19%	116 13%	162 24%
HAVE NOT USED AI MODELS	1838 69%	1564 68%	145 73%	97 75%	33 63%	1838 69%	1551 67%	287 81%	264 74%	1574 68%	403 73%	712 71%	573 59%	1838 69%	165 59%	617 70%	415 60%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	2714	677	1384	582	2714	757	1817	1904	778
Effective Weighted Sample	2057	524	1057	425	2057	549	1404	1444	590
Total	2682	714	1380	516	2682	759	1772	1831	812
PROMPTED RESPONSES									
Out of curiosity/ to find out about it	345 13%	100 14%	165 12%	68 13%	345 13%	90 12%	231 13%	213 12%	125 15%
As part of my job/ for work related purposes	269 10%	99 14% bc	130 9%	33 6%	269 10%	66 9%	183 10%	157 9%	110 13% g
For fun/ to pass the time/ for my hobbies	268 10%	69 10%	127 9%	64 12%	268 10%	93 12%	163 9%	155 8%	104 13% g
As part of my studies/ for education purposes	252 9%	74 10%	132 10%	38 7%	252 9%	57 8%	176 10%	154 8%	82 10%
UNPROMPTED RESPONSES									
To contact a company or organisation/customer service query/ interacted with a ChatBot	19 1%	4 1%	9 1%	7 1%	19 1%	5 1%	14 1%	16 1%	3 *%
For other reasons	29 1%	7 1%	16 1%	6 1%	29 1%	12 2%	16 1%	26 1%	3 *%
Don't know	32 1%	7 1%	14 1%	11 2%	32 1%	10 1%	19 1%	18 1%	13 2%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents aware of artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	2714	677	1384	582	2714	757	1817	1904	778
Effective Weighted Sample	2057	524	1057	425	2057	549	1404	1444	590
Total	2682	714	1380	516	2682	759	1772	1831	812
SUMMARY CODES									
FOR WORK OR EDUCATIONAL PURPOSES	443	148	224	57	443	104	310	260	165
	17%	21%	16%	11%	17%	14%	17%	14%	20%
		c		c					g
HAVE NOT USED AI MODELS	1838	466	978	351	1838	514	1221	1321	506
	69%	65%	71%	68%	69%	68%	69%	72%	62%
								h	

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
PROMPTED RESPONSES																	
Out of curiosity/ to find out about it	345	71	88	71	58	36	20	345	200	142	152	104	43	46	256	89	345
	9%	18%	14%	12%	9%	6%	2%	9%	11%	8%	15%	10%	6%	5%	12%	6%	9%
		defg	efg	ef	f	f		f	i		klmop	mo			lmop		mo
As part of my job/ for work related purposes	269	40	92	72	43	20	3	269	153	112	147	87	23	13	234	35	269
	7%	10%	15%	12%	7%	3%	*%	7%	9%	6%	14%	8%	3%	1%	11%	2%	7%
		ef	defg	defg	f	f		ef	i		klmop	lmo			lmop		lmo
For fun/ to pass the time/ for my hobbies	268	61	82	57	40	19	10	268	162	101	128	72	28	41	199	69	268
	7%	15%	13%	10%	6%	3%	1%	7%	9%	5%	13%	7%	4%	5%	10%	4%	7%
		defg	defg	ef	f			ef	i		klmop				lmop		lo
As part of my studies/ for education purposes	252	89	68	52	29	10	4	252	147	101	119	80	24	29	199	53	252
	7%	22%	11%	9%	5%	2%	*%	7%	8%	5%	12%	8%	4%	3%	10%	3%	7%
		bcdefg	defg	ef	f			ef	i		klmop	lmo			lmop		lmo
UNPROMPTED RESPONSES																	
To contact a company or organisation/customer service query/ interacted with a ChatBot	19	-	1	-	8	5	5	19	5	14	2	8	6	3	10	9	19
	1%	-%	*%	-%	1%	1%	1%	1%	*%	1%	*%	1%	1%	*%	*%	1%	1%
					c												
For other reasons	29	4	3	2	4	6	8	29	19	10	6	15	4	4	21	7	29
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%
Don't know	32	4	6	1	6	5	10	32	6	26	7	9	8	8	17	16	32
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
									h								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
SUMMARY CODES																	
FOR WORK OR EDUCATIONAL PURPOSES	443	113	135	100	63	24	7	443	255	185	223	140	45	34	363	80	443
	12%	29%	22%	17%	10%	4%	1%	12%	15%	10%	22%	13%	7%	4%	18%	5%	12%
		cdefg	defg	defg	ef	f		ef	i		klmop	lmo			klmop		lmo
HAVE NOT USED AI MODELS	1838	135	259	265	339	344	496	1838	886	945	506	587	370	369	1094	739	1838
	50%	34%	42%	46%	55%	60%	57%	50%	51%	50%	50%	56%	53%	42%	53%	47%	50%
			a	abc	abcb	abcb	abcb	ab			m	mop	m		mo		m
UNAWARE OF AI MODELS	961	73	132	143	141	157	314	961	379	577	144	190	223	400	334	622	961
	26%	19%	22%	25%	23%	27%	36%	26%	22%	31%	14%	18%	32%	46%	16%	40%	26%
					a	abcdeg		a		h			jknp	jklnp		jklnp	jklnp

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 64

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
PROMPTED RESPONSES																	
Out of curiosity/ to find out about it	345 9%	291 9%	28 9%	16 10%	10 9%	345 9%	312 10%	33 7%	25 4%	320 10% h	37 4%	120 10% j	188 17% jkm	345 9% j	56 13%	117 10%	112 14%
As part of my job/ for work related purposes	269 7%	242 8%	13 4%	8 5%	6 6%	269 7%	241 8%	29 6%	17 3%	253 8% h	35 4%	58 5%	175 16% jkm	269 7% jk	29 7%	59 5%	124 16% no
For fun/ to pass the time/ for my hobbies	268 7%	239 8% b	9 3%	13 7%	7 7%	268 7% b	258 8% g	11 2%	22 4%	246 8% h	45 5%	91 7%	129 12% jkm	268 7% j	45 10%	74 6%	96 12% o
As part of my studies/ for education purposes	252 7%	222 7%	16 5%	8 5%	6 6%	252 7%	241 8% g	10 2%	23 4%	229 7% h	35 4%	73 6%	142 13% jkm	252 7% j	34 8%	75 6%	75 9%
UNPROMPTED RESPONSES																	
To contact a company or organisation/customer service query/ interacted with a ChatBot	19 1%	17 1%	1 *%	1 1%	- -%	19 1%	16 1%	3 1%	3 *%	16 1%	5 1%	9 1%	5 *%	19 1%	- -%	11 1%	5 1%
For other reasons	29 1%	26 1%	1 *%	1 *%	* *%	29 1%	28 1%	* *%	3 *%	26 1%	1 *%	15 1%	12 1%	29 1%	3 1%	10 1%	8 1%
Don't know	32 1%	30 1%	1 *%	* *%	* *%	32 1%	31 1%	2 *%	12 2%	20 1%	6 1%	19 2%	7 1%	32 1%	3 1%	16 1%	3 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
SUMMARY CODES																	
FOR WORK OR EDUCATIONAL PURPOSES	443	394	23	15	11	443	408	35	36	407	68	120	253	443	52	116	162
	12%	13%	8%	9%	11%	12%	13%	7%	6%	13%	8%	10%	23%	12%	12%	10%	20%
							g			h			jkm	j			no
HAVE NOT USED AI MODELS	1838	1564	145	97	33	1838	1551	287	264	1574	403	712	573	1838	165	617	415
	50%	51%	48%	58%	33%	50%	49%	60%	45%	51%	45%	57%	52%	50%	38%	52%	52%
		d	d	d		d		f				jm	j			n	n
UNAWARE OF AI MODELS	961	769	104	39	50	961	835	126	226	734	350	246	135	961	153	304	110
	26%	25%	34%	23%	49%	26%	26%	26%	39%	24%	39%	20%	12%	26%	35%	26%	14%
			ace		abce				i		klm	l		kl	op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
PROMPTED RESPONSES									
Out of curiosity/ to find out about it	345 9%	100 12%	165 9%	68 9%	345 9%	90 8%	231 10%	213 9%	125 11%
As part of my job/ for work related purposes	269 7%	99 11% bcd	130 7%	33 4%	269 7% c	66 6%	183 8%	157 6%	110 10% g
For fun/ to pass the time/ for my hobbies	268 7%	69 8%	127 7%	64 8%	268 7%	93 8%	163 7%	155 6%	104 10% g
As part of my studies/ for education purposes	252 7%	74 9%	132 7%	38 5%	252 7%	57 5%	176 8%	154 6%	82 8%
UNPROMPTED RESPONSES									
To contact a company or organisation/customer service query/ interacted with a ChatBot	19 1%	4 *%	9 *%	7 1%	19 1%	5 *%	14 1%	16 1%	3 *%
For other reasons	29 1%	7 1%	16 1%	6 1%	29 1%	12 1%	16 1%	26 1%	3 *%
Don't know	32 1%	7 1%	14 1%	11 1%	32 1%	10 1%	19 1%	18 1%	13 1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
SUMMARY CODES									
FOR WORK OR EDUCATIONAL PURPOSES	443	148	224	57	443	104	310	260	165
	12%	17%	12%	7%	12%	9%	13%	10%	15%
		bcd	c		c		e		g
HAVE NOT USED AI MODELS	1838	466	978	351	1838	514	1221	1321	506
	50%	54%	51%	46%	50%	46%	53%	53%	46%
		c					e	h	
UNAWARE OF AI MODELS	961	153	527	252	961	360	534	678	280
	26%	18%	28%	33%	26%	32%	23%	27%	26%
			a	ad	a	f			

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 65

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2658	356	422	502	429	431	518	2658	1330	1318	757	868	468	561	1625	1029	2658
Effective Weighted Sample	2026	273	333	388	343	325	380	2026	1022	998	604	670	360	409	1266	766	2026
Total	2579	323	481	434	472	407	461	2579	1303	1263	867	824	441	442	1691	882	2579
A lot more than one written by a person	117	28	43	18	19	6	3	117	64	53	56	21	19	22	76	41	117
	5%	9%	9%	4%	4%	1%	1%	5%	5%	4%	6%	3%	4%	5%	5%	5%	5%
		efg	cdefg	f	f			ef			k						
A little more than one written by a person	251	62	63	50	35	29	10	251	149	100	106	67	36	43	173	78	251
	10%	19%	13%	12%	7%	7%	2%	10%	11%	8%	12%	8%	8%	10%	10%	9%	10%
		cdefg	f	f	f	f		f	i								
To the same extent as I would trust one written by a person	609	71	127	116	119	92	83	609	310	293	195	208	114	92	403	205	609
	24%	22%	26%	27%	25%	23%	18%	24%	24%	23%	22%	25%	26%	21%	24%	23%	24%
			f	f													
A little less than one written by a person	648	83	122	112	130	102	100	648	341	306	246	209	104	88	456	192	648
	25%	26%	25%	26%	28%	25%	22%	25%	26%	24%	28%	25%	24%	20%	27%	22%	25%
											mo				mo		
A lot less than one written by a person	653	53	92	90	117	118	183	653	315	337	192	216	114	131	408	245	653
	25%	16%	19%	21%	25%	29%	40%	25%	24%	27%	22%	26%	26%	30%	24%	28%	25%
						ab	abcdeg	a						j			
Don't know	301	27	33	47	52	60	83	301	124	174	72	104	55	67	176	122	301
	12%	8%	7%	11%	11%	15%	18%	12%	10%	14%	8%	13%	12%	15%	10%	14%	12%
					b	abcdg		b		h				jn		j	
SUMMARY CODES																	
TRUST AI GENERATED ARTICLE MORE	368	90	107	68	55	35	13	368	213	153	162	87	54	65	249	119	368
	14%	28%	22%	16%	12%	9%	3%	14%	16%	12%	19%	11%	12%	15%	15%	13%	14%
		cdefg	defg	ef	f	f		ef	i		klop						

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	2658	356	422	502	429	431	518	2658	1330	1318	757	868	468	561	1625	1029	2658
Effective Weighted Sample	2026	273	333	388	343	325	380	2026	1022	998	604	670	360	409	1266	766	2026
Total	2579	323	481	434	472	407	461	2579	1303	1263	867	824	441	442	1691	882	2579
TRUST AI GENERATED ARTICLE LESS	1301	135	214	202	247	220	283	1301	656	643	439	425	218	218	864	436	1301
	50%	42%	44%	47%	52%	54%	61%	50%	50%	51%	51%	52%	49%	49%	51%	49%	50%
						a	abcg	a									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 65

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2658	1993	221	254	190	2658	2290	368	361	2297	516	1067	1042	2658	317	888	680
Effective Weighted Sample	2026	1643	175	193	173	2026	1754	272	267	1760	383	798	836	2026	228	671	530
Total	2579	2209	196	122	52	2579	2243	336	358	2221	549	1000	978	2579	274	836	685
A lot more than one written by a person	117 5%	106 5%	8 4%	1 1%	2 5%	117 5%	109 5%	8 2%	22 6%	95 4%	44 8%	38 4%	33 3%	117 5%	24 9%	38 5%	34 5%
A little more than one written by a person	251 10%	231 10%	7 4%	6 5%	6 11%	251 10%	229 10%	21 6%	41 11%	210 9%	76 14%	88 9%	85 9%	251 10%	49 18%	72 9%	72 11%
To the same extent as I would trust one written by a person	609 24%	525 24%	46 23%	27 22%	11 22%	609 24%	545 24%	64 19%	72 20%	537 24%	101 18%	249 25%	249 25%	609 24%	63 23%	205 25%	178 26%
A little less than one written by a person	648 25%	557 25%	47 24%	31 25%	13 25%	648 25%	552 25%	96 29%	76 21%	572 26%	105 19%	239 24%	298 31%	648 25%	59 21%	212 25%	190 28%
A lot less than one written by a person	653 25%	565 26%	43 22%	32 26%	12 24%	653 25%	553 25%	100 30%	91 26%	561 25%	140 26%	265 26%	231 24%	653 25%	60 22%	216 26%	157 23%
Don't know	301 12%	225 10%	45 23%	24 20%	7 14%	301 12%	254 11%	47 14%	56 16%	245 11%	82 15%	122 12%	80 8%	301 12%	20 7%	92 11%	54 8%
SUMMARY CODES																	
TRUST AI GENERATED ARTICLE MORE	368 14%	337 15%	15 8%	8 6%	8 16%	368 14%	338 15%	29 9%	63 18%	305 14%	121 22%	125 13%	119 12%	368 14%	73 27%	110 13%	106 16%
Columns Tested:		bc		ae	c	c	g				klm			op			

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2658	1993	221	254	190	2658	2290	368	361	2297	516	1067	1042	2658	317	888	680
Effective Weighted Sample	2026	1643	175	193	173	2026	1754	272	267	1760	383	798	836	2026	228	671	530
Total	2579	2209	196	122	52	2579	2243	336	358	2221	549	1000	978	2579	274	836	685
TRUST AI GENERATED ARTICLE LESS	1301	1122	91	63	25	1301	1105	196	167	1134	245	504	530	1301	119	428	347
	50%	51%	46%	52%	49%	50%	49%	58%	47%	51%	45%	50%	54%	50%	43%	51%	51%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	2658	665	1347	579	2658	723	1797	1848	778
Effective Weighted Sample	2026	517	1037	425	2026	528	1394	1416	590
Total	2579	692	1312	509	2579	695	1736	1728	812
A lot more than one written by a person	117 5%	35 5%	56 4%	21 4%	117 5%	60 9% f	49 3%	51 3%	56 7% g
A little more than one written by a person	251 10%	70 10%	121 9%	55 11%	251 10%	76 11%	159 9%	132 8%	112 14% g
To the same extent as I would trust one written by a person	609 24%	169 24%	299 23%	132 26%	609 24%	135 19%	441 25% e	399 23%	200 25%
A little less than one written by a person	648 25%	166 24%	347 26%	113 22%	648 25%	155 22%	454 26%	436 25%	205 25%
A lot less than one written by a person	653 25%	176 25%	332 25%	131 26%	653 25%	208 30% f	417 24%	481 28% h	171 21%
Don't know	301 12%	76 11%	157 12%	57 11%	301 12%	63 9%	216 12%	229 13% h	68 8%
SUMMARY CODES									
TRUST AI GENERATED ARTICLE MORE	368 14%	105 15%	177 13%	76 15%	368 14%	135 19% f	208 12%	183 11%	168 21% g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	2658	665	1347	579	2658	723	1797	1848	778
Effective Weighted Sample	2026	517	1037	425	2026	528	1394	1416	590
Total	2579	692	1312	509	2579	695	1736	1728	812
TRUST AI GENERATED ARTICLE LESS	1301	341	679	244	1301	363	871	916	376
	50%	49%	52%	48%	50%	52%	50%	53%	46%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A11. Thinking generally, when you read something online do you ever think about whether it may have been generated or written by Artificial Intelligence (AI)? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2658	356	422	502	429	431	518	2658	1330	1318	757	868	468	561	1625	1029	2658
Effective Weighted Sample	2026	273	333	388	343	325	380	2026	1022	998	604	670	360	409	1266	766	2026
Total	2579	323	481	434	472	407	461	2579	1303	1263	867	824	441	442	1691	882	2579
Yes	948	147	216	179	178	128	100	948	531	409	397	277	140	132	675	272	948
	37%	45%	45%	41%	38%	31%	22%	37%	41%	32%	46%	34%	32%	30%	40%	31%	37%
		efg	efg	ef	f	f		f	i		klmop				klmo		mo
No	1423	155	224	221	262	238	322	1423	676	742	413	473	275	258	886	532	1423
	55%	48%	47%	51%	55%	59%	70%	55%	52%	59%	48%	57%	62%	58%	52%	60%	55%
						b	abcdeg	b		h		j	jn	j		jn	j
Don't know	208	21	40	33	33	41	39	208	95	113	57	74	26	52	130	78	208
	8%	7%	8%	8%	7%	10%	8%	8%	7%	9%	7%	9%	6%	12%	8%	9%	8%
														jl			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A11. Thinking generally, when you read something online do you ever think about whether it may have been generated or written by Artificial Intelligence (AI)? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	2658	1993	221	254	190	2658	2290	368	361	2297	516	1067	1042	2658	317	888	680
Effective Weighted Sample	2026	1643	175	193	173	2026	1754	272	267	1760	383	798	836	2026	228	671	530
Total	2579	2209	196	122	52	2579	2243	336	358	2221	549	1000	978	2579	274	836	685
Yes	948 37%	826 37%	72 37%	34 28%	16 30%	948 37%	818 36%	130 39%	121 34%	827 37%	178 32%	354 35%	411 42%	948 37%	135 49%	286 34%	289 42%
No	1423 55%	1214 55%	105 53%	72 59%	31 61%	1423 55%	1239 55%	183 55%	196 55%	1227 55%	328 60%	555 56%	502 51%	1423 55%	121 44%	482 58%	350 51%
Don't know	208 8%	169 8%	19 10%	16 13%	5 9%	208 8%	185 8%	23 7%	41 12%	167 8%	42 8%	90 9%	65 7%	208 8%	18 7%	68 8%	46 7%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A11. Thinking generally, when you read something online do you ever think about whether it may have been generated or written by Artificial Intelligence (AI)? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	2658	665	1347	579	2658	723	1797	1848	778
Effective Weighted Sample	2026	517	1037	425	2026	528	1394	1416	590
Total	2579	692	1312	509	2579	695	1736	1728	812
Yes	948 37%	270 39%	477 36%	188 37%	948 37%	296 43%	595 34%	568 33%	351 43%
No	1423 55%	382 55%	736 56%	263 52%	1423 55%	344 49%	1009 58%	1027 59%	390 48%
Don't know	208 8%	39 6%	99 8%	58 11%	208 8%	56 8%	132 8%	133 8%	71 9%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online that consider whether online content is generated by AI

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	905	151	175	186	152	132	109	905	499	400	323	283	141	157	606	298	905
Effective Weighted Sample	702	114	143	148	124	98	80	702	391	308	262	223	111	113	480	224	702
Total	948	147	216	179	178	128	100	948	531	409	397	277	140	132	675	272	948
Always	104	22	36	14	15	10	6	104	66	35	49	33	9	13	82	22	104
	11%	15%	17%	8%	8%	8%	6%	11%	12%	9%	12%	12%	6%	10%	12%	8%	11%
Often	306	48	72	63	56	42	26	306	181	124	125	89	52	38	214	91	306
	32%	32%	33%	35%	32%	33%	26%	32%	34%	30%	32%	32%	37%	29%	32%	33%	32%
Sometimes	430	59	93	81	88	55	54	430	233	194	179	129	62	61	307	123	430
	45%	40%	43%	45%	49%	43%	54%	45%	44%	47%	45%	46%	44%	46%	46%	45%	45%
Only very rarely	102	18	13	20	18	18	14	102	52	50	44	24	16	17	68	34	102
	11%	12%	6%	11%	10%	14%	14%	11%	10%	12%	11%	9%	12%	13%	10%	12%	11%
Don't know	6	*	2	-	1	2	-	6	-	6	*	2	1	2	3	3	6
	1%	*%	1%	-%	*%	2%	-%	1%	-%	1%	*%	1%	*%	2%	*%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online that consider whether online content is generated by AI

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	905	700	76	73	56	905	779	126	115	790	152	329	420	905	138	282	271
Effective Weighted Sample	702	582	63	54	52	702	606	96	89	613	114	252	340	702	102	222	210
Total	948	826	72	34	16	948	818	130	121	827	178	354	411	948	135	286	289
Always	104 11%	91 11%	** **	** **	** **	104 11%	100 12%	3 3%	10 8%	94 11%	30 17%	31 9%	43 10%	104 11%	17 13%	34 12%	34 12%
Often	306 32%	272 33%	** **	** **	** **	306 32%	253 31%	53 41%	44 36%	262 32%	73 41%	111 31%	121 29%	306 32%	57 42%	89 31%	90 31%
Sometimes	430 45%	365 44%	** **	** **	** **	430 45%	367 45%	63 49%	53 44%	377 46%	62 35%	167 47%	201 49%	430 45%	50 37%	134 47%	137 47%
Only very rarely	102 11%	92 11%	** **	** **	** **	102 11%	92 11%	10 7%	9 8%	92 11%	13 8%	42 12%	44 11%	102 11%	11 8%	27 10%	28 10%
Don't know	6 1%	5 1%	** **	** **	** **	6 1%	6 1%	- -%	5 4%	1 *%	- -%	3 1%	2 1%	6 1%	* *%	2 1%	- -%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online that consider whether online content is generated by AI

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	905	240	453	197	905	284	570	580	304
Effective Weighted Sample	702	190	353	148	702	212	451	450	239
Total	948	270	477	188	948	296	595	568	351
Always	104	40	43	20	104	48	43	48	53
	11%	15%	9%	11%	11%	16%	7%	8%	15%
						f			g
Often	306	71	159	74	306	106	183	180	114
	32%	26%	33%	39%	32%	36%	31%	32%	32%
				a					
Sometimes	430	131	222	72	430	116	289	278	141
	45%	48%	47%	38%	45%	39%	49%	49%	40%
Only very rarely	102	29	51	19	102	23	76	59	40
	11%	11%	11%	10%	11%	8%	13%	10%	11%
Don't know	6	-	3	3	6	2	3	3	3
	1%	-%	1%	2%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2658	356	422	502	429	431	518	2658	1330	1318	757	868	468	561	1625	1029	2658
Effective Weighted Sample	2026	273	333	388	343	325	380	2026	1022	998	604	670	360	409	1266	766	2026
Total	2579	323	481	434	472	407	461	2579	1303	1263	867	824	441	442	1691	882	2579
Always	104	22	36	14	15	10	6	104	66	35	49	33	9	13	82	22	104
	4%	7%	8%	3%	3%	3%	1%	4%	5%	3%	6%	4%	2%	3%	5%	2%	4%
		f	efg					f	i		lo				o		
Often	306	48	72	63	56	42	26	306	181	124	125	89	52	38	214	91	306
	12%	15%	15%	15%	12%	10%	6%	12%	14%	10%	14%	11%	12%	9%	13%	10%	12%
		f	f	f	f			f	i		m						
Sometimes	430	59	93	81	88	55	54	430	233	194	179	129	62	61	307	123	430
	17%	18%	19%	19%	19%	13%	12%	17%	18%	15%	21%	16%	14%	14%	18%	14%	17%
			f	f							mo						
Only very rarely	102	18	13	20	18	18	14	102	52	50	44	24	16	17	68	34	102
	4%	5%	3%	5%	4%	5%	3%	4%	4%	4%	5%	3%	4%	4%	4%	4%	4%
Don't know	6	*	2	-	1	2	-	6	-	6	*	2	1	2	3	3	6
	*%	*%	*%	-%	*%	1%	-%	*%	-%	*%	*%	*%	*%	1%	*%	*%	*%
DO NOT THINK ABOUT WHETHER IT HAS BEEN GENERATED BY AI	1631	177	264	255	295	279	361	1631	771	855	470	546	301	309	1016	610	1631
	63%	55%	55%	59%	62%	69%	78%	63%	59%	68%	54%	66%	68%	70%	60%	69%	63%
						abc	abcdeg	ab		h		jn	jn	jnp		jnp	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	2658	1993	221	254	190	2658	2290	368	361	2297	516	1067	1042	2658	317	888	680
Effective Weighted Sample	2026	1643	175	193	173	2026	1754	272	267	1760	383	798	836	2026	228	671	530
Total	2579	2209	196	122	52	2579	2243	336	358	2221	549	1000	978	2579	274	836	685
Always	104 4%	91 4%	8 4%	4 3%	2 3%	104 4%	100 4%	3 1%	10 3%	94 4%	30 5%	31 3%	43 4%	104 4%	17 6%	34 4%	34 5%
Often	306 12%	272 12%	18 9%	11 9%	5 9%	306 12%	253 11%	53 16%	44 12%	262 12%	73 13%	111 11%	121 12%	306 12%	57 21%	89 11%	90 13%
Sometimes	430 17%	365 17%	41 21%	17 14%	7 14%	430 17%	367 16%	63 19%	53 15%	377 17%	62 11%	167 17%	201 21%	430 17%	50 18%	134 16%	137 20%
Only very rarely	102 4%	92 4%	6 3%	2 2%	2 4%	102 4%	92 4%	10 3%	9 3%	92 4%	13 2%	42 4%	44 4%	102 4%	11 4%	27 3%	28 4%
Don't know	6 *%	5 *%	- -%	* *%	- -%	6 *%	6 *%	- -%	5 1%	1 *%	- -%	3 *%	2 *%	6 *%	* *%	2 *%	- -%
DO NOT THINK ABOUT WHETHER IT HAS BEEN GENERATED BY AI	1631 63%	1383 63%	124 63%	88 72%	36 70%	1631 63%	1424 64%	207 61%	237 66%	1394 63%	371 68%	645 65%	567 58%	1631 63%	139 51%	550 66%	396 58%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	2658	665	1347	579	2658	723	1797	1848	778
Effective Weighted Sample	2026	517	1037	425	2026	528	1394	1416	590
Total	2579	692	1312	509	2579	695	1736	1728	812
Always	104 4%	40 6%	43 3%	20 4%	104 4%	48 7%	43 2%	48 3%	53 7%
Often	306 12%	71 10%	159 12%	74 15%	306 12%	106 15%	183 11%	180 10%	114 14%
Sometimes	430 17%	131 19%	222 17%	72 14%	430 17%	116 17%	289 17%	278 16%	141 17%
Only very rarely	102 4%	29 4%	51 4%	19 4%	102 4%	23 3%	76 4%	59 3%	40 5%
Don't know	6 *%	- -%	3 *%	3 1%	6 *%	2 *%	3 *%	3 *%	3 *%
DO NOT THINK ABOUT WHETHER IT HAS BEEN GENERATED BY AI	1631 63%	421 61%	834 64%	322 63%	1631 63%	399 57%	1140 66%	1159 67%	461 57%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 69

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A13. How confident, are you in recognising whether something you read online is produced by a person or by Artificial Intelligence (AI)? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2658	356	422	502	429	431	518	2658	1330	1318	757	868	468	561	1625	1029	2658
Effective Weighted Sample	2026	273	333	388	343	325	380	2026	1022	998	604	670	360	409	1266	766	2026
Total	2579	323	481	434	472	407	461	2579	1303	1263	867	824	441	442	1691	882	2579
Very confident	109	16	40	26	20	2	7	109	79	28	47	25	18	19	72	37	109
	4%	5%	8%	6%	4%	0%	1%	4%	6%	2%	5%	3%	4%	4%	4%	4%	4%
		ef	efg	ef	e			ef	i								
Fairly confident	599	105	162	117	100	72	43	599	345	252	249	169	96	84	417	180	599
	23%	32%	34%	27%	21%	18%	9%	23%	26%	20%	29%	21%	22%	19%	25%	20%	23%
		defg	defg	ef	f	f		f	i		kmop						
Neither confident nor not confident	697	90	122	113	141	117	114	697	375	321	254	218	109	114	472	223	697
	27%	28%	25%	26%	30%	29%	25%	27%	29%	25%	29%	26%	25%	26%	28%	25%	27%
Not very confident	566	74	92	98	116	77	111	566	258	304	179	191	101	94	370	195	566
	22%	23%	19%	23%	25%	19%	24%	22%	20%	24%	21%	23%	23%	21%	22%	22%	22%
Not at all confident	494	28	48	67	78	109	164	494	195	297	116	176	95	105	292	200	494
	19%	9%	10%	15%	17%	27%	36%	19%	15%	23%	13%	21%	22%	24%	17%	23%	19%
				a	abcdg	abcdg	abcdg	ab		h		j	j	jn		jn	j
Don't know	113	11	18	14	18	30	23	113	51	62	22	45	21	25	67	47	113
	4%	3%	4%	3%	4%	7%	5%	4%	4%	5%	3%	5%	5%	6%	4%	5%	4%
					c												
SUMMARY CODES																	
TOTAL CONFIDENT	708	121	202	143	120	74	50	708	424	279	296	194	114	103	490	217	708
	27%	37%	42%	33%	25%	18%	11%	27%	33%	22%	34%	24%	26%	23%	29%	25%	27%
		defg	defg	ef	f	f		ef	i		klmop						
TOTAL NOT CONFIDENT	1060	102	139	165	194	186	275	1060	453	600	295	367	196	199	662	395	1060
	41%	31%	29%	38%	41%	46%	60%	41%	35%	48%	34%	45%	44%	45%	39%	45%	41%
				b	ab	abcdg	abcdg	ab		h		j	j	j		j	j
TOTAL NEITHER/ DON'T KNOW	810	101	140	127	159	147	137	810	426	384	276	263	130	140	539	270	810
	31%	31%	29%	29%	34%	36%	30%	31%	33%	30%	32%	32%	30%	32%	32%	31%	31%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 69

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A13. How confident, are you in recognising whether something you read online is produced by a person or by Artificial Intelligence (AI)? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2658	1993	221	254	190	2658	2290	368	361	2297	516	1067	1042	2658	317	888	680
Effective Weighted Sample	2026	1643	175	193	173	2026	1754	272	267	1760	383	798	836	2026	228	671	530
Total	2579	2209	196	122	52	2579	2243	336	358	2221	549	1000	978	2579	274	836	685
Very confident	109 4%	90 4%	11 6%	4 4%	3 6%	109 4%	100 4%	9 3%	15 4%	94 4%	36 7%	34 3%	40 4%	109 4%	18 6%	45 5%	28 4%
Fairly confident	599 23%	533 24%	43 22%	12 10%	11 21%	599 23%	537 24%	62 18%	77 21%	522 24%	101 18%	222 22%	267 27%	599 23%	73 27%	182 22%	187 27%
Neither confident nor not confident	697 27%	610 28%	40 21%	28 23%	18 35%	697 27%	610 27%	87 26%	93 26%	604 27%	132 24%	290 29%	264 27%	697 27%	74 27%	225 27%	198 29%
Not very confident	566 22%	472 21%	49 25%	38 31%	7 14%	566 22%	484 22%	82 24%	62 17%	504 23%	105 19%	213 21%	242 25%	566 22%	63 23%	185 22%	156 23%
Not at all confident	494 19%	414 19%	36 18%	33 27%	11 20%	494 19%	414 18%	80 24%	82 23%	412 19%	131 24%	198 20%	145 15%	494 19%	39 14%	160 19%	105 15%
Don't know	113 4%	90 4%	16 8%	6 5%	2 3%	113 4%	97 4%	16 5%	30 8%	84 4%	43 8%	43 4%	20 2%	113 4%	9 3%	39 5%	11 2%
SUMMARY CODES																	
TOTAL CONFIDENT	708 27%	623 28%	54 28%	17 14%	14 27%	708 27%	637 28%	71 21%	92 26%	616 28%	137 25%	256 26%	307 31%	708 27%	90 33%	227 27%	216 31%
TOTAL NOT CONFIDENT	1060 41%	886 40%	86 44%	71 58%	18 35%	1060 41%	899 40%	162 48%	144 40%	917 41%	236 43%	411 41%	387 40%	1060 41%	101 37%	345 41%	261 38%
TOTAL NEITHER/ DON'T KNOW	810 31%	700 32%	56 29%	34 28%	20 38%	810 31%	707 32%	103 31%	122 34%	688 31%	176 32%	333 33%	284 29%	810 31%	83 30%	264 32%	208 30%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A13. How confident, are you in recognising whether something you read online is produced by a person or by Artificial Intelligence (AI)? (SINGLE CODE)

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	2658	665	1347	579	2658	723	1797	1848	778
Effective Weighted Sample	2026	517	1037	425	2026	528	1394	1416	590
Total	2579	692	1312	509	2579	695	1736	1728	812
Very confident	109	40	50	18	109	50	55	54	49
	4%	6%	4%	4%	4%	7%	3%	3%	6%
						f			g
Fairly confident	599	166	304	120	599	146	412	379	202
	23%	24%	23%	24%	23%	21%	24%	22%	25%
Neither confident nor not confident	697	211	318	146	697	194	467	468	224
	27%	30%	24%	29%	27%	28%	27%	27%	28%
		b							
Not very confident	566	131	310	109	566	149	374	374	186
	22%	19%	24%	21%	22%	21%	22%	22%	23%
Not at all confident	494	118	268	92	494	133	343	368	123
	19%	17%	20%	18%	19%	19%	20%	21%	15%
								h	
Don't know	113	25	62	24	113	23	84	85	28
	4%	4%	5%	5%	4%	3%	5%	5%	4%
SUMMARY CODES									
TOTAL CONFIDENT	708	206	354	138	708	196	467	432	251
	27%	30%	27%	27%	27%	28%	27%	25%	31%
									g
TOTAL NOT CONFIDENT	1060	250	578	201	1060	282	717	743	309
	41%	36%	44%	39%	41%	41%	41%	43%	38%
			a						
TOTAL NEITHER/ DON'T KNOW	810	236	380	170	810	217	551	553	252
	31%	34%	29%	33%	31%	31%	32%	32%	31%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 70

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3351	442	540	638	551	546	634	3351	1559	1780	839	1025	641	839	1864	1480	3351
Effective Weighted Sample	2507	334	417	485	431	405	453	2507	1185	1314	666	782	480	594	1438	1072	2507
Total	3231	385	602	563	595	509	577	3231	1527	1689	970	966	604	682	1936	1286	3231
Strongly disagree	211 7%	24 6%	40 7%	39 7%	37 6%	34 7%	37 6%	211 7%	105 7%	105 6%	60 6%	63 6%	39 6%	49 7%	123 6%	88 7%	211 7%
Slightly disagree	305 9%	67 17% cdefg	77 13% ef	47 8%	53 9%	33 6%	29 5%	305 9% f	133 9%	171 10%	94 10%	92 10%	57 9%	60 9%	187 10%	117 9%	305 9%
Neither agree nor disagree	416 13%	47 12%	58 10%	94 17% b	84 14%	67 13%	65 11%	416 13%	193 13%	220 13%	97 10%	112 12%	79 13%	127 19% jkn	210 11%	206 16% jkn	416 13%
Slightly agree	1112 34% f	132 34% f	241 40% f	224 40% f	213 36% f	171 34% f	132 23%	1112 34% f	512 34%	596 35%	332 34%	346 36% m	238 39% m	190 28%	677 35% m	428 33%	1112 34% m
Strongly agree	1081 33%	112 29%	182 30%	154 27%	201 34%	189 37% c	244 42% abcdg	1081 33% c	532 35%	545 32%	378 39% lmop	336 35% lo	164 27%	203 30%	713 37% lmo	368 29%	1081 33% lo
Don't know	106 3%	3 1%	5 1%	5 1%	8 1%	15 3%	70 12% abcdeg	106 3% bc	54 4%	52 3%	9 1%	17 2%	25 4% jn	54 8% jkn	27 1% jkn	79 6% jkn	106 3% jn
SUMMARY CODES																	
TOTAL DISAGREE	515 16% cdefg	91 24% cdefg	117 19% f	86 15%	90 15%	66 13%	66 11%	515 16%	237 16%	276 16%	154 16%	155 16%	96 16%	109 16%	309 16%	205 16%	515 16%
TOTAL AGREE	2193 68%	244 63%	422 70%	377 67%	413 69%	360 71%	376 65%	2193 68%	1043 68%	1140 67%	709 73% mop	681 71% mo	403 67% m	393 58%	1391 72% mop	796 62%	2193 68% mo
TOTAL NEITHER/ DON'T KNOW	522 16%	50 13%	63 10%	100 18% b	92 15%	83 16%	135 23% abdeg	522 16% b	247 16%	273 16%	107 11%	130 13%	105 17% jn	181 27% jkn	236 12% jkn	286 22% jkn	522 16% jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 70

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3351	2423	299	309	320	3351	2862	489	598	2753	796	1294	1179	3351	439	1127	759
Effective Weighted Sample	2507	1982	240	233	262	2507	2161	348	424	2084	570	956	939	2507	310	840	585
Total	3231	2725	263	148	95	3231	2809	422	569	2661	808	1201	1107	3231	380	1058	774
Strongly disagree	211 7%	173 6%	20 7%	10 7%	8 8%	211 7%	184 7%	27 6%	65 12%	145 5%	56 7%	75 6%	63 6%	211 7%	40 10%	52 5%	40 5%
Slightly disagree	305 9%	263 10%	19 7%	13 9%	10 11%	305 9%	290 10%	15 4%	64 11%	241 9%	60 7%	113 9%	126 11%	305 9%	37 10%	111 11%	66 9%
Neither agree nor disagree	416 13%	356 13%	34 13%	14 9%	12 13%	416 13%	363 13%	53 13%	103 18%	313 12%	144 18%	143 12%	103 9%	416 13%	69 18%	123 12%	97 13%
Slightly agree	1112 34%	943 35%	95 36%	52 35%	21 23%	1112 34%	965 34%	147 35%	171 30%	941 35%	249 31%	444 37%	403 36%	1112 34%	121 32%	384 36%	278 36%
Strongly agree	1081 33%	904 33%	85 32%	55 37%	38 40%	1081 33%	922 33%	160 38%	131 23%	951 36%	246 30%	414 34%	410 37%	1081 33%	107 28%	352 33%	282 36%
Don't know	106 3%	85 3%	11 4%	5 3%	5 6%	106 3%	85 3%	21 5%	35 6%	71 3%	53 7%	13 1%	3 *	106 3%	5 1%	36 3%	10 1%
SUMMARY CODES																	
TOTAL DISAGREE	515 16%	436 16%	38 15%	23 16%	18 19%	515 16%	474 17%	41 10%	130 23%	386 14%	116 14%	188 16%	188 17%	515 16%	77 20%	163 15%	106 14%
TOTAL AGREE	2193 68%	1847 68%	179 68%	107 72%	60 63%	2193 68%	1887 67%	306 73%	301 53%	1892 71%	495 61%	858 71%	813 73%	2193 68%	228 60%	736 70%	561 72%
TOTAL NEITHER/ DON'T KNOW	522 16%	441 16%	45 17%	18 12%	17 18%	522 16%	448 16%	74 18%	138 24%	384 14%	197 24%	156 13%	106 10%	522 16%	75 20%	159 15%	107 14%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3351	772	1720	783	3351	924	2249	2277	1038
Effective Weighted Sample	2507	590	1298	565	2507	666	1710	1718	769
Total	3231	798	1680	681	3231	877	2162	2118	1073
Strongly disagree	211 7%	61 8%	92 5%	55 8%	211 7%	78 9%	123 6%	128 6%	79 7%
Slightly disagree	305 9%	75 9%	167 10%	51 7%	305 9%	85 10%	197 9%	184 9%	117 11%
Neither agree nor disagree	416 13%	100 13%	208 12%	99 14%	416 13%	118 13%	260 12%	269 13%	138 13%
Slightly agree	1112 34%	252 32%	607 36%	234 34%	1112 34%	259 29%	790 37%	700 33%	395 37%
Strongly agree	1081 33%	285 36%	551 33%	219 32%	1081 33%	285 32%	748 35%	740 35%	334 31%
Don't know	106 3%	24 3%	55 3%	24 4%	106 3%	53 6%	45 2%	96 5%	9 1%
SUMMARY CODES									
TOTAL DISAGREE	515 16%	136 17%	259 15%	106 16%	515 16%	163 19%	320 15%	312 15%	196 18%
TOTAL AGREE	2193 68%	537 67%	1159 69%	452 66%	2193 68%	543 62%	1538 71%	1441 68%	729 68%
TOTAL NEITHER/ DON'T KNOW	522 16%	125 16%	263 16%	123 18%	522 16%	171 19%	305 14%	365 17%	147 14%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 71

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3351	442	540	638	551	546	634	3351	1559	1780	839	1025	641	839	1864	1480	3351
Effective Weighted Sample	2507	334	417	485	431	405	453	2507	1185	1314	666	782	480	594	1438	1072	2507
Total	3231	385	602	563	595	509	577	3231	1527	1689	970	966	604	682	1936	1286	3231
Strongly disagree	768 24%	68 18%	148 25%	121 22%	167 28% a	121 24%	143 25%	768 24%	368 24%	399 24%	275 28% lmo	241 25% o	117 19%	132 19%	517 27% lmo	249 19%	768 24% o
Slightly disagree	667 21%	81 21%	124 21%	138 25% f	136 23% f	101 20%	87 15%	667 21% f	310 20%	357 21%	188 19%	223 23%	134 22%	122 18%	411 21%	256 20%	667 21%
Neither agree nor disagree	746 23%	76 20%	122 20%	128 23%	126 21%	143 28% ab	150 26%	746 23%	346 23%	399 24%	192 20%	202 21%	158 26% n	190 28% jkn	394 20%	348 27% jkn	746 23%
Slightly agree	591 18%	100 26% defg	114 19%	108 19%	104 17%	83 16%	84 15%	591 18%	288 19%	296 17%	187 19%	183 19%	105 17%	114 17%	370 19%	219 17%	591 18%
Strongly agree	388 12%	59 15%	93 15%	64 11%	59 10%	51 10%	62 11%	388 12%	175 11%	209 12%	119 12%	98 10%	78 13%	93 14%	217 11%	170 13%	388 12%
Don't know	70 2%	2 1%	* *% f	4 1%	4 1%	9 2%	51 9% b	70 2% b	40 3%	31 2%	8 1%	19 2%	13 2%	31 5% jkn	27 1%	43 3% jn	70 2%
SUMMARY CODES																	
TOTAL DISAGREE	1436 44%	149 39%	273 45%	259 46%	303 51% af	222 44%	230 40%	1436 44%	678 44%	755 45%	463 48% mo	464 48% mo	250 41%	254 37%	928 48% mo	504 39%	1436 44% mo
TOTAL AGREE	979 30%	158 41% cdefg	207 34% f	171 30%	163 27%	134 26%	146 25%	979 30%	463 30%	505 30%	306 32%	282 29%	183 30%	207 30%	588 30%	390 30%	979 30%
TOTAL NEITHER/ DON'T KNOW	816 25%	78 20%	123 20%	132 23%	130 22%	153 30% abd	201 35% abcdg	816 25%	386 25%	429 25%	200 21%	220 23%	171 28% jn	221 32% jkn	421 22%	392 30% jkn	816 25%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 71

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3351	2423	299	309	320	3351	2862	489	598	2753	796	1294	1179	3351	439	1127	759
Effective Weighted Sample	2507	1982	240	233	262	2507	2161	348	424	2084	570	956	939	2507	310	840	585
Total	3231	2725	263	148	95	3231	2809	422	569	2661	808	1201	1107	3231	380	1058	774
Strongly disagree	768 24%	636 23%	65 25%	45 30%	22 23%	768 24%	646 23%	122 29%	113 20%	656 25%	117 14%	281 23%	354 32%	768 24%	75 20%	184 17%	208 27%
Slightly disagree	667 21%	547 20%	75 29%	27 18%	17 18%	667 21%	593 21%	74 18%	120 21%	547 21%	147 18%	242 20%	261 24%	667 21%	54 14%	264 25%	161 21%
Neither agree nor disagree	746 23%	638 23%	55 21%	27 18%	24 26%	746 23%	638 23%	108 26%	158 28%	588 22%	249 31%	260 22%	206 19%	746 23%	107 28%	248 23%	169 22%
Slightly agree	591 18%	523 19%	31 12%	23 16%	14 15%	591 18%	533 19%	59 14%	87 15%	505 19%	144 18%	256 21%	182 16%	591 18%	68 18%	204 19%	132 17%
Strongly agree	388 12%	323 12%	28 11%	23 15%	13 14%	388 12%	344 12%	44 10%	84 15%	303 11%	130 16%	151 13%	102 9%	388 12%	70 18%	134 13%	92 12%
Don't know	70 2%	57 2%	8 3%	3 2%	3 3%	70 2%	56 2%	15 4%	8 1%	63 2%	20 2%	11 1%	2 *	70 2%	6 2%	24 2%	13 2%
SUMMARY CODES																	
TOTAL DISAGREE	1436 44%	1183 43%	141 54%	72 49%	40 42%	1436 44%	1239 44%	196 47%	232 41%	1203 45%	264 33%	523 44%	616 56%	1436 44%	130 34%	449 42%	369 48%
TOTAL AGREE	979 30%	846 31%	59 23%	46 31%	28 29%	979 30%	877 31%	103 24%	171 30%	808 30%	274 34%	406 34%	284 26%	979 30%	137 36%	337 32%	223 29%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3351	2423	299	309	320	3351	2862	489	598	2753	796	1294	1179	3351	439	1127	759
Effective Weighted Sample	2507	1982	240	233	262	2507	2161	348	424	2084	570	956	939	2507	310	840	585
Total	3231	2725	263	148	95	3231	2809	422	569	2661	808	1201	1107	3231	380	1058	774
TOTAL NEITHER/ DON'T KNOW	816	696	63	30	28	816	693	123	166	650	269	272	208	816	113	272	182
	25%	26%	24%	20%	29%	25%	25%	29%	29%	24%	33%	23%	19%	25%	30%	26%	24%
											klm			l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 71

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3351	772	1720	783	3351	924	2249	2277	1038
Effective Weighted Sample	2507	590	1298	565	2507	666	1710	1718	769
Total	3231	798	1680	681	3231	877	2162	2118	1073
Strongly disagree	768 24%	260 33% bcd	361 22%	128 19%	768 24%	196 22%	537 25%	517 24%	244 23%
Slightly disagree	667 21%	152 19%	372 22%	135 20%	667 21%	178 20%	452 21%	417 20%	245 23%
Neither agree nor disagree	746 23%	163 20%	399 24%	163 24%	746 23%	192 22%	494 23%	504 24%	235 22%
Slightly agree	591 18%	117 15%	316 19%	148 22% a	591 18%	156 18%	394 18%	372 18%	205 19%
Strongly agree	388 12%	92 12%	191 11%	93 14%	388 12%	120 14%	251 12%	239 11%	142 13%
Don't know	70 2%	14 2%	41 2%	15 2%	70 2%	35 4% f	34 2%	68 3% h	2 *%
SUMMARY CODES									
TOTAL DISAGREE	1436 44%	412 52% bcd	733 44%	263 39%	1436 44%	374 43%	988 46%	934 44%	489 46%
TOTAL AGREE	979 30%	209 26%	508 30%	240 35% a	979 30%	276 31%	645 30%	611 29%	347 32%
TOTAL NEITHER/ DON'T KNOW	816 25%	177 22%	439 26%	177 26%	816 25%	227 26%	529 24%	572 27% h	237 22%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 72

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6C. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Comparing products or services online is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3351	442	540	638	551	546	634	3351	1559	1780	839	1025	641	839	1864	1480	3351
Effective Weighted Sample	2507	334	417	485	431	405	453	2507	1185	1314	666	782	480	594	1438	1072	2507
Total	3231	385	602	563	595	509	577	3231	1527	1689	970	966	604	682	1936	1286	3231
Strongly disagree	329 10%	45 12%	65 11%	64 11%	59 10%	51 10%	45 8%	329 10%	140 9%	188 11%	89 9%	106 11%	58 10%	76 11%	195 10%	134 10%	329 10%
Slightly disagree	482 15%	57 15%	118 20%	85 15%	99 17%	71 14%	53 9%	482 15%	205 13%	276 16%	130 13%	156 16%	97 16%	97 14%	287 15%	194 15%	482 15%
Neither agree nor disagree	640 20%	82 21%	97 16%	138 25% bf	135 23%	90 18%	97 17%	640 20%	306 20%	329 19%	178 18%	177 18%	131 22%	153 22%	356 18%	284 22%	640 20%
Slightly agree	1005 31%	131 34% f	199 33% f	180 32% f	187 31% f	169 33% f	140 24%	1005 31% f	480 31%	524 31%	329 34% mo	308 32% m	189 31%	171 25%	637 33% mo	360 28%	1005 31% m
Strongly agree	671 21%	65 17%	117 19%	89 16%	111 19%	117 23% c	172 30% abcdg	671 21%	339 22%	328 19%	233 24% o	194 20%	107 18%	136 20%	428 22%	243 19%	671 21%
Don't know	104 3%	5 1%	6 1%	7 1%	5 1%	11 2%	70 12% abcdg	104 3% d	58 4%	45 3%	10 1%	24 2%	22 4% j	48 7% jkn	34 2%	71 5% jkn	104 3% jn
SUMMARY CODES																	
TOTAL DISAGREE	811 25%	101 26% f	182 30% f	149 26% f	158 26% f	122 24%	98 17%	811 25% f	345 23%	464 27% h	219 23%	263 27%	155 26%	174 25%	482 25%	328 26%	811 25%
TOTAL AGREE	1676 52%	196 51%	316 52%	269 48%	297 50%	286 56%	312 54%	1676 52%	819 54%	852 50%	563 58% lmop	502 52% m	296 49%	307 45%	1065 55% mo	603 47%	1676 52% mo
TOTAL NEITHER/ DON'T KNOW	744 23%	88 23%	104 17%	145 26% b	140 24%	101 20%	167 29% beg	744 23% b	364 24%	373 22%	188 19%	201 21%	153 25%	202 30% jkn	389 20%	355 28% jkn	744 23%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 72

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6C. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Comparing products or services online is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3351	2423	299	309	320	3351	2862	489	598	2753	796	1294	1179	3351	439	1127	759
Effective Weighted Sample	2507	1982	240	233	262	2507	2161	348	424	2084	570	956	939	2507	310	840	585
Total	3231	2725	263	148	95	3231	2809	422	569	2661	808	1201	1107	3231	380	1058	774
Strongly disagree	329 10%	271 10%	31 12%	17 11%	11 12%	329 10%	282 10%	47 11%	98 17% i	231 9%	76 9%	132 11%	114 10%	329 10%	61 16% op	83 8%	74 9%
Slightly disagree	482 15%	397 15%	50 19%	20 14%	14 15%	482 15%	431 15%	50 12%	100 18%	382 14%	100 12%	182 15%	194 17% j	482 15%	52 14%	179 17%	116 15%
Neither agree nor disagree	640 20%	566 21%	36 14%	21 14%	17 18%	640 20%	568 20%	72 17%	150 26% i	490 18%	193 24% l	226 19%	186 17%	640 20%	91 24%	202 19%	149 19%
Slightly agree	1005 31%	856 31%	79 30%	46 31%	24 25%	1005 31%	874 31%	131 31%	132 23%	874 33% h	225 28%	396 33%	376 34%	1005 31%	100 26%	324 31%	275 36% n
Strongly agree	671 21%	555 20%	55 21%	39 26%	22 24%	671 21%	571 20%	100 24%	68 12%	603 23% h	176 22%	249 21%	236 21%	671 21%	67 18%	236 22%	148 19%
Don't know	104 3%	80 3%	11 4%	6 4%	7 7% ae	104 3%	84 3%	21 5%	22 4%	82 3%	37 5% kl	16 1% l	2 *% l	104 3% kl	9 2%	33 3%	11 1%
SUMMARY CODES																	
TOTAL DISAGREE	811 25%	668 25%	81 31%	37 25%	25 27%	811 25%	713 25%	97 23%	198 35% i	613 23%	176 22%	314 26%	308 28%	811 25%	113 30%	263 25%	190 25%
TOTAL AGREE	1676 52%	1411 52%	134 51%	85 57%	46 49%	1676 52%	1445 51%	231 55%	200 35% h	1477 55%	401 50%	646 54%	612 55%	1676 52%	167 44%	560 53% n	423 55% n
TOTAL NEITHER/ DON'T KNOW	744 23%	646 24%	48 18%	27 18%	23 25%	744 23%	651 23%	93 22%	172 30% i	572 21%	230 29% klm	242 20%	187 17%	744 23% l	100 26%	235 22%	161 21%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M6C. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Comparing products or services online is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3351	772	1720	783	3351	924	2249	2277	1038
Effective Weighted Sample	2507	590	1298	565	2507	666	1710	1718	769
Total	3231	798	1680	681	3231	877	2162	2118	1073
Strongly disagree	329	92	156	76	329	113	196	216	111
	10%	11%	9%	11%	10%	13%	9%	10%	10%
Slightly disagree	482	115	252	108	482	138	322	285	189
	15%	14%	15%	16%	15%	16%	15%	13%	18%
Neither agree nor disagree	640	150	321	153	640	163	424	418	216
	20%	19%	19%	22%	20%	19%	20%	20%	20%
Slightly agree	1005	241	555	186	1005	219	723	646	342
	31%	30%	33%	27%	31%	25%	33%	30%	32%
Strongly agree	671	175	343	133	671	188	459	461	205
	21%	22%	20%	20%	21%	21%	21%	22%	19%
Don't know	104	26	53	25	104	56	39	92	10
	3%	3%	3%	4%	3%	6%	2%	4%	1%
SUMMARY CODES									
TOTAL DISAGREE	811	207	408	184	811	251	518	501	300
	25%	26%	24%	27%	25%	29%	24%	24%	28%
TOTAL AGREE	1676	415	898	319	1676	407	1182	1107	547
	52%	52%	53%	47%	52%	46%	55%	52%	51%
TOTAL NEITHER/ DON'T KNOW	744	176	375	178	744	219	463	510	226
	23%	22%	22%	26%	23%	25%	21%	24%	21%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 73

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3351	442	540	638	551	546	634	3351	1559	1780	839	1025	641	839	1864	1480	3351
Effective Weighted Sample	2507	334	417	485	431	405	453	2507	1185	1314	666	782	480	594	1438	1072	2507
Total	3231	385	602	563	595	509	577	3231	1527	1689	970	966	604	682	1936	1286	3231
Most days	214	38	81	40	27	17	12	214	106	109	81	63	39	31	144	71	214
	7%	10%	13%	7%	4%	3%	2%	7%	7%	6%	8%	7%	7%	5%	7%	5%	7%
		def	cdefg	f				ef			m						
Once or twice a week	697	125	161	162	131	73	45	697	360	335	269	232	99	96	501	195	697
	22%	32%	27%	29%	22%	14%	8%	22%	24%	20%	28%	24%	16%	14%	26%	15%	22%
		defg	ef	efg	ef	f		ef			lmop	lmo			lmop		mo
At least every 3 months	836	117	165	187	181	112	74	836	368	459	275	243	159	158	518	318	836
	26%	30%	27%	33%	30%	22%	13%	26%	24%	27%	28%	25%	26%	23%	27%	25%	26%
		f	f	efg	ef	f		f									
Less often	1041	91	173	148	203	216	209	1041	468	568	237	317	214	265	555	479	1041
	32%	24%	29%	26%	34%	42%	36%	32%	31%	34%	24%	33%	35%	39%	29%	37%	32%
					ac	abcg	ac	ac				j	jn	jnp	jnp	jnp	j
Never	443	14	22	27	53	91	237	443	225	218	108	111	92	131	219	223	443
	14%	4%	4%	5%	9%	18%	41%	14%	15%	13%	11%	12%	15%	19%	11%	17%	14%
					ab	abcd	abcdeg	abcd						jknp		jknp	

SUMMARY CODES

EVER DO THIS	2788	371	580	536	542	418	340	2788	1302	1471	862	855	512	551	1717	1063	2788
	86%	96%	96%	95%	91%	82%	59%	86%	85%	87%	89%	88%	85%	81%	89%	83%	86%
		defg	defg	efg	efg	f		f			mo	mo			mo		mo
AT LEAST WEEKLY	911	163	242	202	158	90	57	911	466	444	350	295	138	128	645	266	911
	28%	42%	40%	36%	27%	18%	10%	28%	31%	26%	36%	30%	23%	19%	33%	21%	28%
		defg	defg	defg	ef	f		ef			lmop	lmo			lmop		mo
AT LEAST QUARTERLY	1747	280	407	388	339	202	131	1747	834	903	625	537	298	286	1162	584	1747
	54%	73%	68%	69%	57%	40%	23%	54%	55%	53%	64%	56%	49%	42%	60%	45%	54%
		defg	defg	defg	ef	f		ef			klmop	mo			lmop		mo
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	1876	208	338	334	384	328	283	1876	836	1027	512	560	373	424	1072	797	1876
	58%	54%	56%	59%	65%	64%	49%	58%	55%	61%	53%	58%	62%	62%	55%	62%	58%
				f	af	af		f		h			j	jn		jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 73

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3351	2423	299	309	320	3351	2862	489	598	2753	796	1294	1179	3351	439	1127	759
Effective Weighted Sample	2507	1982	240	233	262	2507	2161	348	424	2084	570	956	939	2507	310	840	585
Total	3231	2725	263	148	95	3231	2809	422	569	2661	808	1201	1107	3231	380	1058	774
Most days	214	184	12	12	7	214	191	24	31	183	38	81	95	214	43	69	52
	7%	7%	5%	8%	7%	7%	7%	6%	5%	7%	5%	7%	9%	7%	11%	6%	7%
Once or twice a week	697	600	60	21	16	697	613	84	91	606	106	250	338	697	104	191	216
	22%	22%	23%	14%	17%	22%	22%	20%	16%	23%	13%	21%	31%	22%	27%	18%	28%
		c				c				h		j	jkm	j	o		o
At least every 3 months	836	714	57	38	26	836	735	101	152	684	150	323	357	836	89	311	220
	26%	26%	22%	26%	28%	26%	26%	24%	27%	26%	19%	27%	32%	26%	23%	29%	28%
												j	jm	j			
Less often	1041	869	91	50	29	1041	905	135	212	828	308	439	271	1041	104	326	206
	32%	32%	35%	34%	31%	32%	32%	32%	37%	31%	38%	37%	24%	32%	27%	31%	27%
											lm	l		l			
Never	443	358	42	27	16	443	365	78	83	360	205	108	47	443	40	161	81
	14%	13%	16%	18%	17%	14%	13%	18%	14%	14%	25%	9%	4%	14%	10%	15%	10%
								f			klm	l		kl		p	
SUMMARY CODES																	
EVER DO THIS	2788	2367	221	121	78	2788	2444	344	487	2301	602	1093	1060	2788	340	897	694
	86%	87%	84%	82%	83%	86%	87%	82%	86%	86%	75%	91%	96%	86%	90%	85%	90%
							g					jm	jkm	j			o
AT LEAST WEEKLY	911	783	72	33	23	911	803	108	122	789	144	331	433	911	147	259	267
	28%	29%	27%	22%	24%	28%	29%	26%	21%	30%	18%	28%	39%	28%	39%	25%	35%
										h		j	jkm	j	o		o
AT LEAST QUARTERLY	1747	1497	130	71	49	1747	1538	209	274	1473	294	654	790	1747	236	571	487
	54%	55%	49%	48%	52%	54%	55%	49%	48%	55%	36%	54%	71%	54%	62%	54%	63%
										h		j	jkm	j			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3351	2423	299	309	320	3351	2862	489	598	2753	796	1294	1179	3351	439	1127	759
Effective Weighted Sample	2507	1982	240	233	262	2507	2161	348	424	2084	570	956	939	2507	310	840	585
Total	3231	2725	263	148	95	3231	2809	422	569	2661	808	1201	1107	3231	380	1058	774
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	1876	1583	149	89	56	1876	1640	236	365	1512	458	762	628	1876	193	638	426
	58%	58%	57%	60%	59%	58%	58%	56%	64%	57%	57%	63%	57%	58%	51%	60%	55%
									i			jlm				n	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3351	772	1720	783	3351	924	2249	2277	1038
Effective Weighted Sample	2507	590	1298	565	2507	666	1710	1718	769
Total	3231	798	1680	681	3231	877	2162	2118	1073
Most days	214	70	90	51	214	70	124	113	97
	7%	9%	5%	7%	7%	8%	6%	5%	9%
		b							g
Once or twice a week	697	204	338	143	697	158	493	389	291
	22%	26%	20%	21%	22%	18%	23%	18%	27%
		b							g
At least every 3 months	836	177	456	183	836	238	547	491	335
	26%	22%	27%	27%	26%	27%	25%	23%	31%
									g
Less often	1041	236	548	233	1041	259	727	733	299
	32%	30%	33%	34%	32%	30%	34%	35%	28%
								h	
Never	443	110	249	72	443	152	272	392	51
	14%	14%	15%	11%	14%	17%	13%	18%	5%
						f		h	
SUMMARY CODES									
EVER DO THIS	2788	688	1431	609	2788	725	1891	1726	1022
	86%	86%	85%	89%	86%	83%	87%	82%	95%
							e		g
AT LEAST WEEKLY	911	274	428	193	911	228	616	502	388
	28%	34%	25%	28%	28%	26%	28%	24%	36%
		bd							g
AT LEAST QUARTERLY	1747	451	884	376	1747	466	1163	993	723
	54%	57%	53%	55%	54%	53%	54%	47%	67%
									g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)

Base : All respondents who use a smartphone

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3351	772	1720	783	3351	924	2249	2277	1038
Effective Weighted Sample	2507	590	1298	565	2507	666	1710	1718	769
Total	3231	798	1680	681	3231	877	2162	2118	1073
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	1876	414	1004	416	1876	497	1275	1225	635
	58%	52%	60%	61%	58%	57%	59%	58%	59%
			a	a	a				

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 74

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
On a mobile phone or smartphone	1227	203	278	248	244	162	91	1227	541	680	366	383	209	266	748	475	1227
	34%	51%	45%	43%	40%	28%	11%	34%	31%	36%	36%	37%	30%	30%	36%	30%	34%
		defg	efg	efg	ef	f		f		h		o			mo		
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	802	188	246	162	139	47	20	802	499	296	258	236	149	154	494	303	802
	22%	47%	40%	28%	23%	8%	2%	22%	29%	16%	25%	23%	22%	18%	24%	19%	22%
		cdefg	cdefg	efg	ef	f		ef	i		mo				mo		
On a tablet	520	86	105	91	69	71	99	520	212	306	174	140	90	113	314	203	520
	14%	22%	17%	16%	11%	12%	11%	14%	12%	16%	17%	13%	13%	13%	15%	13%	14%
		defg								h							
On a laptop or netbook	381	72	96	78	52	46	38	381	197	184	135	111	69	65	246	134	381
	10%	18%	16%	13%	9%	8%	4%	10%	11%	10%	13%	11%	10%	7%	12%	9%	10%
		defg	defg	ef	f			f			mo				mo		
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	305	76	85	48	38	28	29	305	198	106	103	79	71	52	182	122	305
	8%	19%	14%	8%	6%	5%	3%	8%	11%	6%	10%	8%	10%	6%	9%	8%	8%
		cdefg	cdefg	f				f	i		m		m				
Through an app on a smart TV	169	34	56	37	20	12	10	169	92	75	71	41	28	29	112	57	169
	5%	9%	9%	6%	3%	2%	1%	5%	5%	4%	7%	4%	4%	3%	5%	4%	5%
		defg	defg	ef				f			kmo						
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	131	37	42	28	8	11	5	131	80	50	52	34	30	16	85	46	131
	4%	9%	7%	5%	1%	2%	1%	4%	5%	3%	5%	3%	4%	2%	4%	3%	4%
		defg	defg	df				f	i		m				m		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Using wearable technology like a smartwatch (such as an Apple Watch)	98	26	38	19	9	5	1	98	50	48	48	19	18	13	67	31	98
	3%	7%	6%	3%	1%	1%	*%	3%	3%	3%	5%	2%	3%	2%	3%	2%	3%
		defg	defg	ef	f			f			kmop						
TOTAL - EVER PLAY GAMES IN THESE WAYS	1893	328	429	358	341	231	206	1893	923	957	585	552	346	404	1137	750	1893
	52%	83%	70%	62%	56%	40%	24%	52%	53%	51%	57%	53%	50%	46%	55%	48%	52%
		bcdefg	defg	efg	ef	f		ef			mo				mo		m
No, I never play games in these ways	1750	69	184	219	272	346	660	1750	817	929	435	495	346	471	929	816	1750
	48%	17%	30%	38%	44%	60%	76%	48%	47%	49%	43%	47%	50%	54%	45%	52%	48%
			a	a	ab	abcdg	abcdeg	abc						jnp		jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
On a mobile phone or smartphone	1227	1047	97	58	26	1227	1083	144	199	1028	188	480	551	1227	190	415	308
	34%	34%	32%	35%	25%	34%	34%	30%	34%	34%	21%	39%	50%	34%	44%	35%	39%
		d				d						jm	jkm	j	o		
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	802	674	66	41	21	802	711	91	92	710	106	310	383	802	127	241	218
	22%	22%	22%	24%	20%	22%	22%	19%	16%	23%	12%	25%	34%	22%	29%	20%	27%
										h		j	jkm	j	o		o
On a tablet	520	448	38	22	13	520	455	65	41	480	97	193	220	520	67	202	125
	14%	15%	12%	13%	13%	14%	14%	14%	7%	16%	11%	16%	20%	14%	15%	17%	16%
										h		j	jm				
On a laptop or netbook	381	327	29	14	10	381	347	35	25	356	57	139	185	381	48	162	91
	10%	11%	10%	9%	10%	10%	11%	7%	4%	12%	6%	11%	17%	10%	11%	14%	11%
										h		j	jkm	j			
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	305	268	16	12	9	305	279	26	13	292	49	112	142	305	43	123	71
	8%	9%	5%	7%	9%	8%	9%	5%	2%	10%	6%	9%	13%	8%	10%	10%	9%
										h			jkm				
Through an app on a smart TV	169	150	8	6	5	169	154	15	17	152	28	71	71	169	31	65	42
	5%	5%	3%	4%	5%	5%	5%	3%	3%	5%	3%	6%	6%	5%	7%	6%	5%
													j				
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	131	115	7	4	5	131	121	10	18	113	35	40	56	131	19	45	43
	4%	4%	2%	3%	5%	4%	4%	2%	3%	4%	4%	3%	5%	4%	4%	4%	5%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 74

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Using wearable technology like a smartwatch (such as an Apple Watch)	98 3%	81 3%	10 3%	2 1%	5 5%	98 3%	90 3%	8 2%	14 2%	84 3%	21 2%	36 3%	41 4%	98 3%	27 6%	30 3%	24 3%
TOTAL - EVER PLAY GAMES IN THESE WAYS	1893 52%	1605 52%	152 50%	88 53%	47 46%	1893 52%	1675 53%	217 45%	294 50%	1599 52%	425 47%	715 57%	731 66%	1893 52%	293 67%	656 55%	458 57%
No, I never play games in these ways	1750 48%	1465 48%	150 50%	80 47%	55 54%	1750 48%	1486 47%	264 55%	291 50%	1460 48%	474 53%	530 43%	382 34%	1750 48%	142 33%	526 45%	342 43%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
On a mobile phone or smartphone	1227	282	620	303	1227	371	764	732	476
	34%	33%	33%	39%	34%	33%	33%	29%	44%
				bd					g
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	802	166	418	193	802	231	511	459	331
	22%	19%	22%	25%	22%	21%	22%	18%	30%
									g
On a tablet	520	128	271	112	520	167	309	329	177
	14%	15%	14%	15%	14%	15%	13%	13%	16%
On a laptop or netbook	381	105	184	82	381	145	214	236	138
	10%	12%	10%	11%	10%	13%	9%	9%	13%
						f			
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	305	76	155	63	305	96	183	189	104
	8%	9%	8%	8%	8%	9%	8%	8%	10%
Through an app on a smart TV	169	44	83	38	169	72	77	89	71
	5%	5%	4%	5%	5%	6%	3%	4%	7%
						f			g
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	131	40	61	24	131	56	63	67	54
	4%	5%	3%	3%	4%	5%	3%	3%	5%
						f			g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Using wearable technology like a smartwatch (such as an Apple Watch)	98	37	45	13	98	37	51	40	50
	3%	4%	2%	2%	3%	3%	2%	2%	5%
		c							g
TOTAL - EVER PLAY GAMES IN THESE WAYS	1893	439	971	437	1893	597	1161	1162	695
	52%	51%	51%	57%	52%	53%	50%	46%	64%
									g
No, I never play games in these ways	1750	428	937	332	1750	521	1145	1347	397
	48%	49%	49%	43%	48%	47%	50%	54%	36%
								h	

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1933	361	380	396	312	248	236	1933	940	983	478	587	368	495	1065	863	1933
Effective Weighted Sample	1447	271	292	301	241	183	169	1447	716	725	383	447	276	357	820	632	1447
Total	1893	328	429	358	341	231	206	1893	923	957	585	552	346	404	1137	750	1893
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1080	128	217	204	202	152	176	1080	389	688	297	336	196	249	634	445	1080
	57%	39%	51%	57%	59%	66%	86%	57%	42%	72%	51%	61%	57%	62%	56%	59%	57%
			a	a	a	ab	abcdeg	a		h		j		j		j	
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	548	121	160	126	94	36	11	548	333	214	186	150	113	96	337	209	548
	29%	37%	37%	35%	27%	15%	6%	29%	36%	22%	32%	27%	33%	24%	30%	28%	29%
		efg	efg	ef	ef	f		ef	i								
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	487	126	128	109	71	39	14	487	363	123	154	131	101	101	285	201	487
	26%	38%	30%	30%	21%	17%	7%	26%	39%	13%	26%	24%	29%	25%	25%	27%	26%
		defg	ef	ef	f	f		ef	i								
Sports (e.g. FIFA, NBA, Rocket League etc.)	464	91	147	106	79	29	12	464	357	101	161	142	86	75	303	160	464
	25%	28%	34%	30%	23%	12%	6%	25%	39%	11%	27%	26%	25%	19%	27%	21%	25%
		ef	defg	ef	ef			ef	i		m				m		
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	407	95	126	94	51	27	15	407	206	194	148	98	76	84	247	160	407
	22%	29%	29%	26%	15%	12%	8%	22%	22%	20%	25%	18%	22%	21%	22%	21%	22%
		defg	defg	def				ef			k						
Creative and building games (e.g. Roblox, Minecraft etc.)	406	130	117	71	48	26	14	406	201	205	143	110	76	76	252	152	406
	21%	40%	27%	20%	14%	11%	7%	21%	22%	21%	24%	20%	22%	19%	22%	20%	21%
		bcdefg	def	f				def									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 75

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1933	361	380	396	312	248	236	1933	940	983	478	587	368	495	1065	863	1933
Effective Weighted Sample	1447	271	292	301	241	183	169	1447	716	725	383	447	276	357	820	632	1447
Total	1893	328	429	358	341	231	206	1893	923	957	585	552	346	404	1137	750	1893
Battle Royale (e.g. Fortnite, Fall Guys etc.)	331	115	113	52	35	10	6	331	209	120	123	70	65	72	193	136	331
	17%	35%	26%	15%	10%	4%	3%	17%	23%	13%	21%	13%	19%	18%	17%	18%	17%
		cdefg	cdefg	ef	f			def	i		k						
Simulation experience (e.g. flying a plane)	266	74	100	46	26	10	10	266	175	90	106	78	42	40	184	82	266
	14%	23%	23%	13%	8%	4%	5%	14%	19%	9%	18%	14%	12%	10%	16%	11%	14%
		cdefg	cdefg	ef				def	i		mo				mo		
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	243	32	69	45	48	35	14	243	103	136	72	64	51	56	136	107	243
	13%	10%	16%	13%	14%	15%	7%	13%	11%	14%	12%	12%	15%	14%	12%	14%	13%
			f														
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	200	40	64	53	20	18	5	200	66	129	76	52	44	26	128	69	200
	11%	12%	15%	15%	6%	8%	2%	11%	7%	13%	13%	9%	13%	6%	11%	9%	11%
		f	df	df				f		h	m		m		m		
Don't know	43	9	5	8	5	10	6	43	16	27	14	12	8	9	26	17	43
	2%	3%	1%	2%	2%	4%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%
Base for stats	1893	328	429	358	341	231	206	1893	923	957	585	552	346	404	1137	750	1893
Mean number of genres played (out of 11)	2.3	2.9	2.9	2.5	2.0	1.6	1.4	2.3	2.6	2.1	2.5	2.2	2.5	2.2	2.4	2.3	2.3
		cdefg	cdefg	def	ef	f		def	i		m						
Standard deviation	1.75	1.99	2.00	1.77	1.27	1.16	.95	1.75	1.86	1.60	1.88	1.68	1.85	1.54	1.79	1.70	1.75
Standard error	.04	.10	.10	.09	.07	.07	.06	.04	.06	.05	.09	.07	.10	.07	.05	.06	.04

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 75

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	1933	1418	169	190	156	1933	1679	254	301	1632	385	756	780	1933	310	670	446
Effective Weighted Sample	1447	1155	133	145	133	1447	1264	185	215	1232	279	558	618	1447	223	502	339
Total	1893	1605	152	88	47	1893	1675	217	294	1599	425	715	731	1893	293	656	458
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1080 57%	914 57%	86 57%	52 59%	28 60%	1080 57%	940 56%	141 65%	173 59%	908 57%	196 46%	406 57%	458 63%	1080 57%	152 52%	381 58%	271 59%
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	548 29%	465 29%	48 31%	20 23%	15 31%	548 29%	485 29%	63 29%	60 20%	488 31%	70 17%	189 26%	289 40%	548 29%	86 30%	188 29%	134 29%
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	487 26%	412 26%	38 25%	25 29%	12 25%	487 26%	441 26%	47 21%	48 16%	439 27%	65 15%	186 26%	235 32%	487 26%	85 29%	163 25%	108 24%
Sports (e.g. FIFA, NBA, Rocket League etc.)	464 25%	393 24%	39 26%	20 22%	13 28%	464 25%	424 25%	40 19%	56 19%	408 26%	78 18%	188 26%	199 27%	464 25%	68 23%	153 23%	123 27%
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	407 22%	356 22%	31 21%	11 12%	8 18%	407 22%	379 23%	28 13%	44 15%	364 23%	47 11%	147 21%	214 29%	407 22%	66 22%	135 21%	102 22%
Creative and building games (e.g. Roblox, Minecraft etc.)	406 21%	344 21%	40 26%	14 15%	8 17%	406 21%	363 22%	43 20%	37 13%	369 23%	60 14%	151 21%	194 26%	406 21%	66 23%	162 25%	92 20%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 75

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	1933	1418	169	190	156	1933	1679	254	301	1632	385	756	780	1933	310	670	446
Effective Weighted Sample	1447	1155	133	145	133	1447	1264	185	215	1232	279	558	618	1447	223	502	339
Total	1893	1605	152	88	47	1893	1675	217	294	1599	425	715	731	1893	293	656	458
Battle Royale (e.g. Fortnite, Fall Guys etc.)	331 17%	285 18%	24 16%	13 15%	9 20%	331 17%	296 18%	35 16%	29 10%	302 19% h	56 13%	128 18%	147 20%	331 17%	69 23% op	100 15%	67 15%
Simulation experience (e.g. flying a plane)	266 14%	220 14%	29 19%	11 13%	7 14%	266 14%	242 14%	24 11%	18 6%	249 16% h	36 8%	83 12%	147 20% jkm	266 14%	42 14%	88 13%	72 16%
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	243 13%	198 12%	27 18%	11 12%	7 16%	243 13%	218 13%	25 12%	43 15%	200 13%	35 8%	104 14%	102 14%	243 13%	57 20% p	89 14%	51 11%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	200 11%	171 11%	16 10%	8 9%	6 13%	200 11%	190 11% g	10 5%	26 9%	174 11%	38 9%	73 10%	89 12%	200 11%	41 14%	78 12%	44 10%
Don't know	43 2%	41 3%	* *%	1 1%	1 2%	43 2%	35 2%	8 4%	9 3%	34 2%	17 4% l	19 3%	7 1%	43 2%	5 2%	14 2%	6 1%
Base for stats	1893	1605	152	88	47	1893	1675	217	294	1599	425	715	731	1893	293	656	458
Mean number of genres played (out of 11)	2.3	2.3	2.5	2.1	2.4	2.3	2.4	2.1	1.8	2.4 h	1.6	2.3 j	2.8 jkm	2.3 j	2.5	2.3	2.3
Standard deviation	1.75	1.75	1.78	1.50	1.92	1.75	1.75	1.73	1.27	1.81	1.10	1.64	2.00	1.75	1.72	1.72	1.76
Standard error	.04	.05	.14	.11	.15	.04	.04	.11	.07	.04	.06	.06	.07	.04	.10	.07	.08

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	1933	412	979	495	1933	617	1198	1252	650
Effective Weighted Sample	1447	318	744	353	1447	445	918	951	481
Total	1893	439	971	437	1893	597	1161	1162	695
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1080	264	563	238	1080	352	669	701	367
	57%	60%	58%	54%	57%	59%	58%	60%	53%
								h	
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	548	113	288	130	548	174	330	310	228
	29%	26%	30%	30%	29%	29%	28%	27%	33%
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	487	116	235	119	487	140	305	285	186
	26%	26%	24%	27%	26%	23%	26%	25%	27%
Sports (e.g. FIFA, NBA, Rocket League etc.)	464	96	246	104	464	118	309	264	187
	25%	22%	25%	24%	25%	20%	27%	23%	27%
							e		
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	407	90	204	107	407	141	240	221	172
	22%	20%	21%	24%	22%	24%	21%	19%	25%
Creative and building games (e.g. Roblox, Minecraft etc.)	406	127	191	78	406	127	254	215	182
	21%	29%	20%	18%	21%	21%	22%	18%	26%
		bcd							g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	1933	412	979	495	1933	617	1198	1252	650
Effective Weighted Sample	1447	318	744	353	1447	445	918	951	481
Total	1893	439	971	437	1893	597	1161	1162	695
Battle Royale (e.g. Fortnite, Fall Guys etc.)	331	78	164	79	331	120	190	182	144
	17%	18%	17%	18%	17%	20%	16%	16%	21%
Simulation experience (e.g. flying a plane)	266	76	134	50	266	92	155	162	97
	14%	17%	14%	11%	14%	15%	13%	14%	14%
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	243	47	111	80	243	98	127	114	124
	13%	11%	11%	18%	13%	16%	11%	10%	18%
				abd		f			g
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	200	53	103	43	200	73	108	94	101
	11%	12%	11%	10%	11%	12%	9%	8%	15%
									g
Don't know	43	4	23	14	43	9	24	25	15
	2%	1%	2%	3%	2%	2%	2%	2%	2%
Base for stats	1893	439	971	437	1893	597	1161	1162	695
Mean number of genres played (out of 11)	2.3	2.4	2.3	2.4	2.3	2.4	2.3	2.2	2.6
									g
Standard deviation	1.75	1.81	1.75	1.69	1.75	1.80	1.70	1.69	1.80
Standard error	.04	.09	.06	.08	.04	.07	.05	.05	.07

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 77

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1080	128	217	204	202	152	176	1080	389	688	297	336	196	249	634	445	1080
	30%	32%	35%	35%	33%	26%	20%	30%	22%	36%	29%	32%	28%	28%	31%	28%	30%
		f	ef	ef	f		f			h							
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	548	121	160	126	94	36	11	548	333	214	186	150	113	96	337	209	548
	15%	30%	26%	22%	15%	6%	1%	15%	19%	11%	18%	14%	16%	11%	16%	13%	15%
		cdefg	defg	efg	ef	f		ef	i		mo		m		m		m
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	488	126	129	109	71	39	14	488	363	123	154	131	101	101	285	202	488
	13%	32%	21%	19%	12%	7%	2%	13%	21%	7%	15%	13%	15%	12%	14%	13%	13%
		bcdefg	defg	defg	f	f		ef	i								
Sports (e.g. FIFA, NBA, Rocket League etc.)	464	91	147	106	79	29	12	464	357	101	161	142	86	75	303	160	464
	13%	23%	24%	18%	13%	5%	1%	13%	21%	5%	16%	14%	12%	9%	15%	10%	13%
		defg	defg	efg	ef	f		ef	i		mo	m			mo		m
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	407	95	126	94	51	27	15	407	206	194	148	98	76	84	247	160	407
	11%	24%	21%	16%	8%	5%	2%	11%	12%	10%	15%	9%	11%	10%	12%	10%	11%
		cdefg	defg	defg	f	f		ef			kmo						
Creative and building games (e.g. Roblox, Minecraft etc.)	406	130	117	71	48	26	14	406	201	205	143	110	76	76	252	152	406
	11%	33%	19%	12%	8%	4%	2%	11%	12%	11%	14%	10%	11%	9%	12%	10%	11%
		bcdefg	cdefg	ef	f	f		ef			mo						

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 77

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Battle Royale (e.g. Fortnite, Fall Guys etc.)	331	115	113	52	35	10	6	331	209	120	123	70	65	72	193	136	331
	9%	29%	18%	9%	6%	2%	1%	9%	12%	6%	12%	7%	9%	8%	9%	9%	9%
		bcdefg	cdefg	ef	ef			ef	i		k						
Simulation experience (e.g. flying a plane)	266	74	100	46	26	10	10	266	175	90	106	78	42	40	184	82	266
	7%	19%	16%	8%	4%	2%	1%	7%	10%	5%	10%	7%	6%	5%	9%	5%	7%
		cdefg	cdefg	ef	f			ef	i		lmop				mo		
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	243	32	69	45	48	35	14	243	103	136	72	64	51	56	136	107	243
	7%	8%	11%	8%	8%	6%	2%	7%	6%	7%	7%	6%	7%	6%	7%	7%	7%
		f	efg	f	f	f		f									
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	200	40	64	53	20	18	5	200	66	129	76	52	44	26	128	69	200
	5%	10%	11%	9%	3%	3%	1%	5%	4%	7%	7%	5%	6%	3%	6%	4%	5%
		defg	defg	defg	f	f		f		h	mo		m		m		m
Don't know	43	9	5	8	5	10	6	43	16	27	14	12	8	9	26	17	43
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
DO NOT PLAY GAMES IN THESE WAYS	1750	69	184	219	272	346	660	1750	817	929	435	495	346	471	929	816	1750
	48%	17%	30%	38%	44%	60%	76%	48%	47%	49%	43%	47%	50%	54%	45%	52%	48%
			a	a	ab	abcdg	abcdeg	abc						jnp		jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 77

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1080 30%	914 30%	86 29%	52 31%	28 28%	1080 30%	940 30%	141 29%	173 30%	908 30%	196 22%	406 33%	458 41%	1080 30%	152 35%	381 32%	271 34%
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	548 15%	465 15%	48 16%	20 12%	15 14%	548 15%	485 15%	63 13%	60 10%	488 16%	70 8%	189 15%	289 26%	548 15%	86 20%	188 16%	134 17%
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	488 13%	412 13%	38 13%	25 15%	12 12%	488 13%	441 14%	47 10%	48 8%	440 14%	65 7%	186 15%	235 21%	488 13%	85 20%	163 14%	108 13%
Sports (e.g. FIFA, NBA, Rocket League etc.)	464 13%	393 13%	39 13%	20 12%	13 13%	464 13%	424 13%	40 8%	56 10%	408 13%	78 9%	188 15%	199 18%	464 13%	68 16%	153 13%	123 15%
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	407 11%	356 12%	31 10%	11 7%	8 8%	407 11%	379 12%	28 6%	44 7%	364 12%	47 5%	147 12%	214 19%	407 11%	66 15%	135 11%	102 13%
Creative and building games (e.g. Roblox, Minecraft etc.)	406 11%	344 11%	40 13%	14 8%	8 8%	406 11%	363 11%	43 9%	37 6%	369 12%	60 7%	151 12%	194 17%	406 11%	66 15%	162 14%	92 11%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 77

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Battle Royale (e.g. Fortnite, Fall Guys etc.)	331 9%	285 9%	24 8%	13 8%	9 9%	331 9%	296 9%	35 7%	29 5%	302 10% h	56 6%	128 10% j	147 13% jm	331 9%	69 16% op	100 8%	67 8%
Simulation experience (e.g. flying a plane)	266 7%	220 7%	29 9%	11 7%	7 7%	266 7%	242 8%	24 5%	18 3%	249 8% h	36 4%	83 7%	147 13% jkm	266 7% j	42 10%	88 7%	72 9%
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	243 7%	198 6%	27 9%	11 6%	7 7%	243 7%	218 7%	25 5%	43 7%	200 7%	35 4%	104 8% j	102 9% j	243 7%	57 13% op	89 8%	51 6%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	200 5%	171 6%	16 5%	8 5%	6 6%	200 5%	190 6% g	10 2%	26 5%	174 6%	38 4%	73 6%	89 8% jm	200 5%	41 9%	78 7%	44 6%
Don't know	43 1%	41 1%	* *%	1 *%	1 1%	43 1%	35 1%	8 2%	9 1%	34 1%	17 2%	19 1%	7 1%	43 1%	5 1%	14 1%	6 1%
DO NOT PLAY GAMES IN THESE WAYS	1750 48%	1465 48%	150 50%	80 47%	55 54%	1750 48%	1486 47%	264 55% f	291 50%	1460 48%	474 53% kl	530 43% l	382 34%	1750 48% kl	142 33%	526 45% n	342 43% n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1080 30%	264 30%	563 30%	238 31%	1080 30%	352 31%	669 29%	701 28%	367 34%
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	548 15%	113 13%	288 15%	130 17%	548 15%	174 16%	330 14%	310 12%	228 21%
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	488 13%	116 13%	235 12%	120 16%	488 13%	140 13%	305 13%	286 11%	186 17%
Sports (e.g. FIFA, NBA, Rocket League etc.)	464 13%	96 11%	246 13%	104 13%	464 13%	118 11%	309 13%	264 11%	187 17%
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	407 11%	90 10%	204 11%	107 14%	407 11%	141 13%	240 10%	221 9%	172 16%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Creative and building games (e.g. Roblox, Minecraft etc.)	406 11%	127 15% b	191 10%	78 10%	406 11%	127 11%	254 11%	215 9%	182 17% g
Battle Royale (e.g. Fortnite, Fall Guys etc.)	331 9%	78 9%	164 9%	79 10%	331 9%	120 11%	190 8%	182 7%	144 13% g
Simulation experience (e.g. flying a plane)	266 7%	76 9%	134 7%	50 7%	266 7%	92 8%	155 7%	162 6%	97 9%
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	243 7%	47 5%	111 6%	80 10% abd	243 7%	98 9% f	127 6%	114 5%	124 11% g
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	200 5%	53 6%	103 5%	43 6%	200 5%	73 7%	108 5%	94 4%	101 9% g
Don't know	43 1%	4 *%	23 1%	14 2%	43 1%	9 1%	24 1%	25 1%	15 1%
DO NOT PLAY GAMES IN THESE WAYS	1750 48%	428 49%	937 49%	332 43%	1750 48%	521 47%	1145 50%	1347 54% h	397 36%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 78

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3A. Do you play games online? (SINGLE CODE)

Base : All respondents who play games

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1933	361	380	396	312	248	236	1933	940	983	478	587	368	495	1065	863	1933
Effective Weighted Sample	1447	271	292	301	241	183	169	1447	716	725	383	447	276	357	820	632	1447
Total	1893	328	429	358	341	231	206	1893	923	957	585	552	346	404	1137	750	1893
Yes	1290	271	342	245	203	126	101	1290	681	602	426	370	233	257	796	490	1290
	68%	83%	80%	69%	59%	55%	49%	68%	74%	63%	73%	67%	67%	64%	70%	65%	68%
		cdefg	cdefg	ef				def	i		m						
No	578	54	85	107	137	94	100	578	232	341	153	177	106	139	330	245	578
	31%	17%	20%	30%	40%	41%	48%	31%	25%	36%	26%	32%	31%	34%	29%	33%	31%
				ab	abg	abg	abcg	ab		h							
Don't know	25	2	1	5	1	10	5	25	11	15	6	4	7	7	11	15	25
	1%	1%	*%	1%	*%	5%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%
						abdg											

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 78

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3A. Do you play games online? (SINGLE CODE)

Base : All respondents who play games

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1933	1418	169	190	156	1933	1679	254	301	1632	385	756	780	1933	310	670	446
Effective Weighted Sample	1447	1155	133	145	133	1447	1264	185	215	1232	279	558	618	1447	223	502	339
Total	1893	1605	152	88	47	1893	1675	217	294	1599	425	715	731	1893	293	656	458
Yes	1290	1102	100	59	29	1290	1151	138	173	1117	250	491	548	1290	208	470	297
	68%	69%	66%	66%	62%	68%	69%	64%	59%	70%	59%	69%	75%	68%	71%	72%	65%
										h		j	jm	j			
No	578	480	51	29	18	578	502	76	117	461	161	218	176	578	79	177	158
	31%	30%	33%	33%	38%	31%	30%	35%	40%	29%	38%	31%	24%	31%	27%	27%	35%
									i		l			l			
Don't know	25	24	1	1	-	25	22	3	4	21	13	6	6	25	5	8	3
	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3A. Do you play games online? (SINGLE CODE)

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	1933	412	979	495	1933	617	1198	1252	650
Effective Weighted Sample	1447	318	744	353	1447	445	918	951	481
Total	1893	439	971	437	1893	597	1161	1162	695
Yes	1290	302	662	294	1290	423	779	763	497
	68%	69%	68%	67%	68%	71%	67%	66%	71%
No	578	132	301	135	578	167	372	381	192
	31%	30%	31%	31%	31%	28%	32%	33%	28%
Don't know	25	5	8	8	25	8	10	17	6
	1%	1%	1%	2%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3A. Do you play games online? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Yes	1290	271	342	245	203	126	101	1290	681	602	426	370	233	257	796	490	1290
	35%	68%	56%	43%	33%	22%	12%	35%	39%	32%	42%	35%	34%	29%	39%	31%	35%
		bcdefg	cdefg	defg	ef	f		ef	i		lmop				mo		m
No	578	54	85	107	137	94	100	578	232	341	153	177	106	139	330	245	578
	16%	14%	14%	19%	22%	16%	12%	16%	13%	18%	15%	17%	15%	16%	16%	16%	16%
				f	abfg			f		h							
Don't know	25	2	1	5	1	10	5	25	11	15	6	4	7	7	11	15	25
	1%	1%	*%	1%	*%	2%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
DO NOT PLAY GAMES	1750	69	184	219	272	346	660	1750	817	929	435	495	346	471	929	816	1750
	48%	17%	30%	38%	44%	60%	76%	48%	47%	49%	43%	47%	50%	54%	45%	52%	48%
			a	a	ab	abcdg	abcdeg	abc						jnp		jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3A. Do you play games online? (SINGLE CODE)

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Yes	1290	1102	100	59	29	1290	1151	138	173	1117	250	491	548	1290	208	470	297
	35%	36%	33%	35%	28%	35%	36%	29%	30%	37%	28%	39%	49%	35%	48%	40%	37%
No	578	480	51	29	18	578	502	76	117	461	161	218	176	578	79	177	158
	16%	16%	17%	17%	18%	16%	16%	16%	20%	15%	18%	18%	16%	16%	18%	15%	20%
Don't know	25	24	1	1	-	25	22	3	4	21	13	6	6	25	5	8	3
	1%	1%	*%	*%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%
DO NOT PLAY GAMES	1750	1465	150	80	55	1750	1486	264	291	1460	474	530	382	1750	142	526	342
	48%	48%	50%	47%	54%	48%	47%	55%	50%	48%	53%	43%	34%	48%	33%	45%	43%
							f				kl	l		kl		n	n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3A. Do you play games online? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Yes	1290 35%	302 35%	662 35%	294 38%	1290 35%	423 38%	779 34%	763 30%	497 45%
No	578 16%	132 15%	301 16%	135 18%	578 16%	167 15%	372 16%	381 15%	192 18%
Don't know	25 1%	5 1%	8 *%	8 1%	25 1%	8 1%	10 *%	17 1%	6 1%
DO NOT PLAY GAMES	1750 48%	428 49%	937 49%	332 43%	1750 48%	521 47%	1145 50%	1347 54%	397 36%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games online

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	1306	298	292	266	188	139	123	1306	692	608	346	389	243	325	735	568	1306	
Effective Weighted Sample	985	220	230	207	148	101	89	985	535	447	280	296	186	236	570	420	985	
Total	1290	271	342	245	203	126	101	1290	681	602	426	370	233	257	796	490	1290	
Playing on your own - against the games console/ computer or other device	855	163	219	164	132	95	81	855	429	421	277	250	153	174	527	327	855	
	66%	60%	64%	67%	65%	76%	80%	66%	63%	70%	65%	68%	65%	68%	66%	67%	66%	
						a	abg											
Playing with or against one person you know/ that you have met in person	557	147	182	113	63	32	21	557	338	213	194	175	101	86	368	188	557	
	43%	54%	53%	46%	31%	25%	20%	43%	50%	35%	45%	47%	44%	33%	46%	38%	43%	
		defg	defg	def			def		i		m	m			m		m	
Playing with or against one person you do not know/ you have not met in person	361	104	109	67	45	23	13	361	232	125	126	104	65	66	230	131	361	
	28%	39%	32%	27%	22%	18%	13%	28%	34%	21%	30%	28%	28%	26%	29%	27%	28%	
		defg	f	f			f		i									
Playing with or against multiple people you know/ that you have met in person	302	101	112	49	25	6	8	302	208	93	101	75	68	58	176	126	302	
	23%	37%	33%	20%	13%	5%	8%	23%	31%	15%	24%	20%	29%	22%	22%	26%	23%	
		cdefg	cdefg	e			def		i									
Playing with or against multiple people you do not know/ you have not met in person	267	75	76	51	36	18	11	267	178	86	80	79	40	67	159	107	267	
	21%	28%	22%	21%	18%	14%	11%	21%	26%	14%	19%	21%	17%	26%	20%	22%	21%	
		ef							i									
Don't know	20	2	9	3	5	-	1	20	*	20	6	2	2	9	8	11	20	
	2%	1%	2%	1%	3%	-%	1%	2%	*%	3%	1%	1%	1%	4%	1%	2%	2%	
										h								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1306	298	292	266	188	139	123	1306	692	608	346	389	243	325	735	568	1306
Effective Weighted Sample	985	220	230	207	148	101	89	985	535	447	280	296	186	236	570	420	985
Total	1290	271	342	245	203	126	101	1290	681	602	426	370	233	257	796	490	1290
SUMMARY CODES																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	855	223	252	175	116	55	34	855	525	325	287	251	160	156	538	316	855
	66%	82%	74%	71%	57%	43%	33%	66%	77%	54%	67%	68%	69%	61%	68%	64%	66%
		cdefg	def	def	f			ef	i								
PLAYS WITH OR AGAINST ONE PERSON	700	186	212	143	89	44	25	700	424	270	245	210	129	114	455	244	700
	54%	68%	62%	58%	44%	35%	25%	54%	62%	45%	58%	57%	56%	45%	57%	50%	54%
		defg	def	def	f			ef	i		m	m			m		m
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424	124	140	73	49	20	17	424	276	144	135	112	84	93	247	177	424
	33%	46%	41%	30%	24%	16%	17%	33%	41%	24%	32%	30%	36%	36%	31%	36%	33%
		cdefg	def					ef	i								
TOTAL - PLAYS GAMES ONLINE	1290	271	342	245	203	126	101	1290	681	602	426	370	233	257	796	490	1290
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games online

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND ~d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	1306	967	113	127	99	1306	1141	165	176	1130	207	509	590	1306	223	465	290
Effective Weighted Sample	985	793	91	93	90	985	864	125	127	858	154	372	475	985	160	353	224
Total	1290	1102	100	59	29	1290	1151	138	173	1117	250	491	548	1290	208	470	297
Playing on your own - against the games console/ computer or other device	855 66%	741 67%	61 61%	37 63%	** **	855 66%	762 66%	93 67%	104 60%	751 67%	112 45%	331 68%	411 75%	855 66%	123 59%	309 66%	203 69%
Playing with or against one person you know/ that you have met in person	557 43%	477 43%	46 46%	20 34%	** **	557 43%	508 44%	49 35%	53 30%	504 45%	101 40%	196 40%	261 48%	557 43%	82 39%	205 44%	114 38%
Playing with or against one person you do not know/ you have not met in person	361 28%	290 26%	46 46%	18 30%	** **	361 28%	329 29%	32 23%	38 22%	323 29%	49 19%	144 29%	168 31%	361 28%	60 29%	108 23%	88 30%
Playing with or against multiple people you know/ that you have met in person	302 23%	254 23%	28 28%	12 20%	** **	302 23%	269 23%	33 24%	22 13%	280 25%	29 12%	107 22%	166 30%	302 23%	52 25%	76 16%	72 24%
Playing with or against multiple people you do not know/ you have not met in person	267 21%	211 19%	34 33%	15 26%	** **	267 21%	235 20%	32 23%	24 14%	242 22%	15 6%	91 18%	161 29%	267 21%	45 21%	80 17%	53 18%
Don't know	20 2%	17 2%	2 2%	1 1%	** **	20 2%	16 1%	4 3%	5 3%	15 1%	7 3%	11 2%	2 *%	20 2%	1 *%	5 1%	3 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games online

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1306	967	113	127	99	1306	1141	165	176	1130	207	509	590	1306	223	465	290
Effective Weighted Sample	985	793	91	93	90	985	864	125	127	858	154	372	475	985	160	353	224
Total	1290	1102	100	59	29	1290	1151	138	173	1117	250	491	548	1290	208	470	297
SUMMARY CODES																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	855	717	76	40	**	855	773	82	99	756	155	334	365	855	154	294	190
	66%	65%	75%	68%	**	66%	67%	59%	58%	68%	62%	68%	67%	66%	74%	63%	64%
PLAYS WITH OR AGAINST ONE PERSON	700	587	64	31	**	700	637	62	79	621	131	269	300	700	119	248	151
	54%	53%	63%	53%	**	54%	55%	45%	46%	56%	52%	55%	55%	54%	57%	53%	51%
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424	349	42	22	**	424	374	50	36	388	41	155	228	424	76	124	94
	33%	32%	41%	37%	**	33%	32%	36%	21%	35%	16%	32%	42%	33%	37%	26%	32%
										h		j	lkm	j			
TOTAL - PLAYS GAMES ONLINE	1290	1102	100	59	**	1290	1151	138	173	1117	250	491	548	1290	208	470	297
	100%	100%	100%	100%	**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	1306	278	657	338	1306	425	800	827	455
Effective Weighted Sample	985	216	507	240	985	310	617	633	342
Total	1290	302	662	294	1290	423	779	763	497
Playing on your own - against the games console/ computer or other device	855 66%	214 71%	441 67%	185 63%	855 66%	262 62%	539 69%	521 68%	322 65%
Playing with or against one person you know/ that you have met in person	557 43%	124 41%	305 46%	116 39%	557 43%	166 39%	355 46%	318 42%	217 44%
Playing with or against one person you do not know/ you have not met in person	361 28%	76 25%	194 29%	79 27%	361 28%	129 30%	207 27%	215 28%	132 27%
Playing with or against multiple people you know/ that you have met in person	302 23%	69 23%	153 23%	67 23%	302 23%	102 24%	181 23%	188 25%	111 22%
Playing with or against multiple people you do not know/ you have not met in person	267 21%	41 13%	136 20%	79 27% a	267 21%	93 22%	148 19%	174 23%	88 18%
Don't know	20 2%	1 *%	8 1%	11 4%	20 2%	10 2%	7 1%	10 1%	10 2%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	1306	278	657	338	1306	425	800	827	455
Effective Weighted Sample	985	216	507	240	985	310	617	633	342
Total	1290	302	662	294	1290	423	779	763	497
SUMMARY CODES									
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	855 66%	187 62%	447 68%	194 66%	855 66%	282 67%	515 66%	481 63%	344 69%
PLAYS WITH OR AGAINST ONE PERSON	700 54%	152 50%	382 58%	149 51%	700 54%	226 53%	429 55%	391 51%	283 57%
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424 33%	85 28%	215 32%	107 36%	424 33%	148 35%	244 31%	257 34%	159 32%
TOTAL - PLAYS GAMES ONLINE	1290 100%	302 100%	662 100%	294 100%	1290 100%	423 100%	779 100%	763 100%	497 100%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1933	361	380	396	312	248	236	1933	940	983	478	587	368	495	1065	863	1933
Effective Weighted Sample	1447	271	292	301	241	183	169	1447	716	725	383	447	276	357	820	632	1447
Total	1893	328	429	358	341	231	206	1893	923	957	585	552	346	404	1137	750	1893
Playing on your own - against the games console/ computer or other device	855	163	219	164	132	95	81	855	429	421	277	250	153	174	527	327	855
	45%	50%	51%	46%	39%	41%	40%	45%	46%	44%	47%	45%	44%	43%	46%	44%	45%
			d														
Playing with or against one person you know/ that you have met in person	557	147	182	113	63	32	21	557	338	213	194	175	101	86	368	188	557
	29%	45%	42%	32%	18%	14%	10%	29%	37%	22%	33%	32%	29%	21%	32%	25%	29%
		cdefg	cdefg	def				def	i		mo	m			mo		m
Playing with or against one person you do not know/ you have not met in person	361	104	109	67	45	23	13	361	232	125	126	104	65	66	230	131	361
	19%	32%	25%	19%	13%	10%	6%	19%	25%	13%	21%	19%	19%	16%	20%	17%	19%
		cdefg	def	ef				ef	i								
Playing with or against multiple people you know/ that you have met in person	302	101	112	49	25	6	8	302	208	93	101	75	68	58	176	126	302
	16%	31%	26%	14%	7%	3%	4%	16%	23%	10%	17%	14%	20%	14%	16%	17%	16%
		cdefg	cdefg	ef				def	i								
Playing with or against multiple people you do not know/ you have not met in person	267	75	76	51	36	18	11	267	178	86	80	79	40	67	159	107	267
	14%	23%	18%	14%	10%	8%	6%	14%	19%	9%	14%	14%	12%	17%	14%	14%	14%
		cdefg	ef	f				f	i								
Don't know	20	2	9	3	5	-	1	20	*	20	6	2	2	9	8	11	20
	1%	1%	2%	1%	2%	-%	*%	1%	*%	2%	1%	*%	1%	2%	1%	1%	1%
										h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1933	361	380	396	312	248	236	1933	940	983	478	587	368	495	1065	863	1933
Effective Weighted Sample	1447	271	292	301	241	183	169	1447	716	725	383	447	276	357	820	632	1447
Total	1893	328	429	358	341	231	206	1893	923	957	585	552	346	404	1137	750	1893
SUMMARY CODES																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	855	223	252	175	116	55	34	855	525	325	287	251	160	156	538	316	855
	45%	68%	59%	49%	34%	24%	16%	45%	57%	34%	49%	46%	46%	39%	47%	42%	45%
		cdefg	defg	def	f			def	i		m				m		
PLAYS WITH OR AGAINST ONE PERSON	700	186	212	143	89	44	25	700	424	270	245	210	129	114	455	244	700
	37%	57%	50%	40%	26%	19%	12%	37%	46%	28%	42%	38%	37%	28%	40%	33%	37%
		cdefg	defg	def	f			def	i		mo	m			mo		m
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424	124	140	73	49	20	17	424	276	144	135	112	84	93	247	177	424
	22%	38%	33%	20%	14%	9%	8%	22%	30%	15%	23%	20%	24%	23%	22%	24%	22%
		cdefg	cdefg	ef				def	i								
TOTAL - PLAYS GAMES ONLINE	1290	271	342	245	203	126	101	1290	681	602	426	370	233	257	796	490	1290
	68%	83%	80%	69%	59%	55%	49%	68%	74%	63%	73%	67%	67%	64%	70%	65%	68%
		cdefg	cdefg	ef				def	i		m						
PLAYS GAMES BUT NOT ONLINE	578	54	85	107	137	94	100	578	232	341	153	177	106	139	330	245	578
	31%	17%	20%	30%	40%	41%	48%	31%	25%	36%	26%	32%	31%	34%	29%	33%	31%
				ab	abg	abg	abcg	ab		h							
UNSURE WHETHER PLAYS GAMES ONLINE	25	2	1	5	1	10	5	25	11	15	6	4	7	7	11	15	25
	1%	1%	*%	1%	*%	5%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%
						abdg											

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	1933	1418	169	190	156	1933	1679	254	301	1632	385	756	780	1933	310	670	446
Effective Weighted Sample	1447	1155	133	145	133	1447	1264	185	215	1232	279	558	618	1447	223	502	339
Total	1893	1605	152	88	47	1893	1675	217	294	1599	425	715	731	1893	293	656	458
Playing on your own - against the games console/ computer or other device	855 45%	741 46% d	61 40%	37 42%	16 34%	855 45%	762 45%	93 43%	104 35%	751 47% h	112 26%	331 46% j	411 56% jkm	855 45% j	123 42%	309 47%	203 44%
Playing with or against one person you know/ that you have met in person	557 29%	477 30%	46 30%	20 22%	14 30%	557 29%	508 30%	49 22%	53 18%	504 32% h	101 24%	196 27%	261 36% jkm	557 29%	82 28%	205 31%	114 25%
Playing with or against one person you do not know/ you have not met in person	361 19%	290 18%	46 30% ade	18 20%	7 15%	361 19%	329 20%	32 15%	38 13%	323 20%	49 11%	144 20% j	168 23% j	361 19% j	60 21%	108 17%	88 19%
Playing with or against multiple people you know/ that you have met in person	302 16%	254 16%	28 18%	12 13%	9 19%	302 16%	269 16%	33 15%	22 8%	280 18% h	29 7%	107 15% j	166 23% jkm	302 16% j	52 18%	76 12%	72 16%
Playing with or against multiple people you do not know/ you have not met in person	267 14%	211 13%	34 22% a	15 17%	7 15%	267 14%	235 14%	32 15%	24 8%	242 15% h	15 4%	91 13% j	161 22% jkm	267 14% j	45 15%	80 12%	53 11%
Don't know	20 1%	17 1%	2 1%	1 1%	* **%	20 1%	16 1%	4 2%	5 2%	15 1%	7 2%	11 2%	2 **%	20 1%	1 **%	5 1%	3 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	1933	1418	169	190	156	1933	1679	254	301	1632	385	756	780	1933	310	670	446
Effective Weighted Sample	1447	1155	133	145	133	1447	1264	185	215	1232	279	558	618	1447	223	502	339
Total	1893	1605	152	88	47	1893	1675	217	294	1599	425	715	731	1893	293	656	458
SUMMARY CODES																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	855 45%	717 45%	76 50%	40 45%	22 47%	855 45%	773 46%	82 38%	99 34%	756 47% h	155 37%	334 47% j	365 50% j	855 45% j	154 53% p	294 45%	190 41%
PLAYS WITH OR AGAINST ONE PERSON	700 37%	587 37%	64 42%	31 35%	18 38%	700 37%	637 38%	62 29%	79 27%	621 39% h	131 31%	269 38%	300 41% j	700 37%	119 41%	248 38%	151 33%
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424 22%	349 22%	42 27%	22 25%	12 25%	424 22%	374 22%	50 23%	36 12%	388 24% h	41 10%	155 22% j	228 31% jkm	424 22% j	76 26%	124 19%	94 20%
TOTAL - PLAYS GAMES ONLINE	1290 68%	1102 69%	100 66%	59 66%	29 62%	1290 68%	1151 69%	138 64%	173 59%	1117 70% h	250 59%	491 69% j	548 75% jm	1290 68% j	208 71%	470 72%	297 65%
PLAYS GAMES BUT NOT ONLINE	578 31%	480 30%	51 33%	29 33%	18 38%	578 31%	502 30%	76 35%	117 40% i	461 29%	161 38% l	218 31%	176 24%	578 31% l	79 27%	177 27%	158 35%
UNSURE WHETHER PLAYS GAMES ONLINE	25 1%	24 1%	1 1%	1 1%	- -%	25 1%	22 1%	3 1%	4 1%	21 1%	13 3%	6 1%	6 1%	25 1%	5 2%	8 1%	3 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	1933	412	979	495	1933	617	1198	1252	650
Effective Weighted Sample	1447	318	744	353	1447	445	918	951	481
Total	1893	439	971	437	1893	597	1161	1162	695
Playing on your own - against the games console/ computer or other device	855 45%	214 49%	441 45%	185 42%	855 45%	262 44%	539 46%	521 45%	322 46%
Playing with or against one person you know/ that you have met in person	557 29%	124 28%	305 31%	116 27%	557 29%	166 28%	355 31%	318 27%	217 31%
Playing with or against one person you do not know/ you have not met in person	361 19%	76 17%	194 20%	79 18%	361 19%	129 22%	207 18%	215 19%	132 19%
Playing with or against multiple people you know/ that you have met in person	302 16%	69 16%	153 16%	67 15%	302 16%	102 17%	181 16%	188 16%	111 16%
Playing with or against multiple people you do not know/ you have not met in person	267 14%	41 9%	136 14%	79 18% a	267 14%	93 16%	148 13%	174 15%	88 13%
Don't know	20 1%	1 *%	8 1%	11 3%	20 1%	10 2%	7 1%	10 1%	10 1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	1933	412	979	495	1933	617	1198	1252	650
Effective Weighted Sample	1447	318	744	353	1447	445	918	951	481
Total	1893	439	971	437	1893	597	1161	1162	695
SUMMARY CODES									
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	855 45%	187 43%	447 46%	194 45%	855 45%	282 47%	515 44%	481 41%	344 50%
PLAYS WITH OR AGAINST ONE PERSON	700 37%	152 35%	382 39%	149 34%	700 37%	226 38%	429 37%	391 34%	283 41%
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424 22%	85 19%	215 22%	107 24%	424 22%	148 25%	244 21%	257 22%	159 23%
TOTAL - PLAYS GAMES ONLINE	1290 68%	302 69%	662 68%	294 67%	1290 68%	423 71%	779 67%	763 66%	497 71%
PLAYS GAMES BUT NOT ONLINE	578 31%	132 30%	301 31%	135 31%	578 31%	167 28%	372 32%	381 33%	192 28%
UNSURE WHETHER PLAYS GAMES ONLINE	25 1%	5 1%	8 1%	8 2%	25 1%	8 1%	10 1%	17 1%	6 1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Playing on your own - against the games console/ computer or other device	855	163	219	164	132	95	81	855	429	421	277	250	153	174	527	327	855
	23%	41%	36%	28%	22%	17%	9%	23%	25%	22%	27%	24%	22%	20%	25%	21%	23%
		cdefg	defg	ef	f	f		ef			mo				mo		
Playing with or against one person you know/ that you have met in person	557	147	182	113	63	32	21	557	338	213	194	175	101	86	368	188	557
	15%	37%	30%	20%	10%	6%	2%	15%	19%	11%	19%	17%	15%	10%	18%	12%	15%
		cdefg	cdefg	def	ef	f		def	i		mo	mo			mo		mo
Playing with or against one person you do not know/ you have not met in person	361	104	109	67	45	23	13	361	232	125	126	104	65	66	230	131	361
	10%	26%	18%	12%	7%	4%	2%	10%	13%	7%	12%	10%	9%	8%	11%	8%	10%
		bcdefg	cdefg	ef	f			ef	i		mo						
Playing with or against multiple people you know/ that you have met in person	302	101	112	49	25	6	8	302	208	93	101	75	68	58	176	126	302
	8%	25%	18%	9%	4%	1%	1%	8%	12%	5%	10%	7%	10%	7%	9%	8%	8%
		cdefg	cdefg	def	ef			def	i								
Playing with or against multiple people you do not know/ you have not met in person	267	75	76	51	36	18	11	267	178	86	80	79	40	67	159	107	267
	7%	19%	12%	9%	6%	3%	1%	7%	10%	5%	8%	8%	6%	8%	8%	7%	7%
		cdefg	defg	ef	f			ef	i								
Don't know	20	2	9	3	5	-	1	20	*	20	6	2	2	9	8	11	20
	1%	1%	1%	1%	1%	-%	*%	1%	*%	1%	1%	*%	*%	1%	*%	1%	1%
			f							h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 82

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
SUMMARY CODES																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	855	223	252	175	116	55	34	855	525	325	287	251	160	156	538	316	855
	23%	56%	41%	30%	19%	9%	4%	23%	30%	17%	28%	24%	23%	18%	26%	20%	23%
		bcdefg	cdefg	defg	ef	f		ef	i		mo	m			mo		m
PLAYS WITH OR AGAINST ONE PERSON	700	186	212	143	89	44	25	700	424	270	245	210	129	114	455	244	700
	19%	47%	35%	25%	15%	8%	3%	19%	24%	14%	24%	20%	19%	13%	22%	16%	19%
		bcdefg	cdefg	defg	ef	f		ef	i		mop	mo	m		mo		mo
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424	124	140	73	49	20	17	424	276	144	135	112	84	93	247	177	424
	12%	31%	23%	13%	8%	4%	2%	12%	16%	8%	13%	11%	12%	11%	12%	11%	12%
		bcdefg	cdefg	ef	ef			ef	i								
TOTAL - PLAYS GAMES ONLINE	1290	271	342	245	203	126	101	1290	681	602	426	370	233	257	796	490	1290
	35%	68%	56%	43%	33%	22%	12%	35%	39%	32%	42%	35%	34%	29%	39%	31%	35%
		bcdefg	cdefg	defg	ef	f		ef	i		lmop				mo		m
PLAYS GAMES BUT NOT ONLINE	578	54	85	107	137	94	100	578	232	341	153	177	106	139	330	245	578
	16%	14%	14%	19%	22%	16%	12%	16%	13%	18%	15%	17%	15%	16%	16%	16%	16%
				f	abfg			f		h							
UNSURE WHETHER PLAYS GAMES ONLINE	25	2	1	5	1	10	5	25	11	15	6	4	7	7	11	15	25
	1%	1%	*%	1%	*%	2%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
DO NOT PLAY GAMES	1750	69	184	219	272	346	660	1750	817	929	435	495	346	471	929	816	1750
	48%	17%	30%	38%	44%	60%	76%	48%	47%	49%	43%	47%	50%	54%	45%	52%	48%
			a	a	ab	abcdg	abcdeg	abc						jnp		jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Playing on your own - against the games console/ computer or other device	855	741	61	37	16	855	762	93	104	751	112	331	411	855	123	309	203
	23%	24%	20%	22%	16%	23%	24%	19%	18%	25%	13%	27%	37%	23%	28%	26%	25%
		d				d				h		j	jkm	j			
Playing with or against one person you know/ that you have met in person	557	477	46	20	14	557	508	49	53	504	101	196	261	557	82	205	114
	15%	16%	15%	12%	14%	15%	16%	10%	9%	16%	11%	16%	23%	15%	19%	17%	14%
							g			h			jkm	j			
Playing with or against one person you do not know/ you have not met in person	361	290	46	18	7	361	329	32	38	323	49	144	168	361	60	108	88
	10%	9%	15%	11%	7%	10%	10%	7%	7%	11%	5%	12%	15%	10%	14%	9%	11%
			ade									j	jm	j			
Playing with or against multiple people you know/ that you have met in person	302	254	28	12	9	302	269	33	22	280	29	107	166	302	52	76	72
	8%	8%	9%	7%	9%	8%	9%	7%	4%	9%	3%	9%	15%	8%	12%	6%	9%
										h		j	jkm	j	o		
Playing with or against multiple people you do not know/ you have not met in person	267	211	34	15	7	267	235	32	24	242	15	91	161	267	45	80	53
	7%	7%	11%	9%	7%	7%	7%	7%	4%	8%	2%	7%	14%	7%	10%	7%	7%
										h		j	jkm	j			
Don't know	20	17	2	1	*	20	16	4	5	15	7	11	2	20	1	5	3
	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%	*%	1%	*%	*%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 82

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
SUMMARY CODES																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	855 23%	717 23%	76 25%	40 24%	22 22%	855 23%	773 24%	82 17%	99 17%	756 25%	155 17%	334 27%	365 33%	855 23%	154 35%	294 25%	190 24%
PLAYS WITH OR AGAINST ONE PERSON	700 19%	587 19%	64 21%	31 19%	18 17%	700 19%	637 20%	62 13%	79 13%	621 20%	131 15%	269 22%	300 27%	700 19%	119 27%	248 21%	151 19%
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424 12%	349 11%	42 14%	22 13%	12 11%	424 12%	374 12%	50 10%	36 6%	388 13%	41 5%	155 12%	228 20%	424 12%	76 18%	124 11%	94 12%
TOTAL - PLAYS GAMES ONLINE	1290 35%	1102 36%	100 33%	59 35%	29 28%	1290 35%	1151 36%	138 29%	173 30%	1117 37%	250 28%	491 39%	548 49%	1290 35%	208 48%	470 40%	297 37%
PLAYS GAMES BUT NOT ONLINE	578 16%	480 16%	51 17%	29 17%	18 18%	578 16%	502 16%	76 16%	117 20%	461 15%	161 18%	218 18%	176 16%	578 16%	79 18%	177 15%	158 20%
UNSURE WHETHER PLAYS GAMES ONLINE	25 1%	24 1%	1 *%	1 *%	- -%	25 1%	22 1%	3 1%	4 1%	21 1%	13 1%	6 *%	6 1%	25 1%	5 1%	8 1%	3 *%
DO NOT PLAY GAMES	1750 48%	1465 48%	150 50%	80 47%	55 54%	1750 48%	1486 47%	264 55%	291 50%	1460 48%	474 53%	530 43%	382 34%	1750 48%	142 33%	526 45%	342 43%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Playing on your own - against the games console/ computer or other device	855 23%	214 25%	441 23%	185 24%	855 23%	262 23%	539 23%	521 21%	322 29% g
Playing with or against one person you know/ that you have met in person	557 15%	124 14%	305 16%	116 15%	557 15%	166 15%	355 15%	318 13%	217 20% g
Playing with or against one person you do not know/ you have not met in person	361 10%	76 9%	194 10%	79 10%	361 10%	129 11%	207 9%	215 9%	132 12% g
Playing with or against multiple people you know/ that you have met in person	302 8%	69 8%	153 8%	67 9%	302 8%	102 9%	181 8%	188 7%	111 10%
Playing with or against multiple people you do not know/ you have not met in person	267 7%	41 5%	136 7%	79 10% a	267 7%	93 8%	148 6%	174 7%	88 8%
Don't know	20 1%	1 *%	8 *%	11 1% a	20 1%	10 1%	7 *%	10 *%	10 1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
SUMMARY CODES									
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	855 23%	187 22%	447 23%	194 25%	855 23%	282 25%	515 22%	481 19%	344 32%
PLAYS WITH OR AGAINST ONE PERSON	700 19%	152 18%	382 20%	149 19%	700 19%	226 20%	429 19%	391 16%	283 26%
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424 12%	85 10%	215 11%	107 14%	424 12%	148 13%	244 11%	257 10%	159 15%
TOTAL - PLAYS GAMES ONLINE	1290 35%	302 35%	662 35%	294 38%	1290 35%	423 38%	779 34%	763 30%	497 45%
PLAYS GAMES BUT NOT ONLINE	578 16%	132 15%	301 16%	135 18%	578 16%	167 15%	372 16%	381 15%	192 18%
UNSURE WHETHER PLAYS GAMES ONLINE	25 1%	5 1%	8 *%	8 1%	25 1%	8 1%	10 *%	17 1%	6 1%
DO NOT PLAY GAMES	1750 48%	428 49%	937 49%	332 43%	1750 48%	521 47%	1145 50%	1347 54%	397 36%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	1650	231	372	363	303	222	160	1650	687	959	469	528	317	333	997	650	1650
	45%	58%	61%	63%	49%	38%	18%	45%	39%	51%	46%	50%	46%	38%	48%	41%	45%
		efg	defg	defg	ef	f		ef		h	m	mop	m		mo		m
Television set	923	17	50	62	135	191	468	923	475	445	176	223	211	311	399	522	923
	25%	4%	8%	11%	22%	33%	54%	25%	27%	24%	17%	21%	31%	36%	19%	33%	25%
				a	abc	abcdg	abcdeg	abc					jkn	jkn		jkn	jn
Laptop or netbook	271	39	50	42	46	50	45	271	133	136	111	94	28	36	205	65	271
	7%	10%	8%	7%	7%	9%	5%	7%	8%	7%	11%	9%	4%	4%	10%	4%	7%
		f									lmop	lmo			lmop		lmo
Tablet (like an iPad or Amazon Fire)	158	14	12	17	30	38	48	158	63	95	57	39	25	36	96	61	158
	4%	3%	2%	3%	5%	7%	6%	4%	4%	5%	6%	4%	4%	4%	5%	4%	4%
						bc	b										
Radio set	144	11	16	10	20	22	64	144	72	72	43	36	20	44	80	64	144
	4%	3%	3%	2%	3%	4%	7%	4%	4%	4%	4%	3%	3%	5%	4%	4%	4%
							abcdg										
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	143	24	43	15	21	14	26	143	108	34	50	40	27	25	90	52	143
	4%	6%	7%	3%	3%	3%	3%	4%	6%	2%	5%	4%	4%	3%	4%	3%	4%
			cefg						i								
Games console or handheld games player	129	32	27	34	17	8	10	129	89	38	48	35	20	26	83	47	129
	4%	8%	4%	6%	3%	1%	1%	4%	5%	2%	5%	3%	3%	3%	4%	3%	4%
		defg	ef	ef				f	i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Smart speaker (like Amazon Echo, Google Nest or Apple HomePod mini)	41 1%	9 2%	8 1%	9 2%	9 1%	3 1%	3 *%	41 1%	17 1%	23 1%	14 1%	9 1%	7 1%	11 1%	23 1%	18 1%	41 1%
Smart watch (like Apple Watch, Samsung Galaxy Watch or Garmin)	39 1%	4 1%	12 2%	8 1%	9 1%	3 1%	2 *%	39 1%	21 1%	17 1%	17 2%	5 *%	12 2%	5 1%	22 1%	17 1%	39 1%
Other device	9 *%	3 1%	- -%	- -%	- -%	- -%	6 1%	9 *%	5 *%	4 *%	3 *%	3 *%	- -%	3 *%	6 *%	3 *%	9 *%
None/ I would not miss any device	94 3%	5 1%	18 3%	12 2%	14 2%	19 3%	24 3%	94 3%	53 3%	41 2%	16 2%	27 3%	18 3%	33 4%	43 2%	51 3%	94 3%
Don't know	43 1%	8 2%	4 1%	5 1%	9 2%	6 1%	9 1%	43 1%	18 1%	25 1%	15 2%	7 1%	7 1%	12 1%	23 1%	18 1%	43 1%

SUMMARY CODE

ANY LAPTOP, NETBOOK OR DESKTOP	414 11%	63 16%	93 15%	56 10%	67 11%	64 11%	71 8%	414 11%	240 14%	170 9%	161 16%	134 13%	55 8%	61 7%	295 14%	116 7%	414 11%
		cf	f						i		lmop	lmo			lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	1650	1378	142	70	60	1650	1437	212	313	1337	276	649	701	1650	202	530	404
	45%	45%	47%	41%	59%	45%	45%	44%	53%	44%	31%	52%	63%	45%	47%	45%	51%
					abce				i			jm	jkm	j			
Television set	923	761	90	50	23	923	787	136	140	784	295	222	123	923	87	317	118
	25%	25%	30%	30%	22%	25%	25%	28%	24%	26%	33%	18%	11%	25%	20%	27%	15%
											klm	l		kl		p	
Laptop or netbook	271	237	19	12	3	271	246	25	18	253	71	86	115	271	28	92	89
	7%	8%	6%	7%	3%	7%	8%	5%	3%	8%	8%	7%	10%	7%	6%	8%	11%
		d			d				h				km				
Tablet (like an iPad or Amazon Fire)	158	135	11	8	4	158	132	26	12	146	48	77	29	158	24	52	36
	4%	4%	4%	5%	4%	4%	4%	5%	2%	5%	5%	6%	3%	4%	6%	4%	5%
											l	l					
Radio set	144	128	6	7	2	144	115	28	20	124	31	48	21	144	18	35	24
	4%	4%	2%	4%	2%	4%	4%	6%	3%	4%	3%	4%	2%	4%	4%	3%	3%
														l			
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	143	124	12	5	2	143	134	9	15	128	35	56	50	143	29	51	31
	4%	4%	4%	3%	2%	4%	4%	2%	3%	4%	4%	4%	5%	4%	7%	4%	4%
Games console or handheld games player	129	115	6	7	2	129	111	19	17	112	35	53	42	129	14	39	45
	4%	4%	2%	4%	2%	4%	4%	4%	3%	4%	4%	4%	4%	4%	3%	3%	6%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 83

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Smart speaker (like Amazon Echo, Google Nest or Apple HomePod mini)	41 1%	37 1%	1 *%	2 1%	1 *%	41 1%	35 1%	6 1%	9 1%	32 1%	24 3% klm	10 1%	6 *%	41 1%	7 2%	14 1%	11 1%
Smart watch (like Apple Watch, Samsung Galaxy Watch or Garmin)	39 1%	30 1%	4 1%	3 2%	2 2%	39 1%	36 1%	3 1%	4 1%	35 1%	12 1%	15 1%	12 1%	39 1%	6 1%	12 1%	13 2%
Other device	9 *%	8 *%	- -%	- -%	* *%	9 *%	5 *%	4 1%	- -%	9 *%	4 *%	- -%	- -%	9 *%	* *%	6 1%	- -%
None/ I would not miss any device	94 3%	81 3%	8 3%	2 1%	2 2%	94 3%	87 3%	7 1%	26 4% i	68 2%	46 5% klm	20 2%	8 1%	94 3% l	13 3%	23 2%	21 3%
Don't know	43 1%	36 1%	4 1%	2 1%	1 1%	43 1%	36 1%	7 1%	12 2%	31 1%	23 3% kl	9 1%	6 1%	43 1%	6 1%	10 1%	8 1%
SUMMARY CODE																	
ANY LAPTOP, NETBOOK OR DESKTOP	414 11%	361 12% d	31 10%	17 10%	5 5%	414 11% d	380 12% g	34 7%	33 6%	381 12% h	106 12%	142 11%	165 15% m	414 11%	57 13%	143 12%	120 15%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	1650	398	875	345	1650	368	1202	994	635
	45%	46%	46%	45%	45%	33%	52%	40%	58%
							e		g
Television set	923	163	535	201	923	391	481	777	140
	25%	19%	28%	26%	25%	35%	21%	31%	13%
			a	a	a	f		h	
Laptop or netbook	271	98	118	44	271	73	188	185	81
	7%	11%	6%	6%	7%	7%	8%	7%	7%
			bcd						
Tablet (like an iPad or Amazon Fire)	158	37	82	38	158	41	104	104	49
	4%	4%	4%	5%	4%	4%	5%	4%	5%
Radio set	144	46	69	22	144	69	64	116	27
	4%	5%	4%	3%	4%	6%	3%	5%	2%
						f		h	
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	143	35	63	39	143	65	67	100	42
	4%	4%	3%	5%	4%	6%	3%	4%	4%
						f			
Games console or handheld games player	129	31	61	34	129	49	67	73	56
	4%	4%	3%	4%	4%	4%	3%	3%	5%
									g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Smart speaker (like Amazon Echo, Google Nest or Apple HomePod mini)	41 1%	9 1%	22 1%	7 1%	41 1%	13 1%	24 1%	19 1%	22 2% g
Smart watch (like Apple Watch, Samsung Galaxy Watch or Garmin)	39 1%	9 1%	23 1%	3 *%	39 1%	16 1%	18 1%	18 1%	19 2%
Other device	9 *%	2 *%	4 *%	- -%	9 *%	6 1% f	- -%	9 *%	- -%
None/ I would not miss any device	94 3%	26 3%	35 2%	28 4%	94 3%	20 2%	66 3%	78 3%	15 1%
Don't know	43 1%	14 2%	20 1%	8 1%	43 1%	9 1%	23 1%	36 1%	6 1%
SUMMARY CODE									
ANY LAPTOP, NETBOOK OR DESKTOP	414 11%	133 15% bd	181 9%	83 11%	414 11%	138 12%	256 11%	285 11%	123 11%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 84

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14A. COMMUNICATION PREFERENCE: Contacting the local council. (SINGLE CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643	
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711	
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643	
Phone call	1402	99	169	170	204	257	504	1402	661	737	307	380	284	430	687	713	1402	
	38%	25%	28%	29%	33%	45%	58%	38%	38%	39%	30%	36%	41%	49%	33%	46%	38%	
						abcd	abcdeg	abc					jn	jklnp		jknp	jn	
By email	1142	154	226	222	225	167	148	1142	520	616	384	365	213	172	750	386	1142	
	31%	39%	37%	38%	37%	29%	17%	31%	30%	33%	38%	35%	31%	20%	36%	25%	31%	
		efg	f	efg	f	f		f			mop	mo	mo		mop		mo	
Online - through a website or app (that is not a social media site/ app)	464	40	81	97	106	66	75	464	235	226	173	141	75	75	314	150	464	
	13%	10%	13%	17%	17%	11%	9%	13%	14%	12%	17%	13%	11%	9%	15%	10%	13%	
				af	afg			f			lmop	mo			mo		mo	
In person	216	18	31	22	27	47	72	216	114	102	26	51	45	94	78	139	216	
	6%	5%	5%	4%	4%	8%	8%	6%	7%	5%	3%	5%	6%	11%	4%	9%	6%	
						c	c						j	jknp		jknp	jn	
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	112	17	31	20	16	15	13	112	58	52	40	33	20	19	72	40	112	
	3%	4%	5%	3%	3%	3%	2%	3%	3%	3%	4%	3%	3%	2%	4%	3%	3%	
		f	f															
Online - through social media (Facebook, Instagram, Twitter/ X etc.)	94	18	42	13	11	6	4	94	43	52	36	25	10	22	62	33	94	
	3%	4%	7%	2%	2%	1%	*%	3%	2%	3%	4%	2%	1%	3%	3%	2%	3%	
		ef	cdefg					f										
Letter	90	10	9	15	6	12	38	90	45	43	19	17	18	37	35	55	90	
	2%	2%	1%	3%	1%	2%	4%	2%	3%	2%	2%	2%	3%	4%	2%	3%	2%	
							bdg							kn		n		
Video call (Zoom, Teams, FaceTime etc.)	31	7	9	8	7	1	-	31	11	20	14	9	7	2	23	8	31	
	1%	2%	2%	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	
		f	f	f	f													

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14A. COMMUNICATION PREFERENCE: Contacting the local council. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Don't know	92	36	16	12	12	6	11	92	53	37	22	25	20	24	46	44	92
	3%	9%	3%	2%	2%	1%	1%	3%	3%	2%	2%	2%	3%	3%	2%	3%	3%

bcdefg

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 84

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14A. COMMUNICATION PREFERENCE: Contacting the local council. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Phone call	1402	1144	130	76	52	1402	1184	218	260	1143	424	401	308	1402	180	472	217
	38%	37%	43%	45%	50%	38%	37%	45%	44%	37%	47%	32%	28%	38%	41%	40%	27%
					ae			f	i		klm			kl	p	p	
By email	1142	971	93	52	25	1142	1028	114	152	990	186	468	480	1142	122	351	323
	31%	32%	31%	31%	25%	31%	33%	24%	26%	32%	21%	38%	43%	31%	28%	30%	40%
							g		h			jm	jm	j			no
Online - through a website or app (that is not a social media site/ app)	464	413	29	14	9	464	385	79	56	408	59	183	221	464	43	170	147
	13%	13%	10%	8%	8%	13%	12%	16%	10%	13%	7%	15%	20%	13%	10%	14%	18%
												j	jkm	j			n
In person	216	177	22	12	5	216	192	25	43	173	75	51	23	216	35	68	15
	6%	6%	7%	7%	5%	6%	6%	5%	7%	6%	8%	4%	2%	6%	8%	6%	2%
											kl			l	p	p	
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	112	103	5	2	2	112	101	11	23	89	32	45	32	112	16	36	33
	3%	3%	2%	1%	2%	3%	3%	2%	4%	3%	4%	4%	3%	3%	4%	3%	4%
Online - through social media (Facebook, Instagram, Twitter/ X etc.)	94	82	6	4	3	94	85	10	17	77	34	34	24	94	25	25	26
	3%	3%	2%	2%	3%	3%	3%	2%	3%	3%	4%	3%	2%	3%	6%	2%	3%
															o		
Letter	90	79	8	2	1	90	81	9	10	80	35	19	5	90	6	33	11
	2%	3%	3%	1%	1%	2%	3%	2%	2%	3%	4%	2%	*	2%	1%	3%	1%
											kl			l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14A. COMMUNICATION PREFERENCE: Contacting the local council. (SINGLE CODE)

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Video call (Zoom, Teams, FaceTime etc.)	31	27	1	2	1	31	28	3	1	30	13	8	10	31	6	10	11
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	92	75	8	4	5	92	78	14	23	68	41	36	11	92	1	16	17
	3%	2%	3%	2%	4%	3%	2%	3%	4%	2%	5%	3%	1%	3%	*%	1%	2%
											lm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14A. COMMUNICATION PREFERENCE: Contacting the local council. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Phone call	1402	282	783	295	1402	511	808	1042	348
	38%	32%	41%	38%	38%	46%	35%	42%	32%
			a		a	f		h	
By email	1142	334	568	212	1142	244	838	736	392
	31%	38%	30%	28%	31%	22%	36%	29%	36%
		bcd					e		g
Online - through a website or app (that is not a social media site/ app)	464	112	245	97	464	118	328	297	162
	13%	13%	13%	13%	13%	11%	14%	12%	15%
							e		
In person	216	31	112	68	216	90	113	166	50
	6%	4%	6%	9%	6%	8%	5%	7%	5%
				ad		f			
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	112	19	56	37	112	41	55	75	35
	3%	2%	3%	5%	3%	4%	2%	3%	3%
Online - through social media (Facebook, Instagram, Twitter/ X etc.)	94	25	53	16	94	49	41	53	40
	3%	3%	3%	2%	3%	4%	2%	2%	4%
						f			
Letter	90	29	36	20	90	39	51	62	24
	2%	3%	2%	3%	2%	3%	2%	2%	2%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14A. COMMUNICATION PREFERENCE: Contacting the local council. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Video call (Zoom, Teams, FaceTime etc.)	31 1%	12 1%	12 1%	7 1%	31 1%	14 1%	17 1%	11 *%	18 2%
Don't know	92 3%	24 3%	41 2%	16 2%	92 3%	14 1%	55 2%	67 3%	23 2%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 85

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14B. COMMUNICATION PREFERENCE: Catching up with a friend. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Phone call	1147	71	133	153	174	203	414	1147	584	562	259	319	246	323	578	568	1147
	31%	18%	22%	26%	28%	35%	48%	31%	34%	30%	25%	30%	35%	37%	28%	36%	31%
				a	a	abc	abcdeg	ab					jn	jknp		jknp	j
In person	1016	85	164	158	170	170	269	1016	486	524	307	270	197	239	577	437	1016
	28%	21%	27%	27%	28%	29%	31%	28%	28%	28%	30%	26%	29%	27%	28%	28%	28%
							a										
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	938	124	207	182	198	125	102	938	402	530	259	301	178	196	560	374	938
	26%	31%	34%	32%	32%	22%	12%	26%	23%	28%	25%	29%	26%	22%	27%	24%	26%
		ef	efg	efg	efg	f		f		h		m					
Online - through social media (Facebook, Instagram, Twitter/ X etc.)	217	63	46	34	36	23	14	217	115	100	76	61	33	47	137	80	217
	6%	16%	8%	6%	6%	4%	2%	6%	7%	5%	7%	6%	5%	5%	7%	5%	6%
		bcdefg	f	f	f			f									
Video call (Zoom, Teams, FaceTime etc.)	113	23	25	18	17	16	13	113	44	67	42	39	14	17	81	32	113
	3%	6%	4%	3%	3%	3%	2%	3%	3%	4%	4%	4%	2%	2%	4%	2%	3%
		fg									o				o		
By email	94	7	10	16	8	20	32	94	52	41	40	22	16	16	62	32	94
	3%	2%	2%	3%	1%	4%	4%	3%	3%	2%	4%	2%	2%	2%	3%	2%	3%
Online - through a website or app (that is not a social media site/ app)	62	16	15	11	6	9	5	62	31	32	21	23	4	14	44	18	62
	2%	4%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%
		dfg															
Letter	30	3	8	4	2	1	13	30	14	16	11	9	*	10	19	11	30
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14B. COMMUNICATION PREFERENCE: Catching up with a friend. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Don't know	26	5	6	2	2	8	3	26	12	14	4	3	4	13	7	16	26
	1%	1%	1%	*%	*%	1%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
														n			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 85

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14B. COMMUNICATION PREFERENCE: Catching up with a friend. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Phone call	1147	980	77	53	38	1147	980	167	187	960	329	335	269	1147	123	385	199
	31%	32%	25%	32%	37%	31%	31%	35%	32%	31%	37%	27%	24%	31%	28%	33%	25%
					b						kl			kl		p	
In person	1016	838	114	43	20	1016	889	126	128	888	231	308	339	1016	116	313	257
	28%	27%	38%	26%	20%	28%	28%	26%	22%	29%	26%	25%	30%	28%	27%	27%	32%
			acde			d				h			k				
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	938	795	65	47	31	938	819	119	174	764	171	395	355	938	106	290	232
	26%	26%	21%	28%	31%	26%	26%	25%	30%	25%	19%	32%	32%	26%	24%	25%	29%
												jm	jm	j			
Online - through social media (Facebook, Instagram, Twitter/ X etc.)	217	175	28	11	3	217	195	22	48	168	58	78	78	217	37	80	43
	6%	6%	9%	6%	3%	6%	6%	5%	8%	6%	6%	6%	7%	6%	9%	7%	5%
			d														
Video call (Zoom, Teams, FaceTime etc.)	113	97	4	7	4	113	93	19	15	97	24	48	40	113	17	33	29
	3%	3%	1%	4%	4%	3%	3%	4%	3%	3%	3%	4%	4%	3%	4%	3%	4%
By email	94	83	7	4	1	94	82	13	18	76	34	40	16	94	9	42	21
	3%	3%	2%	2%	1%	3%	3%	3%	3%	2%	4%	3%	1%	3%	2%	4%	3%
											l						
Online - through a website or app (that is not a social media site/ app)	62	51	5	3	3	62	54	8	8	54	25	28	9	62	13	25	11
	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	3%	2%	1%	2%	3%	2%	1%
											l						

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14B. COMMUNICATION PREFERENCE: Catching up with a friend. (SINGLE CODE)

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Letter	30	28	2	-	-	30	27	3	-	30	15	2	5	30	7	8	3
	1%	1%	1%	-%	-%	1%	1%	1%	-%	1%	2%	*%	*%	1%	2%	1%	*%
Don't know	26	24	*	1	1	26	22	4	6	20	12	10	2	26	6	4	4
	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14B. COMMUNICATION PREFERENCE: Catching up with a friend. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Phone call	1147	302	620	199	1147	358	718	864	276
	31%	35%	33%	26%	31%	32%	31%	34%	25%
		c	c	c				h	
In person	1016	223	543	221	1016	330	633	713	295
	28%	26%	28%	29%	28%	29%	27%	28%	27%
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	938	226	473	214	938	216	672	593	329
	26%	26%	25%	28%	26%	19%	29%	24%	30%
							e		g
Online - through social media (Facebook, Instagram, Twitter/ X etc.)	217	49	106	54	217	71	125	132	82
	6%	6%	6%	7%	6%	6%	5%	5%	8%
Video call (Zoom, Teams, FaceTime etc.)	113	26	54	28	113	50	56	64	44
	3%	3%	3%	4%	3%	4%	2%	3%	4%
						f			
By email	94	18	47	26	94	36	48	67	25
	3%	2%	2%	3%	3%	3%	2%	3%	2%
Online - through a website or app (that is not a social media site/ app)	62	9	36	17	62	30	31	38	24
	2%	1%	2%	2%	2%	3%	1%	2%	2%
Letter	30	12	11	4	30	22	8	19	11
	1%	1%	1%	*%	1%	2%	*%	1%	1%
						f			

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14B. COMMUNICATION PREFERENCE: Catching up with a friend. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Don't know	26	3	16	5	26	6	15	20	7
	1%	*%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 86

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14C. COMMUNICATION PREFERENCE: Catching up with friends or family living far away or abroad. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Video call (Zoom, Teams, FaceTime etc.)	981	120	185	193	185	162	135	981	445	531	323	301	180	172	624	352	981
	27%	30%	30%	33%	30%	28%	16%	27%	26%	28%	32%	29%	26%	20%	30%	22%	27%
		f	f	fg	f	f		f			mo	mo	m		mo		mo
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	879	109	141	172	176	133	147	879	389	484	249	285	167	177	534	344	879
	24%	28%	23%	30%	29%	23%	17%	24%	22%	26%	24%	27%	24%	20%	26%	22%	24%
		f		fg	f			f				mo			m		
Phone call	839	62	118	96	102	130	330	839	447	390	166	215	200	259	381	459	839
	23%	16%	19%	17%	17%	23%	38%	23%	26%	21%	16%	21%	29%	30%	18%	29%	23%
							abcdeg	acd	i				jkn	jkn		jkn	jn
Online - through social media (Facebook, Instagram, Twitter/ X etc.)	317	45	74	45	75	42	36	317	145	171	107	91	48	71	197	119	317
	9%	11%	12%	8%	12%	7%	4%	9%	8%	9%	10%	9%	7%	8%	10%	8%	9%
		f	f	f	f			f									
By email	156	9	24	11	17	41	54	156	79	77	69	46	14	25	115	40	156
	4%	2%	4%	2%	3%	7%	6%	4%	5%	4%	7%	4%	2%	3%	6%	3%	4%
						acd	acd				lmop				lmo		o
In person	154	30	34	23	22	13	31	154	88	66	42	43	26	43	85	69	154
	4%	8%	6%	4%	4%	2%	4%	4%	5%	4%	4%	4%	4%	5%	4%	4%	4%
		efg															
Letter	95	3	2	4	5	15	66	95	35	59	19	26	13	37	45	50	95
	3%	1%	*%	1%	1%	3%	8%	3%	2%	3%	2%	2%	2%	4%	2%	3%	3%
						b	abcdeg	b						n			
Online - through a website or app (that is not a social media site/ app)	71	9	15	18	13	5	11	71	34	37	28	13	10	20	41	30	71
	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14C. COMMUNICATION PREFERENCE: Catching up with friends or family living far away or abroad. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Don't know	151	9	19	14	18	35	55	151	79	71	17	28	33	71	45	104	151
	4%	2%	3%	2%	3%	6%	6%	4%	5%	4%	2%	3%	5%	8%	2%	7%	4%
						ac	ac						jn	jknp	jknp	jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14C. COMMUNICATION PREFERENCE: Catching up with friends or family living far away or abroad. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Video call (Zoom, Teams, FaceTime etc.)	981 27%	828 27%	80 26%	42 25%	31 31%	981 27%	846 27%	135 28%	134 23%	847 28%	177 20%	354 28%	430 39%	981 27%	79 18%	313 26%	273 34%
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	879 24%	768 25% b	52 17%	36 22%	23 22%	879 24%	765 24%	114 24%	154 26%	725 24%	195 22%	361 29% jm	303 27%	879 24%	112 26%	308 26%	212 27%
Phone call	839 23%	688 22%	82 27%	41 24%	28 27%	839 23%	713 23%	126 26%	154 26%	685 22%	261 29% klm	211 17%	162 15%	839 23% kl	90 21%	257 22%	137 17%
Online - through social media (Facebook, Instagram, Twitter/ X etc.)	317 9%	255 8%	42 14% ade	15 9%	5 5%	317 9%	287 9%	30 6%	60 10%	258 8%	71 8%	130 10%	113 10%	317 9%	55 13%	113 10%	69 9%
By email	156 4%	138 5%	8 3%	8 5%	1 1%	156 4%	137 4%	19 4%	19 3%	137 4%	54 6% l	74 6% l	24 2%	156 4% l	21 5%	55 5%	43 5%
In person	154 4%	130 4%	17 6%	4 2%	3 3%	154 4%	139 4%	14 3%	14 2%	139 5%	41 5%	40 3%	48 4%	154 4%	24 6%	51 4%	33 4%
Letter	95 3%	79 3%	5 2%	9 5%	1 1%	95 3%	83 3%	11 2%	9 2%	86 3%	29 3% kl	10 1%	1 *% kl	95 3% kl	8 2%	22 2%	11 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14C. COMMUNICATION PREFERENCE: Catching up with friends or family living far away or abroad. (SINGLE CODE)

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Online - through a website or app (that is not a social media site/ app)	71 2%	64 2%	1 *%	4 2%	2 2%	71 2%	65 2%	6 1%	9 2%	62 2%	27 3%	28 2%	16 1%	71 2%	16 4%	27 2%	13 2%
Don't know	151 4%	120 4%	14 5%	9 6%	8 8%	151 4%	126 4%	25 5%	31 5%	120 4%	44 5%	38 3%	16 1%	151 4%	29 7%	36 3%	8 1%
					ae						l			l	op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14C. COMMUNICATION PREFERENCE: Catching up with friends or family living far away or abroad. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Video call (Zoom, Teams, FaceTime etc.)	981 27%	253 29%	499 26%	207 27%	981 27%	245 22%	681 30% e	615 25%	357 33% g
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	879 24%	221 26%	458 24%	177 23%	879 24%	201 18%	628 27% e	587 23%	283 26%
Phone call	839 23%	196 23%	458 24%	165 22%	839 23%	286 26%	502 22%	645 26% h	183 17%
Online - through social media (Facebook, Instagram, Twitter/ X etc.)	317 9%	55 6%	171 9%	83 11% a	317 9%	105 9%	193 8%	192 8%	118 11% g
By email	156 4%	52 6%	69 4%	32 4%	156 4%	51 5%	92 4%	114 5%	40 4%
In person	154 4%	32 4%	81 4%	34 4%	154 4%	65 6% f	77 3%	105 4%	46 4%
Letter	95 3%	24 3%	50 3%	13 2%	95 3%	59 5% f	31 1%	87 3% h	7 1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14C. COMMUNICATION PREFERENCE: Catching up with friends or family living far away or abroad. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Online - through a website or app (that is not a social media site/ app)	71 2%	15 2%	40 2%	15 2%	71 2%	32 3% f	32 1%	40 2%	31 3%
Don't know	151 4%	18 2%	82 4%	42 5% a	151 4%	74 7% f	69 3%	124 5% h	27 2%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 87

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14D. COMMUNICATION PREFERENCE: Booking a holiday. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Online - through a website or app	2265	299	449	438	449	340	290	2265	1065	1189	738	710	406	406	1448	812	2265
	62%	75%	73%	76%	73%	59%	34%	62%	61%	63%	72%	68%	59%	46%	70%	52%	62%
		efg	efg	efg	efg	f		f			lmop	lmop	mo		lmop		mo
In person	617	16	42	52	52	122	332	617	297	320	94	147	144	229	242	373	617
	17%	4%	7%	9%	8%	21%	38%	17%	17%	17%	9%	14%	21%	26%	12%	24%	17%
				a		abcd	abcdeg	abcd				j	jkn	jknp		jknp	jn
Phone call	255	22	28	25	34	41	105	255	112	140	59	66	58	70	125	129	255
	7%	6%	4%	4%	6%	7%	12%	7%	6%	7%	6%	6%	8%	8%	6%	8%	7%
							abcdeg										
By email	160	16	34	27	27	24	32	160	86	74	56	44	32	29	99	61	160
	4%	4%	6%	5%	4%	4%	4%	4%	5%	4%	5%	4%	5%	3%	5%	4%	4%
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	88	17	29	13	11	6	12	88	48	40	31	27	14	17	58	30	88
	2%	4%	5%	2%	2%	1%	1%	2%	3%	2%	3%	3%	2%	2%	3%	2%	2%
		ef	efg														
Video call (Zoom, Teams, FaceTime etc.)	36	6	7	9	11	4	-	36	24	12	20	6	2	7	26	9	36
	1%	1%	1%	2%	2%	1%	-%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%
		f	f	f	f						klo						
Letter	13	7	2	2	-	-	1	13	9	5	1	7	-	4	9	4	13
	*%	2%	*%	*%	-%	-%	*%	*%	*%	*%	*%	1%	-%	1%	*%	*%	*%
		defg															
Don't know	210	14	22	10	30	40	94	210	101	107	20	39	36	112	59	148	210
	6%	4%	4%	2%	5%	7%	11%	6%	6%	6%	2%	4%	5%	13%	3%	9%	6%
					c	c	abcdg	c					j	jklnp	jklnp	jklnp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 87

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14D. COMMUNICATION PREFERENCE: Booking a holiday. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Online - through a website or app	2265	1948	184	83	50	2265	1982	283	314	1951	422	868	954	2265	254	729	596
	62%	63%	61%	49%	49%	62%	63%	59%	54%	64%	47%	70%	86%	62%	58%	62%	75%
		cd	cd			cd				h		jm	jkm	j		no	
In person	617	504	65	28	20	617	520	97	122	495	195	137	48	617	69	207	51
	17%	16%	22%	17%	20%	17%	16%	20%	21%	16%	22%	11%	4%	17%	16%	18%	6%
											klm	l		kl	p	p	
Phone call	255	207	17	17	14	255	220	34	54	201	99	81	33	255	31	96	50
	7%	7%	5%	10%	13%	7%	7%	7%	9%	7%	11%	7%	3%	7%	7%	8%	6%
					abe						klm	l		l			
By email	160	121	15	21	3	160	143	17	39	121	51	62	41	160	20	45	48
	4%	4%	5%	12%	3%	4%	5%	4%	7%	4%	6%	5%	4%	4%	5%	4%	6%
				abde													
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	88	80	5	1	2	88	84	4	13	75	38	28	19	88	10	40	22
	2%	3%	2%	*%	2%	2%	3%	1%	2%	2%	4%	2%	2%	2%	2%	3%	3%
											l						
Video call (Zoom, Teams, FaceTime etc.)	36	31	2	2	1	36	29	6	4	31	11	19	5	36	12	11	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	3%	1%	1%
Letter	13	13	-	-	*	13	13	*	-	13	9	4	-	13	5	1	4
	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	1%	*%	-%	*%	1%	*%	1%
											l				o		
Don't know	210	166	15	17	12	210	171	39	40	170	73	47	11	210	32	51	16
	6%	5%	5%	10%	12%	6%	5%	8%	7%	6%	8%	4%	1%	6%	7%	4%	2%
				ae	abe						kl	l		l	p		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 87

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14D. COMMUNICATION PREFERENCE: Booking a holiday. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Online - through a website or app	2265	572	1175	462	2265	519	1626	1425	811
	62%	66%	62%	60%	62%	46%	71%	57%	74%
In person	617	125	336	132	617	285	293	539	78
	17%	14%	18%	17%	17%	25%	13%	21%	7%
Phone call	255	58	146	44	255	92	152	196	57
	7%	7%	8%	6%	7%	8%	7%	8%	5%
By email	160	53	77	28	160	48	103	100	58
	4%	6%	4%	4%	4%	4%	4%	4%	5%
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	88	16	44	26	88	34	45	46	33
	2%	2%	2%	3%	2%	3%	2%	2%	3%
Video call (Zoom, Teams, FaceTime etc.)	36	6	21	9	36	20	12	11	25
	1%	1%	1%	1%	1%	2%	1%	1%	2%
Letter	13	11	3	-	13	8	1	13	*
	1%	1%	1%	0%	1%	1%	1%	1%	1%
Don't know	210	25	106	69	210	113	75	179	29
	6%	3%	6%	9%	6%	10%	3%	7%	3%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 88

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14E. COMMUNICATION PREFERENCE: Checking your bank balance. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Online - through a website or app	2674	303	500	493	526	425	427	2674	1240	1419	811	827	498	530	1638	1028	2674
	73%	76%	82%	85%	86%	74%	49%	73%	71%	75%	80%	79%	72%	61%	79%	66%	73%
		f	efg	aefg	aefg	f		f			lmop	lmop	m		lmop		mo
In person	522	20	18	26	39	94	325	522	284	238	66	107	130	220	173	349	522
	14%	5%	3%	5%	6%	16%	38%	14%	16%	13%	6%	10%	19%	25%	8%	22%	14%
						abcd	abcdeg	abcd	i			j	jkn	jklnp		jknp	jknp
Phone call	127	13	20	13	20	18	44	127	70	57	30	31	19	47	61	66	127
	3%	3%	3%	2%	3%	3%	5%	3%	4%	3%	3%	3%	3%	5%	3%	4%	3%
														n			
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	119	26	40	27	9	13	6	119	67	52	44	35	21	19	79	40	119
	3%	6%	6%	5%	1%	2%	1%	3%	4%	3%	4%	3%	3%	2%	4%	3%	3%
		defg	defg	df				f									
Letter	63	2	2	2	2	11	45	63	19	45	12	21	5	25	33	30	63
	2%	1%	*%	*%	*%	2%	5%	2%	1%	2%	1%	2%	1%	3%	2%	2%	2%
							abcdeg										
By email	59	13	16	10	6	9	4	59	32	26	30	13	4	12	43	16	59
	2%	3%	3%	2%	1%	2%	*%	2%	2%	1%	3%	1%	1%	1%	2%	1%	2%
		f	f								lo						
Video call (Zoom, Teams, FaceTime etc.)	38	11	14	2	6	4	2	38	19	19	21	6	8	3	27	11	38
	1%	3%	2%	*%	1%	1%	*%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%
		cfg	cf								mo						
Don't know	41	8	4	6	5	4	13	41	11	30	6	6	7	20	12	27	41
	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
														kn		n	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 88

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14E. COMMUNICATION PREFERENCE: Checking your bank balance. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Online - through a website or app	2674	2267	219	112	76	2674	2320	354	414	2260	551	1063	1034	2674	290	889	682
	73%	74%	72%	67%	75%	73%	73%	74%	71%	74%	61%	85%	93%	73%	67%	75%	85%
												jm	jkm	j		n	no
In person	522	417	58	32	15	522	457	65	83	439	181	61	13	522	53	158	43
	14%	14%	19%	19%	15%	14%	14%	14%	14%	14%	20%	5%	1%	14%	12%	13%	5%
											klm	l		kl	p	p	
Phone call	127	104	10	7	6	127	111	16	28	99	40	36	14	127	27	32	21
	3%	3%	3%	4%	6%	3%	3%	3%	5%	3%	4%	3%	1%	3%	6%	3%	3%
											l			l	op		
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	119	101	5	11	2	119	110	9	25	94	42	42	34	119	32	35	20
	3%	3%	2%	7%	2%	3%	3%	2%	4%	3%	5%	3%	3%	3%	7%	3%	2%
				abde											op		
Letter	63	60	-	3	*	63	36	28	4	59	16	6	3	63	12	21	4
	2%	2%	-%	2%	*%	2%	1%	6%	1%	2%	2%	*%	*%	2%	3%	2%	*%
								f			kl			kl	p		
By email	59	56	2	-	1	59	58	1	14	44	27	20	11	59	10	20	16
	2%	2%	1%	-%	1%	2%	2%	*%	2%	1%	3%	2%	1%	2%	2%	2%	2%
											l						
Video call (Zoom, Teams, FaceTime etc.)	38	32	5	1	*	38	37	1	6	33	20	11	4	38	8	16	10
	1%	1%	2%	*%	*%	1%	1%	*%	1%	1%	2%	1%	*%	1%	2%	1%	1%
											l						
Don't know	41	34	3	2	1	41	34	6	9	32	21	7	-	41	3	10	4
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	-%	1%	1%	1%	1%
											kl			l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A14E. COMMUNICATION PREFERENCE: Checking your bank balance. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Online - through a website or app	2674	673	1371	572	2674	680	1845	1738	909
	73%	78%	72%	74%	73%	61%	80%	69%	83%
		b				e			g
In person	522	112	285	104	522	246	245	486	36
	14%	13%	15%	14%	14%	22%	11%	19%	3%
						f		h	
Phone call	127	23	72	27	127	58	60	98	29
	3%	3%	4%	3%	3%	5%	3%	4%	3%
						f			
Send a text message/ use a messaging app (WhatsApp, iMessage etc.)	119	16	72	31	119	40	69	59	51
	3%	2%	4%	4%	3%	4%	3%	2%	5%
									g
Letter	63	7	44	7	63	29	31	55	8
	2%	1%	2%	1%	2%	3%	1%	2%	1%
								h	
By email	59	18	25	15	59	28	25	25	31
	2%	2%	1%	2%	2%	2%	1%	1%	3%
						f			g
Video call (Zoom, Teams, FaceTime etc.)	38	11	14	7	38	24	11	14	21
	1%	1%	1%	1%	1%	2%	*%	1%	2%
						f			g
Don't know	41	5	24	7	41	13	20	34	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
I have no formal qualifications (and I am not still studying)	417	32	32	34	29	75	214	417	195	221	22	48	86	259	70	345	417
	11%	8%	5%	6%	5%	13%	25%	11%	11%	12%	2%	5%	12%	30%	3%	22%	11%
						bcd	abcdeg	bcd					jkn	jklnop		jklnp	jkn
Entry level qualification such as ESOL, ELC or Skills for Life	62	10	10	17	7	11	8	62	27	35	13	10	6	34	23	39	62
	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%	1%	1%	1%	4%	1%	2%	2%
				f										jklnp		n	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	304	32	46	48	66	55	57	304	126	171	39	67	71	126	106	197	304
	8%	8%	8%	8%	11%	9%	7%	8%	7%	9%	4%	6%	10%	14%	5%	13%	8%
													jn	jknp		jknp	jn
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	568	74	66	54	110	124	139	568	228	338	82	183	150	150	265	300	568
	16%	19%	11%	9%	18%	21%	16%	16%	13%	18%	8%	18%	22%	17%	13%	19%	16%
		bc			bc	bcg	c	c		h		jn	jnp	jn	j	jnp	j
Level 1-2 vocational qualification or intermediate apprenticeship	227	16	36	32	40	37	66	227	122	105	23	46	98	60	69	158	227
	6%	4%	6%	6%	7%	6%	8%	6%	7%	6%	2%	4%	14%	7%	3%	10%	6%
													jkmpn	jn		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 89

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	358 10%	83 21%	61 10%	63 11%	45 7%	52 9%	54 6%	358 10%	175 10%	183 10%	106 10%	144 14%	45 6%	63 7%	250 12%	108 7%	358 10%
		bcdefg			f		f				o	lmop			lmo		o
Level 3 vocational qualification or advanced apprenticeship	211 6%	19 5%	43 7%	30 5%	36 6%	26 5%	57 7%	211 6%	111 6%	100 5%	31 3%	67 6%	70 10%	42 5%	98 5%	112 7%	211 6%
												j	jmn			jn	j
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	262 7%	20 5%	43 7%	37 6%	61 10%	44 8%	57 7%	262 7%	122 7%	139 7%	64 6%	119 11%	46 7%	31 4%	183 9%	77 5%	262 7%
												jlmop			mo		mo
Level 4-5 vocational qualification or higher apprenticeship	118 3%	7 2%	18 3%	16 3%	14 2%	22 4%	42 5%	118 3%	59 3%	59 3%	29 3%	45 4%	29 4%	15 2%	74 4%	44 3%	118 3%
												m	m				
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	626 17%	44 11%	145 24%	142 25%	126 20%	79 14%	91 11%	626 17%	317 18%	306 16%	342 34%	183 17%	57 8%	44 5%	525 25%	101 6%	626 17%
			aefg	aefg	aef		af				klmnop		lmo		klmop		lmo
Level 6 vocational qualification or degree apprenticeship	46 1%	7 2%	3 *	6 1%	9 1%	4 1%	18 2%	46 1%	31 2%	15 1%	20 2%	10 1%	9 1%	7 1%	30 1%	16 1%	46 1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
University higher degree (e.g. Masters, PhD or equivalent)	341	14	88	88	66	41	44	341	177	163	229	84	15	12	313	26	341
	9%	4%	14%	15%	11%	7%	5%	9%	10%	9%	22%	8%	2%	1%	15%	2%	9%
			aefg	aefg	af			af			klmnop	lmo			klmop		lmo
Still studying/ still at school	35	30	5	-	-	1	-	35	20	13	8	16	1	10	24	11	35
	1%	8%	1%	-%	-%	*%	-%	1%	1%	1%	1%	2%	*%	1%	1%	1%	1%
		bcdefg															
Don't know	16	-	4	2	1	1	9	16	3	12	*	6	-	9	7	9	16
	*%	-%	1%	*%	*%	*%	1%	*%	*%	1%	*%	1%	-%	1%	*%	1%	*%
Prefer not to say	52	9	13	8	5	7	10	52	26	25	11	17	9	13	28	22	52
	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 89

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
I have no formal qualifications (and I am not still studying)	417 11%	339 11%	41 14%	27 16%	10 9%	417 11%	364 12%	53 11%	92 16% i	325 11%	148 17% klm	80 6% l	26 2%	417 11% kl	78 18% op	112 9% p	15 2%
Entry level qualification such as ESOL, ELC or Skills for Life	62 2%	55 2%	7 2%	- -%	- -%	62 2%	59 2%	3 1%	14 2%	49 2%	26 3% l	20 2%	9 1%	62 2%	11 2%	28 2%	7 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	304 8%	253 8%	25 8%	17 10%	10 10%	304 8%	277 9%	27 6%	93 16% i	211 7%	122 14% klm	97 8% l	42 4%	304 8% l	66 15% op	110 9% p	45 6%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	568 16%	484 16%	43 14%	25 15%	16 15%	568 16%	471 15%	97 20%	112 19%	455 15%	149 17% l	243 19% lm	122 11%	568 16% l	77 18% p	224 19% p	72 9%
Level 1-2 vocational qualification or intermediate apprenticeship	227 6%	195 6%	13 4%	15 9%	4 4%	227 6%	197 6%	30 6%	45 8%	182 6%	71 8% l	84 7%	46 4%	227 6%	30 7%	92 8% p	32 4%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	358 10%	292 10%	39 13%	13 8%	14 14%	358 10%	313 10%	44 9%	48 8%	310 10%	85 9%	123 10%	130 12%	358 10%	45 10%	99 8%	96 12%
Level 3 vocational qualification or advanced apprenticeship	211 6%	185 6%	14 5%	7 4%	5 5%	211 6%	184 6%	27 6%	41 7%	170 6%	49 5%	78 6%	63 6%	211 6%	30 7%	84 7% p	30 4%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	262 7%	229 7%	20 6%	8 5%	5 5%	262 7%	215 7%	47 10%	35 6%	227 7%	50 6%	103 8%	97 9%	262 7%	15 3%	82 7%	77 10% n
Level 4-5 vocational qualification or higher apprenticeship	118 3%	98 3%	13 4%	2 1%	5 5%	118 3%	101 3%	17 4%	17 3%	102 3%	24 3%	39 3%	48 4%	118 3%	6 1%	43 4%	34 4%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	626 17%	534 17%	42 14%	29 18%	20 20%	626 17%	543 17%	83 17%	49 8%	577 19% h	81 9%	211 17% j	318 29% jkm	626 17% j	34 8%	180 15% n	237 30% no
Level 6 vocational qualification or degree apprenticeship	46 1%	41 1%	3 1%	1 *%	1 1%	46 1%	39 1%	7 1%	3 *%	43 1%	9 1%	17 1%	15 1%	46 1%	4 1%	16 1%	8 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
University higher degree (e.g. Masters, PhD or equivalent)	341	286	28	19	8	341	307	33	18	322	50	114	172	341	26	96	144
	9%	9%	9%	11%	8%	9%	10%	7%	3%	11% h	6%	9% j	15% jkm	9% j	6%	8%	18% no
Still studying/ still at school	35	26	6	3	1	35	33	3	4	31	6	17	12	35	6	5	1
	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%
Don't know	16	13	2	1	*	16	13	3	5	11	7	2	3	16	3	4	-
	*%	*%	1%	1%	*%	*%	*%	1%	1%	*%	1%	*%	*%	*%	1%	*%	-%
Prefer not to say	52	42	6	1	3	52	44	8	10	42	21	18	11	52	3	8	1
	1%	1%	2%	1%	3%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
I have no formal qualifications (and I am not still studying)	417	57	211	133	417	229	162	346	65
	11%	7%	11%	17%	11%	21%	7%	14%	6%
			a	abd	a	f		h	
Entry level qualification such as ESOL, ELC or Skills for Life	62	5	31	26	62	33	26	39	22
	2%	1%	2%	3%	2%	3%	1%	2%	2%
				ad		f			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	304	44	159	95	304	117	170	209	87
	8%	5%	8%	12%	8%	10%	7%	8%	8%
			a	abd	a	f			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	568	117	319	120	568	170	367	402	162
	16%	13%	17%	16%	16%	15%	16%	16%	15%
Level 1-2 vocational qualification or intermediate apprenticeship	227	33	139	52	227	73	139	157	67
	6%	4%	7%	7%	6%	6%	6%	6%	6%
			a						

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
A' level, Scottish Higher, Welsh Baccaulaureate, International Baccaulaureate or equivalent	358	83	196	73	358	98	240	242	113
	10%	10%	10%	9%	10%	9%	10%	10%	10%
Level 3 vocational qualification or advanced apprenticeship	211	33	129	42	211	74	130	140	69
	6%	4%	7%	5%	6%	7%	6%	6%	6%
			a						
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	262	81	139	37	262	61	190	181	78
	7%	9%	7%	5%	7%	5%	8%	7%	7%
		c							
Level 4-5 vocational qualification or higher apprenticeship	118	34	60	19	118	33	81	88	29
	3%	4%	3%	3%	3%	3%	4%	4%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	626	206	312	91	626	120	469	389	227
	17%	24%	16%	12%	17%	11%	20%	16%	21%
		bcd	c		c		e		g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Level 6 vocational qualification or degree apprenticeship	46	12	25	6	46	12	33	37	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%
University higher degree (e.g. Masters, PhD or equivalent)	341	140	136	56	341	77	246	197	140
	9%	16%	7%	7%	9%	7%	11%	8%	13%
		bcd				e			g
Still studying/ still at school	35	7	17	8	35	14	19	30	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	16	1	10	5	16	4	11	11	5
	*%	*%	1%	1%	*%	*%	*%	*%	*%
Prefer not to say	52	13	25	6	52	4	23	40	11
	1%	2%	1%	1%	1%	*%	1%	2%	1%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 90

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Very confident	2717	260	433	418	467	440	698	2717	1288	1414	818	839	518	537	1657	1056	2717
	75%	66%	71%	72%	76%	76%	81%	75%	74%	75%	80%	80%	75%	61%	80%	67%	75%
				a	a	abcg	a				mop	mop	mo		mop	m	mo
Fairly confident	722	104	128	128	120	98	145	722	341	380	164	173	139	240	337	379	722
	20%	26%	21%	22%	20%	17%	17%	20%	20%	20%	16%	17%	20%	27%	16%	24%	20%
		efg											jklnp		jknp	n	
Neither confident nor not confident	108	14	31	15	18	18	12	108	53	55	21	19	24	44	40	68	108
	3%	4%	5%	3%	3%	3%	1%	3%	3%	3%	2%	2%	4%	5%	2%	4%	3%
			f										jknp		jknp	kn	
Not very confident	58	9	12	12	6	12	8	58	32	26	9	9	7	33	19	40	58
	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	1%	1%	4%	1%	3%	2%
													jklnp		kn		
Not at all confident	25	5	7	4	2	6	1	25	17	8	7	3	1	13	10	15	25
	1%	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	*%	2%	*%	1%	1%
													k				
Don't know	1	1	1	-	-	-	-	1	1	-	1	-	-	1	1	1	1
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%
Prefer not to say	11	3	2	1	1	2	2	11	9	2	-	3	2	6	3	8	11
	*%	1%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	*%	1%	*%	*%	*%

SUMMARY CODES

TOTAL CONFIDENT	3440	365	561	546	587	538	842	3440	1629	1794	982	1012	658	778	1994	1435	3440
	94%	92%	92%	95%	96%	93%	97%	94%	94%	95%	96%	97%	95%	89%	96%	92%	94%
							abeg				mo	mop	m		mop	mo	
TOTAL NOT CONFIDENT	83	15	19	15	7	18	9	83	49	34	17	12	8	46	29	54	83
	2%	4%	3%	3%	1%	3%	1%	2%	3%	2%	2%	1%	1%	5%	1%	3%	2%
			f										jklnp		klm		
TOTAL NEITHER/ DON'T KNOW	110	15	32	15	18	18	12	110	53	55	21	19	24	45	40	69	110
	3%	4%	5%	3%	3%	3%	1%	3%	3%	3%	2%	2%	4%	5%	2%	4%	3%
			f										jknp		jknp		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 90

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Very confident	2717	2271	230	136	80	2717	2322	396	385	2333	574	937	946	2717	284	872	652
	75%	74%	76%	81%	78%	75%	73%	82%	66%	76%	64%	75%	85%	75%	65%	74%	82%
								f		h		j	jkm	j		n	no
Fairly confident	722	624	58	22	18	722	657	65	135	588	234	247	149	722	106	260	124
	20%	20%	19%	13%	18%	20%	21%	14%	23%	19%	26%	20%	13%	20%	24%	22%	16%
		c			c		g				klm	l		l	p	p	
Neither confident nor not confident	108	94	6	6	2	108	99	9	42	67	47	41	9	108	27	25	13
	3%	3%	2%	3%	2%	3%	3%	2%	7%	2%	5%	3%	1%	3%	6%	2%	2%
									i		lm	l		l	op		
Not very confident	58	51	5	2	1	58	53	5	15	44	24	16	4	58	10	18	4
	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	3%	1%	*%	2%	2%	2%	1%
											l			l			
Not at all confident	25	21	2	1	1	25	23	2	3	22	13	3	1	25	6	5	6
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%
											kl						
Don't know	1	1	-	1	-	1	1	-	-	1	1	-	-	1	1	1	-
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%
Prefer not to say	11	8	2	*	1	11	6	5	6	5	5	1	4	11	1	-	*
	*%	*%	1%	*%	1%	*%	*%	1%	1%	*%	1%	*%	*%	*%	*%	-%	*%
									i								
SUMMARY CODES																	
TOTAL CONFIDENT	3440	2895	287	158	98	3440	2978	461	519	2920	808	1184	1095	3440	390	1133	776
	94%	94%	95%	94%	96%	94%	94%	96%	89%	95%	90%	95%	98%	94%	90%	96%	97%
										h		j	jkm	j		n	n
TOTAL NOT CONFIDENT	83	73	7	3	1	83	76	7	18	66	37	19	5	83	16	23	10
	2%	2%	2%	2%	1%	2%	2%	1%	3%	2%	4%	2%	*%	2%	4%	2%	1%
											klm			l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
TOTAL NEITHER/ DON'T KNOW	110	95	6	6	2	110	101	9	42	68	49	41	9	110	28	26	13
	3%	3%	2%	4%	2%	3%	3%	2%	7%	2%	5%	3%	1%	3%	6%	2%	2%
									i		lm	l		l	op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Very confident	2717	738	1419	492	2717	779	1810	1920	776
	75%	85%	74%	64%	75%	70%	78%	77%	71%
		bcd	c		c		e	h	
Fairly confident	722	108	399	202	722	235	420	473	236
	20%	12%	21%	26%	20%	21%	18%	19%	22%
			a	abd	a				
Neither confident nor not confident	108	13	50	41	108	49	53	61	43
	3%	2%	3%	5%	3%	4%	2%	2%	4%
				abd		f			
Not very confident	58	4	26	25	58	32	22	31	26
	2%	*%	1%	3%	2%	3%	1%	1%	2%
				abd		f			
Not at all confident	25	3	9	8	25	21	1	16	9
	1%	*%	*%	1%	1%	2%	*%	1%	1%
						f			
Don't know	1	1	-	1	1	1	-	1	1
	*%	*%	-%	*%	*%	*%	-%	*%	*%
Prefer not to say	11	1	3	2	11	1	1	8	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY CODES									
TOTAL CONFIDENT	3440	846	1818	694	3440	1015	2230	2392	1011
	94%	98%	95%	90%	94%	91%	97%	95%	93%
		cd	c		c		e	h	
TOTAL NOT CONFIDENT	83	6	36	32	83	53	23	47	35
	2%	1%	2%	4%	2%	5%	1%	2%	3%
				abd		f			

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
TOTAL NEITHER/ DON'T KNOW	110	14	50	41	110	50	53	61	44
	3%	2%	3%	5%	3%	4%	2%	2%	4%
				abd		f			

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Yes – (English is first/ main language)	3318	353	544	496	559	538	827	3318	1590	1715	940	962	639	769	1902	1408	3318
	91%	89%	89%	86%	91%	93%	96%	91%	91%	91%	92%	92%	92%	88%	92%	90%	91%
						c	abcdg	c			m	m			m		
No	315	39	69	78	52	39	38	315	146	165	74	81	52	105	155	157	315
	9%	10%	11%	13%	8%	7%	4%	9%	8%	9%	7%	8%	7%	12%	8%	10%	9%
		f	f	efg	f			f						jknp			
Prefer not to say	11	5	-	3	2	-	-	11	4	6	5	3	1	1	9	2	11
	*%	1%	-%	1%	*%	-%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
		fg															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Yes – (English is first/ main language)	3318	2787	275	158	98	3318	2855	462	509	2809	799	1125	1038	3318	392	1099	739
	91%	91%	91%	94%	96%	91%	90%	96%	87%	92%	89%	90%	93%	91%	90%	93%	92%
					a			f		h			j				
No	315	274	27	9	4	315	297	17	75	240	91	119	75	315	40	79	59
	9%	9%	9%	5%	4%	9%	9%	4%	13%	8%	10%	10%	7%	9%	9%	7%	7%
		d				d	g		i								
Prefer not to say	11	10	-	*	*	11	9	2	2	9	8	2	-	11	3	3	2
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	1%	*%	*%
											l						

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Yes – (English is first/ main language)	3318	801	1736	696	3318	1039	2083	2319	965
	91%	92%	91%	91%	91%	93%	90%	92%	88%
No	315	64	171	70	315	76	222	187	122
	9%	7%	9%	9%	9%	7%	10%	7%	11%
Prefer not to say	11	2	*	3	11	5	1	3	5
	*%	*%	*%	*%	*%	*%	*%	*%	1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Owned outright by the household	1121	53	72	65	115	242	574	1121	581	533	365	349	206	198	714	405	1121
	31%	13%	12%	11%	19%	42%	66%	31%	33%	28%	36%	33%	30%	23%	35%	26%	31%
					bc	abcdg	abcdeg	abcd	i		mo	mo	m		mo		mo
Being bought on mortgage	963	99	191	249	254	132	38	963	445	516	382	295	184	100	678	283	963
	26%	25%	31%	43%	41%	23%	4%	26%	26%	27%	37%	28%	27%	11%	33%	18%	26%
		f	ef	abefg	abefg	f		f			klmop	mo	mo		lmop	m	mo
Rented from Local Authority/ Housing Association/ Trust	760	82	136	109	117	135	182	760	353	403	81	137	175	365	218	539	760
	21%	21%	22%	19%	19%	23%	21%	21%	20%	21%	8%	13%	25%	42%	11%	34%	21%
												j	jkn	jkinop		jklnp	jkln
Rented from private landlord	672	115	192	137	115	62	52	672	303	368	159	231	105	176	390	282	672
	18%	29%	31%	24%	19%	11%	6%	18%	17%	19%	16%	22%	15%	20%	19%	18%	18%
		defg	defg	efg	ef	f		ef				jl					
Something else	22	7	2	2	4	3	3	22	8	14	4	4	8	6	8	13	22
	1%	2%	*%	*%	1%	1%	*%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
Don't know	36	24	12	-	-	-	1	36	11	23	11	7	6	12	17	18	36
	1%	6%	2%	-%	-%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg	cdef														
Prefer not to say	69	17	8	14	9	3	17	69	39	29	18	23	9	17	41	26	69
	2%	4%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
		beg															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Owned outright by the household	1121	947	87	54	33	1121	901	220	125	996	344	404	190	1121	71	389	262
	31%	31%	29%	32%	32%	31%	28%	46%	21%	33%	38%	32%	17%	31%	16%	33%	33%
								f		h	lm	l		l		n	n
Being bought on mortgage	963	814	82	36	30	963	835	128	103	860	156	323	475	963	58	266	351
	26%	27%	27%	21%	30%	26%	26%	27%	18%	28%	17%	26%	43%	26%	13%	23%	44%
										h		j	jkm	j		n	no
Rented from Local Authority/ Housing Association/ Trust	760	629	65	54	13	760	686	74	196	565	231	226	156	760	192	259	40
	21%	21%	21%	32%	12%	21%	22%	15%	33%	18%	26%	18%	14%	21%	44%	22%	5%
		d	d	abde		d	g		i		klm			l	op	p	
Rented from private landlord	672	572	60	19	22	672	627	45	134	538	128	239	269	672	98	253	143
	18%	19%	20%	11%	21%	18%	20%	9%	23%	18%	14%	19%	24%	18%	23%	21%	18%
		c	c		c	c	g						jkm				
Something else	22	19	-	2	*	22	17	4	4	18	2	12	5	22	4	8	1
	1%	1%	-%	1%	-%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	1%	-%
Don't know	36	30	2	2	2	36	30	6	10	26	18	15	4	36	5	-	1
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	-%	1%	1%	-%	-%
											l			o			
Prefer not to say	69	58	7	1	2	69	65	4	13	55	20	26	13	69	6	7	2
	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	-%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Owned outright by the household	1121	382	603	110	1121	371	700	954	157
	31%	44%	32%	14%	31%	33%	30%	38%	14%
		bcd	c		c			h	
Being bought on mortgage	963	271	525	141	963	176	731	495	461
	26%	31%	28%	18%	26%	16%	32%	20%	42%
		c	c		c		e		g
Rented from Local Authority/ Housing Association/ Trust	760	76	390	283	760	368	349	535	218
	21%	9%	20%	37%	21%	33%	15%	21%	20%
			a	abd	a	f			
Rented from private landlord	672	104	341	211	672	175	455	438	227
	18%	12%	18%	27%	18%	16%	20%	17%	21%
			a	abd	a				
Something else	22	11	6	5	22	7	15	16	5
	1%	1%	*%	1%	1%	1%	1%	1%	*%
		b							
Don't know	36	12	12	6	36	10	26	18	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	69	11	30	13	69	11	30	53	10
	2%	1%	2%	2%	2%	1%	1%	2%	1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	340 9%	11 3%	26 4%	25 4%	34 6%	67 12%	177 20%	340 9%	163 9%	176 9%	63 6%	90 9%	58 8%	130 15%	153 7%	188 12%	340 9%
						abcd	abcdeg	abcd						jklmp		jn	j
Your mental health? Anxiety, depression, or trauma-related conditions, for example	337 9%	68 17%	72 12%	43 8%	61 10%	63 11%	30 3%	337 9%	145 8%	186 10%	76 7%	72 7%	45 7%	141 16%	149 7%	186 12%	337 9%
		cdfg	f	f	f	f		f						jkinop		jklm	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	190 5%	27 7%	24 4%	15 3%	21 3%	29 5%	75 9%	190 5%	87 5%	101 5%	59 6%	52 5%	26 4%	53 6%	111 5%	79 5%	190 5%
		c					bcdg										
Breathing? Breathlessness or chest pains	163 4%	11 3%	20 3%	9 2%	22 4%	36 6%	65 8%	163 4%	83 5%	80 4%	38 4%	41 4%	28 4%	55 6%	79 4%	83 5%	163 4%
						c	abcdg	c									
Hearing? Poor hearing, partial hearing, or are deaf	157 4%	13 3%	18 3%	8 1%	9 1%	21 4%	89 10%	157 4%	82 5%	73 4%	41 4%	45 4%	26 4%	46 5%	86 4%	71 5%	157 4%
							abcdg	cd									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	128 4%	18 4%	23 4%	13 2%	12 2%	14 2%	49 6% cd	128 4%	71 4%	57 3%	31 3%	29 3%	22 3%	46 5% n	60 3%	68 4%	128 4%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	112 3%	15 4%	23 4%	19 3%	18 3%	25 4% f	12 1%	112 3%	56 3%	55 3%	21 2%	17 2%	11 2%	62 7% jklmp	39 2%	73 5% jklm	112 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	95 3%	27 7% defg	27 4% df	22 4% df	7 1%	10 2%	2 *%	95 3% f	49 3%	43 2%	32 3%	20 2%	12 2%	30 3%	53 3%	42 3%	95 3%
Difficulty with speech? E.g. due to stroke, stutter or stammer	25 1%	3 1%	9 1%	5 1%	1 *%	4 1%	4 *%	25 1%	11 1%	14 1%	13 1% k	1 *%	3 *%	8 1%	14 1%	11 1%	25 1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 93

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	256 7%	12 3%	28 4%	31 5%	33 5%	64 11%	89 10%	256 7%	98 6%	157 8%	52 5%	57 5%	44 6%	102 12%	109 5%	146 9%	256 7%
						abcdg	abcdg	a		h				jklmp		jkn	
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1119 31%	120 30%	173 28%	119 21%	148 24%	194 34%	365 42%	1119 31%	529 30%	579 31%	264 26%	267 26%	186 27%	399 46%	531 26%	586 37%	1119 31%
		c	c			cd	abcdeg	cd						jklmnop		jklmp	kn
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2306 63%	241 61%	400 65%	423 73%	429 70%	356 62%	457 53%	2306 63%	1099 63%	1203 64%	693 68%	720 69%	477 69%	411 47%	1413 68%	888 57%	2306 63%
			f	abefg	afg	f		f			mo	mop	mo		mop	m	mo
Don't know	64 2%	15 4%	17 3%	11 2%	11 2%	6 1%	4 *	64 2%	34 2%	30 2%	16 2%	19 2%	9 1%	20 2%	36 2%	29 2%	64 2%
		f	f														
Prefer not to say	154 4%	21 5%	23 4%	24 4%	26 4%	20 4%	40 5%	154 4%	78 5%	73 4%	46 5%	40 4%	20 3%	44 5%	86 4%	64 4%	154 4%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	340 9%	280 9%	27 9%	23 14%	10 10%	340 9%	274 9%	66 14% f	56 10%	284 9%	101 11% kl	85 7% l	44 4%	340 9% l	68 16% p	130 11% p	29 4%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	337 9%	289 9%	23 8%	15 9%	9 9%	337 9%	300 9%	37 8%	55 9%	282 9%	75 8%	130 10%	97 9%	337 9%	72 16% op	117 10% p	48 6%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	190 5%	156 5%	19 6%	7 4%	8 8%	190 5%	163 5%	27 6%	21 4%	169 6%	49 5% l	66 5% l	32 3%	190 5% l	34 8% p	66 6%	30 4%
Breathing? Breathlessness or chest pains	163 4%	146 5%	8 3%	6 4%	3 3%	163 4%	134 4%	29 6%	22 4%	142 5%	45 5%	56 5%	31 3%	163 4%	40 9% p	71 6% p	19 2%
Hearing? Poor hearing, partial hearing, or are deaf	157 4%	135 4%	11 4%	7 4%	5 5%	157 4%	124 4%	33 7% f	19 3%	138 5%	37 4% l	51 4% l	20 2%	157 4% l	20 5%	62 5% p	20 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	128 4%	108 4%	10 3%	7 4%	3 3%	128 4%	121 4%	7 1%	15 3%	113 4%	42 5% kl	29 2%	18 2%	128 4% l	26 6% p	46 4%	16 2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	112 3%	92 3%	8 3%	9 6%	3 3%	112 3%	98 3%	14 3%	18 3%	94 3%	26 3%	42 3%	26 2%	112 3%	29 7% p	39 3%	12 2%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	95 3%	78 3%	12 4%	4 2%	2 2%	95 3%	80 3%	15 3%	10 2%	85 3%	30 3%	33 3%	26 2%	95 3%	22 5% o	23 2%	21 3%
Difficulty with speech? E.g. due to stroke, stutter or stammer	25 1%	19 1%	1 *%	3 2%	1 1%	25 1%	21 1%	3 1%	3 *%	22 1%	2 *%	17 1%	3 *%	25 1%	7 2%	4 *%	8 1%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p																	

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 93

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	256 7%	216 7%	21 7%	15 9%	4 4%	256 7%	211 7%	45 9%	48 8%	208 7%	77 9%	80 6%	51 5%	256 7%	37 9%	95 8%	28 3%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1119 31%	939 31%	91 30%	57 34%	32 31%	1119 31%	957 30%	161 34%	192 33%	927 30%	325 36%	341 27%	224 20%	1119 31%	207 48%	390 33%	162 20%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2306 63%	1939 63%	198 65%	105 63%	64 62%	2306 63%	2008 64%	298 62%	334 57%	1972 64%	496 55%	846 68%	828 74%	2306 63%	206 47%	746 63%	609 76%
Don't know	64 2%	59 2%	2 1%	* *%	3 3%	64 2%	59 2%	5 1%	19 3%	45 1%	30 3%	22 2%	10 1%	64 2%	13 3%	23 2%	8 1%
Prefer not to say	154 4%	133 4%	12 4%	6 3%	4 4%	154 4%	137 4%	17 4%	39 7%	115 4%	47 5%	37 3%	49 4%	154 4%	9 2%	22 2%	20 3%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	340	53	204	73	340	340	-	284	53
	9%	6%	11%	10%	9%	30%	-%	11%	5%
			a		a	f		h	
Your mental health? Anxiety, depression, or trauma-related conditions, for example	337	36	144	148	337	337	-	239	94
	9%	4%	8%	19%	9%	30%	-%	10%	9%
			a	abd	a	f			
Eyesight? Poor vision, colour blindness, partial sight, or are blind	190	43	97	48	190	190	-	144	43
	5%	5%	5%	6%	5%	17%	-%	6%	4%
						f			
Breathing? Breathlessness or chest pains	163	29	80	51	163	163	-	126	37
	4%	3%	4%	7%	4%	15%	-%	5%	3%
				a		f			
Hearing? Poor hearing, partial hearing, or are deaf	157	37	84	30	157	157	-	124	32
	4%	4%	4%	4%	4%	14%	-%	5%	3%
						f			

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 99%									
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	128 4%	28 3%	63 3%	33 4%	128 4%	128 11% f	- -%	83 3%	40 4%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	112 3%	18 2%	50 3%	41 5% abd	112 3%	112 10% f	- -%	74 3%	36 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	95 3%	17 2%	42 2%	37 5% abd	95 3%	95 8% f	- -%	55 2%	36 3%
Difficulty with speech? E.g. due to stroke, stutter or stammer	25 1%	6 1%	17 1%	2 *% f	25 1%	25 2% f	- -%	11 *%	14 1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	256 7%	40 5%	124 7%	85 11% abd	256 7%	256 23% f	- -%	204 8% h	52 5%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1119 31%	192 22%	560 29% a	338 44% abd	1119 31% a	1119 100% f	- -%	841 34% h	262 24%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2306 63%	650 75% bcd	1232 65% c	384 50%	2306 63% c	- -%	2306 100% e	1516 60%	767 70% g
Don't know	64 2%	10 1%	33 2%	15 2%	64 2%	- -%	- -%	42 2%	22 2%
Prefer not to say	154 4%	15 2%	83 4% a	32 4%	154 4% a	- -%	- -%	110 4%	41 4%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2784 76%	261 66%	398 65%	377 65%	477 78%	487 84%	783 90%	2784 76%	1302 75%	1473 78%	734 72%	799 76%	575 83%	669 76%	1534 74%	1244 79%	2784 76%
					abc	abcg	abcdeg	abc					jkmp		jn		
WHITE - Irish	55 2%	9 2%	9 2%	10 2%	10 2%	8 1%	8 1%	55 2%	34 2%	22 1%	20 2%	15 1%	10 1%	10 1%	35 2%	20 1%	55 2%
WHITE - Gypsy, Traveller or Irish Traveller	9 *%	3 1%	6 1%	- -%	1 *%	* *%	- -%	9 *%	6 *%	4 *%	6 1%	3 *%	- -%	* *%	9 *%	* *%	9 *%
											o						
WHITE - Any other white background	140 4%	13 3%	28 5%	41 7%	20 3%	21 4%	17 2%	140 4%	60 3%	76 4%	37 4%	43 4%	29 4%	31 4%	80 4%	60 4%	140 4%
				dfg													
MIXED - White and Black Caribbean	22 1%	3 1%	4 1%	4 1%	8 1%	1 *%	2 *%	22 1%	17 1%	5 *%	10 1%	2 *%	4 1%	6 1%	12 1%	10 1%	22 1%
MIXED - White and Black African	27 1%	2 1%	13 2%	6 1%	4 1%	2 *%	- -%	27 1%	20 1%	7 *%	18 2%	3 *%	2 *%	4 *%	21 1%	6 *%	27 1%
			fg	f							ko						
MIXED - White and Asian	33 1%	8 2%	5 1%	4 1%	7 1%	3 1%	6 1%	33 1%	13 1%	20 1%	14 1%	8 1%	4 1%	7 1%	22 1%	11 1%	33 1%
MIXED - Any other mixed/ multiple ethnic background	37 1%	5 1%	10 2%	8 1%	8 1%	4 1%	2 *%	37 1%	12 1%	22 1%	15 1%	6 1%	10 1%	6 1%	21 1%	16 1%	37 1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 94

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
ASIAN AND BRITISH ASIAN - Indian	88 2%	11 3%	20 3%	23 4%	19 3%	9 2%	7 1%	88 2%	48 3%	40 2%	30 3%	28 3%	9 1%	19 2%	58 3%	29 2%	88 2%
ASIAN AND BRITISH ASIAN - Pakistani	109 3%	21 5%	28 5%	28 5%	13 2%	9 2%	9 1%	109 3%	49 3%	60 3%	25 2%	25 2%	12 2%	44 5%	50 2%	57 4%	109 3%
ASIAN AND BRITISH ASIAN - Bangladeshi	43 1%	15 4%	12 2%	7 1%	5 1%	2 *%	1 *%	43 1%	17 1%	26 1%	13 1%	12 1%	3 *%	15 2%	25 1%	18 1%	43 1%
ASIAN AND BRITISH ASIAN - Chinese	17 *%	2 1%	5 1%	8 1%	- -%	1 *%	1 *%	17 *%	8 *%	9 *%	10 1%	3 *%	2 *%	3 *%	13 1%	5 *%	17 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	32 1%	5 1%	8 1%	10 2%	4 1%	3 1%	3 *%	32 1%	17 1%	15 1%	8 1%	11 1%	8 1%	5 1%	19 1%	13 1%	32 1%
BLACK AND BLACK BRITISH - Caribbean	30 1%	4 1%	7 1%	6 1%	7 1%	4 1%	2 *%	30 1%	17 1%	12 1%	6 1%	6 1%	8 1%	10 1%	12 1%	18 1%	30 1%
BLACK AND BLACK BRITISH - African	107 3%	18 5%	42 7%	27 5%	12 2%	5 1%	3 *%	107 3%	60 3%	48 3%	29 3%	53 5%	8 1%	18 2%	82 4%	25 2%	107 3%
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	16 *%	2 *%	4 1%	5 1%	4 1%	2 *%	- -%	16 *%	11 1%	5 *%	8 1%	5 *%	1 *%	2 *%	13 1%	3 *%	16 *%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 94

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
OTHER ETHNIC GROUP - Arab	10 *%	1 *%	4 1%	2 *%	- -%	2 *%	* *%	10 *%	7 *%	3 *%	4 *%	- -%	1 *%	4 1%	4 *%	6 *%	10 *%
OTHER ETHNIC GROUP - Any other ethnic background	17 *%	4 1%	2 *%	2 *%	7 1%	* *%	2 *%	17 *%	5 *%	12 1%	4 *%	4 *%	3 *%	6 1%	8 *%	9 1%	17 *%
Prefer not to say	66 2%	9 2%	9 1%	10 2%	9 2%	10 2%	18 2%	66 2%	39 2%	27 1%	29 3%	19 2%	4 1%	13 2%	48 2%	17 1%	66 2%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2784	2318	253	152	61	2784	2351	433	455	2330	669	959	814	2784	332	927	605
	76%	76%	84%	91%	59%	76%	74%	90%	78%	76%	74%	77%	73%	76%	76%	78%	76%
		d	ade	ade		d		f									
WHITE - Irish	55	23	1	*	31	55	39	16	9	46	13	20	19	55	6	21	12
	2%	1%	*%	*%	30%	2%	1%	3%	2%	2%	1%	2%	2%	2%	1%	2%	2%
					abce			f									
WHITE - Gypsy, Traveller or Irish Traveller	9	8	1	-	1	9	9	*	*	9	6	3	1	9	*	3	7
	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%
WHITE - Any other white background	140	118	18	1	3	140	128	12	16	124	29	49	57	140	10	47	38
	4%	4%	6%	1%	3%	4%	4%	2%	3%	4%	3%	4%	5%	4%	2%	4%	5%
			c														
MIXED - White and Black Caribbean	22	22	-	*	-	22	21	1	2	20	7	5	10	22	6	4	6
	1%	1%	-%	*%	-%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	*%	1%
MIXED - White and Black African	27	27	-	-	*	27	27	-	5	22	4	12	11	27	7	9	9
	1%	1%	-%	-%	*%	1%	1%	-%	1%	1%	*%	1%	1%	1%	2%	1%	1%
MIXED - White and Asian	33	29	2	1	*	33	31	2	3	30	13	10	8	33	7	7	13
	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	2%
MIXED - Any other mixed/ multiple ethnic background	37	35	2	*	*	37	37	-	8	29	12	14	11	37	2	5	17
	1%	1%	1%	*%	*%	1%	1%	-%	1%	1%	1%	1%	1%	1%	*%	*%	2%
																	o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 94

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
ASIAN AND BRITISH ASIAN - Indian	88 2%	85 3%	1 *%	2 1%	* *%	88 2%	88 3%	- -%	11 2%	78 3%	30 3%	24 2%	33 3%	88 2%	12 3%	27 2%	27 3%
ASIAN AND BRITISH ASIAN - Pakistani	109 3%	104 3%	5 2%	- -%	- -%	109 3%	105 3%	3 1%	29 5%	80 3%	43 5%	36 3%	14 1%	109 3%	17 4%	20 2%	4 1%
ASIAN AND BRITISH ASIAN - Bangladeshi	43 1%	41 1%	- -%	2 1%	- -%	43 1%	43 1%	- -%	6 1%	38 1%	15 2%	13 1%	9 1%	43 1%	7 2%	16 1%	5 1%
ASIAN AND BRITISH ASIAN - Chinese	17 *%	16 1%	1 *%	- -%	1 1%	17 *%	17 1%	- -%	1 *%	16 1%	1 *%	4 *%	12 1%	17 *%	2 1%	6 *%	7 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	32 1%	28 1%	4 1%	- -%	- -%	32 1%	30 1%	2 *%	5 1%	27 1%	8 1%	10 1%	11 1%	32 1%	1 *%	11 1%	9 1%
BLACK AND BLACK BRITISH - Caribbean	30 1%	29 1%	- -%	* *%	- -%	30 1%	29 1%	* *%	3 1%	26 1%	3 *%	15 1%	10 1%	30 1%	3 1%	12 1%	7 1%
BLACK AND BLACK BRITISH - African	107 3%	98 3%	6 2%	3 2%	1 1%	107 3%	106 3%	2 *%	16 3%	92 3%	17 2%	38 3%	53 5%	107 3%	18 4%	41 3%	15 2%
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	16 *%	14 *%	1 *%	- -%	* *%	16 *%	16 1%	- -%	- -%	16 1%	1 *%	7 1%	9 1%	16 *%	* *%	9 1%	4 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
OTHER ETHNIC GROUP - Arab	10	9	-	*	-	10	10	-	6	3	5	2	3	10	1	2	-
	*%	*%	-%	*%	-%	*%	*%	-%	1%	*%	1%	*%	*%	*%	*%	*%	-%
									i								
OTHER ETHNIC GROUP - Any other ethnic background	17	16	-	*	1	17	14	3	1	16	6	8	3	17	-	7	1
	*%	1%	-%	*%	1%	*%	*%	1%	*%	1%	1%	1%	*%	*%	-%	1%	*%
Prefer not to say	66	51	8	4	3	66	59	6	9	57	18	19	23	66	3	9	13
	2%	2%	3%	2%	3%	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	1%	2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2784	649	1468	601	2784	912	1746	2015	747
	76%	75%	77%	78%	76%	82%	76%	80%	68%
						f		h	
WHITE - Irish	55	13	30	11	55	19	31	37	19
	2%	1%	2%	1%	2%	2%	1%	1%	2%
WHITE - Gypsy, Traveller or Irish Traveller	9	3	3	*	9	6	1	4	6
	*%	*%	*%	*%	*%	1%	*%	*%	1%
						f			
WHITE - Any other white background	140	37	73	24	140	32	107	84	49
	4%	4%	4%	3%	4%	3%	5%	3%	4%
MIXED - White and Black Caribbean	22	5	9	6	22	5	15	17	5
	1%	1%	*%	1%	1%	*%	1%	1%	*%
MIXED - White and Black African	27	11	13	3	27	5	19	10	17
	1%	1%	1%	*%	1%	*%	1%	*%	2%
									g
MIXED - White and Asian	33	15	13	4	33	10	22	21	12
	1%	2%	1%	1%	1%	1%	1%	1%	1%
MIXED - Any other mixed/ multiple ethnic background	37	15	16	7	37	6	25	17	18
	1%	2%	1%	1%	1%	1%	1%	1%	2%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
ASIAN AND BRITISH ASIAN - Indian	88 2%	25 3%	42 2%	20 3%	88 2%	26 2%	57 2%	51 2%	37 3%
ASIAN AND BRITISH ASIAN - Pakistani	109 3%	13 2%	61 3%	30 4%	109 3%	35 3%	61 3%	65 3%	44 4%
ASIAN AND BRITISH ASIAN - Bangladeshi	43 1%	9 1%	26 1%	8 1%	43 1%	13 1%	30 1%	20 1%	23 2%
ASIAN AND BRITISH ASIAN - Chinese	17 *%	7 1%	8 *%	2 *%	17 *%	7 1%	9 *%	9 *%	9 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	32 1%	7 1%	16 1%	8 1%	32 1%	4 *%	28 1%	16 1%	13 1%
BLACK AND BLACK BRITISH - Caribbean	30 1%	5 1%	15 1%	10 1%	30 1%	7 1%	21 1%	22 1%	6 1%
BLACK AND BLACK BRITISH - African	107 3%	29 3%	56 3%	19 2%	107 3%	14 1%	85 4%	46 2%	58 5%
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	16 *%	6 1%	10 1%	* *%	16 *%	3 *%	13 1%	9 *%	7 1%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
OTHER ETHNIC GROUP - Arab	10	4	4	2	10	2	5	5	4
	%	%	%	%	%	%	%	%	%
OTHER ETHNIC GROUP - Any other ethnic background	17	2	14	*	17	5	11	9	7
	%	%	1%	%	%	%	%	%	1%
Prefer not to say	66	12	30	13	66	6	21	52	10
	2%	1%	2%	2%	2%	1%	1%	2%	1%

Columns Tested: a,b,c,d - e,f - g,h

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 95

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Personal Independence Payment (PIP)	252	17	32	29	53	68	53	252	124	127	50	42	37	122	91	159	252
	7%	4%	5%	5%	9%	12%	6%	7%	7%	7%	5%	4%	5%	14%	4%	10%	7%
					abcfg								jklnp		jklnp	kn	
Universal Credit (and household has other earnings)	250	33	83	46	58	24	5	250	77	172	34	52	52	112	86	164	250
	7%	8%	14%	8%	9%	4%	1%	7%	4%	9%	3%	5%	8%	13%	4%	10%	7%
		f	cefg	f	ef	f		f		h			jn	jklnp		jknp	jn
Universal Credit (and household has no other earnings)	157	21	34	33	28	35	7	157	69	86	29	13	15	101	42	116	157
	4%	5%	6%	6%	5%	6%	1%	4%	4%	5%	3%	1%	2%	12%	2%	7%	4%
		f	f	f	f	f		f						jklnop		jklnp	kn
Pensions Credit (Guaranteed Credit)	141	4	17	3	1	9	107	141	66	74	22	26	24	70	48	93	141
	4%	1%	3%	1%	*	2%	12%	4%	4%	4%	2%	3%	3%	8%	2%	6%	4%
			cd				abcdeg	acd						jklnp		jknp	n
Carer's allowance	123	7	18	16	31	25	25	123	46	77	24	15	17	67	39	84	123
	3%	2%	3%	3%	5%	4%	3%	3%	3%	4%	2%	1%	2%	8%	2%	5%	3%
														jklnp		jklnp	kn
Employment and Support Allowance (ESA)	121	8	34	16	22	34	8	121	64	57	34	11	16	60	45	75	121
	3%	2%	6%	3%	4%	6%	1%	3%	4%	3%	3%	1%	2%	7%	2%	5%	3%
			f		f	af		f			k			jklnp		kn	k
Income Support	110	20	32	16	13	17	11	110	56	54	27	16	12	56	43	67	110
	3%	5%	5%	3%	2%	3%	1%	3%	3%	3%	3%	2%	2%	6%	2%	4%	3%
		f	f											jklnp		kl	
Pensions Credit (no Guaranteed Credit)	43	1	7	5	1	4	25	43	32	11	4	6	8	25	10	33	43
	1%	*	1%	1%	*	1%	3%	1%	2%	1%	*	1%	1%	3%	*	2%	1%
							adg		i					jknp		jk	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 95

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Income-based Jobseeker's Allowance	33 1%	11 3%	11 2%	4 1%	4 1%	3 *%	* *%	33 1%	21 1%	12 1%	14 1%	4 *%	3 *%	12 1%	18 1%	15 1%	33 1%
		efg	f														
Other	62 2%	3 1%	7 1%	3 1%	5 1%	5 1%	39 4%	62 2%	21 1%	41 2%	9 1%	15 1%	16 2%	22 2%	24 1%	38 2%	62 2%
							abcdeg										
RECEIVES ANY OF THESE BENEFITS	942 26%	93 23%	191 31%	131 23%	145 24%	144 25%	238 28%	942 26%	409 23%	529 28%	170 17%	162 15%	165 24%	443 51%	332 16%	608 39%	942 26%
			c							h			jkn	jklnop		jklnp	jkn
None of these - Do not receive any of these benefits	2360 65%	232 59%	371 60%	389 67%	423 69%	395 68%	551 64%	2360 65%	1167 67%	1183 63%	782 77%	799 76%	455 66%	319 36%	1581 77%	774 49%	2360 65%
				a	ab	a					lmop	lmop	mo		lmop	m	mo
Don't know	106 3%	48 12%	15 3%	12 2%	9 1%	9 2%	11 1%	106 3%	48 3%	56 3%	23 2%	30 3%	22 3%	29 3%	54 3%	51 3%	106 3%
Prefer not to say	235 6%	23 6%	36 6%	44 8%	36 6%	29 5%	65 8%	235 6%	117 7%	118 6%	44 4%	55 5%	50 7%	83 10%	100 5%	133 9%	235 6%
														jknp		jknp	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 95

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Personal Independence Payment (PIP)	252 7%	212 7%	13 4%	17 10%	9 9%	252 7%	222 7%	29 6%	43 7%	208 7%	79 9%	74 6%	51 5%	252 7%	57 13%	92 8%	32 4%
Universal Credit (and household has other earnings)	250 7%	212 7%	20 7%	12 7%	6 6%	250 7%	230 7%	19 4%	81 14%	169 6%	79 9%	92 7%	75 7%	250 7%	78 18%	90 8%	18 2%
Universal Credit (and household has no other earnings)	157 4%	133 4%	12 4%	8 5%	4 4%	157 4%	143 5%	14 3%	47 8%	110 4%	49 5%	56 4%	42 4%	157 4%	73 17%	38 3%	3 **%
Pensions Credit (Guaranteed Credit)	141 4%	119 4%	9 3%	7 4%	7 7%	141 4%	118 4%	23 5%	31 5%	110 4%	43 5%	27 2%	12 1%	141 4%	29 7%	52 4%	11 1%
Carer's allowance	123 3%	104 3%	10 3%	7 4%	2 2%	123 3%	110 3%	13 3%	22 4%	102 3%	33 4%	40 3%	24 2%	123 3%	29 7%	37 3%	13 2%
Employment and Support Allowance (ESA)	121 3%	108 4%	8 3%	3 2%	2 2%	121 3%	115 4%	6 1%	19 3%	102 3%	30 3%	50 4%	27 2%	121 3%	33 8%	50 4%	17 2%
Income Support	110 3%	96 3%	7 2%	5 3%	2 2%	110 3%	103 3%	7 2%	17 3%	94 3%	40 4%	39 3%	10 1%	110 3%	48 11%	39 3%	5 1%
Pensions Credit (no Guaranteed Credit)	43 1%	37 1%	3 1%	3 2%	1 1%	43 1%	34 1%	9 2%	6 1%	37 1%	17 2%	5 **%	5 **%	43 1%	12 3%	24 2%	1 **%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 95

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Income-based Jobseeker's Allowance	33 1%	29 1%	2 1%	2 1%	1 1%	33 1%	32 1%	1 *%	4 1%	29 1%	13 1%	9 1%	11 1%	33 1%	9 2%	9 1%	9 1%
Other	62 2%	49 2%	4 1%	4 2%	5 5% abe	62 2%	47 2%	14 3%	11 2%	50 2%	13 1%	21 2%	13 1%	62 2%	11 2%	26 2%	3 *% p
RECEIVES ANY OF THESE BENEFITS	942 26%	799 26%	62 20%	52 31% b	29 29%	942 26%	838 26%	104 22%	230 39% i	712 23%	304 34% klm	300 24% l	186 17%	942 26% l	283 65% op	329 28% p	76 9%
None of these - Do not receive any of these benefits	2360 65%	1992 65%	206 68%	101 60%	61 60%	2360 65%	2024 64%	336 70%	269 46%	2091 68% h	490 55%	835 67% j	864 78% jkm	2360 65% j	124 28%	801 68% n	709 89% no
Don't know	106 3%	87 3%	10 3%	5 3%	4 4%	106 3%	95 3%	11 2%	31 5% i	75 2%	36 4%	36 3%	20 2%	106 3%	19 4% op	14 1%	7 1%
Prefer not to say	235 6%	192 6%	25 8%	11 6%	8 8%	235 6%	205 6%	29 6%	55 9% i	180 6%	69 8% l	75 6%	43 4%	235 6% l	9 2%	37 3% p	8 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Personal Independence Payment (PIP)	252	30	122	91	252	198	46	184	68
	7%	3%	6%	12%	7%	18%	2%	7%	6%
			a	abd	a	f			
Universal Credit (and household has other earnings)	250	18	112	112	250	118	120	98	149
	7%	2%	6%	15%	7%	11%	5%	4%	14%
			a	abd	a	f			g
Universal Credit (and household has no other earnings)	157	13	50	89	157	102	50	95	62
	4%	1%	3%	12%	4%	9%	2%	4%	6%
				abd	ab	f			
Pensions Credit (Guaranteed Credit)	141	34	73	31	141	84	56	120	21
	4%	4%	4%	4%	4%	8%	2%	5%	2%
						f		h	
Carer's allowance	123	22	53	41	123	75	45	80	43
	3%	3%	3%	5%	3%	7%	2%	3%	4%
				b		f			
Employment and Support Allowance (ESA)	121	20	55	43	121	96	21	71	50
	3%	2%	3%	6%	3%	9%	1%	3%	5%
				abd		f			
Income Support	110	25	45	36	110	79	28	73	34
	3%	3%	2%	5%	3%	7%	1%	3%	3%
				b		f			

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Pensions Credit (no Guaranteed Credit)	43 1%	9 1%	27 1%	7 1%	43 1%	29 3% f	14 1%	37 1%	4 *%
Income-based Jobseeker's Allowance	33 1%	8 1%	16 1%	9 1%	33 1%	23 2% f	9 *%	15 1%	18 2%
Other	62 2%	10 1%	40 2%	12 2%	62 2%	39 3% f	23 1%	48 2%	13 1%
RECEIVES ANY OF THESE BENEFITS	942 26%	135 16%	433 23% a	348 45% abd	942 26% a	572 51% f	342 15%	590 24%	343 31% g
None of these - Do not receive any of these benefits	2360 65%	680 78% bcd	1317 69% cd	329 43%	2360 65% c	460 41%	1805 78% e	1695 68% h	643 59%
Don't know	106 3%	26 3%	52 3%	18 2%	106 3%	29 3%	59 3%	67 3%	36 3%
Prefer not to say	235 6%	26 3%	105 6%	74 10% abd	235 6% a	57 5%	99 4%	157 6%	70 6%

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Up to £199 per week / Up to £10,399 per year	244	44	38	28	39	33	62	244	105	137	31	33	29	149	64	178	244
	7%	11%	6%	5%	6%	6%	7%	7%	6%	7%	3%	3%	4%	17%	3%	11%	7%
		ceg											jklmnop			jklnp jkn	
From £200 to £299 per week / From £10,400 to £15,599 per year	309	30	41	25	33	53	128	309	122	186	30	70	54	154	100	208	309
	8%	8%	7%	4%	5%	9%	15%	8%	7%	10%	3%	7%	8%	18%	5%	13%	8%
						c	abcdeg	c		h		j	j	jklnp		jklnp jn	
From £300 to £499 per week / From £15,600 to £25,999 per year	435	25	86	59	68	74	123	435	191	242	70	122	121	118	193	239	435
	12%	6%	14%	10%	11%	13%	14%	12%	11%	13%	7%	12%	17%	13%	9%	15%	12%
			a			a	a	a				j	jkn		jnp		jn
From £500 to £699 per week / From £26,000 to £36,399 per year	432	37	86	69	82	67	92	432	229	203	106	149	115	62	255	177	432
	12%	9%	14%	12%	13%	12%	11%	12%	13%	11%	10%	14%	17%	7%	12%	11%	12%
												m	jmop		m		m
From £700 to £999 per week / From £36,400 to £51,999 per year	470	38	94	90	115	64	69	470	231	237	182	159	90	36	342	126	470
	13%	10%	15%	16%	19%	11%	8%	13%	13%	13%	18%	15%	13%	4%	17%	8%	13%
			f	f	aefg			f			mop		mo		mop		m
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	346	31	77	85	76	46	31	346	178	168	184	104	49	9	288	58	346
	9%	8%	13%	15%	12%	8%	4%	9%	10%	9%	18%	10%	7%	1%	14%	4%	9%
		f	f	aefg		f		f			klmop		mo		klmop		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
£1,500 and above per week / £78,000 and above per year	199	20	30	53	53	29	14	199	107	88	147	38	8	6	186	14	199
	5%	5%	5%	9%	9%	5%	2%	5%	6%	5%	14%	4%	1%	1%	9%	1%	5%
		f	f	fg	f	f		f			klmnop	lmo			klmop		lmo
Don't know/ Prefer not to say	1208	172	161	168	148	211	348	1208	580	624	268	370	226	341	638	567	1208
	33%	43%	26%	29%	24%	37%	40%	33%	33%	33%	26%	35%	33%	39%	31%	36%	33%
		bcdg			bd	bcdg	bd					j		jnp		jn	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Up to £199 per week / Up to £10,399 per year	244	203	17	17	7	244	217	26	62	182	97	71	29	244	243	-	-
	7%	7%	5%	10%	7%	7%	7%	5%	11%	6%	11%	6%	3%	7%	56%	-%	-%
									i		klm	l		l	op		
From £200 to £299 per week / From £10,400 to £15,599 per year	309	261	13	17	19	309	254	55	74	235	106	98	42	309	74	232	-
	8%	9%	4%	10%	18%	8%	8%	11%	13%	8%	12%	8%	4%	8%	17%	20%	-%
					abce				i		klm	l		l	p	p	
From £300 to £499 per week / From £15,600 to £25,999 per year	435	368	34	20	12	435	390	45	77	358	118	174	106	435	81	353	-
	12%	12%	11%	12%	12%	12%	12%	9%	13%	12%	13%	14%	10%	12%	19%	30%	-%
												l			p	np	
From £500 to £699 per week / From £26,000 to £36,399 per year	432	369	39	15	10	432	375	58	54	378	109	176	135	432	24	350	52
	12%	12%	13%	9%	10%	12%	12%	12%	9%	12%	12%	14%	12%	12%	6%	30%	6%
																np	
From £700 to £999 per week / From £36,400 to £51,999 per year	470	412	30	12	16	470	423	46	42	427	75	199	189	470	12	246	210
	13%	13%	10%	7%	15%	13%	13%	10%	7%	14%	8%	16%	17%	13%	3%	21%	26%
		c			c	c			h			j	jm	j		n	n
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	346	302	23	12	9	346	299	47	38	308	52	110	183	346	-	-	344
	9%	10%	8%	7%	9%	9%	9%	10%	7%	10%	6%	9%	16%	9%	-%	-%	43%
													jkm	j			no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
£1,500 and above per week / £78,000 and above per year	199	180	12	5	3	199	171	28	17	183	42	38	116	199	-	-	194
	5%	6%	4%	3%	3%	5%	5%	6%	3%	6%	5%	3%	10%	5%	-%	-%	24%
										h			jkm	k			no
Don't know/ Prefer not to say	1208	975	136	70	27	1208	1032	176	221	987	299	379	312	1208	-	-	-
	33%	32%	45%	42%	26%	33%	33%	37%	38%	32%	33%	30%	28%	33%	-%	-%	-%
			ade	ade										l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Up to £199 per week / Up to £10,399 per year	244 7%	26 3%	97 5%	117 15% abd	244 7% a	154 14% f	79 3%	185 7%	58 5%
From £200 to £299 per week / From £10,400 to £15,599 per year	309 8%	36 4%	170 9% a	103 13% abd	309 8% a	142 13% f	156 7%	241 10% h	64 6%
From £300 to £499 per week / From £15,600 to £25,999 per year	435 12%	71 8%	224 12%	139 18% abd	435 12% a	164 15%	261 11%	306 12%	125 11%
From £500 to £699 per week / From £26,000 to £36,399 per year	432 12%	84 10%	250 13%	94 12%	432 12%	97 9%	308 13% e	291 12%	134 12%
From £700 to £999 per week / From £36,400 to £51,999 per year	470 13%	146 17% cd	256 13% c	63 8%	470 13% c	93 8%	358 16% e	289 12%	179 16% g
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	346 9%	131 15% bcd	185 10% c	30 4%	346 9% c	70 6%	265 11% e	206 8%	136 12% g

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
£1,500 and above per week / £78,000 and above per year	199	116	66	14	199	46	144	100	94
	5%	13%	3%	2%	5%	4%	6%	4%	9%
		bcd			bc				g
Don't know/ Prefer not to say	1208	257	660	209	1208	354	735	891	303
	33%	30%	35%	27%	33%	32%	32%	36%	28%
			c		c			h	

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C13. How well would you say your household is managing financially at the moment? Would you say you are...

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3643	450	546	649	565	592	841	3643	1708	1920	875	1086	700	974	1961	1674	3643
Effective Weighted Sample	2711	339	420	492	441	434	605	2711	1291	1410	693	823	516	682	1508	1197	2711
Total	3643	397	613	577	613	577	866	3643	1740	1886	1020	1046	692	874	2066	1566	3643
Doing well	867	100	141	118	131	129	248	867	467	399	401	240	136	91	640	227	867
	24%	25%	23%	21%	21%	22%	29%	24%	27%	21%	39%	23%	20%	10%	31%	14%	24%
							cd		i		klmnop	mo	mo		klmop		mo
Getting by	1907	190	327	296	310	292	492	1907	863	1034	480	596	405	419	1077	824	1907
	52%	48%	53%	51%	51%	51%	57%	52%	50%	55%	47%	57%	58%	48%	52%	53%	52%
							a			h		jm	jm				
Struggling	769	77	135	153	163	135	106	769	344	420	116	186	140	325	302	465	769
	21%	19%	22%	26%	27%	23%	12%	21%	20%	22%	11%	18%	20%	37%	15%	30%	21%
		f	f	fg	fg	f		f				j	jn	jklnop		jklnp	jn
Don't know/ Prefer not to say	100	30	11	10	8	21	19	100	67	32	23	24	12	39	48	51	100
	3%	8%	2%	2%	1%	4%	2%	3%	4%	2%	2%	2%	2%	4%	2%	3%	3%
		bcd	fg						i				ln				

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2023 - 27TH SEPTEMBER - 12TH NOVEMBER 2023.

Table 97

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C13. How well would you say your household is managing financially at the moment? Would you say you are...

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	3643	2631	337	338	337	3643	3108	535	605	3038	870	1336	1185	3643	477	1215	780
Effective Weighted Sample	2711	2139	269	257	275	2711	2332	380	427	2284	625	986	944	2711	337	894	601
Total	3643	3070	303	168	102	3643	3162	481	585	3058	899	1246	1112	3643	434	1181	799
Doing well	867 24%	731 24%	77 26%	34 20%	25 24%	867 24%	736 23%	131 27%	83 14%	785 26% h	183 20%	322 26%	294 26% j	867 24%	53 12%	211 18%	341 43% no
Getting by	1907 52%	1630 53%	142 47%	87 52%	48 47%	1907 52%	1642 52%	265 55%	297 51%	1610 53%	474 53%	650 52%	562 51%	1907 52%	188 43%	661 56% np	387 48%
Struggling	769 21%	626 20%	76 25%	40 24%	27 27%	769 21%	696 22% g	73 15%	187 32% i	582 19%	214 24%	251 20%	226 20%	769 21%	186 43% op	304 26% p	69 9%
Don't know/ Prefer not to say	100 3%	84 3%	7 2%	7 4%	2 2%	100 3%	87 3%	13 3%	18 3%	82 3%	28 3%	23 2%	30 3%	100 3%	7 2%	6 1%	3 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C13. How well would you say your household is managing financially at the moment? Would you say you are...

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	3643	821	1883	847	3643	1090	2358	2555	1051
Effective Weighted Sample	2711	628	1412	605	2711	788	1785	1909	775
Total	3643	867	1907	769	3643	1119	2306	2509	1092
Doing well	867	867	-	-	867	192	650	627	230
	24%	100%	-%	-%	24%	17%	28%	25%	21%
		bcd			bc		e		
Getting by	1907	-	1907	-	1907	560	1232	1337	549
	52%	-%	100%	-%	52%	50%	53%	53%	50%
			acd		ac				
Struggling	769	-	-	769	769	338	384	468	293
	21%	-%	-%	100%	21%	30%	17%	19%	27%
				abd	ab	f			g
Don't know/ Prefer not to say	100	-	-	-	100	29	40	77	20
	3%	-%	-%	-%	3%	3%	2%	3%	2%
					abc				

Columns Tested: a,b,c,d - e,f - g,h

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2472	243	397	468	425	395	544	2472	1163	1300	640	714	479	634	1354	1113	2472
Effective Weighted Sample	1832	174	309	352	327	296	386	1832	873	953	508	538	352	440	1039	791	1832
Total	2415	215	448	406	465	364	518	2415	1149	1256	741	671	464	532	1413	996	2415
Most Financially Vulnerable	434	81	86	70	79	46	73	434	173	259	64	73	83	214	137	297	434
	18%	38%	19%	17%	17%	13%	14%	18%	15%	21%	9%	11%	18%	40%	10%	30%	18%
		bcdefg								h			lkn	ijklnop		ijklnp	jkln
Potentially Financially Vulnerable	1181	73	216	173	206	183	330	1181	558	620	247	367	275	287	614	563	1181
	49%	34%	48%	43%	44%	50%	64%	49%	49%	49%	33%	55%	59%	54%	43%	57%	49%
			a			a	abcdeg	a				jn	jnp	jn	j	jnp	jn
Least Financially Vulnerable	799	61	146	163	180	134	115	799	417	377	431	232	105	31	662	136	799
	33%	28%	33%	40%	39%	37%	22%	33%	36%	30%	58%	34%	23%	6%	47%	14%	33%
			f	af	f	f		f	i		klmnop	lmo	mo		klmop	m	lmo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 99%																	
Unweighted total	2472	1834	185	203	250	2472	2121	351	395	2077	588	930	844	2472	477	1215	780
Effective Weighted Sample	1832	1487	144	156	205	1832	1584	249	277	1555	415	685	670	1832	337	894	601
Total	2415	2080	164	97	74	2415	2112	303	364	2051	597	849	800	2415	434	1181	799
Most Financially Vulnerable	434	365	28	24	18	434	388	46	114	320	137	150	94	434	434	-	-
	18%	18%	17%	24%	24%	18%	18%	15%	31%	16%	23%	18%	12%	18%	100%	-%	-%
									i		l	l		op			
Potentially Financially Vulnerable	1181	1011	84	49	37	1181	1033	148	175	1007	323	437	319	1181	-	1181	-
	49%	49%	51%	50%	51%	49%	49%	49%	48%	49%	54%	51%	40%	49%	-%	100%	-%
											l	l		l		np	
Least Financially Vulnerable	799	704	52	25	19	799	690	109	74	725	137	262	387	799	-	-	799
	33%	34%	32%	25%	25%	33%	33%	36%	20%	35%	23%	31%	48%	33%	-%	-%	100%
									h			j	jkm	j			no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	e	f	g	h
Unweighted total	2472	577	1251	631	2472	766	1614	1703	762
Effective Weighted Sample	1832	442	936	449	1832	550	1219	1268	562
Total	2415	605	1236	558	2415	758	1561	1617	789
Most Financially Vulnerable	434	53	188	186	434	207	206	249	184
	18%	9%	15%	33%	18%	27%	13%	15%	23%
			a	abd	a	f			g
Potentially Financially Vulnerable	1181	211	661	304	1181	390	746	802	374
	49%	35%	53%	54%	49%	51%	48%	50%	47%
			a	a	a				
Least Financially Vulnerable	799	341	387	69	799	162	609	566	231
	33%	56%	31%	12%	33%	21%	39%	35%	29%
		bcd	c		c		e		

Columns Tested: a,b,c,d - e,f - g,h