

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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Base : Those who play games online	
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Base : Those who say they chat or message people when they play these types of games online	

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Base : All respondents	
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Base : All respondents	

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Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
England	1195	147	228	221	187	176	412	1195	587	608	323	320	258	293	643	551	1195
	85%	83%	88%	87%	84%	84%	84%	85%	85%	85%	86%	85%	84%	84%	86%	84%	85%
Scotland	126	16	19	21	24	20	46	126	63	63	36	29	30	32	64	62	126
	9%	9%	7%	8%	11%	10%	9%	9%	9%	9%	9%	8%	10%	9%	9%	9%	9%
Wales	56	9	9	8	7	9	24	56	25	31	12	18	12	14	30	27	56
	4%	5%	3%	3%	3%	4%	5%	4%	4%	4%	3%	5%	4%	4%	4%	4%	4%
Northern Ireland	28	4	4	6	5	4	10	28	14	14	5	9	6	8	14	14	28
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NATION

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
England	1195	1195	-	-	-	1195	1051	143	99	901	863	212	1075
	85%	100%	-%	-%	-%	85%	86%	76%	90%	85%	86%	84%	85%
		bcde				bcd	g						
Scotland	126	-	126	-	-	126	105	22	3	96	88	23	111
	9%	-%	100%	-%	-%	9%	9%	12%	3%	9%	9%	9%	9%
			acde			acd				h			
Wales	56	-	-	56	-	56	44	12	5	41	36	13	49
	4%	-%	-%	100%	-%	4%	4%	6%	5%	4%	4%	5%	4%
				abde		abd							
Northern Ireland	28	-	-	-	28	28	17	11	2	20	21	4	25
	2%	-%	-%	-%	100%	2%	1%	6%	2%	2%	2%	2%	2%
					abce	abc		f					

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LOCATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Urban	1217	156	230	230	182	185	419	1217	599	618	325	327	253	312	652	565	1217
	87%	88%	89%	90%	82%	89%	85%	87%	87%	86%	86%	87%	83%	90%	87%	86%	87%
			d	df		d								l			
Rural	188	21	29	25	41	24	73	188	89	99	51	48	53	36	99	89	188
	13%	12%	11%	10%	18%	11%	15%	13%	13%	14%	14%	13%	17%	10%	13%	14%	13%
					bce		c						m				

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LOCATION

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
									UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	
Significance Level: 95%	Total	ENGLAND a	SCOT- LAND b	WALES c	N IRELAND d	ALL UK e	URBAN f	RURAL g	h	i	j	k	ALL l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Urban	1217	1051	105	44	17	1217	1217	-	85	927	877	222	1099
	87%	88%	83%	79%	60%	87%	100%	-%	78%	88%	87%	88%	87%
		bcd	d	d		cd	g			h			
Rural	188	143	22	12	11	188	-	188	25	131	131	30	161
	13%	12%	17%	21%	40%	13%	-%	100%	22%	12%	13%	12%	13%
			a	ae	abce		f		i				

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

OFCEM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 3

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
London	194	27	44	53	34	17	36	194	99	95	60	62	32	40	121	73	194
	14%	15%	17%	21%	15%	8%	7%	14%	14%	13%	16%	16%	11%	12%	16%	11%	14%
		ef	ef	efg	ef			ef			o	lo			lmo		
South East	181	25	30	25	32	28	69	181	89	92	71	48	30	31	120	61	181
	13%	14%	12%	10%	15%	13%	14%	13%	13%	13%	19%	13%	10%	9%	16%	9%	13%
											klmop				lmo		mo
South West	122	16	26	17	16	18	46	122	55	67	34	34	32	22	68	54	122
	9%	9%	10%	7%	7%	9%	9%	9%	8%	9%	9%	9%	10%	6%	9%	8%	9%
Eastern	132	12	24	26	24	17	47	132	62	71	36	37	35	24	73	60	132
	9%	7%	9%	10%	11%	8%	10%	9%	9%	10%	10%	10%	12%	7%	10%	9%	9%
													m				
East Midlands	107	12	21	17	15	18	41	107	52	55	18	21	31	36	39	68	107
	8%	7%	8%	7%	7%	9%	8%	8%	8%	8%	5%	6%	10%	10%	5%	10%	8%
													jkn	jkn		jkn	n
West Midlands	125	15	17	29	22	20	42	125	62	64	26	35	30	34	61	65	125
	9%	8%	7%	11%	10%	10%	9%	9%	9%	9%	7%	9%	10%	10%	8%	10%	9%
Wales	56	9	9	8	7	9	24	56	25	31	12	18	12	14	30	27	56
	4%	5%	3%	3%	3%	4%	5%	4%	4%	4%	3%	5%	4%	4%	4%	4%	4%
Yorkshire & Humber	113	16	23	14	13	21	47	113	60	53	28	30	25	30	58	54	113
	8%	9%	9%	5%	6%	10%	10%	8%	9%	7%	8%	8%	8%	9%	8%	8%	8%
							c										
North East	58	9	6	11	6	13	27	58	31	28	8	9	16	25	17	41	58
	4%	5%	2%	4%	3%	6%	5%	4%	4%	4%	2%	2%	5%	7%	2%	6%	4%
						b							jkn	jkn		jkn	n
North West	163	16	36	30	25	24	56	163	79	84	42	45	26	50	87	76	163
	12%	9%	14%	12%	11%	12%	11%	12%	11%	12%	11%	12%	9%	14%	12%	12%	12%
														l			

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 3

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Scotland	126	16	19	21	24	20	46	126	63	63	36	29	30	32	64	62	126
	9%	9%	7%	8%	11%	10%	9%	9%	9%	9%	9%	8%	10%	9%	9%	9%	9%
Northern Ireland	28	4	4	6	5	4	10	28	14	14	5	9	6	8	14	14	28
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 3

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
London	194	194	-	-	-	194	194	-	10	157	157	22	179
	14%	16%	-%	-%	-%	14%	16%	-%	9%	15%	16%	9%	14%
		bcd				bcd	g				k		k
South East	181	181	-	-	-	181	157	24	18	141	125	42	167
	13%	15%	-%	-%	-%	13%	13%	13%	17%	13%	12%	16%	13%
		bcd				bcd							
South West	122	122	-	-	-	122	86	35	8	93	86	18	104
	9%	10%	-%	-%	-%	9%	7%	19%	7%	9%	9%	7%	8%
		bcd				bcd		f					
Eastern	132	132	-	-	-	132	108	25	9	107	100	21	121
	9%	11%	-%	-%	-%	9%	9%	13%	9%	10%	10%	8%	10%
		bcd				bcd							
East Midlands	107	107	-	-	-	107	91	15	7	79	77	19	96
	8%	9%	-%	-%	-%	8%	8%	8%	7%	7%	8%	7%	8%
		bcd				bcd							
West Midlands	125	125	-	-	-	125	114	12	13	89	93	20	113
	9%	10%	-%	-%	-%	9%	9%	6%	12%	8%	9%	8%	9%
		bcd				bcd							
Wales	56	-	-	56	-	56	44	12	5	41	36	13	49
	4%	-%	-%	100%	-%	4%	4%	6%	5%	4%	4%	5%	4%
				abde		abd							
Yorkshire & Humber	113	113	-	-	-	113	104	9	18	74	73	24	97
	8%	9%	-%	-%	-%	8%	9%	5%	17%	7%	7%	10%	8%
		bcd				bcd			i				
North East	58	58	-	-	-	58	51	7	2	36	36	15	51
	4%	5%	-%	-%	-%	4%	4%	4%	2%	3%	4%	6%	4%
		bcd				bcd							

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 3

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
North West	163	163	-	-	-	163	147	16	12	124	117	31	148
	12%	14%	-%	-%	-%	12%	12%	9%	11%	12%	12%	12%	12%
		bcd				bcd							
Scotland	126	-	126	-	-	126	105	22	3	96	88	23	111
	9%	-%	100%	-%	-%	9%	9%	12%	3%	9%	9%	9%	9%
			acde			acd				h			
Northern Ireland	28	-	-	-	28	28	17	11	2	20	21	4	25
	2%	-%	-%	-%	100%	2%	1%	6%	2%	2%	2%	2%	2%
					abce	abc		f					

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 4

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SOCIO ECONOMIC GROUP

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
A	37 3%	2 1%	3 1%	7 3%	5 2%	11 5% abg	20 4% b	37 3%	20 3%	17 2%	37 10% klmnop	- -%	- -%	- -%	37 5% klmop	- -%	37 3% klmo
B	339 24%	27 15%	53 20%	72 28% a	65 29% ab	45 22%	123 25% a	339 24% a	193 28% i	146 20%	339 90% klmnop	- -%	- -%	- -%	339 45% klmop	- -%	339 24% klmo
C1	376 27%	62 35% cdfg	82 32% df	66 26%	50 22%	54 26%	117 24%	376 27%	160 23%	216 30% h	- -%	376 100% jlmnop	- -%	- -%	376 50% jlmop	- -%	376 27% jlmo
C2	306 22%	35 20%	61 23%	49 19%	51 23%	47 23%	110 22%	306 22%	169 24% i	138 19%	- -%	- -%	306 100% jkmnop	- -%	- -%	306 47% jkmnp	306 22% jkmn
D	183 13%	32 18% f	30 11%	37 14%	34 15%	27 13%	51 10%	183 13%	83 12%	100 14%	- -%	- -%	- -%	183 53% jklnop	- -%	183 28% jklnp	183 13% jkl
E	165 12%	19 11%	31 12%	26 10%	19 8%	24 12%	71 14% d	165 12%	65 9%	101 14% h	- -%	- -%	- -%	165 47% jklnop	- -%	165 25% jklnp	165 12% jkl
SUMMARY CODES																	
AB	376 27%	29 16%	55 21%	78 31% ab	70 31% ab	56 27% a	143 29% ab	376 27% a	213 31% i	163 23%	376 100% klmnop	- -%	- -%	- -%	376 50% klmop	- -%	376 27% klmo
DE	348 25%	51 29%	61 24%	62 24%	52 23%	51 24%	122 25%	348 25%	147 21%	200 28% h	- -%	- -%	- -%	348 100% jklnop	- -%	348 53% jklnp	348 25% jkl
ABC1	751 53%	90 51%	137 53%	144 56%	120 54%	110 53%	260 53%	751 53%	373 54%	379 53%	376 100% lmop	376 100% lmop	- -%	- -%	751 100% lmop	- -%	751 53% lmo
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 4

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SOCIO ECONOMIC GROUP

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
C2DE	654	86	122	112	103	98	232	654	316	338	-	-	306	348	-	654	654
	47%	49%	47%	44%	46%	47%	47%	47%	46%	47%	-%	-%	100%	100%	-%	100%	47%
													jkn	jkn		jkn	jkn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 4

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SOCIO ECONOMIC GROUP

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
A	37 3%	33 3%	2 2%	2 3%	* 2%	37 3%	26 2%	11 6% f	4 4%	30 3%	28 3%	7 3%	35 3%
B	339 24%	290 24% d	34 27% cd	10 19%	4 16%	339 24% d	299 25%	40 21%	11 10%	294 28% h	258 26%	52 21%	310 25%
C1	376 27%	320 27%	29 23%	18 31% b	9 34% abe	376 27%	327 27%	48 26%	26 24%	314 30%	293 29% k	52 21%	345 27% k
C2	306 22%	258 22%	30 24%	12 22%	6 20%	306 22%	253 21%	53 28% f	35 32% i	214 20%	216 21%	58 23%	273 22%
D	183 13%	153 13%	17 14%	7 13%	5 18% ae	183 13%	167 14% g	16 8%	17 16%	126 12%	131 13%	30 12%	161 13%
E	165 12%	140 12%	15 12%	7 13%	3 11%	165 12%	144 12%	21 11%	17 15% i	81 8%	83 8%	54 21% jl	136 11% j
SUMMARY CODES													
AB	376 27%	323 27% d	36 28% d	12 21%	5 17%	376 27% d	325 27%	51 27%	15 13%	325 31% h	286 28%	59 23%	345 27%
DE	348 25%	293 25%	32 26%	14 25%	8 29%	348 25%	312 26% g	36 19%	34 31% i	206 19%	214 21%	84 33% jl	297 24%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 4

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SOCIO ECONOMIC GROUP

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
ABC1	751	643	64	30	14	751	652	99	41	639	578	111	690
	53%	54%	51%	53%	51%	53%	54%	53%	37%	60% h	57% k	44%	55% k
C2DE	654	551	62	27	14	654	565	89	69	420	429	141	571
	47%	46%	49%	47%	49%	47%	46%	47%	63% i	40%	43%	56% jl	45%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 5

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S AGE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
16 - 17	29 2%	29 17%	- -%	- -%	- -%	- -%	- -%	29 2%	20 3%	10 1%	3 1%	8 2%	7 2%	11 3%	11 1%	18 3%	29 2%
		bcdefg						bcdef	i					j		j	
18 - 24	147 10%	147 83%	- -%	- -%	- -%	- -%	- -%	147 10%	82 12%	66 9%	26 7%	54 14%	28 9%	40 12%	79 11%	68 10%	147 10%
		bcdefg						bcdef				jlop		j	j		j
25 - 34	259 18%	- -%	259 100%	- -%	- -%	- -%	- -%	259 18%	118 17%	141 20%	55 15%	82 22%	61 20%	61 17%	137 18%	122 19%	259 18%
			acdefg					acdef				j					
35 - 44	255 18%	- -%	- -%	255 100%	- -%	- -%	- -%	255 18%	108 16%	147 21%	78 21%	66 17%	49 16%	62 18%	144 19%	112 17%	255 18%
				abdefg				abdef		h							
45 - 54	222 16%	- -%	- -%	- -%	222 100%	- -%	- -%	222 16%	107 16%	115 16%	70 19%	50 13%	51 17%	52 15%	120 16%	103 16%	222 16%
					abcefg			abcef			k						
55 - 64	208 15%	- -%	- -%	- -%	- -%	208 100%	208 42%	208 15%	108 16%	100 14%	56 15%	54 14%	47 15%	51 15%	110 15%	98 15%	208 15%
						abcdfg	abcdg	abcd									
65 - 74	150 11%	- -%	- -%	- -%	- -%	- -%	150 30%	150 11%	77 11%	72 10%	51 14%	30 8%	36 12%	32 9%	81 11%	68 10%	150 11%
							abcdeg	abcde			k						
75 - 79	77 6%	- -%	- -%	- -%	- -%	- -%	77 16%	77 6%	39 6%	38 5%	24 6%	18 5%	13 4%	23 7%	41 6%	36 6%	77 6%
							abcdeg	abcde									
80+	57 4%	- -%	- -%	- -%	- -%	- -%	57 11%	57 4%	29 4%	27 4%	13 3%	14 4%	13 4%	16 5%	27 4%	29 4%	57 4%
							abcdeg	abcde									

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 5

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RESPONDENT'S AGE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
SUMMARY CODES																	
16 - 24	177	177	-	-	-	-	-	177	101	75	29	62	35	51	90	86	177
	13%	100%	-%	-%	-%	-%	-%	13%	15%	11%	8%	16%	12%	15%	12%	13%	13%
		bcdefg						bcdef	i			jnp		j	j	j	j
25 - 44	514	-	259	255	-	-	-	514	226	288	134	148	110	123	281	233	514
	37%	-%	100%	100%	-%	-%	-%	37%	33%	40%	36%	39%	36%	35%	37%	36%	37%
			adefg	adefg				adef		h							
45 - 64	431	-	-	-	222	208	208	431	216	215	126	104	98	103	230	201	431
	31%	-%	-%	-%	100%	100%	42%	31%	31%	30%	34%	28%	32%	30%	31%	31%	31%
					abcfg	abcfg	abcg	abc									
55+	492	-	-	-	-	208	492	492	254	238	143	117	110	122	260	232	492
	35%	-%	-%	-%	-%	100%	100%	35%	37%	33%	38%	31%	36%	35%	35%	35%	35%
						abcdg	abcdg	abcd			k						
65+	283	-	-	-	-	-	283	283	146	138	87	62	63	71	150	134	283
	20%	-%	-%	-%	-%	-%	58%	20%	21%	19%	23%	17%	20%	20%	20%	20%	20%
							abcdeg	abcde			k						
75+	134	-	-	-	-	-	134	134	69	65	37	32	27	39	69	65	134
	10%	-%	-%	-%	-%	-%	27%	10%	10%	9%	10%	9%	9%	11%	9%	10%	10%
							abcdeg	abcde									

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 5

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S AGE

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k
Significance Level: 95%													
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
16 - 17	29 2%	23 2%	4 3%	1 2%	1 3%	29 2%	24 2%	5 3%	7 6% i	22 2%	28 3% k	- -%	28 2% k
18 - 24	147 10%	124 10%	12 10%	8 14%	4 13%	147 10%	132 11%	16 8%	10 9%	132 12%	136 14% k	8 3%	144 11% k
25 - 34	259 18%	228 19% d	19 15%	9 15%	4 13%	259 18%	230 19%	29 15%	21 19%	222 21%	234 23% k	19 8%	253 20% k
35 - 44	255 18%	221 19%	21 16%	8 14%	6 20%	255 18%	230 19% g	25 13%	11 10%	218 21% h	220 22% k	27 11%	247 20% k
45 - 54	222 16%	187 16%	24 19%	7 12%	5 17%	222 16%	182 15%	41 22% f	22 20%	177 17%	189 19% k	23 9%	212 17% k
55 - 64	208 15%	176 15%	20 16%	9 15%	4 14%	208 15%	185 15%	24 13%	15 14%	153 14%	123 12%	60 24% jl	183 15%
65 - 74	150 11%	125 10%	13 10%	9 16% ade	3 10%	150 11%	122 10%	28 15% f	14 12%	87 8%	58 6%	56 22% jl	115 9% j
75 - 79	77 6%	63 5%	10 8%	2 4%	2 7%	77 6%	64 5%	14 7%	8 7% i	30 3%	14 1%	37 15% jl	51 4% j
80+	57 4%	48 4%	3 3%	4 7% abe	1 5%	57 4%	48 4%	8 4%	3 2%	17 2%	4 *%	23 9% jl	28 2% j
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 5

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S AGE

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
SUMMARY CODES													
16 - 24	177 13%	147 12%	16 13%	9 16%	4 15%	177 13%	156 13%	21 11%	17 15%	154 15%	165 16% k	8 3%	172 14% k
25 - 44	514 37%	449 38% c	40 31%	16 29%	9 33%	514 37% c	460 38% g	54 29%	32 29%	440 42% h	454 45% kl	46 18%	500 40% k
45 - 64	431 31%	363 30%	44 35%	15 27%	9 31%	431 31%	367 30%	64 34%	37 34%	330 31%	312 31%	83 33%	395 31%
55+	492 35%	412 34%	46 37%	24 43% ae	10 35%	492 35%	419 34%	73 39%	40 36% i	288 27%	200 20%	176 70% jl	376 30% j
65+	283 20%	236 20%	26 21%	15 27% ae	6 21%	283 20%	234 19%	50 26% f	24 22% i	134 13%	76 8%	116 46% jl	193 15% j
75+	134 10%	111 9%	13 11%	6 11%	3 12%	134 10%	112 9%	22 12%	11 10% i	47 4%	18 2%	60 24% jl	78 6% j

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 6

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S GENDER

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Male	689	101	118	108	107	108	254	689	689	-	213	160	169	147	373	316	689
	49%	57%	45%	42%	48%	52%	52%	49%	100%	-%	57%	43%	55%	42%	50%	48%	49%
		bcd				c	c		i		kmnop		km		km		km
Female	717	75	141	147	115	100	238	717	-	717	163	216	138	200	379	338	717
	51%	43%	55%	58%	52%	48%	48%	51%	-%	100%	43%	57%	45%	58%	50%	52%	51%
			a	aef				a		h		jlmp		jlmp	j	j	j

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 6

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S GENDER

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Male	689	587	63	25	14	689	599	89	50	522	486	125	611
	49%	49%	50%	44%	49%	49%	49%	48%	45%	49%	48%	49%	48%
Female	717	608	63	31	14	717	618	99	60	537	521	128	649
	51%	51%	50%	56%	51%	51%	51%	52%	55%	51%	52%	51%	52%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 7

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Mobile phone or Smartphone	1318	173	255	250	218	194	422	1318	644	674	362	357	288	312	719	600	1318
	94%	98%	98%	98%	98%	93%	86%	94%	94%	94%	96%	95%	94%	90%	96%	92%	94%
		efg	efg	efg	efg	f		f			mo	mo	m		mo		m
Standard TV set	1054	132	178	180	157	165	407	1054	505	549	264	273	243	274	537	517	1054
	75%	75%	69%	71%	71%	79%	83%	75%	73%	77%	70%	73%	79%	79%	71%	79%	75%
						bcd	abcdg	b					jkn	jkn		jkn	
Computer - laptop, desktop or netbook computer (PC or Mac)	999	130	180	198	177	159	314	999	496	504	330	293	213	164	623	377	999
	71%	74%	70%	78%	80%	77%	64%	71%	72%	70%	88%	78%	69%	47%	83%	58%	71%
		f		fg	bfg	f		f			klmnop	lmop	mo		klmop	m	mo
Tablet (like an iPad, Kindle Fire or Google Nexus)	888	118	183	180	155	134	252	888	432	456	277	251	189	171	527	361	888
	63%	67%	71%	71%	70%	64%	51%	63%	63%	64%	74%	67%	62%	49%	70%	55%	63%
		f	fg	fg	f	f		f			klmop	mo	m		lmop		mo
Radio set (either DAB or AM/ FM)	847	79	112	143	148	147	365	847	415	432	264	219	186	178	484	364	847
	60%	45%	43%	56%	66%	71%	74%	60%	60%	60%	70%	58%	61%	51%	64%	56%	60%
				ab	abc	abcg	abcdg	ab			klmop	m	m		kmo		mo
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	715	84	107	147	124	123	252	715	353	362	236	188	159	133	423	291	715
	51%	48%	41%	58%	56%	59%	51%	51%	51%	51%	63%	50%	52%	38%	56%	45%	51%
				abg	b	abg	b	b			klmnop	m	mo		kmop	m	mo
Games console or handheld games player	552	117	138	126	90	60	80	552	284	268	144	142	136	129	286	266	552
	39%	66%	53%	49%	40%	29%	16%	39%	41%	37%	38%	38%	45%	37%	38%	41%	39%
		bcdefg	defg	efg	ef	f		ef									

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 7

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Smart TV set (a TV set that connects directly to the internet)	537	73	104	123	104	77	134	537	280	257	184	143	110	100	327	210	537
	38%	41%	40%	48%	47%	37%	27%	38%	41%	36%	49%	38%	36%	29%	44%	32%	38%
		f	f	efg	efg	f		f			klmop	mo			lmop		mo
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	293	47	72	64	53	37	57	293	162	131	104	78	56	56	182	111	293
	21%	26%	28%	25%	24%	18%	12%	21%	24%	18%	28%	21%	18%	16%	24%	17%	21%
		ef	efg	f	f	f		f	i		klmop				lmo		mo
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	152	28	34	38	27	17	24	152	80	72	67	43	21	20	110	42	152
	11%	16%	13%	15%	12%	8%	5%	11%	12%	10%	18%	11%	7%	6%	15%	6%	11%
		efg	f	ef	f			f			klmop	mo			lmop		mo
ANY TV	1364	169	247	249	214	207	485	1364	667	698	365	360	299	340	726	639	1364
	97%	96%	95%	98%	96%	99%	99%	97%	97%	97%	97%	96%	98%	98%	97%	98%	97%
						abd	abdg										

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 7

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Mobile phone or Smartphone	1318	1123	117	52	26	1318	1147	171	107	1033	1008	253	1260
	94%	94%	93%	93%	92%	94%	94%	91%	97%	98%	100%	100%	100%
Standard TV set	1054	884	102	44	24	1054	904	149	93	749	708	217	925
	75%	74%	80% a	79%	85% ae	75%	74%	79%	84% i	71%	70%	86% jl	73%
Computer - laptop, desktop or netbook computer (PC or Mac)	999	863	83	39	16	999	871	129	60	880	808	141	950
	71%	72% bd	65% d	69% d	56%	71% d	72%	68%	55%	83% h	80% kl	56%	75% k
Tablet (like an iPad, Kindle Fire or Google Nexus)	888	758	74	38	19	888	761	127	68	776	747	107	854
	63%	63%	58%	68% b	66%	63%	62%	68%	61%	73% h	74% kl	43%	68% k
Radio set (either DAB or AM/ FM)	847	708	85	38	17	847	716	131	60	648	584	171	755
	60%	59%	67% a	68% ae	61%	60%	59%	70% f	55%	61%	58%	68% jl	60%
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	715	611	61	30	13	715	620	95	53	585	549	114	663
	51%	51%	48%	53%	45%	51%	51%	50%	48%	55%	55% k	45%	53% k
Games console or handheld games player	552	478	46	18	10	552	481	71	29	487	490	49	539
	39%	40% c	36%	32%	36%	39% c	40%	37%	27%	46% h	49% kl	19%	43% k
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 7

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Smart TV set (a TV set that connects directly to the internet)	537 38%	457 38% d	49 39%	22 40% d	9 30%	537 38% d	473 39%	64 34%	28 26%	478 45% h	465 46% kl	52 21%	517 41% k
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	293 21%	244 20%	32 25% d	12 21%	5 17%	293 21%	256 21%	37 20%	15 14%	268 25% h	268 27% kl	21 8%	289 23% k
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	152 11%	131 11% d	12 10% d	7 12% d	1 4%	152 11% d	127 10%	25 13%	6 5%	140 13% h	145 14% k	5 2%	150 12% k
ANY TV	1364 97%	1156 97%	126 100% ace	54 96%	28 100% ace	1364 97%	1180 97%	185 98%	110 100%	1024 97%	974 97%	248 98%	1222 97%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Mobile phone or Smartphone	1260	172	253	247	212	183	376	1260	611	649	345	345	273	297	690	571	1260
	90%	98%	98%	97%	95%	88%	76%	90%	89%	91%	92%	92%	89%	85%	92%	87%	90%
		efg	efg	efg	efg	f		f			mo	mo			mo		m
Standard TV set	978	114	164	161	146	157	393	978	464	514	247	250	227	254	497	481	978
	70%	65%	63%	63%	66%	75%	80%	70%	67%	72%	66%	67%	74%	73%	66%	74%	70%
						abcd	abcdg	c					jkn	jkn		jkn	
Computer - laptop, desktop or netbook computer (PC or Mac)	925	121	169	187	164	147	284	925	467	458	311	276	191	147	587	338	925
	66%	69%	65%	73%	74%	71%	58%	66%	68%	64%	83%	73%	63%	42%	78%	52%	66%
		f	f	fg	fg	f		f			klmop	lmop	mo		lmop	m	mo
Tablet (like an iPad, Kindle Fire or Google Nexus)	780	98	170	154	139	118	219	780	372	408	248	225	162	146	473	307	780
	56%	55%	66%	60%	63%	57%	45%	56%	54%	57%	66%	60%	53%	42%	63%	47%	56%
		f	afg	f	fg	f		f			lmop	mo	m		lmop		mo
Radio set (either DAB or AM/ FM)	724	59	89	123	128	132	326	724	348	376	234	186	152	150	421	303	724
	51%	33%	34%	48%	58%	64%	66%	51%	51%	52%	62%	50%	50%	43%	56%	46%	51%
				ab	abc	abcg	abcdg	ab			klmnop				kmop		mo
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	613	65	98	133	109	104	208	613	305	308	206	165	131	111	371	242	613
	44%	37%	38%	52%	49%	50%	42%	44%	44%	43%	55%	44%	43%	32%	49%	37%	44%
				abfg	ab	ab					klmop	mo	m		mop		mo
Smart TV set (a TV set that connects directly to the internet)	512	66	97	118	100	76	131	512	269	243	181	136	103	92	317	195	512
	36%	37%	37%	46%	45%	37%	27%	36%	39%	34%	48%	36%	34%	26%	42%	30%	36%
		f	f	efg	fg	f		f	i		klmop	mo	m		klmop		mo

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Games console or handheld games player	333	101	100	66	36	21	30	333	211	122	82	86	79	85	168	165	333
	24%	57%	39%	26%	16%	10%	6%	24%	31%	17%	22%	23%	26%	25%	22%	25%	24%
		bcdefg	cdefg	def	f	f		def	i								
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	248	37	64	56	41	32	50	248	140	107	90	66	46	46	156	92	248
	18%	21%	25%	22%	18%	15%	10%	18%	20%	15%	24%	18%	15%	13%	21%	14%	18%
		f	efg	f	f	f		f	i		klmop				lmo		mo
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	99	17	22	28	18	12	15	99	58	41	46	25	17	11	71	28	99
	7%	10%	8%	11%	8%	6%	3%	7%	8%	6%	12%	7%	6%	3%	9%	4%	7%
		f	f	fg	f			f			klmop	m			lmo		mo
ANY TV	1313	159	229	238	210	203	476	1313	638	675	357	346	289	321	703	609	1313
	93%	90%	88%	93%	94%	97%	97%	93%	93%	94%	95%	92%	94%	92%	94%	93%	93%
					b	abcg	abcg	b									
None of these	2	-	1	-	*	*	1	2	1	2	-	*	1	2	*	2	2
	0%	0%	0%	0%	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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Mobile phone or Smartphone	1260	1075	111	49	25	1260	1099	161	100	1012	1008	253	1260
	90%	90%	88%	87%	87%	90%	90%	86%	91%	96%	100%	100%	100%
							g			h			
Standard TV set	978	824	92	41	21	978	842	137	83	692	649	209	857
	70%	69%	73%	73%	75%	70%	69%	73%	75%	65%	64%	83%	68%
									i			jl	
Computer - laptop, desktop or netbook computer (PC or Mac)	925	801	76	36	12	925	805	120	52	840	763	127	890
	66%	67%	60%	65%	43%	66%	66%	64%	48%	79%	76%	50%	71%
		bd	d	d		d				h	kl		k
Tablet (like an iPad, Kindle Fire or Google Nexus)	780	665	64	34	17	780	667	113	59	696	672	84	756
	56%	56%	50%	61%	60%	56%	55%	60%	54%	66%	67%	33%	60%
				b	b					h	kl		k
Radio set (either DAB or AM/ FM)	724	605	73	32	13	724	612	111	51	562	504	158	662
	51%	51%	58%	57%	47%	51%	50%	59%	46%	53%	50%	63%	53%
			d	d				f				jl	
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	613	524	55	24	9	613	536	77	39	517	492	95	587
	44%	44%	44%	43%	34%	44%	44%	41%	36%	49%	49%	38%	47%
		d	d	d		d				h	k		k
Columns Tested:	a,b,c,d,e - f,g - h,i - j,k,l												

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Smart TV set (a TV set that connects directly to the internet)	512 36%	436 36% d	48 38% d	20 36% d	8 28% d	512 36% d	450 37% d	61 33% d	28 25% d	453 43% h	442 44% kl	51 20% k	493 39% k
Games console or handheld games player	333 24%	294 25% d	24 19% d	11 19% d	4 14% d	333 24% d	293 24% d	40 21% d	16 15% d	309 29% h	311 31% kl	18 7% k	329 26% k
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	248 18%	207 17% d	28 22% d	10 18% d	3 11% d	248 18% d	217 18% d	31 16% d	11 10% d	231 22% h	233 23% kl	14 6% k	247 20% k
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	99 7%	82 7% d	11 9% d	6 10% d	1 3% d	99 7% d	82 7% d	17 9% d	1 1% d	94 9% h	95 9% k	4 2% k	99 8% k
ANY TV	1313 93%	1111 93%	123 97% ace	52 93%	26 93%	1313 93%	1136 93%	176 94%	104 94%	984 93%	935 93%	241 95%	1175 93%
None of these	2 *%	1 *%	1 *%	* 1% ae	- -%	2 *%	2 *%	* *%	1 1% i	* *%	- -%	2 1% j	2 *%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 9

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A3. (SHOWCARD) Which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Mobile phone or Smartphone	576	130	155	127	86	41	78	576	265	311	142	159	126	148	302	274	576
	41%	74%	60%	50%	38%	20%	16%	41%	38%	43%	38%	42%	41%	42%	40%	42%	41%
		bcdefg	cdefg	defg	ef			ef									
Standard TV set	321	11	23	38	42	68	207	321	149	172	57	69	81	113	127	194	321
	23%	6%	9%	15%	19%	32%	42%	23%	22%	24%	15%	18%	26%	33%	17%	30%	23%
				a	ab	abcdg	abcdeg	abc					jkn	jknp		jknp	jn
Computer - laptop, desktop or netbook computer (PC or Mac)	156	16	20	24	33	32	62	156	91	65	66	50	21	19	116	39	156
	11%	9%	8%	9%	15%	15%	13%	11%	13%	9%	18%	13%	7%	5%	15%	6%	11%
					b	b	b		i		lmop	lmo			lmop		lmo
Smart TV set (a TV set that connects directly to the internet)	131	3	21	30	24	31	54	131	77	55	46	30	29	26	76	56	131
	9%	2%	8%	12%	11%	15%	11%	9%	11%	8%	12%	8%	10%	8%	10%	9%	9%
			a	a	a	abg	a	a	i		m						
Tablet (like an iPad, Kindle Fire or Google Nexus)	101	6	16	19	22	19	38	101	45	57	39	32	18	12	71	30	101
	7%	3%	6%	8%	10%	9%	8%	7%	6%	8%	10%	9%	6%	3%	9%	5%	7%
					a	a	a	a			lmop	mo			mo		mo
Radio set (either DAB or AM/ FM)	45	1	4	4	6	7	31	45	19	26	15	13	7	9	29	17	45
	3%	*%	2%	1%	3%	4%	6%	3%	3%	4%	4%	4%	2%	3%	4%	3%	3%
						a	abcdg	a									
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	26	-	4	8	5	5	9	26	14	12	5	9	9	4	14	12	26
	2%	-%	1%	3%	2%	2%	2%	2%	2%	2%	1%	2%	3%	1%	2%	2%	2%
				a	a	a											

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 9

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A3. (SHOWCARD) Which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Games console or handheld games player	20 1%	7 4% defg	7 3% def	3 1%	* *%	1 *%	1 *%	20 1% f	14 2% i	6 1%	2 *%	5 1%	7 2%	6 2%	7 1%	13 2%	20 1%
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	5 *%	- -%	3 1%	- -%	1 *%	- -%	1 *%	5 *%	1 *%	3 *%	* *%	2 1%	- -%	2 1%	2 *%	2 *%	5 *%
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	1 *%	- -%	- -%	- -%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%
ANY TV	453 32%	13 8%	44 17% a	68 27% ab	67 30% ab	99 47% abcdg	261 53% abcdg	453 32% ab	226 33%	227 32%	103 27%	99 26%	111 36% jkn	140 40% jknp	202 27%	250 38% jknp	453 32% kn
None of these	24 2%	3 2%	6 2%	2 1%	4 2%	4 2%	8 2%	24 2%	12 2%	11 2%	3 1%	4 1%	8 3% n	8 2%	7 1%	16 2% n	24 2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A3. (SHOWCARD) Which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Mobile phone or Smartphone	576 41%	495 41%	46 36%	20 36%	15 53% abce	576 41%	505 42%	71 37%	42 38%	493 47%	546 54% kl	30 12%	576 46% k
Standard TV set	321 23%	261 22%	37 29% ae	16 28%	8 29% a	321 23%	277 23%	45 24%	32 29% i	149 14%	116 12%	112 44% jl	228 18% j
Computer - laptop, desktop or netbook computer (PC or Mac)	156 11%	139 12% d	11 9% d	5 8% d	1 3%	156 11% d	135 11%	21 11%	5 5%	147 14% h	117 12%	29 11%	145 12%
Smart TV set (a TV set that connects directly to the internet)	131 9%	110 9%	16 12% d	4 8%	2 6%	131 9%	122 10% g	10 5%	11 10%	106 10%	91 9%	28 11%	120 9%
Tablet (like an iPad, Kindle Fire or Google Nexus)	101 7%	86 7% d	8 6%	7 12% abde	1 3%	101 7% d	79 7%	22 12% f	10 9%	88 8%	79 8%	14 5%	93 7%
Radio set (either DAB or AM/ FM)	45 3%	41 3%	2 2%	2 4%	1 2%	45 3%	33 3%	12 6% f	5 4%	21 2%	15 1%	17 7% jl	32 3%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 9

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A3. (SHOWCARD) Which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	26 2%	23 2%	2 2%	* *%	1 2%	26 2%	23 2%	3 2%	2 2%	18 2%	14 1%	9 3% j	23 2%
Games console or handheld games player	20 1%	16 1%	3 2%	1 2%	* *%	20 1%	16 1%	4 2%	2 2%	16 2%	15 1%	5 2%	19 2%
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	5 *%	4 *%	- -%	* *%	- -%	5 *%	5 *%	- -%	- -%	5 *%	4 *%	1 *%	5 *%
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%
ANY TV	453 32%	370 31%	53 42% ae	20 35%	10 35%	453 32%	399 33%	54 29%	43 39% i	255 24%	207 21%	140 55% jl	347 28% j
None of these	24 2%	20 2%	2 2%	1 2%	* 1%	24 2%	22 2%	2 1%	1 1%	14 1%	11 1%	8 3% jl	19 2%

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

OFCEM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 10

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A4. You said you use a mobile phone. Is it a smartphone? (SINGLE CODE)

Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1625	228	267	300	271	235	559	1625	776	849	384	521	318	402	905	720	1625
Effective Weighted Sample	1256	172	215	238	212	189	432	1256	598	658	310	397	254	307	697	559	1256
Total	1260	172	253	247	212	183	376	1260	611	649	345	345	273	297	690	571	1260
Yes	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
	80%	95%	92%	89%	89%	67%	53%	80%	80%	80%	83%	85%	79%	72%	84%	75%	80%
		cdefg	efg	efg	efg	f		ef			mo	mop			mop		mo
No	230	5	13	21	22	55	170	230	112	118	54	45	57	75	99	131	230
	18%	3%	5%	8%	10%	30%	45%	18%	18%	18%	16%	13%	21%	25%	14%	23%	18%
				a	ab	abcdg	abcdeg	abcd					kn	jknp		jknp	kn
Don't know	23	3	6	6	1	5	6	23	13	10	5	7	1	9	13	10	23
	2%	2%	3%	2%	1%	3%	2%	2%	2%	2%	2%	2%	*%	3%	2%	2%	2%
														l			

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 10

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

A4. You said you use a mobile phone. Is it a smartphone? (SINGLE CODE)

Base : Those who use a mobile phone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1625	1038	196	194	197	1625	1373	252	136	1285	1249	376	1625
Effective Weighted Sample	1256	979	182	190	185	1256	1078	180	102	995	974	288	1256
Total	1260	1075	111	49	25	1260	1099	161	100	1012	1008	253	1260
Yes	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
	80%	80%	79%	73%	84%	80%	80%	81%	70%	88%	100%	-%	80%
		c			c	c				h	kl		k
No	230	193	20	13	4	230	201	29	27	107	-	230	230
	18%	18%	18%	26%	15%	18%	18%	18%	27%	11%	-%	91%	18%
				ade					i			jl	j
Don't know	23	19	3	1	*	23	21	1	3	18	-	23	23
	2%	2%	3%	2%	1%	2%	2%	1%	3%	2%	-%	9%	2%
												jl	j

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

OFCEM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 11

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF MOBILE PHONE OWNERSHIP

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
SMARTPHONE	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
	72%	93%	90%	86%	85%	59%	41%	72%	71%	73%	76%	78%	70%	61%	77%	66%	72%
		cdefg	efg	efg	efg	f		ef			mo	lmop	m		lmop		mo
NOT A SMARTPHONE	230	5	13	21	22	55	170	230	112	118	54	45	57	75	99	131	230
	16%	3%	5%	8%	10%	26%	34%	16%	16%	16%	14%	12%	18%	21%	13%	20%	16%
				a	ab	abcdg	abcdeg	abcd					kn	jknp		jknp	kn
UNSURE WHETHER SMARTPHONE	23	3	6	6	1	5	6	23	13	10	5	7	1	9	13	10	23
	2%	2%	2%	2%	*%	2%	1%	2%	2%	1%	1%	2%	*%	3%	2%	2%	2%
													l				
USES A MOBILE PHONE	1260	172	253	247	212	183	376	1260	611	649	345	345	273	297	690	571	1260
	90%	98%	98%	97%	95%	88%	76%	90%	89%	91%	92%	92%	89%	85%	92%	87%	90%
		efg	efg	efg	efg	f		f			mo	mo			mo		m
DOES NOT USE A MOBILE PHONE	145	4	6	9	11	26	116	145	77	68	31	31	33	50	62	83	145
	10%	2%	2%	3%	5%	12%	24%	10%	11%	9%	8%	8%	11%	15%	8%	13%	10%
						abcd	abcdeg	abcd						jknp		jkn	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 11

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF MOBILE PHONE OWNERSHIP

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
SMARTPHONE	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
	72%	72%	70%	63%	73%	72%	72%	69%	64%	84%	100%	-%	80%
		c			c	c				h	kl		k
NOT A SMARTPHONE	230	193	20	13	4	230	201	29	27	107	-	230	230
	16%	16%	16%	22%	13%	16%	17%	15%	24%	10%	-%	91%	18%
				ade					i			jl	j
UNSURE WHETHER SMARTPHONE	23	19	3	1	*	23	21	1	3	18	-	23	23
	2%	2%	2%	1%	1%	2%	2%	1%	3%	2%	-%	9%	2%
												jl	j
USES A MOBILE PHONE	1260	1075	111	49	25	1260	1099	161	100	1012	1008	253	1260
	90%	90%	88%	87%	87%	90%	90%	86%	91%	96%	100%	100%	100%
							g			h			
DOES NOT USE A MOBILE PHONE	145	119	15	7	4	145	118	27	10	46	-	-	-
	10%	10%	12%	13%	13%	10%	10%	14%	9%	4%	-%	-%	-%
							f		i				
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 12

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T1. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Virgin Media (Cable TV)	213	34	27	48	40	33	64	213	115	98	65	64	36	49	128	85	213
	15%	19%	10%	19%	18%	16%	13%	15%	17%	14%	17%	17%	12%	14%	17%	13%	15%
		bf		bf	b										lo		
Sky Satellite TV	534	70	114	115	78	83	158	534	262	272	136	154	142	102	290	244	534
	38%	40%	44%	45%	35%	40%	32%	38%	38%	38%	36%	41%	46%	29%	39%	37%	38%
		f	f	dfg	f	f		f				m	jmnp		m	m	m
Freesat Satellite TV	78	7	8	15	13	15	35	78	45	33	19	21	18	20	40	38	78
	6%	4%	3%	6%	6%	7%	7%	6%	7%	5%	5%	6%	6%	6%	5%	6%	6%
						b	b										
Other Satellite TV	31	4	16	6	3	1	1	31	12	18	9	7	10	4	17	14	31
	2%	2%	6%	2%	2%	1%	1%	2%	2%	3%	3%	2%	3%	1%	2%	2%	2%
		f	cdefg	f	f			f					m				
Freeview (through a set-top box or television set)	546	59	80	81	83	89	244	546	252	295	139	137	109	162	276	271	546
	39%	33%	31%	32%	37%	43%	50%	39%	37%	41%	37%	37%	36%	47%	37%	41%	39%
						bc	abcdg	bc						jklnp			
BT TV (formerly BT Vision)	74	7	15	10	11	8	30	74	37	37	29	13	18	12	43	31	74
	5%	4%	6%	4%	5%	4%	6%	5%	5%	5%	8%	4%	6%	4%	6%	5%	5%
											kmo						
Talk Talk TV	45	4	11	6	7	7	16	45	21	23	14	7	10	14	21	24	45
	3%	2%	4%	2%	3%	4%	3%	3%	3%	3%	4%	2%	3%	4%	3%	4%	3%
EE TV	8	1	*	2	2	2	3	8	6	3	3	2	2	2	5	4	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			%							%			%				
No TV in the household	41	7	12	6	9	2	7	41	22	19	10	15	7	8	25	15	41
	3%	4%	5%	2%	4%	1%	1%	3%	3%	3%	3%	4%	2%	2%	3%	2%	3%
		ef	ef		ef			f									

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 12

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T1. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Don't know	18	1	5	4	2	-	6	18	5	14	5	5	1	7	10	8	18
	1%	1%	2%	2%	1%	-%	1%	1%	1%	2%	1%	1%	*%	2%	1%	1%	1%
			e							h							
SUMMARY CODES																	
ANY SATELLITE	629	79	135	133	92	97	190	629	315	314	162	180	164	123	342	287	629
	45%	45%	52%	52%	41%	46%	39%	45%	46%	44%	43%	48%	53%	35%	45%	44%	45%
			dfg	dfg		f		f			m	m	jmnop		m	m	m
ANY TV SETS IN THE HOUSEHOLD	1346	168	242	245	212	207	480	1346	662	684	360	356	298	333	716	631	1346
	96%	95%	93%	96%	95%	99%	98%	96%	96%	95%	96%	95%	97%	96%	95%	96%	96%
						abcdg	b										

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 12

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T1. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Virgin Media (Cable TV)	213 15%	191 16% cd	17 13% cd	4 6%	2 6%	213 15% cd	207 17% g	6 3%	16 15%	181 17%	175 17% k	29 11%	204 16% k
Sky Satellite TV	534 38%	450 38%	45 35%	24 43%	15 54% abce	534 38%	457 38%	77 41%	50 46%	421 40%	413 41% k	83 33%	495 39% k
Freesat Satellite TV	78 6%	67 6%	4 3%	5 10% abe	1 5%	78 6%	63 5%	15 8%	6 5%	58 6%	58 6%	13 5%	71 6%
Other Satellite TV	31 2%	28 2% d	2 2%	* *%	- -%	31 2% d	26 2%	5 2%	4 4%	25 2%	29 3% k	2 1%	31 2%
Freeview (through a set-top box or television set)	546 39%	454 38%	54 42%	24 42%	15 53% abce	546 39%	456 37%	91 48% f	39 35%	370 35%	334 33%	130 51% jl	464 37%
BT TV (formerly BT Vision)	74 5%	64 5%	4 3%	3 5%	2 7%	74 5%	59 5%	14 8%	6 6%	55 5%	53 5%	12 5%	65 5%
Talk Talk TV	45 3%	37 3%	6 4%	1 2%	1 4%	45 3%	43 4% g	1 1%	2 2%	36 3%	34 3%	7 3%	41 3%
EE TV	8 1%	8 1%	- -%	- -%	* *%	8 1%	7 1%	1 1%	- -%	8 1%	7 1%	1 *%	8 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 12

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T1. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
No TV in the household	41 3%	39 3%	- -%	2 4%	* *%	41 3%	37 3%	3 2%	- -%	35 3%	33 3%	5 2%	38 3%
		bd		bd		bd							
Don't know	18 1%	14 1%	4 3%	* 1%	* *%	18 1%	15 1%	3 1%	3 2%	13 1%	11 1%	6 2%	17 1%
			ad										
SUMMARY CODES													
ANY SATELLITE	629 45%	534 45%	49 39%	29 51%	16 58%	629 45%	534 44%	94 50%	57 52%	496 47%	490 49%	94 37%	584 46%
				b	abe						k		k
ANY TV SETS IN THE HOUSEHOLD	1346 96%	1142 96%	123 97%	54 96%	28 99%	1346 96%	1164 96%	182 97%	107 98%	1010 95%	964 96%	242 96%	1205 96%
					ace								

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 13

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T2. Do you ever watch TV programmes or films on-demand? By on-demand we mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime, Sky Go etc. This could be through your television service or on any device you use to go online (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Yes	710	112	149	155	131	93	163	710	343	367	223	210	135	142	433	277	710
	51%	63%	58%	61%	59%	44%	33%	51%	50%	51%	59%	56%	44%	41%	58%	42%	51%
		efg	ef	efg	efg	f		f			lmop	lmop			lmop		lmo
No	694	65	110	100	91	116	328	694	345	348	153	165	171	205	318	376	694
	49%	37%	42%	39%	41%	56%	67%	49%	50%	49%	41%	44%	56%	59%	42%	58%	49%
						abcd	abcdeg	acd					jkn	jkn		jkn	jkn
Don't know	1	-	*	-	-	-	1	1	-	1	-	1	-	1	1	1	1
	0%	0%	0%	0%	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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 13

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T2. Do you ever watch TV programmes or films on-demand? By on-demand we mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime, Sky Go etc. This could be through your television service or on any device you use to go online (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Yes	710	602	71	24	13	710	624	87	37	642	615	70	685
	51%	50%	56%	42%	47%	51%	51%	46%	34%	61%	61%	28%	54%
		c	c			c				h	kl		k
No	694	592	55	32	15	694	592	101	73	416	392	182	575
	49%	50%	44%	57%	53%	49%	49%	54%	66%	39%	39%	72%	46%
				abe					i			jl	j
Don't know	1	1	-	1	-	1	1	*	-	*	*	1	1
	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%
				ae									

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 14

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T3. (SHOWCARD) How do you choose what TV programmes or films to watch on-demand? (MULTI CODE)

Base : Those who watch TV programmes or films on-demand

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	891	146	156	193	167	112	229	891	430	461	239	312	160	180	551	340	891
Effective Weighted Sample	699	110	127	152	133	94	182	699	336	363	199	240	126	141	433	267	699
Total	710	112	149	155	131	93	163	710	343	367	223	210	135	142	433	277	710
PROMPTED RESPONSES																	
If it's something I missed when it was shown/ originally broadcast	452	59	81	107	97	58	107	452	202	249	145	131	87	89	276	176	452
	64%	53%	54%	69%	74%	62%	66%	64%	59%	68%	65%	62%	64%	63%	64%	63%	64%
				ab	abg		ab	ab		h							
Friends or family tell me about them/ recommend them	351	67	81	84	60	41	59	351	176	175	116	104	64	67	220	131	351
	49%	60%	54%	54%	45%	44%	36%	49%	51%	48%	52%	50%	48%	47%	51%	47%	49%
		defg	f	f			f	f									
Trailers or adverts on TV/ radio	245	43	57	55	46	34	44	245	113	132	76	78	46	44	154	91	245
	34%	39%	38%	35%	35%	37%	27%	34%	33%	36%	34%	37%	34%	31%	36%	33%	34%
		f	f														
It's discussed or reviewed on TV, radio or in newspapers or magazines	124	18	21	28	26	21	31	124	58	67	52	32	22	18	85	40	124
	18%	17%	14%	18%	20%	22%	19%	18%	17%	18%	23%	15%	16%	13%	20%	14%	18%
											kmo						
Somebody mentions it on social media	124	38	26	27	20	10	13	124	53	72	35	38	26	26	72	52	124
	18%	34%	17%	17%	15%	11%	8%	18%	15%	20%	16%	18%	19%	19%	17%	19%	18%
		bcdefg	f	f	f			f									
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 14

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T3. (SHOWCARD) How do you choose what TV programmes or films to watch on-demand? (MULTI CODE)

Base : Those who watch TV programmes or films on-demand

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	891	146	156	193	167	112	229	891	430	461	239	312	160	180	551	340	891
Effective Weighted Sample	699	110	127	152	133	94	182	699	336	363	199	240	126	141	433	267	699
Total	710	112	149	155	131	93	163	710	343	367	223	210	135	142	433	277	710
I see it recommended or highlighted by the 'on demand' service (newly added/ most popular/ you might enjoy sections)	151	26	33	32	29	21	31	151	79	71	50	52	25	25	101	49	151
	21%	23%	22%	21%	22%	23%	19%	21%	23%	19%	22%	25%	18%	17%	23%	18%	21%
UNPROMPTED RESPONSES																	
I look through the guide/ planner	17	-	4	2	3	4	7	17	8	9	5	3	2	6	8	9	17
	2%	-%	3%	1%	3%	4%	4%	2%	2%	2%	2%	1%	2%	4%	2%	3%	2%
						a	a										
Other	19	2	2	3	1	5	10	19	9	10	6	3	4	6	10	9	19
	3%	2%	1%	2%	1%	6%	6%	3%	3%	3%	3%	2%	3%	4%	2%	3%	3%
						d	bdg										
Don't know	4	-	2	-	*	-	2	4	2	2	-	3	*	1	3	1	4
	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 14

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T3. (SHOWCARD) How do you choose what TV programmes or films to watch on-demand? (MULTI CODE)

Base : Those who watch TV programmes or films on-demand

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	~h	i	j	k	l
Unweighted total	891	573	118	95	105	891	766	125	47	801	749	105	854
Effective Weighted Sample	699	543	110	93	99	699	606	94	37	628	592	80	670
Total	710	602	71	24	13	710	624	87	37	642	615	70	685
PROMPTED RESPONSES													
If it's something I missed when it was shown/ originally broadcast	452 64%	384 64%	47 66%	** **	9 67%	452 64%	392 63%	60 69%	** **	405 63%	390 63%	46 67%	436 64%
Friends or family tell me about them/ recommend them	351 49%	289 48%	47 66% ade	** **	6 49%	351 49%	310 50%	41 48%	** **	320 50%	312 51%	27 39%	340 50%
Trailers or adverts on TV/ radio	245 34%	205 34%	28 39%	** **	5 38%	245 34%	215 34%	30 35%	** **	226 35%	226 37% k	13 19%	239 35% k
It's discussed or reviewed on TV, radio or in newspapers or magazines	124 18%	104 17%	12 17%	** **	3 19%	124 18%	107 17%	18 20%	** **	117 18%	115 19%	7 11%	122 18%
Somebody mentions it on social media	124 18%	103 17%	17 23%	** **	2 15%	124 18%	111 18%	13 15%	** **	117 18%	118 19% k	5 7%	123 18% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 14

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T3. (SHOWCARD) How do you choose what TV programmes or films to watch on-demand? (MULTI CODE)

Base : Those who watch TV programmes or films on-demand

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	~c	d	e	f	g	~h	i	j	k	l
Unweighted total	891	573	118	95	105	891	766	125	47	801	749	105	854
Effective Weighted Sample	699	543	110	93	99	699	606	94	37	628	592	80	670
Total	710	602	71	24	13	710	624	87	37	642	615	70	685
I see it recommended or highlighted by the 'on demand' service (newly added/ most popular/ you might enjoy sections)	151 21%	129 21%	17 23%	** **	2 14%	151 21%	132 21%	19 21%	** **	141 22%	138 22%	10 14%	148 22%
UNPROMPTED RESPONSES													
I look through the guide/ planner	17 2%	13 2%	2 3%	** **	- -%	17 2%	16 3%	1 1%	** **	17 3%	14 2%	3 4%	17 2%
Other	19 3%	17 3%	2 3%	** **	* 1%	19 3%	19 3%	* *%	** **	16 2%	13 2%	6 8% jl	19 3%
Don't know	4 1%	3 *%	1 1%	** **	- -%	4 1%	4 1%	* *%	** **	3 *%	3 *%	1 1%	3 *%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 15

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T4. 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	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Licence fee/ by the public	1138	101	189	208	188	195	451	1138	581	557	327	306	234	271	633	505	1138
	81%	57%	73%	81%	85%	93%	92%	81%	84%	78%	87%	82%	76%	78%	84%	77%	81%
		a	a	ab	ab	abcdg	abcdg	ab	i		klmop				lmo		o
Advertising	48	10	12	11	8	1	6	48	19	29	12	15	7	13	27	20	48
	3%	6%	5%	4%	3%	*%	1%	3%	3%	4%	3%	4%	2%	4%	4%	3%	3%
		ef	ef	ef	ef			ef									
By the government	37	5	6	4	8	3	14	37	18	20	8	6	11	11	15	23	37
	3%	3%	2%	2%	4%	2%	3%	3%	3%	3%	2%	2%	4%	3%	2%	3%	3%
Programme sponsorship	10	2	2	4	2	-	-	10	3	8	1	3	1	5	4	6	10
	1%	1%	1%	1%	1%	-%	-%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%
		f	f	f	f			f									
Magazine/ book/ video/ DVD sales	2	-	1	-	-	1	1	2	2	-	-	1	1	-	1	1	2
	*%	-%	1%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%
Sales of programmes and/or services to other channels/countries	1	-	-	-	-	-	1	1	1	-	-	-	1	-	-	1	1
	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%
Other	2	1	-	1	-	-	-	2	-	2	-	2	-	-	2	-	2
	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
Don't know	167	57	48	28	16	9	18	167	64	102	27	43	50	48	69	98	167
	12%	32%	18%	11%	7%	4%	4%	12%	9%	14%	7%	11%	16%	14%	9%	15%	12%
		bcdefg	cdefg	ef	f			ef		h		j	jnp	jn		jn	j

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 15

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T4. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Licence fee/ by the public	1138	947	117	49	24	1138	985	152	81	856	794	218	1012
	81%	79%	93% ade	87% ae	87% a	81%	81%	81%	73%	81%	79%	86% jl	80%
Advertising	48	47	1	*	*	48	42	6	4	40	42	4	46
	3%	4% bcd	*%	1%	*%	3% bcd	3%	3%	4%	4%	4% k	2%	4%
By the government	37	34	2	*	1	37	34	3	4	21	20	11	31
	3%	3%	2%	1%	4% c	3%	3%	2%	4%	2%	2%	4% j	2%
Programme sponsorship	10	10	-	-	-	10	10	-	-	9	8	3	10
	1%	1%	-%	-%	-%	1%	1%	-%	-%	1%	1%	1%	1%
Magazine/ book/ video/ DVD sales	2	2	-	-	-	2	2	-	1	1	2	-	2
	*%	*%	-%	-%	-%	*%	*%	-%	1% i	*%	*%	-%	*%
Sales of programmes and/or services to other channels/countries	1	1	-	-	-	1	1	-	-	1	-	1	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	1% j	*%
Other	2	2	-	-	-	2	2	-	-	2	2	-	2
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%
Don't know	167	151	7	7	2	167	140	27	20	128	140	16	156
	12%	13% b	5%	12% b	9%	12% b	11%	14%	18%	12%	14% k	6%	12% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 16

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T5. 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	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Advertising	1026	95	153	197	168	169	413	1026	524	502	308	275	208	234	584	442	1026
	73%	54%	59%	77%	76%	81%	84%	73%	76%	70%	82%	73%	68%	67%	78%	68%	73%
				ab	ab	abg	abcdg	ab	i		klmop	o			lmop		mo
Licence fee/ by the public	97	12	26	20	16	13	23	97	46	51	20	20	23	33	41	56	97
	7%	7%	10%	8%	7%	6%	5%	7%	7%	7%	5%	5%	8%	10%	5%	9%	7%
			f											jkn		n	
Programme sponsorship	45	6	13	8	9	5	9	45	21	24	13	19	5	8	32	13	45
	3%	3%	5%	3%	4%	3%	2%	3%	3%	3%	4%	5%	2%	2%	4%	2%	3%
			f									lmo			lo		
Sales of programmes and services to other channels/countries	17	2	7	1	3	1	4	17	8	9	3	5	5	3	8	9	17
	1%	1%	3%	*%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
			cef														
By the government	14	5	3	3	-	1	2	14	7	7	3	3	1	6	7	7	14
	1%	3%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%
		dfg															
Magazine/ book/ video/ DVD sales	1	-	-	-	-	-	1	1	1	-	1	-	-	-	1	-	1
	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
Other	8	4	1	2	-	-	1	8	6	3	1	2	2	3	3	6	8
	1%	2%	1%	1%	-%	-%	*%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%
		defg															
Don't know	199	53	56	24	27	19	39	199	76	122	26	51	61	60	77	122	199
	14%	30%	22%	9%	12%	9%	8%	14%	11%	17%	7%	14%	20%	17%	10%	19%	14%
		cdefg	cdefg					cef		h		j	jkn	jn		jkn	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 16

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T5. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Advertising	1026	859	103	41	22	1026	880	145	73	771	710	205	916
	73%	72%	82% ace	73%	78%	73%	72%	77%	66%	73%	70%	81% jl	73%
Licence fee/ by the public	97	86	8	1	1	97	83	14	7	75	76	12	88
	7%	7% c	7% c	2%	4%	7% c	7%	7%	6%	7%	8%	5%	7%
Programme sponsorship	45	37	4	3	1	45	45	1	2	37	36	7	43
	3%	3%	3%	5%	2%	3%	4% g	*%	2%	3%	4%	3%	3%
Sales of programmes and services to other channels/countries	17	13	1	2	1	17	11	5	2	14	15	*	15
	1%	1%	1%	4% abe	2%	1%	1%	3% f	1%	1%	1%	*%	1%
By the government	14	12	1	*	1	14	13	*	1	10	10	1	11
	1%	1%	1%	*%	2%	1%	1%	*%	1%	1%	1%	*%	1%
Magazine/ book/ video/ DVD sales	1	1	-	-	-	1	1	-	-	1	1	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%
Other	8	8	1	-	-	8	8	1	1	6	7	1	8
	1%	1%	*%	-%	-%	1%	1%	*%	1%	1%	1%	*%	1%
Don't know	199	179	8	8	3	199	176	22	25	145	152	27	179
	14%	15% b	6%	15% b	11%	14% b	14%	12%	23% i	14%	15%	11%	14%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 17

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T6. How is the Sky or Virgin Media TV service mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Those with Sky or Virgin Media pay for it/ subscriptions to Sky or Virgin	733 52%	82 46%	129 50%	148 58% af	129 58% af	109 52%	244 50%	733 52%	373 54%	360 50%	206 55% m	199 53%	162 53%	166 48%	405 54% m	328 50%	733 52%
Advertising	347 25%	32 18%	55 21%	61 24%	60 27% a	64 31% ab	140 28% ab	347 25% a	179 26%	169 24%	104 28%	91 24%	75 24%	78 22%	195 26%	152 23%	347 25%
Programme sponsorship	45 3%	5 3%	14 5% d	9 3%	3 1%	9 5% d	14 3%	45 3%	20 3%	24 3%	12 3%	14 4%	6 2%	12 3%	27 4%	18 3%	45 3%
Licence fee/ by the public	39 3%	6 3%	10 4%	4 1%	10 5% cf	6 3%	9 2%	39 3%	19 3%	20 3%	9 3%	10 3%	7 2%	13 4%	19 3%	20 3%	39 3%
Sales of programmes and/or services to other channels/countries	30 2%	9 5% bdefg	4 1%	9 3% de	2 1%	1 1%	7 1%	30 2%	19 3%	11 2%	11 3%	9 2%	5 2%	5 2%	20 3%	10 2%	30 2%
By the government	8 1%	2 1%	2 1%	1 *% de	1 1%	* *% de	1 *% de	8 1%	5 1%	2 *% de	1 *% de	2 *% de	3 1%	2 1%	3 *% de	5 1%	8 1%
Other	5 *% de	- -% de	* *% de	2 1% de	- -% de	* *% de	3 1% de	5 *% de	3 *% de	2 *% de	2 1% de	2 *% de	- -% de	1 *% de	4 1% de	1 *% de	5 *% de
Don't know	198 14%	41 23% cdefg	45 17% cde	22 9%	18 8%	19 9%	73 15% cde	198 14% cde	70 10%	128 18% h	29 8%	49 13% j	49 16% jn	71 21% jkn	78 10%	121 18% jkn	198 14% jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 17

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T6. How is the Sky or Virgin Media TV service mainly funded? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Those with Sky or Virgin Media pay for it/ subscriptions to Sky or Virgin	733 52%	601 50%	85 67% ade	33 59% ade	14 49%	733 52%	640 53%	93 49%	63 57%	571 54%	545 54%	134 53%	679 54%
Advertising	347 25%	310 26% bc	18 14%	10 19%	9 33% abce	347 25% bc	296 24%	51 27%	21 19%	263 25%	245 24%	65 26%	310 25%
Programme sponsorship	45 3%	37 3%	6 4%	2 3%	1 3%	45 3%	39 3%	5 3%	2 2%	38 4%	34 3%	7 3%	41 3%
Licence fee/ by the public	39 3%	33 3%	4 4% d	1 2%	* 1%	39 3%	36 3%	3 2%	2 1%	30 3%	31 3%	4 1%	34 3%
Sales of programmes and/or services to other channels/countries	30 2%	26 2%	2 2%	1 2%	1 3%	30 2%	28 2%	2 1%	3 3%	24 2%	25 3%	2 1%	28 2%
By the government	8 1%	7 1%	- -%	* *%	* 1%	8 1%	7 1%	* *%	2 2%	6 1%	7 1%	* *%	7 1%
Other	5 *%	5 *%	- -%	1 1%	- -%	5 *%	4 *%	1 1%	- -%	2 *%	2 *%	1 *%	3 *%
Don't know	198 14%	177 15% bd	11 9%	8 14%	3 9%	198 14% b	167 14%	32 17%	17 16%	124 12%	119 12%	40 16%	159 13%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
No, do not have any concerns	895 64%	142 80%	190 73%	175 68%	139 62%	123 59%	250 51%	895 64%	463 67%	432 60%	213 57%	235 63%	212 69%	234 67%	449 60%	447 68%	895 64%
		cdefg	defg	ef	f	f		f	i				jn	jn		jnp	j
Violence (in general)	146 10%	5 3%	15 6%	22 9%	23 10%	27 13%	80 16%	146 10%	52 8%	94 13%	48 13%	37 10%	23 8%	38 11%	85 11%	61 9%	146 10%
				a	a	ab	abcdg	ab		h	l						
Bad/ offensive language (spoken or song lyrics)	115 8%	7 4%	10 4%	18 7%	18 8%	18 9%	63 13%	115 8%	44 6%	71 10%	36 10%	33 9%	19 6%	27 8%	69 9%	46 7%	115 8%
							abcg	ab		h							
Too many repeats	97 7%	3 1%	14 5%	20 8%	12 5%	12 6%	49 10%	97 7%	49 7%	49 7%	25 7%	21 6%	22 7%	29 8%	46 6%	51 8%	97 7%
			a	a	a	a	abdg	a									
Sex/ nakedness (in general)	88 6%	6 4%	14 5%	14 6%	11 5%	13 6%	42 9%	88 6%	22 3%	65 9%	25 7%	30 8%	10 3%	22 6%	56 7%	32 5%	88 6%
							a			h		lo			l		
Poor quality programmes	88 6%	2 1%	9 3%	20 8%	14 6%	13 6%	44 9%	88 6%	37 5%	50 7%	29 8%	19 5%	15 5%	24 7%	49 6%	39 6%	88 6%
				ab	a	a	abg	a									
Too many reality TV programmes	82 6%	6 4%	7 3%	17 7%	6 3%	17 8%	45 9%	82 6%	36 5%	45 6%	25 7%	23 6%	12 4%	21 6%	49 6%	33 5%	82 6%
				b		bd	abdg										

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Inappropriate programmes shown before the watershed	64 5%	5 3%	11 4%	8 3%	15 7%	9 4%	25 5%	64 5%	24 3%	41 6% h	24 6% o	19 5%	10 3%	12 3%	43 6% o	22 3%	64 5%
Too many/ too long advertising breaks	64 5%	7 4%	11 4%	10 4%	6 3%	9 4%	30 6%	64 5%	34 5%	30 4%	15 4%	18 5%	13 4%	18 5%	32 4%	31 5%	64 5%
Lack of originality/ programmes are too similar	58 4%	4 2%	8 3%	13 5% d	3 2%	10 5% d	30 6% d	58 4%	29 4%	29 4%	22 6% l	13 3%	8 2%	16 5%	35 5%	24 4%	58 4%
Too many programmes with celebrities	43 3%	3 2%	9 4%	7 3%	6 3%	6 3%	18 4%	43 3%	22 3%	21 3%	10 3%	12 3%	8 3%	13 4%	22 3%	22 3%	43 3%
People behaving badly	42 3%	3 2%	10 4%	6 2%	3 1%	7 4%	19 4%	42 3%	12 2%	29 4% h	11 3%	14 4%	4 1%	13 4% l	25 3%	17 3%	42 3%
Bad taste/ shock tactics	40 3%	3 2%	5 2%	4 2%	7 3%	6 3%	20 4%	40 3%	14 2%	26 4%	13 4%	10 3%	7 2%	10 3%	23 3%	17 3%	40 3%
Too many American programmes	27 2%	1 1%	1 *%	3 1%	3 2%	2 1%	19 4% abceg	27 2%	16 2%	11 2%	10 3%	7 2%	5 2%	5 2%	17 2%	10 2%	27 2%
Drug use/ drug references	27 2%	3 2%	3 1%	6 2%	5 2%	2 1%	11 2%	27 2%	11 2%	16 2%	8 2%	5 1%	8 3%	5 2%	13 2%	14 2%	27 2%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Intrusive/ confrontational	26	3	6	2	5	3	11	26	14	13	9	4	6	6	14	13	26
	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Religion - Discriminatory treatment or portrayal of people based on religion	22	5	3	3	1	5	9	22	12	10	10	4	2	5	14	7	22
	2%	3%	1%	1%	1%	2%	2%	2%	2%	1%	3%	1%	1%	1%	2%	1%	2%
Inappropriate content in the advertisements	19	5	2	6	-	2	6	19	10	9	7	7	*	6	13	6	19
	1%	3%	1%	3%	-%	1%	1%	1%	1%	1%	2%	2%	*%	2%	2%	1%	1%
		d		d							l	l		l	l		
Race - Discriminatory treatment or portrayal of people based on race	19	3	5	3	1	3	7	19	9	10	9	5	1	3	14	5	19
	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%	1%	2%	1%	1%
											lo						
Not enough programmes for my age group	19	1	1	2	2	4	12	19	8	11	7	4	2	6	11	8	19
	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
Too much sport	19	1	3	3	1	3	10	19	4	14	4	4	1	9	9	10	19
	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	*%	3%	1%	2%	1%
										h				l			
Irritating/ annoying sponsorship messages	18	-	4	3	4	4	7	18	11	7	10	3	3	2	13	5	18
	1%	-%	2%	1%	2%	2%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%
											mo						

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Inaccurate/ biased information broadcast	18 1%	- -%	4 1%	4 2%	3 2%	3 1%	6 1%	18 1%	11 2%	7 1%	6 2%	6 2%	2 1%	3 1%	13 2%	5 1%	18 1%
Age - Discriminatory treatment or portrayal of people based on age	15 1%	3 2%	3 1%	1 *%	1 1%	2 1%	7 1%	15 1%	4 1%	11 1%	6 2%	5 1%	1 *%	2 1%	12 2%	3 *%	15 1%
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	14 1%	3 2%	2 1%	1 *%	5 2% ef	* *%	2 *%	14 1%	3 *%	11 2% h	6 2% l	4 1%	* *%	3 1%	11 1%	3 1%	14 1%
Disability - Discriminatory treatment or portrayal of people based on disability	13 1%	4 2% c	2 1%	* *%	2 1%	2 1%	5 1%	13 1%	8 1%	6 1%	4 1%	5 1%	4 1%	1 *%	8 1%	5 1%	13 1%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	13 1%	2 1%	3 1%	2 1%	2 1%	2 1%	5 1%	13 1%	5 1%	9 1%	2 1%	7 2%	3 1%	2 *%	9 1%	4 1%	13 1%
Not enough racial diversity	13 1%	5 3% dfg	2 1%	2 1%	1 *%	2 1%	3 1%	13 1%	4 1%	10 1%	4 1%	2 *%	3 1%	4 1%	6 1%	7 1%	13 1%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	13 1%	1 1%	3 1%	2 1%	1 1%	2 1%	6 1%	13 1%	6 1%	7 1%	4 1%	2 1%	3 1%	3 1%	7 1%	6 1%	13 1%
Phone-in competitions that are fixed/faked	11 1%	1 1%	* *%	1 *%	1 1%	5 2%	7 1%	11 1%	6 1%	5 1%	3 1%	3 1%	* *%	5 1%	6 1%	5 1%	11 1%
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	9 1%	1 1%	2 1%	* *%	1 *%	3 1%	4 1%	9 1%	3 *%	6 1%	4 1%	1 *%	* *%	3 1%	5 1%	3 *%	9 1%
Programmes cancelled by the broadcasters to save money	6 *%	3 1%	- -%	- -%	1 1%	2 1%	2 *%	6 *%	3 1%	3 *%	3 1%	2 1%	- -%	2 *%	5 1%	2 *%	6 *%
Product placement	3 *%	- -%	1 1%	1 *%	- -%	- -%	* *%	3 *%	* *%	2 *%	2 *%	- -%	- -%	1 *%	2 *%	1 *%	3 *%
Don't trust the broadcasters/ broadcasters not respecting audiences	2 *%	- -%	- -%	- -%	- -%	1 *%	2 *%	2 *%	1 *%	1 *%	* *%	1 *%	1 *%	* *%	1 *%	1 *%	2 *%
Other	53 4%	4 2%	7 3%	9 3%	8 4%	7 3%	26 5%	53 4%	23 3%	31 4%	21 6%	17 5%	8 3%	8 2%	38 5%	16 2%	53 4%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
SUMMARY CODES																	
ANY CONCERNS	488 35%	32 18%	66 25%	76 30%	78 35%	83 40%	236 48%	488 35%	214 31%	274 38%	155 41%	135 36%	89 29%	109 31%	290 39%	198 30%	488 35%
				a	ab	abc	abcdeg	ab			lmop				lmo		o
ANY HARMFUL/ OFFENSIVE CONTENT	276 20%	17 10%	32 13%	38 15%	47 21%	51 25%	142 29%	276 20%	101 15%	175 24%	81 22%	80 21%	47 15%	68 20%	161 21%	115 18%	276 20%
					ab	abc	abcdg	ab			l	l			l		
ANY QUALITY OF CONTENT/ REPEATS	220 16%	10 6%	30 12%	40 16%	31 14%	37 18%	108 22%	220 16%	110 16%	110 15%	63 17%	58 15%	43 14%	56 16%	121 16%	99 15%	220 16%
			a	a	a	a	abcdg	a									
ANY ADVERTISING/ SPONSORSHIP	87 6%	10 5%	18 7%	16 6%	10 4%	11 5%	35 7%	87 6%	43 6%	44 6%	25 7%	25 7%	16 5%	21 6%	51 7%	36 6%	87 6%
ANY DIVERSITY OF CONTENT	67 5%	11 6%	10 4%	11 4%	5 2%	13 6%	30 6%	67 5%	32 5%	35 5%	20 5%	20 5%	10 3%	17 5%	40 5%	27 4%	67 5%
		d				d	d										
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	27 2%	1 1%	4 1%	4 2%	4 2%	8 4%	13 3%	27 2%	15 2%	12 2%	8 2%	9 2%	3 1%	7 2%	18 2%	9 1%	27 2%
						a											
Don't know	22 2%	3 2%	3 1%	5 2%	6 3%	3 1%	6 1%	22 2%	12 2%	10 1%	7 2%	5 1%	5 2%	4 1%	13 2%	9 1%	22 2%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

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Base : All respondents

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	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
No, do not have any concerns	895 64%	761 64%	85 67%	28 50%	21 76%	895 64%	776 64%	119 63%	58 52%	695 66%	682 68%	136 54%	818 65%
		c	c		abce	c				h	k		k
Violence (in general)	146 10%	121 10%	15 12%	7 13%	2 7%	146 10%	130 11%	16 8%	9 8%	104 10%	82 8%	43 17%	126 10%
												jl	
Bad/ offensive language (spoken or song lyrics)	115 8%	92 8%	12 10%	9 17%	2 9%	115 8%	102 8%	14 7%	8 7%	80 8%	66 7%	29 11%	95 8%
				abde								jl	
Too many repeats	97 7%	77 6%	12 9%	5 9%	3 11%	97 7%	77 6%	20 11%	9 8%	55 5%	54 5%	26 10%	80 6%
					a			f				jl	
Sex/ nakedness (in general)	88 6%	71 6%	9 7%	7 13%	1 4%	88 6%	76 6%	11 6%	7 7%	64 6%	61 6%	17 7%	78 6%
				abde									
Poor quality programmes	88 6%	73 6%	9 7%	5 9%	1 4%	88 6%	74 6%	13 7%	12 11%	54 5%	53 5%	23 9%	76 6%
				d					i			j	
Too many reality TV programmes	82 6%	66 6%	10 8%	4 7%	2 6%	82 6%	65 5%	17 9%	10 9%	58 5%	51 5%	20 8%	71 6%
								f					

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Inappropriate programmes shown before the watershed	64 5%	45 4%	11 9% ade	7 13% ade	1 3%	64 5%	54 4%	11 6%	4 4%	49 5%	44 4%	14 5%	58 5%
Too many/ too long advertising breaks	64 5%	54 5%	6 5%	2 3%	1 4%	64 5%	52 4%	11 6%	14 13% i	31 3%	36 4%	19 8% jl	55 4%
Lack of originality/ programmes are too similar	58 4%	48 4%	7 5%	3 5%	1 3%	58 4%	49 4%	10 5%	9 9% i	37 3%	39 4%	12 5%	51 4%
Too many programmes with celebrities	43 3%	35 3%	5 4%	2 4%	1 4%	43 3%	38 3%	5 3%	7 7% i	26 2%	27 3%	11 4%	38 3%
People behaving badly	42 3%	31 3%	6 5%	4 8% ade	1 2%	42 3%	40 3%	2 1%	5 5%	28 3%	26 3%	9 4%	35 3%
Bad taste/ shock tactics	40 3%	21 2%	13 10% ade	4 8% ae	1 5% a	40 3%	33 3%	7 4%	5 5%	26 2%	22 2%	11 4% j	33 3%
Too many American programmes	27 2%	20 2%	4 3%	3 5% ae	1 3%	27 2%	25 2%	3 1%	5 5% i	13 1%	12 1%	9 4% jl	21 2%

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Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Drug use/ drug references	27 2%	16 1%	7 5% ae	4 7% ae	1 3% a	27 2%	26 2%	1 1%	1 1%	20 2%	16 2%	7 3%	22 2%
Intrusive/ confrontational	26 2%	16 1%	6 5% ae	3 6% ade	1 2%	26 2%	24 2%	2 1%	3 3%	17 2%	16 2%	3 1%	19 2%
Religion - Discriminatory treatment or portrayal of people based on religion	22 2%	15 1%	4 3% a	2 4% ae	* 1%	22 2%	21 2%	1 1%	2 2%	17 2%	17 2%	4 1%	21 2%
Inappropriate content in the advertisements	19 1%	17 1%	2 1%	1 2% d	- -%	19 1%	15 1%	5 3%	2 2%	14 1%	15 1%	3 1%	18 1%
Race - Discriminatory treatment or portrayal of people based on race	19 1%	11 1%	5 4% ade	3 5% ade	* 1%	19 1%	19 2%	* -%	4 4% i	13 1%	14 1%	4 2%	18 1%
Not enough programmes for my age group	19 1%	15 1%	3 2%	1 1%	* 1%	19 1%	15 1%	4 2%	4 4% i	8 1%	10 1%	6 2%	16 1%

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Too much sport	19 1%	16 1%	1 1%	1 2%	1 2%	19 1%	14 1%	5 3%	6 5% i	5 *%	7 1%	8 3% jl	15 1%
Irritating/ annoying sponsorship messages	18 1%	15 1%	2 2%	1 2% d	- -%	18 1%	14 1%	4 2%	4 4% i	11 1%	15 1%	2 1%	17 1%
Inaccurate/ biased information broadcast	18 1%	12 1%	5 4% ade	1 2%	- -%	18 1%	16 1%	1 1%	- -%	13 1%	13 1%	2 1%	15 1%
Age - Discriminatory treatment or portrayal of people based on age	15 1%	8 1%	5 4% ae	2 3% ae	* 1%	15 1%	14 1%	1 *%	1 1%	11 1%	9 1%	4 1%	13 1%
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	14 1%	10 1%	2 2%	1 2%	* 1%	14 1%	14 1%	* *%	- -%	13 1%	13 1%	1 *%	14 1%
Disability - Discriminatory treatment or portrayal of people based on disability	13 1%	7 1%	3 3% ae	2 4% ade	* 1%	13 1%	12 1%	1 1%	1 1%	11 1%	11 1%	2 1%	13 1%
Columns Tested:	a,b,c,d,e - f,g - h,i - j,k,l												

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	13 1%	8 1%	3 3% ae	2 3% ade	* 1%	13 1%	12 1%	1 1%	1 1%	10 1%	10 1%	2 1%	12 1%
Not enough racial diversity	13 1%	11 1%	2 2%	* 1%	- -%	13 1%	13 1%	* *%	2 2%	10 1%	11 1%	2 1%	13 1%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	13 1%	6 1%	4 3% ae	2 4% ade	* 1%	13 1%	12 1%	1 *%	* *%	10 1%	9 1%	3 1%	11 1%
Phone-in competitions that are fixed/ faked	11 1%	7 1%	2 2% a	2 3% ae	* 1%	11 1%	8 1%	3 2%	* *%	5 *%	7 1%	2 1%	10 1%
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	9 1%	3 *%	4 3% ae	1 2% ae	* 1%	9 1%	7 1%	1 1%	1 1%	7 1%	6 1%	3 1%	8 1%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Programmes cancelled by the broadcasters to save money	6 *%	6 *%	- -%	* 1%	- -%	6 *%	5 *%	1 1%	- -%	5 *%	6 1%	- -%	6 *%
Product placement	3 *%	2 *%	- -%	* 1%	- -%	3 *%	3 *%	- -%	- -%	2 *%	1 *%	1 1%	3 *%
Don't trust the broadcasters/ broadcasters not respecting audiences	2 *%	1 *%	* *%	* 1% ae	- -%	2 *%	2 *%	* *%	1 1%	1 *%	1 *%	1 *%	1 *%
Other	53 4%	49 4% bd	1 1%	3 5% bd	* *%	53 4% bd	45 4%	8 4%	4 4%	37 4%	32 3%	11 4%	43 3%
SUMMARY CODES													
ANY CONCERNS	488 35%	414 35% d	41 33% d	26 46% abde	7 24%	488 35% d	420 35%	68 36%	51 46% i	345 33%	306 30%	116 46% jl	422 33%
ANY HARMFUL/ OFFENSIVE CONTENT	276 20%	227 19%	26 21%	19 33% abde	4 15%	276 20%	243 20%	33 18%	23 21%	200 19%	167 17%	71 28% jl	237 19%
ANY QUALITY OF CONTENT/ REPEATS	220 16%	182 15%	23 18%	11 19%	4 13%	220 16%	184 15%	36 19%	29 26% i	143 14%	134 13%	54 21% jl	188 15%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
ANY ADVERTISING/ SPONSORSHIP	87 6%	76 6%	7 6%	3 5%	1 4%	87 6%	72 6%	15 8%	17 15% i	52 5%	56 6%	21 8%	78 6%
ANY DIVERSITY OF CONTENT	67 5%	52 4%	10 8% a	4 8% a	1 4%	67 5%	61 5%	6 3%	8 7%	45 4%	47 5%	15 6%	61 5%
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	27 2%	19 2%	6 5% ade	2 3%	* 1%	27 2%	23 2%	4 2%	1 1%	17 2%	18 2%	4 2%	22 2%
Don't know	22 2%	20 2%	* *% abde	2 4% abde	- -%	22 2%	21 2%	1 1%	1 1%	19 2%	19 2% k	1 *%	20 2%

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Table 19

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1801	223	260	307	277	268	734	1801	860	941	419	545	361	476	964	837	1801
Effective Weighted Sample	1388	169	209	243	217	214	568	1388	665	723	336	418	284	362	744	644	1388
Total	1364	169	247	249	214	207	485	1364	667	698	365	360	299	340	726	639	1364
No, do not have any concerns	865	136	179	173	130	123	247	865	447	418	205	222	208	229	428	437	865
	63%	80%	73%	69%	61%	59%	51%	63%	67%	60%	56%	62%	70%	67%	59%	68%	63%
		cdefg	defg	ef	f	f		f	i				jknp	jn		jknp	jn
Violence (in general)	143	5	15	22	23	26	77	143	51	92	48	36	22	36	84	58	143
	10%	3%	6%	9%	11%	13%	16%	10%	8%	13%	13%	10%	7%	11%	12%	9%	10%
				a	a	ab	abcg	a		h	l						
Bad/ offensive language (spoken or song lyrics)	113	7	10	18	18	18	61	113	43	70	36	33	18	26	69	44	113
	8%	4%	4%	7%	8%	9%	13%	8%	6%	10%	10%	9%	6%	8%	10%	7%	8%
							abcg	b		h							
Too many repeats	96	3	14	19	12	12	49	96	47	49	25	21	21	29	46	50	96
	7%	1%	6%	8%	5%	6%	10%	7%	7%	7%	7%	6%	7%	9%	6%	8%	7%
			a	a	a	a	adg	a									
Poor quality programmes	86	2	9	18	14	13	44	86	36	50	29	19	14	24	49	38	86
	6%	1%	3%	7%	6%	6%	9%	6%	5%	7%	8%	5%	5%	7%	7%	6%	6%
				a	a	a	abg	a									
Sex/ nakedness (in general)	86	6	14	14	11	12	40	86	22	63	25	30	10	21	55	30	86
	6%	4%	5%	6%	5%	6%	8%	6%	3%	9%	7%	8%	3%	6%	8%	5%	6%
							a			h	l	lo			lo		l
Too many reality TV programmes	81	6	7	16	6	17	45	81	36	45	25	23	12	21	49	32	81
	6%	4%	3%	6%	3%	8%	9%	6%	5%	6%	7%	6%	4%	6%	7%	5%	6%
						bd	abdg										
Too many/ too long advertising breaks	64	7	11	10	6	9	30	64	34	30	15	18	13	18	32	31	64
	5%	4%	4%	4%	3%	5%	6%	5%	5%	4%	4%	5%	4%	5%	4%	5%	5%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1801	223	260	307	277	268	734	1801	860	941	419	545	361	476	964	837	1801
Effective Weighted Sample	1388	169	209	243	217	214	568	1388	665	723	336	418	284	362	744	644	1388
Total	1364	169	247	249	214	207	485	1364	667	698	365	360	299	340	726	639	1364
Inappropriate programmes shown before the watershed	63 5%	5 3%	11 4%	8 3%	15 7%	8 4%	24 5%	63 5%	23 3%	40 6% h	24 7% mo	19 5%	10 3%	10 3%	43 6% mo	20 3%	63 5%
Lack of originality/ programmes are too similar	58 4%	4 3%	8 3%	13 5% d	3 2%	10 5%	30 6% d	58 4%	29 4%	29 4%	22 6% l	13 3%	8 3%	16 5%	35 5%	24 4%	58 4%
Too many programmes with celebrities	43 3%	3 2%	9 4%	7 3%	6 3%	6 3%	18 4%	43 3%	22 3%	21 3%	10 3%	12 3%	8 3%	13 4%	22 3%	22 3%	43 3%
People behaving badly	41 3%	3 2%	10 4%	6 2%	3 1%	7 4%	18 4%	41 3%	11 2%	29 4% h	11 3%	14 4% l	4 1%	12 4%	25 3%	16 3%	41 3%
Bad taste/ shock tactics	39 3%	3 2%	5 2%	4 2%	7 3%	6 3%	19 4%	39 3%	13 2%	26 4% h	13 4%	10 3%	7 2%	9 3%	23 3%	16 3%	39 3%
Too many American programmes	27 2%	1 1%	1 *%	3 1%	3 2%	2 1%	19 4% abceg	27 2%	16 2%	11 2%	10 3%	7 2%	5 2%	5 2%	17 2%	10 2%	27 2%
Drug use/ drug references	27 2%	3 2%	3 1%	6 3%	5 2%	2 1%	11 2%	27 2%	11 2%	16 2%	8 2%	5 2%	8 3%	5 2%	13 2%	14 2%	27 2%
Intrusive/ confrontational	25 2%	3 2%	6 2%	2 1%	5 2%	3 1%	10 2%	25 2%	13 2%	13 2%	9 3%	4 1%	6 2%	5 2%	14 2%	12 2%	25 2%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1801	223	260	307	277	268	734	1801	860	941	419	545	361	476	964	837	1801
Effective Weighted Sample	1388	169	209	243	217	214	568	1388	665	723	336	418	284	362	744	644	1388
Total	1364	169	247	249	214	207	485	1364	667	698	365	360	299	340	726	639	1364
Religion - Discriminatory treatment or portrayal of people based on religion	22 2%	5 3%	3 1%	3 1%	1 1%	5 2%	9 2%	22 2%	12 2%	10 1%	10 3%	4 1%	2 1%	5 2%	14 2%	7 1%	22 2%
Inappropriate content in the advertisements	19 1%	5 3% d	2 1%	6 3% d	- -%	2 1%	6 1%	19 1%	10 2%	9 1%	7 2% l	7 2% l	* *% l	6 2% l	13 2% l	6 1%	19 1%
Race - Discriminatory treatment or portrayal of people based on race	19 1%	3 2%	5 2%	3 1%	1 1%	3 1%	7 1%	19 1%	9 1%	10 1%	9 2% lo	5 2%	1 *% l	3 1%	14 2% o	5 1%	19 1%
Not enough programmes for my age group	19 1%	1 1%	1 1%	2 1%	2 1%	4 2%	12 2%	19 1%	8 1%	11 2%	7 2%	4 1%	2 1%	6 2%	11 2%	8 1%	19 1%
Too much sport	19 1%	1 1%	3 1%	3 1%	1 1%	3 1%	10 2%	19 1%	4 1%	14 2% h	4 1%	4 1%	1 *% l	9 3% l	9 1%	10 2%	19 1%
Irritating/ annoying sponsorship messages	18 1%	- -%	4 2%	3 1%	4 2%	4 2%	7 1%	18 1%	11 2%	7 1%	10 3% mo	3 1%	3 1%	2 1%	13 2%	5 1%	18 1%
Inaccurate/ biased information broadcast	17 1%	- -%	4 1%	4 2%	3 2%	2 1%	5 1%	17 1%	10 2%	7 1%	5 1%	6 2%	2 1%	3 1%	12 2%	5 1%	17 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 19

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1801	223	260	307	277	268	734	1801	860	941	419	545	361	476	964	837	1801
Effective Weighted Sample	1388	169	209	243	217	214	568	1388	665	723	336	418	284	362	744	644	1388
Total	1364	169	247	249	214	207	485	1364	667	698	365	360	299	340	726	639	1364
Age - Discriminatory treatment or portrayal of people based on age	15 1%	3 2%	3 1%	1 **%	1 1%	2 1%	7 1%	15 1%	4 1%	11 2%	6 2%	5 1%	1 **%	2 1%	12 2%	3 1%	15 1%
Disability - Discriminatory treatment or portrayal of people based on disability	13 1%	4 3% c	2 1%	* **%	2 1%	2 1%	5 1%	13 1%	8 1%	6 1%	4 1%	5 1%	4 1%	1 **%	8 1%	5 1%	13 1%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	13 1%	2 1%	3 1%	2 1%	2 1%	2 1%	5 1%	13 1%	5 1%	9 1%	2 1%	7 2%	3 1%	2 **%	9 1%	4 1%	13 1%
Not enough racial diversity	13 1%	5 3% dfg	2 1%	2 1%	1 **%	2 1%	3 1%	13 1%	4 1%	10 1%	4 1%	2 **%	3 1%	4 1%	6 1%	7 1%	13 1%
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	13 1%	2 1%	2 1%	1 **%	5 2% ef	* **%	2 **%	13 1%	2 **%	11 2% h	6 2% l	3 1%	* **%	3 1%	10 1%	3 1%	13 1%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1801	223	260	307	277	268	734	1801	860	941	419	545	361	476	964	837	1801
Effective Weighted Sample	1388	169	209	243	217	214	568	1388	665	723	336	418	284	362	744	644	1388
Total	1364	169	247	249	214	207	485	1364	667	698	365	360	299	340	726	639	1364
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	13 1%	1 1%	3 1%	2 1%	1 1%	2 1%	6 1%	13 1%	6 1%	7 1%	4 1%	2 1%	3 1%	3 1%	7 1%	6 1%	13 1%
Phone-in competitions that are fixed/faked	11 1%	1 1%	* *%	1 *%	1 1%	5 2%	7 1%	11 1%	6 1%	5 1%	3 1%	3 1%	* *%	5 1%	6 1%	5 1%	11 1%
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	9 1%	1 1%	2 1%	* *%	1 *%	3 1%	4 1%	9 1%	3 *%	6 1%	4 1%	1 *%	* *%	3 1%	5 1%	3 *%	9 1%
Programmes cancelled by the broadcasters to save money	6 *%	3 1%	- -%	- -%	1 1%	2 1%	2 *%	6 *%	3 1%	3 *%	3 1%	2 1%	- -%	2 *%	5 1%	2 *%	6 *%
Product placement	3 *%	- -%	1 1%	1 *%	- -%	- -%	* *%	3 *%	* *%	2 *%	2 *%	- -%	- -%	1 *%	2 *%	1 *%	3 *%
Don't trust the broadcasters/ broadcasters not respecting audiences	2 *%	- -%	- -%	- -%	- -%	1 *%	2 *%	2 *%	1 *%	1 *%	* *%	1 *%	1 *%	* *%	1 *%	1 *%	2 *%
Other	52 4%	4 2%	7 3%	8 3%	8 4%	6 3%	25 5%	52 4%	23 3%	29 4%	21 6%	17 5%	8 3%	6 2%	38 5%	14 2%	52 4%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1801	223	260	307	277	268	734	1801	860	941	419	545	361	476	964	837	1801
Effective Weighted Sample	1388	169	209	243	217	214	568	1388	665	723	336	418	284	362	744	644	1388
Total	1364	169	247	249	214	207	485	1364	667	698	365	360	299	340	726	639	1364
SUMMARY CODES																	
ANY CONCERNS	480	31	66	73	78	81	232	480	210	270	154	134	86	106	288	192	480
	35%	18%	27%	29%	37%	39%	48%	35%	31%	39%	42%	37%	29%	31%	40%	30%	35%
		a	a	a	ab	abc	abcdeg	ab		h	lmop	lo			lmop		lo
ANY HARMFUL/ OFFENSIVE CONTENT	273	17	32	38	47	50	139	273	100	173	81	80	46	67	161	112	273
	20%	10%	13%	15%	22%	24%	29%	20%	15%	25%	22%	22%	15%	20%	22%	18%	20%
					ab	abc	abcg	ab		h	l	l			lo		
ANY QUALITY OF CONTENT/ REPEATS	218	10	30	38	31	37	108	218	108	110	63	58	41	56	121	97	218
	16%	6%	12%	15%	14%	18%	22%	16%	16%	16%	17%	16%	14%	17%	17%	15%	16%
			a	a	a	a	abcdg	a									
ANY ADVERTISING/ SPONSORSHIP	87	10	18	16	10	11	35	87	43	44	25	25	16	21	51	36	87
	6%	6%	7%	6%	5%	5%	7%	6%	7%	6%	7%	7%	5%	6%	7%	6%	6%
ANY DIVERSITY OF CONTENT	67	11	10	11	5	13	30	67	32	35	20	20	10	17	40	27	67
	5%	6%	4%	4%	2%	6%	6%	5%	5%	5%	6%	5%	3%	5%	6%	4%	5%
		d				d	d										
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	26	1	4	4	4	7	12	26	14	12	7	9	3	7	17	9	26
	2%	1%	2%	2%	2%	3%	3%	2%	2%	2%	2%	3%	1%	2%	2%	1%	2%
Don't know	19	3	1	4	6	3	5	19	10	9	6	4	5	4	10	9	19
	1%	2%	1%	2%	3%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1801	1136	227	215	223	1801	1501	300	151	1314	1213	370	1583
Effective Weighted Sample	1388	1070	211	211	209	1388	1177	214	113	1014	943	283	1221
Total	1364	1156	126	54	28	1364	1180	185	110	1024	974	248	1222
No, do not have any concerns	865 63%	732 63%	85 67%	27 50%	21 76%	865 63%	746 63%	119 64%	58 52%	668 65%	656 67%	133 54%	789 65%
		c	c		abce	c				h	k		k
Violence (in general)	143 10%	119 10%	15 12%	7 13%	2 7%	143 10%	128 11%	15 8%	9 8%	103 10%	82 8%	42 17%	124 10%
												jl	
Bad/ offensive language (spoken or song lyrics)	113 8%	90 8%	12 10%	9 17%	2 9%	113 8%	101 9%	13 7%	8 7%	79 8%	66 7%	28 11%	94 8%
				abde								j	
Too many repeats	96 7%	76 7%	12 9%	5 10%	3 11%	96 7%	77 7%	19 10%	9 8%	54 5%	53 5%	26 10%	79 6%
					a							jl	
Poor quality programmes	86 6%	71 6%	9 7%	5 9%	1 4%	86 6%	74 6%	12 6%	12 11%	53 5%	52 5%	23 9%	75 6%
				d					i			j	
Sex/ nakedness (in general)	86 6%	69 6%	9 7%	7 13%	1 4%	86 6%	75 6%	10 6%	7 7%	63 6%	60 6%	16 7%	77 6%
				abde									
Too many reality TV programmes	81 6%	66 6%	10 8%	4 8%	2 6%	81 6%	65 6%	16 9%	10 9%	57 6%	50 5%	20 8%	70 6%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1801	1136	227	215	223	1801	1501	300	151	1314	1213	370	1583
Effective Weighted Sample	1388	1070	211	211	209	1388	1177	214	113	1014	943	283	1221
Total	1364	1156	126	54	28	1364	1180	185	110	1024	974	248	1222
Too many/ too long advertising breaks	64 5%	54 5%	6 5%	2 4%	1 4%	64 5%	52 4%	11 6%	14 13% i	31 3%	36 4%	19 8% jl	55 5%
Inappropriate programmes shown before the watershed	63 5%	43 4%	11 9% ade	7 14% ade	1 3%	63 5%	52 4%	11 6%	4 4%	48 5%	43 4%	13 5%	56 5%
Lack of originality/ programmes are too similar	58 4%	48 4%	7 5%	3 6%	1 3%	58 4%	49 4%	10 5%	9 9% i	37 4%	39 4%	12 5%	51 4%
Too many programmes with celebrities	43 3%	35 3%	5 4%	2 4%	1 4%	43 3%	38 3%	5 3%	7 7% i	26 3%	27 3%	11 4%	38 3%
People behaving badly	41 3%	30 3%	6 5%	4 8% ade	1 2%	41 3%	39 3%	2 1%	5 5%	28 3%	26 3%	8 3%	34 3%
Bad taste/ shock tactics	39 3%	21 2%	13 10% ade	4 8% ae	1 5% a	39 3%	32 3%	7 4%	5 5%	26 2%	22 2%	10 4%	32 3%
Too many American programmes	27 2%	20 2%	4 3%	3 5% ae	1 3%	27 2%	25 2%	3 1%	5 5% i	13 1%	12 1%	9 4% jl	21 2%

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1801	1136	227	215	223	1801	1501	300	151	1314	1213	370	1583
Effective Weighted Sample	1388	1070	211	211	209	1388	1177	214	113	1014	943	283	1221
Total	1364	1156	126	54	28	1364	1180	185	110	1024	974	248	1222
Drug use/ drug references	27 2%	16 1%	7 5% ae	4 7% ae	1 3%	27 2%	26 2%	1 1%	1 1%	20 2%	16 2%	7 3%	22 2%
Intrusive/ confrontational	25 2%	15 1%	6 5% ae	3 6% ade	1 2%	25 2%	23 2%	2 1%	3 3%	17 2%	16 2%	2 1%	18 1%
Religion - Discriminatory treatment or portrayal of people based on religion	22 2%	15 1%	4 3% a	2 4% ae	* 1%	22 2%	21 2%	1 1%	2 2%	17 2%	17 2%	4 1%	21 2%
Inappropriate content in the advertisements	19 1%	17 1%	2 1%	1 2% d	- -%	19 1%	15 1%	5 3%	2 2%	14 1%	15 2%	3 1%	18 1%
Race - Discriminatory treatment or portrayal of people based on race	19 1%	11 1%	5 4% ade	3 5% ade	* 1%	19 1%	19 2%	* -%	4 4% i	13 1%	14 1%	4 2%	18 1%
Not enough programmes for my age group	19 1%	15 1%	3 2%	1 1%	* 1%	19 1%	15 1%	4 2%	4 4% i	8 1%	10 1%	6 2%	16 1%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1801	1136	227	215	223	1801	1501	300	151	1314	1213	370	1583
Effective Weighted Sample	1388	1070	211	211	209	1388	1177	214	113	1014	943	283	1221
Total	1364	1156	126	54	28	1364	1180	185	110	1024	974	248	1222
Too much sport	19 1%	16 1%	1 1%	1 2%	1 2%	19 1%	14 1%	5 3%	6 5% i	5 *% i	7 1%	8 3% jl	15 1%
Irritating/ annoying sponsorship messages	18 1%	15 1%	2 2%	1 2% d	- -%	18 1%	14 1%	4 2%	4 4% i	11 1%	15 2%	2 1%	17 1%
Inaccurate/ biased information broadcast	17 1%	11 1%	5 4% ade	1 2%	- -%	17 1%	15 1%	1 1%	- -%	12 1%	13 1%	2 1%	15 1%
Age - Discriminatory treatment or portrayal of people based on age	15 1%	8 1%	5 4% ae	2 3% ae	* 1%	15 1%	14 1%	1 1%	1 1%	11 1%	9 1%	4 1%	13 1%
Disability - Discriminatory treatment or portrayal of people based on disability	13 1%	7 1%	3 3% ae	2 4% ade	* 1%	13 1%	12 1%	1 1%	1 1%	11 1%	11 1%	2 1%	13 1%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	13 1%	8 1%	3 3% ae	2 4% ade	* 1%	13 1%	12 1%	1 1%	1 1%	10 1%	10 1%	2 1%	12 1%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1801	1136	227	215	223	1801	1501	300	151	1314	1213	370	1583
Effective Weighted Sample	1388	1070	211	211	209	1388	1177	214	113	1014	943	283	1221
Total	1364	1156	126	54	28	1364	1180	185	110	1024	974	248	1222
Not enough racial diversity	13 1%	11 1%	2 2%	* 1%	- -%	13 1%	13 1%	* *%	2 2%	10 1%	11 1%	2 1%	13 1%
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	13 1%	9 1%	2 2%	1 2%	* 1%	13 1%	13 1%	* *%	- -%	12 1%	12 1%	1 *%	13 1%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	13 1%	6 1%	4 3% ae	2 4% ade	* 1%	13 1%	12 1%	1 *%	* *%	10 1%	9 1%	3 1%	11 1%
Phone-in competitions that are fixed/ faked	11 1%	7 1%	2 2%	2 3% ae	* 1%	11 1%	8 1%	3 2%	* *%	5 1%	7 1%	2 1%	10 1%
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	9 1%	3 *%	4 3% ae	1 2% ae	* 1%	9 1%	7 1%	1 1%	1 1%	7 1%	6 1%	3 1%	8 1%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1801	1136	227	215	223	1801	1501	300	151	1314	1213	370	1583
Effective Weighted Sample	1388	1070	211	211	209	1388	1177	214	113	1014	943	283	1221
Total	1364	1156	126	54	28	1364	1180	185	110	1024	974	248	1222
Programmes cancelled by the broadcasters to save money	6 *%	6 *%	- -%	* 1%	- -%	6 *%	5 *%	1 1%	- -%	5 *%	6 1%	- -%	6 *%
Product placement	3 *%	2 *%	- -%	* 1%	- -%	3 *%	3 *%	- -%	- -%	2 *%	1 *%	1 1%	3 *%
Don't trust the broadcasters/ broadcasters not respecting audiences	2 *%	1 *%	* *%	* 1% ae	- -%	2 *%	2 *%	* *%	1 1%	1 *%	1 *%	1 *%	1 *%
Other	52 4%	48 4% bd	1 1%	3 5% bd	* *%	52 4% bd	43 4%	8 5%	4 4%	36 3%	31 3%	11 4%	41 3%
SUMMARY CODES													
ANY CONCERNS	480 35%	406 35% d	41 33% d	26 47% abde	7 24%	480 35% d	416 35%	64 35%	51 46% i	339 33%	302 31%	115 46% jl	416 34%
ANY HARMFUL/ OFFENSIVE CONTENT	273 20%	224 19%	26 21%	18 34% abde	4 15%	273 20%	241 20%	32 17%	23 21%	199 19%	166 17%	69 28% jl	235 19%
ANY QUALITY OF CONTENT/ REPEATS	218 16%	180 16%	23 18%	11 20% d	4 13%	218 16%	184 16%	34 18%	29 26% i	141 14%	132 14%	54 22% jl	186 15%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 19

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

T7. Can you tell me if you have any concerns about what is on TV? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1801	1136	227	215	223	1801	1501	300	151	1314	1213	370	1583
Effective Weighted Sample	1388	1070	211	211	209	1388	1177	214	113	1014	943	283	1221
Total	1364	1156	126	54	28	1364	1180	185	110	1024	974	248	1222
ANY ADVERTISING/ SPONSORSHIP	87 6%	76 7%	7 6%	3 5%	1 4%	87 6%	72 6%	15 8%	17 15% i	52 5%	56 6%	21 9%	78 6%
ANY DIVERSITY OF CONTENT	67 5%	52 4%	10 8% a	4 8% a	1 4%	67 5%	61 5%	6 3%	8 7%	45 4%	47 5%	15 6%	61 5%
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	26 2%	18 2%	6 5% ade	2 3%	* 1%	26 2%	22 2%	4 2%	1 1%	16 2%	18 2%	4 2%	22 2%
Don't know	19 1%	17 1%	* *%	2 3% bd	- -%	19 1%	18 2%	1 1%	1 1%	17 2%	17 2% k	* *%	17 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 20

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN1. Do you ever go online? This could be at home or at work, when out and about or elsewhere. It could be through using a fixed broadband connection, perhaps Wi-Fi, or through a 3G or 4G mobile network signal. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Yes	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
	86%	98%	97%	93%	94%	82%	68%	86%	85%	86%	93%	93%	84%	73%	93%	78%	86%
		cdefg	cefg	efg	efg	f		f			lmop	lmop	mo		lmop		mo
No	199	3	7	17	13	37	159	199	100	99	26	28	50	96	54	145	199
	14%	2%	3%	7%	6%	18%	32%	14%	15%	14%	7%	7%	16%	27%	7%	22%	14%
				ab	a	abcd	abcdeg	abcd					jkn	jklnp		jklnp	jkn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 20

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN1. Do you ever go online? This could be at home or at work, when out and about or elsewhere. It could be through using a fixed broadband connection, perhaps Wi-Fi, or through a 3G or 4G mobile network signal. (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Yes	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
	86%	87%	80%	84%	83%	86%	86%	86%	100%	100%	98%	63%	91%
		b				b					kl		k
No	199	160	26	9	5	199	172	27	-	-	20	94	114
	14%	13%	20%	16%	17%	14%	14%	14%	-%	-%	2%	37%	9%
			ae									jl	j

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 21

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Smartphone (like an iPhone or Samsung Galaxy)	923	166	240	209	162	100	147	923	453	470	262	271	190	200	533	390	923
	77%	95%	95%	88%	77%	58%	44%	77%	77%	76%	75%	78%	74%	79%	76%	77%	77%
		cdefg	cdefg	defg	ef	f		ef									
Computer - laptop, desktop or netbook computer (PC or Mac)	872	120	156	173	159	136	264	872	458	413	292	266	176	137	559	313	872
	72%	69%	62%	73%	76%	79%	79%	72%	78%	67%	84%	77%	69%	54%	80%	62%	72%
				b	b	ab	abg	b	i		klmop	lmo	m		lmop		mo
Tablet (like an iPad, Kindle Fire or Google Nexus)	684	86	142	138	128	101	189	684	329	354	222	201	139	121	423	261	684
	57%	50%	56%	58%	61%	59%	57%	57%	56%	57%	63%	58%	54%	48%	61%	51%	57%
					a						lmop	m			mo		mo
Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	202	35	46	48	43	19	30	202	122	81	87	54	36	25	142	61	202
	17%	20%	18%	20%	21%	11%	9%	17%	21%	13%	25%	16%	14%	10%	20%	12%	17%
		ef	f	ef	ef			f	i		klmop	m			lmo		mo
Games console or handheld games player	151	58	41	33	14	3	5	151	113	37	45	41	32	33	86	65	151
	12%	33%	16%	14%	7%	2%	2%	12%	19%	6%	13%	12%	13%	13%	12%	13%	12%
		bcddefg	def	def	ef			def	i								

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 21

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	121 10%	20 11% f	29 11% f	31 13% ef	21 10%	10 6%	21 6%	121 10% f	81 14% i	41 7%	53 15% klmop	30 8%	21 8%	18 7%	83 12% mo	38 8%	121 10%
Wearable technology like a smartwatch (like an Apple Watch)	36 3%	6 3%	8 3%	7 3%	10 5% ef	2 1%	5 2%	36 3%	28 5% i	8 1%	20 6% klmop	8 2%	5 2%	4 1%	28 4% o	8 2%	36 3%
Other type of device	1 *%	- -%	1 1%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
GOES ONLINE	1206 100%	174 100%	252 100%	238 100%	210 100%	172 100%	332 100%	1206 100%	589 100%	617 100%	349 100%	348 100%	257 100%	252 100%	697 100%	509 100%	1206 100%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1059 88%	170 98% defg	246 98% defg	225 95% defg	181 86% ef	134 78%	237 71%	1059 88% ef	512 87%	547 89%	304 87%	314 90%	219 85%	223 88%	618 89%	442 87%	1059 88%
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	334 28%	54 31% ef	96 38% cdefg	65 27%	51 24%	36 21%	68 21%	334 28% f	130 22%	204 33% h	57 16%	81 23% j	80 31% jkn	116 46% jklmp	138 20%	196 38% jkn	334 28% jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 21

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
ONLY USE A SMARTPHONE TO GO ONLINE	114	21	44	26	17	4	5	114	49	65	13	29	26	46	42	72	114
	9%	12%	17%	11%	8%	2%	2%	9%	8%	11%	4%	8%	10%	18%	6%	14%	9%
		ef	defg	ef	ef			ef				j	jn	jklnp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 21

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Smartphone (like an iPhone or Samsung Galaxy)	923	796	78	31	18	923	816	107	64	831	887	30	916
	77%	77%	78%	65%	77%	77%	78%	66%	58%	79%	90%	19%	80%
		c	c		c	c	g			h	kl		k
Computer - laptop, desktop or netbook computer (PC or Mac)	872	756	71	33	12	872	757	115	49	798	706	125	831
	72%	73%	71%	69%	51%	72%	72%	71%	45%	75%	71%	79%	73%
		d	d	d		d				h		j	
Tablet (like an iPad, Kindle Fire or Google Nexus)	684	575	61	30	16	684	582	101	51	621	590	68	659
	57%	56%	61%	64%	71%	57%	56%	63%	47%	59%	60%	43%	57%
				a	abe					h	k		k
Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	202	178	14	7	4	202	176	27	5	194	190	10	199
	17%	17%	13%	15%	17%	17%	17%	16%	4%	18%	19%	6%	17%
										h	k		k
Games console or handheld games player	151	133	11	5	1	151	130	20	5	144	143	7	150
	12%	13%	11%	10%	6%	12%	12%	13%	5%	14%	14%	5%	13%
		d				d				h	k		k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
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IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	121 10%	105 10%	11 11%	4 8%	2 6%	121 10%	100 10%	22 14%	6 6%	114 11%	114 12% k	7 5%	121 11% k
Wearable technology like a smartwatch (like an Apple Watch)	36 3%	32 3%	1 1%	2 5% bd	* 1%	36 3%	33 3%	4 2%	- -%	35 3% h	36 4% k	* -%	36 3% k
Other type of device	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%
GOES ONLINE	1206 100%	1034 100%	101 100%	47 100%	23 100%	1206 100%	1045 100%	161 100%	110 100%	1058 100%	988 100%	158 100%	1146 100%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1059 88%	907 88%	89 88%	42 89%	21 91%	1059 88%	925 88%	135 84%	91 83%	937 89%	938 95% kl	92 58%	1030 90% k
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	334 28%	278 27%	30 29%	15 31%	11 49% abce	334 28%	288 28%	47 29%	61 55% i	260 25%	282 29% k	33 21%	315 27%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 21

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER		NON		ALL
									5 YEARS	5 YEARS+	SMART- PHONE	SMART- PHONE	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
ONLY USE A SMARTPHONE TO GO ONLINE	114	96	10	6	2	114	100	13	23	84	104	7	112
	9%	9%	10%	13% d	7%	9%	10%	8%	21% i	8%	11% k	5%	10% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 22

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Smartphone (like an iPhone or Samsung Galaxy)	923	166	240	209	162	100	147	923	453	470	262	271	190	200	533	390	923
	66%	94%	93%	82%	73%	48%	30%	66%	66%	66%	70%	72%	62%	57%	71%	60%	66%
		cdefg	cdefg	defg	efg	f		ef			lmo	lmop			lmop		mo
Computer - laptop, desktop or netbook computer (PC or Mac)	872	120	156	173	159	136	264	872	458	413	292	266	176	137	559	313	872
	62%	68%	60%	68%	71%	65%	54%	62%	67%	58%	78%	71%	58%	39%	74%	48%	62%
		f		f	bfg	f		f	i		klmop	lmop	mo		lmop	m	mo
Tablet (like an iPad, Kindle Fire or Google Nexus)	684	86	142	138	128	101	189	684	329	354	222	201	139	121	423	261	684
	49%	49%	55%	54%	58%	49%	38%	49%	48%	49%	59%	53%	46%	35%	56%	40%	49%
		f	f	f	fg	f		f			lmop	lmo	m		lmop		mo
Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	202	35	46	48	43	19	30	202	122	81	87	54	36	25	142	61	202
	14%	20%	18%	19%	20%	9%	6%	14%	18%	11%	23%	14%	12%	7%	19%	9%	14%
		ef	ef	ef	efg			ef	i		klmop	mo			lmop		mo
Games console or handheld games player	151	58	41	33	14	3	5	151	113	37	45	41	32	33	86	65	151
	11%	33%	16%	13%	6%	1%	1%	11%	16%	5%	12%	11%	11%	9%	11%	10%	11%
		bcddefg	defg	def	ef			def	i								

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 22

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	121	20	29	31	21	10	21	121	81	41	53	30	21	18	83	38	121
	9%	11%	11%	12%	9%	5%	4%	9%	12%	6%	14%	8%	7%	5%	11%	6%	9%
		ef	ef	ef	f			f	i		klmop				lmo		mo
Wearable technology like a smartwatch (like an Apple Watch)	36	6	8	7	10	2	5	36	28	8	20	8	5	4	28	8	36
	3%	3%	3%	3%	5%	1%	1%	3%	4%	1%	5%	2%	2%	1%	4%	1%	3%
		f	f		ef			f	i		klmop				mo		
Other type of device	1	-	1	-	-	-	-	1	-	1	1	-	-	-	1	-	1
	*%	-%	1%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
GOES ONLINE	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
	86%	98%	97%	93%	94%	82%	68%	86%	85%	86%	93%	93%	84%	73%	93%	78%	86%
		cdefg	cefg	efg	efg	f		f			lmop	lmop	mo		lmop		mo
DOES NOT GO ONLINE	199	3	7	17	13	37	159	199	100	99	26	28	50	96	54	145	199
	14%	2%	3%	7%	6%	18%	32%	14%	15%	14%	7%	7%	16%	27%	7%	22%	14%
				ab	a	abcd	abcdeg	abcd					jkn	jklnp		jklnp	jkn
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1059	170	246	225	181	134	237	1059	512	547	304	314	219	223	618	442	1059
	75%	96%	95%	88%	81%	64%	48%	75%	74%	76%	81%	84%	72%	64%	82%	68%	75%
		cdefg	cdefg	defg	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 22

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	334 24%	54 31% efg	96 37% cdefg	65 25% ef	51 23% f	36 17%	68 14%	334 24% ef	130 19%	204 28% h	57 15%	81 22% j	80 26% jn	116 33% jkn	138 18%	196 30% jkn	334 24% jn
ONLY USE A SMARTPHONE TO GO ONLINE	114 8%	21 12% ef	44 17% cdefg	26 10% ef	17 8% ef	4 2%	5 1%	114 8% ef	49 7%	65 9%	13 3%	29 8% j	26 8% j	46 13% jkn	42 6%	72 11% jnp	114 8% jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 22

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Smartphone (like an iPhone or Samsung Galaxy)	923 66%	796 67% c	78 62%	31 55%	18 64%	923 66% c	816 67% g	107 57%	64 58%	831 79% h	887 88% kl	30 12%	916 73% k
Computer - laptop, desktop or netbook computer (PC or Mac)	872 62%	756 63% d	71 56% d	33 58% d	12 42%	872 62% d	757 62%	115 61%	49 45%	798 75% h	706 70% kl	125 50%	831 66% k
Tablet (like an iPad, Kindle Fire or Google Nexus)	684 49%	575 48%	61 49%	30 54%	16 59% abe	684 49%	582 48%	101 54%	51 47%	621 59% h	590 59% kl	68 27%	659 52% k
Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	202 14%	178 15%	14 11%	7 12%	4 14%	202 14%	176 14%	27 14%	5 4%	194 18% h	190 19% k	10 4%	199 16% k
Games console or handheld games player	151 11%	133 11% d	11 9%	5 8%	1 5%	151 11% d	130 11%	20 11%	5 5%	144 14% h	143 14% k	7 3%	150 12% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 22

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	121 9%	105 9%	11 9%	4 6%	2 5%	121 9%	100 8%	22 12%	6 6%	114 11%	114 11% k	7 3%	121 10% k
Wearable technology like a smartwatch (like an Apple Watch)	36 3%	32 3%	1 1%	2 4% bd	* 1%	36 3%	33 3%	4 2%	- -%	35 3% h	36 4% k	* -%	36 3% k
Other type of device	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%
GOES ONLINE	1206 86%	1034 87% b	101 80%	47 84%	23 83%	1206 86% b	1045 86%	161 86%	110 100%	1058 100%	988 98% kl	158 63%	1146 91% k
DOES NOT GO ONLINE	199 14%	160 13%	26 20% ae	9 16%	5 17%	199 14%	172 14%	27 14%	- -%	- -%	20 2%	94 37% jl	114 9% j
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1059 75%	907 76%	89 70%	42 75%	21 75%	1059 75%	925 76%	135 72%	91 83%	937 89%	938 93% kl	92 36%	1030 82% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 22

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	334 24%	278 23%	30 24%	15 26%	11 40% abce	334 24%	288 24%	47 25%	61 55% i	260 25%	282 28% k	33 13%	315 25% k
ONLY USE A SMARTPHONE TO GO ONLINE	114 8%	96 8%	10 8%	6 11% d	2 5%	114 8%	100 8%	13 7%	23 21% i	84 8%	104 10% k	7 3%	112 9% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 23

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PC/ LAPTOP/ NETBOOK AND OF ALTERNATIVE DEVICES TO GO ONLINE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
PC/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	147	4	6	13	29	38	95	147	77	70	46	34	38	30	79	67	147
	10%	2%	2%	5%	13%	18%	19%	10%	11%	10%	12%	9%	12%	9%	11%	10%	10%
					abc	abcg	abcdg	abc									
PC/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	725	116	150	160	130	98	169	725	382	343	247	233	139	107	479	246	725
	52%	66%	58%	63%	58%	47%	34%	52%	55%	48%	66%	62%	45%	31%	64%	38%	52%
		efg	ef	efg	ef	f		f	i		lmop	lmop	mo		lmop	m	mo
ALTERNATIVE DEVICE AND NOT PC/ LAPTOP/ NETBOOK	334	54	96	65	51	36	68	334	130	204	57	81	80	116	138	196	334
	24%	31%	37%	25%	23%	17%	14%	24%	19%	28%	15%	22%	26%	33%	18%	30%	24%
		efg	cdefg	ef	f			ef		h		j	jn	jklnp		jknp	jn
NONE USED	199	3	7	17	13	37	159	199	100	99	26	28	50	96	54	145	199
	14%	2%	3%	7%	6%	18%	32%	14%	15%	14%	7%	7%	16%	27%	7%	22%	14%
				ab	a	abcd	abcdeg	abcd					jkn	jklnp		jklnp	jkn
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1059	170	246	225	181	134	237	1059	512	547	304	314	219	223	618	442	1059
	75%	96%	95%	88%	81%	64%	48%	75%	74%	76%	81%	84%	72%	64%	82%	68%	75%
		cdefg	cdefg	defg	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 23

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF USE OF PC/ LAPTOP/ NETBOOK AND OF ALTERNATIVE DEVICES TO GO ONLINE

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
PC/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	147 10%	127 11%	12 9%	5 10%	2 7%	147 10%	120 10%	26 14%	19 17%	121 11%	49 5%	67 26% jl	116 9% j
PC/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	725 52%	628 53% d	59 47% d	27 49% d	10 35%	725 52% d	637 52%	88 47%	31 28%	677 64% h	657 65% kl	58 23%	715 57% k
ALTERNATIVE DEVICE AND NOT PC/ LAPTOP/ NETBOOK	334 24%	278 23%	30 24%	15 26%	11 40% abce	334 24%	288 24%	47 25%	61 55% i	260 25%	282 28% k	33 13%	315 25% k
NONE USED	199 14%	160 13%	26 20% ae	9 16%	5 17%	199 14%	172 14%	27 14%	- -%	- -%	20 2%	94 37% jl	114 9% j
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1059 75%	907 76%	89 70%	42 75%	21 75%	1059 75%	925 76%	135 72%	91 83%	937 89%	938 93% kl	92 36%	1030 82% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 24

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN3. (SHOWCARD) How long ago did you first start going online? IF NECESSARY - Wherever you first started going online - perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Base for %	1168	171	243	229	198	169	327	1168	571	597	339	340	249	240	679	489	1168
In the past year	13 1%	1 1%	3 1%	1 *%	2 1%	2 1%	7 2%	13 1%	5 1%	8 1%	- -%	6 2% j	3 1%	4 2% j	6 1%	7 1% j	13 1%
In the past 2 years	25 2%	4 2%	2 1%	2 1%	2 1%	5 3%	15 5% bcdg	25 2%	10 2%	15 3%	6 2%	4 1%	7 3%	9 4% kn	9 1%	16 3% kn	25 2%
IN THE PAST 1-2 YEARS	39 3%	5 3%	5 2%	3 1%	4 2%	7 4%	22 7% bcdg	39 3%	15 3%	23 4%	6 2%	10 3%	10 4%	13 5% jn	16 2%	23 5% jn	39 3%
In the past 3-4 years	71 6%	12 7%	16 6%	8 3%	18 9% c	8 5%	18 5%	71 6%	34 6%	37 6%	9 3%	16 5%	25 10% jkn	21 9% jkn	25 4%	46 9% jkn	71 6% jn
IN THE PAST 1-4 YEARS	110 9%	17 10% c	21 9%	11 5%	22 11% c	15 9%	40 12% c	110 9% c	50 9%	60 10%	15 4%	26 8%	35 14% jkn	34 14% jkn	41 6%	69 14% jkn	110 9% jn
In the past 5-9 years	231 20% bcdefg	69 40%	37 15%	34 15%	30 15%	29 17%	61 19%	231 20%	102 18%	129 22%	43 13%	70 21% j	58 23% jn	60 25% jn	114 17%	117 24% jn	231 20% j
Ten years ago or more	827 71%	85 50%	185 76% a	184 80% afg	146 74% a	124 74% a	226 69% a	827 71% a	420 74% i	407 68%	281 83% klmnop	244 72% lmo	156 63%	147 61%	525 77% klmop	303 62%	827 71% lmo
FIVE YEARS AGO OR MORE	1058 91%	154 90%	222 91%	218 95% adfg	177 89%	153 91%	288 88%	1058 91%	522 91%	537 90%	325 96% lmop	314 92% lmo	214 86%	206 86%	639 94% lmop	420 86%	1058 91% lmo
Can't remember	38	2	9	9	11	3	5	38	17	20	10	8	8	12	18	20	38

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 24

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN3. (SHOWCARD) How long ago did you first start going online? IF NECESSARY - Wherever you first started going online - perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Base for %	1168	1001	99	47	22	1168	1013	156	110	1058	958	155	1113
In the past year	13 1%	13 1%	- -%	* 1%	* 1%	13 1%	9 1%	4 3% f	13 12% i	- -%	6 1%	6 4% jl	12 1%
In the past 2 years	25 2%	24 2%	* *%	1 3%	* 1%	25 2%	17 2%	8 5% f	25 23% i	- -%	12 1%	8 5% jl	21 2%
IN THE PAST 1-2 YEARS	39 3%	36 4% b	* *%	2 4% b	1 2%	39 3% b	26 3%	12 8% f	39 35% i	- -%	18 2%	14 9% jl	33 3%
In the past 3-4 years	71 6%	63 6%	3 3%	4 8%	1 5%	71 6%	59 6%	12 8%	71 65% i	- -%	52 5%	16 10% jl	68 6%
IN THE PAST 1-4 YEARS	110 9%	99 10% b	3 4%	5 12% b	2 8%	110 9% b	85 8%	25 16% f	110 100% i	- -%	70 7%	30 19% jl	100 9%
In the past 5-9 years	231 20%	197 20%	18 18%	11 23%	5 25%	231 20%	204 20%	27 17%	- -%	231 22% h	183 19%	33 22%	216 19%
Ten years ago or more	827 71%	704 70%	78 79% acde	31 65%	15 68%	827 71%	723 71%	104 67%	- -%	827 78% h	705 74% k	92 59%	796 72% k
FIVE YEARS AGO OR MORE	1058 91%	901 90%	96 96% ace	41 88%	20 92%	1058 91%	927 92% a	131 84%	- -%	1058 100% h	887 93% k	125 81%	1012 91% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 24

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN3. (SHOWCARD) How long ago did you first start going online? IF NECESSARY - Wherever you first started going online - perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Can't remember	38	34	2	1	1	38	32	5	-	-	30	3	33
Columns Tested:	a, b, c, d, e - f, g - h, i - j, k, l												

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 25

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN4. (SHOWCARD) 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 : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
PROMPTED RESPONSES																	
Ask a friend or family member to help	700 58%	88 51%	121 48%	129 54%	124 59%	118 69%	238 72%	700 58%	286 49%	414 67%	186 53%	197 57%	166 65%	151 60%	383 55%	317 62%	700 58%
Figure it out myself	516 43%	98 56%	124 49%	104 44%	91 43%	59 34%	99 30%	516 43%	277 47%	239 39%	158 45%	158 46%	103 40%	96 38%	316 45%	200 39%	516 43%
Watch 'how to' videos on websites like YouTube or the BBC	217 18%	46 26%	44 17%	58 25%	26 13%	30 18%	43 13%	217 18%	116 20%	101 16%	69 20%	59 17%	40 16%	49 19%	128 18%	88 17%	217 18%
Give up or get someone else to do it for me	92 8%	11 6%	20 8%	13 6%	21 10%	15 9%	27 8%	92 8%	43 7%	49 8%	23 7%	34 10%	12 5%	23 9%	57 8%	35 7%	92 8%
Phone a helpline to get someone to talk me through it	88 7%	7 4%	16 6%	22 9%	11 5%	18 11%	32 9%	88 7%	50 8%	38 6%	32 9%	26 8%	17 7%	13 5%	58 8%	30 6%	88 7%
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	45 4%	11 6%	6 2%	15 6%	3 1%	6 3%	11 3%	45 4%	25 4%	21 3%	11 3%	14 4%	12 5%	9 4%	24 3%	21 4%	45 4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 25

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN4. (SHOWCARD) 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 : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Go to the local library for help	28 2%	3 2%	3 1%	3 1%	6 3%	8 4%	13 4%	28 2%	20 3% i	8 1%	7 2%	6 2%	9 4%	6 2%	13 2%	15 3%	28 2%
Go to a local community group for help	11 1%	1 *%	2 1%	3 1%	2 1%	3 2%	4 1%	11 1%	4 1%	7 1%	5 1%	1 *%	2 1%	4 1%	6 1%	5 1%	11 1%
UNPROMPTED RESPONSES																	
Google it/ use a search engine	49 4%	5 3%	14 6%	9 4%	9 4%	7 4%	12 4%	49 4%	24 4%	24 4%	18 5% l	14 4%	4 2%	13 5% l	32 5% l	17 3%	49 4%
Other	17 1%	- -%	1 1%	7 3% a	4 2%	1 1%	6 2%	17 1%	12 2%	6 1%	9 3% mo	3 1%	4 1%	1 *%	13 2%	5 1%	17 1%
ANY OF THESE	1131 94%	160 92%	232 92%	224 94%	198 94%	164 96%	317 95%	1131 94%	545 93%	586 95%	321 92%	328 94%	244 95%	238 94%	649 93%	482 95%	1131 94%
None of these/ I don't tend to get stuck when online	74 6%	14 8%	20 8%	13 6%	12 6%	8 4%	15 5%	74 6%	43 7%	31 5%	28 8%	19 6%	13 5%	13 5%	47 7%	26 5%	74 6%
Don't know	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 25

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN4. (SHOWCARD) 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 : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
PROMPTED RESPONSES													
Ask a friend or family member to help	700 58%	595 58%	63 62%	28 58%	14 62%	700 58%	610 58%	90 56%	88 80% i	592 56%	541 55%	118 75% jl	659 57%
Figure it out myself	516 43%	461 45% bc	31 31%	15 31%	9 38%	516 43% bc	453 43%	63 39%	30 27%	472 45% h	463 47% k	44 28%	507 44% k
Watch 'how to' videos on websites like YouTube or the BBC	217 18%	191 18% d	15 15%	8 18% d	2 10%	217 18% d	196 19%	21 13%	8 7%	202 19% h	203 21% k	13 8%	216 19% k
Give up or get someone else to do it for me	92 8%	79 8%	8 8%	2 4%	3 13% ace	92 8%	81 8%	11 7%	4 4%	84 8%	79 8%	11 7%	90 8%
Phone a helpline to get someone to talk me through it	88 7%	80 8% d	4 4%	3 6%	1 3%	88 7% d	79 8%	9 5%	5 5%	81 8%	76 8%	10 7%	86 8%
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	45 4%	38 4%	5 5%	2 4%	1 3%	45 4%	36 3%	9 6%	1 1%	44 4%	39 4%	6 4%	45 4%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 25

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN4. (SHOWCARD) 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 : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Go to the local library for help	28 2%	27 3%	1 1%	* 1%	* *%	28 2%	24 2%	4 3%	5 5%	20 2%	16 2%	6 4%	22 2%
Go to a local community group for help	11 1%	9 1%	2 2%	1 1%	- -%	11 1%	10 1%	1 1%	2 1%	8 1%	8 1%	1 1%	9 1%
UNPROMPTED RESPONSES													
Google it/ use a search engine	49 4%	43 4%	4 4%	1 2%	1 3%	49 4%	40 4%	8 5%	2 2%	47 4%	42 4%	3 2%	45 4%
Other	17 1%	17 2%	- -%	- -%	- -%	17 1%	15 1%	3 2%	1 1%	15 1%	15 2%	1 1%	16 1%
ANY OF THESE	1131 94%	980 95% bc	87 87%	42 89%	21 91%	1131 94% bc	978 94%	153 95%	109 99% i	987 93%	924 94%	151 95%	1075 94%
None of these/ I don't tend to get stuck when online	74 6%	53 5%	14 13% ae	5 11% ae	2 8%	74 6%	66 6%	8 5%	1 1%	70 7% h	62 6%	7 5%	70 6%
Don't know	1 *%	1 *%	- -%	- -%	* 1% ae	1 *%	1 *%	* *%	- -%	1 *%	1 *%	* *%	1 *%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 26

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
None	14	2	2	-	4	2	6	14	10	3	3	1	3	6	4	9	14
	1%	1%	1%	-%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%
					c									kn		kn	
Up to 1 hour	63	2	*	12	16	13	33	63	28	34	19	8	18	17	27	35	63
	5%	1%	1%	5%	8%	8%	10%	5%	5%	6%	6%	2%	7%	7%	4%	7%	5%
				ab	ab	ab	ab	ab			k		kn	k		kn	k
Up to 5 hours	267	17	36	57	57	53	99	267	129	137	72	81	58	56	153	114	267
	22%	10%	14%	24%	27%	31%	30%	22%	22%	22%	20%	23%	23%	22%	22%	22%	22%
				ab	ab	abg	abg	ab									
Up to 10 hours	297	25	71	67	55	35	80	297	153	143	89	94	59	54	183	114	297
	25%	14%	28%	28%	26%	20%	24%	25%	26%	23%	25%	27%	23%	22%	26%	22%	25%
			a	a	a		a	a									
Up to 15 hours	191	29	44	39	23	38	56	191	93	97	62	52	44	33	114	77	191
	16%	17%	18%	16%	11%	22%	17%	16%	16%	16%	18%	15%	17%	13%	16%	15%	16%
			d			dg	d										
Up to 20 hours	122	31	36	17	21	10	17	122	59	62	41	43	18	19	85	37	122
	10%	18%	14%	7%	10%	6%	5%	10%	10%	10%	12%	13%	7%	7%	12%	7%	10%
		cdefg	cef		f		f	f			o	lmo			lmo		
Up to 30 hours	138	32	33	27	19	14	27	138	67	72	34	35	36	32	70	68	138
	11%	19%	13%	11%	9%	8%	8%	11%	11%	12%	10%	10%	14%	13%	10%	13%	11%
		cdefg															
Up to 40 hours	62	13	17	13	11	4	7	62	22	39	16	19	12	16	34	27	62
	5%	7%	7%	6%	5%	3%	2%	5%	4%	6%	4%	5%	5%	6%	5%	5%	5%
		ef	f	f	f			f		h							
Up to 50 hours	28	10	4	4	3	1	6	28	14	14	7	6	4	12	12	16	28
	2%	6%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	5%	2%	3%	2%
		bcd												klmp			

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 26

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IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Over 50 hours	26	12	8	3	1	1	1	26	12	14	7	9	3	7	15	10	26
	2%	7%	3%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%
		cdefg	f					f									
Mean number of hours per week	14.8	23.2	17.1	14.4	12.5	10.5	10.4	14.8	14.2	15.4	14.4	15.2	13.3	16.4	14.8	14.8	14.8
		bcdefg	cdefg	ef	f			def						l			
Standard deviation	15.21	18.55	14.92	16.46	14.33	9.47	10.31	15.21	13.82	16.42	13.89	15.86	12.13	18.43	14.90	15.64	15.21
Standard error	.39	1.22	.92	.96	.88	.64	.46	.39	.51	.58	.70	.70	.70	1.00	.49	.62	.39
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 26

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IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
None	14 1%	12 1%	1 1%	1 2% d	- -%	14 1%	11 1%	3 2%	6 6% i	5 *%	5 1%	4 2% jl	9 1%
Up to 1 hour	63 5%	54 5%	6 6%	2 4%	1 4%	63 5%	54 5%	9 5%	18 16% i	44 4%	36 4%	19 12% jl	55 5%
Up to 5 hours	267 22%	233 23%	20 20%	10 20%	4 16%	267 22%	228 22%	39 24%	43 39% i	218 21%	196 20%	55 34% jl	250 22%
Up to 10 hours	297 25%	251 24%	26 26%	12 25%	8 36% abce	297 25%	254 24%	43 27%	16 15%	265 25% h	246 25%	35 22%	281 25%
Up to 15 hours	191 16%	163 16%	15 15%	8 16%	6 24% abce	191 16%	167 16%	24 15%	11 10%	175 17% k	170 17% k	14 9%	184 16% k
Up to 20 hours	122 10%	99 10%	14 14%	7 14%	2 10%	122 10%	104 10%	17 11%	9 8%	110 10%	108 11%	11 7%	119 10%
Up to 30 hours	138 11%	117 11% d	14 14% d	5 11%	1 5%	138 11% d	121 12%	17 11%	2 1%	136 13% h	124 13% k	12 7%	136 12%
Up to 40 hours	62 5%	57 6% b	2 2%	2 4%	1 4%	62 5% b	56 5%	6 4%	3 3%	56 5%	53 5%	6 4%	59 5%
Up to 50 hours	28 2%	25 2%	1 1%	1 2%	* 1%	28 2%	26 2%	2 1%	1 1%	26 2%	26 3%	2 1%	28 2%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 26

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Over 50 hours	26	23	2	1	-	26	25	1	2	24	24	1	26
	2%	2%	2%	1%	-%	2%	2%	1%	2%	2%	2%	1%	2%
		d											
Mean number of hours per week	14.8	15.0	14.0	14.4	12.2	14.8	15.1	12.7	8.5	15.6	15.9	10.6	15.2
		d				d	g			h	k		k
Standard deviation	15.21	15.61	13.09	12.82	9.18	15.21	15.73	11.10	12.71	15.41	15.32	15.11	15.39
Standard error	.39	.49	.99	.93	.67	.39	.44	.70	1.03	.42	.44	.97	.40

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 27

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
None	620	54	118	100	98	107	250	620	274	346	128	145	152	195	273	347	620
	51%	31%	47%	42%	47%	62%	75%	51%	47%	56%	37%	42%	59%	77%	39%	68%	51%
			a	a	a	abcdg	abcdeg	ac		h			jkn	jklnop		jklnp	jkn
Up to 1 hour	80	7	15	26	18	9	14	80	38	42	26	18	21	15	44	36	80
	7%	4%	6%	11%	9%	5%	4%	7%	6%	7%	7%	5%	8%	6%	6%	7%	7%
				aefg	f												
Up to 5 hours	184	44	49	37	36	13	18	184	93	91	54	62	46	21	116	68	184
	15%	25%	19%	15%	17%	8%	6%	15%	16%	15%	16%	18%	18%	8%	17%	13%	15%
		cdefg	ef	ef	ef			ef			m	m	m		m		m
Up to 10 hours	117	31	22	28	21	12	15	117	73	45	48	44	16	9	92	25	117
	10%	18%	9%	12%	10%	7%	5%	10%	12%	7%	14%	13%	6%	4%	13%	5%	10%
		bdefg	f	f	f			f	i		lmop	lmo			lmop		mo
Up to 15 hours	46	11	10	11	6	8	8	46	24	22	14	23	3	5	38	8	46
	4%	6%	4%	5%	3%	5%	3%	4%	4%	4%	4%	7%	1%	2%	5%	2%	4%
		f									o	lmop			lmo		o
Up to 20 hours	59	8	14	11	14	7	11	59	30	29	37	14	7	*	52	7	59
	5%	5%	6%	4%	7%	4%	3%	5%	5%	5%	11%	4%	3%	*%	7%	1%	5%
											klmop	mo	m		klmop		mo
Up to 30 hours	47	12	6	14	6	9	9	47	25	22	16	26	3	1	42	5	47
	4%	7%	2%	6%	3%	5%	3%	4%	4%	4%	5%	8%	1%	*%	6%	1%	4%
		bf		f							lmo	lmop			lmop		lmo
Up to 40 hours	41	5	14	9	7	4	5	41	27	14	19	12	4	5	32	9	41
	3%	3%	6%	4%	3%	2%	1%	3%	5%	2%	6%	4%	2%	2%	5%	2%	3%
			f	f				f	i		lmo				o		
Up to 50 hours	7	1	2	1	2	1	1	7	5	3	3	1	1	1	5	2	7
	1%	1%	1%	*%	1%	1%	*%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%
Over 50 hours	6	-	1	1	2	1	1	6	1	4	3	2	1	-	5	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 27

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Mean number of hours per week	5.9	7.6	6.6	6.9	6.4	6.0	3.6	5.9	6.6	5.3	8.9	7.7	3.4	2.0	8.3	2.7	5.9
		fg	f	f	f	f		f	i		lmop	lmop	m		lmop		lmo
Standard deviation	11.54	10.01	11.47	11.91	11.26	15.75	11.96	11.54	10.87	12.12	12.73	13.78	8.16	6.72	13.27	7.51	11.54
Standard error	.29	.66	.70	.70	.69	1.06	.54	.29	.40	.43	.64	.60	.47	.37	.44	.30	.29
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 27

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
None	620 51%	534 52%	47 47%	27 57%	11 49%	620 51%	538 51%	82 51%	75 68% i	526 50%	444 45%	128 81% jl	572 50% j
Up to 1 hour	80 7%	70 7%	7 7%	2 5%	1 4%	80 7%	71 7%	9 6%	12 11% i	65 6%	72 7% k	3 2%	75 7% k
Up to 5 hours	184 15%	153 15%	21 21%	6 13%	3 14%	184 15%	152 15%	32 20%	13 12%	162 15%	170 17% k	12 7%	182 16% k
Up to 10 hours	117 10%	100 10%	10 10%	4 8%	3 14%	117 10%	104 10%	13 8%	3 3%	112 11% h	110 11% k	5 3%	114 10% k
Up to 15 hours	46 4%	40 4%	2 2%	2 5%	2 8% abe	46 4%	39 4%	6 4%	1 1%	44 4%	42 4%	4 2%	46 4%
Up to 20 hours	59 5%	49 5% d	6 6% d	4 7% d	* **%	59 5% d	51 5%	8 5%	3 3%	55 5%	54 5%	5 3%	59 5%
Up to 30 hours	47 4%	40 4%	4 4%	1 2%	2 8% ace	47 4%	40 4%	6 4%	1 1%	44 4%	44 4% k	2 1%	46 4%
Up to 40 hours	41 3%	37 4%	2 2%	1 2%	1 2%	41 3%	38 4%	2 2%	1 1%	38 4%	40 4% k	- -%	40 3% k
Up to 50 hours	7 1%	6 1%	1 1%	1 1%	- -%	7 1%	6 1%	1 1%	- -%	6 1%	7 1%	- -%	7 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 27

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Over 50 hours	6	6	-	-	-	6	6	-	-	6	6	-	6
	*%	1%	-%	-%	-%	*%	1%	-%	-%	1%	1%	-%	*%
Mean number of hours per week	5.9	6.0	5.6	5.0	6.0	5.9	6.1	5.0	2.1	6.3	6.8	1.8	6.2
										h	k		k
Standard deviation	11.54	11.84	9.71	9.45	9.43	11.54	11.92	8.66	5.99	11.88	12.30	5.22	11.71
Standard error	.29	.37	.73	.69	.69	.29	.33	.55	.49	.32	.35	.33	.31
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 28

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5C. And how many hours in a typical week would you say you go online anywhere else?

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
None	643	54	115	109	110	128	256	643	293	350	186	169	141	147	355	289	643
	53%	31%	46%	46%	53%	74%	77%	53%	50%	57%	53%	49%	55%	58%	51%	57%	53%
			a	a	a	abcdg	abcdg	abc		h				kn		kn	
Up to 1 hour	174	17	34	42	36	25	46	174	85	89	52	53	37	32	106	69	174
	14%	10%	14%	18%	17%	14%	14%	14%	14%	14%	15%	15%	14%	13%	15%	14%	14%
				a	a												
Up to 5 hours	271	60	69	67	48	16	26	271	150	120	78	87	56	50	165	106	271
	22%	35%	27%	28%	23%	9%	8%	22%	26%	19%	22%	25%	22%	20%	24%	21%	22%
		defg	ef	ef	ef			ef	i								
Up to 10 hours	84	29	23	18	9	3	5	84	40	44	25	30	16	13	55	29	84
	7%	16%	9%	7%	5%	2%	2%	7%	7%	7%	7%	9%	6%	5%	8%	6%	7%
		bcddefg	ef	ef	f			ef									
Up to 15 hours	11	5	4	-	2	-	-	11	7	5	3	2	2	4	6	6	11
	1%	3%	2%	-%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		cefg	f		f												
Up to 20 hours	8	4	3	-	1	-	*	8	5	3	1	*	2	5	1	7	8
	1%	2%	1%	-%	1%	-%	*%	1%	1%	*%	*%	*%	1%	2%	*%	1%	1%
		cefg												kn		kn	
Up to 30 hours	6	3	1	1	1	-	-	6	3	4	-	5	1	-	5	1	6
	1%	1%	1%	*%	1%	-%	-%	1%	*%	1%	-%	1%	1%	-%	1%	*%	1%
		f										j					
Up to 40 hours	5	1	3	1	*	-	-	5	1	3	1	1	-	2	3	2	5
	*%	1%	1%	*%	*%	-%	-%	*%	*%	1%	*%	*%	-%	1%	*%	*%	*%
			f														
Up to 50 hours	1	1	-	-	-	-	-	1	1	-	1	-	-	-	1	-	1
	*%	1%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
Over 50 hours	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 28

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5C. And how many hours in a typical week would you say you go online anywhere else?

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Mean number of hours per week	2.1	4.5	2.7	2.1	2.0	.6	.5	2.1	2.4	1.9	2.0	2.5	1.8	2.1	2.2	2.0	2.1
		bcdefg	ef	ef	ef			ef	i								
Standard deviation	5.14	7.10	5.21	5.78	5.27	1.61	1.52	5.14	5.97	4.19	4.71	6.05	3.65	5.64	5.42	4.74	5.14
Standard error	.13	.47	.32	.34	.32	.11	.07	.13	.22	.15	.24	.26	.21	.31	.18	.19	.13
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 28

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5C. And how many hours in a typical week would you say you go online anywhere else?

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
None	643 53%	557 54%	49 49%	25 52%	12 53%	643 53%	549 53%	94 59%	72 65% i	552 52%	458 46%	137 87% jl	595 52% j
Up to 1 hour	174 14%	152 15%	11 11%	9 18% d	2 10%	174 14%	154 15%	20 13%	17 16%	149 14%	160 16% k	9 5%	169 15% k
Up to 5 hours	271 22%	227 22%	28 28%	10 21%	6 26%	271 22%	238 23%	33 20%	14 12%	248 23% h	259 26% k	8 5%	266 23% k
Up to 10 hours	84 7%	67 6%	12 12% ae	3 7%	2 9%	84 7%	74 7%	10 6%	4 4%	80 8%	80 8% k	3 2%	83 7% k
Up to 15 hours	11 1%	11 1%	1 1%	- -%	* *%	11 1%	8 1%	4 2%	2 2%	9 1%	11 1%	- -%	11 1%
Up to 20 hours	8 1%	8 1%	- -%	- -%	* *%	8 1%	8 1%	* *%	- -%	7 1%	8 1%	- -%	8 1%
Up to 30 hours	6 1%	6 1%	- -%	- -%	* 1%	6 1%	6 1%	- -%	1 1%	5 1%	4 *%	1 1%	5 *%
Up to 40 hours	5 *%	4 *%	- -%	* 1%	- -%	5 *%	5 *%	- -%	- -%	5 *%	5 *%	- -%	5 *%
Up to 50 hours	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%
Over 50 hours	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	1 *%	1 *%	2 *%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 28

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN5C. And how many hours in a typical week would you say you go online anywhere else?

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Mean number of hours per week	2.1	2.1	2.0	1.7	2.0	2.1	2.2	1.5	1.2	2.2	2.4	.9	2.2
Standard deviation	5.14	5.40	2.86	3.88	3.50	5.14	g			h	k		k
Standard error	.13	.17	.22	.28	.25	.13	.15	.18	.28	.14	.15	.33	.14
Columns Tested:	a,b,c,d,e - f,g - h,i - j,k,l												

OFCEM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 29

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
None	4	-	-	-	1	-	2	4	3	*	1	-	2	1	1	3	4
	*%	-%	-%	-%	1%	-%	1%	*%	1%	*%	*%	-%	1%	1%	*%	1%	*%
Up to 1 hour	44	2	1	5	9	10	28	44	21	23	8	7	14	15	15	29	44
	4%	1%	*%	2%	4%	6%	8%	4%	4%	4%	2%	2%	5%	6%	2%	6%	4%
					ab	abc	abcg	b					kn	jkn		jkn	
Up to 5 hours	195	8	27	42	38	37	80	195	93	102	44	55	47	50	98	97	195
	16%	5%	11%	18%	18%	21%	24%	16%	16%	17%	12%	16%	18%	20%	14%	19%	16%
			a	ab	ab	ab	abg	ab						jn		jn	
Up to 10 hours	194	13	35	32	38	35	74	194	88	105	48	54	49	43	101	92	194
	16%	8%	14%	13%	18%	20%	22%	16%	15%	17%	14%	15%	19%	17%	15%	18%	16%
			a		a	a	abcg	a									
Up to 15 hours	166	20	44	28	27	26	46	166	89	77	53	45	36	32	98	68	166
	14%	12%	18%	12%	13%	15%	14%	14%	15%	13%	15%	13%	14%	13%	14%	13%	14%
Up to 20 hours	107	14	26	22	17	16	28	107	45	62	34	29	23	21	63	44	107
	9%	8%	10%	9%	8%	9%	8%	9%	8%	10%	10%	8%	9%	8%	9%	9%	9%
Up to 30 hours	185	33	36	51	35	19	30	185	91	94	59	54	34	38	113	72	185
	15%	19%	14%	21%	17%	11%	9%	15%	15%	15%	17%	15%	13%	15%	16%	14%	15%
		ef	f	efg	f			f									
Up to 40 hours	122	28	35	27	14	11	17	122	62	60	36	39	26	22	74	47	122
	10%	16%	14%	12%	7%	7%	5%	10%	10%	10%	10%	11%	10%	9%	11%	9%	10%
		defg	def	f				f									
Up to 50 hours	78	18	16	13	15	11	16	78	36	42	25	28	12	13	53	25	78
	6%	11%	6%	5%	7%	6%	5%	6%	6%	7%	7%	8%	5%	5%	8%	5%	6%
		fg															
Over 50 hours	113	38	31	19	15	7	11	113	61	51	42	38	15	17	81	32	113
	9%	22%	12%	8%	7%	4%	3%	9%	10%	8%	12%	11%	6%	7%	12%	6%	9%
		bcdefg	ef	f	f			ef			lmo	lo			lmo		o

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 29

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Mean number of hours per week	22.9	35.2	26.4	23.4	20.8	17.1	14.6	22.9	23.2	22.5	25.3	25.4	18.5	20.5	25.3	19.5	22.9
		bcdefg	defg	ef	f			ef			lmo	lmop			lmop		lo
Standard deviation	22.98	25.13	23.06	24.83	21.66	19.91	17.01	22.98	23.08	22.90	22.63	26.31	17.16	22.91	24.51	20.22	22.98
Standard error	.58	1.65	1.42	1.45	1.33	1.34	.76	.58	.85	.81	1.14	1.15	.99	1.25	.81	.80	.58
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 29

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
None	4 *%	3 *%	- -%	* 1%	- -%	4 *%	2 *%	1 1%	2 2% i	1 *%	- -%	2 1% jl	2 *%
Up to 1 hour	44 4%	36 3%	6 6% c	1 2%	1 3%	44 4%	38 4%	6 4%	16 14% i	27 3%	19 2%	18 11% jl	37 3%
Up to 5 hours	195 16%	172 17%	13 13%	7 14%	3 13%	195 16%	164 16%	31 19%	35 31% i	156 15%	128 13%	46 29% jl	174 15%
Up to 10 hours	194 16%	164 16%	16 16%	8 17%	5 21%	194 16%	167 16%	27 17%	20 18%	163 15%	145 15%	37 23% jl	183 16%
Up to 15 hours	166 14%	143 14%	11 11%	9 18%	3 13%	166 14%	151 14%	15 9%	12 11%	145 14%	141 14%	18 11%	159 14%
Up to 20 hours	107 9%	90 9%	10 10%	5 11%	2 10%	107 9%	87 8%	20 12%	8 7%	96 9%	95 10%	9 6%	104 9%
Up to 30 hours	185 15%	153 15%	19 19%	8 17%	5 20%	185 15%	156 15%	29 18%	10 9%	171 16% h	168 17% k	12 8%	180 16% k
Up to 40 hours	122 10%	105 10%	10 10%	5 10%	2 9%	122 10%	103 10%	18 11%	1 1%	119 11% h	115 12% k	5 3%	120 11% k
Up to 50 hours	78 6%	67 6%	7 7%	3 6%	1 6%	78 6%	70 7%	8 5%	3 3%	74 7%	69 7%	6 4%	75 7%
Over 50 hours	113 9%	101 10%	8 8%	3 6%	1 6%	113 9%	106 10% g	6 4%	4 4%	106 10% h	107 11% k	5 3%	112 10% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 29

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Mean number of hours per week	22.9	23.1	21.7	21.0	20.3	22.9	23.4	19.2	11.9	24.1	25.1	13.4	23.5
							g			h	k		k
Standard deviation	22.98	23.57	19.35	19.60	16.64	22.98	23.79	16.35	15.88	23.24	23.47	18.79	23.22
Standard error	.58	.75	1.46	1.43	1.21	.58	.66	1.03	1.29	.63	.67	1.20	.61
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 30

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN6. (SHOWCARD) Which, if any of these things do you or someone in your household do at home? IF NECESSARY: By 'strong' passwords we mean passwords that use combinations of uppercase and lowercase letters, numbers and other symbols
IF NECESSARY: Backing up information is to prevent you from losing things like photos, music files and other documents stored on your device in the event of your device crashing or being lost or stolen (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Use security software such as an anti-virus or anti-spyware package (e.g. Norton, McAfee, Bitdefender, Kaspersky)	782 65%	105 61%	143 57%	163 68% b	139 66% b	128 74% abg	232 70% ab	782 65% b	395 67%	387 63%	264 76% klmop	234 67% lmo	152 59%	132 52%	498 71% lmop	284 56%	782 65% mo
Use strong passwords on devices that can be used to go online	652 54%	103 59% f	140 56%	141 59% f	108 51%	87 51%	160 48%	652 54% f	331 56%	322 52%	216 62% lmop	196 56% lo	115 45%	125 49%	412 59% lmop	240 47%	652 54% lo
Use strong passwords for online services like email, social media, PayPal etc.	558 46%	84 48%	134 53% f	111 47%	96 46%	85 49% f	133 40% f	558 46% f	283 48%	275 45%	191 55% klmop	160 46% l	95 37%	112 44%	351 50% lo	207 41%	558 46% lo
Use a firewall	521 43%	69 40%	94 37%	108 45%	99 47% b	87 51% ab	151 45%	521 43%	285 48% i	236 38%	200 57% klmnop	141 41% m	100 39%	80 32%	341 49% klmop	180 35%	521 43% mo
Download the latest software updates onto devices when prompted	472 39%	80 46% f	95 38%	96 40%	82 39%	75 44%	119 36%	472 39%	256 44% i	216 35%	163 47% lmop	146 42% lmo	82 32%	81 32%	309 44% lmop	163 32%	472 39% lmo
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 30

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IN6. (SHOWCARD) Which, if any of these things do you or someone in your household do at home? IF NECESSARY: By 'strong' passwords we mean passwords that use combinations of uppercase and lowercase letters, numbers and other symbols IF NECESSARY: Backing up information is to prevent you from losing things like photos, music files and other documents stored on your device in the event of your device crashing or being lost or stolen (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Routinely back-up the information on your devices	406	71	86	77	69	64	102	406	195	211	160	126	65	54	287	119	406
	34%	41%	34%	32%	33%	37%	31%	34%	33%	34%	46%	36%	25%	21%	41%	23%	34%
		f									klmop	lmo			lmop		lmo
Delete cookies from your web browser (Google Chrome/ Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera etc.)	401	53	94	88	64	63	101	401	211	190	147	113	71	70	260	141	401
	33%	30%	37%	37%	31%	37%	30%	33%	36%	31%	42%	32%	28%	28%	37%	28%	33%
											klmop				lmo		o
Use email filters or software that can block unwanted or spam emails	391	48	77	88	75	66	104	391	205	186	164	111	60	56	275	116	391
	32%	27%	30%	37%	36%	38%	31%	32%	35%	30%	47%	32%	23%	22%	39%	23%	32%
				a		a					klmnop	lmo			klmop		lmo
Use ad blocking filters or software to stop seeing some types of online adverts	348	55	68	80	68	52	78	348	194	155	147	95	48	58	242	107	348
	29%	32%	27%	33%	32%	30%	24%	29%	33%	25%	42%	27%	19%	23%	35%	21%	29%
		f		f	f			f	i		klmnop	lo			klmop		lo
ANY OF THESE	1067	160	222	215	183	156	287	1067	539	527	330	317	222	198	647	420	1067
	88%	92%	88%	90%	87%	91%	86%	88%	92%	85%	94%	91%	86%	78%	93%	82%	88%
									i		lmop	mo	m		lmop		mo
None of these	100	7	25	17	18	10	32	100	44	56	14	21	28	37	35	65	100
	8%	4%	10%	7%	9%	6%	10%	8%	7%	9%	4%	6%	11%	15%	5%	13%	8%
			a				a						jknp	jknp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Don't know	40	7	5	6	8	6	13	40	6	34	6	10	7	17	15	24	40
	3%	4%	2%	3%	4%	3%	4%	3%	1%	6%	2%	3%	3%	7%	2%	5%	3%
										h				jklnp		jn	

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

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IF NECESSARY: Backing up information is to prevent you from losing things like photos, music files and other documents stored on your device in the event of your device crashing or being lost or stolen (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Use security software such as an anti-virus or anti-spyware package (e.g. Norton, McAfee, Bitdefender, Kaspersky)	782 65%	667 64%	69 69% d	32 67% d	13 57%	782 65% d	679 65%	103 64%	49 44%	714 67% h	660 67% k	93 59%	753 66%
Use strong passwords on devices that can be used to go online	652 54%	567 55% cd	54 53% d	22 46%	9 40%	652 54% cd	571 55%	82 51%	36 33%	607 57% h	559 57% k	72 46%	631 55% k
Use strong passwords for online services like email, social media, PayPal etc.	558 46%	485 47% d	42 42%	22 46%	9 38%	558 46% d	489 47%	69 43%	21 19%	527 50% h	487 49% k	53 33%	540 47% k
Use a firewall	521 43%	457 44% cd	42 41% d	16 34% d	6 24%	521 43% cd	451 43%	70 43%	31 28%	474 45% h	432 44%	68 43%	500 44%
Download the latest software updates onto devices when prompted	472 39%	412 40% d	40 40% d	16 33% d	5 22%	472 39% d	411 39%	61 38%	28 26%	436 41% h	415 42% k	48 30%	463 40% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Routinely back-up the information on your devices	406 34%	349 34% d	38 37% d	14 29%	5 21%	406 34% d	345 33%	60 38%	20 18%	379 36% h	359 36% k	39 25%	399 35% k
Delete cookies from your web browser (Google Chrome/ Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera etc.)	401 33%	354 34% d	27 26% d	16 33% d	4 18%	401 33% d	350 33%	51 32%	16 14%	379 36% h	350 35% k	42 26%	391 34% k
Use email filters or software that can block unwanted or spam emails	391 32%	345 33% d	27 27% d	15 31% d	4 17%	391 32% d	343 33%	48 30%	14 13%	369 35% h	347 35% k	34 22%	381 33% k
Use ad blocking filters or software to stop seeing some types of online adverts	348 29%	308 30% bd	22 22% d	15 32% bd	3 14%	348 29% d	304 29%	45 28%	15 14%	328 31% h	304 31% k	36 23%	340 30% k
ANY OF THESE	1067 88%	915 88%	90 89%	42 88%	20 84%	1067 88%	924 88%	142 88%	71 65%	964 91% h	894 91% k	126 79%	1020 89% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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IF NECESSARY: Backing up information is to prevent you from losing things like photos, music files and other documents stored on your device in the event of your device crashing or being lost or stolen (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
None of these	100 8%	85 8%	9 9%	3 7%	3 11%	100 8%	88 8%	12 7%	30 27% i	67 6%	66 7%	24 15% jl	90 8%
Don't know	40 3%	34 3%	3 3%	2 5%	1 5%	40 3%	33 3%	7 4%	9 8% i	27 3%	28 3%	8 5%	36 3%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 31

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN7. (SHOWCARD) Have you personally experienced any of the following issues in the past 12 months? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
A computer virus on any device you use to go online	187	25	31	35	36	33	60	187	112	75	54	57	38	37	111	76	187
	15%	14%	12%	15%	17%	19%	18%	15%	19%	12%	15%	16%	15%	15%	16%	15%	15%
									i								
Your email account was hacked (someone accessing or sending emails from your account without your permission)	91	11	26	27	11	9	16	91	32	59	23	27	19	23	50	41	91
	8%	6%	10%	11%	5%	5%	5%	8%	5%	10%	7%	8%	7%	9%	7%	8%	8%
			f	def						h							
Lost money online (i.e. got scammed or ripped off)	49	8	12	13	9	3	8	49	22	27	9	15	12	13	24	25	49
	4%	5%	5%	5%	4%	2%	2%	4%	4%	4%	3%	4%	5%	5%	3%	5%	4%
				f													
Your social media account was hacked (someone accessing or posting things from your account without your permission)	48	13	11	9	8	6	7	48	24	24	12	16	9	9	29	19	48
	4%	7%	4%	4%	4%	3%	2%	4%	4%	4%	4%	5%	4%	4%	4%	4%	4%
		fg															

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 31

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN7. (SHOWCARD) Have you personally experienced any of the following issues in the past 12 months? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Your financial or other personal information being stolen and used online without your permission or knowledge	47 4%	3 2%	9 4%	19 8% abdefg	8 4%	5 3%	9 3%	47 4%	22 4%	26 4%	22 6% ko	10 3%	7 3%	8 3%	32 5%	15 3%	47 4%
Data or files were lost from your device as a result of a virus or other scam	39 3%	5 3%	10 4%	9 4%	5 3%	2 1%	9 3%	39 3%	26 4% i	14 2%	12 4%	8 2%	10 4%	8 3%	21 3%	19 4%	39 3%
Been 'trolled' online - an anonymous person making hurtful or harmful comments to you	17 1%	8 5% bcdefg	3 1%	3 1%	1 1%	* *%	1 *%	17 1%	12 2%	5 1%	7 2%	7 2%	1 1%	2 1%	13 2%	3 1%	17 1%
ANY OF THESE	324 27%	48 28%	65 26%	78 33% f	53 25%	45 26%	80 24%	324 27%	160 27%	163 26%	96 28%	93 27%	63 24%	71 28%	190 27%	134 26%	324 27%
None of these	874 73%	124 71%	184 73%	159 67%	156 74%	126 73%	251 75% c	874 73%	425 72%	450 73%	250 71%	253 73%	193 75%	179 71%	503 72%	371 73%	874 73%
Don't know	8 1%	2 1%	2 1%	1 1%	1 *%	* *%	2 1%	8 1%	4 1%	4 1%	3 1%	1 *%	1 *%	2 1%	5 1%	3 1%	8 1%

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

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IN7. (SHOWCARD) Have you personally experienced any of the following issues in the past 12 months? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
A computer virus on any device you use to go online	187 15%	170 16% bd	9 9%	7 14% d	1 5%	187 15% bd	164 16%	23 14%	9 9%	171 16% h	156 16%	20 13%	177 15%
Your email account was hacked (someone accessing or sending emails from your account without your permission)	91 8%	88 8% bcd	2 2%	2 4%	* 1%	91 8% bd	84 8%	8 5%	10 10%	80 8%	84 9% k	5 3%	90 8% k
Lost money online (i.e. got scammed or ripped off)	49 4%	46 4%	1 1%	2 3%	1 2%	49 4%	43 4%	6 4%	2 2%	46 4%	43 4%	5 3%	48 4%
Your social media account was hacked (someone accessing or posting things from your account without your permission)	48 4%	43 4%	3 3%	2 3%	* 1%	48 4%	43 4%	5 3%	6 5%	41 4%	39 4%	8 5%	47 4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 31

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN7. (SHOWCARD) Have you personally experienced any of the following issues in the past 12 months? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Your financial or other personal information being stolen and used online without your permission or knowledge	47 4%	44 4%	2 2%	1 2%	1 4%	47 4%	41 4%	6 4%	- -%	47 4% h	46 5% k	1 *%	47 4% k
Data or files were lost from your device as a result of a virus or other scam	39 3%	36 3% b	1 1%	2 5% bd	* 1%	39 3%	34 3%	5 3%	3 3%	34 3%	33 3%	4 3%	37 3%
Been 'trolled' online - an anonymous person making hurtful or harmful comments to you	17 1%	14 1%	1 1%	2 3% d	- -%	17 1%	12 1%	5 3%	2 2%	15 1%	15 2%	1 1%	16 1%
ANY OF THESE	324 27%	299 29% bcd	13 12%	10 21% bd	2 10%	324 27% bd	291 28% g	32 20%	22 20%	294 28%	281 28% k	30 19%	311 27% k
None of these	874 73%	729 70%	88 87% ae	38 79% a	21 89% ace	874 73%	746 71%	129 80% f	85 77%	759 72%	703 71%	126 79% jl	828 72%
Don't know	8 1%	7 1%	1 1%	- -%	* 1%	8 1%	8 1%	- -%	3 3% i	5 *%	4 *%	3 2% j	7 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 32

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN8. (SHOWCARD) Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	293	3	7	20	19	50	244	293	140	153	33	45	69	146	78	215	293
Effective Weighted Sample	235	3	6	18	14	41	195	235	113	122	28	38	54	117	64	170	235
Total	199	3	7	17	13	37	159	199	100	99	26	28	50	96	54	145	199
PROMPTED RESPONSES																	
It's just not for people for like me/ I don't see the need	86	**	**	**	**	**	74	86	42	44	**	**	**	42	**	61	86
	43%	**	**	**	**	**	47%	43%	42%	45%	**	**	**	44%	**	42%	43%
It's too complicated	38	**	**	**	**	**	32	38	18	19	**	**	**	18	**	26	38
	19%	**	**	**	**	**	20%	19%	18%	19%	**	**	**	18%	**	18%	19%
It's not worth the money/ it's too expensive	21	**	**	**	**	**	11	21	9	12	**	**	**	16	**	19	21
	11%	**	**	**	**	**	7%	11%	9%	12%	**	**	**	17%	**	13%	11%
I don't trust the internet/ being online is not safe/secure	17	**	**	**	**	**	12	17	11	6	**	**	**	7	**	10	17
	8%	**	**	**	**	**	7%	8%	11%	6%	**	**	**	8%	**	7%	8%
I don't have the right equipment	11	**	**	**	**	**	7	11	6	5	**	**	**	5	**	8	11
	5%	**	**	**	**	**	4%	5%	6%	5%	**	**	**	5%	**	5%	5%
I don't have the right help to know how to start	9	**	**	**	**	**	9	9	4	5	**	**	**	4	**	7	9
	4%	**	**	**	**	**	5%	4%	4%	5%	**	**	**	4%	**	5%	4%
UNPROMPTED RESPONSES																	
I'm not interested/ I don't have the time	5	**	**	**	**	**	5	5	4	1	**	**	**	1	**	3	5
	3%	**	**	**	**	**	3%	3%	4%	1%	**	**	**	1%	**	2%	3%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 32

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN8. (SHOWCARD) Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	293	3	7	20	19	50	244	293	140	153	33	45	69	146	78	215	293
Effective Weighted Sample	235	3	6	18	14	41	195	235	113	122	28	38	54	117	64	170	235
Total	199	3	7	17	13	37	159	199	100	99	26	28	50	96	54	145	199
I don't need to - other family member uses it/ does things for me	3	**	**	**	**	**	3	3	1	2	**	**	**	*	**	2	3
	2%	**	**	**	**	**	2%	2%	1%	2%	**	**	**	*%	**	1%	2%
I'm too old now to use it	2	**	**	**	**	**	2	2	-	2	**	**	**	1	**	2	2
	1%	**	**	**	**	**	1%	1%	-%	2%	**	**	**	1%	**	2%	1%
Poor eyesight/ dyslexia prevents me	2	**	**	**	**	**	-	2	2	-	**	**	**	2	**	2	2
	1%	**	**	**	**	**	-%	1%	2%	-%	**	**	**	2%	**	1%	1%
Other	4	**	**	**	**	**	4	4	3	1	**	**	**	-	**	3	4
	2%	**	**	**	**	**	2%	2%	3%	1%	**	**	**	-%	**	2%	2%
Don't know	2	**	**	**	**	**	1	2	*	2	**	**	**	-	**	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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 32

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN8. (SHOWCARD) Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : Those who do not go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	293	173	51	34	35	293	239	54	-	-	29	131	160
Effective Weighted Sample	235	168	49	34	33	235	197	39	-	-	22	106	128
Total	199	160	26	9	5	199	172	27	-	-	20	94	114
PROMPTED RESPONSES													
It's just not for people for like me/ I don't see the need	86 43%	69 43%	** **	** **	** **	86 43%	78 45%	** **	** **	** **	** **	38 40%	45 39%
It's too complicated	38 19%	30 19%	** **	** **	** **	38 19%	32 19%	** **	** **	** **	** **	18 19%	24 21%
It's not worth the money/ it's too expensive	21 11%	17 10%	** **	** **	** **	21 11%	19 11%	** **	** **	** **	** **	15 15%	15 13%
I don't trust the internet/ being online is not safe/secure	17 8%	14 8%	** **	** **	** **	17 8%	12 7%	** **	** **	** **	** **	9 10%	12 10%
I don't have the right equipment	11 5%	9 5%	** **	** **	** **	11 5%	9 5%	** **	** **	** **	** **	3 4%	7 6%
I don't have the right help to know how to start	9 4%	7 4%	** **	** **	** **	9 4%	7 4%	** **	** **	** **	** **	4 4%	4 4%
UNPROMPTED RESPONSES													
I'm not interested/ I don't have the time	5 3%	5 3%	** **	** **	** **	5 3%	5 3%	** **	** **	** **	** **	3 3%	3 3%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 32

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN8. (SHOWCARD) Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : Those who do not go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	293	173	51	34	35	293	239	54	-	-	29	131	160
Effective Weighted Sample	235	168	49	34	33	235	197	39	-	-	22	106	128
Total	199	160	26	9	5	199	172	27	-	-	20	94	114
I don't need to - other family member uses it/ does things for me	3 2%	2 1%	** **	** **	** **	3 2%	2 1%	** **	** **	** **	** **	* *%	* *%
I'm too old now to use it	2 1%	2 1%	** **	** **	** **	2 1%	2 1%	** **	** **	** **	** **	- -%	- -%
Poor eyesight/ dyslexia prevents me	2 1%	1 1%	** **	** **	** **	2 1%	2 1%	** **	** **	** **	** **	1 1%	2 1%
Other	4 2%	4 2%	** **	** **	** **	4 2%	3 2%	** **	** **	** **	** **	2 2%	2 2%
Don't know	2 1%	2 1%	** **	** **	** **	2 1%	2 1%	** **	** **	** **	** **	1 1%	1 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 33

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	293	3	7	20	19	50	244	293	140	153	33	45	69	146	78	215	293
Effective Weighted Sample	235	3	6	18	14	41	195	235	113	122	28	38	54	117	64	170	235
Total	199	3	7	17	13	37	159	199	100	99	26	28	50	96	54	145	199
PROMPTED RESPONSES																	
To buy something/ for shopping	50	**	**	**	**	**	43	50	23	27	**	**	**	23	**	37	50
	25%	**	**	**	**	**	27%	25%	23%	27%	**	**	**	24%	**	25%	25%
To access other information	26	**	**	**	**	**	21	26	13	13	**	**	**	12	**	18	26
	13%	**	**	**	**	**	13%	13%	13%	13%	**	**	**	13%	**	12%	13%
To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.)	14	**	**	**	**	**	10	14	4	10	**	**	**	9	**	10	14
	7%	**	**	**	**	**	6%	7%	4%	10% h	**	**	**	9%	**	7%	7%
To get in touch with someone	4	**	**	**	**	**	3	4	*	4	**	**	**	2	**	2	4
	2%	**	**	**	**	**	2%	2%	*% h	4% h	**	**	**	2%	**	2%	2%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	3	**	**	**	**	**	3	3	*	3	**	**	**	3	**	3	3
	2%	**	**	**	**	**	2%	2%	*% h	3% h	**	**	**	4%	**	2%	2%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 33

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	~n	o	p
Unweighted total	293	3	7	20	19	50	244	293	140	153	33	45	69	146	78	215	293
Effective Weighted Sample	235	3	6	18	14	41	195	235	113	122	28	38	54	117	64	170	235
Total	199	3	7	17	13	37	159	199	100	99	26	28	50	96	54	145	199
UNPROMPTED RESPONSES																	
Book a flight/ holiday/ travel	2	**	**	**	**	**	2	2	2	-	**	**	**	1	**	1	2
	1%	**	**	**	**	**	1%	1%	2%	-%	**	**	**	1%	**	1%	1%
Other	3	**	**	**	**	**	2	3	3	*	**	**	**	-	**	3	3
	2%	**	**	**	**	**	1%	2%	3%	*%	**	**	**	-%	**	2%	2%
TOTAL - YES	77	**	**	**	**	**	63	77	38	39	**	**	**	37	**	58	77
	38%	**	**	**	**	**	40%	38%	38%	39%	**	**	**	39%	**	40%	38%
No	123	**	**	**	**	**	96	123	62	61	**	**	**	59	**	87	123
	62%	**	**	**	**	**	60%	62%	62%	61%	**	**	**	61%	**	60%	62%
Don't know	*	**	**	**	**	**	*	*	-	*	**	**	**	*	**	*	*
	*%	**	**	**	**	**	*%	*%	-%	*%	**	**	**	*%	**	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 33

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Significance Level: 95%													
Unweighted total	293	173	51	34	35	293	239	54	-	-	29	131	160
Effective Weighted Sample	235	168	49	34	33	235	197	39	-	-	22	106	128
Total	199	160	26	9	5	199	172	27	-	-	20	94	114
PROMPTED RESPONSES													
To buy something/ for shopping	50	42	**	**	**	50	42	**	**	**	**	26	32
	25%	26%	**	**	**	25%	24%	**	**	**	**	28%	28%
To access other information	26	22	**	**	**	26	20	**	**	**	**	10	15
	13%	14%	**	**	**	13%	12%	**	**	**	**	11%	13%
To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.)	14	12	**	**	**	14	12	**	**	**	**	9	11
	7%	7%	**	**	**	7%	7%	**	**	**	**	10%	9%
To get in touch with someone	4	4	**	**	**	4	4	**	**	**	**	2	2
	2%	2%	**	**	**	2%	2%	**	**	**	**	2%	2%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	3	3	**	**	**	3	3	**	**	**	**	3	3
	2%	2%	**	**	**	2%	2%	**	**	**	**	3%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 33

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	293	173	51	34	35	293	239	54	-	-	29	131	160
Effective Weighted Sample	235	168	49	34	33	235	197	39	-	-	22	106	128
Total	199	160	26	9	5	199	172	27	-	-	20	94	114
UNPROMPTED RESPONSES													
Book a flight/ holiday/ travel	2	2	**	**	**	2	2	**	**	**	**	2	2
	1%	1%	**	**	**	1%	1%	**	**	**	**	2%	2%
Other	3	3	**	**	**	3	3	**	**	**	**	3	3
	2%	2%	**	**	**	2%	2%	**	**	**	**	3%	3%
TOTAL - YES	77	64	**	**	**	77	66	**	**	**	**	42	52
	38%	40%	**	**	**	38%	39%	**	**	**	**	44%	45%
No	123	96	**	**	**	123	106	**	**	**	**	53	63
	62%	60%	**	**	**	62%	61%	**	**	**	**	56%	55%
Don't know	*	-	**	**	**	*	-	**	**	**	**	-	-
	*%	-%	**	**	**	*%	-%	**	**	**	**	-%	-%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 34

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN10. (SHOWCARD) And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : Those who do not go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	293	3	7	20	19	50	244	293	140	153	33	45	69	146	78	215	293
Effective Weighted Sample	235	3	6	18	14	41	195	235	113	122	28	38	54	117	64	170	235
Total	199	3	7	17	13	37	159	199	100	99	26	28	50	96	54	145	199
PROMPTED RESPONSES																	
To buy something/ for shopping	19	**	**	**	**	**	12	19	7	11	**	**	**	12	**	15	19
	9%	**	**	**	**	**	7%	9%	7%	11%	**	**	**	13%	**	10%	9%
If I had someone to help me or to show me how to do it	11	**	**	**	**	**	8	11	4	7	**	**	**	6	**	9	11
	5%	**	**	**	**	**	5%	5%	4%	7%	**	**	**	7%	**	6%	5%
To access other information	8	**	**	**	**	**	4	8	2	6	**	**	**	4	**	5	8
	4%	**	**	**	**	**	3%	4%	2%	6%	**	**	**	4%	**	3%	4%
To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.)	5	**	**	**	**	**	3	5	1	4	**	**	**	4	**	4	5
	2%	**	**	**	**	**	2%	2%	1%	4%	**	**	**	4%	**	2%	2%
To get in touch with someone	3	**	**	**	**	**	1	3	2	2	**	**	**	3	**	3	3
	2%	**	**	**	**	**	1%	2%	2%	2%	**	**	**	3%	**	2%	2%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	3	**	**	**	**	**	3	3	2	2	**	**	**	3	**	3	3
	2%	**	**	**	**	**	2%	2%	2%	2%	**	**	**	3%	**	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 34

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN10. (SHOWCARD) And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : Those who do not go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	293	3	7	20	19	50	244	293	140	153	33	45	69	146	78	215	293
Effective Weighted Sample	235	3	6	18	14	41	195	235	113	122	28	38	54	117	64	170	235
Total	199	3	7	17	13	37	159	199	100	99	26	28	50	96	54	145	199
If I had better equipment or better access to the internet	2	**	**	**	**	**	1	2	*	2	**	**	**	2	**	2	2
	1%	**	**	**	**	**	*%	1%	*%	2%	**	**	**	2%	**	1%	1%
UNPROMPTED RESPONSES																	
If I could afford it/ if I had more money	3	**	**	**	**	**	-	3	2	1	**	**	**	3	**	3	3
	2%	**	**	**	**	**	-%	2%	2%	1%	**	**	**	3%	**	2%	2%
Other	5	**	**	**	**	**	5	5	4	1	**	**	**	-	**	3	5
	3%	**	**	**	**	**	3%	3%	4%	1%	**	**	**	-%	**	2%	3%
WOULD BE PROMPTED TO GO ONLINE IN THE NEXT 12 MONTHS	43	**	**	**	**	**	28	43	21	22	**	**	**	25	**	35	43
	22%	**	**	**	**	**	18%	22%	21%	22%	**	**	**	26%	**	24%	22%
Nothing would prompt me to go online in the next 12 months	149	**	**	**	**	**	124	149	75	73	**	**	**	66	**	104	149
	75%	**	**	**	**	**	78%	75%	75%	74%	**	**	**	69%	**	72%	75%
Don't know	8	**	**	**	**	**	7	8	4	4	**	**	**	5	**	7	8
	4%	**	**	**	**	**	4%	4%	4%	4%	**	**	**	5%	**	5%	4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 34

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN10. (SHOWCARD) And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : Those who do not go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Unweighted total	293	173	51	34	35	293	239	54	-	-	29	131	160
Effective Weighted Sample	235	168	49	34	33	235	197	39	-	-	22	106	128
Total	199	160	26	9	5	199	172	27	-	-	20	94	114
PROMPTED RESPONSES													
To buy something/ for shopping	19	14	**	**	**	19	17	**	**	**	**	13	15
	9%	9%	**	**	**	9%	10%	**	**	**	**	14%	13%
If I had someone to help me or to show me how to do it	11	10	**	**	**	11	10	**	**	**	**	7	7
	5%	6%	**	**	**	5%	6%	**	**	**	**	7%	6%
To access other information	8	7	**	**	**	8	8	**	**	**	**	3	7
	4%	4%	**	**	**	4%	4%	**	**	**	**	4%	6%
To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.)	5	4	**	**	**	5	4	**	**	**	**	5	5
	2%	3%	**	**	**	2%	2%	**	**	**	**	5%	4%
To get in touch with someone	3	3	**	**	**	3	2	**	**	**	**	1	2
	2%	2%	**	**	**	2%	1%	**	**	**	**	1%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 34

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN10. (SHOWCARD) And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : Those who do not go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
	Total	a	~b	~c	~d	e	f	~g	~h	~i	~j	k	l
Significance Level: 95%													
Unweighted total	293	173	51	34	35	293	239	54	-	-	29	131	160
Effective Weighted Sample	235	168	49	34	33	235	197	39	-	-	22	106	128
Total	199	160	26	9	5	199	172	27	-	-	20	94	114
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	3 2%	3 2%	** **	** **	** **	3 2%	2 1%	** **	** **	** **	** **	2 2%	2 2%
If I had better equipment or better access to the internet	2 1%	2 1%	** **	** **	** **	2 1%	1 1%	** **	** **	** **	** **	2 2%	2 2%
UNPROMPTED RESPONSES													
If I could afford it/ if I had more money	3 2%	3 2%	** **	** **	** **	3 2%	3 2%	** **	** **	** **	** **	2 2%	2 2%
Other	5 3%	5 3%	** **	** **	** **	5 3%	5 3%	** **	** **	** **	** **	3 3%	3 3%
WOULD BE PROMPTED TO GO ONLINE IN THE NEXT 12 MONTHS	43 22%	36 22%	** **	** **	** **	43 22%	40 23%	** **	** **	** **	** **	25 26%	29 26%
Nothing would prompt me to go online in the next 12 months	149 75%	118 73%	** **	** **	** **	149 75%	125 73%	** **	** **	** **	** **	67 71%	81 71%
Don't know	8 4%	7 4%	** **	** **	** **	8 4%	7 4%	** **	** **	** **	** **	3 3%	4 3%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 35

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11A. (SHOWCARD) Overall, how confident are you as an internet user? (SINGLE CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Very confident	622	131	159	123	102	63	108	622	333	289	203	195	116	108	399	224	622
	52%	75%	63%	52%	49%	37%	32%	52%	57%	47%	58%	56%	45%	43%	57%	44%	52%
		bcdefg	cdefg	ef	ef			ef	i		lmop	lmo			lmop		mo
Fairly confident	446	42	86	98	75	78	145	446	197	248	122	119	96	109	241	205	446
	37%	24%	34%	41%	36%	45%	44%	37%	34%	40%	35%	34%	37%	43%	35%	40%	37%
			a	a	a	abg	abg	a		h				jkn		n	
TOTAL CONFIDENT	1068	173	244	221	178	141	253	1068	531	537	326	314	212	217	639	428	1068
	89%	99%	97%	93%	85%	82%	76%	89%	90%	87%	93%	90%	82%	86%	92%	84%	89%
		cdefg	defg	def	f			ef			lmop	lo			lmop		lo
Neither/ nor	56	1	6	10	12	14	27	56	20	36	9	12	18	17	21	35	56
	5%	*%	2%	4%	6%	8%	8%	5%	3%	6%	3%	3%	7%	7%	3%	7%	5%
				a	a	ab	abg	a		h			jkn	jkn		jkn	
Not very confident	65	*	2	6	15	13	41	65	29	35	13	15	23	15	27	37	65
	5%	*%	1%	2%	7%	8%	12%	5%	5%	6%	4%	4%	9%	6%	4%	7%	5%
					abc	abc	abcg	ab					jkn			jn	
Not at all confident	17	-	-	1	5	4	12	17	9	9	2	8	4	4	9	8	17
	1%	-%	-%	*%	2%	2%	3%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%
				ab	b	abcg											
TOTAL NOT CONFIDENT	82	*	2	7	20	17	52	82	38	44	15	22	27	18	37	45	82
	7%	*%	1%	3%	10%	10%	16%	7%	6%	7%	4%	6%	11%	7%	5%	9%	7%
				a	abc	abc	abcdg	abc					jnp			jn	
TOTAL NEITHER/ DON'T KNOW	56	1	6	10	12	14	27	56	20	36	9	12	18	17	21	35	56
	5%	*%	2%	4%	6%	8%	8%	5%	3%	6%	3%	3%	7%	7%	3%	7%	5%
				a	a	ab	abg	a		h			jkn	jkn		jkn	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 35

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11A. (SHOWCARD) Overall, how confident are you as an internet user? (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Very confident	622 52%	532 51%	54 53%	25 52%	12 52%	622 52%	548 52%	74 46%	29 27%	581 55% h	560 57% k	45 29%	606 53% k
Fairly confident	446 37%	384 37% d	39 39%	16 34%	7 29%	446 37% d	379 36%	67 41%	43 39%	382 36%	351 36%	67 42%	418 36%
TOTAL CONFIDENT	1068 89%	915 88% d	93 92% d	41 86%	19 81%	1068 89% d	927 89%	141 87%	72 66%	963 91% h	911 92% kl	113 71%	1024 89% k
Neither/ nor	56 5%	49 5%	3 3%	3 6%	1 5%	56 5%	51 5%	5 3%	6 5%	46 4%	34 3%	18 11% jl	51 4%
Not very confident	65 5%	56 5%	4 4%	3 5%	3 11% abce	65 5%	56 5%	9 6%	20 18% i	43 4%	34 3%	21 13% jl	55 5%
Not at all confident	17 1%	15 1%	* *%	1 3%	1 3%	17 1%	11 1%	6 4% f	12 11% i	6 1%	8 1%	7 4% jl	16 1%
TOTAL NOT CONFIDENT	82 7%	71 7%	5 4%	4 8%	3 14% abe	82 7%	67 6%	16 10%	32 29% i	49 5%	43 4%	28 18% jl	71 6%
TOTAL NEITHER/ DON'T KNOW	56 5%	49 5%	3 3%	3 6%	1 5%	56 5%	51 5%	5 3%	6 5%	46 4%	34 3%	18 11% jl	51 4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 36

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11B. (SHOWCARD) How confident are you using the internet to do things like making blogs, sharing photos online or uploading short videos to the internet? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Very confident	492	119	137	91	70	42	76	492	262	230	155	151	89	97	306	186	492
	41%	68%	54%	38%	33%	24%	23%	41%	45%	37%	44%	43%	35%	38%	44%	37%	41%
		bcdefg	cdefg	ef	f			def	i		lo	lo			lo		
Fairly confident	333	42	87	80	57	35	67	333	158	175	91	96	73	72	187	145	333
	28%	24%	34%	33%	27%	20%	20%	28%	27%	28%	26%	28%	29%	29%	27%	29%	28%
			aefg	aef	f			ef									
TOTAL CONFIDENT	825	161	223	171	127	77	143	825	420	405	246	248	163	169	493	332	825
	68%	92%	89%	72%	61%	45%	43%	68%	71%	66%	70%	71%	63%	67%	71%	65%	68%
		cdefg	cdefg	def	ef			def	i			l			lo		
Neither/ nor	105	7	12	21	28	25	38	105	56	50	33	26	28	18	59	47	105
	9%	4%	5%	9%	13%	15%	11%	9%	9%	8%	9%	7%	11%	7%	8%	9%	9%
				a	abg	abg	ab	ab									
Not very confident	102	4	9	18	24	26	47	102	42	61	29	22	23	28	51	51	102
	8%	2%	4%	8%	11%	15%	14%	8%	7%	10%	8%	6%	9%	11%	7%	10%	8%
				a	ab	abcg	abcg	ab						k		k	
Not at all confident	144	2	6	22	28	34	87	144	56	88	35	43	36	30	78	66	144
	12%	1%	2%	9%	14%	20%	26%	12%	10%	14%	10%	12%	14%	12%	11%	13%	12%
				ab	ab	abcg	abcdg	ab		h							
TOTAL NOT CONFIDENT	246	6	15	40	52	60	134	246	98	149	64	65	59	58	129	117	246
	20%	3%	6%	17%	25%	35%	40%	20%	17%	24%	18%	19%	23%	23%	19%	23%	20%
				ab	abc	abcdg	abcdg	ab		h							
Don't know	30	1	2	7	2	10	18	30	15	15	7	9	7	7	16	13	30
	2%	1%	1%	3%	1%	6%	5%	2%	3%	2%	2%	3%	3%	3%	2%	3%	2%
						abdg	abdg										
TOTAL NEITHER/ DON'T KNOW	135	7	14	28	30	35	56	135	71	64	40	35	35	25	75	60	135
	11%	4%	5%	12%	14%	20%	17%	11%	12%	10%	11%	10%	14%	10%	11%	12%	11%
				ab	ab	abcg	abg	ab									

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 36

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11B. (SHOWCARD) How confident are you using the internet to do things like making blogs, sharing photos online or uploading short videos to the internet? (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Very confident	492 41%	422 41%	41 41%	19 40%	10 42%	492 41%	431 41%	60 37%	22 20%	462 44% h	451 46% k	30 19%	481 42% k
Fairly confident	333 28%	285 28%	31 30%	11 24%	5 23%	333 28%	290 28%	42 26%	24 22%	294 28%	289 29% k	33 21%	322 28% k
TOTAL CONFIDENT	825 68%	708 68%	72 71%	30 63%	15 65%	825 68%	722 69%	103 64%	46 42%	756 71% h	740 75% kl	63 40%	803 70% k
Neither/ nor	105 9%	89 9%	10 10%	5 10%	1 5%	105 9%	93 9%	12 8%	11 10%	86 8%	87 9%	11 7%	98 9%
Not very confident	102 8%	86 8%	9 9%	5 10%	3 12%	102 8%	84 8%	18 11%	10 9%	89 8%	69 7%	22 14% jl	92 8%
Not at all confident	144 12%	125 12%	8 8%	7 14%	4 17% b	144 12%	124 12%	20 12%	38 35% i	104 10%	76 8%	51 32% jl	127 11% j
TOTAL NOT CONFIDENT	246 20%	211 20%	17 17%	11 24%	7 29% abe	246 20%	209 20%	38 23%	48 44% i	194 18%	145 15%	74 47% jl	218 19% j
Don't know	30 2%	27 3%	2 2%	1 2%	* *% d	30 2%	21 2%	8 5% f	4 4%	23 2%	16 2%	11 7% jl	27 2%
TOTAL NEITHER/ DON'T KNOW	135 11%	116 11% d	12 11% d	6 13% d	1 6% d	135 11% d	115 11%	20 13%	15 14%	109 10%	103 10%	22 14%	125 11%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 37

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11C. (SHOWCARD) How confident are you in knowing how to manage who has access to your personal data online? By this I mean knowing how to stop some companies from getting access to information like your personal details (like your address, phone number, date of birth etc.) or information on things like where you shop or your interests (SINGLE CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Very confident	484	104	119	88	82	49	91	484	257	227	162	142	87	94	303	180	484
	40%	60%	47%	37%	39%	28%	27%	40%	44%	37%	46%	41%	34%	37%	44%	35%	40%
		bcdefg	cefg	f	ef			ef	i		lmop				lo		
Fairly confident	385	48	82	95	58	54	102	385	186	199	108	109	83	85	217	168	385
	32%	28%	33%	40%	27%	32%	31%	32%	32%	32%	31%	31%	32%	34%	31%	33%	32%
				adfg													
TOTAL CONFIDENT	869	152	201	183	140	103	193	869	443	426	270	251	169	179	521	348	869
	72%	88%	80%	77%	67%	60%	58%	72%	75%	69%	77%	72%	66%	71%	75%	68%	72%
		bcdefg	defg	def	f			ef	i		lo				lo		
Neither/ nor	112	12	25	24	19	17	30	112	49	63	26	33	30	23	59	53	112
	9%	7%	10%	10%	9%	10%	9%	9%	8%	10%	8%	9%	12%	9%	8%	10%	9%
Not very confident	119	8	14	16	29	30	54	119	52	67	35	31	29	24	66	53	119
	10%	4%	5%	7%	14%	17%	16%	10%	9%	11%	10%	9%	11%	10%	9%	10%	10%
					abc	abcg	abcg	ab									
Not at all confident	95	2	12	14	18	21	50	95	41	55	16	30	26	23	46	49	95
	8%	1%	5%	6%	9%	12%	15%	8%	7%	9%	5%	9%	10%	9%	7%	10%	8%
			a	a	a	abc	abcdg	a				j	j	j	j	j	j
TOTAL NOT CONFIDENT	215	9	25	29	47	51	104	215	93	122	51	61	55	48	112	102	215
	18%	5%	10%	12%	22%	29%	31%	18%	16%	20%	15%	18%	21%	19%	16%	20%	18%
				a	abc	abcg	abcdg	abc					j				
Don't know	11	-	-	1	4	1	6	11	4	6	2	3	3	2	5	6	11
	1%	-%	-%	*%	2%	1%	2%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
					b												
TOTAL NEITHER/ DON'T KNOW	122	12	25	26	23	18	36	122	53	70	28	36	33	26	64	58	122
	10%	7%	10%	11%	11%	11%	11%	10%	9%	11%	8%	10%	13%	10%	9%	11%	10%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 37

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11C. (SHOWCARD) How confident are you in knowing how to manage who has access to your personal data online? By this I mean knowing how to stop some companies from getting access to information like your personal details (like your address, phone number, date of birth etc.) or information on things like where you shop or your interests (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Very confident	484 40%	409 40%	43 43%	21 45%	10 43%	484 40%	424 41%	60 37%	25 22%	450 43% h	430 44% k	38 24%	468 41% k
Fairly confident	385 32%	326 32%	37 37%	15 31%	7 30%	385 32%	329 32%	56 35%	25 23%	347 33% h	321 32%	48 30%	369 32%
TOTAL CONFIDENT	869 72%	735 71%	81 80% ae	36 76%	17 73%	869 72%	753 72%	116 72%	50 45%	798 75% h	751 76% k	86 54%	837 73% k
Neither/ nor	112 9%	100 10%	5 5%	5 10%	2 7%	112 9%	105 10% g	7 4%	16 15% i	92 9%	88 9%	15 9%	103 9%
Not very confident	119 10%	101 10%	10 10%	5 10%	3 14%	119 10%	98 9%	21 13%	16 14%	99 9%	79 8%	30 19% jl	109 10%
Not at all confident	95 8%	88 8% c	5 5%	2 4%	1 5%	95 8%	81 8%	14 9%	26 24% i	63 6%	63 6%	25 16% jl	88 8%
TOTAL NOT CONFIDENT	215 18%	189 18%	14 14%	7 14%	4 19%	215 18%	179 17%	36 22%	42 38% i	162 15%	141 14%	56 35% jl	197 17%
Don't know	11 1%	10 1%	1 1%	- -%	* 1%	11 1%	8 1%	3 2%	2 2%	7 1%	7 1%	2 1%	9 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 37

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11C. (SHOWCARD) How confident are you in knowing how to manage who has access to your personal data online? By this I mean knowing how to stop some companies from getting access to information like your personal details (like your address, phone number, date of birth etc.) or information on things like where you shop or your interests (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
TOTAL NEITHER/ DON'T KNOW	122	110	6	5	2	122	112	10	18	99	96	17	112
	10%	11%	6%	10%	8%	10%	11%	6%	17% i	9%	10%	11%	10%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 38

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11D. (SHOWCARD) When you see or read things online, how confident are you in recognising what is advertising and what is not? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Very confident	546	100	136	106	94	56	111	546	298	248	181	167	106	92	348	198	546
	45%	57%	54%	45%	45%	32%	33%	45%	51%	40%	52%	48%	41%	37%	50%	39%	45%
		cdefg	efg	ef	ef			ef	i		lmop	mo			lmo		mo
Fairly confident	465	59	93	99	77	77	136	465	212	254	136	124	92	113	260	205	465
	39%	34%	37%	41%	37%	45%	41%	39%	36%	41%	39%	36%	36%	45%	37%	40%	39%
						a								kn			
TOTAL CONFIDENT	1011	159	229	205	171	133	247	1011	509	502	317	291	199	205	608	403	1011
	84%	91%	91%	86%	81%	78%	74%	84%	87%	81%	91%	84%	77%	81%	87%	79%	84%
		defg	defg	ef				ef	i		klmop	l			lmop		lo
Neither/ nor	94	8	13	17	21	16	34	94	38	56	16	26	30	22	42	52	94
	8%	5%	5%	7%	10%	10%	10%	8%	6%	9%	5%	7%	12%	9%	6%	10%	8%
							ab						jnp	j		jn	j
Not very confident	68	5	6	11	9	18	37	68	27	41	12	24	19	13	36	32	68
	6%	3%	3%	5%	4%	11%	11%	6%	5%	7%	3%	7%	7%	5%	5%	6%	6%
						abcdg	abcdg					j	j				
Not at all confident	21	-	1	2	9	2	9	21	8	13	5	4	7	5	9	12	21
	2%	-%	*%	1%	4%	1%	3%	2%	1%	2%	1%	1%	3%	2%	1%	2%	2%
					abcg		ab										
TOTAL NOT CONFIDENT	89	5	7	13	17	21	46	89	35	54	16	28	26	18	45	44	89
	7%	3%	3%	5%	8%	12%	14%	7%	6%	9%	5%	8%	10%	7%	6%	9%	7%
					ab	abcg	abcdg	ab					j			j	
Don't know	12	1	2	3	*	2	5	12	7	5	-	2	2	8	2	9	12
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%	3%	*%	2%	1%
														jkn		jn	
TOTAL NEITHER/ DON'T KNOW	106	9	15	20	21	18	39	106	45	61	16	28	32	30	44	62	106
	9%	5%	6%	9%	10%	11%	12%	9%	8%	10%	5%	8%	12%	12%	6%	12%	9%
							ab						jn	jn		jkn	j

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 38

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN11D. (SHOWCARD) When you see or read things online, how confident are you in recognising what is advertising and what is not? (SINGLE CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Very confident	546 45%	462 45%	47 46%	27 57% ade	11 45%	546 45%	479 46%	67 42%	28 26%	510 48% h	479 49% k	49 31%	528 46% k
Fairly confident	465 39%	398 39%	44 43% c	15 32%	8 34%	465 39%	404 39%	61 38%	42 38%	406 38%	372 38%	68 43%	439 38%
TOTAL CONFIDENT	1011 84%	860 83%	91 90% ad	42 88% d	18 79%	1011 84%	883 85%	128 80%	70 63%	915 86% h	851 86% k	117 74%	968 84% k
Neither/ nor	94 8%	84 8%	4 4%	4 8%	2 9%	94 8%	81 8%	14 8%	16 14% i	71 7%	67 7%	19 12% jl	86 8%
Not very confident	68 6%	61 6% c	5 5%	1 2%	1 6%	68 6% c	58 6%	10 6%	12 11% i	52 5%	47 5%	15 10% jl	62 5%
Not at all confident	21 2%	18 2%	1 1%	1 2%	1 6% abe	21 2%	14 1%	7 4% f	9 8% i	12 1%	14 1%	5 3%	19 2%
TOTAL NOT CONFIDENT	89 7%	79 8%	6 6%	2 4%	3 12% c	89 7%	72 7%	17 11%	21 19% i	64 6%	61 6%	21 13% jl	81 7%
Don't know	12 1%	11 1%	* *%	- -%	* *%	12 1%	9 1%	2 1%	3 3% i	8 1%	9 1%	1 1%	10 1%
TOTAL NEITHER/ DON'T KNOW	106 9%	95 9% b	5 5%	4 8%	2 9%	106 9%	90 9%	16 10%	19 17% i	79 7%	76 8%	20 13% j	97 8%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 39

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN12. In most weeks, when you go online, do you usually... (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Only use websites or apps that you've used before	546	73	100	100	94	92	178	546	266	279	147	159	115	125	306	239	546
	45%	42%	40%	42%	45%	53%	54%	45%	45%	45%	42%	46%	45%	49%	44%	47%	45%
						abcb	abcdg										
Use maybe one or two websites or apps that you haven't used before	433	63	94	87	80	56	108	433	202	232	138	118	91	86	256	177	433
	36%	37%	37%	36%	38%	33%	33%	36%	34%	37%	39%	34%	35%	34%	37%	35%	36%
Use lots of websites or apps that you haven't used before	216	36	55	48	35	22	41	216	112	104	60	70	49	37	129	86	216
	18%	21%	22%	20%	17%	13%	12%	18%	19%	17%	17%	20%	19%	15%	19%	17%	18%
		ef	ef	ef				f									
Don't know	12	1	3	3	-	2	4	12	9	3	5	*	2	4	5	7	12
	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
											k	*		k		k	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 39

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN12. In most weeks, when you go online, do you usually... (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Only use websites or apps that you've used before	546 45%	473 46%	42 42%	21 45%	9 40%	546 45%	478 46%	67 42%	75 68% i	458 43%	410 41%	100 63% jl	510 45%
Use maybe one or two websites or apps that you haven't used before	433 36%	365 35%	42 41%	18 39%	8 36%	433 36%	371 35%	62 39%	24 22%	389 37% h	374 38% k	44 28%	418 36% k
Use lots of websites or apps that you haven't used before	216 18%	187 18%	17 17%	7 15%	5 23% c	216 18%	186 18%	30 19%	10 9%	203 19% h	196 20% k	14 9%	209 18% k
Don't know	12 1%	10 1%	* *%	1 2%	* 1%	12 1%	10 1%	1 1%	1 1%	8 1%	8 1%	* *%	8 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 40

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Find information online for your leisure time including cinema and live music	870 72%	133 77% f	192 76% f	189 79% fg	157 75% f	123 72% f	199 60% f	870 72% f	422 72%	448 73%	266 76% mo	259 74% mo	180 70%	165 65%	524 75% mo	345 68%	870 72% m
Compare products or services online such as looking at reviews or doing price comparison searches	816 68%	116 67%	176 70%	172 72% f	144 69%	123 71% f	208 63%	816 68%	400 68%	416 67%	267 76% lmop	244 70% lmo	153 59%	153 61%	510 73% lmop	306 60%	816 68% lmo
Access news websites or websites about politics or current affairs	806 67%	111 64%	167 66%	173 73% af	148 71% f	118 68%	207 62%	806 67%	407 69%	400 65%	282 81% klmop	248 71% lmo	149 58%	128 51%	530 76% lmop	276 54%	806 67% lmo
Look online for public services information on government sites such as ni. direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC	727 60%	86 50%	149 59%	161 68% afg	133 63% a	117 68% ag	198 60% a	727 60% a	343 58%	384 62%	262 75% klmnop	212 61% mo	138 54%	116 46%	474 68% klmnop	254 50%	727 60% mo

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 40

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc.	716 59%	85 49%	155 62% a	139 58%	133 64% a	117 68% acg	204 61% a	716 59% a	354 60%	362 59%	262 75% klmnop	210 60% mo	142 55% m	103 41%	472 68% klmop	244 48%	716 59% mo
Look online at job opportunities or apply for a job online	641 53%	121 70% cdefg	170 67% defg	142 60% ef	114 55% f	78 45% f	93 28%	641 53% ef	318 54%	323 52%	186 53%	196 56%	127 50%	132 52%	382 55%	259 51%	641 53%
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	560 46%	49 28%	144 57% adfg	142 59% adefg	99 47% af	83 48% af	127 38% a	560 46% af	272 46%	289 47%	206 59% klmop	166 48% mo	107 42% m	81 32%	372 53% lmop	188 37%	560 46% mo
Sign an online petition or used a campaigning website such as change.org	518 43%	80 46%	105 42%	107 45%	94 45%	77 45%	133 40%	518 43%	230 39%	289 47% h	187 53% klmop	159 46% lmo	80 31%	93 37%	346 50% lmop	173 34%	518 43% lo
None of these	53 4%	8 4%	8 3%	5 2%	8 4%	5 3%	24 7% bceg	53 4%	28 5%	25 4%	4 1%	17 5% j	11 4% j	21 8% jnp	21 3%	32 6% jn	53 4% j
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 40

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Don't know	2	1	1	-	-	-	-	2	-	2	-	1	-	1	1	1	2
	*%	1%	*%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 40

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Find information online for your leisure time including cinema and live music	870 72%	739 71%	83 82% acde	33 69%	15 65%	870 72%	753 72%	117 72%	57 51%	794 75% h	749 76% k	95 60%	844 74% k
Compare products or services online such as looking at reviews or doing price comparison searches	816 68%	694 67%	75 74%	31 66%	16 68%	816 68%	700 67%	116 72%	42 38%	749 71% h	716 73% k	78 49%	794 69% k
Access news websites or websites about politics or current affairs	806 67%	698 68% d	64 63%	31 65%	13 58%	806 67% d	701 67%	106 65%	52 47%	742 70% h	687 70% k	87 55%	774 68% k
Look online for public services information on government sites such as ni. direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC	727 60%	626 61% d	61 61%	28 59%	12 51%	727 60% d	624 60%	104 64%	36 33%	677 64% h	625 63% k	78 49%	704 61% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 40

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc.	716 59%	614 59% d	62 62% d	29 60% d	11 48%	716 59% d	606 58%	110 68% f	35 31%	669 63% h	612 62% k	78 49%	690 60% k
Look online at job opportunities or apply for a job online	641 53%	561 54% cd	49 49%	21 45%	9 39%	641 53% cd	565 54%	77 47%	33 30%	596 56% h	578 58% k	44 28%	622 54% k
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	560 46%	490 47% cd	45 45% d	18 38%	7 31%	560 46% cd	488 47%	73 45%	26 24%	523 49% h	501 51% k	44 28%	545 48% k
Sign an online petition or used a campaigning website such as change.org	518 43%	452 44% d	39 39% d	22 46% d	5 22%	518 43% d	447 43%	72 45%	16 14%	492 46% h	457 46% k	48 30%	505 44% k
None of these	53 4%	45 4%	3 3%	3 7%	1 6%	53 4%	48 5%	5 3%	19 17% i	28 3%	29 3%	13 8% jl	42 4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 40

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Don't know	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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 41

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Access news websites or websites about politics or current affairs	527 44%	68 39%	103 41%	112 47%	106 51% abf	83 49%	137 41%	527 44%	290 49% i	236 38%	201 58% klmop	166 48% lmo	89 35%	70 28%	367 53% lmop	159 31%	527 44% lmo
Find information online for your leisure time including cinema and live music	448 37%	78 45% efg	113 45% efg	96 40% f	76 36% f	53 31%	85 26%	448 37% f	227 39%	221 36%	150 43% lmo	149 43% lmop	77 30%	73 29%	298 43% lmop	150 29%	448 37% lmo
Compare products or services online such as looking at reviews or doing price comparison searches	427 35%	67 39%	85 34%	93 39%	70 33%	65 38%	113 34%	427 35%	221 37%	207 33%	145 42% lmop	130 37% mo	81 31%	72 29%	275 39% lmo	153 30%	427 35% mo
Look online at job opportunities or apply for a job online	189 16%	50 29% bcdefg	46 18% f	36 15% f	30 14% f	23 13% f	26 8%	189 16% f	98 17%	90 15%	57 16%	54 15%	30 12%	48 19% l	110 16%	78 15%	189 16%
Look online for public services information on government sites such as ni. direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC	178 15%	18 10%	39 15%	39 16%	30 14%	32 19% a	53 16%	178 15%	87 15%	91 15%	60 17%	52 15%	35 14%	31 12%	112 16%	66 13%	178 15%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 41

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	135 11%	11 6%	43 17% adfg	37 15% adf	17 8%	21 12% a	28 9%	135 11% a	69 12%	67 11%	48 14%	37 11%	22 8%	29 11%	85 12%	50 10%	135 11%
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc.	119 10%	15 9%	22 9%	27 11%	26 12%	16 9%	29 9%	119 10%	67 11%	52 8%	47 13% kmo	29 8%	23 9%	20 8%	76 11%	43 8%	119 10%
Sign an online petition or used a campaigning website such as change.org	95 8%	13 8%	15 6%	12 5%	23 11% c	18 11% c	32 10% c	95 8%	46 8%	49 8%	37 11% lo	26 7%	14 5%	18 7%	63 9%	32 6%	95 8%
None of these	286 24%	37 21%	54 21%	43 18%	46 22%	41 24%	107 32% abcdg	286 24%	135 23%	150 24%	58 17%	72 21%	83 32% jknp	72 29% jkn	131 19%	155 30% jknp	286 24% jn
Don't know	10 1%	2 1%	5 2%	1 1%	1 *%	* *%	1 *%	10 1%	5 1%	5 1%	4 1%	5 1%	- -%	1 1%	8 1%	1 *%	10 1%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 41

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IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Access news websites or websites about politics or current affairs	527 44%	459 44% d	45 45% d	18 38% d	5 22% d	527 44% d	453 43% d	74 46% d	29 26% h	492 46% h	458 46% k	47 30% k	506 44% k
Find information online for your leisure time including cinema and live music	448 37%	376 36% d	50 50% acde	16 34% d	6 26% d	448 37% d	388 37% d	60 37% d	27 25% h	411 39% h	402 41% k	37 23% k	439 38% k
Compare products or services online such as looking at reviews or doing price comparison searches	427 35%	357 34% bd	47 47% acde	15 33% d	8 35% d	427 35% d	367 35% d	60 37% d	19 17% h	398 38% h	386 39% k	34 22% k	420 37% k
Look online at job opportunities or apply for a job online	189 16%	170 16% bd	10 10% d	7 15% d	2 8% d	189 16% d	169 16% d	19 12% d	11 10% d	173 16% d	168 17% k	14 9% k	183 16% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 41

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IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Look online for public services information on government sites such as ni. direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC	178 15%	160 15% d	10 10%	6 12%	2 9%	178 15% d	151 14%	27 17%	9 8%	166 16% h	154 16%	16 10%	170 15%
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	135 11%	126 12% bcd	7 7%	2 3%	1 3%	135 11% cd	118 11%	18 11%	5 5%	128 12% h	123 12% k	7 4%	130 11% k
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc.	119 10%	112 11% bcd	4 4%	3 5%	1 4%	119 10% bd	98 9%	21 13%	6 5%	109 10%	105 11% k	7 4%	112 10% k
Sign an online petition or used a campaigning website such as change.org	95 8%	86 8% d	4 4%	4 9% d	1 2%	95 8% d	84 8%	11 7%	2 2%	90 9% h	80 8%	11 7%	92 8%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 41

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
None of these	286	247	16	14	8	286	246	40	41	232	197	65	263
	24%	24%	16%	30%	36%	24%	24%	25%	37%	22%	20%	41%	23%
		b		b	abe	b			i			jl	
Don't know	10	9	1	*	-	10	9	1	1	6	7	2	9
	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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 42

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Access news websites or websites about politics or current affairs

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
DONE THIS IN THE LAST WEEK	527	68	103	112	106	83	137	527	290	236	201	166	89	70	367	159	527
	44%	39%	41%	47%	51%	49%	41%	44%	49%	38%	58%	48%	35%	28%	53%	31%	44%
					abf				i		klmop	lmo			lmop		lmo
DONE THIS BUT NOT IN THE LAST WEEK	280	43	64	61	42	34	70	280	117	163	81	81	59	58	163	117	280
	23%	25%	25%	26%	20%	20%	21%	23%	20%	26%	23%	23%	23%	23%	23%	23%	23%
										h							
EVER DONE THIS	806	111	167	173	148	118	207	806	407	400	282	248	149	128	530	276	806
	67%	64%	66%	73%	71%	68%	62%	67%	69%	65%	81%	71%	58%	51%	76%	54%	67%
				af	f						klmop	lmo			lmop		lmo
NEVER DONE THIS	400	63	85	65	61	54	125	400	182	218	67	100	108	125	167	233	400
	33%	36%	34%	27%	29%	32%	38%	33%	31%	35%	19%	29%	42%	49%	24%	46%	33%
		c					cd					j	jknp	jknp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 42

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Access news websites or websites about politics or current affairs

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
DONE THIS IN THE LAST WEEK	527	459	45	18	5	527	453	74	29	492	458	47	506
	44%	44%	45%	38%	22%	44%	43%	46%	26%	46%	46%	30%	44%
		d	d	d		d				h	k		k
DONE THIS BUT NOT IN THE LAST WEEK	280	240	19	13	8	280	248	32	23	250	229	40	269
	23%	23%	19%	28%	36%	23%	24%	20%	21%	24%	23%	25%	23%
				b	abe								
EVER DONE THIS	806	698	64	31	13	806	701	106	52	742	687	87	774
	67%	68%	63%	65%	58%	67%	67%	65%	47%	70%	70%	55%	68%
		d				d				h	k		k
NEVER DONE THIS	400	336	37	17	10	400	344	56	58	316	300	71	372
	33%	32%	37%	35%	42%	33%	33%	35%	53%	30%	30%	45%	32%
					ae				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 43

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Sign an online petition or used a campaigning website such as change.org

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
DONE THIS IN THE LAST WEEK	95	13	15	12	23	18	32	95	46	49	37	26	14	18	63	32	95
	8%	8%	6%	5%	11%	11%	10%	8%	8%	8%	11%	7%	5%	7%	9%	6%	8%
					c	c	c				lo						
DONE THIS BUT NOT IN THE LAST WEEK	424	67	90	95	70	58	101	424	184	240	149	133	66	75	283	141	424
	35%	38%	36%	40%	34%	34%	30%	35%	31%	39%	43%	38%	26%	30%	41%	28%	35%
				f						h	lmop	lmo			lmop		lo
EVER DONE THIS	518	80	105	107	94	77	133	518	230	289	187	159	80	93	346	173	518
	43%	46%	42%	45%	45%	45%	40%	43%	39%	47%	53%	46%	31%	37%	50%	34%	43%
										h	klmop	lmo			lmop		lo
NEVER DONE THIS	688	94	147	132	116	95	200	688	359	329	163	188	177	159	351	336	688
	57%	54%	58%	55%	55%	55%	60%	57%	61%	53%	47%	54%	69%	63%	50%	66%	57%
									i			j	jknp	jkn		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 43

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Sign an online petition or used a campaigning website such as change.org

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
DONE THIS IN THE LAST WEEK	95	86	4	4	1	95	84	11	2	90	80	11	92
	8%	8%	4%	9%	2%	8%	8%	7%	2%	9%	8%	7%	8%
		d		d		d				h			
DONE THIS BUT NOT IN THE LAST WEEK	424	366	35	18	5	424	363	61	14	401	377	36	413
	35%	35%	35%	38%	20%	35%	35%	38%	12%	38%	38%	23%	36%
		d	d	d		d				h	k		k
EVER DONE THIS	518	452	39	22	5	518	447	72	16	492	457	48	505
	43%	44%	39%	46%	22%	43%	43%	45%	14%	46%	46%	30%	44%
		d	d	d		d				h	k		k
NEVER DONE THIS	688	582	62	26	18	688	598	89	94	567	531	111	641
	57%	56%	61%	54%	78%	57%	57%	55%	86%	54%	54%	70%	56%
					abce				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 44

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc.

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
DONE THIS IN THE LAST WEEK	119	15	22	27	26	16	29	119	67	52	47	29	23	20	76	43	119
	10%	9%	9%	11%	12%	9%	9%	10%	11%	8%	13%	8%	9%	8%	11%	8%	10%
											kmo						
DONE THIS BUT NOT IN THE LAST WEEK	597	70	134	112	108	101	175	597	287	311	215	181	119	83	396	201	597
	50%	40%	53%	47%	51%	59%	53%	50%	49%	50%	62%	52%	46%	33%	57%	40%	50%
			a		a	acg	a	a			klmop	mo	m		lmop		mo
EVER DONE THIS	716	85	155	139	133	117	204	716	354	362	262	210	142	103	472	244	716
	59%	49%	62%	58%	64%	68%	61%	59%	60%	59%	75%	60%	55%	41%	68%	48%	59%
			a		a	acg	a	a			klmnop	mo	m		klmop		mo
NEVER DONE THIS	490	89	97	99	76	55	129	490	235	255	88	138	115	150	225	264	490
	41%	51%	38%	42%	36%	32%	39%	41%	40%	41%	25%	40%	45%	59%	32%	52%	41%
		bdefg		e				e				jn	jn	jklnp	j	jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 44

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc.

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
DONE THIS IN THE LAST WEEK	119	112	4	3	1	119	98	21	6	109	105	7	112
	10%	11%	4%	5%	4%	10%	9%	13%	5%	10%	11%	4%	10%
		bcd				bd					k		k
DONE THIS BUT NOT IN THE LAST WEEK	597	502	59	26	10	597	508	89	29	560	507	71	578
	50%	49%	58%	55%	44%	50%	49%	55%	26%	53%	51%	45%	50%
			ade	d						h			
EVER DONE THIS	716	614	62	29	11	716	606	110	35	669	612	78	690
	59%	59%	62%	60%	48%	59%	58%	68%	31%	63%	62%	49%	60%
		d	d	d		d		f		h	k		k
NEVER DONE THIS	490	420	39	19	12	490	439	51	75	389	375	80	456
	41%	41%	38%	40%	52%	41%	42%	32%	69%	37%	38%	51%	40%
					abce		g		i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 45

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
DONE THIS IN THE LAST WEEK	135	11	43	37	17	21	28	135	69	67	48	37	22	29	85	50	135
	11%	6%	17%	15%	8%	12%	9%	11%	12%	11%	14%	11%	8%	11%	12%	10%	11%
			adfg	adf		a		a									
DONE THIS BUT NOT IN THE LAST WEEK	425	38	102	105	83	62	98	425	203	222	159	128	86	53	287	138	425
	35%	22%	40%	44%	39%	36%	30%	35%	34%	36%	45%	37%	33%	21%	41%	27%	35%
			af	afg	af	a		af			klmop	mo	m		lmop		mo
EVER DONE THIS	560	49	144	142	99	83	127	560	272	289	206	166	107	81	372	188	560
	46%	28%	57%	59%	47%	48%	38%	46%	46%	47%	59%	48%	42%	32%	53%	37%	46%
			adfg	adefg	af	af	a	af			klmop	mo	m		lmop		mo
NEVER DONE THIS	646	125	108	96	110	89	206	646	317	329	143	182	150	171	325	320	646
	54%	72%	43%	41%	53%	52%	62%	54%	54%	53%	41%	52%	58%	68%	47%	63%	54%
		bcdefg			bc	c	bcdeg	bc				j	jn	jklnp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 45

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
DONE THIS IN THE LAST WEEK	135	126	7	2	1	135	118	18	5	128	123	7	130
	11%	12%	7%	3%	3%	11%	11%	11%	5%	12%	12%	4%	11%
		bcd				cd				h	k		k
DONE THIS BUT NOT IN THE LAST WEEK	425	364	38	17	6	425	370	55	21	395	378	37	415
	35%	35%	38%	35%	28%	35%	35%	34%	19%	37%	38%	24%	36%
		d	d			d				h	k		k
EVER DONE THIS	560	490	45	18	7	560	488	73	26	523	501	44	545
	46%	47%	45%	38%	31%	46%	47%	45%	24%	49%	51%	28%	48%
		cd	d			cd				h	k		k
NEVER DONE THIS	646	544	56	29	16	646	557	89	84	535	486	114	601
	54%	53%	55%	62%	69%	54%	53%	55%	76%	51%	49%	72%	52%
				ae	abe				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 46

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Look online for public services information on government sites such as ni. direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
DONE THIS IN THE LAST WEEK	178	18	39	39	30	32	53	178	87	91	60	52	35	31	112	66	178
	15%	10%	15%	16%	14%	19%	16%	15%	15%	15%	17%	15%	14%	12%	16%	13%	15%
						a											
DONE THIS BUT NOT IN THE LAST WEEK	549	68	110	122	103	85	145	549	256	293	201	160	103	85	361	188	549
	46%	39%	44%	51%	49%	49%	44%	46%	44%	47%	58%	46%	40%	34%	52%	37%	46%
				a							klmop	mo			lmop		mo
EVER DONE THIS	727	86	149	161	133	117	198	727	343	384	262	212	138	116	474	254	727
	60%	50%	59%	68%	63%	68%	60%	60%	58%	62%	75%	61%	54%	46%	68%	50%	60%
				afg	a	ag	a	a			klmnop	mo			klmnop		mo
NEVER DONE THIS	479	88	103	77	77	55	134	479	245	233	88	136	118	137	223	255	479
	40%	50%	41%	32%	37%	32%	40%	40%	42%	38%	25%	39%	46%	54%	32%	50%	40%
		cdefg					c	ce				jn	jn	jknp	j	jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 46

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Look online for public services information on government sites such as ni. direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
DONE THIS IN THE LAST WEEK	178	160	10	6	2	178	151	27	9	166	154	16	170
	15%	15%	10%	12%	9%	15%	14%	17%	8%	16%	16%	10%	15%
		d				d				h			
DONE THIS BUT NOT IN THE LAST WEEK	549	466	52	22	10	549	473	76	27	512	471	62	533
	46%	45%	51%	47%	42%	46%	45%	47%	25%	48%	48%	39%	47%
										h	k		
EVER DONE THIS	727	626	61	28	12	727	624	104	36	677	625	78	704
	60%	61%	61%	59%	51%	60%	60%	64%	33%	64%	63%	49%	61%
		d				d				h	k		k
NEVER DONE THIS	479	408	39	19	11	479	421	58	74	381	362	80	442
	40%	39%	39%	41%	49%	40%	40%	36%	67%	36%	37%	51%	39%
					ae				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 47

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Look online at job opportunities or apply for a job online

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
DONE THIS IN THE LAST WEEK	189	50	46	36	30	23	26	189	98	90	57	54	30	48	110	78	189
	16%	29%	18%	15%	14%	13%	8%	16%	17%	15%	16%	15%	12%	19%	16%	15%	16%
		bcdefg	f	f	f	f		f						l			
DONE THIS BUT NOT IN THE LAST WEEK	453	71	124	106	84	55	67	453	219	233	130	142	97	84	271	181	453
	38%	41%	49%	45%	40%	32%	20%	38%	37%	38%	37%	41%	38%	33%	39%	36%	38%
		f	efg	efg	f	f		f									
EVER DONE THIS	641	121	170	142	114	78	93	641	318	323	186	196	127	132	382	259	641
	53%	70%	67%	60%	55%	45%	28%	53%	54%	52%	53%	56%	50%	52%	55%	51%	53%
		cdefg	defg	ef	f	f		ef									
NEVER DONE THIS	565	52	82	96	95	94	239	565	271	294	163	152	129	120	315	250	565
	47%	30%	33%	40%	45%	55%	72%	47%	46%	48%	47%	44%	50%	48%	45%	49%	47%
				a	ab	abcg	abcdeg	ab									

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 47

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Look online at job opportunities or apply for a job online

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
DONE THIS IN THE LAST WEEK	189	170	10	7	2	189	169	19	11	173	168	14	183
	16%	16%	10%	15%	8%	16%	16%	12%	10%	16%	17%	9%	16%
		bd		d		d					k		k
DONE THIS BUT NOT IN THE LAST WEEK	453	392	39	14	7	453	395	57	23	423	409	30	439
	38%	38%	39%	30%	31%	38%	38%	36%	21%	40%	41%	19%	38%
		c								h	k		k
EVER DONE THIS	641	561	49	21	9	641	565	77	33	596	578	44	622
	53%	54%	49%	45%	39%	53%	54%	47%	30%	56%	58%	28%	54%
		cd				cd				h	k		k
NEVER DONE THIS	565	473	52	26	14	565	480	85	77	462	410	114	524
	47%	46%	51%	55%	61%	47%	46%	53%	70%	44%	42%	72%	46%
				ae	ae				i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 48

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Find information online for your leisure time including cinema and live music

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
DONE THIS IN THE LAST WEEK	448	78	113	96	76	53	85	448	227	221	150	149	77	73	298	150	448
	37%	45%	45%	40%	36%	31%	26%	37%	39%	36%	43%	43%	30%	29%	43%	29%	37%
		efg	efg	f	f			f			lmo	lmop			lmop		lmo
DONE THIS BUT NOT IN THE LAST WEEK	421	55	79	93	80	70	114	421	194	227	116	110	103	93	226	195	421
	35%	32%	31%	39%	38%	41%	34%	35%	33%	37%	33%	32%	40%	37%	32%	38%	35%
												kn			kn		
EVER DONE THIS	870	133	192	189	157	123	199	870	422	448	266	259	180	165	524	345	870
	72%	77%	76%	79%	75%	72%	60%	72%	72%	73%	76%	74%	70%	65%	75%	68%	72%
		f	f	fg	f	f		f			mo	mo			mo		m
NEVER DONE THIS	336	41	60	49	53	48	133	336	167	169	83	89	77	87	173	164	336
	28%	23%	24%	21%	25%	28%	40%	28%	28%	27%	24%	26%	30%	35%	25%	32%	28%
							abcdeg	c						jknp		jkn	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 48

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Find information online for your leisure time including cinema and live music

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
DONE THIS IN THE LAST WEEK	448	376	50	16	6	448	388	60	27	411	402	37	439
	37%	36% d	50% acde	34%	26%	37% d	37%	37%	25%	39% h	41% k	23%	38% k
DONE THIS BUT NOT IN THE LAST WEEK	421	363	33	17	9	421	365	57	29	382	346	58	404
	35%	35%	33%	35%	39%	35%	35%	35%	27%	36% h	35%	37%	35%
EVER DONE THIS	870	739	83	33	15	870	753	117	57	794	749	95	844
	72%	71%	82% acde	69%	65%	72%	72%	72%	51%	75% h	76% k	60%	74% k
NEVER DONE THIS	336	296	18	15	8	336	292	44	53	265	239	63	302
	28%	29% b	18%	31% b	35% b	28% b	28%	28%	49% i	25%	24%	40% il	26%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 49

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Compare products or services online such as looking at reviews or doing price comparison searches

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
DONE THIS IN THE LAST WEEK	427	67	85	93	70	65	113	427	221	207	145	130	81	72	275	153	427
	35%	39%	34%	39%	33%	38%	34%	35%	37%	33%	42% lmop	37% mo	31%	29%	39% lmo	30%	35% mo
DONE THIS BUT NOT IN THE LAST WEEK	389	49	91	80	74	58	95	389	179	209	121	114	72	81	236	153	389
	32%	28%	36%	33%	35%	34%	29%	32%	30%	34%	35%	33%	28%	32%	34%	30%	32%
EVER DONE THIS	816	116	176	172	144	123	208	816	400	416	267	244	153	153	510	306	816
	68%	67%	70%	72% f	69%	71% f	63%	68%	68%	67%	76% lmop	70% lmo	59%	61%	73% lmop	60%	68% lmo
NEVER DONE THIS	390	58	76	66	66	49	124	390	189	201	83	104	104	99	187	203	390
	32%	33%	30%	28%	31%	29%	37% ce	32%	32%	33%	24%	30%	41% jkn	39% jkn	27%	40% jkn	32% jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN - Compare products or services online such as looking at reviews or doing price comparison searches

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
DONE THIS IN THE LAST WEEK	427	357	47	15	8	427	367	60	19	398	386	34	420
	35%	34%	47% acde	33%	35%	35%	35%	37%	17%	38% h	39% k	22%	37% k
DONE THIS BUT NOT IN THE LAST WEEK	389	337	28	16	8	389	333	56	23	351	330	44	374
	32%	33%	28%	34%	33%	32%	32%	35%	21%	33% h	33%	28%	33%
EVER DONE THIS	816	694	75	31	16	816	700	116	42	749	716	78	794
	68%	67%	74%	66%	68%	68%	67%	72%	38%	71% h	73% k	49%	69% k
NEVER DONE THIS	390	341	26	16	7	390	345	45	68	309	272	80	352
	32%	33%	26%	34%	32%	32%	33%	28%	62% i	29%	27%	51% il	31%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	670	129	101	120	101	84	219	670	311	359	105	220	144	201	325	345	670
Effective Weighted Sample	502	94	83	95	78	62	161	502	235	267	80	162	111	153	239	264	502
Total	490	89	97	99	76	55	129	490	235	255	88	138	115	150	225	264	490
PROMPTED RESPONSES																	
I prefer to use pen and paper/ fill out a form/ use the post	147	15	29	34	27	**	41	147	69	78	31	41	34	42	72	75	147
	30%	17%	30%	35%	36%	**	32%	30%	29%	31%	35%	30%	29%	28%	32%	29%	30%
		a	a	a	a		a	a									
I don't need to complete these government processes	113	38	22	22	12	**	19	113	61	52	18	26	29	40	44	68	113
	23%	42%	23%	22%	16%	**	15%	23%	26%	20%	21%	19%	25%	26%	20%	26%	23%
		bcd	fg					f									
I prefer to talk with someone in person to do these things	95	6	18	21	15	**	35	95	42	53	19	24	16	36	43	52	95
	19%	6%	19%	21%	20%	**	27%	19%	18%	21%	22%	18%	14%	24%	19%	20%	19%
		a	a	a	a		ag	a						l			
I prefer to make a phone call to do these things	81	6	13	16	17	**	28	81	40	41	13	22	22	24	34	46	81
	16%	7%	14%	17%	22%	**	21%	16%	17%	16%	15%	16%	19%	16%	15%	17%	16%
				a	a		a	a									
I don't believe it is safe to give my information online to do these things	43	4	3	9	10	**	17	43	18	25	10	15	8	10	25	18	43
	9%	4%	3%	9%	14%	**	14%	9%	8%	10%	12%	11%	7%	7%	11%	7%	9%
					ab		ab										
I wasn't aware you could do this online	43	9	10	9	8	**	7	43	22	21	9	7	11	16	16	27	43
	9%	10%	11%	9%	10%	**	5%	9%	9%	8%	10%	5%	10%	11%	7%	10%	9%
																k	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 50

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IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	670	129	101	120	101	84	219	670	311	359	105	220	144	201	325	345	670
Effective Weighted Sample	502	94	83	95	78	62	161	502	235	267	80	162	111	153	239	264	502
Total	490	89	97	99	76	55	129	490	235	255	88	138	115	150	225	264	490
The websites or apps are difficult to use or take too long to use	19 4%	4 5%	7 7% d	5 5%	- -%	** **	4 3%	19 4%	5 2%	14 5%	6 7% k	3 2%	5 4%	5 4%	9 4%	10 4%	19 4%
It's only possible to do these things in person or by phone, they can't be done online	5 1%	* *%	1 1%	1 1%	1 2%	** **	1 1%	5 1%	2 1%	2 1%	- -%	2 2%	1 1%	1 1%	2 1%	3 1%	5 1%
UNPROMPTED RESPONSES																	
I'm not responsible for this in the household/ someone else does this for me	11 2%	3 4%	- -%	2 2%	2 2%	** **	5 4%	11 2%	6 3%	5 2%	5 6% mo	4 3%	1 1%	1 1%	9 4% mo	2 1%	11 2%
Lack confidence online/ don't feel comfortable doing it	4 1%	- -%	- -%	- -%	- -%	** **	4 3% g	4 1%	1 *%	3 1%	1 1%	2 2%	- -%	1 1%	3 1%	1 *%	4 1%
Other reasons	8 2%	1 1%	1 1%	1 1%	2 3%	** **	3 2%	8 2%	5 2%	4 1%	* *%	3 2%	2 2%	2 2%	4 2%	5 2%	8 2%
PREFER VERBAL CONTACT	144 29%	11 13%	27 28% a	31 31% a	26 34% a	** **	49 38% ag	144 29% a	66 28%	78 31%	26 29%	40 29%	29 25%	50 33%	65 29%	79 30%	144 29%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCEM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 50

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IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	670	129	101	120	101	84	219	670	311	359	105	220	144	201	325	345	670
Effective Weighted Sample	502	94	83	95	78	62	161	502	235	267	80	162	111	153	239	264	502
Total	490	89	97	99	76	55	129	490	235	255	88	138	115	150	225	264	490
NO NEED/ NOT RESPONSIBLE FOR THIS	124	41	22	23	14	**	24	124	68	56	23	30	30	41	54	71	124
	25%	46%	23%	24%	18%	**	19%	25%	29%	22%	26%	22%	26%	27%	24%	27%	25%
		bcd	f	g													
Don't know	33	10	7	5	6	**	5	33	12	21	4	13	8	8	17	16	33
	7%	11%	7%	5%	8%	**	4%	7%	5%	8%	4%	10%	7%	5%	8%	6%	7%
		f															

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	h	i	j	k	l
Unweighted total	670	419	74	78	99	670	574	96	111	526	482	136	618
Effective Weighted Sample	502	392	69	76	93	502	441	63	83	395	368	98	463
Total	490	420	39	19	12	490	439	51	75	389	375	80	456
PROMPTED RESPONSES													
I prefer to use pen and paper/ fill out a form/ use the post	147 30%	128 30%	** **	** **	** **	147 30%	135 31%	** **	27 35%	113 29%	107 28%	33 42% jl	140 31%
I don't need to complete these government processes	113 23%	95 23%	** **	** **	** **	113 23%	99 22%	** **	16 22%	92 24%	97 26% k	12 15%	109 24% k
I prefer to talk with someone in person to do these things	95 19%	81 19%	** **	** **	** **	95 19%	87 20%	** **	15 20%	77 20%	71 19%	19 24%	90 20%
I prefer to make a phone call to do these things	81 16%	71 17%	** **	** **	** **	81 16%	73 17%	** **	11 14%	67 17%	58 15%	17 21%	74 16%
I don't believe it is safe to give my information online to do these things	43 9%	37 9%	** **	** **	** **	43 9%	36 8%	** **	13 17% i	29 7%	29 8%	12 15% j	42 9%
I wasn't aware you could do this online	43 9%	37 9%	** **	** **	** **	43 9%	38 9%	** **	4 5%	30 8%	28 7%	5 7%	33 7%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	h	i	j	k	l
Unweighted total	670	419	74	78	99	670	574	96	111	526	482	136	618
Effective Weighted Sample	502	392	69	76	93	502	441	63	83	395	368	98	463
Total	490	420	39	19	12	490	439	51	75	389	375	80	456
The websites or apps are difficult to use or take too long to use	19 4%	17 4%	** **	** **	** **	19 4%	18 4%	** **	4 5%	13 3%	19 5% k	* *%	19 4%
It's only possible to do these things in person or by phone, they can't be done online	5 1%	5 1%	** **	** **	** **	5 1%	5 1%	** **	- -%	5 1%	5 1%	* *%	5 1%
UNPROMPTED RESPONSES													
I'm not responsible for this in the household/ someone else does this for me	11 2%	10 2%	** **	** **	** **	11 2%	10 2%	** **	4 5%	7 2%	9 2%	1 2%	10 2%
Lack confidence online/ don't feel comfortable doing it	4 1%	3 1%	** **	** **	** **	4 1%	4 1%	** **	1 1%	3 1%	3 1%	1 1%	4 1%
Other reasons	8 2%	7 2%	** **	** **	** **	8 2%	6 1%	** **	2 3%	6 2%	5 1%	2 3%	7 1%
PREFER VERBAL CONTACT	144 29%	124 30%	** **	** **	** **	144 29%	132 30%	** **	20 27%	119 31%	107 28%	28 34%	134 29%

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

OFCEM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	Total	a	~b	~c	~d	e	f	~g	h	i	j	k	l
Unweighted total	670	419	74	78	99	670	574	96	111	526	482	136	618
Effective Weighted Sample	502	392	69	76	93	502	441	63	83	395	368	98	463
Total	490	420	39	19	12	490	439	51	75	389	375	80	456
NO NEED/ NOT RESPONSIBLE FOR THIS	124	106	**	**	**	124	109	**	20	99	106	13	119
	25%	25%	**	**	**	25%	25%	**	27%	26%	28% k	16%	26% k
Don't know	33	28	**	**	**	33	29	**	4	29	27	5	32
	7%	7%	**	**	**	7%	7%	**	5%	7%	7%	7%	7%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN16. (SHOWCARD) You said earlier that you go online to complete government processes such as updating Universal Credit, renewing a driving licence or a passport. Which one of these devices do you use most for completing government processes online? (SINGLE CODE)

Base : Those who have ever completed government processes online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	883	102	164	173	164	136	280	883	434	449	289	301	156	137	590	293	883
Effective Weighted Sample	695	80	131	136	131	115	222	695	339	356	236	235	127	103	466	229	695
Total	716	85	155	139	133	117	204	716	354	362	262	210	142	103	472	244	716
A computer - laptop, desktop or netbook computer (PC or Mac)	427	45	68	76	90	85	149	427	241	186	176	131	75	45	307	120	427
	60%	53%	44%	55%	67%	73%	73%	60%	68%	51%	67%	63%	53%	44%	65%	49%	60%
					abc	abcg	abcg	b	i		lmop	mo			lmo		mo
A tablet	161	17	34	31	31	26	47	161	67	94	57	46	34	24	103	58	161
	22%	20%	22%	23%	23%	22%	23%	22%	19%	26%	22%	22%	24%	23%	22%	24%	22%
										h							
A smartphone	123	22	53	31	11	5	6	123	43	79	26	32	30	34	58	65	123
	17%	25%	34%	22%	8%	4%	3%	17%	12%	22%	10%	15%	21%	33%	12%	27%	17%
		def	cdefg	def	f			def		h			jn	jklp		jkn	jn
A games console or handheld games player	3	1	-	-	-	-	1	3	3	-	3	-	-	-	3	-	3
	*%	2%	-%	-%	-%	-%	1%	*%	1%	-%	1%	-%	-%	-%	1%	-%	*%
A smart TV	1	-	-	-	-	1	1	1	-	1	-	-	1	-	-	1	1
	*%	-%	-%	-%	-%	1%	*%	*%	-%	*%	-%	-%	1%	-%	-%	*%	*%
Some other device	*	-	-	-	*	-	-	*	-	*	-	*	-	-	*	-	*
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
Don't know	2	-	-	1	1	-	-	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN16. (SHOWCARD) You said earlier that you go online to complete government processes such as updating Universal Credit, renewing a driving licence or a passport. Which one of these devices do you use most for completing government processes online? (SINGLE CODE)

Base : Those who have ever completed government processes online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	~d	e	f	g	~h	i	j	k	l
Unweighted total	883	580	102	111	90	883	728	155	40	827	738	109	847
Effective Weighted Sample	695	548	95	109	84	695	578	118	31	652	584	84	667
Total	716	614	62	29	11	716	606	110	35	669	612	78	690
A computer - laptop, desktop or netbook computer (PC or Mac)	427 60%	372 61%	34 55%	16 57%	** **	427 60%	368 61%	59 54%	** **	406 61%	354 58%	56 71% jl	410 59%
A tablet	161 22%	136 22%	14 23%	7 23%	** **	161 22%	131 22%	30 27%	** **	147 22%	134 22%	19 24%	153 22%
A smartphone	123 17%	102 17%	13 21%	5 19%	** **	123 17%	102 17%	21 19%	** **	111 17%	119 19% k	2 3%	122 18% k
A games console or handheld games player	3 *%	3 *%	- -%	- -%	** **	3 *%	3 *%	- -%	** **	3 *%	3 *%	- -%	3 *%
A smart TV	1 *%	1 *%	- -%	- -%	** **	1 *%	1 *%	- -%	** **	1 *%	- -%	1 1% j	1 *%
Some other device	* *%	- -%	- -%	* 1% ae	** **	* *%	* *%	- -%	** **	* *%	* *%	- -%	* *%
Don't know	2 *%	1 *%	1 1%	- -%	** **	2 *%	2 *%	- -%	** **	2 *%	2 *%	- -%	2 *%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN17. Do you ever watch videos on sites or apps like YouTube, Vimeo or Vine? IF NECESSARY: By 'videos' we mean any kind of videos including those made by professionals or media organisations, as well as videos made by ordinary people IF NECESSARY: On any devices you use to go online (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Yes	926	169	224	190	157	117	187	926	481	445	276	267	191	192	543	383	926
	77%	97%	89%	80%	75%	68%	56%	77%	82%	72%	79%	77%	74%	76%	78%	75%	77%
		bcdefg	cdefg	ef	f	f		ef	i								
No	279	5	28	48	52	55	146	279	107	173	74	80	66	60	153	126	279
	23%	3%	11%	20%	25%	32%	44%	23%	18%	28%	21%	23%	26%	24%	22%	25%	23%
			a	ab	ab	abcg	abcdeg	ab		h							
Don't know	1	-	-	-	1	-	-	1	1	-	-	1	-	-	1	-	1
	0%	0%	0%	0%	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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN17. Do you ever watch videos on sites or apps like YouTube, Vimeo or Vine? IF NECESSARY: By 'videos' we mean any kind of videos including those made by professionals or media organisations, as well as videos made by ordinary people IF NECESSARY: On any devices you use to go online (SINGLE CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Yes	926	800	79	32	15	926	812	114	62	836	812	85	897
	77%	77%	79%	67%	65%	77%	78%	71%	57%	79%	82%	54%	78%
		cd	cd			cd	g			h	kl		k
No	279	234	21	16	8	279	233	46	48	222	175	74	249
	23%	23%	21%	33%	35%	23%	22%	29%	43%	21%	18%	46%	22%
				abe	abe				i			jl	j
Don't know	1	1	-	-	-	1	-	1	-	1	-	-	-
	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
							f						

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1114	222	232	226	187	137	247	1114	577	537	287	381	209	237	668	446	1114
Effective Weighted Sample	884	168	189	182	154	116	197	884	454	430	240	297	170	186	529	356	884
Total	926	169	224	190	157	117	187	926	481	445	276	267	191	192	543	383	926
Short entertainment videos (music, film trailers, clips from TV programmes or highlights).	584 63%	122 72% dfg	143 64%	121 64%	97 62%	72 62%	102 55%	584 63% f	310 64%	275 62%	173 63%	181 68% lo	106 55%	124 65%	354 65% l	230 60%	584 63%
Funny videos/ jokes/ pranks/ challenges	517 56%	122 72% cdefg	141 63% def	111 59% def	71 45%	47 40%	72 39%	517 56% def	283 59%	234 53%	124 45%	154 58% j	125 65% jnp	113 59% j	279 51%	238 62% jnp	517 56% j
'How-to' videos, tips or tutorials about things that I want to do	504 54%	93 55%	117 52%	104 55%	87 55%	62 53%	103 55%	504 54%	260 54%	244 55%	159 58%	149 56%	103 54%	93 48%	308 57% m	196 51%	504 54%
Reviews about things I may want to buy	343 37%	65 39%	73 32%	71 37%	54 34%	51 43%	81 43% b	343 37%	192 40%	152 34%	120 43% mo	100 38%	66 35%	57 29%	220 41% mo	123 32%	343 37% m
News/ current affairs/ documentaries	287 31%	51 30%	72 32%	59 31%	51 32%	36 31%	56 30%	287 31%	165 34% i	123 28%	112 41% lmop	91 34% lmo	46 24%	38 20%	203 37% lmop	84 22%	287 31% mo
Longer entertainment videos (whole TV programmes or films)	244 26%	60 36% cdfg	65 29% d	49 26%	28 18%	32 27%	42 23%	244 26% d	135 28%	109 25%	75 27%	85 32% lo	38 20%	46 24%	159 29% lo	85 22%	244 26%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1114	222	232	226	187	137	247	1114	577	537	287	381	209	237	668	446	1114
Effective Weighted Sample	884	168	189	182	154	116	197	884	454	430	240	297	170	186	529	356	884
Total	926	169	224	190	157	117	187	926	481	445	276	267	191	192	543	383	926
Political speeches or campaigns	116	25	29	19	19	15	24	116	73	43	44	34	18	20	78	38	116
	13%	15%	13%	10%	12%	13%	13%	13%	15%	10%	16%	13%	10%	10%	14%	10%	13%
									i		o				o		
Vlogs from vloggers (like Zoella or PewDiePie)	86	41	26	10	4	3	4	86	41	45	18	29	18	21	46	39	86
	9%	24%	12%	5%	3%	2%	2%	9%	8%	10%	6%	11%	9%	11%	9%	10%	9%
		bcdefg	cdef					def									
Religious speeches or events	41	9	11	7	6	5	7	41	25	15	16	7	7	10	24	17	41
	4%	5%	5%	4%	4%	5%	4%	4%	5%	3%	6%	3%	4%	5%	4%	4%	4%
Other types of videos	23	-	12	1	2	6	7	23	9	14	12	3	3	5	15	8	23
	2%	-%	5%	1%	2%	5%	4%	2%	2%	3%	4%	1%	1%	3%	3%	2%	2%
			acg			ac	ac	a			k						
Don't know	1	*	-	*	-	-	*	1	*	*	-	*	-	*	*	*	1
	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1114	737	132	124	121	1114	949	165	69	1011	959	118	1077
Effective Weighted Sample	884	704	123	122	114	884	764	122	58	800	766	89	854
Total	926	800	79	32	15	926	812	114	62	836	812	85	897
Short entertainment videos (music, film trailers, clips from TV programmes or highlights).	584 63%	512 64% d	47 60% d	18 58%	7 45%	584 63% d	517 64%	67 59%	** **	541 65%	528 65% k	43 51%	571 64% k
Funny videos/ jokes/ pranks/ challenges	517 56%	443 55%	49 62%	16 51%	8 54%	517 56%	447 55%	70 61%	** **	472 56%	472 58% k	37 43%	508 57% k
'How-to' videos, tips or tutorials about things that I want to do	504 54%	438 55% d	39 50%	20 62% bd	7 45%	504 54%	438 54%	65 57%	** **	459 55%	451 56%	43 50%	494 55%
Reviews about things I may want to buy	343 37%	280 35%	46 58% acde	13 40%	5 31%	343 37%	305 38%	38 34%	** **	311 37%	316 39% k	21 25%	338 38% k
News/ current affairs/ documentaries	287 31%	254 32%	20 25%	10 32%	4 24%	287 31%	255 31%	32 28%	** **	263 31%	265 33% k	15 18%	280 31% k
Longer entertainment videos (whole TV programmes or films)	244 26%	213 27% d	19 23%	10 32% d	2 16%	244 26% d	216 27%	28 25%	** **	233 28%	219 27%	18 21%	236 26%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 53

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IN18. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1114	737	132	124	121	1114	949	165	69	1011	959	118	1077
Effective Weighted Sample	884	704	123	122	114	884	764	122	58	800	766	89	854
Total	926	800	79	32	15	926	812	114	62	836	812	85	897
Political speeches or campaigns	116	102	8	6	1	116	104	12	**	110	108	6	114
	13%	13%	10%	18%	6%	13%	13%	10%	**	13%	13%	7%	13%
		d		d		d							
Vlogs from vloggers (like Zoella or PewDiePie)	86	74	8	3	1	86	73	13	**	79	84	1	85
	9%	9%	10%	9%	4%	9%	9%	11%	**	9%	10%	1%	9%
											k		k
Religious speeches or events	41	37	2	1	*	41	37	3	**	37	39	1	41
	4%	5%	2%	4%	1%	4%	5%	3%	**	4%	5%	2%	5%
		d											
Other types of videos	23	22	*	1	*	23	23	*	**	21	19	3	22
	2%	3%	*%	2%	3%	2%	3%	*%	**	3%	2%	3%	2%
Don't know	1	-	-	*	*	1	*	*	**	1	*	*	1
	*%	-%	-%	2%	1%	*%	*%	*%	**	*%	*%	1%	*%
				ae	ae								

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Short entertainment videos (music, film trailers, clips from TV programmes or highlights).	584 48%	122 70% bcdefg	143 57% defg	121 51% f	97 46% f	72 42% f	102 31% f	584 48% f	310 53% i	275 44% i	173 50% l	181 52% lo	106 41% l	124 49% m	354 51% l	230 45% o	584 48% p
Funny videos/ jokes/ pranks/ challenges	517 43%	122 70% bcdefg	141 56% defg	111 47% def	71 34% f	47 27% f	72 22% f	517 43% def	283 48% i	234 38% i	124 36% j	154 44% j	125 49% jn	113 45% j	279 40% n	238 47% jn	517 43% j
'How-to' videos, tips or tutorials about things that I want to do	504 42%	93 53% cdefg	117 46% ef	104 44% f	87 41% f	62 36% f	103 31% f	504 42% f	260 44% mo	244 40% mo	159 46% mo	149 43% mo	103 40% mo	93 37% mo	308 44% m	196 38% o	504 42% p
Reviews about things I may want to buy	343 28%	65 37% dfg	73 29% df	71 30% df	54 26% df	51 30% df	81 24% df	343 28% df	192 33% i	152 25% i	120 34% lmop	100 29% lmop	66 26% lmop	57 22% lmop	220 32% mo	123 24% mo	343 28% p
News/ current affairs/ documentaries	287 24%	51 29% f	72 29% f	59 25% f	51 24% f	36 21% f	56 17% f	287 24% f	165 28% i	123 20% i	112 32% lmop	91 26% lmo	46 18% lmo	38 15% lmo	203 29% lmop	84 16% lmop	287 24% lmo
Longer entertainment videos (whole TV programmes or films)	244 20%	60 35% cdefg	65 26% df	49 21% df	28 13% df	32 18% df	42 13% df	244 20% df	135 23% i	109 18% i	75 21% lo	85 24% lo	38 15% lo	46 18% lo	159 23% lo	85 17% lo	244 20% p

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Political speeches or campaigns	116	25	29	19	19	15	24	116	73	43	44	34	18	20	78	38	116
	10%	15%	11%	8%	9%	9%	7%	10%	12%	7%	13%	10%	7%	8%	11%	7%	10%
		cfg							i		lo				o		
Vlogs from vloggers (like Zoella or PewDiePie)	86	41	26	10	4	3	4	86	41	45	18	29	18	21	46	39	86
	7%	24%	10%	4%	2%	2%	1%	7%	7%	7%	5%	8%	7%	8%	7%	8%	7%
		bcdefg	cdef	f			def										
Religious speeches or events	41	9	11	7	6	5	7	41	25	15	16	7	7	10	24	17	41
	3%	5%	4%	3%	3%	3%	2%	3%	4%	2%	5%	2%	3%	4%	3%	3%	3%
									k								
Other types of videos	23	-	12	1	2	6	7	23	9	14	12	3	3	5	15	8	23
	2%	-%	5%	*%	1%	3%	2%	2%	2%	2%	3%	1%	1%	2%	2%	2%	2%
			acd			ac					k						
Don't know	1	*	-	*	-	-	*	1	*	*	-	*	-	*	*	*	1
	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
DO NOT WATCH VIDEOS ON SITES LIKE YOUTUBE/ VIMEO/ VINE	280	5	28	48	53	55	146	280	107	173	74	81	66	60	154	126	280
	23%	3%	11%	20%	25%	32%	44%	23%	18%	28%	21%	23%	26%	24%	22%	25%	23%
			a	ab	ab	ab	ab	ab		h							

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 54

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IN18. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Short entertainment videos (music, film trailers, clips from TV programmes or highlights).	584 48%	512 49% cd	47 47% d	18 39%	7 29%	584 48% cd	517 50% g	67 41%	27 25%	541 51% h	528 53% k	43 27%	571 50% k
Funny videos/ jokes/ pranks/ challenges	517 43%	443 43% c	49 49% cd	16 34%	8 35%	517 43% c	447 43%	70 43%	30 27%	472 45% h	472 48% k	37 23%	508 44% k
'How-to' videos, tips or tutorials about things that I want to do	504 42%	438 42% d	39 39%	20 42% d	7 29%	504 42% d	438 42%	65 41%	35 32%	459 43% h	451 46% k	43 27%	494 43% k
Reviews about things I may want to buy	343 28%	280 27% d	46 45% acde	13 27%	5 20%	343 28% d	305 29%	38 24%	23 21%	311 29%	316 32% k	21 14%	338 29% k
News/ current affairs/ documentaries	287 24%	254 25% d	20 20%	10 21%	4 16%	287 24% d	255 24%	32 20%	17 15%	263 25% h	265 27% k	15 10%	280 24% k
Longer entertainment videos (whole TV programmes or films)	244 20%	213 21% d	19 18% d	10 21% d	2 10%	244 20% d	216 21%	28 18%	5 5%	233 22% h	219 22% k	18 11%	236 21% k
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN18. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Political speeches or campaigns	116	102	8	6	1	116	104	12	5	110	108	6	114
	10%	10%	8%	12%	4%	10%	10%	7%	4%	10%	11%	4%	10%
		d		d		d				h	k		k
Vlogs from vloggers (like Zoella or PewDiePie)	86	74	8	3	1	86	73	13	6	79	84	1	85
	7%	7%	8%	6%	3%	7%	7%	8%	6%	7%	9%	1%	7%
		d	d			d					k		k
Religious speeches or events	41	37	2	1	*	41	37	3	2	37	39	1	41
	3%	4%	2%	3%	3%	3%	4%	2%	2%	4%	4%	1%	4%
		d				d					k		
Other types of videos	23	22	*	1	*	23	23	*	2	21	19	3	22
	2%	2%	3%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%
Don't know	1	-	-	*	*	1	*	*	-	1	*	*	1
	3%	0%	0%	1%	1%	3%	3%	3%	0%	3%	3%	3%	3%
				ae	ae								
DO NOT WATCH VIDEOS ON SITES LIKE YOUTUBE/ VIMEO/ VINE	280	235	21	16	8	280	233	47	48	223	175	74	249
	23%	23%	21%	33%	35%	23%	22%	29%	43%	21%	18%	46%	22%
				abe	abe			f	i			jl	j

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 55

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19. (SHOWCARD) Which of these ways describe how you find videos to watch on these sites or apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1114	222	232	226	187	137	247	1114	577	537	287	381	209	237	668	446	1114
Effective Weighted Sample	884	168	189	182	154	116	197	884	454	430	240	297	170	186	529	356	884
Total	926	169	224	190	157	117	187	926	481	445	276	267	191	192	543	383	926
Friends or family tell me/ email me about them	570 62%	106 63%	143 64%	117 62%	99 63%	68 58%	106 57%	570 62%	280 58%	291 65% h	172 63%	167 63%	115 60%	115 60%	339 63%	231 60%	570 62%
From my search engine results	416 45%	70 41%	94 42%	88 47%	71 45%	61 52%	92 49%	416 45%	235 49% i	181 41%	135 49% mo	133 50% mo	84 44% m	63 33%	268 49% mo	148 39%	416 45% mo
Links from social media sites	352 38%	87 52% cdefg	110 49% cdefg	70 37% ef	45 29%	26 22%	40 21%	352 38% def	168 35%	184 41% h	101 37%	117 44% lo	64 33%	71 37%	218 40%	134 35%	352 38%
Recommended/ Trending/ Most popular section on the site/ app	292 32%	78 46% bcdefg	72 32% ef	67 35% ef	48 30% ef	19 16%	27 14%	292 32% ef	160 33%	132 30%	84 30%	95 36%	56 29%	58 30%	179 33%	113 30%	292 32%
My subscription section on the site/ app	130 14%	47 28% bcdefg	39 17% cdef	17 9%	14 9%	11 9%	14 8%	130 14% f	81 17% i	50 11%	25 9%	47 17% j	29 15%	30 15% j	72 13%	59 15% j	130 14% j
From articles or adverts in newspapers or magazines (online or paper)	111 12%	13 8%	28 12%	26 14%	22 14%	13 11%	22 12%	111 12%	64 13%	47 11%	39 14%	34 13%	16 8%	21 11%	74 14%	37 10%	111 12%
Clicking on an online advert	60 6%	14 8%	10 5%	19 10%	7 4%	8 7%	10 6%	60 6%	30 6%	30 7%	14 5%	21 8%	16 9%	9 5%	35 6%	25 7%	60 6%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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IN19. (SHOWCARD) Which of these ways describe how you find videos to watch on these sites or apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1114	222	232	226	187	137	247	1114	577	537	287	381	209	237	668	446	1114
Effective Weighted Sample	884	168	189	182	154	116	197	884	454	430	240	297	170	186	529	356	884
Total	926	169	224	190	157	117	187	926	481	445	276	267	191	192	543	383	926
Other	19	2	7	5	3	1	1	19	8	11	5	5	3	5	10	9	19
	2%	1%	3%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
Don't know	10	1	*	2	1	3	5	10	5	4	3	2	4	1	5	5	10
	1%	1%	1%	1%	1%	3%	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%

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

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN19. (SHOWCARD) Which of these ways describe how you find videos to watch on these sites or apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1114	737	132	124	121	1114	949	165	69	1011	959	118	1077
Effective Weighted Sample	884	704	123	122	114	884	764	122	58	800	766	89	854
Total	926	800	79	32	15	926	812	114	62	836	812	85	897
Friends or family tell me/ email me about them	570	484	61	16	9	570	500	70	**	508	502	52	554
	62%	60%	77%	49%	62%	62%	62%	61%	**	61%	62%	62%	62%
		c	acde			c							
From my search engine results	416	368	28	13	7	416	362	54	**	386	374	32	406
	45%	46%	36%	40%	44%	45%	45%	47%	**	46%	46%	38%	45%
		b				b							
Links from social media sites	352	297	38	11	5	352	306	46	**	328	330	17	347
	38%	37%	48%	35%	36%	38%	38%	40%	**	39%	41%	20%	39%
			ace								k		k
Recommended/ Trending/ Most popular section on the site/ app	292	254	26	7	5	292	264	28	**	267	273	12	285
	32%	32%	33%	22%	30%	32%	33%	24%	**	32%	34%	14%	32%
		c				c					k		k
My subscription section on the site/ app	130	119	8	3	1	130	115	16	**	121	123	6	129
	14%	15%	10%	9%	4%	14%	14%	14%	**	15%	15%	7%	14%
		d				d					k		k
From articles or adverts in newspapers or magazines (online or paper)	111	91	14	4	1	111	96	15	**	106	101	8	109
	12%	11%	18%	13%	6%	12%	12%	13%	**	13%	12%	10%	12%
			ad			d							

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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IN19. (SHOWCARD) Which of these ways describe how you find videos to watch on these sites or apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1114	737	132	124	121	1114	949	165	69	1011	959	118	1077
Effective Weighted Sample	884	704	123	122	114	884	764	122	58	800	766	89	854
Total	926	800	79	32	15	926	812	114	62	836	812	85	897
Clicking on an online advert	60 6%	47 6%	11 14% acde	1 4%	1 6%	60 6%	52 6%	9 7%	** **	56 7%	57 7%	2 3%	59 7%
Other	19 2%	15 2%	3 4% d	1 2%	- -%	19 2%	18 2%	1 1%	** **	19 2%	18 2%	1 1%	19 2%
Don't know	10 1%	9 1%	- -%	* 1%	* 3%	10 1%	8 1%	2 2%	** **	10 1%	6 1%	2 2%	8 1%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 56

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
No, do not have any concerns	699	114	141	123	101	87	219	699	377	322	152	186	179	181	338	361	699
	50%	65%	55%	48%	45%	42%	44%	50%	55%	45%	41%	49%	59%	52%	45%	55%	50%
		bcdefg	ef					ef	i			j	jknp	jn		jnp	jn
Unsuitable content for children	263	17	43	67	48	47	89	263	110	154	82	76	51	54	159	105	263
	19%	9%	16%	26%	22%	22%	18%	19%	16%	21%	22%	20%	17%	15%	21%	16%	19%
			a	abfg	a	a	a	a		h	mo				mo		
Strangers contacting children	225	12	47	47	34	42	84	225	91	134	63	60	47	55	123	101	225
	16%	7%	18%	18%	15%	20%	17%	16%	13%	19%	17%	16%	15%	16%	16%	16%	16%
			a	a	a	a	a	a		h							
Sexual content/ pornography	216	13	31	44	42	43	86	216	84	132	76	62	34	44	138	78	216
	15%	8%	12%	17%	19%	21%	18%	15%	12%	18%	20%	16%	11%	13%	18%	12%	15%
				a	a	abg	a	a		h	lmop	lo			lmo		o
Fraud	151	14	24	28	28	26	57	151	72	79	58	39	22	33	97	55	151
	11%	8%	9%	11%	13%	13%	12%	11%	10%	11%	16%	10%	7%	9%	13%	8%	11%
											klmop				lo		
Violent content	148	13	27	28	28	24	52	148	57	91	62	35	21	29	98	50	148
	11%	7%	10%	11%	13%	12%	11%	11%	8%	13%	17%	9%	7%	8%	13%	8%	11%
										h	klmop				lmo		o
Identity theft	140	12	21	23	24	30	59	140	66	74	49	41	23	27	89	51	140
	10%	7%	8%	9%	11%	15%	12%	10%	10%	10%	13%	11%	8%	8%	12%	8%	10%
						abg					lmo				lmo		
People masquerading as younger people online	137	9	30	26	21	27	51	137	52	85	39	35	30	33	74	63	137
	10%	5%	12%	10%	9%	13%	10%	10%	8%	12%	10%	9%	10%	10%	10%	10%	10%
			a			a	a	a		h							

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Others getting access to my personal details	113 8%	9 5%	16 6%	21 8%	15 7%	26 12% abdg	52 11% a	113 8%	44 6%	69 10% h	37 10%	33 9%	18 6%	25 7%	71 9% o	42 6%	113 8%
Websites showing indecent images of children	101 7%	8 4%	17 6%	18 7%	26 12% abfg	18 8%	33 7%	101 7%	41 6%	60 8%	34 9%	25 7%	17 6%	25 7%	59 8%	42 6%	101 7%
Racist/ far right websites	95 7%	11 6%	26 10% d	14 6%	11 5%	21 10% d	34 7%	95 7%	45 7%	50 7%	39 10% lmop	25 7%	17 6%	15 4%	63 8% mo	32 5%	95 7%
Websites promoting radicalisation/ instructing how to be a terrorist	92 7%	10 6%	22 9%	12 5%	14 6%	21 10% cg	34 7%	92 7%	49 7%	43 6%	39 10% klmop	23 6%	18 6%	12 3%	62 8% mo	30 5%	92 7% m
Strong/ offensive language/ swearing	91 6%	7 4%	16 6%	22 9%	11 5%	18 9%	35 7%	91 6%	25 4%	66 9% h	32 9% lo	28 7%	13 4%	18 5%	60 8% lo	31 5%	91 6%
Religious hate material/ websites	90 6%	10 5%	23 9%	13 5%	12 6%	20 10%	32 7%	90 6%	42 6%	49 7%	42 11% klmop	19 5%	16 5%	12 4%	62 8% kmo	29 4%	90 6% m

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

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	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	85 6%	6 4%	11 4%	18 7%	15 7%	23 11% abg	35 7%	85 6%	38 6%	46 6%	35 9% lmop	25 7% o	11 4%	13 4%	61 8% lmo	24 4%	85 6% o
Viruses/ trojans/ worms/ spyware/ malicious software	82 6%	9 5%	15 6%	16 6%	16 7%	16 8%	26 5%	82 6%	41 6%	41 6%	34 9% klmop	20 5%	12 4%	16 5%	55 7% lo	28 4%	82 6%
General concerns about online privacy (unspecified)	80 6%	5 3%	12 5%	14 5%	20 9% ag	11 5%	29 6%	80 6%	34 5%	45 6%	27 7%	24 6%	14 5%	14 4%	51 7%	29 4%	80 6%
Content encouraging violence or crime	80 6%	7 4%	15 6%	15 6%	17 8%	15 7%	26 5%	80 6%	28 4%	52 7% h	29 8% mo	23 6%	13 4%	14 4%	53 7% mo	27 4%	80 6%
Spam/ unwanted emails	77 5%	7 4%	15 6%	13 5%	13 6%	13 6%	28 6%	77 5%	34 5%	43 6%	32 9% kmop	18 5%	16 5%	11 3%	50 7% mo	27 4%	77 5%
Websites instructing how to commit suicide/ self-harm	73 5%	5 3%	17 6%	12 5%	11 5%	16 8% a	28 6%	73 5%	30 4%	43 6%	26 7%	20 5%	14 5%	13 4%	46 6%	28 4%	73 5%

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

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Unsecure sites	72 5%	6 3%	15 6%	14 5%	14 6%	14 7%	23 5%	72 5%	28 4%	44 6%	29 8% lmo	23 6% mo	9 3%	10 3%	52 7% lmo	19 3%	72 5% o
Not controlled/ regulated/ anything can be shown on it/ fake news/ misleading information online	70 5%	5 3%	20 8% ac	6 2%	18 8% acf	13 6% c	22 5%	70 5%	25 4%	45 6% h	29 8% lo	18 5%	9 3%	15 4%	47 6% lo	24 4%	70 5%
Claims for money/ phishing emails	69 5%	7 4%	11 4%	12 5%	8 4%	17 8% dg	30 6%	69 5%	30 4%	39 5%	27 7% k	14 4%	13 4%	15 4%	41 5%	28 4%	69 5%
People gambling online	68 5%	4 2%	13 5%	16 6%	8 4%	16 8% a	27 5%	68 5%	27 4%	40 6%	23 6%	17 5%	13 4%	14 4%	40 5%	27 4%	68 5%
Personal information that companies may hold about me	67 5%	5 3%	14 5%	13 5%	11 5%	12 6%	24 5%	67 5%	32 5%	35 5%	19 5%	22 6%	11 4%	15 4%	41 5%	26 4%	67 5%
Homophobic material/ websites	65 5%	8 5%	15 6%	12 5%	6 3%	12 6%	23 5%	65 5%	25 4%	40 6%	30 8% klmop	17 5%	10 3%	9 2%	47 6% lmo	18 3%	65 5% o
Third parties having access to/ using your personal data without informing you	65 5%	4 2%	12 5%	11 4%	16 7% a	12 6%	22 4%	65 5%	29 4%	36 5%	29 8% lmop	18 5%	9 3%	9 3%	47 6% lmo	18 3%	65 5%

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

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Illegal goods for sale online	59 4%	10 5% d	15 6% d	10 4%	4 2%	13 6% d	21 4%	59 4%	24 4%	35 5%	20 5% m	19 5% m	12 4%	7 2%	40 5% mo	20 3%	59 4%
Body image/websites with information about excessive dieting/ eating disorders	57 4%	4 2%	13 5%	14 6%	7 3%	11 5%	19 4%	57 4%	19 3%	38 5% h	22 6% mo	17 4%	10 3%	9 2%	39 5% mo	19 3%	57 4%
Inappropriate advertising/ selling	57 4%	6 3%	12 4%	11 4%	9 4%	11 6%	19 4%	57 4%	22 3%	34 5%	21 6% mo	17 4%	11 4%	8 2%	37 5% m	19 3%	57 4%
Pop-up adverts/ too many adverts	55 4%	4 2%	13 5%	8 3%	12 5%	12 6%	17 3%	55 4%	23 3%	32 4%	21 6% o	15 4%	8 3%	10 3%	37 5% o	18 3%	55 4%
Personal information that the government may hold about me	42 3%	4 2%	10 4%	6 2%	7 3%	7 4%	14 3%	42 3%	19 3%	23 3%	13 3%	13 3%	8 3%	8 2%	26 3%	16 2%	42 3%
My behaviour online being recorded/ tracked by websites	40 3%	3 2%	14 6% acfg	4 1%	9 4%	6 3%	10 2%	40 3%	19 3%	21 3%	13 4%	11 3%	7 2%	9 3%	24 3%	16 2%	40 3%
Receiving advertising that is personally targeted	39 3%	3 2%	13 5% f	7 3%	8 3%	6 3%	9 2%	39 3%	16 2%	23 3%	12 3%	11 3%	7 2%	9 3%	24 3%	15 2%	39 3%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 56

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Social media sites/ Facebook/ issues with content posted/ trolling on social media sites	12 1%	1 1%	2 1%	1 1%	1 1%	2 1%	6 1%	12 1%	3 *%	10 1%	1 *%	8 2% jop	1 *%	3 1%	8 1%	4 1%	12 1%
Spending too much time online/ waste of time/ anti-social	8 1%	- -%	2 1%	- -%	- -%	2 1%	6 1%	8 1%	3 *%	5 1%	2 1%	3 1%	* *%	3 1%	5 1%	3 *%	8 1%
Bullying/ children being bullied online	7 1%	1 *%	* *%	2 1%	1 *%	1 *%	4 1%	7 1%	3 *%	4 1%	1 *%	3 1%	- -%	3 1%	4 *%	3 1%	7 1%
Other	34 2%	2 1%	5 2%	10 4%	8 4%	7 3%	9 2%	34 2%	10 1%	24 3% h	17 5% kmop	6 2%	7 2%	4 1%	23 3%	11 2%	34 2%
SUMMARY CODES																	
ANY CONCERNS	682 49%	60 34%	115 45% a	131 51% a	120 54% ab	119 57% abg	256 52% a	682 49% a	300 44%	383 53% h	220 59% klmop	184 49% lo	122 40%	156 45%	404 54% lmop	278 43%	682 49% lo
OFFENSIVE/ ILLEGAL CONTENT	494 35%	47 27%	88 34%	100 39% a	88 40% a	86 41% a	171 35% a	494 35% a	219 32%	275 38% h	165 44% klmop	138 37% lmo	87 28%	104 30%	303 40% lmop	191 29%	494 35% lo
RISKS TO OTHERS/ SOCIETY	303 22%	20 11%	64 25% a	59 23% a	47 21% a	58 28% ag	114 23% a	303 22% a	136 20%	166 23%	86 23%	82 22%	58 19%	77 22%	168 22%	135 21%	303 22%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
SECURITY/ FRAUD	274	27	36	50	46	54	115	274	128	147	99	69	45	61	168	106	274
	20%	15%	14%	20%	21%	26%	23%	20%	19%	20%	26%	18%	15%	18%	22%	16%	20%
						abg	abg	b			klmop				lo		
PERSONAL PRIVACY	115	7	19	22	24	18	42	115	50	64	37	35	21	22	72	43	115
	8%	4%	7%	9%	11%	9%	9%	8%	7%	9%	10%	9%	7%	6%	10%	7%	8%
					a	a	a	a							o		
ADVERTISING	89	7	18	18	17	19	28	89	38	51	36	24	14	14	60	29	89
	6%	4%	7%	7%	7%	9%	6%	6%	5%	7%	10%	6%	5%	4%	8%	4%	6%
						a					lmop				mo		
Don't know	24	2	2	1	1	2	17	24	12	12	3	6	5	10	9	15	24
	2%	1%	1%	1%	1%	1%	4%	2%	2%	2%	1%	1%	2%	3%	1%	2%	2%
							bcdg							n			

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

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
No, do not have any concerns	699 50%	600 50%	55 43%	26 46%	18 63% abce	699 50%	599 49%	100 53%	56 51%	506 48%	494 49%	121 48%	615 49%
Unsuitable content for children	263 19%	224 19% d	28 22% d	9 16%	3 10%	263 19% d	236 19%	28 15%	18 16%	224 21%	206 20%	45 18%	251 20%
Strangers contacting children	225 16%	169 14%	39 30% ace	11 20% a	6 22% ae	225 16%	194 16%	30 16%	21 19%	169 16%	161 16%	43 17%	204 16%
Sexual content/ pornography	216 15%	188 16% d	17 13%	9 16% d	3 9%	216 15% d	190 16%	26 14%	11 10%	186 18% h	165 16%	35 14%	200 16%
Fraud	151 11%	119 10%	24 19% acde	6 11%	2 7%	151 11%	129 11%	22 12%	13 12%	115 11%	114 11%	22 9%	137 11%
Violent content	148 11%	124 10% d	16 12% d	7 13% d	2 5%	148 11% d	132 11%	16 9%	10 9%	130 12%	113 11%	28 11%	141 11%
Identity theft	140 10%	109 9%	24 19% acde	4 8%	2 8%	140 10%	112 9%	29 15% f	14 12%	104 10%	105 10%	19 8%	124 10%
People masquerading as younger people online	137 10%	97 8%	27 21% ade	9 17% ae	3 12%	137 10%	121 10%	16 8%	18 16% i	101 10%	97 10%	27 11%	124 10%

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

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Others getting access to my personal details	113 8%	92 8%	15 12% ad	4 8%	2 6%	113 8%	102 8%	11 6%	9 9%	82 8%	78 8%	22 9%	100 8%
Websites showing indecent images of children	101 7%	75 6%	18 14% ade	7 12% ade	1 5%	101 7%	86 7%	14 8%	12 11%	79 7%	82 8%	16 6%	98 8%
Racist/ far right websites	95 7%	77 6%	12 10% d	5 8%	1 5%	95 7%	86 7%	9 5%	12 11%	80 8%	79 8%	12 5%	91 7%
Websites promoting radicalisation/ instructing how to be a terrorist	92 7%	67 6%	16 12% ade	7 13% ade	1 5%	92 7%	82 7%	10 5%	6 5%	79 8%	76 8% k	10 4%	86 7%
Strong/ offensive language/ swearing	91 6%	77 6%	7 6%	5 9%	1 5%	91 6%	80 7%	11 6%	8 7%	77 7%	68 7%	16 6%	83 7%
Religious hate material/ websites	90 6%	75 6%	10 8%	5 9%	1 4%	90 6%	82 7%	8 4%	9 8%	77 7%	78 8% k	8 3%	86 7% k

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

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Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	85 6%	66 6%	13 10% ae	4 7%	1 5%	85 6%	73 6%	12 6%	4 4%	73 7%	71 7%	10 4%	81 6%
Viruses/ trojans/ worms/ spyware/ malicious software	82 6%	63 5%	14 11% ade	4 8%	1 5%	82 6%	70 6%	12 6%	5 5%	71 7%	70 7% k	9 4%	79 6%
General concerns about online privacy (unspecified)	80 6%	64 5%	11 9% d	4 8%	1 3%	80 6%	70 6%	10 5%	8 7%	63 6%	61 6%	14 5%	74 6%
Content encouraging violence or crime	80 6%	60 5%	13 10% ade	5 8% a	1 5%	80 6%	70 6%	10 5%	7 7%	66 6%	67 7%	10 4%	77 6%
Spam/ unwanted emails	77 5%	63 5%	9 7% d	4 7%	1 3%	77 5%	67 6%	10 5%	5 5%	67 6%	64 6%	12 5%	76 6%
Websites instructing how to commit suicide/ self-harm	73 5%	53 4%	12 10% ae	7 12% ae	2 7%	73 5%	61 5%	13 7%	10 9%	58 5%	57 6%	13 5%	70 6%

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

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Unsecure sites	72 5%	58 5%	9 7% d	4 7% d	1 3%	72 5%	65 5%	7 4%	5 5%	63 6%	62 6% k	6 2%	68 5% k
Not controlled/ regulated/ anything can be shown on it/ fake news/ misleading information online	70 5%	60 5%	6 5%	3 5%	1 2%	70 5%	58 5%	12 7%	5 4%	57 5%	55 5%	12 5%	68 5%
Claims for money/ phishing emails	69 5%	49 4%	14 11% ae	4 8% a	2 6%	69 5%	58 5%	11 6%	7 7%	54 5%	55 5%	11 4%	66 5%
People gambling online	68 5%	53 4%	10 8% a	3 5%	1 5%	68 5%	59 5%	8 4%	8 7%	53 5%	51 5%	12 5%	63 5%
Personal information that companies may hold about me	67 5%	51 4%	12 9% ade	4 6%	1 3%	67 5%	60 5%	7 4%	4 3%	54 5%	54 5%	7 3%	61 5%
Homophobic material/ websites	65 5%	48 4%	10 8% ae	5 10% ade	1 4%	65 5%	61 5%	4 2%	8 8%	55 5%	54 5%	7 3%	61 5%

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

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Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Third parties having access to/ using your personal data without informing you	65 5%	51 4%	11 8% ade	3 5%	1 3%	65 5%	58 5%	7 4%	6 5%	54 5%	54 5%	7 3%	61 5%
Illegal goods for sale online	59 4%	44 4%	10 8% ae	4 8% ade	1 3%	59 4%	56 5%	4 2%	7 7%	49 5%	47 5%	9 4%	57 4%
Body image/websites with information about excessive dieting/ eating disorders	57 4%	40 3%	10 8% ae	6 12% ade	2 5%	57 4%	50 4%	8 4%	4 4%	51 5%	46 5%	9 4%	55 4%
Inappropriate advertising/ selling	57 4%	43 4%	9 7% ad	4 7% ad	1 2%	57 4%	49 4%	8 4%	4 4%	50 5%	46 5%	8 3%	54 4%
Pop-up adverts/ too many adverts	55 4%	43 4%	8 6%	3 5%	1 2%	55 4%	43 4%	12 6%	5 5%	45 4%	47 5%	6 2%	52 4%
Personal information that the government may hold about me	42 3%	30 3%	7 6% ae	3 5% a	1 3%	42 3%	38 3%	4 2%	3 3%	33 3%	33 3%	5 2%	38 3%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
My behaviour online being recorded/ tracked by websites	40 3%	29 2%	7 6% ae	3 5% a	1 4%	40 3%	34 3%	6 3%	5 5%	31 3%	34 3%	4 2%	38 3%
Receiving advertising that is personally targeted	39 3%	29 2%	7 5% ae	3 5% a	1 3%	39 3%	34 3%	5 3%	2 2%	33 3%	33 3%	5 2%	38 3%
Social media sites/ Facebook/ issues with content posted/ trolling on social media sites	12 1%	11 1%	1 1%	* *% ae	* *%	12 1%	10 1%	2 1%	1 1%	6 1%	7 1%	3 1%	10 1%
Spending too much time online/ waste of time/ anti-social	8 1%	8 1%	- -%	* 1%	- -%	8 1%	7 1%	1 *% f	* *%	5 *%	4 *%	1 1%	5 *%
Bullying/ children being bullied online	7 1%	5 *%	1 1%	1 1%	- -%	7 1%	4 *%	3 1% f	- -%	5 *%	4 *%	3 1%	7 1%
Other	34 2%	31 3% d	2 1%	2 3% d	* *%	34 2%	29 2%	5 3%	1 1%	32 3%	30 3% k	2 1%	33 3%

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

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
SUMMARY CODES													
ANY CONCERNS	682 49%	576 48% d	68 54% d	28 50% d	10 35% d	682 49% d	596 49%	86 46%	52 48%	542 51%	505 50%	124 49%	629 50%
OFFENSIVE/ ILLEGAL CONTENT	494 35%	422 35% d	48 38% d	19 33% d	5 19% d	494 35% d	433 36%	61 32%	34 31%	417 39%	382 38%	84 33%	466 37%
RISKS TO OTHERS/ SOCIETY	303 22%	234 20%	45 36% ade	16 29% ae	7 27% a	303 22%	266 22%	37 20%	30 27%	232 22%	224 22%	55 22%	279 22%
SECURITY/ FRAUD	274 20%	225 19%	36 29% acde	9 16%	4 14%	274 20%	233 19%	42 22%	28 26%	202 19%	199 20%	46 18%	246 19%
PERSONAL PRIVACY	115 8%	92 8%	16 12% ade	5 9%	1 5%	115 8%	100 8%	14 8%	11 10%	89 8%	89 9%	16 6%	104 8%
ADVERTISING	89 6%	71 6%	12 10% ad	4 7%	1 4%	89 6%	73 6%	16 8%	6 6%	76 7%	75 7% k	10 4%	85 7%
Don't know	24 2%	18 2%	3 3%	2 3% a	1 3%	24 2%	22 2%	2 1%	2 2%	10 1%	8 1%	8 3% jl	16 1%

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

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Table 57

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
No, do not have any concerns	587 49%	112 64%	138 55%	110 46%	96 46%	66 39%	132 40%	587 49%	317 54%	270 44%	137 39%	172 49%	148 58%	130 52%	309 44%	278 55%	587 49%
		cdefg	ef					ef	i			j	jknp	jn		jnp	j
Unsuitable content for children	245 20%	17 10%	41 16%	66 28%	47 22%	39 23%	74 22%	245 20%	102 17%	143 23%	82 23%	74 21%	45 18%	44 18%	155 22%	90 18%	245 20%
				abg	a	a	a	a		h	o						
Sexual content/ pornography	200 17%	13 8%	31 12%	42 18%	41 19%	40 23%	73 22%	200 17%	80 14%	120 19%	73 21%	59 17%	31 12%	37 15%	132 19%	68 13%	200 17%
				a	ab	abg	abg	a		h	lmo				lo		
Strangers contacting children	197 16%	12 7%	45 18%	46 19%	31 15%	37 22%	62 19%	197 16%	81 14%	116 19%	59 17%	56 16%	40 15%	42 17%	115 17%	81 16%	197 16%
			a	a	a	a	a	a		h							
Violent content	143 12%	13 7%	27 11%	27 11%	28 13%	24 14%	48 14%	143 12%	55 9%	88 14%	62 18%	34 10%	20 8%	27 11%	96 14%	47 9%	143 12%
							a			h	klmop				klo		
Fraud	131 11%	14 8%	23 9%	26 11%	26 12%	25 15%	42 13%	131 11%	61 10%	70 11%	53 15%	35 10%	20 8%	23 9%	88 13%	43 8%	131 11%
											klmop				lo		
People masquerading as younger people online	122 10%	9 5%	27 11%	25 11%	21 10%	25 14%	40 12%	122 10%	44 8%	77 13%	37 11%	33 9%	25 10%	27 11%	70 10%	52 10%	122 10%
			a			a	a	a		h							
Identity theft	121 10%	12 7%	20 8%	22 9%	23 11%	28 16%	44 13%	121 10%	56 10%	65 10%	46 13%	36 10%	20 8%	18 7%	82 12%	39 8%	121 10%
						abcg	a				mo				mo		

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 57

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Websites showing indecent images of children	95 8%	8 4%	17 7%	17 7%	26 13% abg	15 9%	28 8%	95 8%	39 7%	56 9%	34 10%	23 7%	17 7%	21 8%	57 8%	38 7%	95 8%
Others getting access to my personal details	95 8%	9 5%	15 6%	21 9%	14 7%	22 13% abdg	35 11% a	95 8%	36 6%	58 9% h	34 10%	29 8%	15 6%	16 6%	63 9%	31 6%	95 8%
Racist/ far right websites	92 8%	11 6%	26 10% d	14 6%	11 5%	19 11% d	31 9%	92 8%	44 7%	49 8%	39 11% klmo	23 7%	16 6%	15 6%	62 9%	31 6%	92 8%
Websites promoting radicalisation/ instructing how to be a terrorist	88 7%	10 6%	22 9%	11 5%	14 7%	21 12% acg	31 9% c	88 7%	47 8%	41 7%	39 11% klmop	22 6%	16 6%	10 4%	61 9% mo	27 5%	88 7%
Religious hate material/ websites	88 7%	10 6%	23 9%	13 5%	12 6%	19 11% c	29 9%	88 7%	41 7%	47 8%	42 12% klmop	18 5%	16 6%	11 5%	61 9% kmo	27 5%	88 7%
Strong/ offensive language/ swearing	86 7%	7 4%	16 6%	21 9%	11 5%	18 10% a	31 9% a	86 7%	24 4%	62 10% h	32 9% lo	27 8%	12 5%	14 6%	60 9% o	26 5%	86 7%
Viruses/ trojans/ worms/ spyware/ malicious software	81 7%	9 5%	15 6%	16 7%	16 7%	15 9%	25 8%	81 7%	40 7%	41 7%	34 10% klo	19 6%	11 4%	16 6%	54 8%	27 5%	81 7%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	80 7%	6 4%	11 4%	18 7%	15 7%	21 12% abg	31 9% ab	80 7%	35 6%	45 7%	35 10% lmop	25 7% o	10 4%	11 4%	60 9% lmo	20 4%	80 7% o
Content encouraging violence or crime	76 6%	7 4%	15 6%	14 6%	17 8%	14 8%	23 7%	76 6%	27 5%	49 8% h	29 8% o	23 7%	13 5%	11 4%	52 7%	24 5%	76 6%
Spam/ unwanted emails	75 6%	7 4%	15 6%	13 6%	13 6%	13 7%	27 8%	75 6%	34 6%	41 7%	32 9% kmo	17 5%	16 6%	11 4%	49 7%	26 5%	75 6%
General concerns about online privacy (unspecified)	74 6%	5 3%	12 5%	14 6%	20 10% a	9 5%	23 7%	74 6%	32 5%	42 7%	27 8%	22 6%	14 5%	11 4%	49 7%	25 5%	74 6%
Unsecure sites	71 6%	6 3%	15 6%	14 6%	14 7%	14 8% a	22 7%	71 6%	28 5%	43 7%	29 8% lmo	22 6%	9 4%	10 4%	52 7% lo	19 4%	71 6%
Websites instructing how to commit suicide/ self-harm	69 6%	5 3%	17 7%	12 5%	11 5%	16 9% a	25 8% a	69 6%	29 5%	40 6%	25 7%	19 6%	14 6%	10 4%	44 6%	25 5%	69 6%

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

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Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Homophobic material/ websites	65 5%	8 5%	15 6%	12 5%	6 3%	12 7%	23 7%	65 5%	25 4%	40 6%	30 9%	17 5%	10 4%	9 3%	46 7%	18 4%	65 5%
Claims for money/ phishing emails	64 5%	7 4%	10 4%	12 5%	8 4%	17 10%	26 8%	64 5%	29 5%	35 6%	27 8%	13 4%	13 5%	11 4%	40 6%	24 5%	64 5%
Not controlled/ regulated/ anything can be shown on it/ fake news/ misleading information online	64 5%	5 3%	18 7%	6 2%	17 8%	12 7%	18 5%	64 5%	22 4%	42 7%	29 8%	17 5%	9 4%	9 3%	46 7%	18 4%	64 5%
Third parties having access to/ using your personal data without informing you	63 5%	4 2%	12 5%	11 5%	16 7%	11 7%	19 6%	63 5%	28 5%	35 6%	28 8%	16 5%	9 3%	9 4%	44 6%	18 4%	63 5%
People gambling online	63 5%	4 2%	12 5%	14 6%	8 4%	14 8%	24 7%	63 5%	25 4%	37 6%	23 7%	16 5%	12 5%	11 4%	39 6%	24 5%	63 5%
Personal information that companies may hold about me	62 5%	5 3%	14 5%	13 5%	11 5%	12 7%	18 6%	62 5%	29 5%	33 5%	19 6%	20 6%	10 4%	13 5%	39 6%	22 4%	62 5%
Illegal goods for sale online	58 5%	10 5%	15 6%	10 4%	4 2%	12 7%	20 6%	58 5%	24 4%	34 6%	20 6%	19 5%	12 5%	7 3%	39 6%	19 4%	58 5%

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Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Body image/websites with information about excessive dieting/ eating disorders	55 5%	4 2%	13 5%	14 6%	7 3%	10 6%	16 5%	55 5%	19 3%	36 6% h	21 6%	16 5%	10 4%	7 3%	38 5%	17 3%	55 5%
Inappropriate advertising/ selling	55 5%	6 3%	12 5%	11 5%	9 5%	11 6%	17 5%	55 5%	22 4%	33 5%	21 6%	16 5%	11 4%	7 3%	37 5%	18 4%	55 5%
Pop-up adverts/ too many adverts	53 4%	4 2%	13 5%	7 3%	12 6%	11 7%	17 5%	53 4%	23 4%	31 5%	21 6%	15 4%	8 3%	9 4%	36 5%	17 3%	53 4%
My behaviour online being recorded/ tracked by websites	39 3%	3 2%	14 6% ac	4 2%	9 4%	5 3%	9 3%	39 3%	18 3%	21 3%	13 4%	10 3%	7 3%	9 4%	24 3%	15 3%	39 3%
Personal information that the government may hold about me	39 3%	4 2%	10 4%	6 3%	7 3%	7 4%	11 3%	39 3%	19 3%	21 3%	13 4%	12 3%	8 3%	7 3%	24 4%	15 3%	39 3%
Receiving advertising that is personally targeted	38 3%	3 2%	13 5%	7 3%	8 4%	6 3%	9 3%	38 3%	16 3%	23 4%	12 4%	11 3%	6 3%	9 3%	23 3%	15 3%	38 3%
Social media sites/ Facebook/ issues with content posted/ trolling on social media sites	8 1%	1 1%	2 1%	1 1%	1 1%	* *% jlo	2 1%	8 1%	2 *%	6 1%	1 *%	6 2%	- -%	1 *%	7 1%	1 *%	8 1%

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

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Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Spending too much time online/ waste of time/ anti-social	5 *%	- -%	2 1%	- -%	- -%	1 1%	2 1%	5 *%	2 *%	3 1%	2 1%	3 1%	* *%	- -%	5 1%	* *%	5 *%
Bullying/ children being bullied online	5 *%	1 *%	* *%	1 1%	1 *%	1 1%	2 1%	5 *%	2 *%	2 *%	1 *%	3 1%	- -%	1 1%	3 *%	1 *%	5 *%
Other	33 3%	2 1%	5 2%	10 4%	8 4%	7 4%	8 2%	33 3%	10 2%	23 4% h	17 5% kmo	6 2%	7 3%	3 1%	23 3%	10 2%	33 3%
SUMMARY CODES																	
ANY CONCERNS	607 50%	60 35%	112 44%	128 54% a	114 54% ab	104 61% abg	193 58% abg	607 50% a	264 45%	343 56% h	211 60% klmop	172 50% l	104 41%	120 47%	383 55% lmop	224 44%	607 50% lo
OFFENSIVE/ ILLEGAL CONTENT	458 38%	47 27%	86 34%	97 41% a	85 41% a	75 44% a	142 43% ab	458 38% a	204 35%	254 41% h	162 46% klmop	133 38% o	79 31%	83 33%	295 42% lmo	163 32%	458 38% lo
RISKS TO OTHERS/ SOCIETY	270 22%	20 11%	61 24% a	57 24% a	44 21% a	53 31% adg	89 27% a	270 22% a	123 21%	147 24%	82 23%	78 22%	50 19%	61 24%	159 23%	110 22%	270 22%
SECURITY/ FRAUD	237 20%	27 16%	34 14%	47 20%	44 21% b	49 28% abcg	84 25% abg	237 20% b	108 18%	129 21%	93 27% klmop	62 18%	40 16%	42 17%	155 22% lo	82 16%	237 20%
PERSONAL PRIVACY	105 9%	7 4%	19 8%	22 9% a	24 12% a	16 9% a	32 10% a	105 9% a	46 8%	59 10%	37 11%	32 9%	20 8%	16 6%	69 10%	36 7%	105 9%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

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Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
ADVERTISING	86	7	18	17	17	19	27	86	37	49	36	24	14	12	60	27	86
	7%	4%	7%	7%	8%	11%	8%	7%	6%	8%	10%	7%	6%	5%	9%	5%	7%
						a					lmo				o		
Don't know	12	2	2	-	-	1	7	12	7	4	2	3	4	2	5	7	12
	1%	1%	1%	-%	-%	1%	2%	1%	1%	1%	-%	1%	2%	1%	1%	1%	1%
							cd										

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

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Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
No, do not have any concerns	587 49%	507 49%	42 42%	23 49%	14 61% abce	587 49%	502 48%	85 53%	56 51%	506 48%	483 49%	68 43%	551 48%
Unsuitable content for children	245 20%	208 20% d	26 25% d	8 18%	3 12%	245 20% d	220 21%	25 15%	18 16%	224 21%	204 21%	33 21%	237 21%
Sexual content/ pornography	200 17%	174 17% d	15 15%	8 17%	2 11%	200 17% d	176 17%	24 15%	11 10%	186 18% h	164 17%	29 18%	192 17%
Strangers contacting children	197 16%	147 14%	33 33% ace	10 22% a	6 26% ae	197 16%	174 17%	23 15%	21 19%	169 16%	157 16%	29 18%	186 16%
Violent content	143 12%	120 12%	15 15% d	7 14% d	2 7%	143 12% d	128 12%	15 9%	10 9%	130 12%	113 11%	24 15%	137 12%
Fraud	131 11%	103 10%	21 21% acde	6 12%	2 9%	131 11%	115 11%	16 10%	13 12%	115 11%	110 11%	16 10%	126 11%
People masquerading as younger people online	122 10%	86 8%	25 25% acde	7 16% ae	3 13%	122 10%	110 10%	12 8%	18 16% i	101 10%	95 10%	19 12%	114 10%
Identity theft	121 10%	93 9%	22 22% acde	4 8%	2 9%	121 10%	99 9%	22 14%	14 12%	104 10%	102 10%	13 8%	115 10%

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

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Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Websites showing indecent images of children	95 8%	71 7%	17 17% ade	6 13% ade	1 6%	95 8%	82 8%	13 8%	12 11%	79 7%	81 8%	12 8%	93 8%
Others getting access to my personal details	95 8%	76 7%	13 13% ade	4 9%	1 6%	95 8%	87 8%	7 5%	9 9%	82 8%	78 8%	13 8%	91 8%
Racist/ far right websites	92 8%	75 7%	12 12% a	4 9%	1 6%	92 8%	84 8%	8 5%	12 11%	80 8%	78 8%	11 7%	89 8%
Websites promoting radicalisation/ instructing how to be a terrorist	88 7%	65 6%	15 15% ade	6 14% ade	1 6%	88 7%	79 8%	9 6%	6 5%	79 8%	74 8%	10 6%	85 7%
Religious hate material/ websites	88 7%	73 7%	9 9%	4 9%	1 5%	88 7%	81 8%	7 4%	9 8%	77 7%	78 8%	8 5%	85 7%
Strong/ offensive language/ swearing	86 7%	73 7%	7 7%	5 10%	1 6%	86 7%	77 7%	9 6%	8 7%	77 7%	68 7%	13 8%	81 7%
Viruses/ trojans/ worms/ spyware/ malicious software	81 7%	63 6%	13 13% ade	4 9%	1 6%	81 7%	70 7%	11 7%	5 5%	71 7%	70 7%	9 6%	79 7%

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Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	80 7%	63 6%	12 12% ade	4 8%	1 6%	80 7%	69 7%	11 7%	4 4%	73 7%	71 7%	9 5%	79 7%
Content encouraging violence or crime	76 6%	58 6%	13 13% ade	4 9% a	1 4%	76 6%	68 6%	8 5%	7 7%	66 6%	67 7%	8 5%	75 7%
Spam/ unwanted emails	75 6%	62 6%	9 9% d	4 8%	1 3%	75 6%	66 6%	9 6%	5 5%	67 6%	64 7%	11 7%	75 7%
General concerns about online privacy (unspecified)	74 6%	59 6%	10 10% ad	4 8% d	1 3%	74 6%	65 6%	9 6%	8 7%	63 6%	61 6%	11 7%	72 6%
Unsecure sites	71 6%	58 6%	9 8% d	4 9% d	1 3%	71 6%	65 6%	7 4%	5 5%	63 6%	62 6%	6 4%	68 6%
Websites instructing how to commit suicide/ self-harm	69 6%	50 5%	11 11% ae	6 13% ae	2 8%	69 6%	58 6%	11 7%	10 9%	58 5%	57 6%	10 6%	67 6%
Columns Tested: a.b.c.d.e - f.g - h.i - j.k.l													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 57

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Homophobic material/ websites	65 5%	48 5%	10 10% ae	5 11% ade	1 5%	65 5%	61 6% g	4 2%	8 8%	55 5%	54 5%	7 5%	61 5%
Claims for money/ phishing emails	64 5%	46 4%	12 12% ae	4 9% a	1 6%	64 5%	54 5%	10 6%	7 7%	54 5%	55 6%	8 5%	62 5%
Not controlled/ regulated/ anything can be shown on it/ fake news/ misleading information online	64 5%	55 5%	6 6%	3 6%	1 3%	64 5%	52 5%	12 7%	5 4%	57 5%	55 6%	7 5%	63 5%
Third parties having access to/ using your personal data without informing you	63 5%	49 5%	10 10% ade	3 5%	1 3%	63 5%	56 5%	7 4%	6 5%	54 5%	54 5%	6 4%	60 5%
People gambling online	63 5%	50 5%	9 9% ae	3 6%	1 5%	63 5%	56 5%	7 4%	8 7%	53 5%	50 5%	10 6%	60 5%
Personal information that companies may hold about me	62 5%	47 5%	11 11% ade	3 7%	1 4%	62 5%	55 5%	7 4%	4 3%	54 5%	54 5%	5 3%	59 5%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 57

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Illegal goods for sale online	58 5%	44 4%	8 8% a	4 9% ade	1 4%	58 5%	55 5%	3 2%	7 7%	49 5%	47 5%	9 6%	57 5%
Body image/websites with information about excessive dieting/ eating disorders	55 5%	38 4%	9 9% ae	6 13% ade	2 7%	55 5%	49 5%	6 4%	4 4%	51 5%	46 5%	8 5%	54 5%
Inappropriate advertising/ selling	55 5%	42 4%	8 8% ade	4 7% a	1 3%	55 5%	48 5%	7 4%	4 4%	50 5%	46 5%	7 4%	53 5%
Pop-up adverts/ too many adverts	53 4%	42 4%	7 7%	3 6%	1 3%	53 4%	42 4%	11 7%	5 5%	45 4%	46 5%	6 4%	51 4%
My behaviour online being recorded/ tracked by websites	39 3%	29 3%	7 7% ae	3 5%	1 4%	39 3%	34 3%	6 3%	5 5%	31 3%	34 3%	4 2%	38 3%
Personal information that the government may hold about me	39 3%	29 3%	7 7% ae	3 6% a	1 3%	39 3%	36 3%	3 2%	3 3%	33 3%	33 3%	5 3%	38 3%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 57

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IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Receiving advertising that is personally targeted	38 3%	29 3%	6 6% a	3 5%	1 4%	38 3%	34 3%	5 3%	2 2%	33 3%	33 3%	5 3%	38 3%
Social media sites/ Facebook/ issues with content posted/ trolling on social media sites	8 1%	7 1%	1 1%	- -%	* *%	8 1%	7 1%	1 1%	1 1%	6 1%	7 1%	1 1%	8 1%
Spending too much time online/ waste of time/ anti-social	5 *%	5 *%	- -%	* 1%	- -%	5 *%	5 *%	- -%	* *%	5 *%	4 *%	* *%	4 *%
Bullying/ children being bullied online	5 *%	4 *%	1 1%	* 1%	- -%	5 *%	2 *%	3 2% f	- -%	5 *%	4 *%	1 1%	5 *%
Other	33 3%	31 3%	1 1%	2 3% d	* *%	33 3%	28 3%	5 3%	1 1%	32 3%	30 3%	2 1%	33 3%
SUMMARY CODES													
ANY CONCERNS	607 50%	516 50% d	58 58% d	24 50% d	9 38%	607 50% d	533 51%	74 46%	52 48%	542 51%	497 50%	87 55%	584 51%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 57

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN20. Can you tell me if you have any concerns about what is on the internet? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
OFFENSIVE/ ILLEGAL CONTENT	458	392	44	17	5	458	403	55	34	417	378	64	442
	38%	38%	44%	35%	21%	38%	39%	34%	31%	39%	38%	40%	39%
		d	d	d		d							
RISKS TO OTHERS/ SOCIETY	270	209	40	14	7	270	240	30	30	232	220	38	258
	22%	20%	39%	29%	30%	22%	23%	19%	27%	22%	22%	24%	23%
			ace	ae	ae								
SECURITY/ FRAUD	237	193	32	9	3	237	203	34	28	202	196	31	227
	20%	19%	31%	18%	14%	20%	19%	21%	26%	19%	20%	20%	20%
			acde										
PERSONAL PRIVACY	105	85	14	5	1	105	91	14	11	89	89	12	101
	9%	8%	14%	10%	6%	9%	9%	8%	10%	8%	9%	8%	9%
			ade										
ADVERTISING	86	70	12	4	1	86	71	15	6	76	74	9	83
	7%	7%	12%	7%	5%	7%	7%	9%	6%	7%	7%	6%	7%
			ade										
Don't know	12	11	-	*	*	12	10	2	2	10	7	4	11
	1%	1%	-%	*%	1%	1%	1%	1%	2%	1%	1%	2%	1%
												j	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 58

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN21. I'd now like to ask you some questions about social media - so using websites or apps like Facebook, Twitter, Instagram, SnapChat and YouTube. Do you have a social media profile or account on any sites or apps? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Yes	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
	76%	96%	90%	81%	74%	59%	52%	76%	73%	78%	72%	77%	74%	82%	75%	78%	76%
		bcdefg	cdefg	ef	ef			ef		h				jlmp			
No	289	6	25	44	55	69	158	289	156	133	95	80	68	46	175	114	289
	24%	4%	10%	19%	26%	40%	48%	24%	26%	22%	27%	23%	26%	18%	25%	22%	24%
			a	ab	ab	abcdg	abcdg	ab	i		m		m		m		m
Don't know	2	-	-	1	-	1	1	2	1	1	1	1	-	-	2	-	2
	*%	-%	-%	*%	-%	1%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 58

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN21. I'd now like to ask you some questions about social media - so using websites or apps like Facebook, Twitter, Instagram, SnapChat and YouTube. Do you have a social media profile or account on any sites or apps? (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Yes	915	784	79	34	17	915	796	118	67	823	818	69	886
	76%	76%	78%	73%	74%	76%	76%	73%	61%	78% h	83% kl	43%	77% k
No	289	248	22	13	6	289	246	42	43	232	167	90	257
	24%	24%	22%	27%	24%	24%	24%	26%	39% i	22%	17%	57% jl	22% j
Don't know	2	2	-	-	-	2	2	-	-	2	2	-	2
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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

OFCEM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN22. (SHOWCARD) Which sites or apps do you have a profile or account on, that you still use? (MULTI CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Facebook	865	158	219	182	142	95	164	865	401	463	234	253	180	197	487	377	865
	95%	94%	97%	95%	92%	93%	95%	95%	93%	96%	93%	95%	95%	96%	94%	95%	95%
WhatsApp	408	87	130	98	48	32	46	408	181	227	118	126	75	90	243	165	408
	45%	52%	57%	51%	31%	31%	26%	45%	42%	47%	46%	47%	39%	44%	47%	42%	45%
		def	defg	def				def									
Instagram	280	103	90	49	28	7	10	280	117	163	72	96	50	63	167	112	280
	31%	61%	40%	25%	18%	7%	6%	31%	27%	34%	28%	36%	26%	30%	32%	28%	31%
		bcdefg	cdefg	ef	ef			def		h		lo					
YouTube	272	78	85	43	30	23	36	272	147	124	81	76	51	63	157	115	272
	30%	46%	38%	22%	19%	23%	21%	30%	34%	26%	32%	29%	27%	31%	30%	29%	30%
		cdefg	cdefg					cdf	i								
Twitter	242	65	64	59	31	14	23	242	124	118	79	75	38	50	154	88	242
	26%	39%	28%	31%	20%	14%	13%	26%	29%	24%	31%	28%	20%	24%	30%	22%	26%
		bdefg	ef	def				ef			lo	l			lo		
SnapChat	213	99	67	28	12	6	7	213	96	117	39	73	46	55	112	101	213
	23%	59%	29%	15%	8%	6%	4%	23%	22%	24%	15%	28%	25%	26%	22%	26%	23%
		bcdefg	cdef	def				cdef				j	j	j	j	j	j
LinkedIn	155	22	43	40	22	20	28	155	88	68	85	48	11	11	133	22	155
	17%	13%	19%	21%	14%	20%	16%	17%	20%	14%	34%	18%	6%	5%	26%	6%	17%
									i		klmnop	lmo			klmop		lmo
Google+ (inc. Google Hangouts)	150	30	47	29	16	20	28	150	74	75	48	34	34	34	82	68	150
	16%	18%	21%	15%	10%	20%	16%	16%	17%	16%	19%	13%	18%	16%	16%	17%	16%
		d	d			d		d									
Pinterest	113	23	35	27	12	7	14	113	32	81	36	34	21	22	70	43	113
	12%	14%	16%	14%	8%	7%	8%	12%	7%	17%	14%	13%	11%	10%	13%	11%	12%
			def							h							

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN22. (SHOWCARD) Which sites or apps do you have a profile or account on, that you still use? (MULTI CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Tumblr	31	18	7	1	2	2	2	31	17	14	9	11	5	6	20	11	31
	3%	11%	3%	1%	1%	2%	1%	3%	4%	3%	4%	4%	3%	3%	4%	3%	3%
		bcdefg						c									
Other	7	*	1	1	1	1	4	7	4	4	2	3	1	*	6	2	7
	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%
Don't know	2	-	-	-	-	1	2	2	-	2	1	*	-	-	2	-	2
	*%	-%	-%	-%	-%	1%	1%	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%
FACEBOOK ONLY	293	27	58	63	62	42	83	293	132	161	64	83	72	74	147	146	293
	32%	16%	25%	33%	40%	41%	48%	32%	31%	33%	25%	31%	38%	36%	28%	37%	32%
			a	a	abg	ab	abcg	a					jn	j		jn	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN22. (SHOWCARD) Which sites or apps do you have a profile or account on, that you still use? (MULTI CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Facebook	865	741	74	32	17	865	751	114	**	779	768	68	836
	95%	95%	94%	94%	96%	95%	94%	96%	**	95%	94%	99%	94%
WhatsApp	408	352	38	10	8	408	354	54	**	380	399	7	406
	45%	45%	48%	30%	46%	45%	44%	46%	**	46%	49%	10%	46%
		c	c		c	c					k		k
Instagram	280	236	29	8	6	280	240	39	**	262	278	2	280
	31%	30%	37%	23%	34%	31%	30%	33%	**	32%	34%	3%	32%
			c								k		k
YouTube	272	238	22	8	4	272	235	36	**	259	259	8	267
	30%	30%	28%	23%	22%	30%	30%	31%	**	31%	32%	12%	30%
											k		k
Twitter	242	203	27	7	3	242	203	38	**	226	235	6	241
	26%	26%	35%	21%	19%	26%	26%	32%	**	27%	29%	9%	27%
			acd								k		k
SnapChat	213	170	30	6	7	213	177	36	**	199	208	3	212
	23%	22%	38%	18%	40%	23%	22%	30%	**	24%	25%	5%	24%
			ace		ace			f			k		k
LinkedIn	155	136	13	3	2	155	133	22	**	150	147	4	151
	17%	17%	17%	9%	13%	17%	17%	18%	**	18%	18%	6%	17%
		c				c					k		k
Google+ (inc. Google Hangouts)	150	122	19	7	1	150	131	19	**	142	145	3	149
	16%	16%	24%	21%	8%	16%	16%	16%	**	17%	18%	5%	17%
		d	ade	d		d					k		k
Pinterest	113	101	6	4	2	113	90	23	**	107	111	1	113
	12%	13%	8%	12%	10%	12%	11%	19%	**	13%	14%	2%	13%
							f				k		k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN22. (SHOWCARD) Which sites or apps do you have a profile or account on, that you still use? (MULTI CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Tumblr	31	26	4	1	1	31	28	2	**	31	30	1	31
	3%	3%	5%	2%	3%	3%	4%	2%	**	4%	4%	1%	3%
Other	7	7	-	*	*	7	5	2	**	7	6	1	7
	1%	1%	-%	1%	1%	1%	1%	2%	**	1%	1%	2%	1%
Don't know	2	2	-	-	-	2	2	-	**	2	1	*	2
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	1%	*%
FACEBOOK ONLY	293	251	21	15	6	293	260	33	**	249	229	44	273
	32%	32%	26%	44%	32%	32%	33%	28%	**	30%	28%	64%	31%
				abe								jl	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN23. (SHOWCARD) And which one would you say is your main social media site or app - the one you use most often? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Facebook	727	113	186	162	123	83	143	727	329	399	180	214	158	175	394	333	727
	80%	67%	82%	84%	80%	82%	83%	80%	76%	82%	71%	80%	83%	85%	76%	84%	80%
		a	a	a	a	a	a	a		h		j	jn	jn		jn	j
WhatsApp	60	7	16	13	12	6	12	60	28	32	23	22	11	4	45	15	60
	7%	4%	7%	7%	8%	6%	7%	7%	7%	7%	9%	8%	6%	2%	9%	4%	7%
											mo	mo			mo		m
Twitter	32	11	3	7	7	4	4	32	19	13	13	11	3	5	24	8	32
	4%	7%	1%	4%	4%	4%	2%	4%	4%	3%	5%	4%	2%	2%	5%	2%	4%
		bfg									o				o		
Instagram	26	10	10	3	3	*	*	26	12	14	8	6	7	4	14	12	26
	3%	6%	4%	2%	2%	*%	*%	3%	3%	3%	3%	2%	4%	2%	3%	3%	3%
		cefg	ef					f									
YouTube	22	9	5	2	5	-	1	22	18	4	10	3	3	6	13	9	22
	2%	5%	2%	1%	3%	-%	1%	2%	4%	1%	4%	1%	2%	3%	2%	2%	2%
		cef							i								
SnapChat	16	15	1	-	-	-	-	16	9	7	1	5	2	7	7	10	16
	2%	9%	*%	-%	-%	-%	-%	2%	2%	1%	1%	2%	1%	4%	1%	2%	2%
		bcdefg												jn			
LinkedIn	10	-	2	1	3	3	4	10	7	4	7	3	-	*	10	*	10
	1%	-%	1%	1%	2%	3%	2%	1%	2%	1%	3%	1%	-%	*%	2%	*%	1%
						a					lmo				o		
Google+ (inc. Google Hangouts)	8	-	1	2	1	2	3	8	5	3	4	-	3	1	4	4	8
	1%	-%	1%	1%	1%	2%	2%	1%	1%	1%	2%	-%	2%	*%	1%	1%	1%
						a					k		k				
Pinterest	5	1	1	2	-	-	1	5	-	5	2	*	-	3	2	3	5
	1%	1%	*%	1%	-%	-%	1%	1%	-%	1%	1%	*%	-%	2%	*%	1%	1%
										h							

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

OFCEM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN23. (SHOWCARD) And which one would you say is your main social media site or app - the one you use most often? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Tumblr	1	-	1	-	-	-	-	1	-	1	1	-	-	-	1	-	1
	%	-%	%	-%	-%	-%	-%	%	-%	%	%	-%	-%	-%	%	-%	%
Other	1	-	-	-	-	-	1	1	1	-	-	-	1	-	-	1	1
	%	-%	-%	-%	-%	-%	1%	%	%	-%	-%	-%	1%	-%	-%	%	%
Don't know	5	1	1	*	-	2	3	5	3	2	4	1	-	-	5	-	5
	1%	1%	%	%	-%	2%	2%	1%	1%	%	2%	1%	-%	-%	1%	-%	1%
						cg					o				o		

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN23. (SHOWCARD) And which one would you say is your main social media site or app - the one you use most often? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Facebook	727 80%	624 80%	61 77%	28 80%	15 86%	727 80%	631 79%	97 82%	** **	645 78%	640 78%	60 88% jl	700 79%
WhatsApp	60 7%	55 7%	2 3%	2 4%	1 7%	60 7%	53 7%	7 6%	** **	57 7%	59 7% k	1 1%	60 7% k
Twitter	32 4%	24 3%	6 7% ae	2 7% a	* 2%	32 4%	27 3%	5 4%	** **	30 4%	30 4%	2 3%	32 4%
Instagram	26 3%	22 3%	3 4%	1 2%	* 1%	26 3%	23 3%	2 2%	** **	26 3%	26 3%	- -%	26 3%
YouTube	22 2%	19 2%	2 2%	* 1%	* 1%	22 2%	22 3%	- -%	** **	22 3%	20 2%	2 3%	22 2%
SnapChat	16 2%	14 2%	2 2%	* 1%	* 2%	16 2%	14 2%	2 2%	** **	14 2%	16 2%	- -%	16 2%
LinkedIn	10 1%	9 1%	1 1%	- -%	* 1%	10 1%	8 1%	3 2%	** **	9 1%	9 1%	- -%	9 1%
Google+ (inc. Google Hangouts)	8 1%	6 1%	1 2%	1 2%	- -%	8 1%	7 1%	1 1%	** **	7 1%	7 1%	1 2%	8 1%
Pinterest	5 1%	4 *%	1 1%	1 2%	- -%	5 1%	5 1%	1 *%	** **	5 1%	5 1%	- -%	5 1%
Tumblr	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	** **	1 *%	1 *%	- -%	1 *%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN23. (SHOWCARD) And which one would you say is your main social media site or app - the one you use most often? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Other	1	1	-	-	-	1	1	-	**	1	-	1	1
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	-%	2% jl	*%
Don't know	5	4	1	*	*	5	5	1	**	5	5	*	5
	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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 61

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN24. (SHOWCARD) Do you ever do any of these things on social media sites or apps? (MULTI CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
PROMPTED RESPONSES																	
Post my own comments or share my own videos or photos	714	136	195	159	109	66	115	714	323	390	197	207	143	167	404	310	714
	78%	81%	86%	83%	71%	65%	66%	78%	75%	81%	78%	78%	76%	81%	78%	78%	78%
		def	defg	def				ef		h							
Like, share or comment on things that other people have shared	696	143	182	146	108	72	117	696	318	378	187	204	143	163	391	306	696
	76%	85%	80%	76%	70%	71%	68%	76%	74%	78%	74%	77%	75%	79%	75%	77%	76%
		cdefg	df					f									
Look at posts without commenting, liking or sharing	651	130	172	140	101	65	109	651	311	341	172	193	137	149	365	286	651
	71%	77%	76%	73%	65%	64%	63%	71%	72%	71%	68%	72%	73%	72%	70%	72%	71%
		def	def	f				f									
Post comments in private group discussions	387	78	107	94	61	36	48	387	164	223	128	121	65	73	249	138	387
	42%	46%	47%	49%	40%	35%	28%	42%	38%	46%	51%	46%	34%	35%	48%	35%	42%
		f	f	ef	f			f		h	lmop	lmo			lmop		o
'Check in' at locations that I visit	289	63	86	69	41	23	29	289	120	170	62	95	63	69	157	132	289
	32%	38%	38%	36%	27%	23%	17%	32%	28%	35%	24%	36%	34%	33%	30%	33%	32%
		def	def	ef	f			f		h		j		j		j	j
Like, share or comment to try and win prizes	230	52	68	48	32	22	31	230	97	133	54	64	41	71	119	111	230
	25%	31%	30%	25%	20%	22%	18%	25%	22%	28%	22%	24%	22%	34%	23%	28%	25%
		df	df					f						jklnp			

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 61

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN24. (SHOWCARD) Do you ever do any of these things on social media sites or apps? (MULTI CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Create groups/ plan events	221	58	61	55	30	11	18	221	101	120	78	73	33	37	151	69	221
	24%	34%	27%	28%	19%	11%	10%	24%	23%	25%	31%	27%	17%	18%	29%	18%	24%
		defg	ef	def	f			ef			lmop	lmo			lmop		lo
Post comments in public groups with people I don't know personally	215	46	73	45	23	19	29	215	103	112	66	68	43	37	134	81	215
	24%	27%	32%	23%	15%	19%	17%	24%	24%	23%	26%	25%	23%	18%	26%	20%	24%
		df	cdefg	d				df			m				m		
Contact companies or organisations to make a complaint	174	30	55	44	25	14	21	174	68	106	59	53	30	32	112	62	174
	19%	18%	24%	23%	16%	13%	12%	19%	16%	22%	23%	20%	16%	16%	22%	16%	19%
			ef	f				f		h	mo				o		
Click on the ads that appear in my newsfeed	106	23	36	27	10	10	10	106	37	69	28	29	23	27	56	50	106
	12%	14%	16%	14%	7%	10%	6%	12%	9%	14%	11%	11%	12%	13%	11%	13%	12%
		df	df	df				f		h							
UNPROMPTED RESPONSES																	
Do not do any of these things/ rarely use social media	6	-	1	3	1	-	1	6	1	5	1	1	3	-	3	3	6
	1%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	2%	-%	1%	1%	1%
Other	7	-	4	1	1	-	*	7	3	4	4	2	1	-	6	1	7
	1%	-%	2%	1%	1%	-%	1%	1%	1%	1%	2%	1%	1%	-%	1%	1%	1%
											o						
Don't know	16	1	1	2	6	4	6	16	10	6	6	3	5	2	9	7	16
	2%	1%	1%	1%	4%	4%	3%	2%	2%	1%	2%	1%	3%	1%	2%	2%	2%
					b	b	b										

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 61

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN24. (SHOWCARD) Do you ever do any of these things on social media sites or apps? (MULTI CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
PROMPTED RESPONSES													
Post my own comments or share my own videos or photos	714 78%	609 78%	66 83% d	26 77%	12 71%	714 78%	623 78%	91 77%	** **	651 79%	650 79% k	45 66%	695 78% k
Like, share or comment on things that other people have shared	696 76%	593 76%	62 79%	29 84% a	13 74%	696 76%	604 76%	93 78%	** **	626 76%	631 77%	46 67%	677 76%
Look at posts without commenting, liking or sharing	651 71%	552 70%	65 83% acde	23 67%	11 62%	651 71% d	561 70%	91 77%	** **	599 73%	583 71%	50 73%	633 71%
Post comments in private group discussions	387 42%	327 42%	39 50%	14 39%	8 44%	387 42%	330 41%	58 49%	** **	361 44%	363 44% k	19 28%	383 43% k
'Check in' at locations that I visit	289 32%	245 31%	28 35%	9 26%	8 44% ace	289 32%	240 30%	50 42% f	** **	266 32%	274 34% k	12 17%	286 32% k
Like, share or comment to try and win prizes	230 25%	184 23%	29 37% ace	8 23%	9 53% abce	230 25%	197 25%	33 28%	** **	213 26%	213 26%	13 19%	226 26%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 61

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN24. (SHOWCARD) Do you ever do any of these things on social media sites or apps? (MULTI CODE)

Base : Those with a social media profile or account on any sites or apps

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Create groups/ plan events	221	185	26	7	4	221	187	34	**	207	211	9	219
	24%	24%	33% acde	20%	21%	24%	23%	29%	**	25%	26% k	13%	25% k
Post comments in public groups with people I don't know personally	215	185	18	10	2	215	182	33	**	200	202	12	213
	24%	24% d	23%	28% d	14%	24% d	23%	28%	**	24%	25%	17%	24%
Contact companies or organisations to make a complaint	174	153	12	7	3	174	151	23	**	163	167	5	173
	19%	19%	15%	19%	17%	19%	19%	20%	**	20%	20% k	8%	19% k
Click on the ads that appear in my newsfeed	106	85	15	3	3	106	87	19	**	99	104	2	106
	12%	11%	19% ace	8%	19% ace	12%	11%	16%	**	12%	13% k	3%	12% k
UNPROMPTED RESPONSES													
Do not do any of these things/ rarely use social media	6	5	*	*	-	6	5	1	**	6	5	1	5
	1%	1%	*%	1%	-%	1%	1%	1%	**	1%	1%	1%	1%
Other	7	6	-	1	*	7	6	1	**	7	7	-	7
	1%	1%	-%	2%	1%	1%	1%	1%	**	1%	1%	-%	1%
Don't know	16	14	1	1	*	16	14	2	**	14	14	1	15
	2%	2%	1%	3%	1%	2%	2%	2%	**	2%	2%	1%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 62

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN25A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA SITES - The potential for abusive comments or responses puts me off making comments or posting things on social media (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Strongly disagree	200	51	52	35	28	18	35	200	112	88	56	54	46	46	109	91	200
	22%	30%	23%	18%	18%	18%	20%	22%	26%	18%	22%	20%	24%	22%	21%	23%	22%
		cdefg							i								
Slightly disagree	145	30	39	30	27	14	20	145	69	76	40	43	29	33	83	62	145
	16%	18%	17%	15%	18%	14%	11%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%
TOTAL DISAGREE	346	80	91	64	55	32	55	346	182	164	96	97	75	78	192	153	346
	38%	48%	40%	33%	36%	31%	32%	38%	42%	34%	38%	36%	40%	38%	37%	39%	38%
		cdefg							i								
Neither/ nor	160	23	37	42	28	15	30	160	82	79	53	47	23	37	100	60	160
	18%	14%	16%	22%	18%	15%	18%	18%	19%	16%	21%	18%	12%	18%	19%	15%	18%
				a							l				l		
Slightly agree	215	33	52	49	41	24	40	215	105	110	63	61	48	43	124	91	215
	23%	19%	23%	25%	27%	24%	23%	23%	24%	23%	25%	23%	25%	21%	24%	23%	23%
Strongly agree	188	29	47	36	29	30	46	188	61	127	41	60	41	46	101	87	188
	21%	17%	21%	19%	19%	29%	27%	21%	14%	26%	16%	23%	22%	22%	20%	22%	21%
						acd	a			h							
TOTAL AGREE	403	61	99	85	70	54	87	403	166	237	104	121	89	89	226	177	403
	44%	37%	44%	44%	46%	53%	50%	44%	38%	49%	41%	45%	47%	43%	43%	45%	44%
						a	a			h							
Don't know	6	3	-	1	1	*	1	6	3	3	*	1	2	2	1	4	6
	1%	2%	-%	1%	1%	*%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
TOTAL NEITHER/ DON'T KNOW	166	26	37	43	29	16	32	166	84	82	53	48	25	39	101	65	166
	18%	15%	16%	22%	19%	15%	18%	18%	20%	17%	21%	18%	13%	19%	20%	16%	18%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 62

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN25A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA SITES - The potential for abusive comments or responses puts me off making comments or posting things on social media (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Strongly disagree	200	173	17	7	4	200	176	25	**	182	181	15	196
	22%	22%	21%	21%	23%	22%	22%	21%	**	22%	22%	22%	22%
Slightly disagree	145	117	18	6	4	145	125	21	**	126	134	6	140
	16%	15%	22% a	17%	26% ae	16%	16%	17%	**	15%	16%	9%	16%
TOTAL DISAGREE	346	290	34	13	8	346	300	45	**	309	314	22	336
	38%	37%	43%	38%	49% ae	38%	38%	38%	**	37%	38%	31%	38%
Neither/ nor	160	139	13	7	2	160	146	14	**	145	142	14	156
	18%	18%	16%	20% d	11%	18%	18%	12%	**	18%	17%	20%	18%
Slightly agree	215	188	17	6	4	215	185	30	**	194	190	17	206
	23%	24%	21%	18%	24%	23%	23%	25%	**	24%	23%	24%	23%
Strongly agree	188	164	14	8	3	188	160	28	**	171	167	16	183
	21%	21%	17%	24%	15%	21%	20%	24%	**	21%	20%	24%	21%
TOTAL AGREE	403	352	30	14	7	403	345	58	**	365	356	33	389
	44%	45%	38%	42%	39%	44%	43%	49%	**	44%	44%	48%	44%
Don't know	6	4	2	-	*	6	5	1	**	4	6	*	6
	1%	1%	2%	-%	1%	1%	1%	1%	**	1%	1%	-%	1%
TOTAL NEITHER/ DON'T KNOW	166	143	14	7	2	166	151	15	**	149	148	14	162
	18%	18%	18%	20%	12%	18%	19%	13%	**	18%	18%	21%	18%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 63

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN25B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA SITES - I often feel excluded when I use social media (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Strongly disagree	521	105	133	110	74	55	99	521	239	282	138	152	116	114	290	230	521
	57%	62%	59%	57%	48%	54%	57%	57%	55%	58%	54%	57%	61%	55%	56%	58%	57%
		d	d					d									
Slightly disagree	149	27	42	21	37	15	21	149	81	68	42	44	30	33	86	63	149
	16%	16%	19%	11%	24%	15%	12%	16%	19%	14%	17%	16%	16%	16%	17%	16%	16%
			c		cfg												
TOTAL DISAGREE	669	132	175	132	111	71	120	669	319	350	180	196	146	147	376	293	669
	73%	79%	77%	68%	72%	70%	69%	73%	74%	72%	71%	74%	77%	71%	72%	74%	73%
		cf															
Neither/ nor	140	16	24	34	31	18	35	140	62	77	47	36	25	32	83	57	140
	15%	10%	10%	18%	20%	18%	20%	15%	14%	16%	18%	14%	13%	15%	16%	14%	15%
				ab	ab		ab										
Slightly agree	71	14	20	20	8	6	9	71	32	40	21	20	12	19	41	31	71
	8%	8%	9%	11%	5%	6%	5%	8%	7%	8%	8%	7%	6%	9%	8%	8%	8%
Strongly agree	19	5	4	4	2	2	4	19	11	8	3	7	3	6	10	9	19
	2%	3%	2%	2%	1%	2%	2%	2%	3%	2%	1%	3%	2%	3%	2%	2%	2%
TOTAL AGREE	91	18	25	25	10	8	13	91	43	48	24	27	15	25	51	40	91
	10%	11%	11%	13%	6%	8%	8%	10%	10%	10%	10%	10%	8%	12%	10%	10%	10%
				d													
Don't know	16	1	4	3	3	4	6	16	7	8	2	7	3	3	10	6	16
	2%	1%	2%	1%	2%	4%	3%	2%	2%	2%	1%	3%	2%	1%	2%	1%	2%
						a											
TOTAL NEITHER/ DON'T KNOW	155	18	27	36	34	22	40	155	69	86	49	43	28	35	93	62	155
	17%	10%	12%	19%	22%	22%	23%	17%	16%	18%	19%	16%	15%	17%	18%	16%	17%
				a	ab	ab	abg	a									

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 63

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN25B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA SITES - I often feel excluded when I use social media (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Strongly disagree	521	442	47	22	10	521	446	75	**	472	470	39	509
	57%	56%	60%	63%	57%	57%	56%	63%	**	57%	57%	57%	57%
Slightly disagree	149	122	14	7	5	149	134	14	**	131	137	8	145
	16%	16%	18%	22%	28%	16%	17%	12%	**	16%	17%	12%	16%
					ae								
TOTAL DISAGREE	669	564	61	29	15	669	580	89	**	603	607	47	654
	73%	72%	77%	84%	85%	73%	73%	75%	**	73%	74%	69%	74%
				ae	ae								
Neither/ nor	140	127	8	4	1	140	122	17	**	129	122	11	133
	15%	16%	10%	13%	5%	15%	15%	14%	**	16%	15%	15%	15%
		d		d		d							
Slightly agree	71	66	4	1	1	71	61	10	**	65	58	10	67
	8%	8%	6%	2%	5%	8%	8%	9%	**	8%	7%	14%	8%
		c				c						jl	
Strongly agree	19	15	3	1	1	19	17	2	**	15	17	1	18
	2%	2%	4%	1%	4%	2%	2%	2%	**	2%	2%	1%	2%
TOTAL AGREE	91	80	8	1	2	91	78	12	**	80	75	10	85
	10%	10%	10%	3%	9%	10%	10%	10%	**	10%	9%	15%	10%
		c	c		c	c							
Don't know	16	13	3	-	*	16	15	*	**	12	14	1	14
	2%	2%	3%	-%	1%	2%	2%	-%	**	1%	2%	1%	2%
			c										
TOTAL NEITHER/ DON'T KNOW	155	139	10	4	1	155	138	17	**	141	136	11	147
	17%	18%	13%	13%	6%	17%	17%	15%	**	17%	17%	16%	17%
		d				d							

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 64

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN25C. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA SITES - I feel more creative when I use social media (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Strongly disagree	230	29	38	56	41	39	66	230	93	137	65	74	51	40	139	91	230
	25%	17%	17%	29%	26%	38%	38%	25%	22%	28%	26%	28%	27%	19%	27%	23%	25%
				ab	ab	abdg	abdg	ab		h		m			m		
Slightly disagree	96	23	22	13	20	11	17	96	43	53	26	33	16	21	59	37	96
	11%	14%	10%	7%	13%	11%	10%	11%	10%	11%	10%	12%	8%	10%	11%	9%	11%
		c			c												
TOTAL DISAGREE	326	52	60	69	61	49	83	326	136	190	91	107	67	61	198	128	326
	36%	31%	27%	36%	40%	49%	48%	36%	32%	39%	36%	40%	35%	30%	38%	32%	36%
				b	b	abcb	abcb	b		h		mo			m		
Neither/ nor	306	51	79	78	49	30	48	306	150	156	91	87	62	66	177	128	306
	33%	30%	35%	41%	32%	30%	28%	33%	35%	32%	36%	33%	33%	32%	34%	32%	33%
				af													
Slightly agree	184	41	49	37	30	12	27	184	90	94	45	51	33	54	97	87	184
	20%	25%	22%	19%	20%	12%	15%	20%	21%	19%	18%	19%	18%	26%	19%	22%	20%
		ef	e				e							jln			
Strongly agree	87	21	36	7	13	9	11	87	49	38	22	20	23	23	42	45	87
	10%	12%	16%	3%	9%	8%	6%	10%	11%	8%	9%	7%	12%	11%	8%	11%	10%
		cf	cdgf		c			c									
TOTAL AGREE	271	62	85	44	43	20	37	271	140	132	68	71	56	77	139	132	271
	30%	37%	37%	23%	28%	20%	22%	30%	32%	27%	27%	27%	29%	37%	27%	34%	30%
		cef	cefg				ef							jknp		n	
Don't know	12	3	3	2	*	1	5	12	6	6	4	2	4	3	5	7	12
	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
TOTAL NEITHER/ DON'T KNOW	318	54	81	80	50	32	53	318	156	162	94	88	66	69	183	135	318
	35%	32%	36%	41%	32%	31%	30%	35%	36%	33%	37%	33%	35%	33%	35%	34%	35%
				f													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 64

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN25C. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA SITES - I feel more creative when I use social media (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Strongly disagree	230	203	12	9	5	230	197	32	**	215	202	21	223
	25%	26% b	16%	26% b	30% b	25% b	25%	27%	**	26%	25%	31%	25%
Slightly disagree	96	75	14	5	2	96	80	16	**	86	87	6	93
	11%	10%	17% ae	15%	12%	11%	10%	13%	**	10%	11%	9%	11%
TOTAL DISAGREE	326	279	26	14	7	326	277	48	**	301	289	27	316
	36%	36%	33%	40%	42%	36%	35%	41%	**	37%	35%	40%	36%
Neither/ nor	306	259	29	14	4	306	272	34	**	281	280	16	296
	33%	33% d	37% d	39% d	21%	33% d	34%	28%	**	34%	34%	24%	33%
Slightly agree	184	159	16	5	3	184	158	26	**	155	160	19	179
	20%	20%	21%	14%	20%	20%	20%	22%	**	19%	20%	28%	20%
Strongly agree	87	78	5	2	2	87	78	9	**	77	79	5	84
	10%	10%	7%	5%	12%	10%	10%	8%	**	9%	10%	8%	9%
TOTAL AGREE	271	237	22	7	6	271	236	35	**	232	238	24	262
	30%	30% c	28%	20%	32% c	30% c	30%	30%	**	28%	29%	35%	30%
Don't know	12	9	2	*	1	12	11	1	**	10	11	1	12
	1%	1%	3%	1%	5% ae	1%	1%	1%	**	1%	1%	1%	1%
TOTAL NEITHER/ DON'T KNOW	318	268	31	14	4	318	283	35	**	290	291	17	308
	35%	34%	39% d	40% d	26%	35% d	36%	29%	**	35%	36%	25%	35%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 65

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN26. Do you ever share links to articles on Twitter or Facebook? (SINGLE CODE)

Base : Those with a social media profile or account on Twitter or Facebook

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1097	215	231	226	184	123	241	1097	492	605	259	374	206	258	633	464	1097
Effective Weighted Sample	853	162	187	179	146	99	186	853	386	467	211	288	165	197	492	361	853
Total	882	162	220	187	147	96	166	882	411	471	242	257	183	200	499	383	882
Yes	524	106	144	114	83	51	77	524	234	290	153	158	103	110	311	213	524
	59%	65%	66%	61%	57%	53%	47%	59%	57%	62%	63%	62%	56%	55%	62%	56%	59%
		ef	ef	f				f									
No	356	56	76	72	64	45	88	356	177	179	88	99	80	90	187	169	356
	40%	34%	34%	39%	43%	47%	53%	40%	43%	38%	37%	38%	44%	45%	37%	44%	40%
						ab	abcg									n	
Don't know	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 65

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN26. Do you ever share links to articles on Twitter or Facebook? (SINGLE CODE)

Base : Those with a social media profile or account on Twitter or Facebook

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1097	703	132	128	134	1097	920	177	81	984	950	109	1059
Effective Weighted Sample	853	668	122	126	127	853	727	127	64	765	746	81	824
Total	882	754	77	33	17	882	765	116	66	793	785	68	853
Yes	524	432	60	23	10	524	449	75	**	475	484	30	514
	59%	57%	77% ade	68% a	60%	59%	59%	65%	**	60%	62% k	44%	60% k
No	356	322	17	11	7	356	315	41	**	317	300	38	338
	40%	43% bc	22%	32%	38% b	40% b	41%	35%	**	40%	38%	56% jl	40%
Don't know	1	-	1	-	*	1	1	*	**	1	1	-	1
	*%	-%	1% a	-%	2% ae	*%	*%	*%	**	*%	*%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 66

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN27. (SHOWCARD) AGREEMENT WITH STATEMENT - I often share links to articles on Twitter or Facebook without fully reading the content first (SINGLE CODE)

Base : Those who share links to articles on Twitter or Facebook

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	662	145	154	145	108	65	110	662	292	370	161	233	121	147	394	268	662
Effective Weighted Sample	510	106	123	114	85	53	85	510	223	287	133	181	94	109	308	202	510
Total	524	106	144	114	83	51	77	524	234	290	153	158	103	110	311	213	524
Strongly disagree	228	39	60	51	30	**	47	228	86	142	77	57	40	53	135	93	228
	43%	37%	42%	45%	37%	**	60%	43%	37%	49%	51%	36%	39%	48%	43%	44%	43%
							abcdg			h	k						
Slightly disagree	89	20	22	24	13	**	11	89	45	44	23	35	18	13	58	31	89
	17%	18%	15%	21%	16%	**	14%	17%	19%	15%	15%	22%	17%	12%	19%	15%	17%
												m					
TOTAL DISAGREE	317	59	82	75	44	**	58	317	132	185	101	92	58	66	193	124	317
	60%	56%	57%	66%	53%	**	74%	60%	56%	64%	66%	58%	56%	60%	62%	58%	60%
							abdg										
Neither/ nor	47	11	12	9	10	**	5	47	24	23	10	19	9	9	29	18	47
	9%	10%	8%	8%	12%	**	7%	9%	10%	8%	7%	12%	9%	8%	9%	8%	9%
Slightly agree	109	29	35	15	21	**	10	109	53	57	33	32	23	22	65	44	109
	21%	28%	24%	13%	25%	**	12%	21%	22%	20%	22%	20%	22%	19%	21%	21%	21%
		cf	cf		cf												
Strongly agree	48	7	14	14	8	**	5	48	25	22	9	15	10	14	23	24	48
	9%	6%	10%	12%	10%	**	6%	9%	11%	8%	6%	9%	10%	13%	8%	11%	9%
TOTAL AGREE	157	36	49	29	29	**	14	157	78	79	42	47	33	36	89	69	157
	30%	34%	34%	26%	35%	**	18%	30%	33%	27%	27%	29%	32%	32%	29%	32%	30%
		f	f		f			f									
Don't know	4	-	2	1	1	**	-	4	*	3	*	1	3	-	1	3	4
	1%	-%	1%	1%	1%	**	-%	1%	*%	1%	*%	*%	3%	-%	*%	1%	1%
												n					
TOTAL NEITHER/ DON'T KNOW	50	11	13	10	11	**	5	50	24	26	10	19	12	9	30	21	50
	10%	10%	9%	9%	13%	**	7%	10%	10%	9%	7%	12%	12%	8%	10%	10%	10%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 66

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN27. (SHOWCARD) AGREEMENT WITH STATEMENT - I often share links to articles on Twitter or Facebook without fully reading the content first (SINGLE CODE)

Base : Those who share links to articles on Twitter or Facebook

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h	i	j	~k	l
Unweighted total	662	395	99	86	82	662	551	111	40	606	601	47	648
Effective Weighted Sample	510	378	92	85	78	510	430	81	33	464	466	33	499
Total	524	432	60	23	10	524	449	75	35	475	484	30	514
Strongly disagree	228	197	**	**	**	228	194	33	**	219	207	**	226
	43%	46%	**	**	**	43%	43%	44%	**	46%	43%	**	44%
Slightly disagree	89	68	**	**	**	89	74	15	**	77	84	**	86
	17%	16%	**	**	**	17%	17%	20%	**	16%	17%	**	17%
TOTAL DISAGREE	317	264	**	**	**	317	269	48	**	296	291	**	312
	60%	61%	**	**	**	60%	60%	64%	**	62%	60%	**	61%
Neither/ nor	47	39	**	**	**	47	44	2	**	38	40	**	45
	9%	9%	**	**	**	9%	10%	3%	**	8%	8%	**	9%
Slightly agree	109	87	**	**	**	109	92	17	**	97	105	**	106
	21%	20%	**	**	**	21%	21%	23%	**	20%	22%	**	21%
Strongly agree	48	41	**	**	**	48	41	7	**	41	45	**	46
	9%	10%	**	**	**	9%	9%	9%	**	9%	9%	**	9%
TOTAL AGREE	157	128	**	**	**	157	133	24	**	138	150	**	153
	30%	30%	**	**	**	30%	30%	32%	**	29%	31%	**	30%
Don't know	4	1	**	**	**	4	3	1	**	4	4	**	4
	1%	*%	**	**	**	1%	1%	1%	**	1%	1%	**	1%
TOTAL NEITHER/ DON'T KNOW	50	40	**	**	**	50	47	3	**	41	43	**	49
	10%	9%	**	**	**	10%	10%	4%	**	9%	9%	**	10%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 67

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN28. (SHOWCARD) AGREEMENT WITH STATEMENT - When I visit social media websites or apps I tend to trust what I read or see (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Strongly disagree	228	38	59	41	35	31	54	228	94	134	70	68	40	50	138	90	228
	25%	23%	26%	21%	23%	30%	31%	25%	22%	28%	28%	26%	21%	24%	27%	23%	25%
							c			h							
Slightly disagree	230	37	69	55	30	26	39	230	104	126	75	61	47	46	136	94	230
	25%	22%	30%	29%	20%	26%	23%	25%	24%	26%	30%	23%	25%	23%	26%	24%	25%
			d														
TOTAL DISAGREE	458	75	128	96	66	57	94	458	198	260	145	129	87	97	274	184	458
	50%	44%	56%	50%	42%	56%	54%	50%	46%	54%	57%	48%	46%	47%	53%	46%	50%
			ad			d	d			h	klmop						
Neither/ nor	241	51	52	49	49	24	40	241	120	120	53	74	58	56	126	114	241
	26%	30%	23%	25%	32%	23%	23%	26%	28%	25%	21%	28%	31%	27%	24%	29%	26%
													j			j	
Slightly agree	173	35	37	39	29	18	33	173	91	82	48	52	33	40	100	73	173
	19%	21%	17%	20%	19%	18%	19%	19%	21%	17%	19%	20%	18%	19%	19%	19%	19%
Strongly agree	40	7	8	9	10	3	6	40	21	19	7	10	11	12	17	23	40
	4%	4%	3%	5%	7%	3%	4%	4%	5%	4%	3%	4%	6%	6%	3%	6%	4%
TOTAL AGREE	214	42	45	48	40	21	39	214	112	102	55	62	44	52	117	96	214
	23%	25%	20%	25%	26%	21%	22%	23%	26%	21%	22%	23%	23%	25%	23%	24%	23%
Don't know	3	-	2	-	-	-	*	3	2	1	-	2	-	1	2	1	3
	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%
TOTAL NEITHER/ DON'T KNOW	243	51	54	49	49	24	41	243	122	122	53	75	58	58	128	115	243
	27%	30%	24%	25%	32%	23%	24%	27%	28%	25%	21%	28%	31%	28%	25%	29%	27%
													j			j	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 67

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN28. (SHOWCARD) AGREEMENT WITH STATEMENT - When I visit social media websites or apps I tend to trust what I read or see (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Strongly disagree	228 25%	203 26% bd	10 13%	12 34% bde	2 14%	228 25% bd	195 24%	33 28%	** **	217 26%	201 25%	19 28%	221 25%
Slightly disagree	230 25%	193 25%	24 31%	9 27%	4 22%	230 25%	204 26%	27 22%	** **	211 26%	207 25%	20 29%	227 26%
TOTAL DISAGREE	458 50%	396 51% d	35 44%	21 61% abde	6 36%	458 50% d	399 50%	59 50%	** **	428 52%	408 50%	39 57%	447 50%
Neither/ nor	241 26%	203 26%	24 30%	9 25%	5 29%	241 26%	211 26%	30 25%	** **	215 26%	216 26%	13 20%	229 26%
Slightly agree	173 19%	145 18%	18 23% c	4 13%	5 32% ace	173 19%	144 18%	29 25%	** **	150 18%	156 19%	12 17%	168 19%
Strongly agree	40 4%	37 5%	2 2%	1 2%	1 3%	40 4%	40 5% g	1 *%	** **	30 4%	36 4%	3 5%	39 4%
TOTAL AGREE	214 23%	182 23% c	20 26% c	5 14%	6 35% ace	214 23% c	184 23%	30 25%	** **	180 22%	192 23%	15 22%	207 23%
Don't know	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	** **	- -%	2 *%	1 2% j	3 *%
TOTAL NEITHER/ DON'T KNOW	243 27%	206 26%	24 30%	9 25%	5 29%	243 27%	214 27%	30 25%	** **	215 26%	217 27%	15 22%	232 26%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 68

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN29. Do you ever share your opinions on social media sites with people you don't know? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Yes	290	62	86	53	40	26	48	290	148	142	75	93	61	61	168	122	290
	32%	37%	38%	28%	26%	25%	27%	32%	34%	29%	30%	35%	32%	29%	32%	31%	32%
		def	cdef														
No	617	104	138	138	112	76	125	617	277	340	174	174	127	142	348	270	617
	67%	62%	61%	72%	73%	75%	73%	67%	64%	70%	69%	65%	67%	69%	67%	68%	67%
				b	ab	ab	ab			h							
Don't know	8	2	3	1	2	-	-	8	6	1	4	-	*	3	4	4	8
	1%	1%	1%	1%	1%	-%	-%	1%	2%	*%	2%	-%	*%	2%	1%	1%	1%
									i		k			k			

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 68

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN29. Do you ever share your opinions on social media sites with people you don't know? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Yes	290	244	30	12	3	290	251	39	**	267	263	18	281
	32%	31%	38%	34%	19%	32%	32%	33%	**	32%	32%	26%	32%
		d	d	d		d							
No	617	532	49	22	14	617	538	80	**	551	548	51	599
	67%	68%	62%	65%	81%	67%	67%	67%	**	67%	67%	74%	68%
					abce								
Don't know	8	7	-	*	*	8	8	-	**	5	7	-	7
	1%	1%	-%	1%	1%	1%	1%	-%	**	1%	1%	-%	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN30. Where you have the choice are you happy to share these opinions using your real name? (SINGLE CODE)

Base : Those who share opinions on social media with people they do not know

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	346	78	88	65	52	29	63	346	170	176	76	129	66	75	205	141	346
Effective Weighted Sample	277	61	72	54	41	26	51	277	138	140	65	103	54	58	165	112	277
Total	290	62	86	53	40	26	48	290	148	142	75	93	61	61	168	122	290
Yes	254	**	**	**	**	**	**	254	128	126	**	80	**	**	146	108	254
	88%	**	**	**	**	**	**	88%	86%	89%	**	86%	**	**	87%	88%	88%
No	29	**	**	**	**	**	**	29	17	13	**	10	**	**	18	12	29
	10%	**	**	**	**	**	**	10%	11%	9%	**	11%	**	**	11%	10%	10%
Don't know	7	**	**	**	**	**	**	7	4	3	**	3	**	**	4	3	7
	2%	**	**	**	**	**	**	2%	3%	2%	**	3%	**	**	2%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN30. Where you have the choice are you happy to share these opinions using your real name? (SINGLE CODE)

Base : Those who share opinions on social media with people they do not know

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	Total	a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	346	223	52	45	26	346	293	53	17	323	305	30	335
Effective Weighted Sample	277	213	48	45	25	277	237	41	14	258	249	21	269
Total	290	244	30	12	3	290	251	39	16	267	263	18	281
Yes	254	211	**	**	**	254	216	**	**	233	232	**	245
	88%	86%	**	**	**	88%	86%	**	**	87%	88%	**	87%
No	29	27	**	**	**	29	28	**	**	27	24	**	29
	10%	11%	**	**	**	10%	11%	**	**	10%	9%	**	10%
Don't know	7	6	**	**	**	7	7	**	**	7	7	**	7
	2%	3%	**	**	**	2%	3%	**	**	2%	3%	**	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN31. (SHOWCARD) And which, if any, of the following explain why you would not be happy to share opinions on social media using your real name? (MULTI CODE)

Base : Those who share opinions on social media with people they do not know that are not happy to do so using their real name

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	33	9	8	4	3	6	9	33	17	16	8	11	4	10	19	14	33
Effective Weighted Sample	28	8	7	3	3	5	7	28	15	13	6	10	3	8	16	11	28
Total	29	8	9	3	3	6	7	29	17	13	8	10	4	8	18	12	29
I'd be concerned about who would see my comments	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I'd be concerned about how people might respond to my comments	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I'd be concerned about how long the comments would remain online	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN31. (SHOWCARD) And which, if any, of the following explain why you would not be happy to share opinions on social media using your real name? (MULTI CODE)

Base : Those who share opinions on social media with people they do not know that are not happy to do so using their real name

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	33	25	2	4	2	33	32	1	-	31	27	6	33
Effective Weighted Sample	28	24	2	4	2	28	27	1	-	26	23	5	28
Total	29	27	1	1	*	29	28	1	-	27	24	5	29
I'd be concerned about who would see my comments	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I'd be concerned about how people might respond to my comments	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I'd be concerned about how long the comments would remain online	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 71

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32A. (SHOWCARD) How often do you consider any privacy or data security implications when you post photos you have taken? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Always	378	52	112	89	62	39	63	378	157	221	117	108	68	85	225	153	378
	41%	31%	50%	46%	40%	38%	36%	41%	36%	46%	46%	40%	36%	41%	43%	39%	41%
			afg	a				a		h	l						
Sometimes	257	64	57	61	44	22	31	257	122	135	72	76	56	53	147	109	257
	28%	38%	25%	32%	28%	22%	18%	28%	28%	28%	28%	28%	30%	26%	28%	28%	28%
		befg		f	f			f									
Rarely	105	29	27	17	18	8	14	105	62	43	27	29	16	34	56	49	105
	11%	17%	12%	9%	11%	8%	8%	11%	14%	9%	11%	11%	8%	16%	11%	12%	11%
		cefg							i					ln			
TOTAL EVER	740	144	196	167	123	68	108	740	341	399	215	212	140	172	428	312	740
	81%	86%	87%	87%	80%	68%	63%	81%	79%	83%	85%	80%	74%	83%	82%	79%	81%
		ef	ef	ef	ef			ef			l			l	l		l
Never	77	15	20	11	9	15	21	77	44	34	11	23	27	16	34	44	77
	8%	9%	9%	6%	6%	15%	12%	8%	10%	7%	4%	8%	14%	8%	6%	11%	8%
						cdg	c						jkmp			jn	j
I don't do this	97	8	10	14	22	18	42	97	46	51	26	32	21	18	58	39	97
	11%	5%	4%	8%	14%	17%	25%	11%	11%	11%	10%	12%	11%	9%	11%	10%	11%
					abc	abcg	abcdg	ab									
Don't know	1	-	-	-	-	-	1	1	1	-	-	-	1	-	-	1	1
	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 71

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32A. (SHOWCARD) How often do you consider any privacy or data security implications when you post photos you have taken? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Always	378	339	21	12	6	378	330	48	**	354	350	20	371
	41%	43%	27%	33%	35%	41%	41%	41%	**	43%	43%	30%	42%
		bc				b					k		k
Sometimes	257	215	27	10	6	257	217	40	**	220	231	18	249
	28%	27%	34%	28%	32%	28%	27%	34%	**	27%	28%	27%	28%
Rarely	105	82	15	5	3	105	96	9	**	93	98	5	103
	11%	10%	19%	15%	18%	11%	12%	7%	**	11%	12%	8%	12%
			ae		ae								
TOTAL EVER	740	636	63	26	15	740	642	97	**	667	679	44	723
	81%	81%	80%	76%	84%	81%	81%	82%	**	81%	83%	64%	82%
											k		k
Never	77	64	8	4	1	77	67	10	**	67	69	6	75
	8%	8%	10%	12%	8%	8%	8%	8%	**	8%	8%	8%	8%
I don't do this	97	83	8	4	1	97	86	11	**	89	69	19	88
	11%	11%	10%	12%	8%	11%	11%	9%	**	11%	8%	27%	10%
											jl		
Don't know	1	1	-	-	-	1	1	-	**	1	1	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32A. (SHOWCARD) How often do you consider any privacy or data security implications when you post photos you have taken? (SINGLE CODE)

Base : Those with a social media profile or account who say they do this

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1001	211	226	217	164	106	183	1001	457	544	237	337	188	239	574	427	1001
Effective Weighted Sample	780	159	183	171	131	86	142	780	360	421	195	259	150	184	447	334	780
Total	818	160	217	178	132	84	131	818	386	432	227	235	168	188	461	357	818
Always	378	52	112	89	62	39	63	378	157	221	117	108	68	85	225	153	378
	46%	32%	52%	50%	47%	46%	48%	46%	41%	51%	52%	46%	41%	45%	49%	43%	46%
			a	a	a	a	a	a		h	l						
Sometimes	257	64	57	61	44	22	31	257	122	135	72	76	56	53	147	109	257
	31%	40%	26%	34%	33%	26%	24%	31%	32%	31%	32%	32%	33%	28%	32%	31%	31%
		befg		f													
Rarely	105	29	27	17	18	8	14	105	62	43	27	29	16	34	56	49	105
	13%	18%	12%	9%	13%	9%	11%	13%	16%	10%	12%	12%	9%	18%	12%	14%	13%
		c							i					l			
TOTAL EVER	740	144	196	167	123	68	108	740	341	399	215	212	140	172	428	312	740
	90%	90%	91%	94%	93%	82%	83%	90%	88%	92%	95%	90%	83%	91%	93%	87%	90%
			ef	ef	ef			ef			lop	l		l	lo		l
Never	77	15	20	11	9	15	21	77	44	34	11	23	27	16	34	44	77
	9%	10%	9%	6%	7%	18%	16%	9%	11%	8%	5%	10%	16%	9%	7%	12%	9%
						bcdg	cdg						jkmnp			jn	j
Don't know	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32A. (SHOWCARD) How often do you consider any privacy or data security implications when you post photos you have taken? (SINGLE CODE)

Base : Those with a social media profile or account who say they do this

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1001	640	120	116	125	1001	844	157	73	900	897	79	976
Effective Weighted Sample	780	613	111	114	118	780	668	114	61	700	706	57	762
Total	818	701	71	30	16	818	711	107	63	735	749	50	799
Always	378 46%	339 48% bcd	21 30%	12 38%	6 37%	378 46% b	330 46%	48 45%	** **	354 48%	350 47%	** **	371 46%
Sometimes	257 31%	215 31%	27 37%	10 31%	6 35%	257 31%	217 31%	40 37%	** **	220 30%	231 31%	** **	249 31%
Rarely	105 13%	82 12%	15 21% ae	5 17%	3 19% a	105 13%	96 13%	9 8%	** **	93 13%	98 13%	** **	103 13%
TOTAL EVER	740 90%	636 91%	63 88%	26 86%	15 91%	740 90%	642 90%	97 91%	** **	667 91%	679 91%	** **	723 90%
Never	77 9%	64 9%	8 12%	4 14%	1 9%	77 9%	67 9%	10 9%	** **	67 9%	69 9%	** **	75 9%
Don't know	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	** **	1 *%	1 *%	** **	1 *%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32B. (SHOWCARD) How often do you consider any privacy or data security implications when you tag other people in photos you post? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Always	312	48	88	75	52	30	48	312	126	186	90	83	60	78	173	138	312
	34%	29%	39%	39%	34%	30%	28%	34%	29%	38%	36%	31%	32%	38%	33%	35%	34%
			af	af						h							
Sometimes	245	56	68	61	38	16	22	245	118	127	78	77	45	46	154	91	245
	27%	33%	30%	31%	25%	15%	13%	27%	27%	26%	31%	29%	24%	22%	30%	23%	27%
		ef	ef	ef	f			ef			o				mo		
Rarely	118	29	27	20	23	13	18	118	72	46	29	32	21	35	62	56	118
	13%	18%	12%	11%	15%	13%	11%	13%	17%	10%	12%	12%	11%	17%	12%	14%	13%
									i								
TOTAL EVER	674	133	183	156	113	58	89	674	315	359	197	192	126	160	389	285	674
	74%	80%	81%	81%	73%	58%	51%	74%	73%	74%	78%	72%	66%	77%	75%	72%	74%
		ef	efg	efg	ef			ef			l			l	l		
Never	99	24	29	16	9	12	21	99	55	44	17	30	29	24	47	53	99
	11%	14%	13%	8%	6%	12%	12%	11%	13%	9%	7%	11%	15%	12%	9%	13%	11%
		d	d										jn			jn	
I don't do this	138	10	13	21	32	31	63	138	61	77	38	44	34	23	82	56	138
	15%	6%	6%	11%	21%	31%	36%	15%	14%	16%	15%	16%	18%	11%	16%	14%	15%
				abc	abcg	abcdg		ab									
Don't know	3	-	2	-	-	-	1	3	-	3	1	1	1	-	2	1	3
	0.3%	0%	1%	0%	0%	0%	1%	0.3%	0%	1%	0.3%	0.3%	0.3%	0%	0.3%	0.3%	0.3%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32B. (SHOWCARD) How often do you consider any privacy or data security implications when you tag other people in photos you post? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Always	312	278	17	11	5	312	267	45	**	288	285	18	304
	34%	35%	22%	32%	31%	34%	34%	38%	**	35%	35%	27%	34%
		b				b							
Sometimes	245	203	28	8	5	245	211	34	**	216	225	13	237
	27%	26%	36%	24%	27%	27%	26%	29%	**	26%	27%	19%	27%
			ace										
Rarely	118	95	16	4	4	118	108	10	**	103	106	10	115
	13%	12%	20%	11%	21%	13%	14%	9%	**	13%	13%	14%	13%
			ace		ace								
TOTAL EVER	674	576	61	23	14	674	586	89	**	607	615	41	656
	74%	73%	78%	67%	79%	74%	74%	75%	**	74%	75%	59%	74%
					c						k		k
Never	99	85	9	4	2	99	87	12	**	87	93	5	98
	11%	11%	11%	12%	9%	11%	11%	10%	**	11%	11%	7%	11%
I don't do this	138	121	8	7	2	138	120	18	**	126	106	23	129
	15%	15%	10%	21%	12%	15%	15%	15%	**	15%	13%	33%	15%
			bd									jl	
Don't know	3	2	1	-	-	3	3	-	**	2	3	-	3
	*%	*%	1%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32B. (SHOWCARD) How often do you consider any privacy or data security implications when you tag other people in photos you post? (SINGLE CODE)

Base : Those with a social media profile or account who say they do this

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	945	208	222	211	150	88	154	945	434	511	222	316	174	233	538	407	945
Effective Weighted Sample	738	157	180	167	120	71	119	738	344	394	184	244	139	179	421	317	738
Total	776	158	214	172	123	70	110	776	371	406	215	223	155	184	437	339	776
Always	312	48	88	75	52	**	48	312	126	186	90	83	60	78	173	138	312
	40%	31%	41%	44%	42%	**	44%	40%	34%	46%	42%	37%	39%	43%	40%	41%	40%
			a	a	a		a	a		h							
Sometimes	245	56	68	61	38	**	22	245	118	127	78	77	45	46	154	91	245
	32%	35%	32%	35%	31%	**	20%	32%	32%	31%	36%	34%	29%	25%	35%	27%	32%
		f	f	f	f		f	f			mo	m			mo		
Rarely	118	29	27	20	23	**	18	118	72	46	29	32	21	35	62	56	118
	15%	19%	13%	12%	19%	**	17%	15%	19%	11%	14%	14%	13%	19%	14%	17%	15%
							i										
TOTAL EVER	674	133	183	156	113	**	89	674	315	359	197	192	126	160	389	285	674
	87%	85%	85%	91%	92%	**	80%	87%	85%	88%	92%	86%	81%	87%	89%	84%	87%
				f	f						lo				l		
Never	99	24	29	16	9	**	21	99	55	44	17	30	29	24	47	53	99
	13%	15%	13%	9%	8%	**	19%	13%	15%	11%	8%	13%	18%	13%	11%	16%	13%
							cd						jn		j		
Don't know	3	-	2	-	-	**	1	3	-	3	1	1	1	-	2	1	3
	*%	-%	1%	-%	-%	**	1%	*%	-%	1%	*%	*%	1%	-%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32B. (SHOWCARD) How often do you consider any privacy or data security implications when you tag other people in photos you post? (SINGLE CODE)

Base : Those with a social media profile or account who say they do this

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	Total	a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	945	601	120	104	120	945	797	148	69	848	850	71	921
Effective Weighted Sample	738	576	111	103	114	738	632	108	57	661	669	51	719
Total	776	663	71	27	15	776	676	100	59	697	712	46	758
Always	312	278	17	11	5	312	267	45	**	288	285	**	304
	40%	42%	24%	41%	35%	40%	40%	44%	**	41%	40%	**	40%
		b		b		b							
Sometimes	245	203	28	8	5	245	211	34	**	216	225	**	237
	32%	31%	40%	30%	31%	32%	31%	34%	**	31%	32%	**	31%
Rarely	118	95	16	4	4	118	108	10	**	103	106	**	115
	15%	14%	22%	14%	24%	15%	16%	10%	**	15%	15%	**	15%
			a		ae								
TOTAL EVER	674	576	61	23	14	674	586	89	**	607	615	**	656
	87%	87%	86%	85%	89%	87%	87%	88%	**	87%	86%	**	87%
Never	99	85	9	4	2	99	87	12	**	87	93	**	98
	13%	13%	12%	15%	11%	13%	13%	12%	**	13%	13%	**	13%
Don't know	3	2	1	-	-	3	3	-	**	2	3	**	3
	*%	*%	2%	-%	-%	*%	*%	-%	**	*%	*%	**	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32C. (SHOWCARD) How often do you consider any privacy or data security implications when you post comments? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Always	306	38	82	76	50	38	61	306	128	179	97	90	49	71	186	120	306
	33%	23%	36%	39%	32%	38%	35%	33%	30%	37%	38%	34%	26%	34%	36%	30%	33%
			a	a		a	a	a		h	lo				l		l
Sometimes	274	57	69	66	47	22	35	274	135	139	90	74	57	52	164	109	274
	30%	34%	30%	34%	31%	22%	20%	30%	31%	29%	36%	28%	30%	25%	32%	28%	30%
		ef	f	ef	f			f			mo						
Rarely	138	36	29	26	24	15	24	138	71	68	26	44	30	38	70	68	138
	15%	21%	13%	13%	16%	15%	14%	15%	16%	14%	10%	17%	16%	18%	14%	17%	15%
		bcg										j		j		j	
TOTAL EVER	718	131	179	168	121	75	120	718	333	385	213	208	136	161	421	297	718
	79%	78%	79%	87%	78%	74%	69%	79%	77%	80%	84%	78%	72%	78%	81%	75%	79%
			f	abdefg				f			lo				lo		
Never	123	30	37	17	14	15	25	123	64	59	23	35	32	34	57	66	123
	13%	18%	16%	9%	9%	15%	15%	13%	15%	12%	9%	13%	17%	16%	11%	17%	13%
		cd	cd										jn	jn		jn	
I don't do this	70	6	9	8	20	11	28	70	34	36	17	23	20	10	40	30	70
	8%	3%	4%	4%	13%	11%	16%	8%	8%	7%	7%	9%	11%	5%	8%	8%	8%
					abcg	abc	abcg	a					m				
Don't know	4	1	2	-	*	-	*	4	-	4	-	1	1	1	1	2	4
	0.4%	1%	1%	0%	0.7%	0%	0.7%	0.4%	0%	1%	0%	0.4%	1%	1%	0.4%	1%	0.4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32C. (SHOWCARD) How often do you consider any privacy or data security implications when you post comments? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Always	306	273	15	12	5	306	260	46	**	280	280	20	300
	33%	35%	19%	36%	31%	33%	33%	39%	**	34%	34%	28%	34%
		b		b	b	b							
Sometimes	274	228	31	9	6	274	244	30	**	245	243	23	266
	30%	29%	39%	25%	33%	30%	31%	25%	**	30%	30%	33%	30%
			ae										
Rarely	138	112	18	6	3	138	128	10	**	122	123	9	133
	15%	14%	23%	17%	17%	15%	16%	9%	**	15%	15%	13%	15%
			ae				g						
TOTAL EVER	718	613	65	27	14	718	632	87	**	647	647	51	698
	79%	78%	82%	78%	81%	79%	79%	73%	**	79%	79%	75%	79%
Never	123	106	10	5	2	123	102	21	**	110	113	7	119
	13%	14%	12%	15%	11%	13%	13%	17%	**	13%	14%	9%	13%
I don't do this	70	62	5	2	1	70	60	10	**	64	55	11	66
	8%	8%	6%	6%	7%	8%	8%	8%	**	8%	7%	15%	7%
												jl	
Don't know	4	3	-	*	*	4	2	1	**	1	3	*	3
	*%	*%	-%	1%	1%	*%	*%	1%	**	*%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32C. (SHOWCARD) How often do you consider any privacy or data security implications when you post comments? (SINGLE CODE)

Base : Those with a social media profile or account who say they do this

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1040	213	228	223	171	113	205	1040	468	572	251	346	191	252	597	443	1040
Effective Weighted Sample	811	161	184	178	135	92	159	811	371	440	205	269	152	193	467	344	811
Total	845	162	218	184	135	90	145	845	398	447	236	244	169	197	479	366	845
Always	306	38	82	76	50	38	61	306	128	179	97	90	49	71	186	120	306
	36%	23%	38%	41%	37%	42%	42%	36%	32%	40%	41%	37%	29%	36%	39%	33%	36%
			a	a	a	a	a	a		h	l				l		
Sometimes	274	57	69	66	47	22	35	274	135	139	90	74	57	52	164	109	274
	32%	35%	32%	36%	35%	25%	24%	32%	34%	31%	38%	30%	34%	27%	34%	30%	32%
		f		f	f		f	f			mo						
Rarely	138	36	29	26	24	15	24	138	71	68	26	44	30	38	70	68	138
	16%	22%	13%	14%	18%	16%	17%	16%	18%	15%	11%	18%	18%	19%	15%	19%	16%
		b										j		j		j	
TOTAL EVER	718	131	179	168	121	75	120	718	333	385	213	208	136	161	421	297	718
	85%	81%	82%	91%	90%	83%	83%	85%	84%	86%	90%	85%	80%	82%	88%	81%	85%
				abfg	a						lmop				lmo		
Never	123	30	37	17	14	15	25	123	64	59	23	35	32	34	57	66	123
	15%	19%	17%	9%	10%	17%	17%	15%	16%	13%	10%	14%	19%	17%	12%	18%	15%
		cd	c				c						jn	j		jn	
Don't know	4	1	2	-	*	-	*	4	-	4	-	1	1	1	1	2	4
	*%	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32C. (SHOWCARD) How often do you consider any privacy or data security implications when you post comments? (SINGLE CODE)

Base : Those with a social media profile or account who say they do this

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1040	665	125	124	126	1040	875	165	76	932	915	93	1008
Effective Weighted Sample	811	635	115	122	119	811	694	119	61	727	721	68	786
Total	845	722	74	32	16	845	736	109	62	759	763	58	821
Always	306	273	15	12	5	306	260	46	**	280	280	**	300
	36%	38%	21%	39%	33%	36%	35%	43%	**	37%	37%	**	37%
		b		b	b	b							
Sometimes	274	228	31	9	6	274	244	30	**	245	243	**	266
	32%	32%	42%	27%	36%	32%	33%	28%	**	32%	32%	**	32%
			ace										
Rarely	138	112	18	6	3	138	128	10	**	122	123	**	133
	16%	15%	25%	18%	18%	16%	17%	9%	**	16%	16%	**	16%
			ae				g						
TOTAL EVER	718	613	65	27	14	718	632	87	**	647	647	**	698
	85%	85%	87%	84%	87%	85%	86%	80%	**	85%	85%	**	85%
Never	123	106	10	5	2	123	102	21	**	110	113	**	119
	15%	15%	13%	16%	12%	15%	14%	19%	**	15%	15%	**	15%
Don't know	4	3	-	*	*	4	2	1	**	1	3	**	3
	*%	*%	-%	1%	1%	*%	*%	1%	**	*%	*%	**	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32D. (SHOWCARD) How often do you consider any privacy implications when you 'check-in' at locations you visit? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Always	242	35	77	47	42	25	40	242	102	140	58	71	46	66	130	112	242
	26%	21%	34%	25%	27%	24%	23%	26%	24%	29%	23%	27%	24%	32%	25%	28%	26%
			acfg											j			
Sometimes	213	45	43	65	31	17	28	213	96	117	74	56	38	44	130	82	213
	23%	27%	19%	34%	20%	17%	16%	23%	22%	24%	29%	21%	20%	21%	25%	21%	23%
		f		bdefg				f			klo						
Rarely	95	24	25	16	17	9	13	95	48	47	27	26	23	19	53	41	95
	10%	14%	11%	8%	11%	8%	7%	10%	11%	10%	11%	10%	12%	9%	10%	10%	10%
		f															
TOTAL EVER	550	104	146	129	90	50	81	550	246	304	160	154	106	129	314	236	550
	60%	62%	64%	67%	58%	49%	47%	60%	57%	63%	63%	58%	56%	63%	60%	60%	60%
		ef	ef	ef	f			ef									
Never	118	26	28	19	22	16	23	118	63	54	17	41	32	28	58	60	118
	13%	16%	12%	10%	14%	16%	13%	13%	15%	11%	7%	15%	17%	14%	11%	15%	13%
												j	j	j		j	j
I don't do this	241	36	52	45	41	35	68	241	119	122	74	70	50	47	144	97	241
	26%	21%	23%	23%	26%	35%	39%	26%	28%	25%	29%	26%	26%	23%	28%	24%	26%
						abc	abcdg										
Don't know	7	2	1	-	2	-	1	7	4	3	2	1	1	2	4	3	7
	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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32D. (SHOWCARD) How often do you consider any privacy implications when you 'check-in' at locations you visit? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Always	242 26%	218 28% b	11 14%	9 28% b	4 23%	242 26% b	209 26%	33 28%	** **	224 27%	222 27%	12 18%	235 26%
Sometimes	213 23%	184 23% c	20 25% c	5 14%	4 25% c	213 23% c	190 24%	23 19%	** **	189 23%	194 24%	13 19%	208 23%
Rarely	95 10%	70 9%	17 21% ae	5 16% a	3 18% ae	95 10%	81 10%	14 12%	** **	82 10%	88 11%	5 8%	93 11%
TOTAL EVER	550 60%	471 60%	48 60%	20 57%	11 66%	550 60%	480 60%	69 59%	** **	495 60%	505 62% k	31 45%	536 60% k
Never	118 13%	96 12%	15 19% ae	4 13%	2 13%	118 13%	99 12%	19 16%	** **	103 13%	104 13%	7 10%	111 13%
I don't do this	241 26%	211 27%	16 20%	10 30%	4 21%	241 26%	211 26%	30 26%	** **	221 27%	204 25%	28 41% jl	232 26%
Don't know	7 1%	6 1%	- -%	* 1%	- -%	7 1%	7 1%	- -%	** **	5 1%	4 1%	2 3% jl	7 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32D. (SHOWCARD) How often do you consider any privacy implications when you 'check-in' at locations you visit? (SINGLE CODE)

Base : Those with a social media profile or account who say they do this

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	830	180	184	178	142	81	146	830	375	455	190	284	154	202	474	356	830
Effective Weighted Sample	644	132	148	142	113	67	113	644	292	353	155	217	124	155	367	278	644
Total	674	132	175	148	114	66	105	674	313	361	179	197	139	159	375	299	674
Always	242	35	77	47	42	**	40	242	102	140	58	71	46	66	130	112	242
	36%	26%	44%	32%	37%	**	38%	36%	33%	39%	33%	36%	33%	42%	35%	38%	36%
			ac				a	a									
Sometimes	213	45	43	65	31	**	28	213	96	117	74	56	38	44	130	82	213
	32%	34%	25%	44%	27%	**	27%	32%	31%	32%	41%	29%	27%	28%	35%	28%	32%
				bdfg							klmop						
Rarely	95	24	25	16	17	**	13	95	48	47	27	26	23	19	53	41	95
	14%	18%	14%	11%	15%	**	12%	14%	15%	13%	15%	13%	16%	12%	14%	14%	14%
TOTAL EVER	550	104	146	129	90	**	81	550	246	304	160	154	106	129	314	236	550
	82%	79%	83%	87%	79%	**	77%	82%	79%	84%	89%	78%	76%	81%	84%	79%	82%
				f							klmop						
Never	118	26	28	19	22	**	23	118	63	54	17	41	32	28	58	60	118
	17%	20%	16%	13%	19%	**	22%	17%	20%	15%	9%	21%	23%	18%	15%	20%	17%
												j	j	j		j	j
Don't know	7	2	1	-	2	**	1	7	4	3	2	1	1	2	4	3	7
	1%	2%	1%	-%	2%	**	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN32D. (SHOWCARD) How often do you consider any privacy implications when you 'check-in' at locations you visit? (SINGLE CODE)

Base : Those with a social media profile or account who say they do this

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	Total	a	b	~c	d	e	f	g	~h	i	j	~k	l
Unweighted total	830	523	105	93	109	830	699	131	64	743	746	60	806
Effective Weighted Sample	644	501	97	92	103	644	551	95	52	576	582	43	625
Total	674	573	63	24	14	674	586	88	55	603	614	40	654
Always	242	218	11	**	4	242	209	33	**	224	222	**	235
	36%	38%	18%	**	29%	36%	36%	37%	**	37%	36%	**	36%
		b				b							
Sometimes	213	184	20	**	4	213	190	23	**	189	194	**	208
	32%	32%	32%	**	32%	32%	32%	26%	**	31%	32%	**	32%
Rarely	95	70	17	**	3	95	81	14	**	82	88	**	93
	14%	12%	26%	**	23%	14%	14%	16%	**	14%	14%	**	14%
			ae		ae								
TOTAL EVER	550	471	48	**	11	550	480	69	**	495	505	**	536
	82%	82%	76%	**	83%	82%	82%	79%	**	82%	82%	**	82%
Never	118	96	15	**	2	118	99	19	**	103	104	**	111
	17%	17%	24%	**	17%	17%	17%	21%	**	17%	17%	**	17%
Don't know	7	6	-	**	-	7	7	-	**	5	4	**	7
	1%	1%	-%	**	-%	1%	1%	-%	**	1%	1%	**	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN33. (SHOWCARD) When you use social media, which one of these best applies? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
I often see views that I disagree with	267	50	68	59	39	28	52	267	112	156	71	85	48	62	157	111	267
	29%	30%	30%	31%	25%	28%	30%	29%	26%	32% h	28%	32%	26%	30%	30%	28%	29%
I sometimes see views that I disagree with	510	89	138	110	84	57	88	510	246	264	147	144	109	110	291	219	510
	56%	53%	61%	57%	55%	56%	51%	56%	57%	55%	58%	54%	58%	53%	56%	55%	56%
I rarely see views that I disagree with	112	28	14	21	20	15	28	112	61	51	29	29	28	26	58	54	112
	12%	17% b	6%	11%	13% b	15% b	16% b	12% b	14%	11%	11%	11%	15%	13%	11%	14%	12%
Don't know	26	1	7	2	11	2	5	26	13	13	5	8	4	8	13	12	26
	3%	1%	3%	1%	7% acg	2%	3%	3%	3%	3%	2%	3%	2%	4%	3%	3%	3%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN33. (SHOWCARD) When you use social media, which one of these best applies? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
I often see views that I disagree with	267	232	19	13	3	267	235	33	**	253	240	22	262
	29%	30%	24%	39%	16%	29%	29%	28%	**	31%	29%	32%	30%
		d		abde		d							
I sometimes see views that I disagree with	510	431	52	18	9	510	438	71	**	452	462	29	491
	56%	55%	66%	52%	52%	56%	55%	60%	**	55%	56%	42%	55%
			acde								k		k
I rarely see views that I disagree with	112	99	5	3	5	112	101	10	**	98	93	18	111
	12%	13%	7%	8%	30%	12%	13%	9%	**	12%	11%	26%	12%
					abce							jl	
Don't know	26	23	2	1	*	26	22	4	**	20	23	1	24
	3%	3%	3%	2%	2%	3%	3%	3%	**	2%	3%	1%	3%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN34. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Licence fee/ by the public	886	78	163	174	153	149	319	886	459	427	272	245	181	188	517	369	886
	63%	44%	63%	68%	69%	71%	65%	63%	67%	60%	72%	65%	59%	54%	69%	56%	63%
		a	a	a	a	ag	a	a	i		klmop	mo			lmop		mo
Advertising on the website	80	14	15	16	16	7	19	80	48	32	27	20	20	13	47	32	80
	6%	8%	6%	6%	7%	3%	4%	6%	7%	4%	7%	5%	6%	4%	6%	5%	6%
		f							i		m						
By the government	46	14	8	6	11	2	6	46	22	23	6	12	14	14	18	28	46
	3%	8%	3%	2%	5%	1%	1%	3%	3%	3%	2%	3%	4%	4%	2%	4%	3%
		bcefg			ef			f					j	j		j	
Advertisers pay to prioritise their entry on the list/ be first on the list	15	4	3	2	2	3	3	15	7	8	5	3	4	2	9	6	15
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Sales of programmes and services to other channels/countries	10	1	1	3	3	2	2	10	6	4	1	4	3	2	5	6	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Advertisers pay when users click through from sponsored links to their website	6	2	3	-	-	-	1	6	3	3	1	2	1	2	3	3	6
	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	7	2	-	1	1	-	3	7	5	2	4	2	-	1	6	1	7
	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
Never heard of it	15	-	1	1	-	4	13	15	7	8	2	5	3	6	7	8	15
	1%	0%	1%	1%	0%	2%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN34. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Don't know	341	62	65	52	37	41	125	341	132	209	58	82	81	120	140	201	341
	24%	35%	25%	20%	16%	20%	26%	24%	19%	29%	15%	22%	26%	35%	19%	31%	24%
		bcdefg	d				d	d		h		j	jn	jklnp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN34. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Licence fee/ by the public	886 63%	741 62%	90 71% ade	38 67%	17 61%	886 63%	787 65% g	100 53%	64 58%	715 68% h	669 66% k	139 55%	808 64% k
Advertising on the website	80 6%	75 6% bcd	4 3%	1 1%	1 2%	80 6% cd	66 5%	14 7%	4 4%	67 6%	67 7%	12 5%	79 6%
By the government	46 3%	42 4% c	2 2% c	- -%	1 3% c	46 3% c	39 3%	7 3%	5 5%	33 3%	34 3%	9 4%	43 3%
Advertisers pay to prioritise their entry on the list/ be first on the list	15 1%	12 1%	2 2%	* *%	* 1%	15 1%	10 1%	5 3% f	1 1%	13 1%	14 1%	1 *%	15 1%
Sales of programmes and services to other channels/countries	10 1%	9 1%	1 1%	- -%	1 3% ace	10 1%	9 1%	1 1%	1 1%	8 1%	6 1%	4 1%	10 1%
Advertisers pay when users click through from sponsored links to their website	6 *%	5 *%	1 *%	- -%	* *%	6 *%	6 *%	* *%	- -%	6 1%	6 1%	- -%	6 *%
Other	7 *%	7 1%	- -%	- -%	- -%	7 *%	5 *%	2 1%	- -%	5 *%	4 *%	1 *%	5 *%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN34. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Never heard of it	15	11	2	2	*	15	15	*	1	7	4	5	9
	1%	1%	2%	3%	1%	1%	1%	0%	1%	1%	0%	2%	1%
				ae								jl	
Don't know	341	293	24	16	8	341	282	59	34	204	204	82	286
	24%	24%	19%	28%	29%	24%	23%	32%	31%	19%	20%	32%	23%
				b	b			f	i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN35. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Advertising on the website	660 47%	72 41%	129 50%	147 57%	129 58%	99 48%	184 37%	660 47%	373 54%	287 40%	211 56%	191 51%	129 42%	128 37%	403 54%	257 39%	660 47%
			f	aefg	aefg	f		f	i		lmop	lmo			lmop		mo
Advertisers pay to prioritise their entry on the list/ be first on the list	105 7%	15 9%	22 9%	24 9%	17 7%	11 5%	27 5%	105 7%	58 8%	48 7%	36 10%	33 9%	22 7%	14 4%	69 9%	36 5%	105 7%
				f							mo	mo			mo		m
Advertisers pay when users click through from sponsored links to their website	88 6%	17 9%	15 6%	17 7%	15 7%	15 7%	24 5%	88 6%	45 7%	43 6%	37 10%	22 6%	13 4%	16 4%	60 8%	28 4%	88 6%
			f								klmop				lmo		
Licence fee/ by the public	64 5%	11 6%	12 5%	8 3%	13 6%	9 5%	20 4%	64 5%	29 4%	35 5%	12 3%	16 4%	13 4%	23 7%	28 4%	36 5%	64 5%
														jn			
By the government	17 1%	5 3%	8 3%	2 1%	1 1%	1 *	2 *	17 1%	5 1%	12 2%	3 1%	4 1%	6 2%	4 1%	7 1%	10 2%	17 1%
		ef	efg														
Selling content to other channels or countries	15 1%	2 1%	1 *	3 1%	3 1%	1 *	6 1%	15 1%	7 1%	8 1%	6 2%	2 *	6 2%	1 *	8 1%	7 1%	15 1%
													m				
Other	28 2%	6 4%	4 2%	3 1%	1 1%	4 2%	13 3%	28 2%	14 2%	14 2%	7 2%	8 2%	4 1%	10 3%	15 2%	13 2%	28 2%
		d															

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN35. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Never heard of it	27	-	1	1	1	2	23	27	11	16	4	3	6	13	8	19	27
	2%	-%	*%	1%	*%	1%	5%	2%	2%	2%	1%	1%	2%	4%	1%	3%	2%
							abcdeg							jknp		kn	
Don't know	402	49	67	51	43	66	193	402	148	254	59	96	108	140	154	247	402
	29%	28%	26%	20%	19%	32%	39%	29%	21%	35%	16%	25%	35%	40%	21%	38%	29%
		d				cd	abcdeg	cd		h		jn	jknp	jknp		jknp	jn
SUMMARY CODES																	
CORRECT RESPONSES	748	88	143	163	144	114	208	748	418	330	249	214	142	143	463	285	748
	53%	50%	55%	64%	65%	55%	42%	53%	61%	46%	66%	57%	46%	41%	62%	44%	53%
			f	aefg	abefg	f		f	i		klmop	lmo			lmop		lmo
INCORRECT RESPONSES	229	40	47	40	34	26	67	229	112	117	64	63	51	52	127	102	229
	16%	23%	18%	16%	15%	13%	14%	16%	16%	16%	17%	17%	17%	15%	17%	16%	16%
		efg															
DON'T KNOW/ NEVER HEARD OF IT	429	49	68	52	44	68	217	429	159	270	63	99	114	153	162	267	429
	31%	28%	26%	20%	20%	33%	44%	31%	23%	38%	17%	26%	37%	44%	22%	41%	31%
						cd	abcdeg	cd		h		j	jknp	jknp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN35. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Advertising on the website	660 47%	572 48% d	54 43% d	25 45% d	8 29% a	660 47% d	575 47%	85 45%	35 32%	573 54% h	537 53% k	87 34%	623 49% k
Advertisers pay to prioritise their entry on the list/ be first on the list	105 7%	84 7%	13 10%	6 10%	3 11% a	105 7%	90 7%	15 8%	11 10%	86 8%	81 8%	18 7%	99 8%
Advertisers pay when users click through from sponsored links to their website	88 6%	65 5%	16 12% ace	3 5%	4 15% ace	88 6%	76 6%	11 6%	4 4%	80 8%	74 7% k	10 4%	84 7%
Licence fee/ by the public	64 5%	57 5%	5 4%	1 2%	1 4%	64 5%	53 4%	11 6%	7 6%	49 5%	50 5%	7 3%	57 5%
By the government	17 1%	16 1%	* *%	1 1%	* 1%	17 1%	14 1%	3 2%	3 3%	12 1%	14 1%	1 *%	15 1%
Selling content to other channels or countries	15 1%	10 1%	4 3% ace	* 1%	* 1%	15 1%	12 1%	2 1%	1 1%	12 1%	14 1%	* *%	14 1%
Other	28 2%	27 2%	* *%	1 1%	* 1%	28 2%	23 2%	5 3%	5 4%	20 2%	21 2%	7 3%	28 2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN35. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Never heard of it	27 2%	21 2%	3 3%	2 4% a	1 2%	27 2%	22 2%	5 3%	* *%	3 *%	3 *%	10 4% jl	13 1% j
Don't know	402 29%	343 29%	31 24%	18 32%	10 36% abe	402 29%	352 29%	50 27%	44 40% i	223 21%	214 21%	113 45% jl	327 26% j
SUMMARY CODES													
CORRECT RESPONSES	748 53%	637 53% d	70 55% d	28 50%	12 44%	748 53% d	652 54%	96 51%	39 36%	653 62% h	611 61% kl	96 38%	707 56% k
INCORRECT RESPONSES	229 16%	193 16%	23 18%	8 14%	5 18%	229 16%	192 16%	37 20%	27 25% i	179 17%	181 18%	33 13%	214 17%
DON'T KNOW/ NEVER HEARD OF IT	429 31%	364 30%	34 27%	20 36% b	11 38% abe	429 31%	373 31%	56 29%	44 40% i	226 21%	216 21%	123 49% jl	339 27% j

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN36. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Licence fee/ by the public	754	74	139	146	136	132	258	754	393	361	237	219	140	158	456	297	754
	54%	42%	54%	57%	61%	63%	52%	54%	57%	50%	63%	58%	46%	45%	61%	45%	54%
		a	a	afg	abfg	a	a	a	i		lmop	lmo			lmop		lmo
Advertising on the website	116	16	24	35	23	7	19	116	57	59	37	36	22	21	73	43	116
	8%	9%	9%	14%	10%	3%	4%	8%	8%	8%	10%	10%	7%	6%	10%	7%	8%
		ef	ef	efg	ef			ef			m				mo		
By the government	28	10	6	5	3	1	3	28	14	14	9	9	4	7	18	10	28
	2%	6%	2%	2%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
		defg	f					f									
Advertisers pay to prioritise their entry on the list/ be first on the list	16	3	6	2	1	3	4	16	11	5	5	3	6	2	8	7	16
	1%	1%	2%	1%	*%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%
Advertisers pay when users click through from sponsored links to their website	16	3	6	1	3	1	2	16	7	9	5	5	4	2	9	6	16
	1%	2%	2%	*%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			f														
Sales of programmes and services to other channels/countries	15	2	1	5	5	-	3	15	9	6	4	2	2	8	6	10	15
	1%	1%	*%	2%	2%	-%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%
				e	e									kn			
Other	9	2	2	2	1	1	3	9	2	7	2	2	4	2	4	5	9
	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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN36. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Never heard of it	21	-	*	1	1	2	19	21	8	13	3	2	3	12	5	15	21
	1%	-%	*%	*%	*%	1%	4%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%
							abcdeg							jklnp		kn	
Don't know	431	67	75	58	50	62	180	431	187	244	73	99	122	138	171	259	431
	31%	38%	29%	23%	22%	30%	37%	31%	27%	34%	19%	26%	40%	40%	23%	40%	31%
		cdg					bcdg	cd		h		j	jknp	jknp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN36. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Licence fee/ by the public	754	637	73	32	12	754	669	84	42	633	585	119	703
	54%	53%	58%	56%	43%	54%	55%	45%	39%	60%	58%	47%	56%
		d	d	d		d	g			h	k		k
Advertising on the website	116	108	4	2	2	116	94	22	13	93	99	11	110
	8%	9%	3%	4%	7%	8%	8%	11%	12%	9%	10%	4%	9%
		bc				bc					k		k
By the government	28	25	2	1	*	28	25	4	1	23	24	3	26
	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%
Advertisers pay to prioritise their entry on the list/ be first on the list	16	14	1	*	*	16	12	4	2	13	13	1	15
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Advertisers pay when users click through from sponsored links to their website	16	13	2	-	1	16	10	6	3	12	13	2	15
	1%	1%	1%	-%	4%	1%	1%	3%	3%	1%	1%	1%	1%
					ace			f					
Sales of programmes and services to other channels/countries	15	10	4	1	*	15	14	1	1	12	10	4	13
	1%	1%	3%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
			ae										
Other	9	9	-	1	-	9	9	*	1	8	7	2	9
	1%	1%	-%	1%	-%	1%	1%	-%	1%	1%	1%	1%	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN36. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Never heard of it	21 1%	16 1%	3 2%	1 3%	* 1%	21 1%	17 1%	4 2%	2 2% i	3 *%	2 *%	7 3% jl	9 1%
Don't know	431 31%	364 30%	37 29%	19 33%	11 40% abe	431 31%	367 30%	63 34%	44 40% i	260 25%	254 25%	104 41% jl	358 28%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 83

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN37. How do you think YouTube is mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Advertising on the website	614 44%	79 45% f	123 47% f	145 57% abefg	110 49% f	89 43% f	157 32%	614 44% f	339 49% i	275 38%	214 57% klmop	184 49% lmo	110 36%	106 31%	398 53% lmop	216 33%	614 44% lmo
Advertisers pay when users click through from sponsored links to their website	100 7%	18 10% f	25 10% f	15 6%	21 10% f	11 5%	20 4%	100 7% f	51 7%	49 7%	37 10% mo	27 7%	19 6%	17 5%	63 8% mo	37 6%	100 7%
Advertisers pay to prioritise their entry on the list/ be first on the list	63 4%	11 6%	11 4%	13 5%	13 6% f	7 3%	14 3%	63 4%	39 6% i	24 3%	11 3%	19 5%	15 5%	18 5%	30 4%	33 5%	63 4%
Licence fee/ by the public	38 3%	7 4%	13 5% cf	3 1%	7 3%	4 2%	8 2%	38 3%	17 2%	21 3%	6 2%	10 3%	6 2%	16 5% jn	16 2%	22 3%	38 3%
Selling content to other channels or countries	16 1%	1 *%	3 1%	6 2%	3 1%	1 1%	4 1%	16 1%	7 1%	9 1%	7 2%	3 1%	4 1%	1 *%	10 1%	6 1%	16 1%
By the government	11 1%	4 2% efg	3 1% f	3 1% f	1 1%	- -%	* *%	11 1% f	9 1% i	2 *%	6 1% k	1 *%	3 1%	2 1%	6 1%	5 1%	11 1%
Other	24 2%	6 4%	2 1%	5 2%	2 1%	3 2%	10 2%	24 2%	11 2%	13 2%	5 1%	8 2%	4 1%	7 2%	14 2%	11 2%	24 2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 83

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN37. How do you think YouTube is mainly funded? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Never heard of it	24	-	*	-	*	*	23	24	13	11	4	1	4	14	6	18	24
	2%	-%	*%	-%	*%	*%	5%	2%	2%	1%	1%	*%	1%	4%	1%	3%	2%
							abcdeg	c						jklnp		kn	k
Don't know	515	51	78	66	65	92	256	515	203	312	85	123	141	167	208	307	515
	37%	29%	30%	26%	29%	44%	52%	37%	29%	44%	23%	33%	46%	48%	28%	47%	37%
						abcdg	abcdeg	acd		h		j	jknp	jknp		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 83

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN37. How do you think YouTube is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Advertising on the website	614 44%	544 46% bd	42 33% d	22 39% d	6 23%	614 44% bd	540 44%	75 40%	28 26%	543 51% h	511 51% kl	71 28%	582 46% k
Advertisers pay when users click through from sponsored links to their website	100 7%	71 6%	19 15% ace	4 6%	6 22% ace	100 7%	84 7%	16 8%	8 7%	90 9%	89 9% k	5 2%	94 7% k
Advertisers pay to prioritise their entry on the list/ be first on the list	63 4%	48 4%	9 8% a	4 7% a	1 5%	63 4%	52 4%	10 6%	9 8%	49 5%	46 5%	13 5%	59 5%
Licence fee/ by the public	38 3%	35 3% c	3 2%	* *%	* 1%	38 3% c	33 3%	5 3%	7 6% i	26 2%	29 3%	6 2%	34 3%
Selling content to other channels or countries	16 1%	14 1%	1 1%	* 1%	* 2%	16 1%	16 1%	* *%	1 1%	14 1%	16 2% k	- -%	16 1%
By the government	11 1%	10 1%	1 *%	- -%	* *%	11 1%	11 1%	* *%	3 3% i	4 *%	9 1%	- -%	9 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 83

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN37. How do you think YouTube is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Other	24	23	*	1	*	24	23	2	1	22	19	5	24
	2%	2%	*%	2%	*%	2%	2%	1%	1%	2%	2%	2%	2%
Never heard of it	24	18	3	2	*	24	18	5	*	1	1	7	7
	2%	2%	3%	3%	1%	2%	1%	3%	*%	*%	*%	3%	1%
												jl	j
Don't know	515	431	48	23	13	515	440	75	52	308	288	146	433
	37%	36%	38%	41%	45%	37%	36%	40%	47%	29%	29%	58%	34%
					ae				i			jl	j
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN38A. (SHOWCARD) AGREEMENT WITH STATEMENT - Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Strongly disagree	65 5%	10 6%	13 5%	14 6%	11 5%	7 4%	17 5%	65 5%	35 6%	30 5%	18 5%	20 6%	12 5%	15 6%	39 6%	26 5%	65 5%
Slightly disagree	66 5%	12 7%	10 4%	19 8%	8 4%	7 4%	18 5%	66 5%	41 7% i	25 4%	27 8% mo	25 7% mo	12 5% m	2 1%	52 7% mo	14 3%	66 5% mo
TOTAL DISAGREE	131 11%	21 12%	23 9%	33 14%	18 9%	15 9%	35 11%	131 11%	76 13% i	55 9%	45 13% mo	45 13% mo	23 9%	17 7%	91 13% mo	40 8%	131 11% m
Neither/ nor	146 12%	25 14%	34 14%	23 10%	33 16% f	22 13%	30 9%	146 12%	84 14% i	61 10%	43 12%	40 12%	33 13%	29 12%	83 12%	62 12%	146 12%
Slightly agree	239 20%	43 25% ef	54 22% ef	47 20% f	51 24% ef	22 13%	44 13%	239 20% ef	128 22%	111 18%	76 22% l	70 20%	37 14%	56 22% l	147 21% l	93 18%	239 20%
Strongly agree	678 56%	81 46%	137 54%	132 56%	107 51%	113 65% abcdg	221 66% abcdg	678 56% a	293 50%	385 62% h	185 53%	188 54%	157 61% n	147 58%	373 54%	305 60% n	678 56%
TOTAL AGREE	917 76%	124 71%	192 76%	179 75%	158 75%	134 78%	265 80% a	917 76%	421 72%	496 80% h	261 75%	259 74%	194 76%	203 80%	520 75%	397 78%	917 76%
Don't know	12 1%	4 2% d	3 1%	3 1%	- -%	1 1%	3 1%	12 1%	7 1%	5 1%	- -%	3 1%	5 2% jn	3 1% j	3 *% jn	9 2% jn	12 1%
TOTAL NEITHER/ DON'T KNOW	158 13%	28 16% f	37 15%	26 11%	33 16% f	23 13%	33 10%	158 13%	91 15% i	66 11%	43 12%	44 13%	39 15%	33 13%	86 12%	71 14%	158 13%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN38A. (SHOWCARD) AGREEMENT WITH STATEMENT - Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Strongly disagree	65 5%	51 5%	10 10% ade	4 8% d	1 3%	65 5%	59 6%	6 4%	3 2%	61 6%	55 6%	6 4%	61 5%
Slightly disagree	66 5%	52 5%	10 10% ade	3 7%	1 3%	66 5%	61 6%	5 3%	2 2%	64 6%	61 6% k	2 1%	63 6% k
TOTAL DISAGREE	131 11%	103 10%	20 20% ade	7 15% d	1 6%	131 11% d	120 11%	12 7%	5 5%	124 12% h	116 12% k	8 5%	124 11% k
Neither/ nor	146 12%	130 13% d	9 8%	6 12%	2 6%	146 12% d	126 12%	20 12%	6 5%	131 12% h	124 13%	15 10%	139 12%
Slightly agree	239 20%	204 20%	19 19%	9 18%	7 28% ace	239 20%	212 20%	27 17%	18 16%	210 20%	208 21% k	22 14%	230 20%
Strongly agree	678 56%	586 57%	53 52%	26 55%	13 58%	678 56%	579 55%	99 61%	80 73% i	583 55%	531 54%	111 70% jl	641 56%
TOTAL AGREE	917 76%	790 76%	72 72%	35 73%	20 86% abce	917 76%	791 76%	126 78%	98 89% i	793 75%	738 75%	133 84% jl	871 76%
Don't know	12 1%	11 1%	- -%	* 1%	* 2%	12 1%	8 1%	4 3% f	1 1%	10 1%	9 1%	2 1%	11 1%
TOTAL NEITHER/ DON'T KNOW	158 13%	141 14%	9 8%	6 12%	2 8%	158 13%	134 13%	24 15%	7 7%	141 13% h	133 13%	18 11%	151 13%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN38B. (SHOWCARD) AGREEMENT WITH STATEMENT - As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Strongly disagree	234	29	44	48	41	40	73	234	93	141	73	79	30	52	152	82	234
	19%	17%	17%	20%	20%	23%	22%	19%	16%	23% h	21% l	23% lo	12%	20% l	22% lo	16%	19% l
Slightly disagree	213	29	56	42	33	27	52	213	99	113	77	59	41	35	136	77	213
	18%	17%	22% f	18%	16%	16%	16%	18%	17%	18%	22% mo	17%	16%	14%	20% o	15%	18%
TOTAL DISAGREE	447	58	99	91	75	66	124	447	193	254	150	138	71	87	288	159	447
	37%	33%	39%	38%	36%	39%	37%	37%	33%	41% h	43% lmo	40% lo	28%	34%	41% lo	31%	37% lo
Neither/ nor	235	34	39	55	44	36	63	235	117	118	63	64	59	50	127	108	235
	19%	20%	15%	23% b	21%	21%	19%	19%	20%	19%	18%	18%	23%	20%	18%	21%	19%
Slightly agree	265	44	54	48	45	37	74	265	144	121	74	77	59	56	150	115	265
	22%	26%	21%	20%	22%	21%	22%	22%	25% i	20%	21%	22%	23%	22%	22%	23%	22%
Strongly agree	210	29	51	35	39	25	55	210	116	94	53	56	52	48	109	100	210
	17%	16%	20%	15%	19%	14%	17%	17%	20% i	15%	15%	16%	20%	19%	16%	20%	17%
TOTAL AGREE	475	73	105	84	84	61	129	475	260	215	127	133	111	104	260	215	475
	39%	42%	42%	35%	40%	36%	39%	39%	44% i	35%	36%	38%	43%	41%	37%	42%	39%
Don't know	49	8	9	9	6	8	16	49	19	30	10	12	15	12	22	27	49
	4%	5%	4%	4%	3%	5%	5%	4%	3%	5%	3%	4%	6%	5%	3%	5%	4%
TOTAL NEITHER/ DON'T KNOW	284	43	48	64	51	44	79	284	136	148	73	76	74	62	149	136	284
	24%	25%	19%	27% b	24%	26%	24%	24%	23%	24%	21%	22%	29% jn	24%	21%	27% n	24%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN38B. (SHOWCARD) AGREEMENT WITH STATEMENT - As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Strongly disagree	234 19%	207 20% b	9 9%	14 29% abde	4 19% b	234 19% b	201 19%	33 21%	21 19%	209 20%	195 20%	33 21%	229 20%
Slightly disagree	213 18%	175 17%	23 23%	11 24% ae	4 17%	213 18%	180 17%	32 20%	16 15%	192 18%	180 18%	23 15%	204 18%
TOTAL DISAGREE	447 37%	381 37%	32 32%	25 54% abde	8 36%	447 37%	381 36%	66 41%	37 34%	401 38%	376 38%	56 36%	432 38%
Neither/ nor	235 19%	197 19%	26 26% c	8 17%	5 21%	235 19%	208 20%	28 17%	14 13%	209 20%	191 19%	31 20%	223 19%
Slightly agree	265 22%	229 22%	23 23%	8 16%	6 25% c	265 22%	235 22%	30 19%	22 20%	232 22%	221 22%	28 18%	249 22%
Strongly agree	210 17%	188 18% cd	14 14%	6 12%	2 10%	210 17% d	181 17%	29 18%	27 24%	180 17%	166 17%	32 20%	198 17%
TOTAL AGREE	475 39%	416 40% c	37 37%	13 28%	8 35%	475 39% c	416 40%	59 37%	48 44%	412 39%	387 39%	60 38%	447 39%
Don't know	49 4%	40 4%	6 6%	1 2%	2 9% ace	49 4%	40 4%	9 5%	10 9% i	36 3%	33 3%	11 7% j	45 4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN38B. (SHOWCARD) AGREEMENT WITH STATEMENT - As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
TOTAL NEITHER/ DON'T KNOW	284	237	32	9	7	284	248	36	24	245	225	42	267
	24%	23%	31% ace	19%	30% c	24%	24%	23%	22%	23%	23%	27%	23%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN39. (SHOWCARD) When you find factual information online, perhaps on social media or on search engines like Google do you ever check the accuracy of the information in any of these ways? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Check different websites to see if the same information appears on them all	539 45%	89 51% f	114 45%	107 45%	105 50% f	79 46%	124 37%	539 45% f	274 47%	265 43%	197 56% klmop	157 45% mo	100 39%	86 34%	353 51% lmop	185 36%	539 45% mo
Check that the website address looks genuine	390 32%	61 35% f	100 40% fg	79 33%	65 31%	56 32%	86 26%	390 32% f	192 33%	198 32%	135 39% lmop	121 35% mo	71 28%	63 25%	255 37% lmo	134 26%	390 32% mo
Check the credibility of the information (authors name or link to original publication)	300 25%	32 18%	65 26%	64 27% a	59 28% a	56 32% afg	80 24%	300 25%	153 26%	146 24%	116 33% lmop	92 26% mo	51 20%	41 16%	208 30% lmop	92 18%	300 25% mo
Check whether the site looks professional	256 21%	43 25%	62 25%	45 19%	43 20%	41 24%	63 19%	256 21%	126 21%	130 21%	88 25% lo	79 23% lo	41 16%	48 19%	167 24% lo	89 17%	256 21%
Check whether people I trust use the site or sites	249 21%	39 22%	65 26% f	51 21%	39 18%	36 21%	56 17%	249 21%	115 20%	133 22%	78 22%	71 20%	46 18%	53 21%	149 21%	100 20%	249 21%
Check whether the site is regularly updated	198 16%	27 16%	49 20%	38 16%	37 18%	30 18%	46 14%	198 16%	101 17%	97 16%	82 24% lmop	62 18% lmo	30 12%	24 9%	144 21% lmop	54 11%	198 16% mo

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN39. (SHOWCARD) When you find factual information online, perhaps on social media or on search engines like Google do you ever check the accuracy of the information in any of these ways? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
ANY OF THESE CHECKS MADE	810	130	177	165	139	120	200	810	401	408	274	234	159	144	507	303	810
	67%	75%	70%	69%	66%	70%	60%	67%	68%	66%	78%	67%	62%	57%	73%	59%	67%
		fg	f	f		f		f			klmop	mo			lmop		mo
I don't make any of these checks	371	37	69	71	65	52	129	371	177	194	75	109	87	101	184	187	371
	31%	21%	27%	30%	31%	30%	39%	31%	30%	31%	22%	31%	34%	40%	26%	37%	31%
				a	a		abceg	a			j	j	jn	jknp	jnp	jnp	jn
Don't know	25	7	6	3	6	*	4	25	10	15	1	5	11	8	6	19	25
	2%	4%	2%	1%	3%	*%	1%	2%	2%	2%	*%	1%	4%	3%	1%	4%	2%
		ef			e								jknp	jn		jknp	jn

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN39. (SHOWCARD) When you find factual information online, perhaps on social media or on search engines like Google do you ever check the accuracy of the information in any of these ways? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Check different websites to see if the same information appears on them all	539 45%	462 45% d	45 45%	24 51% d	8 35%	539 45% d	469 45%	70 43%	30 27%	501 47% h	469 47% k	49 31%	518 45% k
Check that the website address looks genuine	390 32%	339 33% d	28 28%	16 34%	6 25%	390 32%	342 33%	48 30%	26 23%	357 34% h	337 34% k	40 25%	377 33% k
Check the credibility of the information (authors name or link to original publication)	300 25%	273 26% bd	15 15%	10 20% d	2 9%	300 25% bd	269 26%	31 19%	19 17%	276 26% h	255 26%	35 22%	289 25%
Check whether the site looks professional	256 21%	233 22% bc	13 12%	6 13%	4 18%	256 21% bc	225 22%	31 19%	13 12%	237 22% h	218 22%	31 19%	249 22%
Check whether people I trust use the site or sites	249 21%	221 21% b	14 14%	9 18%	5 21%	249 21% b	219 21%	30 19%	19 18%	224 21%	221 22% k	21 13%	242 21% k
Check whether the site is regularly updated	198 16%	180 17% bc	10 10%	5 11%	3 12%	198 16% b	178 17%	21 13%	11 10%	181 17%	178 18% k	16 10%	193 17% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN39. (SHOWCARD) When you find factual information online, perhaps on social media or on search engines like Google do you ever check the accuracy of the information in any of these ways? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
ANY OF THESE CHECKS MADE	810	694	70	32	14	810	697	112	57	734	687	88	775
	67%	67%	70%	68%	59%	67%	67%	70%	52%	69%	70%	56%	68%
		d	d			d				h	k		k
I don't make any of these checks	371	318	29	15	9	371	329	43	46	310	279	67	346
	31%	31%	29%	32%	40%	31%	31%	27%	41%	29%	28%	42%	30%
					abe				i			jl	
Don't know	25	23	2	-	*	25	19	6	8	15	21	3	24
	2%	2%	2%	-%	1%	2%	2%	4%	7%	1%	2%	2%	2%
		c							i				

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 87

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN40. (SHOWCARD) When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
If the site looks secure (has the padlock symbol or uses 'https')	686 57%	104 60%	150 59%	144 60% f	116 55%	104 60%	173 52%	686 57%	337 57%	350 57%	218 63% lmo	206 59% mo	138 54%	123 49%	425 61% mo	261 51%	686 57% mo
If I'm familiar with the company or brand	576 48%	91 52% d	129 51% d	119 50%	87 41%	86 50%	151 45%	576 48%	284 48%	292 47%	191 55% lmop	183 53% lmo	109 43%	93 37%	374 54% lmop	202 40%	576 48% mo
If there is a link to another reputable service like PayPal	541 45%	71 41%	117 46%	133 56% abdfg	86 41%	83 48%	135 41%	541 45%	261 44%	280 45%	178 51% mo	160 46% m	111 43%	92 37%	338 49% mo	203 40%	541 45% m
If there is a guarantee my details won't be shared with anyone else.	342 28%	47 27%	77 31%	73 31%	64 30%	50 29%	81 24%	342 28%	163 28%	178 29%	107 31%	105 30%	61 24%	69 28%	212 30% l	130 26%	342 28%
If the site is recommended by friends/family	247 20%	42 24%	60 24%	50 21%	34 16%	34 20%	60 18%	247 20%	115 19%	133 21%	80 23% l	77 22%	41 16%	48 19%	157 23% lo	90 18%	247 20%
If the site is listed by a search engine such as Google or Bing	149 12%	20 11%	41 16% c	17 7%	35 17% c	20 12%	38 11%	149 12% c	70 12%	79 13%	48 14%	48 14%	27 10%	27 11%	95 14%	54 11%	149 12%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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IN40. (SHOWCARD) When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
If it's the only way to get the service or product I want	111	21	31	15	21	16	24	111	61	51	38	35	17	20	74	38	111
	9%	12%	12%	6%	10%	10%	7%	9%	10%	8%	11%	10%	7%	8%	11%	7%	9%
		c	cf														
Other	12	1	-	1	2	3	7	12	9	3	5	4	3	1	8	4	12
	1%	1%	-%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
						b	b										
TOTAL - ANY OF THESE	964	143	199	199	165	147	258	964	473	491	296	289	199	181	584	380	964
	80%	82%	79%	84%	79%	86%	77%	80%	80%	80%	85%	83%	77%	72%	84%	75%	80%
						f					lmo	mo			lmop		mo
I enter my credit or debit card details online whenever they are required	46	4	18	6	9	3	8	46	25	21	12	8	14	13	20	26	46
	4%	2%	7%	3%	4%	2%	3%	4%	4%	3%	3%	2%	5%	5%	3%	5%	4%
			acefg													kn	
I don't buy things online	182	23	32	30	31	21	66	182	85	97	42	46	37	56	89	94	182
	15%	13%	13%	13%	15%	12%	20%	15%	14%	16%	12%	13%	15%	22%	13%	18%	15%
						bceg								jklnp		jkn	
Don't know	15	3	3	3	4	-	*	15	6	9	*	4	7	3	4	10	15
	1%	2%	1%	1%	2%	-%	1%	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%
		f		f	f							jn	j			jn	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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IN40. (SHOWCARD) When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
If the site looks secure (has the padlock symbol or uses 'https')	686 57%	576 56%	68 68% ade	30 62%	12 53%	686 57%	593 57%	93 58%	33 30%	645 61% h	588 60% k	77 49%	665 58% k
If I'm familiar with the company or brand	576 48%	491 47% d	56 55% cd	21 45%	8 36%	576 48% d	500 48%	76 47%	26 24%	537 51% h	491 50% k	61 39%	552 48% k
If there is a link to another reputable service like PayPal	541 45%	460 44%	47 47%	22 46%	13 55% ae	541 45%	474 45%	67 41%	24 22%	506 48% h	466 47%	63 40%	528 46%
If there is a guarantee my details won't be shared with anyone else.	342 28%	299 29%	25 24%	12 26%	6 25%	342 28%	296 28%	46 28%	18 17%	318 30% h	292 30% k	35 22%	327 29%
If the site is recommended by friends/ family	247 20%	220 21% b	14 14%	7 16%	5 21%	247 20%	214 20%	33 21%	15 14%	226 21%	210 21%	29 19%	239 21%
If the site is listed by a search engine such as Google or Bing	149 12%	138 13% bc	6 6%	3 6%	3 12%	149 12% bc	134 13%	16 10%	6 6%	139 13% h	131 13% k	11 7%	142 12% k

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

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IN40. (SHOWCARD) When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
If it's the only way to get the service or product I want	111 9%	102 10% b	5 5%	3 6%	2 8%	111 9%	104 10% g	7 4%	4 3%	105 10% h	103 10% k	6 4%	109 10% k
Other	12 1%	11 1%	1 1%	1 2%	- -%	12 1%	9 1%	4 2%	1 1%	11 1%	8 1%	4 3% j	12 1%
TOTAL - ANY OF THESE	964 80%	816 79%	92 91% acde	37 79%	19 83%	964 80%	834 80%	131 81%	52 48%	887 84% h	810 82% k	115 73%	925 81% k
I enter my credit or debit card details online whenever they are required	46 4%	40 4%	3 3%	2 4%	2 6%	46 4%	36 3%	10 6%	7 6%	38 4%	41 4%	3 2%	44 4%
I don't buy things online	182 15%	165 16% bd	7 7%	8 17% b	2 10%	182 15% b	163 16%	19 12%	49 45% i	123 12%	124 13%	40 26% jl	164 14%
Don't know	15 1%	14 1%	- -%	* 1%	* *%	15 1%	13 1%	1 1%	2 1%	11 1%	15 1%	- -%	15 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 88

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN40. (SHOWCARD) When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : Those who say they buy things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1309	202	234	259	229	188	385	1309	628	681	346	447	255	261	793	516	1309
Effective Weighted Sample	1008	150	188	203	179	152	297	1008	485	523	278	342	201	195	612	396	1008
Total	1024	151	220	208	178	151	266	1024	504	520	307	301	219	196	609	415	1024
If the site looks secure (has the padlock symbol or uses 'https')	686 67%	104 69%	150 68%	144 69%	116 65%	104 69%	173 65%	686 67%	337 67%	350 67%	218 71% o	206 69%	138 63%	123 63%	425 70% o	261 63%	686 67%
If I'm familiar with the company or brand	576 56%	91 60% d	129 58%	119 57%	87 49%	86 57%	151 57%	576 56%	284 56%	292 56%	191 62% lmo	183 61% lmo	109 50%	93 47%	374 62% lmop	202 49%	576 56% mo
If there is a link to another reputable service like PayPal	541 53%	71 47%	117 53%	133 64% abdfg	86 48%	83 55%	135 51%	541 53%	261 52%	280 54%	178 58% mo	160 53%	111 51%	92 47%	338 56% mo	203 49%	541 53%
If there is a guarantee my details won't be shared with anyone else.	342 33%	47 31%	77 35%	73 35%	64 36%	50 33%	81 31%	342 33%	163 32%	178 34%	107 35%	105 35%	61 28%	69 35%	212 35%	130 31%	342 33%
If the site is recommended by friends/family	247 24%	42 28%	60 27%	50 24%	34 19%	34 22%	60 22%	247 24%	115 23%	133 25%	80 26%	77 26%	41 19%	48 25%	157 26% l	90 22%	247 24%
If the site is listed by a search engine such as Google or Bing	149 15%	20 13%	41 18% c	17 8%	35 20% c	20 13%	38 14% c	149 15% c	70 14%	79 15%	48 16%	48 16%	27 12%	27 14%	95 16%	54 13%	149 15%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 88

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN40. (SHOWCARD) When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : Those who say they buy things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1309	202	234	259	229	188	385	1309	628	681	346	447	255	261	793	516	1309
Effective Weighted Sample	1008	150	188	203	179	152	297	1008	485	523	278	342	201	195	612	396	1008
Total	1024	151	220	208	178	151	266	1024	504	520	307	301	219	196	609	415	1024
If it's the only way to get the service or product I want	111	21	31	15	21	16	24	111	61	51	38	35	17	20	74	38	111
	11%	14%	14%	7%	12%	11%	9%	11%	12%	10%	12%	12%	8%	10%	12%	9%	11%
		c	c														
Other	12	1	-	1	2	3	7	12	9	3	5	4	3	1	8	4	12
	1%	1%	-%	1%	1%	2%	3%	1%	2%	1%	1%	1%	2%	*%	1%	1%	1%
						b	b										
TOTAL - ANY OF THESE	964	143	199	199	165	147	258	964	473	491	296	289	199	181	584	380	964
	94%	95%	90%	96%	93%	98%	97%	94%	94%	94%	96%	96%	91%	92%	96%	92%	94%
				b		bd	bd				lo	lo			lmo		
I enter my credit or debit card details online whenever they are required	46	4	18	6	9	3	8	46	25	21	12	8	14	13	20	26	46
	5%	3%	8%	3%	5%	2%	3%	5%	5%	4%	4%	3%	6%	6%	3%	6%	5%
			acefg											k		kn	
Don't know	15	3	3	3	4	-	*	15	6	9	*	4	7	3	4	10	15
	1%	2%	1%	2%	2%	-%	*%	1%	1%	2%	*%	1%	3%	2%	1%	2%	1%
		f			f								jn	j		jn	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 88

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN40. (SHOWCARD) When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : Those who say they buy things online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1309	825	160	156	168	1309	1092	217	81	1190	1075	175	1250
Effective Weighted Sample	1008	781	149	153	158	1008	852	157	60	920	834	131	962
Total	1024	869	94	39	21	1024	881	142	61	935	864	118	982
If the site looks secure (has the padlock symbol or uses 'https')	686 67%	576 66%	68 72% d	30 75% ad	12 59%	686 67% d	593 67%	93 66%	** **	645 69%	588 68%	77 65%	665 68%
If I'm familiar with the company or brand	576 56%	491 56% d	56 59% d	21 54% d	8 40%	576 56% d	500 57%	76 53%	** **	537 57%	491 57%	61 52%	552 56%
If there is a link to another reputable service like PayPal	541 53%	460 53%	47 50%	22 56%	13 61%	541 53%	474 54%	67 47%	** **	506 54%	466 54%	63 53%	528 54%
If there is a guarantee my details won't be shared with anyone else.	342 33%	299 34% b	25 26%	12 31%	6 28%	342 33%	296 34%	46 32%	** **	318 34%	292 34%	35 30%	327 33%
If the site is recommended by friends/ family	247 24%	220 25% b	14 15%	7 19%	5 24%	247 24% b	214 24%	33 24%	** **	226 24%	210 24%	29 25%	239 24%
If the site is listed by a search engine such as Google or Bing	149 15%	138 16% bc	6 7%	3 7%	3 13%	149 15% bc	134 15%	16 11%	** **	139 15%	131 15%	11 9%	142 14%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 88

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IN40. (SHOWCARD) When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : Those who say they buy things online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1309	825	160	156	168	1309	1092	217	81	1190	1075	175	1250
Effective Weighted Sample	1008	781	149	153	158	1008	852	157	60	920	834	131	962
Total	1024	869	94	39	21	1024	881	142	61	935	864	118	982
If it's the only way to get the service or product I want	111 11%	102 12% b	5 5%	3 7%	2 9%	111 11% b	104 12% g	7 5%	** **	105 11%	103 12% k	6 5%	109 11% k
Other	12 1%	11 1%	1 1%	1 2%	- -%	12 1%	9 1%	4 3%	** **	11 1%	8 1%	4 4% jl	12 1%
TOTAL - ANY OF THESE	964 94%	816 94%	92 97% d	37 95%	19 92%	964 94%	834 95%	131 92%	** **	887 95%	810 94%	115 97%	925 94%
I enter my credit or debit card details online whenever they are required	46 5%	40 5%	3 3%	2 5%	2 7%	46 5%	36 4%	10 7%	** **	38 4%	41 5%	3 3%	44 4%
Don't know	15 1%	14 2%	- -%	* 1%	* 1%	15 1%	13 2%	1 1%	** **	11 1%	15 2%	- -%	15 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 89

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN41. (SHOWCARD) Lots of websites now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? I look to see.... IF NECESSARY - By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. (MULTI CODE)

Base : Those who go online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
PROMPTED RESPONSES																	
If the site looks secure (has the padlock symbol or uses 'https')	688	108	148	143	116	106	173	688	335	353	213	200	148	127	413	275	688
	57%	62%	59%	60%	56%	62%	52%	57%	57%	57%	61%	58%	57%	50%	59%	54%	57%
		f				f					mo				m		
If I'm familiar with the company or brand	554	96	112	102	96	85	148	554	276	278	174	181	100	98	356	198	554
	46%	55%	44%	43%	46%	49%	45%	46%	47%	45%	50%	52%	39%	39%	51%	39%	46%
		bcfg									lmo	lmop			lmop		lmo
If there is a link to another reputable service like PayPal	447	61	94	108	69	72	115	447	210	237	133	133	96	85	265	181	447
	37%	35%	37%	45%	33%	42%	35%	37%	36%	38%	38%	38%	38%	34%	38%	36%	37%
				adfg													
If there is a guarantee my details won't be shared with anyone else.	404	64	89	86	70	58	95	404	182	222	130	121	75	78	251	153	404
	33%	37%	35%	36%	34%	34%	29%	33%	31%	36%	37%	35%	29%	31%	36%	30%	33%
											o				o		
If the site is recommended by friends/family	272	47	65	57	38	35	64	272	130	142	73	84	48	66	157	115	272
	23%	27%	26%	24%	18%	20%	19%	23%	22%	23%	21%	24%	19%	26%	23%	23%	23%
		df												l			

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 89

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN41. (SHOWCARD) Lots of websites now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? I look to see.... IF NECESSARY - By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
If it's the only way to get the service or product I want	124 10%	17 10%	29 12%	24 10%	24 11%	16 9%	30 9%	124 10%	63 11%	61 10%	41 12% o	46 13% lmo	18 7%	19 7%	87 13% lmo	37 7%	124 10% o
If the site is listed by a search engine such as Google or Bing	112 9%	13 7%	25 10%	17 7%	22 10%	18 11%	35 11%	112 9%	52 9%	60 10%	32 9%	34 10%	18 7%	29 11%	66 9%	47 9%	112 9%
UNPROMPTED RESPONSES																	
I don't do this/ I never register online/ I don't give out my personal details	26 2%	2 1%	3 1%	4 2%	4 2%	4 2%	14 4% abg	26 2%	10 2%	16 3%	6 2%	6 2%	5 2%	9 3%	13 2%	13 3%	26 2%
Other	14 1%	* *%	4 2%	2 1%	2 1%	2 1%	5 2%	14 1%	6 1%	8 1%	6 2%	5 2%	2 1%	* *%	11 2%	3 1%	14 1%
I register my details online whenever they are required	93 8%	8 4%	24 9% e	25 10% aef	19 9% e	6 4%	17 5%	93 8%	48 8%	45 7%	30 9%	24 7%	19 7%	20 8%	54 8%	39 8%	93 8%
Don't know	78 6%	8 4%	17 7%	10 4%	14 7%	6 4%	29 9% ce	78 6%	35 6%	43 7%	20 6%	15 4%	22 8% kn	21 9% kn	35 5%	43 8% kn	78 6%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 89

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IN41. (SHOWCARD) Lots of websites now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? I look to see.... IF NECESSARY - By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
PROMPTED RESPONSES													
If the site looks secure (has the padlock symbol or uses 'https')	688 57%	582 56%	66 65% ade	28 58%	12 53%	688 57%	594 57%	94 59%	36 33%	642 61% h	588 60% k	75 47%	663 58% k
If I'm familiar with the company or brand	554 46%	474 46% d	52 52% d	20 42%	8 35%	554 46% d	487 47%	68 42%	29 26%	511 48% h	485 49% k	51 32%	536 47% k
If there is a link to another reputable service like PayPal	447 37%	380 37%	38 38%	18 38%	11 46% ae	447 37%	380 36%	67 41%	19 17%	418 39% h	385 39% k	48 31%	433 38%
If there is a guarantee my details won't be shared with anyone else.	404 33%	342 33% d	40 39% d	16 34%	6 25%	404 33% d	345 33%	58 36%	21 19%	376 35% h	350 35% k	41 26%	391 34% k
If the site is recommended by friends/ family	272 23%	246 24% bc	14 14%	7 16%	5 19%	272 23% bc	243 23%	29 18%	22 20%	239 23%	237 24% k	25 16%	262 23% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 89

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN41. (SHOWCARD) Lots of websites now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? I look to see.... IF NECESSARY - By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
If it's the only way to get the service or product I want	124 10%	113 11% b	5 5%	4 8%	2 9%	124 10% b	110 11%	14 9%	6 6%	114 11%	112 11% k	10 6%	122 11%
If the site is listed by a search engine such as Google or Bing	112 9%	99 10%	7 7%	4 8%	2 9%	112 9%	99 9%	14 8%	8 7%	103 10%	101 10% k	9 6%	110 10%
UNPROMPTED RESPONSES													
I don't do this/ I never register online/ I don't give out my personal details	26 2%	24 2%	* *%	2 4% b	* 1%	26 2%	23 2%	3 2%	10 9% i	16 2%	15 1%	9 5% jl	23 2%
Other	14 1%	12 1%	1 1%	1 2%	* *%	14 1%	13 1%	1 *%	1 1%	12 1%	11 1%	1 1%	13 1%
I register my details online whenever they are required	93 8%	84 8%	4 4%	2 5%	2 9%	93 8%	87 8% g	6 4%	7 6%	83 8%	76 8%	13 8%	89 8%
Don't know	78 6%	68 7%	4 4%	4 9% b	1 6%	78 6%	68 6%	10 6%	27 25% i	47 4%	46 5%	21 13% jl	67 6%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 90

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN42A. (SHOWCARD) AGREEMENT WITH STATEMENT - I give out inaccurate or false details on some websites to protect my personal identity online (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Strongly disagree	565 47%	60 35%	97 38%	105 44%	95 45%	106 62%	207 62%	565 47%	261 44%	304 49%	158 45%	149 43%	131 51%	127 50%	307 44%	257 51%	565 47%
					a	abcdg	abcdg	ab								kn	
Slightly disagree	161 13%	28 16%	38 15%	32 13%	26 12%	20 11%	37 11%	161 13%	85 14%	76 12%	60 17%	43 12%	28 11%	30 12%	103 15%	58 11%	161 13%
											lo						
TOTAL DISAGREE	726 60%	89 51%	135 54%	137 58%	121 58%	126 73%	244 73%	726 60%	346 59%	380 62%	218 62%	192 55%	159 62%	157 62%	410 59%	316 62%	726 60%
						abcdg	abcdg	a								k	
Neither/ nor	135 11%	23 13%	28 11%	33 14%	24 11%	14 8%	28 8%	135 11%	64 11%	71 11%	32 9%	50 14%	27 10%	26 10%	82 12%	53 10%	135 11%
				f								j					
Slightly agree	197 16%	40 23%	49 20%	43 18%	36 17%	17 10%	28 8%	197 16%	103 17%	94 15%	58 17%	64 18%	37 14%	38 15%	122 18%	74 15%	197 16%
		efg	ef	ef	ef			ef									
Strongly agree	123 10%	21 12%	30 12%	20 8%	26 12%	13 8%	26 8%	123 10%	61 10%	62 10%	38 11%	35 10%	26 10%	24 9%	73 11%	50 10%	123 10%
TOTAL AGREE	320 27%	61 35%	80 32%	63 27%	62 30%	30 18%	54 16%	320 27%	164 28%	156 25%	96 27%	100 29%	63 25%	61 24%	195 28%	124 24%	320 27%
		efg	ef	ef	ef			ef									
Don't know	26 2%	1 1%	10 4%	5 2%	3 1%	1 1%	7 2%	26 2%	14 2%	11 2%	4 1%	6 2%	8 3%	8 3%	9 1%	16 3%	26 2%
			ae											n		jn	
TOTAL NEITHER/ DON'T KNOW	160 13%	24 14%	37 15%	37 16%	26 13%	16 9%	35 10%	160 13%	78 13%	82 13%	36 10%	56 16%	35 14%	34 14%	91 13%	69 14%	160 13%
				e								j					

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 90

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN42A. (SHOWCARD) AGREEMENT WITH STATEMENT - I give out inaccurate or false details on some websites to protect my personal identity online (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Strongly disagree	565 47%	468 45%	54 54%	28 58% ae	15 64% abe	565 47%	494 47%	71 44%	54 49%	497 47%	440 45%	98 62% jl	538 47%
Slightly disagree	161 13%	137 13%	15 15%	5 11%	4 16%	161 13%	136 13%	26 16%	11 10%	146 14%	137 14%	19 12%	156 14%
TOTAL DISAGREE	726 60%	605 59%	69 69% ae	33 69% ae	19 81% abce	726 60%	629 60%	97 60%	64 58%	643 61%	578 59%	116 73% jl	694 61%
Neither/ nor	135 11%	123 12% bd	6 6%	4 7%	2 7%	135 11%	120 12%	14 9%	13 12%	115 11%	110 11%	14 9%	124 11%
Slightly agree	197 16%	173 17% d	16 16% d	6 12% d	1 6%	197 16% d	175 17%	21 13%	20 19%	171 16%	175 18% k	15 9%	189 17% k
Strongly agree	123 10%	109 11%	8 8%	4 9%	1 6%	123 10%	98 9%	25 16% f	5 5%	111 11%	106 11%	11 7%	117 10%
TOTAL AGREE	320 27%	282 27% d	25 24% d	10 21% d	3 12%	320 27% d	273 26%	47 29%	26 23%	282 27%	281 28% k	25 16%	306 27% k
Don't know	26 2%	23 2%	1 1%	2 3% d	* *%	26 2%	22 2%	4 2%	7 6% i	18 2%	19 2%	3 2%	22 2%
TOTAL NEITHER/ DON'T KNOW	160 13%	147 14% bd	7 7%	5 11%	2 7%	160 13% bd	142 14%	18 11%	20 18%	133 13%	129 13%	17 11%	146 13%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 91

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN42B. (SHOWCARD) AGREEMENT WITH STATEMENT - I am happy to provide personal information online as long as I get what I want. (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Strongly disagree	364 30%	46 26%	55 22%	63 27%	66 32% b	60 35% b	133 40% abcdg	364 30% b	148 25%	215 35% h	109 31%	95 27%	76 30%	84 33%	204 29%	159 31%	364 30%
Slightly disagree	195 16%	21 12%	45 18%	45 19% f	42 20% af	24 14%	42 13%	195 16%	101 17%	94 15%	59 17%	62 18% m	46 18% m	28 11%	121 17% m	74 14%	195 16% m
TOTAL DISAGREE	558 46%	66 38%	100 40%	109 46%	108 51% ab	84 49% a	175 53% abg	558 46% a	249 42%	309 50% h	168 48%	158 45%	122 47%	111 44%	325 47%	233 46%	558 46%
Neither/ nor	215 18%	40 23% d	46 18%	49 21% d	28 13%	32 18%	53 16%	215 18%	109 19%	106 17%	55 16%	67 19%	39 15%	53 21%	123 18%	92 18%	215 18%
Slightly agree	284 24%	49 28% f	72 28% f	50 21%	47 23%	37 22%	66 20%	284 24%	154 26% i	130 21%	83 24%	89 26%	60 23%	53 21%	172 25%	112 22%	284 24%
Strongly agree	139 12%	17 10%	33 13%	28 12%	25 12%	18 11%	35 10%	139 12%	73 12%	66 11%	40 11%	33 10%	34 13%	32 13%	73 11%	66 13%	139 12%
TOTAL AGREE	423 35%	67 38%	105 42% f	78 33%	73 35%	56 32%	101 30%	423 35%	227 39% i	196 32%	123 35%	122 35%	94 36%	84 33%	245 35%	178 35%	423 35%
Don't know	10 1%	1 1%	1 1%	2 1%	1 1%	1 *%	4 1%	10 1%	4 1%	6 1%	4 1%	* *%	2 1%	3 1%	4 1%	6 1%	10 1%
TOTAL NEITHER/ DON'T KNOW	225 19%	41 24% d	47 19%	51 21% d	29 14%	32 19%	57 17%	225 19%	113 19%	112 18%	59 17%	68 20%	42 16%	56 22%	127 18%	98 19%	225 19%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 91

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN42B. (SHOWCARD) AGREEMENT WITH STATEMENT - I am happy to provide personal information online as long as I get what I want. (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Strongly disagree	364 30%	322 31% b	16 15%	19 40% abde	7 28% b	364 30% b	319 31%	44 27%	43 39% i	310 29%	279 28%	60 38% jl	339 30%
Slightly disagree	195 16%	165 16%	15 15%	10 22%	5 21%	195 16%	165 16%	29 18%	14 12%	177 17%	167 17%	21 13%	187 16%
TOTAL DISAGREE	558 46%	487 47% b	31 30%	29 62% abde	11 49% b	558 46% b	485 46%	73 46%	57 52%	487 46%	445 45%	81 51%	527 46%
Neither/ nor	215 18%	192 19%	13 13%	6 13%	4 16%	215 18%	185 18%	30 19%	23 21%	178 17%	182 18%	25 16%	207 18%
Slightly agree	284 24%	230 22%	39 39% acde	9 19%	6 26%	284 24%	251 24%	33 20%	16 14%	265 25% h	243 25%	30 19%	272 24%
Strongly agree	139 12%	117 11% c	18 18% acde	2 4%	2 9% c	139 12% c	117 11%	22 14%	12 11%	122 12%	111 11%	21 13%	132 12%
TOTAL AGREE	423 35%	347 34% c	57 56% acde	11 23%	8 35% c	423 35% c	368 35%	55 34%	28 25%	387 37% h	354 36%	50 32%	404 35%
Don't know	10 1%	8 1%	1 1%	1 2%	* 1%	10 1%	7 1%	3 2%	3 2% i	6 1%	6 1%	2 1%	8 1%
TOTAL NEITHER/ DON'T KNOW	225 19%	200 19%	14 14%	7 15%	4 16%	225 19%	192 18%	33 20%	25 23%	184 17%	188 19%	27 17%	215 19%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 92

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN43. (SHOWCARD) Which one of the following options best applies to the following statement: When I come across a news or current affairs story that I am interested in I go to different websites or apps to get a range of points of view (SINGLE CODE)

Base : Those who go online to look at news or current affair websites

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	999	139	168	210	184	145	298	999	510	489	311	363	172	153	674	325	999
Effective Weighted Sample	785	109	139	167	146	120	232	785	396	388	253	279	136	124	526	260	785
Total	806	111	167	173	148	118	207	806	407	400	282	248	149	128	530	276	806
I always do this	157	24	31	28	39	16	36	157	79	79	62	44	27	24	106	52	157
	20%	21%	18%	16%	26%	13%	18%	20%	19%	20%	22%	18%	18%	19%	20%	19%	20%
					cef												
I sometimes do this	352	56	82	82	62	42	70	352	176	176	128	102	62	60	230	122	352
	44%	51%	49%	47%	42%	36%	34%	44%	43%	44%	46%	41%	42%	47%	43%	44%	44%
		ef	ef	f				f									
I rarely do this	152	18	29	27	26	35	51	152	95	56	52	52	30	18	104	48	152
	19%	16%	18%	16%	17%	29%	25%	19%	23%	14%	18%	21%	20%	14%	20%	17%	19%
						abcdg	c		i								
EVER DO THIS	661	98	142	137	127	93	158	661	350	311	242	198	119	102	440	222	661
	82%	88%	85%	79%	85%	79%	76%	82%	86%	78%	86%	80%	80%	80%	83%	80%	82%
		cef	f		f			f	i								
I never do this	145	13	25	36	22	25	50	145	56	89	41	50	30	25	90	55	145
	18%	12%	15%	21%	15%	21%	24%	18%	14%	22%	14%	20%	20%	20%	17%	20%	18%
				a		a	abdg		h								

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 92

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN43. (SHOWCARD) Which one of the following options best applies to the following statement: When I come across a news or current affairs story that I am interested in I go to different websites or apps to get a range of points of view (SINGLE CODE)

Base : Those who go online to look at news or current affair websites

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	N		URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON	
					IRELAND	ALL UK						SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	999	659	110	123	107	999	845	154	62	922	826	132	958
Effective Weighted Sample	785	625	103	120	101	785	673	112	50	723	654	98	750
Total	806	698	64	31	13	806	701	106	52	742	687	87	774
I always do this	157	139	10	6	2	157	135	23	**	150	133	21	154
	20%	20%	16%	19%	14%	20%	19%	21%	**	20%	19%	24%	20%
I sometimes do this	352	304	31	12	6	352	309	44	**	330	311	28	339
	44%	44%	48%	39%	44%	44%	44%	41%	**	44%	45% k	33%	44% k
I rarely do this	152	129	13	6	3	152	135	16	**	137	125	20	144
	19%	18%	21%	20%	23%	19%	19%	15%	**	19%	18%	23%	19%
EVER DO THIS	661	572	54	24	11	661	579	82	**	617	568	69	637
	82%	82%	85%	78%	81%	82%	83%	78%	**	83%	83%	79%	82%
I never do this	145	126	10	7	3	145	122	23	**	125	119	18	137
	18%	18%	15%	22%	19%	18%	17%	22%	**	17%	17%	21%	18%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 93

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN44. Do you ever go online to look for information relating to your work, college, school or to do other official tasks online (e.g. passport applications, tax returns etc.) (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Yes	822	133	180	181	144	111	185	822	402	420	279	245	162	136	524	298	822
	68%	76%	71%	76%	69%	65%	56%	68%	68%	68%	80%	70%	63%	54%	75%	59%	68%
		efg	f	efg	f			f			klmop	mo	m		lmop		mo
No	380	41	71	57	66	59	145	380	184	196	70	102	94	115	172	208	380
	32%	24%	28%	24%	31%	34%	43%	32%	31%	32%	20%	29%	37%	45%	25%	41%	32%
						ac	abcdeg	ac				j	jn	jklnp		jknp	jn
Don't know	4	-	1	-	-	2	2	4	2	1	*	1	1	1	2	2	4
	*%	-%	*%	-%	-%	1%	1%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 93

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN44. Do you ever go online to look for information relating to your work, college, school or to do other official tasks online (e.g. passport applications, tax returns etc.) (SINGLE CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Yes	822	702	73	32	15	822	712	110	55	749	717	77	793
	68%	68%	73% d	68%	63%	68%	68%	68%	50%	71% h	73% k	48%	69% k
No	380	330	27	15	9	380	329	51	54	307	268	81	349
	32%	32%	27%	31%	37% b	32%	32%	32%	49% i	29%	27%	51% jl	30%
Don't know	4	3	*	1	-	4	3	*	1	2	3	1	4
	*%	*%	*%	1% ae	-%	*%	*%	*%	1%	*%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN45. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Search engines - such as Google	1164	169	247	230	205	165	313	1164	569	595	337	335	249	242	673	491	1164
	97%	97%	98%	96%	98%	96%	94%	97%	97%	96%	96%	96%	97%	96%	96%	97%	97%
The Wikipedia website	493	71	106	105	85	76	125	493	251	241	174	143	94	82	317	175	493
	41%	41%	42%	44%	41%	44%	38%	41%	43%	39%	50%	41%	37%	32%	46%	34%	41%
											klmop	mo			lmop		mo
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	480	61	103	103	82	77	132	480	220	260	159	153	98	70	312	168	480
	40%	35%	41%	43%	39%	45%	40%	40%	37%	42%	46%	44%	38%	28%	45%	33%	40%
											mo	mo	m		mop		mo
The BBC website	476	69	89	99	82	78	138	476	245	232	183	154	80	59	337	139	476
	40%	40%	35%	42%	39%	46%	42%	40%	42%	38%	52%	44%	31%	24%	48%	27%	40%
						b					klmop	lmo			lmop		lmo
A Government or local council website	446	53	84	107	70	77	132	446	197	250	168	133	75	70	301	145	446
	37%	30%	33%	45%	33%	45%	40%	37%	33%	40%	48%	38%	29%	28%	43%	28%	37%
				abdg		abd	a			h	klmop	lmo			lmop		lmo
The YouTube website	377	68	88	78	62	55	80	377	206	172	127	108	74	69	235	142	377
	31%	39%	35%	33%	30%	32%	24%	31%	35%	28%	36%	31%	29%	27%	34%	28%	31%
		dfg	f	f		f		f	i		mo				o		
Social media websites or apps (like Facebook, Twitter, Instagram),	316	68	89	69	46	28	45	316	134	183	87	106	62	61	193	123	316
	26%	39%	35%	29%	22%	16%	13%	26%	23%	30%	25%	30%	24%	24%	28%	24%	26%
		cdefg	defg	ef	f			ef		h		o					

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN45. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Online articles	302	58	62	57	56	42	68	302	160	142	127	100	37	38	227	75	302
	25%	33%	25%	24%	27%	25%	20%	25%	27%	23%	36%	29%	14%	15%	33%	15%	25%
		cfg									klmop	lmo			lmop		lmo
ANY OF THESE	1181	173	250	234	205	167	319	1181	577	604	344	340	250	247	684	497	1181
	98%	99%	99%	98%	98%	97%	96%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%
		f	f					f									
None of these	25	1	2	4	5	5	13	25	12	14	6	8	6	6	13	12	25
	2%	1%	1%	2%	2%	3%	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
							abg										

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN45. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Search engines - such as Google	1164	997	99	46	22	1164	1007	157	102	1026	961	147	1108
	97%	96%	98%	97%	96%	97%	96%	97%	93%	97% h	97% k	93%	97% k
The Wikipedia website	493	434	37	15	6	493	435	57	20	462	425	47	472
	41%	42% cd	37% d	32%	25%	41% cd	42%	36%	19%	44% h	43% k	30%	41% k
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	480	413	43	18	6	480	417	63	19	453	415	49	464
	40%	40% d	42% d	38% d	27%	40% d	40%	39%	17%	43% h	42% k	31%	40% k
The BBC website	476	415	36	21	5	476	412	65	27	446	410	47	457
	40%	40% d	35% d	44% d	21%	40% d	39%	40%	24%	42% h	41% k	29%	40% k
A Government or local council website	446	389	34	18	6	446	386	61	20	420	381	50	431
	37%	38% d	34%	37% d	24%	37% d	37%	38%	18%	40% h	39%	32%	38%
The YouTube website	377	332	29	12	4	377	335	42	16	358	340	30	370
	31%	32% d	28% d	26%	18%	31% d	32%	26%	15%	34% h	34% k	19%	32% k
Social media websites or apps (like Facebook, Twitter, Instagram),	316	275	25	12	4	316	280	37	21	294	294	15	309
	26%	27% d	25%	26%	18%	26% d	27%	23%	19%	28% h	30% k	9%	27% k
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 94

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IN45. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Online articles	302	273	18	8	3	302	267	34	12	285	268	23	291
	25%	26%	17%	18%	14%	25%	26%	21%	11%	27%	27%	15%	25%
		bcd				bcd				h	k		k
ANY OF THESE	1181	1013	99	46	23	1181	1023	158	104	1040	974	150	1124
	98%	98%	98%	98%	97%	98%	98%	98%	95%	98%	99%	95%	98%
										h	k		k
None of these	25	22	2	1	1	25	22	4	6	18	13	8	22
	2%	2%	2%	2%	3%	2%	2%	2%	5%	2%	1%	5%	2%
									i			jl	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 95

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN46A. (SHOWCARD) Please use this card to say which one of the following online sources you are most likely to use for finding information for work, college, school or some other official task (SINGLE CODE)

Base : Those who go online to look for information relating to work or college or for other official tasks

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1016	176	187	224	179	129	250	1016	490	526	304	357	184	171	661	355	1016
Effective Weighted Sample	794	133	152	175	142	107	196	794	382	412	247	277	146	132	516	278	794
Total	822	133	180	181	144	111	185	822	402	420	279	245	162	136	524	298	822
Search engines - such as Google	652	110	152	131	121	85	138	652	328	324	215	197	125	115	412	240	652
	79%	83%	84%	72%	84%	77%	74%	79%	82%	77%	77%	81%	77%	84%	79%	80%	79%
		c	cf		cf			c									
A Government or local council website	65	3	9	23	9	8	22	65	20	45	23	18	14	9	42	24	65
	8%	2%	5%	13%	6%	7%	12%	8%	5%	11%	8%	8%	9%	7%	8%	8%	8%
				abdg			ab	a		h							
The Wikipedia website	25	4	6	7	2	6	6	25	13	12	11	6	3	4	18	7	25
	3%	3%	3%	4%	2%	5%	3%	3%	3%	3%	4%	3%	2%	3%	3%	2%	3%
The BBC website	18	4	1	3	2	6	8	18	10	9	8	8	2	1	15	3	18
	2%	3%	1%	2%	2%	6%	4%	2%	2%	2%	3%	3%	1%	1%	3%	1%	2%
						bg	b										
Online articles	17	5	4	4	4	1	2	17	10	7	10	5	2	-	15	2	17
	2%	3%	2%	2%	2%	1%	1%	2%	3%	2%	3%	2%	2%	-%	3%	1%	2%
											mo						
Social media websites or apps (like Facebook, Twitter, Instagram),	11	4	3	4	1	-	-	11	5	6	1	1	4	5	2	9	11
	1%	3%	1%	2%	1%	-%	-%	1%	1%	2%	*%	1%	3%	3%	*%	3%	1%
		f		f								n		jkn		jkn	
The YouTube website	11	-	3	6	1	2	2	11	5	6	3	5	4	-	7	4	11
	1%	-%	2%	3%	1%	2%	1%	1%	1%	1%	1%	2%	2%	-%	1%	1%	1%
				a													

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

OFCEM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 95

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN46A. (SHOWCARD) Please use this card to say which one of the following online sources you are most likely to use for finding information for work, college, school or some other official task (SINGLE CODE)

Base : Those who go online to look for information relating to work or college or for other official tasks

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1016	176	187	224	179	129	250	1016	490	526	304	357	184	171	661	355	1016
Effective Weighted Sample	794	133	152	175	142	107	196	794	382	412	247	277	146	132	516	278	794
Total	822	133	180	181	144	111	185	822	402	420	279	245	162	136	524	298	822
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	2	*	1	*	1	-	-	2	-	2	-	*	2	*	*	2	2
	%	%	1%	%	1%	-%	-%	%	-%	1%	-%	%	1%	%	%	1%	%
ANY OF THESE	803	130	178	177	141	109	177	803	391	412	271	241	157	135	512	291	803
	98%	98%	99%	98%	98%	98%	95%	98%	97%	98%	97%	99%	97%	99%	98%	98%	98%
None of these	19	3	1	3	3	2	9	19	11	8	8	4	5	2	12	7	19
	2%	2%	1%	2%	2%	2%	5%	2%	3%	2%	3%	1%	3%	1%	2%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 95

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN46A. (SHOWCARD) Please use this card to say which one of the following online sources you are most likely to use for finding information for work, college, school or some other official task (SINGLE CODE)

Base : Those who go online to look for information relating to work or college or for other official tasks

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1016	652	122	125	117	1016	853	163	66	928	865	112	977
Effective Weighted Sample	794	621	114	123	110	794	675	121	52	725	682	82	763
Total	822	702	73	32	15	822	712	110	55	749	717	77	793
Search engines - such as Google	652	555	59	26	11	652	566	86	**	597	575	55	630
	79%	79%	81%	81%	79%	79%	79%	78%	**	80%	80%	72%	79%
A Government or local council website	65	54	7	3	1	65	60	6	**	60	54	10	64
	8%	8%	10%	9%	10%	8%	8%	5%	**	8%	8%	13%	8%
The Wikipedia website	25	20	3	2	*	25	20	4	**	22	21	3	24
	3%	3%	4%	5%	2%	3%	3%	4%	**	3%	3%	4%	3%
The BBC website	18	18	-	*	*	18	13	5	**	17	16	-	16
	2%	3%	-%	1%	1%	2%	2%	5%	**	2%	2%	-%	2%
Online articles	17	17	1	-	*	17	16	1	**	15	15	1	16
	2%	2%	1%	-%	2%	2%	2%	1%	**	2%	2%	1%	2%
Social media websites or apps (like Facebook, Twitter, Instagram),	11	11	-	-	1	11	9	2	**	8	11	-	11
	1%	2%	-%	-%	4%	1%	1%	2%	**	1%	2%	-%	1%
					bce								
The YouTube website	11	11	1	*	-	11	10	1	**	11	10	1	11
	1%	1%	1%	1%	-%	1%	1%	1%	**	1%	1%	2%	1%
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	2	1	1	*	*	2	2	*	**	2	2	-	2
	*%	*%	2%	1%	1%	*%	*%	*%	**	*%	*%	-%	*%

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

OFCEM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 95

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IN46A. (SHOWCARD) Please use this card to say which one of the following online sources you are most likely to use for finding information for work, college, school or some other official task (SINGLE CODE)

Base : Those who go online to look for information relating to work or college or for other official tasks

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1016	652	122	125	117	1016	853	163	66	928	865	112	977
Effective Weighted Sample	794	621	114	123	110	794	675	121	52	725	682	82	763
Total	822	702	73	32	15	822	712	110	55	749	717	77	793
ANY OF THESE	803	685	72	31	14	803	697	106	**	733	704	70	775
	98%	98%	99%	97%	99%	98%	98%	96%	**	98%	98% k	92%	98% k
None of these	19	17	1	1	*	19	15	4	**	16	12	6	18
	2%	2%	1%	3%	1%	2%	2%	4%	**	2%	2%	8% jl	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 96

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN46B. (SHOWCARD) You said earlier you looked at news websites or websites about politics or current affairs. Please use this card to say which one of the following online sources you are most likely to use for finding out about news, current affairs or world events? (SINGLE CODE)

Base : Those who go online to look at news or current affair websites

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	999	139	168	210	184	145	298	999	510	489	311	363	172	153	674	325	999
Effective Weighted Sample	785	109	139	167	146	120	232	785	396	388	253	279	136	124	526	260	785
Total	806	111	167	173	148	118	207	806	407	400	282	248	149	128	530	276	806
Search engines - such as Google	426	60	98	96	79	51	94	426	203	223	134	137	83	72	271	155	426
	53%	54%	59%	55%	53%	43%	45%	53%	50%	56%	47%	55%	56%	57%	51%	56%	53%
			ef					f								j	
The BBC website	265	29	43	54	51	52	87	265	147	118	106	79	42	38	185	80	265
	33%	27%	26%	31%	34%	45%	42%	33%	36%	30%	37%	32%	28%	30%	35%	29%	33%
						abcb	abcb				o						
Online articles	25	7	6	3	8	*	2	25	15	10	7	8	8	2	15	10	25
	3%	6%	3%	2%	6%	*%	1%	3%	4%	3%	3%	3%	6%	1%	3%	4%	3%
		cef			cef			f									
Social media websites or apps (like Facebook, Twitter, Instagram),	20	3	8	4	2	1	2	20	6	14	10	6	-	4	16	4	20
	2%	3%	5%	3%	1%	1%	1%	2%	1%	3%	3%	2%	-%	3%	3%	1%	2%
			f								l			l	l		
A Government or local council website	12	4	1	4	2	1	1	12	8	4	3	6	3	*	8	3	12
	1%	3%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	*%	2%	1%	1%
The Wikipedia website	11	1	3	4	1	3	4	11	5	6	3	2	3	3	5	7	11
	1%	*%	2%	2%	*%	3%	2%	1%	1%	2%	1%	1%	2%	3%	1%	2%	1%
The YouTube website	8	2	1	2	2	-	1	8	5	3	4	2	-	1	7	1	8
	1%	2%	*%	1%	1%	-%	1%	1%	1%	1%	2%	1%	-%	1%	1%	1%	1%
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	6	2	1	2	-	*	*	6	4	1	1	*	3	*	2	4	6
	1%	2%	1%	1%	-%	*%	*%	1%	1%	*%	*%	*%	2%	*%	*%	1%	1%
													kn				

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 96

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IN46B. (SHOWCARD) You said earlier you looked at news websites or websites about politics or current affairs. Please use this card to say which one of the following online sources you are most likely to use for finding out about news, current affairs or world events? (SINGLE CODE)

Base : Those who go online to look at news or current affair websites

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	999	139	168	210	184	145	298	999	510	489	311	363	172	153	674	325	999
Effective Weighted Sample	785	109	139	167	146	120	232	785	396	388	253	279	136	124	526	260	785
Total	806	111	167	173	148	118	207	806	407	400	282	248	149	128	530	276	806
ANY OF THESE	773	107	161	169	145	109	191	773	394	379	267	241	143	122	509	265	773
	96%	97%	96%	98%	98%	92%	92%	96%	97%	95%	95%	97%	96%	95%	96%	96%	96%
				ef	ef			f									
None of these	33	3	6	4	4	9	16	33	13	20	15	6	6	6	21	12	33
	4%	3%	4%	2%	2%	8%	8%	4%	3%	5%	5%	3%	4%	5%	4%	4%	4%
						cd	cdg										

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
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IN46B. (SHOWCARD) You said earlier you looked at news websites or websites about politics or current affairs. Please use this card to say which one of the following online sources you are most likely to use for finding out about news, current affairs or world events? (SINGLE CODE)

Base : Those who go online to look at news or current affair websites

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	999	659	110	123	107	999	845	154	62	922	826	132	958
Effective Weighted Sample	785	625	103	120	101	785	673	112	50	723	654	98	750
Total	806	698	64	31	13	806	701	106	52	742	687	87	774
Search engines - such as Google	426	371	31	15	9	426	363	63	**	384	361	49	410
	53%	53%	49%	48%	67%	53%	52%	60%	**	52%	53%	56%	53%
					abce								
The BBC website	265	230	21	11	4	265	233	32	**	251	226	27	253
	33%	33%	33%	35%	27%	33%	33%	31%	**	34%	33%	31%	33%
Online articles	25	22	2	1	*	25	24	2	**	24	24	1	25
	3%	3%	3%	4%	2%	3%	3%	2%	**	3%	3%	2%	3%
Social media websites or apps (like Facebook, Twitter, Instagram),	20	17	2	1	*	20	19	1	**	19	20	-	20
	2%	2%	3%	2%	1%	2%	3%	1%	**	3%	3%	-%	3%
A Government or local council website	12	9	1	1	*	12	10	1	**	12	11	*	12
	1%	1%	2%	4%	1%	1%	1%	1%	**	2%	2%	*%	2%
				a									
The Wikipedia website	11	8	3	-	-	11	10	2	**	11	9	1	10
	1%	1%	5%	-%	-%	1%	1%	2%	**	2%	1%	1%	1%
			acde										
The YouTube website	8	6	2	-	-	8	7	1	**	8	7	-	7
	1%	1%	3%	-%	-%	1%	1%	1%	**	1%	1%	-%	1%
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	6	5	*	*	-	6	5	1	**	4	6	-	6
	1%	1%	1%	1%	-%	1%	1%	1%	**	1%	1%	-%	1%
Columns Tested:	a,b,c,d,e - f,g - h,i - j,k,l												

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 96

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN46B. (SHOWCARD) You said earlier you looked at news websites or websites about politics or current affairs. Please use this card to say which one of the following online sources you are most likely to use for finding out about news, current affairs or world events? (SINGLE CODE)

Base : Those who go online to look at news or current affair websites

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	999	659	110	123	107	999	845	154	62	922	826	132	958
Effective Weighted Sample	785	625	103	120	101	785	673	112	50	723	654	98	750
Total	806	698	64	31	13	806	701	106	52	742	687	87	774
ANY OF THESE	773	669	62	29	13	773	670	103	**	712	664	78	742
	96%	96%	98%	93%	98%	96%	96%	97%	**	96%	97% k	89%	96% k
None of these	33	30	1	2	*	33	31	3	**	30	23	9	32
	4%	4%	2%	7%	2%	4%	4%	3%	**	4%	3%	11% jl	4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 97

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN46C. (SHOWCARD) You said earlier you went online to find information for your leisure time. Please use this card to say which one of the following online sources you are most likely to use for finding out information about your leisure time or for hobbies or entertainment purposes? (SINGLE CODE)

Base : Those who go online to look for information for their leisure time

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1083	180	201	230	189	148	283	1083	515	568	291	379	201	212	670	413	1083
Effective Weighted Sample	846	134	163	182	155	123	218	846	401	446	236	294	163	163	522	325	846
Total	870	133	192	189	157	123	199	870	422	448	266	259	180	165	524	345	870
Search engines - such as Google	696	100	160	150	132	92	152	696	327	369	203	202	158	134	405	291	696
	80%	75%	83%	80%	85%	75%	77%	80%	77%	82%	76%	78%	88%	81%	77%	84%	80%
					ae								jknp			jkn	
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	50	6	7	11	11	11	16	50	28	22	20	19	7	4	39	11	50
	6%	4%	4%	6%	7%	9%	8%	6%	7%	5%	7%	7%	4%	2%	7%	3%	6%
									mo		mo				mo		
The YouTube website	38	15	8	5	6	3	5	38	26	13	13	13	6	7	26	13	38
	4%	11%	4%	3%	4%	2%	2%	4%	6%	3%	5%	5%	3%	4%	5%	4%	4%
		bcd	efg						i								
Social media websites or apps (like Facebook, Twitter, Instagram),	30	9	8	7	2	3	3	30	9	20	5	11	4	9	17	13	30
	3%	7%	4%	4%	1%	2%	2%	3%	2%	5%	2%	4%	2%	6%	3%	4%	3%
		df															
A Government or local council website	13	2	*	6	1	2	4	13	7	6	4	4	3	3	7	6	13
	2%	1%	*%	3%	*%	2%	2%	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%
				b													
The BBC website	10	-	2	*	2	4	6	10	7	3	5	3	1	2	8	3	10
	1%	-%	1%	*%	1%	3%	3%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
						ac	ac										
Online articles	9	1	3	1	1	1	2	9	4	5	6	1	-	2	7	2	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	-%	1%	1%	1%	1%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 97

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN46C. (SHOWCARD) You said earlier you went online to find information for your leisure time. Please use this card to say which one of the following online sources you are most likely to use for finding out information about your leisure time or for hobbies or entertainment purposes? (SINGLE CODE)

Base : Those who go online to look for information for their leisure time

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1083	180	201	230	189	148	283	1083	515	568	291	379	201	212	670	413	1083
Effective Weighted Sample	846	134	163	182	155	123	218	846	401	446	236	294	163	163	522	325	846
Total	870	133	192	189	157	123	199	870	422	448	266	259	180	165	524	345	870
The Wikipedia website	5	-	1	1	-	3	3	5	4	1	2	2	*	-	5	*	5
	1%	-%	*%	*%	-%	3%	2%	1%	1%	*%	1%	1%	*%	-%	1%	*%	1%
						adg											
ANY OF THESE	851	132	189	182	155	119	192	851	412	440	257	255	179	160	513	339	851
	98%	99%	99%	97%	99%	97%	96%	98%	98%	98%	97%	99%	99%	97%	98%	98%	98%
None of these	18	1	3	6	1	4	7	18	10	9	9	3	1	5	12	6	18
	2%	1%	1%	3%	1%	3%	4%	2%	2%	2%	3%	1%	1%	3%	2%	2%	2%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 97

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN46C. (SHOWCARD) You said earlier you went online to find information for your leisure time. Please use this card to say which one of the following online sources you are most likely to use for finding out information about your leisure time or for hobbies or entertainment purposes? (SINGLE CODE)

Base : Those who go online to look for information for their leisure time

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1083	693	140	128	122	1083	909	174	75	985	899	143	1042
Effective Weighted Sample	846	657	130	126	114	846	720	129	56	772	713	106	817
Total	870	739	83	33	15	870	753	117	57	794	749	95	844
Search engines - such as Google	696	592	67	24	13	696	600	95	**	633	601	72	673
	80%	80%	81%	74%	85%	80%	80%	82%	**	80%	80%	76%	80%
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	50	44	3	2	*	50	43	6	**	46	42	8	50
	6%	6%	3%	6%	3%	6%	6%	5%	**	6%	6%	8%	6%
The YouTube website	38	34	3	1	*	38	34	5	**	36	33	4	38
	4%	5%	4%	4%	1%	4%	4%	4%	**	5%	4%	5%	4%
Social media websites or apps (like Facebook, Twitter, Instagram),	30	21	5	3	1	30	25	4	**	28	29	1	30
	3%	3%	6%	9%	5%	3%	3%	4%	**	4%	4%	1%	4%
			ae										
A Government or local council website	13	11	1	1	*	13	12	1	**	13	13	*	13
	2%	1%	2%	2%	1%	2%	2%	1%	**	2%	2%	1%	2%
The BBC website	10	7	2	1	*	10	9	1	**	10	9	*	9
	1%	1%	3%	2%	3%	1%	1%	1%	**	1%	1%	1%	1%
Online articles	9	8	*	-	-	9	7	1	**	5	6	3	9
	1%	1%	1%	-%	-%	1%	1%	1%	**	1%	1%	3%	1%
The Wikipedia website	5	4	-	1	-	5	4	1	**	5	2	1	4
	1%	1%	-%	2%	-%	1%	1%	1%	**	1%	1%	1%	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 97

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN46C. (SHOWCARD) You said earlier you went online to find information for your leisure time. Please use this card to say which one of the following online sources you are most likely to use for finding out information about your leisure time or for hobbies or entertainment purposes? (SINGLE CODE)

Base : Those who go online to look for information for their leisure time

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1083	693	140	128	122	1083	909	174	75	985	899	143	1042
Effective Weighted Sample	846	657	130	126	114	846	720	129	56	772	713	106	817
Total	870	739	83	33	15	870	753	117	57	794	749	95	844
ANY OF THESE	851	723	81	33	15	851	736	116	**	778	735	90	825
	98%	98%	98%	99%	98%	98%	98%	99%	**	98%	98% k	95%	98%
None of these	18	16	2	*	*	18	17	1	**	16	13	5	18
	2%	2%	2%	1%	2%	2%	2%	1%	**	2%	2%	5% j	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 98

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN47. Before you decide to purchase a product or use a service, do you read reviews that other members of the public have written or posted online about that product or service? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Yes	923	137	188	194	153	141	250	923	429	494	273	265	206	180	537	386	923
	77%	79%	75%	81%	73%	82%	75%	77%	73%	80%	78%	76%	80%	71%	77%	76%	77%
				d		d				h			m				
No	264	32	61	43	54	28	74	264	150	115	72	78	47	67	150	114	264
	22%	19%	24%	18%	26%	16%	22%	22%	25%	19%	21%	22%	18%	27%	22%	22%	22%
					e				i					l			
Don't know	19	4	2	1	3	3	8	19	10	9	4	5	4	6	10	9	19
	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 98

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN47. Before you decide to purchase a product or use a service, do you read reviews that other members of the public have written or posted online about that product or service? (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Yes	923	783	84	37	19	923	791	132	63	835	780	110	890
	77%	76%	83% a	78%	82%	77%	76%	82%	58%	79% h	79% k	69%	78% k
No	264	233	17	10	4	264	238	26	43	210	195	47	242
	22%	23%	17%	21%	18%	22%	23% g	16%	39% i	20%	20%	30% jl	21%
Don't know	19	18	-	1	-	19	16	3	4	14	13	1	14
	2%	2%	-%	1%	-%	2%	2%	2%	4%	1%	1%	1%	1%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 99

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN48. After purchasing a product or using a service, do you write online reviews for other people to read about that product or service? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Yes	487	61	102	105	77	74	142	487	217	270	153	138	99	97	291	196	487
	40%	35%	41%	44%	37%	43%	43%	40%	37%	44%	44%	40%	38%	39%	42%	39%	40%
No	700	108	147	131	131	93	183	700	364	336	195	202	154	149	397	303	700
	58%	62%	59%	55%	63%	54%	55%	58%	62%	54%	56%	58%	60%	59%	57%	60%	58%
Don't know	19	4	2	2	2	5	8	19	8	11	1	7	4	6	9	10	19
	2%	2%	1%	1%	1%	3%	2%	2%	1%	2%	1%	2%	1%	3%	1%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 99

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN48. After purchasing a product or using a service, do you write online reviews for other people to read about that product or service? (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Yes	487	420	37	20	9	487	415	72	20	447	419	47	466
	40%	41%	37%	43%	39%	40%	40%	45%	18%	42% h	42% k	30%	41% k
No	700	596	63	27	14	700	614	86	85	597	554	109	664
	58%	58%	63%	56%	61%	58%	59%	53%	78% i	56%	56%	69% jl	58%
Don't know	19	18	-	1	*	19	16	3	5	14	14	2	16
	2%	2%	-%	1%	*%	2%	2%	2%	4% i	1%	1%	1%	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 100

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN49. Do you ever use search engines such as Google or Bing? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Yes	1183	171	248	233	205	169	324	1183	573	610	345	339	252	247	684	499	1183
	98%	99%	99%	98%	98%	99%	98%	98%	97%	99%	99%	97%	98%	98%	98%	98%	98%
No	23	2	4	5	5	2	7	23	15	7	4	8	4	6	13	10	23
	2%	1%	1%	2%	2%	1%	2%	2%	3%	1%	1%	2%	2%	2%	2%	2%	2%
Don't know	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 100

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN49. Do you ever use search engines such as Google or Bing? (SINGLE CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Yes	1183	1014	101	46	23	1183	1026	157	105	1042	974	154	1128
	98%	98%	100%	97%	97%	98%	98%	97%	96%	98%	99%	97%	98%
No	23	20	*	1	1	23	18	4	5	16	14	4	18
	2%	2%	*%	3%	3%	2%	2%	3%	4% i	2%	1%	3%	2%
Don't know	1	1	-	-	*	1	1	-	-	1	-	1	1
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 101

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who use search engines

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1516	228	261	288	259	216	480	1516	723	793	386	505	294	331	891	625	1516
Effective Weighted Sample	1170	172	211	226	204	173	369	1170	557	613	312	387	233	250	689	481	1170
Total	1183	171	248	233	205	169	324	1183	573	610	345	339	252	247	684	499	1183
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	248 21%	40 24%	48 19%	53 23%	42 20%	36 21%	65 20%	248 21%	127 22%	121 20%	70 20%	67 20%	48 19%	63 25%	137 20%	111 22%	248 21%
I think that some of the websites will be accurate or unbiased and some won't be	685 58%	105 61%	144 58%	128 55%	121 59%	105 62%	187 58%	685 58%	329 57%	356 58%	218 63% lmo	211 62% lmo	136 54%	120 49%	430 63% lmop	255 51%	685 58% mo
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	190 16%	18 11%	39 16%	43 19% a	35 17%	26 15%	55 17%	190 16%	94 16%	96 16%	50 15%	47 14%	55 22% jkn	39 16%	97 14%	93 19% n	190 16%
Don't know	60 5%	8 5%	18 7% e	9 4%	8 4%	3 2%	17 5% e	60 5% e	23 4%	36 6%	7 2%	13 4%	14 6% j	26 10% jkn	20 3%	40 8% jkn	60 5% jn
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 101

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who use search engines

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1516	975	175	183	183	1516	1275	241	144	1326	1201	235	1436
Effective Weighted Sample	1170	918	162	179	172	1170	998	175	108	1028	937	175	1109
Total	1183	1014	101	46	23	1183	1026	157	105	1042	974	154	1128
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	248 21%	215 21%	19 19%	8 18%	5 24%	248 21%	222 22%	26 17%	24 23%	217 21%	197 20%	37 24%	235 21%
I think that some of the websites will be accurate or unbiased and some won't be	685 58%	574 57%	67 66% ae	31 68% ae	13 59%	685 58%	593 58%	91 58%	49 47%	614 59% h	581 60% k	75 49%	656 58% k
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	190 16%	173 17% bcd	10 10%	5 10%	2 11%	190 16% bc	163 16%	27 17%	20 19%	167 16%	152 16%	32 21%	183 16%
Don't know	60 5%	52 5%	5 5%	2 4%	1 6%	60 5%	48 5%	12 8%	13 12% i	44 4%	44 5%	9 6%	54 5%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 102

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN51. (SHOWCARD) Here's an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are shown on the left? (MULTI CODE)

Base : Those who use search engines

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1516	228	261	288	259	216	480	1516	723	793	386	505	294	331	891	625	1516
Effective Weighted Sample	1170	172	211	226	204	173	369	1170	557	613	312	387	233	250	689	481	1170
Total	1183	171	248	233	205	169	324	1183	573	610	345	339	252	247	684	499	1183
These are adverts/ sponsored links/ paid to appear here	679	99	150	126	119	95	186	679	339	339	227	206	125	121	433	246	679
	57%	58%	60%	54%	58%	56%	57%	57%	59%	56%	66% lmop	61% lmo	49%	49%	63% lmop	49%	57% lmo
These are most popular results used by other people	277	40	60	59	53	36	65	277	128	149	77	86	57	57	162	115	277
	23%	23%	24%	25%	26%	21%	20%	23%	22%	24%	22%	25%	23%	23%	24%	23%	23%
These are the best results/ the most relevant results	253	53	44	65	35	34	55	253	107	146	60	71	60	61	132	121	253
	21%	31% bdefg	18%	28% bdfg	17%	20%	17%	21%	19%	24% h	18%	21%	24%	25% j	19%	24% jn	21%
Something else	4	*	-	-	1	1	3	4	2	1	-	3	-	1	3	1	4
	*%	*%	-%	-%	*%	*%	1%	*%	*%	*%	-%	1%	-%	1%	*%	*%	*%
Don't know	141	16	23	22	26	23	54	141	70	71	31	34	39	38	64	77	141
	12%	10%	9%	9%	13%	14%	17% abcg	12%	12%	12%	9%	10%	15% jkn	15% jkn	9%	15% jkn	12%
ONLY SELECTED THE CORRECT RESPONSE - ADVERTS/ SPONSORED LINKS/ PAID TO APPEAR	566	74	131	98	100	84	162	566	292	274	194	167	103	102	361	205	566
	48%	43%	53% c	42%	49%	49%	50%	48%	51% i	45%	56% lmop	49% lmo	41%	41%	53% lmop	41%	48% lo

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 102

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN51. (SHOWCARD) Here's an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are shown on the left? (MULTI CODE)

Base : Those who use search engines

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1516	975	175	183	183	1516	1275	241	144	1326	1201	235	1436
Effective Weighted Sample	1170	918	162	179	172	1170	998	175	108	1028	937	175	1109
Total	1183	1014	101	46	23	1183	1026	157	105	1042	974	154	1128
These are adverts/ sponsored links/ paid to appear here	679 57%	586 58% d	53 53%	30 65% bde	10 43%	679 57% d	595 58%	84 54%	47 45%	618 59% h	576 59%	79 51%	655 58%
These are most popular results used by other people	277 23%	251 25% bcd	15 15%	8 17%	3 13%	277 23% bcd	242 24%	35 22%	23 22%	245 24%	232 24%	34 22%	266 24%
These are the best results/ the most relevant results	253 21%	209 21%	25 25%	11 24%	7 33% ae	253 21%	206 20%	46 30% f	18 17%	222 21%	215 22%	26 17%	241 21%
Something else	4 *%	3 *%	1 1%	* 1%	- -%	4 *%	4 *%	- -%	- -%	4 *%	2 *%	2 2% jl	4 *%
Don't know	141 12%	122 12%	9 9%	5 11%	4 18% abe	141 12%	123 12%	18 11%	25 23% i	112 11%	99 10%	29 19% jl	128 11%
ONLY SELECTED THE CORRECT RESPONSE - ADVERTS/ SPONSORED LINKS/ PAID TO APPEAR	566 48%	480 47% d	52 52% d	25 54% d	8 38%	566 48% d	497 48%	69 44%	41 39%	511 49% h	473 49%	71 46%	544 48%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 103

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Some people might see different adverts to the ones that I see	673	105	160	145	117	84	146	673	345	328	225	203	125	120	428	245	673
	56%	61%	64%	61%	56%	49%	44%	56%	59%	53%	64%	58%	49%	48%	61%	48%	56%
		ef	efg	ef	f			f			lmop	lmo			lmop		lmo
Everyone will see exactly the same adverts as me	323	45	58	63	56	55	101	323	146	178	77	88	70	88	165	158	323
	27%	26%	23%	26%	27%	32%	30%	27%	25%	29%	22%	25%	27%	35%	24%	31%	27%
														jkn		j	
Don't know	209	23	34	30	37	34	85	209	98	111	47	57	61	44	104	106	209
	17%	13%	13%	13%	17%	20%	26%	17%	17%	18%	13%	16%	24%	18%	15%	21%	17%
							abcdg						jkn			j	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 103

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Some people might see different adverts to the ones that I see	673 56%	588 57% d	51 50%	25 53% d	10 42%	673 56% d	592 57%	81 50%	37 33%	617 58% h	582 59% k	67 42%	649 57% k
Everyone will see exactly the same adverts as me	323 27%	273 26%	31 31%	11 22%	9 40% ace	323 27%	273 26%	50 31%	30 27%	288 27%	265 27%	44 28%	310 27%
Don't know	209 17%	174 17%	19 19%	11 24% ae	4 18%	209 17%	180 17%	29 18%	43 39% i	154 15%	140 14%	47 30% jl	187 16%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN53. (SHOWCARD) Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
I don't mind seeing any online ads	390	77	89	77	57	53	91	390	203	187	108	104	83	94	212	178	390
	32%	44%	35%	32%	27%	31%	27%	32%	34%	30%	31%	30%	32%	37%	30%	35%	32%
		cdefg	f											kn			
I don't mind seeing online ads as long as they are for things I'm interested in	385	54	78	89	70	52	94	385	193	192	114	118	86	68	231	153	385
	32%	31%	31%	37%	33%	30%	28%	32%	33%	31%	32%	34%	33%	27%	33%	30%	32%
				f													
I dislike all online ads	405	43	81	73	75	62	133	405	179	226	121	120	79	85	241	163	405
	34%	25%	32%	31%	36%	36%	40%	34%	30%	37%	35%	35%	31%	34%	35%	32%	34%
					a	a	acg	a		h							
Don't know	27	-	5	-	8	5	15	27	14	13	7	5	9	6	12	15	27
	2%	-%	2%	-%	4%	3%	4%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%
			c		ac	ac	acg	ac									

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN53. (SHOWCARD) Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
I don't mind seeing any online ads	390 32%	336 32% cd	38 37% cd	11 24%	5 21%	390 32% cd	346 33%	44 27%	37 33%	343 32%	326 33%	47 30%	373 33%
I don't mind seeing online ads as long as they are for things I'm interested in	385 32%	314 30%	40 40% ae	18 38% a	12 53% abce	385 32%	325 31%	60 37%	33 30%	337 32%	328 33% k	39 24%	367 32% k
I dislike all online ads	405 34%	360 35% bd	23 23%	17 35% bd	5 23%	405 34% bd	352 34%	53 33%	33 30%	360 34%	317 32%	67 43% jl	385 34%
Don't know	27 2%	24 2%	1 1%	1 3%	1 3%	27 2%	23 2%	4 2%	7 7% i	18 2%	16 2%	5 3%	21 2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 105

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN54. (SHOWCARD) Which, if any, of the following steps have you taken to avoid seeing online ads? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
Say no/ don't tick the box allowing companies to send me 'information on offers and news'	394 33%	50 29%	85 34%	87 37%	64 30%	65 38%	108 33%	394 33%	202 34%	192 31%	148 42% klmop	118 34% mo	70 27%	58 23%	266 38% lmop	128 25%	394 33% mo
Used ad-blocking filters or software (software that prevents some types of ads appearing)	329 27%	53 30%	78 31% f	65 27%	57 27%	44 25%	76 23%	329 27%	176 30% i	152 25%	121 34% klmop	91 26%	53 21%	64 25%	211 30% lo	117 23%	329 27% l
Used false information when registering for things online to avoid spam/ junk email	106 9%	18 10% f	31 12% ef	23 10% f	19 9%	11 6%	16 5%	106 9% f	60 10%	47 8%	42 12% mo	32 9% m	20 8%	13 5%	74 11% mo	32 6%	106 9% m
Only visit ad-free sites (like the BBC)	93 8%	17 10%	22 9%	17 7%	18 9%	15 8%	20 6%	93 8%	45 8%	48 8%	33 9%	29 8%	16 6%	15 6%	62 9%	31 6%	93 8%
Other	14 1%	1 1%	3 1%	3 1%	1 1%	2 1%	5 1%	14 1%	7 1%	7 1%	5 2%	3 1%	3 1%	3 1%	8 1%	5 1%	14 1%
ANY OF THESE STEPS TAKEN	575 48%	83 48%	126 50%	120 50%	100 47%	84 49%	147 44%	575 48%	292 50%	283 46%	199 57% klmop	167 48% mo	108 42%	101 40%	366 52% lmop	209 41%	575 48% mo

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 105

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN54. (SHOWCARD) Which, if any, of the following steps have you taken to avoid seeing online ads? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1553	231	265	293	265	220	499	1553	745	808	394	521	300	338	915	638	1553
Effective Weighted Sample	1196	174	214	231	209	176	381	1196	574	622	316	397	238	256	704	492	1196
Total	1206	174	252	238	210	172	332	1206	589	617	349	348	257	252	697	509	1206
I haven't take any steps to avoid seeing online ads	605	90	122	114	105	86	175	605	289	316	141	173	145	146	314	291	605
	50%	52%	48%	48%	50%	50%	53%	50%	49%	51%	40%	50% j	57% jn	58% jkn	45%	57% jkn	50% jn
Don't know	26	1	5	5	5	2	10	26	7	19	10	7	3	5	17	9	26
	2%	1%	2%	2%	2%	1%	3%	2%	1%	3% h	3%	2%	1%	2%	2%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 105

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN54. (SHOWCARD) Which, if any, of the following steps have you taken to avoid seeing online ads? (MULTI CODE)

Base : Those who go online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
Say no/ don't tick the box allowing companies to send me 'information on offers and news'	394 33%	351 34% b	23 22%	13 27%	7 31%	394 33% b	338 32%	56 35%	18 17%	368 35% h	348 35% k	38 24%	385 34% k
Used ad-blocking filters or software (software that prevents some types of ads appearing)	329 27%	291 28% bd	21 20%	13 28% d	4 18%	329 27% d	284 27%	44 27%	19 17%	302 29% h	293 30% k	29 18%	322 28% k
Used false information when registering for things online to avoid spam/ junk email	106 9%	98 10% bd	4 4%	3 6%	1 3%	106 9% bd	89 9%	17 11%	6 5%	98 9%	94 9%	10 6%	103 9%
Only visit ad-free sites (like the BBC)	93 8%	84 8% d	6 6%	2 5%	1 3%	93 8% d	73 7%	20 13% f	6 5%	86 8%	79 8%	10 6%	89 8%
Other	14 1%	12 1%	1 1%	1 3%	* 1%	14 1%	11 1%	2 1%	1 1%	13 1%	11 1%	2 2%	14 1%
ANY OF THESE STEPS TAKEN	575 48%	509 49% b	35 34%	21 45% b	10 43%	575 48% b	500 48%	75 47%	38 34%	526 50% h	504 51% k	53 34%	557 49% k

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 105

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN54. (SHOWCARD) Which, if any, of the following steps have you taken to avoid seeing online ads? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1553	999	176	189	189	1553	1302	251	151	1353	1220	245	1465
Effective Weighted Sample	1196	940	163	185	177	1196	1018	181	113	1046	952	182	1129
Total	1206	1034	101	47	23	1206	1045	161	110	1058	988	158	1146
I haven't take any steps to avoid seeing online ads	605	502	65	26	13	605	523	82	66	514	468	99	567
	50%	49%	64% ae	54%	57% a	50%	50%	51%	60% i	49%	47%	62% jl	49%
Don't know	26	24	2	*	*	26	22	3	6	19	16	6	22
	2%	2%	2%	1%	*%	2%	2%	2%	5% i	2%	2%	4% j	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 106

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN55. (SHOWCARD) On sites like YouTube some vloggers with lots of followers like Zoella, Thatcher Joe or PewDiePie, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Which, if any, of these are reasons why they might say good things about these products or brands? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1114	222	232	226	187	137	247	1114	577	537	287	381	209	237	668	446	1114
Effective Weighted Sample	884	168	189	182	154	116	197	884	454	430	240	297	170	186	529	356	884
Total	926	169	224	190	157	117	187	926	481	445	276	267	191	192	543	383	926
They are being paid by the company or brand to say this	667 72%	131 78% d	166 74%	133 70%	103 66%	85 73%	133 71%	667 72%	345 72%	322 72%	212 77% lo	197 74%	127 66%	132 68%	409 75% lo	259 67%	667 72%
They think this information will be of interest or use to their followers	274 30%	62 37% bef	60 27%	62 33% f	49 31% f	26 22%	40 22%	274 30% f	149 31%	125 28%	82 30%	86 32%	56 29%	51 26%	168 31%	106 28%	274 30%
They like to use those particular products or brands because of their quality or value	184 20%	43 25% b	34 15%	36 19%	32 20%	27 23%	39 21%	184 20%	103 21%	81 18%	65 24% m	53 20%	39 20%	27 14%	118 22% m	66 17%	184 20%
Other	2 *%	- -%	- -%	- -%	2 1%	* *%	1 *%	2 *%	2 *%	1 *%	1 *%	- -%	- -%	2 1%	1 *%	2 1%	2 *%
Don't know	109 12%	9 5%	30 13% a	17 9%	25 16% a	17 14% a	27 14% a	109 12% a	54 11%	54 12%	24 9%	22 8%	28 15% kn	34 18% jknp	46 9%	62 16% jknp	109 12%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 106

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN55. (SHOWCARD) On sites like YouTube some vloggers with lots of followers like Zoella, Thatcher Joe or PewDiePie, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Which, if any, of these are reasons why they might say good things about these products or brands? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1114	737	132	124	121	1114	949	165	69	1011	959	118	1077
Effective Weighted Sample	884	704	123	122	114	884	764	122	58	800	766	89	854
Total	926	800	79	32	15	926	812	114	62	836	812	85	897
They are being paid by the company or brand to say this	667 72%	582 73% d	53 66%	24 75% d	9 58%	667 72% d	588 72%	79 69%	** **	614 74%	597 74% k	53 62%	650 72% k
They think this information will be of interest or use to their followers	274 30%	233 29%	26 32%	11 33%	4 28%	274 30%	234 29%	40 35%	** **	249 30%	252 31% k	17 20%	269 30% k
They like to use those particular products or brands because of their quality or value	184 20%	169 21% bd	7 9%	7 22% bd	1 6%	184 20% bd	165 20%	19 17%	** **	172 21%	169 21%	12 15%	181 20%
Other	2 *%	2 *%	- -%	1 2% ae	- -%	2 *%	2 *%	- -%	** **	2 *%	1 *%	2 2% jl	2 *%
Don't know	109 12%	92 12%	10 13%	4 11%	2 16%	109 12%	100 12%	8 7%	** **	93 11%	81 10%	18 21% jl	99 11%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 107

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN56. You said earlier you had a social media profile or account. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1136	221	236	234	193	130	252	1136	515	621	271	386	213	266	657	479	1136
Effective Weighted Sample	885	167	192	186	154	104	194	885	406	480	221	298	171	203	512	373	885
Total	915	168	227	193	154	101	173	915	432	483	253	266	189	206	519	395	915
Yes, once or twice	234	40	67	57	42	16	27	234	84	150	67	69	42	56	136	98	234
	26%	24%	30%	30%	27%	16%	16%	26%	19%	31%	27%	26%	22%	27%	26%	25%	26%
		f	ef	ef	ef			ef		h							
Yes, more frequently	155	30	47	36	24	12	18	155	56	99	40	40	32	43	80	75	155
	17%	18%	21%	19%	16%	12%	11%	17%	13%	20%	16%	15%	17%	21%	15%	19%	17%
		f	f	f				f		h							
TOTAL - YES	389	70	114	93	67	28	46	389	140	249	107	109	74	99	216	173	389
	43%	42%	50%	48%	43%	28%	26%	43%	32%	52%	42%	41%	39%	48%	42%	44%	43%
		ef	ef	ef	ef			ef		h							
No	512	96	112	98	84	71	122	512	285	227	140	155	113	104	295	217	512
	56%	57%	49%	51%	55%	70%	71%	56%	66%	47%	55%	58%	60%	50%	57%	55%	56%
						abcdg	abcdg		i								
Don't know	13	2	1	2	4	2	5	13	7	7	6	2	2	4	8	5	13
	1%	1%	1%	1%	2%	2%	3%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 107

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN56. You said earlier you had a social media profile or account. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use? (SINGLE CODE)

Base : Those with a social media profile or account on any sites or apps

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l
Unweighted total	1136	732	135	133	136	1136	956	180	83	1020	987	111	1098
Effective Weighted Sample	885	695	125	131	129	885	757	130	66	795	777	82	856
Total	915	784	79	34	17	915	796	118	67	823	818	69	886
Yes, once or twice	234	198	24	8	3	234	197	37	**	212	218	14	232
	26%	25%	31% d	24%	18%	26%	25%	31%	**	26%	27%	20%	26%
Yes, more frequently	155	138	9	7	1	155	135	20	**	143	142	10	151
	17%	18% d	11%	22% bd	6%	17% d	17%	17%	**	17%	17%	14%	17%
TOTAL - YES	389	336	33	16	4	389	332	57	**	355	360	24	383
	43%	43% d	41% d	46% d	25%	43% d	42%	48%	**	43%	44%	34%	43%
No	512	436	46	18	13	512	453	60	**	456	450	42	492
	56%	56%	58%	52%	74% abce	56%	57%	51%	**	55%	55%	61%	56%
Don't know	13	12	1	1	*	13	12	2	**	12	8	3	11
	1%	1%	1%	2%	2%	1%	1%	1%	**	1%	1%	4% jl	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 108

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN57. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those who have seen something upsetting or offensive on the social media sites they use in the past 12 months

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	~d	~e	~f	g	h	i	j	k	~l	m	n	o	p
Unweighted total	454	90	114	108	79	33	63	454	159	295	104	148	80	122	252	202	454
Effective Weighted Sample	367	71	96	89	65	28	50	367	130	237	90	120	66	95	207	161	367
Total	389	70	114	93	67	28	46	389	140	249	107	109	74	99	216	173	389
I reported it through the report function or the block content function on the website	154	**	60	35	**	**	**	154	40	114	35	40	**	50	75	79	154
	40%	**	53%	38%	**	**	**	40%	29%	46%	33%	37%	**	51%	35%	46%	40%
			cg							h				jkn		j	
I blocked the person who shared the content or made the comments	107	**	31	27	**	**	**	107	39	68	28	40	**	27	68	39	107
	28%	**	27%	30%	**	**	**	28%	28%	27%	26%	36%	**	28%	31%	23%	28%
												o					
I responded publicly to the person who shared the content or made the comments	37	**	11	9	**	**	**	37	14	23	7	11	**	15	18	19	37
	10%	**	10%	9%	**	**	**	10%	10%	9%	6%	10%	**	15%	8%	11%	10%
I shared it to highlight the issue to others	31	**	8	8	**	**	**	31	11	20	8	7	**	10	15	16	31
	8%	**	7%	8%	**	**	**	8%	8%	8%	7%	7%	**	10%	7%	9%	8%
I responded privately to the person who shared the content or made the comments	25	**	7	4	**	**	**	25	4	21	8	10	**	5	18	7	25
	6%	**	6%	5%	**	**	**	6%	3%	8%	8%	9%	**	6%	8%	4%	6%
										h							
I stopped using that social media site	18	**	5	6	**	**	**	18	5	13	2	6	**	6	8	10	18
	5%	**	4%	6%	**	**	**	5%	3%	5%	2%	5%	**	6%	4%	6%	5%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 108

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IN57. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those who have seen something upsetting or offensive on the social media sites they use in the past 12 months

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	~d	~e	~f	g	h	i	j	k	~l	m	n	o	p
Unweighted total	454	90	114	108	79	33	63	454	159	295	104	148	80	122	252	202	454
Effective Weighted Sample	367	71	96	89	65	28	50	367	130	237	90	120	66	95	207	161	367
Total	389	70	114	93	67	28	46	389	140	249	107	109	74	99	216	173	389
TOOK ANY OF THESE ACTIONS	240	**	78	60	**	**	**	240	73	167	65	67	**	67	132	107	240
	62%	**	69%	65%	**	**	**	62%	52%	67% h	61%	62%	**	68%	61%	62%	62%
I didn't take any of these actions	146	**	35	32	**	**	**	146	66	80	39	42	**	32	81	65	146
	38%	**	31%	34%	**	**	**	38%	47% i	32%	36%	38%	**	32%	37%	38%	38%
Don't know	3	**	1	1	**	**	**	3	1	2	3	-	**	-	3	-	3
	1%	**	1%	1%	**	**	**	1%	1%	1%	3% o	-%	**	-%	1%	-%	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 108

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IN57. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those who have seen something upsetting or offensive on the social media sites they use in the past 12 months

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Significance Level: 95%													
Unweighted total	454	305	56	59	34	454	376	78	29	416	407	38	445
Effective Weighted Sample	367	292	52	58	32	367	308	60	24	336	333	29	361
Total	389	336	33	16	4	389	332	57	26	355	360	24	383
I reported it through the report function or the block content function on the website	154 40%	143 43%	** **	** **	** **	154 40%	128 38%	** **	** **	142 40%	148 41%	** **	154 40%
I blocked the person who shared the content or made the comments	107 28%	94 28%	** **	** **	** **	107 28%	94 28%	** **	** **	98 28%	99 28%	** **	107 28%
I responded publicly to the person who shared the content or made the comments	37 10%	35 10%	** **	** **	** **	37 10%	34 10%	** **	** **	34 9%	35 10%	** **	37 10%
I shared it to highlight the issue to others	31 8%	29 9%	** **	** **	** **	31 8%	29 9%	** **	** **	26 7%	30 8%	** **	31 8%
I responded privately to the person who shared the content or made the comments	25 6%	24 7%	** **	** **	** **	25 6%	22 7%	** **	** **	23 7%	23 7%	** **	25 6%
I stopped using that social media site	18 5%	16 5%	** **	** **	** **	18 5%	17 5%	** **	** **	18 5%	16 4%	** **	17 4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 108

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN57. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those who have seen something upsetting or offensive on the social media sites they use in the past 12 months

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	454	305	56	59	34	454	376	78	29	416	407	38	445
Effective Weighted Sample	367	292	52	58	32	367	308	60	24	336	333	29	361
Total	389	336	33	16	4	389	332	57	26	355	360	24	383
TOOK ANY OF THESE ACTIONS	240	216	**	**	**	240	202	**	**	218	228	**	238
	62%	64%	**	**	**	62%	61%	**	**	61%	63%	**	62%
I didn't take any of these actions	146	118	**	**	**	146	126	**	**	134	129	**	142
	38%	35%	**	**	**	38%	38%	**	**	38%	36%	**	37%
Don't know	3	2	**	**	**	3	3	**	**	3	3	**	3
	1%	1%	**	**	**	1%	1%	**	**	1%	1%	**	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

IN58. (SHOWCARD) Could you please look at this list and tell me whether the content you found upsetting or offensive fell into any of these categories? (MULTI CODE)

Base : Those who have seen something upsetting or offensive on the social media sites they use in the past 12 months

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	454	90	114	108	79	33	63	454	159	295	104	148	80	122	252	202	454
Effective Weighted Sample	367	71	96	89	65	28	50	367	130	237	90	120	66	95	207	161	367
Total	389	70	114	93	67	28	46	389	140	249	107	109	74	99	216	173	389
PROMPTED RESPONSES																	
Reports or images of cruelty, violence, war or death	167	**	55	34	**	**	**	167	50	117	34	45	**	49	78	88	167
	43%	**	49%	36%	**	**	**	43%	36%	47% h	31%	41%	**	50% jn	36%	51% jn	43% j
Discriminatory content (based on race, gender, religion, sexuality or gender identity)	131	**	41	27	**	**	**	131	50	81	42	39	**	21	81	50	131
	34%	**	36%	29%	**	**	**	34%	36%	32%	39% m	36% m	**	22%	37% m	29%	34% m
Extremist views or extremist content	130	**	40	26	**	**	**	130	51	79	43	39	**	23	82	48	130
	33%	**	36%	28%	**	**	**	33%	37%	32%	40% m	36% m	**	23%	38% m	28%	33%
Someone making nasty or aggressive comments about someone else	127	**	34	26	**	**	**	127	49	78	39	32	**	32	72	55	127
	33%	**	30%	28%	**	**	**	33%	35%	31%	37%	30%	**	33%	33%	32%	33%
Receiving unwanted comments, photos or videos of a sexual nature from someone	68	**	25	12	**	**	**	68	20	48	13	17	**	24	30	39	68
	18%	**	22%	13%	**	**	**	18%	15%	19%	12%	15%	**	24% jn	14%	22% jn	18%
Criminal or illegal activity (e.g. drug-taking).	67	**	23	15	**	**	**	67	20	47	18	21	**	15	38	29	67
	17%	**	20%	16%	**	**	**	17%	14%	19%	16%	19%	**	15%	18%	17%	17%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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IN58. (SHOWCARD) Could you please look at this list and tell me whether the content you found upsetting or offensive fell into any of these categories? (MULTI CODE)

Base : Those who have seen something upsetting or offensive on the social media sites they use in the past 12 months

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	~d	~e	~f	g	h	i	j	k	~l	m	n	o	p
Unweighted total	454	90	114	108	79	33	63	454	159	295	104	148	80	122	252	202	454
Effective Weighted Sample	367	71	96	89	65	28	50	367	130	237	90	120	66	95	207	161	367
Total	389	70	114	93	67	28	46	389	140	249	107	109	74	99	216	173	389
Other content of a sexual nature	65	**	26	16	**	**	**	65	21	44	14	20	**	21	33	31	65
	17%	**	23%	17%	**	**	**	17%	15%	18%	13%	18%	**	21%	15%	18%	17%
Someone making nasty or aggressive comments about me	56	**	13	19	**	**	**	56	21	35	12	12	**	19	24	32	56
	14%	**	11%	20%	**	**	**	14%	15%	14%	11%	11%	**	19%	11%	19% n	14%
Indecent images of children	32	**	11	5	**	**	**	32	9	23	3	6	**	12	10	22	32
	8%	**	9%	5%	**	**	**	8%	6%	9%	3%	6%	**	12% jn	5%	13% jn	8%
UNPROMPTED RESPONSES																	
Cruelty to animals	20	**	5	6	**	**	**	20	4	16	4	7	**	4	12	8	20
	5%	**	5%	6%	**	**	**	5%	3%	6%	4%	7%	**	4%	5%	5%	5%
Bullying/ videos of bullies	2	**	1	-	**	**	**	2	1	1	*	*	**	1	*	1	2
	*%	**	1%	-%	**	**	**	*%	1%	*%	*%	*%	**	1%	*%	1%	*%
Other	12	**	4	3	**	**	**	12	5	8	3	5	**	4	9	4	12
	3%	**	3%	4%	**	**	**	3%	3%	3%	3%	5%	**	4%	4%	2%	3%
Prefer not to say/ Refused	8	**	*	3	**	**	**	8	3	5	3	3	**	1	6	3	8
	2%	**	*%	3%	**	**	**	2%	2%	2%	3%	2%	**	1%	3%	2%	2%
Don't know	9	**	3	1	**	**	**	9	3	6	4	1	**	3	5	4	9
	2%	**	2%	1%	**	**	**	2%	2%	2%	4%	1%	**	3%	2%	2%	2%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 109

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IN58. (SHOWCARD) Could you please look at this list and tell me whether the content you found upsetting or offensive fell into any of these categories? (MULTI CODE)

Base : Those who have seen something upsetting or offensive on the social media sites they use in the past 12 months

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL UK e	URBAN f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l
Significance Level: 95%													
Unweighted total	454	305	56	59	34	454	376	78	29	416	407	38	445
Effective Weighted Sample	367	292	52	58	32	367	308	60	24	336	333	29	361
Total	389	336	33	16	4	389	332	57	26	355	360	24	383
PROMPTED RESPONSES													
Reports or images of cruelty, violence, war or death	167 43%	144 43%	** **	** **	** **	167 43%	128 38%	** **	** **	150 42%	154 43%	** **	164 43%
Discriminatory content (based on race, gender, religion, sexuality or gender identity)	131 34%	119 35%	** **	** **	** **	131 34%	114 34%	** **	** **	126 35%	123 34%	** **	130 34%
Extremist views or extremist content	130 33%	115 34%	** **	** **	** **	130 33%	110 33%	** **	** **	121 34%	124 34%	** **	130 34%
Someone making nasty or aggressive comments about someone else	127 33%	109 32%	** **	** **	** **	127 33%	109 33%	** **	** **	114 32%	119 33%	** **	125 33%
Receiving unwanted comments, photos or videos of a sexual nature from someone	68 18%	65 19%	** **	** **	** **	68 18%	58 18%	** **	** **	60 17%	64 18%	** **	68 18%
Criminal or illegal activity (e.g. drug-taking).	67 17%	60 18%	** **	** **	** **	67 17%	59 18%	** **	** **	61 17%	66 18%	** **	67 18%

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

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Base : Those who have seen something upsetting or offensive on the social media sites they use in the past 12 months

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	454	305	56	59	34	454	376	78	29	416	407	38	445
Effective Weighted Sample	367	292	52	58	32	367	308	60	24	336	333	29	361
Total	389	336	33	16	4	389	332	57	26	355	360	24	383
Other content of a sexual nature	65 17%	59 18%	** **	** **	** **	65 17%	56 17%	** **	** **	58 16%	61 17%	** **	65 17%
Someone making nasty or aggressive comments about me	56 14%	46 14%	** **	** **	** **	56 14%	48 14%	** **	** **	53 15%	54 15%	** **	55 14%
Indecent images of children	32 8%	27 8%	** **	** **	** **	32 8%	23 7%	** **	** **	28 8%	30 8%	** **	31 8%
UNPROMPTED RESPONSES													
Cruelty to animals	20 5%	18 5%	** **	** **	** **	20 5%	18 5%	** **	** **	18 5%	18 5%	** **	20 5%
Bullying/ videos of bullies	2 *%	- -%	** **	** **	** **	2 *%	1 *%	** **	** **	2 *%	1 *%	** **	2 *%
Other	12 3%	10 3%	** **	** **	** **	12 3%	8 2%	** **	** **	12 3%	12 3%	** **	12 3%
Prefer not to say/ Refused	8 2%	7 2%	** **	** **	** **	8 2%	8 2%	** **	** **	7 2%	8 2%	** **	8 2%
Don't know	9 2%	8 2%	** **	** **	** **	9 2%	8 2%	** **	** **	9 3%	9 2%	** **	9 2%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
No, do not have any concerns	972	140	185	180	157	127	310	972	491	481	221	262	233	256	483	489	972
	69%	79%	71%	71%	71%	61%	63%	69%	71%	67%	59%	70%	76%	74%	64%	75%	69%
		efg	ef	ef	ef			ef				j	jnp	jn		jnp	jn
People driving while using mobile phones	106	7	16	15	18	22	49	106	48	58	35	27	21	23	62	44	106
	8%	4%	6%	6%	8%	11%	10%	8%	7%	8%	9%	7%	7%	6%	8%	7%	8%
						a	a										
Intrusion into other people's space/ public space	70	1	4	12	12	16	41	70	36	34	32	16	12	11	48	22	70
	5%	1%	2%	5%	5%	8%	8%	5%	5%	5%	9%	4%	4%	3%	6%	3%	5%
				a	ab	ab	abg	ab			klmop				mo		
Junk/ spam text messages	70	6	13	16	11	13	25	70	28	41	26	21	12	11	46	23	70
	5%	3%	5%	6%	5%	6%	5%	5%	4%	6%	7%	5%	4%	3%	6%	4%	5%
											mo				mo		
Children having phones at a young age	66	7	12	15	7	13	24	66	31	35	21	19	9	17	40	26	66
	5%	4%	5%	6%	3%	6%	5%	5%	5%	5%	6%	5%	3%	5%	5%	4%	5%
Health concerns - using handset	63	6	6	17	11	7	22	63	24	39	26	18	4	15	44	19	63
	4%	4%	2%	7%	5%	3%	4%	4%	4%	5%	7%	5%	1%	4%	6%	3%	4%
				b							lo	l		l	lo		l
Cost of calls - generally	55	7	8	14	7	9	20	55	21	33	18	12	7	18	30	24	55
	4%	4%	3%	5%	3%	5%	4%	4%	3%	5%	5%	3%	2%	5%	4%	4%	4%
Cost of calls when abroad	51	7	10	9	7	12	18	51	22	29	20	13	10	7	33	18	51
	4%	4%	4%	3%	3%	6%	4%	4%	3%	4%	5%	3%	3%	2%	4%	3%	4%
											mo						

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

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Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Strangers contacting children	51 4%	3 1%	7 3%	16 6% ag	8 3%	9 4%	17 4%	51 4%	21 3%	30 4%	17 4%	16 4%	8 3%	11 3%	33 4%	18 3%	51 4%
Unsolicited text messages that charge a premium rate to respond	47 3%	6 3%	10 4%	4 2%	7 3%	11 5% c	19 4%	47 3%	21 3%	26 4%	19 5% lo	13 3%	6 2%	9 3%	32 4% o	15 2%	47 3%
People using phones in quiet spaces	47 3%	2 1%	6 2%	5 2%	5 2%	10 5% a	28 6% acd	47 3%	27 4%	20 3%	18 5% mo	16 4% mo	7 2%	5 1%	34 5% mo	12 2%	47 3%
Target for stealing mobile phone	42 3%	3 2%	10 4%	10 4%	3 2%	9 4%	15 3%	42 3%	20 3%	21 3%	13 4%	12 3%	8 2%	9 3%	25 3%	16 3%	42 3%
Cost of new handsets	33 2%	4 2%	7 3%	11 4% df	3 1%	6 3%	8 2%	33 2%	11 2%	22 3%	9 2%	11 3%	5 1%	8 2%	20 3%	12 2%	33 2%
Incurring unexpected additional charges through using apps/ applications	29 2%	2 1%	6 2%	3 1%	4 2%	8 4%	14 3%	29 2%	13 2%	16 2%	14 4% mo	6 2%	6 2%	3 1%	20 3%	9 1%	29 2%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

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	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft	28 2%	2 1%	9 3%	5 2%	4 2%	4 2%	9 2%	28 2%	19 3%	10 1%	9 2%	7 2%	8 3%	4 1%	17 2%	12 2%	28 2%
Health concerns - masts	28 2%	1 1%	4 1%	3 1%	3 2%	9 4% ag	16 3%	28 2%	12 2%	16 2%	12 3% lo	7 2%	2 1%	7 2%	19 3%	9 1%	28 2%
Receiving targeted advertising based on my location	28 2%	2 1%	6 2%	6 2%	4 2%	6 3%	10 2%	28 2%	16 2%	12 2%	10 3% m	8 2%	7 2%	2 1%	18 2% m	10 1%	28 2%
Getting viruses, trojans or malware installed on the phone	28 2%	2 1%	6 2%	5 2%	2 1%	8 4% d	12 2%	28 2%	18 3%	9 1%	11 3%	7 2%	5 2%	4 1%	18 2%	9 1%	28 2%
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	27 2%	3 1%	2 1%	6 2%	4 2%	10 5% bg	13 3%	27 2%	13 2%	14 2%	10 3%	9 2%	4 1%	4 1%	19 3%	8 1%	27 2%

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

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Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
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Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	26 2%	- -%	2 1%	9 3% a	3 2%	7 3% a	11 2% a	26 2%	8 1%	17 2%	15 4% lmop	7 2%	1 *%	3 1%	22 3% lmo	4 1%	26 2% lo
Incurring unexpected costs due to exceeding the data plan/ going online too much	25 2%	2 1%	7 3%	4 2%	7 3% f	4 2%	5 1%	25 2%	8 1%	17 2%	9 2%	5 1%	7 2%	4 1%	14 2%	11 2%	25 2%
Signal/ Poor reception	25 2%	* *%	4 2%	3 1%	4 2%	8 4% a	13 3% a	25 2%	15 2%	10 1%	11 3% lo	6 2%	2 1%	5 2%	17 2%	7 1%	25 2%
Cost of using the phone to get online/ visit websites/ Data usage	23 2%	1 1%	3 1%	6 2%	5 2%	4 2%	8 2%	23 2%	13 2%	11 2%	12 3% kmo	3 1%	6 2%	2 1%	15 2%	8 1%	23 2%
Cost of premium rate text messages	23 2%	3 2%	4 1%	5 2%	4 2%	4 2%	7 1%	23 2%	10 1%	13 2%	9 2%	4 1%	6 2%	4 1%	13 2%	9 1%	23 2%
Use of phone to film anti- social or inappropriate behaviour	21 1%	2 1%	3 1%	7 3%	2 1%	4 2%	6 1%	21 1%	10 1%	11 1%	7 2%	8 2%	2 1%	4 1%	14 2%	6 1%	21 1%

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
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Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Being tracked through them/ people listening in to calls	16 1%	5 3% f	4 2% f	2 1%	3 1%	1 *% c	2 *% c	16 1%	7 1%	9 1%	8 2%	4 1%	3 1%	2 1%	11 1%	5 1%	16 1%
Unsolicited calls on the phone/ cold calling	9 1%	* *% c	- -%	- -%	2 1%	3 2% c	7 1%	9 1%	5 1%	4 1%	2 1%	3 1%	3 1%	1 *% c	5 1%	4 1%	9 1%
App(s)/ applications being recalled by the provider due to security issues	5 *% c	* *% c	- -%	1 *% c	- -%	2 1%	4 1%	5 *% c	2 *% c	4 1%	3 1%	- -%	2 1%	* *% c	3 *% c	3 *% c	5 *% c
Other	30 2%	1 1%	4 2%	3 1%	8 3%	4 2%	14 3%	30 2%	17 3%	13 2%	11 3%	8 2%	7 2%	5 1%	19 2%	11 2%	30 2%
SUMMARY CODES																	
ANY CONCERNS	422 30%	37 21%	72 28%	74 29%	64 29%	81 39% abcdg	175 36% abg	422 30% a	193 28%	230 32%	152 40% klmop	111 29%	71 23%	89 26%	262 35% lmop	160 25%	422 30% lo
RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	151 11%	12 7%	24 9%	31 12%	21 9%	30 14% a	62 13% a	151 11%	65 10%	85 12%	51 13% lo	40 11%	24 8%	36 10%	91 12% l	60 9%	151 11%
AFFORDABILITY	134 10%	13 7%	26 10%	26 10%	23 10%	27 13%	46 9%	134 10%	57 8%	77 11%	50 13% kmop	26 7%	28 9%	29 8%	76 10%	58 9%	134 10%

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Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
SECURITY/ FRAUD	109	9	19	23	16	25	41	109	50	59	40	30	20	19	71	39	109
	8%	5%	7%	9%	7%	12%	8%	8%	7%	8%	11%	8%	6%	5%	9%	6%	8%
						ag					mo				mo		
PRIVACY	103	4	12	15	16	22	56	103	55	48	39	30	19	15	69	35	103
	7%	2%	5%	6%	7%	11%	11%	7%	8%	7%	10%	8%	6%	4%	9%	5%	7%
					a	ab	abcg	a			mo	m			mo		m
HEALTH	74	6	10	17	11	12	29	74	28	45	29	23	4	18	52	22	74
	5%	4%	4%	7%	5%	6%	6%	5%	4%	6%	8%	6%	1%	5%	7%	3%	5%
											lo	lo		l	lo		lo
Don't know	11	-	2	1	1	*	7	11	5	6	4	3	2	3	6	5	11
	1%	-%	1%	1%	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

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		Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
No, do not have any concerns	972 69%	809 68%	99 78% ae	42 75% a	22 79% ae	972 69%	843 69%	129 68%	76 69%	732 69%	688 68%	181 71%	868 69%
People driving while using mobile phones	106 8%	95 8%	6 5%	2 4%	2 8%	106 8%	93 8%	13 7%	14 12% i	72 7%	69 7%	21 8%	89 7%
Intrusion into other people's space/ public space	70 5%	64 5%	3 2%	2 4%	1 2%	70 5%	64 5%	6 3%	3 2%	50 5%	43 4%	15 6%	58 5%
Junk/ spam text messages	70 5%	55 5%	9 7%	3 6%	1 5%	70 5%	61 5%	9 5%	7 6%	56 5%	61 6% k	5 2%	66 5% k
Children having phones at a young age	66 5%	57 5%	6 5%	2 4%	1 3%	66 5%	60 5%	6 3%	5 5%	54 5%	48 5%	9 4%	58 5%
Health concerns - using handset	63 4%	57 5%	4 3%	1 2%	1 2%	63 4%	58 5%	5 3%	4 4%	51 5%	49 5%	12 5%	61 5%
Cost of calls - generally	55 4%	49 4%	4 3%	1 2%	1 5%	55 4%	50 4%	5 3%	7 7%	36 3%	36 4%	14 5%	50 4%
Cost of calls when abroad	51 4%	42 3%	7 5%	2 3%	1 3%	51 4%	46 4%	6 3%	6 6%	42 4%	45 4% k	4 2%	49 4%

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Strangers contacting children	51 4%	41 3%	7 6%	2 3%	1 3%	51 4%	43 4%	8 4%	4 4%	41 4%	41 4%	5 2%	45 4%
Unsolicited text messages that charge a premium rate to respond	47 3%	35 3%	8 6% ae	2 4%	1 3%	47 3%	41 3%	6 3%	8 8% i	37 4%	41 4% k	4 2%	45 4%
People using phones in quiet spaces	47 3%	41 3%	4 3%	1 1%	* 1%	47 3%	42 3%	4 2%	4 3%	34 3%	29 3%	10 4%	39 3%
Target for stealing mobile phone	42 3%	38 3%	1 1%	1 1%	1 4% b	42 3%	36 3%	6 3%	4 4%	34 3%	37 4% k	2 1%	39 3% k
Cost of new handsets	33 2%	29 2%	2 1%	1 2%	1 2%	33 2%	31 3%	1 1%	5 4%	25 2%	29 3%	3 1%	32 3%
Incurring unexpected additional charges through using apps/ applications	29 2%	22 2%	6 5% ade	1 2%	* 1%	29 2%	26 2%	3 2%	4 4%	24 2%	26 3%	3 1%	29 2%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft	28 2%	26 2% d	2 2%	* 1%	- -%	28 2% d	25 2%	4 2%	2 2%	26 2%	26 3%	2 1%	28 2%
Health concerns - masts	28 2%	25 2%	2 1%	1 1%	* 1%	28 2%	27 2%	1 *%	1 1%	20 2%	19 2%	7 3%	25 2%
Receiving targeted advertising based on my location	28 2%	22 2%	3 3%	2 4%	1 2%	28 2%	24 2%	4 2%	3 2%	21 2%	23 2%	3 1%	27 2%
Getting viruses, trojans or malware installed on the phone	28 2%	22 2%	5 4%	1 1%	1 2%	28 2%	28 2% g	- -%	- -%	25 2%	24 2%	2 1%	26 2%
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	27 2%	22 2%	3 2%	1 2%	1 3%	27 2%	24 2%	3 2%	2 2%	24 2%	25 2%	3 1%	27 2%

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
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Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	26 2%	24 2% d	1 1%	1 1%	- -%	26 2%	24 2%	1 1%	1 1%	19 2%	16 2%	5 2%	22 2%
Incurring unexpected costs due to exceeding the data plan/ going online too much	25 2%	21 2%	3 2%	1 2%	* 1%	25 2%	23 2%	2 1%	6 5% i	19 2%	24 2%	2 1%	25 2%
Signal/ Poor reception	25 2%	23 2%	1 *%	* 1%	1 3% b	25 2%	15 1%	9 5% f	* *%	20 2%	19 2%	3 1%	22 2%
Cost of using the phone to get online/ visit websites/ Data usage	23 2%	20 2%	1 1%	2 3%	* 1%	23 2%	20 2%	3 2%	2 2%	18 2%	22 2%	1 *%	23 2%
Cost of premium rate text messages	23 2%	17 1%	3 2%	2 3%	* 1%	23 2%	19 2%	4 2%	3 2%	19 2%	19 2%	2 1%	21 2%
Use of phone to film anti- social or inappropriate behaviour	21 1%	17 1%	2 2%	1 2%	1 2%	21 1%	18 1%	3 1%	2 2%	17 2%	18 2%	1 1%	20 2%
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Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
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Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Being tracked through them/ people listening in to calls	16 1%	14 1%	3 2% cd	- -%	- -%	16 1%	13 1%	3 2%	- -%	16 2%	16 2% k	- -%	16 1%
Unsolicited calls on the phone/ cold calling	9 1%	8 1%	1 1%	- -%	- -%	9 1%	9 1%	- -%	- -%	5 *%	7 1%	- -%	7 1%
App(s)/ applications being recalled by the provider due to security issues	5 *%	4 *%	1 *%	* 1%	* 1%	5 *%	5 *%	- -%	- -%	5 1%	4 *%	1 1%	5 *%
Other	30 2%	28 2%	1 1%	1 1%	* 1%	30 2%	26 2%	5 2%	2 1%	21 2%	18 2%	8 3%	26 2%
SUMMARY CODES													
ANY CONCERNS	422 30%	376 32% bcd	27 21%	13 24%	6 21%	422 30% bd	365 30%	57 31%	34 31%	319 30%	314 31%	69 27%	383 30%
RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	151 11%	135 11%	9 7%	4 7%	2 8%	151 11%	132 11%	19 10%	16 15%	111 10%	105 10%	26 10%	131 10%
AFFORDABILITY	134 10%	114 10%	12 10%	5 9%	2 9%	134 10%	117 10%	17 9%	18 17% i	98 9%	109 11%	17 7%	126 10%

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Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
SECURITY/ FRAUD	109	88	14	5	2	109	96	14	12	90	98	7	105
	8%	7%	11%	9%	8%	8%	8%	7%	11%	8%	10% k	3%	8% k
PRIVACY	103	89	8	4	2	103	92	11	8	72	68	21	89
	7%	7%	7%	7%	6%	7%	8%	6%	7%	7%	7%	8%	7%
HEALTH	74	67	4	1	1	74	69	5	5	58	57	12	69
	5%	6% c	3%	2%	3%	5%	6%	3%	5%	5%	6%	5%	6%
Don't know	11	9	1	1	*	11	9	2	-	7	6	3	9
	1%	1%	1%	2%	*%	1%	1%	1%	-%	1%	1%	1%	1%

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1625	228	267	300	271	235	559	1625	776	849	384	521	318	402	905	720	1625
Effective Weighted Sample	1256	172	215	238	212	189	432	1256	598	658	310	397	254	307	697	559	1256
Total	1260	172	253	247	212	183	376	1260	611	649	345	345	273	297	690	571	1260
No, do not have any concerns	868	135	180	173	151	111	229	868	437	432	202	241	206	219	444	425	868
	69%	79%	71%	70%	71%	60%	61%	69%	71%	67%	59%	70%	75%	73%	64%	74%	69%
		efg	ef	ef	ef			ef				j	jnp	jn		jnp	jn
People driving while using mobile phones	89	7	15	14	16	18	36	89	39	51	30	22	20	17	53	37	89
	7%	4%	6%	6%	8%	10%	10%	7%	6%	8%	9%	6%	7%	6%	8%	6%	7%
						a	a										
Junk/ spam text messages	66	6	13	16	11	11	21	66	26	40	25	20	10	11	45	21	66
	5%	3%	5%	6%	5%	6%	6%	5%	4%	6%	7%	6%	4%	4%	6%	4%	5%
											mo				o		
Health concerns - using handset	61	6	6	17	11	7	20	61	22	38	25	18	4	14	43	18	61
	5%	4%	2%	7%	5%	4%	5%	5%	4%	6%	7%	5%	1%	5%	6%	3%	5%
				b							lo	l		l	lo		l
Intrusion into other people's space/ public space	58	1	4	11	12	14	30	58	29	29	30	13	10	6	42	16	58
	5%	1%	2%	4%	6%	8%	8%	5%	5%	4%	9%	4%	4%	2%	6%	3%	5%
				a	ab	ab	abg	a			klmop				mo		m
Children having phones at a young age	58	7	12	14	6	11	18	58	27	31	19	16	9	14	35	23	58
	5%	4%	5%	6%	3%	6%	5%	5%	4%	5%	5%	5%	3%	5%	5%	4%	5%
Cost of calls - generally	50	7	8	13	7	7	16	50	20	30	17	12	6	15	29	21	50
	4%	4%	3%	5%	3%	4%	4%	4%	3%	5%	5%	3%	2%	5%	4%	4%	4%
Cost of calls when abroad	49	7	10	9	7	10	16	49	21	27	19	12	10	7	31	18	49
	4%	4%	4%	4%	3%	5%	4%	4%	3%	4%	5%	3%	4%	3%	4%	3%	4%

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	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1625	228	267	300	271	235	559	1625	776	849	384	521	318	402	905	720	1625
Effective Weighted Sample	1256	172	215	238	212	189	432	1256	598	658	310	397	254	307	697	559	1256
Total	1260	172	253	247	212	183	376	1260	611	649	345	345	273	297	690	571	1260
Strangers contacting children	45	3	7	16	7	8	13	45	18	27	14	16	8	8	30	16	45
	4%	2%	3%	6%	3%	4%	3%	4%	3%	4%	4%	5%	3%	3%	4%	3%	4%
				ag													
Unsolicited text messages that charge a premium rate to respond	45	6	10	4	7	10	17	45	20	25	18	13	6	8	30	14	45
	4%	3%	4%	2%	3%	6%	5%	4%	3%	4%	5%	4%	2%	3%	4%	2%	4%
						c					o						
People using phones in quiet spaces	39	2	6	5	5	8	20	39	22	17	17	13	7	2	30	9	39
	3%	1%	3%	2%	2%	5%	5%	3%	4%	3%	5%	4%	2%	1%	4%	2%	3%
						acg					mo	mo			mo		m
Target for stealing mobile phone	39	3	10	10	3	9	12	39	19	20	13	11	8	7	24	15	39
	3%	2%	4%	4%	2%	5%	3%	3%	3%	3%	4%	3%	3%	2%	4%	3%	3%
Cost of new handsets	32	4	7	11	3	6	7	32	10	22	9	11	5	7	20	12	32
	3%	2%	3%	4%	1%	3%	2%	3%	2%	3%	3%	3%	2%	2%	3%	2%	3%
				d													
Incurring unexpected additional charges through using apps/ applications	29	2	6	3	4	8	14	29	13	16	14	6	5	3	20	8	29
	2%	1%	2%	1%	2%	4%	4%	2%	2%	2%	4%	2%	2%	1%	3%	1%	2%
											mo						

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

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Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1625	228	267	300	271	235	559	1625	776	849	384	521	318	402	905	720	1625
Effective Weighted Sample	1256	172	215	238	212	189	432	1256	598	658	310	397	254	307	697	559	1256
Total	1260	172	253	247	212	183	376	1260	611	649	345	345	273	297	690	571	1260
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft	28 2%	2 1%	9 4%	5 2%	4 2%	4 2%	9 2%	28 2%	19 3%	10 1%	9 3%	7 2%	8 3%	4 1%	17 2%	12 2%	28 2%
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	27 2%	3 1%	2 1%	6 2%	4 2%	10 6% abdg	13 3% b	27 2%	13 2%	14 2%	10 3%	9 3%	3 1%	4 1%	19 3%	8 1%	27 2%
Receiving targeted advertising based on my location	27 2%	2 1%	6 2%	6 2%	4 2%	5 3%	9 2%	27 2%	15 3%	11 2%	10 3% m	8 2%	7 3%	2 1%	18 3% m	9 2%	27 2%
Getting viruses, trojans or malware installed on the phone	26 2%	2 1%	6 2%	5 2%	2 1%	7 4%	11 3%	26 2%	17 3%	9 1%	10 3%	7 2%	4 2%	4 1%	17 3%	9 2%	26 2%
Health concerns - masts	25 2%	1 1%	4 2%	3 1%	3 2%	8 4% a	13 4%	25 2%	11 2%	15 2%	11 3%	5 2%	2 1%	7 2%	16 2%	9 2%	25 2%

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

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	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1625	228	267	300	271	235	559	1625	776	849	384	521	318	402	905	720	1625
Effective Weighted Sample	1256	172	215	238	212	189	432	1256	598	658	310	397	254	307	697	559	1256
Total	1260	172	253	247	212	183	376	1260	611	649	345	345	273	297	690	571	1260
Incurring unexpected costs due to exceeding the data plan/ going online too much	25 2%	2 1%	7 3%	4 2%	7 3%	4 2%	5 1%	25 2%	8 1%	17 3%	9 3%	5 1%	7 3%	4 1%	14 2%	11 2%	25 2%
Cost of using the phone to get online/ visit websites/ Data usage	23 2%	1 1%	3 1%	6 2%	5 2%	4 2%	7 2%	23 2%	13 2%	10 2%	12 3%	3 1%	6 2%	2 1%	15 2%	8 1%	23 2%
Signal/ Poor reception	22 2%	* *%	4 2%	3 1%	4 2%	7 4%	11 3%	22 2%	12 2%	10 2%	9 3%	6 2%	2 1%	5 2%	15 2%	7 1%	22 2%
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	22 2%	- -%	2 1%	9 4%	3 2%	5 3%	8 2%	22 2%	6 1%	15 2%	14 4%	5 1%	1 *%	3 1%	18 3%	3 1%	22 2%
Cost of premium rate text messages	21 2%	3 2%	4 1%	5 2%	4 2%	3 1%	5 1%	21 2%	9 1%	12 2%	7 2%	4 1%	6 2%	3 1%	12 2%	9 2%	21 2%
Use of phone to film anti- social or inappropriate behaviour	20 2%	2 1%	3 1%	7 3%	2 1%	4 2%	6 1%	20 2%	9 1%	11 2%	7 2%	8 2%	2 1%	3 1%	14 2%	6 1%	20 2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 111

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1625	228	267	300	271	235	559	1625	776	849	384	521	318	402	905	720	1625
Effective Weighted Sample	1256	172	215	238	212	189	432	1256	598	658	310	397	254	307	697	559	1256
Total	1260	172	253	247	212	183	376	1260	611	649	345	345	273	297	690	571	1260
Being tracked through them/ people listening in to calls	16 1%	5 3% f	4 2%	2 1%	3 2%	1 *%	2 *%	16 1%	7 1%	9 1%	8 2%	4 1%	3 1%	2 1%	11 2%	5 1%	16 1%
Unsolicited calls on the phone/ cold calling	7 1%	* *%	- -%	- -%	2 1%	3 2% bcg	5 1%	7 1%	4 1%	3 *%	1 *%	2 1%	3 1%	1 *%	3 *%	4 1%	7 1%
App(s)/ applications being recalled by the provider due to security issues	5 *%	* *%	- -%	1 1%	- -%	2 1%	4 1%	5 *%	2 *%	4 1%	3 1%	- -%	2 1%	* *%	3 *%	3 *%	5 *%
Other	26 2%	1 1%	4 2%	3 1%	7 3%	3 2%	11 3%	26 2%	14 2%	12 2%	9 3%	8 2%	6 2%	3 1%	17 2%	9 2%	26 2%
SUMMARY CODES																	
ANY CONCERNS	383 30%	37 21%	71 28%	73 29%	60 28%	72 39% abcdg	142 38% abcdg	383 30% a	170 28%	213 33%	139 40% klmop	101 29%	66 24%	77 26%	240 35% lmop	143 25%	383 30% lo
RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	131 10%	12 7%	23 9%	31 12%	19 9%	25 14% a	47 12% a	131 10%	55 9%	76 12%	45 13%	35 10%	22 8%	29 10%	79 11%	52 9%	131 10%
AFFORDABILITY	126 10%	13 8%	26 10%	25 10%	22 11%	23 13%	40 11%	126 10%	54 9%	72 11%	48 14% kmop	25 7%	28 10%	26 9%	73 11%	53 9%	126 10%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1625	228	267	300	271	235	559	1625	776	849	384	521	318	402	905	720	1625
Effective Weighted Sample	1256	172	215	238	212	189	432	1256	598	658	310	397	254	307	697	559	1256
Total	1260	172	253	247	212	183	376	1260	611	649	345	345	273	297	690	571	1260
SECURITY/ FRAUD	105	9	19	23	16	24	37	105	47	58	39	30	18	18	69	36	105
	8%	5%	7%	9%	8%	13%	10%	8%	8%	9%	11%	9%	7%	6%	10%	6%	8%
						ag					mo				mo		
PRIVACY	89	4	12	14	16	20	42	89	47	42	36	27	18	8	63	26	89
	7%	2%	5%	6%	8%	11%	11%	7%	8%	6%	11%	8%	6%	3%	9%	5%	7%
					a	ab	abcg	a			mop	mo	m		mo		mo
HEALTH	69	6	10	17	11	11	25	69	26	44	28	21	4	17	49	20	69
	6%	4%	4%	7%	5%	6%	7%	6%	4%	7%	8%	6%	1%	6%	7%	4%	6%
										h	lo	l		l	lo		l
Don't know	9	-	2	1	1	*	5	9	4	5	3	3	1	2	6	3	9
	1%	-%	1%	1%	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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1625	1038	196	194	197	1625	1373	252	136	1285	1249	376	1625
Effective Weighted Sample	1256	979	182	190	185	1256	1078	180	102	995	974	288	1256
Total	1260	1075	111	49	25	1260	1099	161	100	1012	1008	253	1260
No, do not have any concerns	868 69%	723 67%	88 79% ae	38 77% ae	20 80% ae	868 69%	756 69%	112 70%	70 69%	699 69%	688 68%	181 71%	868 69%
People driving while using mobile phones	89 7%	79 7%	6 5%	2 5%	2 8%	89 7%	81 7%	8 5%	11 11%	65 6%	69 7%	21 8%	89 7%
Junk/ spam text messages	66 5%	53 5%	8 8%	3 7%	1 6%	66 5%	57 5%	9 5%	7 7%	55 5%	61 6% k	5 2%	66 5% k
Health concerns - using handset	61 5%	55 5% cd	4 4%	1 2%	* 2%	61 5% c	57 5%	4 2%	4 4%	51 5%	49 5%	12 5%	61 5%
Intrusion into other people's space/ public space	58 5%	55 5% b	2 2%	1 3%	* 2%	58 5%	54 5%	4 3%	3 3%	48 5%	43 4%	15 6%	58 5%
Children having phones at a young age	58 5%	49 5%	6 5%	2 4%	1 4%	58 5%	55 5%	3 2%	5 5%	50 5%	48 5%	9 4%	58 5%
Cost of calls - generally	50 4%	45 4%	3 2%	1 1%	1 5% c	50 4%	46 4%	4 3%	7 7%	34 3%	36 4%	14 5%	50 4%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1625	1038	196	194	197	1625	1373	252	136	1285	1249	376	1625
Effective Weighted Sample	1256	979	182	190	185	1256	1078	180	102	995	974	288	1256
Total	1260	1075	111	49	25	1260	1099	161	100	1012	1008	253	1260
Cost of calls when abroad	49 4%	40 4%	6 6%	2 4%	1 4%	49 4%	43 4%	6 3%	6 6%	40 4%	45 4% k	4 2%	49 4%
Strangers contacting children	45 4%	36 3%	7 7% a	2 4%	1 3%	45 4%	39 4%	6 4%	4 4%	38 4%	41 4%	5 2%	45 4%
Unsolicited text messages that charge a premium rate to respond	45 4%	34 3%	7 7% ae	2 4%	1 3%	45 4%	39 4%	6 4%	8 8% i	36 4%	41 4% k	4 2%	45 4%
People using phones in quiet spaces	39 3%	35 3%	3 3%	* 1%	* 1%	39 3%	37 3%	2 1%	4 4%	31 3%	29 3%	10 4%	39 3%
Target for stealing mobile phone	39 3%	36 3%	1 1%	1 1%	1 4%	39 3%	34 3%	5 3%	4 4%	33 3%	37 4% k	2 1%	39 3% k
Cost of new handsets	32 3%	29 3%	1 1%	1 3%	1 2%	32 3%	31 3%	1 1%	5 5%	25 2%	29 3%	3 1%	32 3%
Incurring unexpected additional charges through using apps/ applications	29 2%	22 2%	6 5% ade	1 2%	* 1%	29 2%	26 2%	3 2%	4 4%	24 2%	26 3%	3 1%	29 2%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1625	1038	196	194	197	1625	1373	252	136	1285	1249	376	1625
Effective Weighted Sample	1256	979	182	190	185	1256	1078	180	102	995	974	288	1256
Total	1260	1075	111	49	25	1260	1099	161	100	1012	1008	253	1260
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft	28 2%	26 2% d	2 2%	* 1%	- -%	28 2% d	25 2%	4 2%	2 2%	26 3%	26 3%	2 1%	28 2%
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	27 2%	22 2%	3 3%	1 2%	1 2%	27 2%	24 2%	3 2%	2 2%	24 2%	25 2%	3 1%	27 2%
Receiving targeted advertising based on my location	27 2%	22 2%	3 2%	1 3%	1 3%	27 2%	23 2%	4 2%	2 2%	21 2%	23 2%	3 1%	27 2%
Getting viruses, trojans or malware installed on the phone	26 2%	21 2%	4 4%	1 1%	1 2%	26 2%	26 2% g	- -%	- -%	24 2%	24 2%	2 1%	26 2%
Health concerns - masts	25 2%	23 2%	2 1%	1 2%	* 1%	25 2%	25 2%	* *%	1 1%	19 2%	19 2%	7 3%	25 2%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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Base : Those who use a mobile phone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1625	1038	196	194	197	1625	1373	252	136	1285	1249	376	1625
Effective Weighted Sample	1256	979	182	190	185	1256	1078	180	102	995	974	288	1256
Total	1260	1075	111	49	25	1260	1099	161	100	1012	1008	253	1260
Incurring unexpected costs due to exceeding the data plan/ going online too much	25 2%	21 2%	3 3%	1 2%	* *%	25 2%	23 2%	2 1%	6 6% i	19 2%	24 2%	2 1%	25 2%
Cost of using the phone to get online/ visit websites/ Data usage	23 2%	20 2%	1 *%	2 4% b	* 1%	23 2%	20 2%	3 2%	2 2%	18 2%	22 2%	1 *%	23 2%
Signal/ Poor reception	22 2%	20 2%	1 1%	* *%	1 4% bc	22 2%	14 1%	8 5% f	* *%	19 2%	19 2%	3 1%	22 2%
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	22 2%	21 2%	* *%	* 1%	- -%	22 2%	20 2%	1 1%	1 1%	18 2%	16 2%	5 2%	22 2%
Cost of premium rate text messages	21 2%	16 2%	2 2%	2 4%	* 1%	21 2%	17 2%	4 3%	2 2%	17 2%	19 2%	2 1%	21 2%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1625	1038	196	194	197	1625	1373	252	136	1285	1249	376	1625
Effective Weighted Sample	1256	979	182	190	185	1256	1078	180	102	995	974	288	1256
Total	1260	1075	111	49	25	1260	1099	161	100	1012	1008	253	1260
Use of phone to film anti- social or inappropriate behaviour	20 2%	16 1%	2 2%	1 2%	1 3%	20 2%	18 2%	2 1%	2 2%	17 2%	18 2%	1 1%	20 2%
Being tracked through them/ people listening in to calls	16 1%	14 1%	3 2% cd	- -%	- -%	16 1%	13 1%	3 2%	- -%	16 2%	16 2% k	- -%	16 1%
Unsolicited calls on the phone/ cold calling	7 1%	6 1%	1 1%	- -%	- -%	7 1%	7 1%	- -%	- -%	4 *%	7 1%	- -%	7 1%
App(s)/ applications being recalled by the provider due to security issues	5 *%	4 *%	1 *%	* 1%	* 1%	5 *%	5 *%	- -%	- -%	5 1%	4 *%	1 1%	5 *%
Other	26 2%	25 2%	1 1%	* 1%	* 1%	26 2%	24 2%	2 1%	1 1%	19 2%	18 2%	8 3%	26 2%
SUMMARY CODES													
ANY CONCERNS	383 30%	344 32% bcd	23 21%	11 22%	5 20%	383 30% bcd	336 31%	47 29%	31 31%	306 30%	314 31%	69 27%	383 30%
RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	131 10%	116 11%	9 8%	4 7%	2 9%	131 10%	117 11%	14 9%	14 14%	102 10%	105 10%	26 10%	131 10%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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M1. Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1625	1038	196	194	197	1625	1373	252	136	1285	1249	376	1625
Effective Weighted Sample	1256	979	182	190	185	1256	1078	180	102	995	974	288	1256
Total	1260	1075	111	49	25	1260	1099	161	100	1012	1008	253	1260
AFFORDABILITY	126	110	10	5	2	126	110	17	18	94	109	17	126
	10%	10%	9%	10%	9%	10%	10%	10%	18% i	9%	11%	7%	10%
SECURITY/ FRAUD	105	85	13	5	2	105	92	13	12	88	98	7	105
	8%	8%	12%	9%	8%	8%	8%	8%	12%	9%	10% k	3%	8% k
PRIVACY	89	79	6	3	1	89	81	8	8	69	68	21	89
	7%	7%	5%	6%	6%	7%	7%	5%	8%	7%	7%	8%	7%
HEALTH	69	63	4	1	1	69	66	4	5	57	57	12	69
	6%	6% c	4%	2%	3%	6%	6% g	2%	5%	6%	6%	5%	6%
Don't know	9	8	-	1	-	9	7	2	-	7	6	3	9
	1%	1%	-%	2%	-%	1%	1%	1%	-%	1%	1%	1%	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M2. Do you ever check your data allowance to see how much data you have left? (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Yes	498	94	137	114	76	49	76	498	243	255	130	144	113	112	273	225	498
	49%	57%	59%	52%	40%	40%	38%	49%	50%	49%	45%	49%	52%	52%	47%	52%	49%
		def	defg	def				def									
No	506	70	95	105	112	74	124	506	244	262	156	148	103	100	304	202	506
	50%	43%	41%	48%	59%	60%	62%	50%	50%	50%	55%	50%	48%	47%	52%	47%	50%
					abcg	abcg	abcg	b									
Don't know	4	-	1	1	1	*	*	4	-	4	-	1	-	2	1	2	4
	0.4%	-0.1%	0.1%	0.1%	0.5%	0.6%	0.6%	0.4%	-0.1%	0.5%	-0.1%	0.3%	-0.1%	0.5%	0.2%	0.5%	0.4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 112

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M2. Do you ever check your data allowance to see how much data you have left? (SINGLE CODE)

Base : Those who have a smartphone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Yes	498	428	47	15	7	498	437	61	**	445	498	**	498
	49%	50%	54%	43%	34%	49%	50%	46%	**	50%	49%	**	49%
		d	d			d							
No	506	432	41	20	14	506	437	69	**	440	506	**	506
	50%	50%	46%	56%	66%	50%	50%	53%	**	50%	50%	**	50%
					abe								
Don't know	4	3	-	*	*	4	2	1	**	2	4	**	4
	*%	*%	-%	1%	*%	*%	*%	1%	**	*%	*%	**	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 113

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M3. Do you ever use up your data allowance on your mobile phone? (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Yes, very often/ most months	112	33	43	14	14	6	9	112	52	61	20	41	24	28	61	52	112
	11%	20%	18%	6%	8%	5%	4%	11%	11%	12%	7%	14%	11%	13%	10%	12%	11%
		cdefg	cdefg					cef				j		j		j	
Yes, often/ not every month	74	13	22	17	10	9	13	74	33	41	23	18	11	22	40	34	74
	7%	8%	9%	8%	5%	7%	6%	7%	7%	8%	8%	6%	5%	10%	7%	8%	7%
Yes, sometimes/ a couple of times a year	181	37	48	52	21	17	23	181	92	89	51	53	45	32	104	77	181
	18%	23%	20%	23%	11%	14%	11%	18%	19%	17%	18%	18%	21%	15%	18%	18%	18%
		df	df	def				df									
TOTAL - YES	367	83	112	83	45	33	44	367	177	191	94	111	80	82	205	162	367
	36%	50%	48%	38%	24%	26%	22%	36%	36%	37%	33%	38%	37%	38%	35%	38%	36%
		cdefg	cdefg	def				def									
No, I never run out of data	631	80	121	137	143	89	151	631	305	326	189	179	133	129	368	262	631
	63%	48%	52%	62%	76%	72%	76%	63%	63%	63%	66%	61%	62%	60%	64%	61%	63%
				ab	abcg	abg	abcg	ab									
Don't know	10	2	1	1	1	1	5	10	5	5	2	2	2	3	5	5	10
	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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 113

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M3. Do you ever use up your data allowance on your mobile phone? (SINGLE CODE)

Base : Those who have a smartphone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Yes, very often/ most months	112	99	8	4	2	112	98	14	**	95	112	**	112
	11%	11%	9%	11%	9%	11%	11%	11%	**	11%	11%	**	11%
Yes, often/ not every month	74	65	7	2	1	74	64	11	**	63	74	**	74
	7%	7%	8%	5%	5%	7%	7%	8%	**	7%	7%	**	7%
Yes, sometimes/ a couple of times a year	181	153	19	6	2	181	154	27	**	171	181	**	181
	18%	18%	22%	18%	11%	18%	18%	20%	**	19%	18%	**	18%
		d	d			d							
TOTAL - YES	367	317	34	12	5	367	316	51	**	329	367	**	367
	36%	37%	39%	33%	24%	36%	36%	39%	**	37%	36%	**	36%
		d	d			d							
No, I never run out of data	631	538	54	23	15	631	553	77	**	552	631	**	631
	63%	62%	61%	66%	75%	63%	63%	59%	**	62%	63%	**	63%
					abe								
Don't know	10	9	-	1	*	10	7	2	**	6	10	**	10
	1%	1%	-%	2%	-%	1%	1%	2%	**	1%	1%	**	1%
Columns Tested:	a,b,c,d,e - f,g - h,i - j,k,l												

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 114

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M4. (SHOWCARD) When you are at risk of running out of data do you ever do any of the following things? (MULTI CODE)

Base : Those with a smartphone who have ever used up their data allowance

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	~j	k	~l	m	n	o	p
Unweighted total	423	118	110	90	52	35	53	423	206	217	89	149	84	101	238	185	423
Effective Weighted Sample	345	88	96	76	44	31	44	345	167	178	78	121	70	80	195	150	345
Total	367	83	112	83	45	33	44	367	177	191	94	111	80	82	205	162	367
Only go online when you can use Wi-Fi	195	50	62	**	**	**	**	195	93	102	**	68	**	34	120	75	195
	53%	60%	55%	**	**	**	**	53%	53%	54%	**	61% mo	**	41%	59% mo	46%	53%
Use the phone less for going online so you can save your data	173	41	52	**	**	**	**	173	83	91	**	50	**	39	96	77	173
	47%	50%	46%	**	**	**	**	47%	47%	48%	**	45%	**	47%	47%	48%	47%
Turn off or restrict automatic downloads of upgrades or automatic updates for apps	77	18	25	**	**	**	**	77	40	37	**	31	**	11	53	24	77
	21%	22%	22%	**	**	**	**	21%	23%	19%	**	28% mo	**	14%	26% mo	15%	21%
Avoid doing 'data-hungry' activities like playing videos or playing games	74	14	25	**	**	**	**	74	41	32	**	25	**	9	54	20	74
	20%	17%	22%	**	**	**	**	20%	23%	17%	**	22% o	**	11%	26% mo	12%	20% o
Buy extra data	68	12	26	**	**	**	**	68	35	33	**	19	**	16	34	34	68
	19%	14%	23%	**	**	**	**	19%	20%	18%	**	17%	**	19%	17%	21%	19%
Go to fewer sites or apps than you would usually/ use your browser less	62	18	19	**	**	**	**	62	31	30	**	22	**	9	40	22	62
	17%	21%	17%	**	**	**	**	17%	18%	16%	**	20%	**	11%	19%	14%	17%
Other	8	-	1	**	**	**	**	8	4	4	**	5	**	*	6	2	8
	2%	-%	1%	**	**	**	**	2%	2%	2%	**	5% o	**	*%	3%	1%	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 114

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M4. (SHOWCARD) When you are at risk of running out of data do you ever do any of the following things? (MULTI CODE)

Base : Those with a smartphone who have ever used up their data allowance

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	~j	k	~l	m	n	o	p
Unweighted total	423	118	110	90	52	35	53	423	206	217	89	149	84	101	238	185	423
Effective Weighted Sample	345	88	96	76	44	31	44	345	167	178	78	121	70	80	195	150	345
Total	367	83	112	83	45	33	44	367	177	191	94	111	80	82	205	162	367
Don't know	11	2	1	**	**	**	**	11	9	2	**	2	**	1	5	6	11
	3%	2%	1%	**	**	**	**	3%	5%	1%	**	2%	**	2%	2%	4%	3%
									i								

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 114

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M4. (SHOWCARD) When you are at risk of running out of data do you ever do any of the following things? (MULTI CODE)

Base : Those with a smartphone who have ever used up their data allowance

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	423	287	52	44	40	423	356	67	31	378	423	-	423
Effective Weighted Sample	345	276	49	44	38	345	293	53	27	308	345	-	345
Total	367	317	34	12	5	367	316	51	29	329	367	-	367
Only go online when you can use Wi-Fi	195	171	**	**	**	195	167	**	**	178	195	**	195
	53%	54%	**	**	**	53%	53%	**	**	54%	53%	**	53%
Use the phone less for going online so you can save your data	173	153	**	**	**	173	150	**	**	154	173	**	173
	47%	48%	**	**	**	47%	48%	**	**	47%	47%	**	47%
Turn off or restrict automatic downloads of upgrades or automatic updates for apps	77	71	**	**	**	77	69	**	**	68	77	**	77
	21%	22%	**	**	**	21%	22%	**	**	21%	21%	**	21%
Avoid doing 'data-hungry' activities like playing videos or playing games	74	65	**	**	**	74	67	**	**	71	74	**	74
	20%	21%	**	**	**	20%	21%	**	**	22%	20%	**	20%
Buy extra data	68	56	**	**	**	68	56	**	**	66	68	**	68
	19%	18%	**	**	**	19%	18%	**	**	20%	19%	**	19%
Go to fewer sites or apps than you would usually/ use your browser less	62	55	**	**	**	62	55	**	**	54	62	**	62
	17%	17%	**	**	**	17%	17%	**	**	16%	17%	**	17%
Other	8	8	**	**	**	8	7	**	**	8	8	**	8
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	2%
Don't know	11	9	**	**	**	11	10	**	**	8	11	**	11
	3%	3%	**	**	**	3%	3%	**	**	2%	3%	**	3%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M5. Do you ever use free public Wi-Fi? IF NECESSARY Wi-Fi that is provided free of charge in public locations like coffee shops or hotels. Some of these may require you to register or to log in to gain access to the public Wi-Fi. (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Yes	678	124	173	138	126	76	117	678	342	337	191	201	152	135	392	286	678
	67%	76%	74%	63%	67%	62%	59%	67%	70%	65%	67%	69%	70%	63%	68%	67%	67%
		cefg	cef					f									
No	323	40	62	80	62	45	80	323	144	180	95	89	63	77	183	140	323
	32%	24%	26%	36%	33%	37%	40%	32%	30%	34%	33%	30%	29%	36%	32%	33%	32%
				ab		a	abg	a									
Don't know	6	-	-	2	1	2	3	6	1	5	-	3	1	2	3	3	6
	1%	-%	-%	1%	1%	2%	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M5. Do you ever use free public Wi-Fi? IF NECESSARY Wi-Fi that is provided free of charge in public locations like coffee shops or hotels. Some of these may require you to register or to log in to gain access to the public Wi-Fi. (SINGLE CODE)

Base : Those who have a smartphone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Yes	678	564	72	28	14	678	586	92	**	613	678	**	678
	67%	65%	82% ade	79% ae	70%	67%	67%	70%	**	69%	67%	**	67%
No	323	293	16	8	6	323	285	39	**	269	323	**	323
	32%	34% bc	18%	21%	30% b	32% bc	32%	30%	**	30%	32%	**	32%
Don't know	6	6	-	-	-	6	6	-	**	6	6	**	6
	1%	1%	-%	-%	-%	1%	1%	-%	**	1%	1%	**	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 116

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M6. (SHOWCARD) AGREEMENT WITH STATEMENT - Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Strongly disagree	85 8%	20 12% e	20 9%	16 7%	15 8%	5 4%	14 7%	85 8%	40 8%	45 9%	17 6%	18 6%	25 12% jkn	24 11% jkn	35 6%	49 11% jkn	85 8%
Slightly disagree	72 7%	17 10% ef	24 10% ef	12 5%	12 6%	3 3%	8 4%	72 7%	33 7%	39 7%	16 6%	29 10%	11 5%	16 7%	45 8%	27 6%	72 7%
TOTAL DISAGREE	157 16%	36 22% cefg	44 19% ef	28 13%	27 15% e	9 7%	22 11%	157 16% e	73 15%	83 16%	34 12%	47 16%	36 17%	40 19% j	81 14%	76 18% j	157 16%
Neither/ nor	121 12%	19 12%	27 12%	35 16% ef	25 13%	10 8%	15 7%	121 12%	55 11%	66 13%	31 11%	33 11%	28 13%	30 14%	63 11%	57 13%	121 12%
Slightly agree	227 23%	45 27% ef	66 28% ef	52 24% ef	40 21% f	17 14%	24 12%	227 23% ef	96 20%	131 25% h	62 22%	74 25%	46 21%	45 21%	136 24%	91 21%	227 23%
Strongly agree	463 46%	59 36%	97 41%	98 45%	88 47% a	81 66% abcdg	121 61% abcdg	463 46% a	244 50% i	219 42%	153 53% kmop	130 44%	96 45%	84 39%	283 49% mo	180 42%	463 46%
TOTAL AGREE	690 69%	104 63%	163 70%	150 68%	128 68% abcdg	98 80% abcdg	145 73% a	690 69%	340 70%	351 67%	214 75% lmop	205 70% m	143 66%	129 60%	419 72% mo	271 63%	690 69% m
Don't know	40 4%	6 3% b	* *%	7 3% b	8 4% b	7 6% b	18 9% abcg	40 4% b	18 4%	21 4%	7 2%	8 3%	9 4%	15 7% jkn	15 3%	24 6% n	40 4%
TOTAL NEITHER/ DON'T KNOW	160 16%	25 15%	27 12%	42 19% b	33 18%	16 13%	33 17%	160 16%	73 15%	87 17%	38 13%	41 14%	37 17%	45 21% jkn	79 14%	82 19% n	160 16%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 116

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M6. (SHOWCARD) AGREEMENT WITH STATEMENT - Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (SINGLE CODE)

Base : Those who have a smartphone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Strongly disagree	85 8%	74 9%	7 7%	3 8%	1 4%	85 8%	67 8%	17 13% f	** **	80 9%	85 8%	** **	85 8%
Slightly disagree	72 7%	61 7%	7 8%	3 8%	1 5%	72 7%	63 7%	9 7%	** **	61 7%	72 7%	** **	72 7%
TOTAL DISAGREE	157 16%	136 16%	13 15%	6 16%	2 10%	157 16%	130 15%	26 20%	** **	141 16%	157 16%	** **	157 16%
Neither/ nor	121 12%	108 13%	8 10%	3 8%	1 7%	121 12%	115 13% g	6 4%	** **	104 12%	121 12%	** **	121 12%
Slightly agree	227 23%	188 22%	25 28%	9 26%	5 25%	227 23%	199 23%	28 21%	** **	198 22%	227 23%	** **	227 23%
Strongly agree	463 46%	400 46%	36 41%	16 46%	11 54% b	463 46%	401 46%	62 47%	** **	421 47%	463 46%	** **	463 46%
TOTAL AGREE	690 69%	588 68%	61 69%	26 72%	16 79% ae	690 69%	600 68%	90 69%	** **	619 70%	690 69%	** **	690 69%
Don't know	40 4%	32 4%	5 6%	1 4%	1 4%	40 4%	31 4%	9 7%	** **	23 3%	40 4%	** **	40 4%
TOTAL NEITHER/ DON'T KNOW	160 16%	140 16%	14 16%	4 12%	2 11%	160 16%	146 17%	14 11%	** **	128 14%	160 16%	** **	160 16%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 117

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7A. (SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Complete a form or an application for something on my phone (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Most days	36	7	13	12	2	2	2	36	17	18	9	7	10	10	16	19	36
	4%	4%	6%	5%	1%	1%	1%	4%	4%	4%	3%	2%	4%	5%	3%	5%	4%
			df	df													
Once or twice a week	86	23	27	20	11	3	5	86	34	52	23	25	18	19	49	37	86
	9%	14%	12%	9%	6%	2%	2%	9%	7%	10%	8%	9%	9%	9%	8%	9%	9%
		defg	def	ef				ef									
At least every 3 months	167	35	46	48	26	6	12	167	78	90	44	55	31	37	100	68	167
	17%	21%	20%	22%	14%	5%	6%	17%	16%	17%	16%	19%	14%	17%	17%	16%	17%
		ef	ef	def	ef			ef									
Less often	350	63	93	76	65	40	53	350	175	175	110	112	59	69	222	128	350
	35%	39%	40%	34%	34%	32%	27%	35%	36%	34%	39%	38%	27%	32%	38%	30%	35%
		f	f					f			lo	lo			lo		l
EVER DO THIS	638	129	179	154	104	50	73	638	304	334	187	199	118	134	386	252	638
	63%	78%	76%	70%	55%	41%	36%	63%	62%	64%	65%	68%	55%	63%	67%	59%	63%
		defg	defg	def	ef			def			l	lo			lo		l
Never	369	36	55	66	85	73	127	369	182	187	99	93	98	80	192	177	369
	37%	22%	24%	30%	45%	59%	64%	37%	38%	36%	35%	32%	45%	37%	33%	41%	37%
					abcg	abcdg	abcdg	ab					jknp			kn	
AT LEAST WEEKLY	121	30	40	31	13	4	7	121	51	70	33	32	28	29	65	56	121
	12%	18%	17%	14%	7%	4%	4%	12%	11%	13%	11%	11%	13%	13%	11%	13%	12%
		defg	def	def				def									
AT LEAST QUARTERLY	289	65	86	79	39	10	20	289	129	160	77	88	59	65	165	124	289
	29%	40%	37%	36%	21%	8%	10%	29%	27%	31%	27%	30%	27%	31%	28%	29%	29%
		defg	defg	defg	ef			def									
DO THIS LESS FREQUENTLY THAN WEEKLY	517	98	139	123	91	46	65	517	253	264	154	167	90	105	321	196	517
	51%	60%	59%	56%	48%	37%	33%	51%	52%	51%	54%	57%	42%	49%	56%	46%	51%
		defg	defg	ef	ef			ef			lo	lo			lo		l

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 117

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7A. (SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Complete a form or an application for something on my phone (SINGLE CODE)

Base : Those who have a smartphone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Most days	36	34	2	*	-	36	35	1	**	29	36	**	36
	4%	4%	2%	1%	-%	4%	4%	1%	**	3%	4%	**	4%
		d				d							
Once or twice a week	86	77	5	4	1	86	68	18	**	79	86	**	86
	9%	9%	5%	10%	5%	9%	8%	14% f	**	9%	9%	**	9%
At least every 3 months	167	144	16	4	3	167	141	27	**	154	167	**	167
	17%	17%	18%	11%	14%	17%	16%	20%	**	17%	17%	**	17%
Less often	350	303	32	8	7	350	318	31	**	318	350	**	350
	35%	35%	36% c	24%	35% c	35% c	36% g	24%	**	36%	35%	**	35%
		c	c		c	c							
EVER DO THIS	638	557	54	16	11	638	561	77	**	579	638	**	638
	63%	65% cd	61% c	45%	53%	63% cd	64%	59%	**	65%	63%	**	63%
Never	369	306	34	19	10	369	315	54	**	308	369	**	369
	37%	35%	39%	55% abe	47% ae	37%	36%	41%	**	35%	37%	**	37%
AT LEAST WEEKLY	121	110	6	4	1	121	102	19	**	108	121	**	121
	12%	13% d	7%	11% d	5%	12% d	12%	14%	**	12%	12%	**	12%
		d		d		d							
AT LEAST QUARTERLY	289	255	23	8	4	289	243	46	**	261	289	**	289
	29%	29% d	26%	22%	19%	29% d	28%	35%	**	29%	29%	**	29%
		d				d							
DO THIS LESS FREQUENTLY THAN WEEKLY	517	447	48	12	10	517	459	58	**	471	517	**	517
	51%	52% c	54% c	35%	49% c	51% c	52%	44%	**	53%	51%	**	51%
		c	c		c	c							

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 118

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7B. (SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Take photos or videos (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Most days	341	83	116	78	42	13	23	341	133	208	86	94	81	81	180	161	341
	34%	50%	49%	35%	22%	11%	12%	34%	27%	40%	30%	32%	37%	38%	31%	38%	34%
		cdefg	cdefg	def	ef			def		h						n	
Once or twice a week	349	52	79	77	72	43	69	349	183	166	115	101	69	64	216	134	349
	35%	32%	34%	35%	38%	35%	35%	35%	38%	32%	40%	34%	32%	30%	37%	31%	35%
											mo				o		
At least every 3 months	167	15	19	37	37	32	59	167	83	84	45	51	36	35	96	71	167
	17%	9%	8%	17%	20%	26%	30%	17%	17%	16%	16%	17%	17%	16%	17%	16%	17%
				ab	ab	abcg	abcdg	ab									
Less often	118	12	17	26	30	24	33	118	66	52	34	38	19	27	72	45	118
	12%	7%	7%	12%	16%	19%	16%	12%	13%	10%	12%	13%	9%	13%	13%	11%	12%
					ab	abg	ab										
EVER DO THIS	976	161	231	218	181	112	184	976	466	510	280	284	205	206	564	411	976
	97%	98%	99%	99%	96%	91%	92%	97%	96%	98%	98%	97%	95%	97%	98%	96%	97%
		ef	ef	def				ef									
Never	32	3	3	2	8	11	16	32	21	11	5	9	11	7	14	18	32
	3%	2%	1%	1%	4%	9%	8%	3%	4%	2%	2%	3%	5%	3%	2%	4%	3%
					c	abcg	abcg										
AT LEAST WEEKLY	691	135	195	155	114	56	92	691	317	374	201	195	150	145	396	295	691
	69%	82%	83%	70%	60%	46%	46%	69%	65%	72%	70%	67%	70%	68%	68%	69%	69%
		cdefg	cdefg	def	ef			def		h							
AT LEAST QUARTERLY	858	150	214	192	151	89	151	858	400	458	246	246	186	180	492	366	858
	85%	91%	91%	87%	80%	72%	76%	85%	82%	88%	86%	84%	86%	84%	85%	85%	85%
		defg	defg	ef				ef		h							
DO THIS LESS FREQUENTLY THAN WEEKLY	285	27	36	63	68	56	92	285	149	136	79	89	55	61	169	116	285
	28%	16%	15%	29%	36%	45%	46%	28%	31%	26%	28%	31%	25%	29%	29%	27%	28%
				ab	abg	abcg	abcdg	ab									

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 118

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7B. (SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Take photos or videos (SINGLE CODE)

Base : Those who have a smartphone

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Most days	341	300	29	7	5	341	306	35	**	313	341	**	341
	34%	35%	33%	20%	22%	34%	35%	27%	**	35%	34%	**	34%
		cd	cd			cd							
Once or twice a week	349	286	36	19	9	349	297	53	**	314	349	**	349
	35%	33%	40%	52%	45%	35%	34%	40%	**	35%	35%	**	35%
				abe	ae								
At least every 3 months	167	142	16	5	4	167	142	25	**	139	167	**	167
	17%	16%	19%	13%	21%	17%	16%	19%	**	16%	17%	**	17%
Less often	118	109	3	4	1	118	106	12	**	99	118	**	118
	12%	13%	4%	11%	6%	12%	12%	9%	**	11%	12%	**	12%
		bd		b		bd							
EVER DO THIS	976	837	85	34	19	976	851	125	**	865	976	**	976
	97%	97%	96%	96%	94%	97%	97%	96%	**	97%	97%	**	97%
Never	32	26	3	1	1	32	26	6	**	23	32	**	32
	3%	3%	4%	4%	6%	3%	3%	4%	**	3%	3%	**	3%
AT LEAST WEEKLY	691	586	65	26	14	691	603	88	**	628	691	**	691
	69%	68%	74%	72%	67%	69%	69%	67%	**	71%	69%	**	69%
AT LEAST QUARTERLY	858	728	81	30	18	858	744	113	**	766	858	**	858
	85%	84%	92%	86%	88%	85%	85%	87%	**	86%	85%	**	85%
			ae										
DO THIS LESS FREQUENTLY THAN WEEKLY	285	251	20	8	6	285	248	37	**	237	285	**	285
	28%	29%	22%	24%	28%	28%	28%	28%	**	27%	28%	**	28%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7C. (SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Edit photos or videos (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Most days	167	46	54	38	17	10	13	167	66	101	41	48	40	39	89	79	167
	17%	28%	23%	17%	9%	8%	7%	17%	14%	19%	14%	16%	18%	18%	15%	18%	17%
		cdefg	defg	def				def		h							
Once or twice a week	210	43	60	52	29	15	25	210	105	105	59	60	48	43	119	91	210
	21%	26%	26%	24%	16%	12%	13%	21%	22%	20%	21%	21%	22%	20%	21%	21%	21%
		def	def	def				ef									
At least every 3 months	151	22	36	40	27	13	25	151	71	80	38	46	35	32	84	67	151
	15%	14%	16%	18%	14%	11%	13%	15%	15%	15%	13%	16%	16%	15%	14%	16%	15%
Less often	202	31	52	40	49	21	30	202	108	94	76	65	27	34	141	62	202
	20%	19%	22%	18%	26%	17%	15%	20%	22%	18%	27%	22%	13%	16%	24%	14%	20%
					f						lmop	lo			lmo		lo
EVER DO THIS	730	142	202	170	122	59	94	730	350	380	214	219	151	147	432	298	730
	72%	86%	86%	77%	64%	48%	47%	72%	72%	73%	75%	75%	70%	69%	75%	69%	72%
		cdefg	cdefg	def	ef			def									
Never	277	23	32	50	67	64	106	277	136	141	72	74	65	66	146	131	277
	28%	14%	14%	23%	36%	52%	53%	28%	28%	27%	25%	25%	30%	31%	25%	31%	28%
				ab	abcg	abcdg	abcdg	ab									
AT LEAST WEEKLY	377	89	114	90	46	25	38	377	171	206	100	108	88	81	208	169	377
	37%	54%	48%	41%	24%	20%	19%	37%	35%	40%	35%	37%	41%	38%	36%	39%	37%
		cdefg	defg	def				def									
AT LEAST QUARTERLY	528	111	150	130	73	38	64	528	242	286	138	154	123	113	292	236	528
	52%	67%	64%	59%	38%	31%	32%	52%	50%	55%	48%	52%	57%	53%	50%	55%	52%
		defg	defg	def				def									
DO THIS LESS FREQUENTLY THAN WEEKLY	353	53	89	80	76	34	56	353	179	174	114	111	63	66	225	128	353
	35%	32%	38%	36%	40%	28%	28%	35%	37%	33%	40%	38%	29%	31%	39%	30%	35%
			f		ef			f			lmo	lo			lmo		

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7C. (SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Edit photos or videos (SINGLE CODE)

Base : Those who have a smartphone

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Most days	167	148	13	4	3	167	146	21	**	156	167	**	167
	17%	17%	15%	10%	13%	17%	17%	16%	**	18%	17%	**	17%
Once or twice a week	210	177	23	6	4	210	187	23	**	188	210	**	210
	21%	21%	26%	17%	20%	21%	21%	18%	**	21%	21%	**	21%
At least every 3 months	151	125	15	6	5	151	126	25	**	134	151	**	151
	15%	14%	17%	18%	24% ae	15%	14%	19%	**	15%	15%	**	15%
Less often	202	178	15	7	3	202	180	22	**	180	202	**	202
	20%	21% d	17%	20%	12%	20% d	21%	17%	**	20%	20%	**	20%
EVER DO THIS	730	628	65	23	14	730	638	92	**	657	730	**	730
	72%	73%	74%	65%	69%	72%	73%	70%	**	74%	72%	**	72%
Never	277	236	23	12	6	277	239	39	**	230	277	**	277
	28%	27%	26%	35%	31%	28%	27%	30%	**	26%	28%	**	28%
AT LEAST WEEKLY	377	325	35	10	7	377	333	44	**	344	377	**	377
	37%	38% c	40% c	27%	33%	37% c	38%	34%	**	39%	37%	**	37%
AT LEAST QUARTERLY	528	450	50	16	12	528	458	69	**	477	528	**	528
	52%	52%	57% c	45%	57% c	52%	52%	53%	**	54%	52%	**	52%
DO THIS LESS FREQUENTLY THAN WEEKLY	353	303	30	14	7	353	305	48	**	313	353	**	353
	35%	35%	34% c	38%	36%	35%	35% c	36%	**	35%	35% c	**	35%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7D.(SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Use features such as maps or satellite navigation to get to where you want to go/ plot a route to your destination (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Most days	153	27	51	41	16	13	17	153	85	68	44	49	32	27	93	60	153
	15%	16%	22%	19%	9%	10%	9%	15%	17%	13%	15%	17%	15%	13%	16%	14%	15%
		df	defg	def				df									
Once or twice a week	269	56	68	66	47	24	31	269	137	132	95	75	45	54	170	99	269
	27%	34%	29%	30%	25%	19%	15%	27%	28%	25%	33%	26%	21%	25%	29%	23%	27%
		ef	ef	ef	f			f			klop				lo		
At least every 3 months	231	30	60	46	47	27	49	231	111	120	68	62	55	46	130	101	231
	23%	18%	26%	21%	25%	22%	24%	23%	23%	23%	24%	21%	25%	22%	23%	24%	23%
Less often	164	31	34	39	30	21	29	164	72	92	41	55	32	36	96	68	164
	16%	19%	14%	18%	16%	17%	15%	16%	15%	18%	14%	19%	15%	17%	17%	16%	16%
EVER DO THIS	816	145	213	192	140	85	126	816	405	411	247	241	164	164	489	328	816
	81%	88%	91%	87%	74%	69%	63%	81%	83%	79%	87%	82%	76%	77%	84%	76%	81%
		defg	defg	defg	f			def			lmop	o			lmo		o
Never	191	20	21	28	49	38	73	191	81	110	38	51	52	50	90	102	191
	19%	12%	9%	13%	26%	31%	37%	19%	17%	21%	13%	18%	24%	23%	16%	24%	19%
					abcg	abcg	abcdg	abc					jn	jn		jknp	j
AT LEAST WEEKLY	421	83	119	107	63	37	48	421	222	199	138	124	77	82	262	159	421
	42%	50%	51%	49%	34%	30%	24%	42%	46%	38%	48%	42%	36%	38%	45%	37%	42%
		defg	defg	def	f			def	i		lmo				lo		
AT LEAST QUARTERLY	653	113	179	153	110	64	97	653	333	320	206	187	132	128	393	260	653
	65%	69%	77%	70%	58%	52%	49%	65%	68%	61%	72%	64%	61%	60%	68%	61%	65%
		def	defg	def				ef	i		klmop				mo		
DO THIS LESS FREQUENTLY THAN WEEKLY	395	62	94	85	77	48	78	395	183	212	109	117	87	82	226	169	395
	39%	37%	40%	38%	41%	39%	39%	39%	38%	41%	38%	40%	40%	38%	39%	39%	39%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7D.(SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Use features such as maps or satellite navigation to get to where you want to go/ plot a route to your destination (SINGLE CODE)

Base : Those who have a smartphone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Most days	153	140	8	4	1	153	139	14	**	142	153	**	153
	15%	16%	9%	11%	4%	15%	16%	10%	**	16%	15%	**	15%
		bd		d		d							
Once or twice a week	269	230	27	9	3	269	227	42	**	248	269	**	269
	27%	27%	31%	25%	15%	27%	26%	32%	**	28%	27%	**	27%
		d	d	d		d							
At least every 3 months	231	200	19	8	5	231	205	26	**	212	231	**	231
	23%	23%	22%	21%	24%	23%	23%	20%	**	24%	23%	**	23%
Less often	164	138	15	5	6	164	147	17	**	140	164	**	164
	16%	16%	17%	15%	27%	16%	17%	13%	**	16%	16%	**	16%
					abce								
EVER DO THIS	816	707	69	26	14	816	718	98	**	742	816	**	816
	81%	82%	78%	72%	70%	81%	82%	75%	**	84%	81%	**	81%
		cd				cd							
Never	191	156	19	10	6	191	159	33	**	145	191	**	191
	19%	18%	22%	28%	30%	19%	18%	25%	**	16%	19%	**	19%
				ae	ae								
AT LEAST WEEKLY	421	370	35	13	4	421	366	55	**	390	421	**	421
	42%	43%	40%	36%	19%	42%	42%	42%	**	44%	42%	**	42%
		d	d	d		d							
AT LEAST QUARTERLY	653	570	54	20	9	653	571	81	**	602	653	**	653
	65%	66%	61%	57%	43%	65%	65%	62%	**	68%	65%	**	65%
		cd	d	d		d							
DO THIS LESS FREQUENTLY THAN WEEKLY	395	338	34	13	11	395	352	43	**	352	395	**	395
	39%	39%	39%	36%	51%	39%	40%	33%	**	40%	39%	**	39%
					abce								

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 121

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7E. (SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Use your phone to make a contactless payment in shops or cafes using services like Apple Pay or Android Pay (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Most days	61	16	21	12	7	4	4	61	35	26	16	17	11	18	32	29	61
	6%	10%	9%	6%	4%	3%	2%	6%	7%	5%	5%	6%	5%	8%	6%	7%	6%
		def	def	f				f									
Once or twice a week	82	14	28	21	12	6	7	82	40	42	27	25	18	12	52	30	82
	8%	8%	12%	10%	6%	5%	3%	8%	8%	8%	10%	9%	8%	5%	9%	7%	8%
		f	ef	f				f									
At least every 3 months	38	4	7	15	3	3	8	38	16	22	13	7	9	9	20	18	38
	4%	3%	3%	7%	2%	2%	4%	4%	3%	4%	4%	3%	4%	4%	3%	4%	4%
				d													
Less often	106	15	30	21	26	9	14	106	63	43	42	29	16	19	71	35	106
	10%	9%	13%	9%	14%	7%	7%	10%	13%	8%	15%	10%	7%	9%	12%	8%	10%
			f		f				i		lmo				o		
EVER DO THIS	287	49	87	69	49	22	33	287	154	133	97	78	54	57	176	111	287
	28%	30%	37%	31%	26%	18%	16%	28%	32%	25%	34%	27%	25%	27%	30%	26%	28%
		ef	defg	ef	f			ef	i		lo						
Never	721	115	147	151	140	101	167	721	332	388	188	214	162	156	403	318	721
	72%	70%	63%	69%	74%	82%	84%	72%	68%	75%	66%	73%	75%	73%	70%	74%	72%
					b	abcb	abcdg	b		h			j		j		
AT LEAST WEEKLY	143	30	49	33	19	10	11	143	75	68	43	42	29	29	85	59	143
	14%	18%	21%	15%	10%	8%	5%	14%	15%	13%	15%	14%	14%	14%	15%	14%	14%
		def	defg	f				f									
AT LEAST QUARTERLY	181	34	57	48	23	13	19	181	91	90	55	49	38	39	104	76	181
	18%	21%	24%	22%	12%	11%	9%	18%	19%	17%	19%	17%	18%	18%	18%	18%	18%
		def	defg	def				def									
DO THIS LESS FREQUENTLY THAN WEEKLY	143	19	38	35	29	12	22	143	79	65	55	36	24	28	91	52	143
	14%	12%	16%	16%	15%	9%	11%	14%	16%	12%	19%	12%	11%	13%	16%	12%	14%
											klo						

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 121

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7E. (SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Use your phone to make a contactless payment in shops or cafes using services like Apple Pay or Android Pay (SINGLE CODE)

Base : Those who have a smartphone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Most days	61 6%	56 6%	4 4%	1 2%	1 4%	61 6%	53 6%	9 7%	** **	55 6%	61 6%	** **	61 6%
Once or twice a week	82 8%	68 8%	12 13%	1 2%	1 7%	82 8%	67 8%	15 11%	** **	78 9%	82 8%	** **	82 8%
		c	ace			c							
At least every 3 months	38 4%	36 4%	* 1%	1 2%	1 5%	38 4%	31 4%	6 5%	** **	32 4%	38 4%	** **	38 4%
		b			b								
Less often	106 10%	93 11%	7 8%	3 9%	2 10%	106 10%	99 11%	7 5%	** **	91 10%	106 10%	** **	106 10%
							g						
EVER DO THIS	287 28%	252 29%	23 26%	5 15%	6 27%	287 28%	250 29%	37 28%	** **	255 29%	287 28%	** **	287 28%
		c	c		c	c							
Never	721 72%	611 71%	65 74%	30 85%	15 73%	721 72%	627 71%	94 72%	** **	632 71%	721 72%	** **	721 72%
				abde									
AT LEAST WEEKLY	143 14%	124 14%	15 17%	2 4%	2 12%	143 14%	120 14%	23 18%	** **	132 15%	143 14%	** **	143 14%
		c	c		c	c							
AT LEAST QUARTERLY	181 18%	160 18%	16 18%	2 6%	3 17%	181 18%	151 17%	30 23%	** **	164 18%	181 18%	** **	181 18%
		c	c		c	c							
DO THIS LESS FREQUENTLY THAN WEEKLY	143 14%	128 15%	8 9%	4 11%	3 16%	143 14%	130 15%	13 10%	** **	123 14%	143 14%	** **	143 14%

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

OFCEM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 122

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7F. (SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Use your phone as a ticket or boarding pass or as an entry ticket to an event (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Most days	24 2%	9 5% dfg	5 2%	5 2%	3 1%	2 2%	2 1%	24 2%	17 4% i	7 1%	8 3%	5 2%	6 3%	4 2%	14 2%	10 2%	24 2%
Once or twice a week	25 2%	7 4% f	7 3% f	6 3%	4 2%	1 1%	1 *%	25 2%	14 3%	10 2%	12 4% k	2 1%	6 3%	5 2%	14 2%	11 3%	25 2%
At least every 3 months	119 12%	20 12% e	37 16% ef	28 13% ef	19 10%	7 5%	14 7%	119 12% ef	57 12%	61 12%	43 15% lmo	44 15% lmo	17 8%	15 7%	87 15% lmo	32 7%	119 12% mo
Less often	245 24%	41 25% f	73 31% efg	59 27% ef	42 22% f	20 16%	29 15%	245 24% ef	112 23%	133 26%	80 28% mo	83 28% lmo	43 20%	39 18%	163 28% lmo	82 19%	245 24% o
EVER DO THIS	412 41%	78 47% def	121 52% defg	99 45% ef	68 36% ef	30 24%	46 23%	412 41% ef	201 41%	211 41%	143 50% lmop	134 46% lmo	72 33%	63 30%	277 48% lmop	135 31%	412 41% lmo
Never	596 59%	87 53%	113 48%	121 55%	121 64% ab	93 76% abcdg	154 77% abcdg	596 59% b	286 59%	310 59%	143 50%	158 54%	144 67% jkn	150 70% jkn	301 52%	294 69% jkn	596 59% jn
AT LEAST WEEKLY	48 5%	16 10% defg	11 5%	11 5% f	7 3%	3 2%	3 2%	48 5% f	31 6% i	17 3%	20 7% k	7 2%	12 5%	9 4%	27 5%	21 5%	48 5%
AT LEAST QUARTERLY	167 17%	36 22% def	48 21% ef	40 18% ef	26 14%	10 8%	17 9%	167 17% ef	89 18%	78 15%	63 22% lmop	51 17% lmo	29 13%	24 11%	114 20% lmo	53 12%	167 17% o
DO THIS LESS FREQUENTLY THAN WEEKLY	364 36%	62 38% ef	110 47% defg	88 40% ef	61 33% ef	27 22%	43 21%	364 36% ef	169 35%	195 37%	123 43% lmop	127 43% lmop	60 28%	54 25%	250 43% lmop	114 27%	364 36% lmo

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 122

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M7F. (SHOWCARD) HOW OFTEN USE SMARTPHONE TO - Use your phone as a ticket or boarding pass or as an entry ticket to an event (SINGLE CODE)

Base : Those who have a smartphone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Most days	24	19	4	1	-	24	22	1	**	20	24	**	24
	2%	2%	4% d	2%	-%	2%	3%	1%	**	2%	2%	**	2%
Once or twice a week	25	23	1	1	*	25	20	5	**	23	25	**	25
	2%	3%	1%	1%	2%	2%	2%	4%	**	3%	2%	**	2%
At least every 3 months	119	105	10	2	2	119	97	22	**	110	119	**	119
	12%	12% c	11% c	4%	11% c	12% c	11%	17%	**	12%	12%	**	12%
Less often	245	199	30	8	7	245	218	27	**	217	245	**	245
	24%	23%	35% ace	22%	36% ace	24%	25%	21%	**	24%	24%	**	24%
EVER DO THIS	412	347	45	10	10	412	357	55	**	371	412	**	412
	41%	40% c	51% ace	29%	49% ac	41% c	41%	42%	**	42%	41%	**	41%
Never	596	517	43	25	10	596	520	75	**	517	596	**	596
	59%	60% bd	49%	71% abde	51%	59% b	59%	58%	**	58%	59%	**	59%
AT LEAST WEEKLY	48	42	4	1	*	48	42	6	**	43	48	**	48
	5%	5%	5%	3%	2%	5%	5%	5%	**	5%	5%	**	5%
AT LEAST QUARTERLY	167	147	14	3	3	167	139	28	**	153	167	**	167
	17%	17% c	16% c	7%	13%	17% c	16%	22%	**	17%	17%	**	17%
DO THIS LESS FREQUENTLY THAN WEEKLY	364	305	40	9	10	364	315	49	**	327	364	**	364
	36%	35% c	46% ace	26%	47% ace	36% c	36%	38%	**	37%	36%	**	36%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 123

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M8. (SHOWCARD) Which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you? (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Phoning or texting	699	100	140	154	145	96	160	699	323	376	197	200	159	142	397	301	699
	69%	60%	60%	70%	77%	78%	80%	69%	66%	72%	69%	68%	74%	66%	69%	70%	69%
Checking social media/ messaging people	121	39	37	26	12	7	7	121	60	62	29	43	18	31	72	49	121
	12%	24%	16%	12%	6%	5%	3%	12%	12%	12%	10%	15%	8%	15%	12%	11%	12%
		cdefg	def	f				def				l		l			
Checking email	67	5	23	11	14	9	14	67	39	28	29	19	8	11	48	19	67
	7%	3%	10%	5%	8%	7%	7%	7%	8%	5%	10%	6%	4%	5%	8%	4%	7%
			a								lmo				lo		
Taking videos or photos	24	2	13	7	1	-	1	24	8	16	8	2	9	5	10	14	24
	2%	1%	6%	3%	*%	-%	1%	2%	2%	3%	3%	1%	4%	2%	2%	3%	2%
			adefg	e									k			k	
Playing games	21	7	5	7	-	2	2	21	9	12	2	4	6	10	6	16	21
	2%	4%	2%	3%	-%	2%	1%	2%	2%	2%	1%	1%	3%	5%	1%	4%	2%
		df	d	d				d						jknp		jn	
Using maps or other location-based services	21	2	6	4	7	-	2	21	14	6	11	7	2	1	17	4	21
	2%	1%	2%	2%	4%	-%	1%	2%	3%	1%	4%	2%	1%	1%	3%	1%	2%
					e						mo				mo		
Checking news, travel or weather updates	8	*	1	4	2	1	1	8	4	4	2	3	1	2	4	4	8
	1%	*%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Using the calendar or diary	7	1	4	2	-	-	-	7	3	4	3	2	-	2	5	2	7
	1%	1%	2%	1%	-%	-%	-%	1%	1%	1%	1%	1%	-%	1%	1%	*%	1%
			f														

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 123

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M8. (SHOWCARD) Which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you? (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1249	216	247	268	235	157	283	1249	598	651	305	425	247	272	730	519	1249
Effective Weighted Sample	974	164	198	212	188	127	220	974	465	509	251	326	195	211	569	405	974
Total	1008	165	234	220	189	123	200	1008	486	521	286	293	216	214	578	429	1008
Watching TV or video content	6 1%	2 1%	1 1%	- -%	- -%	2 2%	2 1%	6 1%	4 1%	2 *%	1 *%	- -%	4 2% kn	1 *%	1 *%	5 1%	6 1%
Making Skype or Facetime calls	5 1%	2 1%	4 2%	* *%	- -%	- -%	- -%	5 1%	3 1%	2 *%	- -%	3 1%	3 1%	- -%	3 *%	3 1%	5 1%
ANY OF THESE	979 97%	161 98%	234 100%	214 97%	181 96%	116 94%	189 95%	979 97%	467 96%	512 98%	281 98%	282 96%	210 98%	205 96%	563 97%	416 97%	979 97%
			acdefg							h							
None of these	24 2%	2 1%	* *%	4 2%	8 4% b	7 6% abg	10 5% abg	24 2% b	17 4% i	7 1%	5 2%	10 3%	3 1%	7 3%	14 2%	10 2%	24 2%
Don't know	4 *%	2 1%	- -%	2 1%	- -%	- -%	- -%	4 *%	2 *%	2 *%	- -%	1 *%	2 1%	1 *%	1 *%	3 1%	4 *%
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 123

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M8. (SHOWCARD) Which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you? (SINGLE CODE)

Base : Those who have a smartphone

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Phoning or texting	699	592	65	26	16	699	609	90	**	611	699	**	699
	69%	69%	74%	73%	76%	69%	69%	69%	**	69%	69%	**	69%
Checking social media/ messaging people	121	100	14	4	3	121	100	21	**	112	121	**	121
	12%	12%	16%	11%	14%	12%	11%	16%	**	13%	12%	**	12%
Checking email	67	61	4	2	1	67	62	4	**	59	67	**	67
	7%	7%	4%	5%	3%	7%	7%	3%	**	7%	7%	**	7%
Taking videos or photos	24	22	1	*	*	24	23	1	**	23	24	**	24
	2%	3%	1%	1%	2%	2%	3%	1%	**	3%	2%	**	2%
Playing games	21	19	1	1	*	21	20	2	**	17	21	**	21
	2%	2%	2%	3%	1%	2%	2%	1%	**	2%	2%	**	2%
Using maps or other location-based services	21	21	-	-	-	21	18	3	**	18	21	**	21
	2%	2%	-%	-%	-%	2%	2%	2%	**	2%	2%	**	2%
Checking news, travel or weather updates	8	7	*	1	*	8	7	1	**	8	8	**	8
	1%	1%	1%	2%	2%	1%	1%	1%	**	1%	1%	**	1%
Using the calendar or diary	7	7	-	*	-	7	5	3	**	6	7	**	7
	1%	1%	-%	1%	-%	1%	1%	2%	**	1%	1%	**	1%
Watching TV or video content	6	6	-	-	-	6	6	-	**	6	6	**	6
	1%	1%	-%	-%	-%	1%	1%	-%	**	1%	1%	**	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 123

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

M8. (SHOWCARD) Which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you? (SINGLE CODE)

Base : Those who have a smartphone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l
Unweighted total	1249	802	147	137	163	1249	1055	194	86	1095	1249	-	1249
Effective Weighted Sample	974	765	137	135	154	974	833	142	67	856	974	-	974
Total	1008	863	88	36	21	1008	877	131	70	887	1008	-	1008
Making Skype or Facetime calls	5	5	-	*	*	5	4	1	**	3	5	**	5
	1%	1%	-%	1%	1%	1%	*%	1%	**	*%	1%	**	1%
ANY OF THESE	979	838	86	34	20	979	852	127	**	863	979	**	979
	97%	97%	98%	96%	98%	97%	97%	97%	**	97%	97%	**	97%
None of these	24	21	2	1	*	24	21	4	**	21	24	**	24
	2%	2%	2%	3%	2%	2%	2%	3%	**	2%	2%	**	2%
Don't know	4	4	-	*	-	4	4	-	**	3	4	**	4
	*%	*%	-%	1%	-%	*%	*%	-%	**	*%	*%	**	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G1. (SHOWCARD) Do you ever 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	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	271	71	71	70	39	13	20	271	131	140	55	88	57	71	143	128	271
	19%	40%	27%	27%	18%	6%	4%	19%	19%	20%	15%	23%	19%	20%	19%	20%	19%
		bcdefg	defg	defg	ef			ef				j		j		j	j
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	215	73	71	47	11	10	13	215	162	53	56	59	50	50	115	100	215
	15%	41%	27%	19%	5%	5%	3%	15%	24%	7%	15%	16%	16%	14%	15%	15%	15%
		bcdefg	cdefg	def				def	i								
On a tablet computer (such as an iPad)	166	28	34	36	22	21	46	166	75	91	49	52	37	28	101	65	166
	12%	16%	13%	14%	10%	10%	9%	12%	11%	13%	13%	14%	12%	8%	13%	10%	12%
		f		f							m	mo			mo		m
On a desktop computer, laptop, or netbook	150	33	30	30	12	21	44	150	95	55	43	43	37	27	86	64	150
	11%	19%	12%	12%	6%	10%	9%	11%	14%	8%	11%	11%	12%	8%	11%	10%	11%
		cdefg	d	d				d	i						m		
On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)	70	26	20	10	7	4	7	70	39	31	11	21	20	18	32	38	70
	5%	15%	8%	4%	3%	2%	1%	5%	6%	4%	3%	6%	6%	5%	4%	6%	5%
		bcdefg	def	f				ef					j			j	
Through an app on a smart TV	12	4	3	5	*	-	*	12	8	4	2	5	3	3	6	5	12
	1%	2%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		def	f	def													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
On a virtual reality gaming headset/ device	6	4	1	1	-	-	-	6	5	2	-	4	2	-	4	2	6
	%	2%	%	%	-%	-%	-%	%	1%	%	-%	1%	1%	-%	1%	%	%
		defg										jm					
Using wearable technology like a smart watch (such as Apple Watch)	5	1	1	2	-	-	1	5	4	1	2	2	-	1	4	1	5
	%	%	1%	1%	-%	-%	%	%	1%	%	%	1%	-%	%	1%	%	%
TOTAL - ANY GAMING	513	118	130	107	61	48	98	513	281	232	126	151	114	124	276	237	513
	37%	67%	50%	42%	27%	23%	20%	37%	41%	32%	33%	40%	37%	36%	37%	36%	37%
		bcddefg	defg	def	f			def	i								
No, never	892	59	129	149	162	161	394	892	407	484	250	225	193	224	475	417	892
	63%	33%	50%	58%	73%	77%	80%	63%	59%	68%	67%	60%	63%	64%	63%	64%	63%
			a	a	abcg	abcg	abcdg	ab		h							

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	271 19%	234 20% cd	28 22% cd	6 11%	3 11%	271 19% cd	246 20% g	25 13%	19 17%	242 23%	259 26% kl	10 4%	269 21% k
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	215 15%	190 16% c	17 14%	5 9%	3 12%	215 15% c	193 16%	23 12%	11 10%	198 19% h	197 20% k	14 6%	211 17% k
On a tablet computer (such as an iPad)	166 12%	144 12% d	14 11%	6 11%	2 7%	166 12%	145 12%	21 11%	10 10%	151 14%	141 14% k	17 7%	158 13% k
On a desktop computer, laptop, or netbook	150 11%	131 11% cd	14 11% c	3 6%	2 6%	150 11% cd	131 11%	19 10%	5 5%	139 13% h	121 12% k	20 8%	141 11%
On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)	70 5%	62 5%	5 4%	3 5%	1 3%	70 5%	60 5%	11 6%	6 6%	59 6%	64 6% k	4 2%	68 5% k
Through an app on a smart TV	12 1%	10 1%	- -%	1 2% b	1 2% b	12 1%	11 1%	1 *%	2 2%	10 1%	11 1%	* *%	12 1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
On a virtual reality gaming headset/ device	6 *%	5 *%	1 1%	- -%	* 1%	6 *%	6 1%	- -%	2 1%	5 *%	6 1%	- -%	6 *%
Using wearable technology like a smart watch (such as Apple Watch)	5 *%	5 *%	- -%	* *%	- -%	5 *%	5 *%	- -%	- -%	5 *%	5 *%	1 *%	5 *%
TOTAL - ANY GAMING	513 37%	444 37% cd	47 37% d	16 29%	6 22%	513 37% cd	457 38% g	56 30%	33 30%	455 43% h	442 44% kl	52 21%	494 39% k
No, never	892 63%	750 63%	80 63%	40 71% ae	22 78% abe	892 63%	760 62%	132 70% f	77 70% i	603 57%	566 56%	200 79% jl	766 61% j

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
No, do not have any concerns	974	148	194	181	151	127	300	974	509	465	228	267	220	260	495	479	974
	69%	84%	75%	71%	68%	61%	61%	69%	74%	65%	61%	71%	72%	75%	66%	73%	69%
		bcdefg	ef	ef				ef	i			j	j	jnp		jn	j
Violent content	146	10	23	33	21	29	59	146	57	89	48	37	30	32	85	62	146
	10%	6%	9%	13%	9%	14%	12%	10%	8%	12%	13%	10%	10%	9%	11%	9%	10%
				a		a	a			h							
Unsuitable for children	137	9	26	28	23	26	51	137	50	87	47	34	21	36	80	57	137
	10%	5%	10%	11%	10%	13%	10%	10%	7%	12%	12%	9%	7%	10%	11%	9%	10%
				a	a	a	a	a		h	l						
Others could become addicted to playing games	89	4	15	12	13	22	44	89	34	54	32	25	21	10	58	31	89
	6%	2%	6%	5%	6%	11%	9%	6%	5%	8%	9%	7%	7%	3%	8%	5%	6%
						acg	acg	a		h	mo	m	m		mo		m
Encourage children to stay indoors	80	7	10	15	12	21	36	80	31	50	37	17	13	14	54	26	80
	6%	4%	4%	6%	6%	10%	7%	6%	4%	7%	10%	4%	4%	4%	7%	4%	6%
						abg				h	klmop				mo		
Discourage creative play for children	69	8	7	11	12	17	32	69	25	44	27	14	17	12	41	28	69
	5%	4%	3%	4%	5%	8%	7%	5%	4%	6%	7%	4%	5%	3%	5%	4%	5%
						b	b			h	km						
Waste too much time playing games	67	4	8	12	19	13	24	67	31	36	21	19	16	11	40	27	67
	5%	2%	3%	5%	8%	6%	5%	5%	5%	5%	6%	5%	5%	3%	5%	4%	5%
					abg												

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 125

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Impact on social skills	60 4%	5 3%	6 2%	10 4%	11 5%	17 8% abcb	28 6% b	60 4%	31 5%	28 4%	27 7% kmop	14 4%	14 5% m	5 2%	40 5% mo	20 3%	60 4% m
Cost of games	54 4%	4 2%	10 4%	10 4%	10 5%	10 5%	19 4%	54 4%	22 3%	32 4%	15 4%	11 3%	14 5%	13 4%	27 4%	27 4%	54 4%
Bad/ offensive language	54 4%	1 1%	9 3%	19 8% abfg	9 4% a	8 4% a	15 3%	54 4% a	21 3%	33 5%	17 5%	12 3%	14 5%	10 3%	29 4%	25 4%	54 4%
I could become addicted to playing games	49 4%	3 2%	4 2%	8 3%	14 6% ab	6 3%	21 4%	49 4%	22 3%	27 4%	18 5%	13 3%	9 3%	10 3%	31 4%	19 3%	49 4%
Sexual content	49 3%	3 2%	11 4%	12 5%	11 5%	8 4%	13 3%	49 3%	20 3%	29 4%	18 5%	13 3%	8 3%	10 3%	31 4%	18 3%	49 3%
Cost of in-game purchases	43 3%	5 3%	6 2%	9 4%	6 3%	8 4%	17 3%	43 3%	18 3%	25 3%	14 4%	9 2%	12 4%	7 2%	23 3%	20 3%	43 3%
Contributes to obesity	40 3%	3 2%	7 3%	8 3%	8 4%	8 4%	13 3%	40 3%	22 3%	18 3%	19 5% kmop	7 2%	10 3%	4 1%	26 3% m	14 2%	40 3%
Cost of games consoles/ games players	38 3%	3 2%	6 2%	9 3%	7 3%	7 4%	14 3%	38 3%	15 2%	24 3%	14 4%	7 2%	8 3%	9 3%	22 3%	17 3%	38 3%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 125

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Health issues	30 2%	1 1%	5 2%	8 3%	6 3%	5 2%	10 2%	30 2%	14 2%	16 2%	11 3%	6 2%	7 2%	6 2%	17 2%	13 2%	30 2%
Contact with people I don't personally know/ I've never met in person	24 2%	2 1%	6 2%	5 2%	4 2%	5 2%	7 1%	24 2%	7 1%	17 2% h	8 2%	6 2%	6 2%	4 1%	14 2%	10 2%	24 2%
Gambling/ betting games/ too easy to use them/ get into debt	13 1%	1 1%	- -%	- -%	2 1%	4 2% c	10 2% bcg	13 1%	3 *%	11 2% h	4 1%	2 1%	4 1%	3 1%	6 1%	7 1%	13 1%
Other	26 2%	3 2%	5 2%	5 2%	3 1%	4 2%	10 2%	26 2%	11 2%	15 2%	11 3% lo	9 3% lo	2 1%	4 1%	20 3% lo	6 1%	26 2%
SUMMARY CODES																	
ANY CONCERNS	393 28%	29 16%	62 24%	68 27% a	66 29% a	76 36% abcg	168 34% abcg	393 28% a	162 24%	231 32% h	139 37% klmop	99 26%	76 25%	79 23%	238 32% klmo	155 24%	393 28% mo
OFFENSIVE CONTENT	224 16%	14 8%	39 15% a	47 18% a	36 16% a	43 20% a	87 18% a	224 16% a	85 12%	139 19% h	80 21% klmop	59 16%	35 12%	49 14%	139 19% lo	85 13%	224 16%
HEALTH	143 10%	8 5%	19 7%	22 9%	28 13% a	28 14% ab	66 13% abg	143 10% a	64 9%	79 11%	56 15% kmop	34 9%	31 10%	22 6%	90 12% mo	53 8%	143 10% m
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
RISKS TO OTHER PEOPLE/ TO SOCIETY	135	13	19	24	22	31	57	135	55	81	51	29	29	27	80	55	135
	10%	8%	7%	10%	10%	15%	12%	10%	8%	11%	14%	8%	9%	8%	11%	8%	10%
						abg				h	kmop						
AFFORDABILITY	80	7	13	16	13	15	31	80	32	48	25	16	20	19	41	39	80
	6%	4%	5%	6%	6%	7%	6%	6%	5%	7%	7%	4%	7%	5%	5%	6%	6%
Don't know	38	-	3	6	5	6	24	38	17	21	8	10	10	9	19	19	38
	3%	-%	1%	2%	2%	3%	5%	3%	2%	3%	2%	3%	3%	3%	2%	3%	3%
				a	a	a	abg	a									

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 125

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
No, do not have any concerns	974 69%	824 69%	92 73% c	35 62%	23 82% abce	974 69% c	842 69%	133 70%	73 67%	737 70%	708 70%	169 67%	877 70%
Violent content	146 10%	125 10%	13 10%	7 12% d	2 7%	146 10%	133 11%	13 7%	4 4%	119 11% h	104 10%	26 10%	131 10%
Unsuitable for children	137 10%	118 10%	11 9%	6 11%	2 7%	137 10%	124 10%	13 7%	7 7%	112 11%	101 10%	23 9%	123 10%
Others could become addicted to playing games	89 6%	75 6%	9 7%	4 7%	1 4%	89 6%	77 6%	11 6%	6 5%	73 7%	64 6%	20 8%	83 7%
Encourage children to stay indoors	80 6%	61 5%	13 10% ae	5 9% a	2 6%	80 6%	74 6%	6 3%	4 3%	62 6%	57 6%	13 5%	70 6%
Discourage creative play for children	69 5%	55 5%	9 7%	3 6%	2 5%	69 5%	64 5%	5 3%	4 3%	54 5%	50 5%	10 4%	60 5%
Waste too much time playing games	67 5%	55 5%	8 7%	2 4%	2 6%	67 5%	60 5%	8 4%	8 7%	51 5%	51 5%	10 4%	61 5%
Impact on social skills	60 4%	46 4%	10 8% ae	3 5%	1 4%	60 4%	55 5%	4 2%	2 2%	49 5%	46 5%	9 4%	55 4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 125

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Cost of games	54 4%	45 4%	5 4%	3 5%	1 4%	54 4%	44 4%	9 5%	11 10% i	35 3%	38 4%	11 4%	49 4%
Bad/ offensive language	54 4%	45 4%	6 5%	2 3%	1 4%	54 4%	51 4% g	2 1%	2 2%	43 4%	41 4%	9 4%	51 4%
I could become addicted to playing games	49 4%	44 4%	4 3%	1 1%	1 3%	49 4%	44 4%	6 3%	3 3%	37 3%	32 3%	16 6% j	48 4%
Sexual content	49 3%	40 3%	5 4%	3 6%	1 3%	49 3%	45 4%	4 2%	1 1%	45 4%	41 4%	5 2%	46 4%
Cost of in-game purchases	43 3%	36 3%	3 2%	2 4%	1 4%	43 3%	35 3%	8 4%	4 4%	36 3%	36 4%	6 2%	42 3%
Contributes to obesity	40 3%	32 3%	6 4%	1 2%	1 5%	40 3%	38 3%	2 1%	1 1%	37 3%	34 3% k	3 1%	37 3%
Cost of games consoles/ games players	38 3%	30 3%	5 4%	2 3%	1 5%	38 3%	34 3%	5 2%	5 4%	28 3%	28 3%	7 3%	35 3%
Health issues	30 2%	24 2%	3 3%	1 2%	1 3%	30 2%	28 2%	1 1%	3 3%	25 2%	24 2%	4 2%	28 2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Contact with people I don't personally know/ I've never met in person	24 2%	18 1%	4 3%	2 3%	1 3%	24 2%	21 2%	3 2%	- -%	22 2%	19 2%	5 2%	24 2%
Gambling/ betting games/ too easy to use them/ get into debt	13 1%	12 1%	1 1%	* *%	- -%	13 1%	7 1%	7 3% f	* *%	7 1%	6 1%	5 2% j	11 1%
Other	26 2%	24 2% d	* *%	1 1%	- -%	26 2%	22 2%	3 2%	* *%	22 2%	19 2%	6 2%	25 2%
SUMMARY CODES													
ANY CONCERNS	393 28%	338 28% d	33 26% d	18 31% d	5 16%	393 28% d	343 28%	50 27%	32 29%	302 29%	279 28%	75 29%	353 28%
OFFENSIVE CONTENT	224 16%	192 16% d	19 15%	10 18% d	3 10%	224 16% d	203 17% g	21 11%	9 9%	180 17% h	162 16%	38 15%	200 16%
HEALTH	143 10%	120 10%	15 11%	6 10%	2 9%	143 10%	127 10%	17 9%	11 10%	113 11%	100 10%	33 13%	133 11%
RISKS TO OTHER PEOPLE/ TO SOCIETY	135 10%	108 9%	17 13%	8 14% a	3 10%	135 10%	119 10%	16 9%	7 6%	103 10%	98 10%	21 8%	119 9%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
AFFORDABILITY	80 6%	68 6%	7 6%	3 6%	2 6%	80 6%	66 5%	14 8%	15 14% i	55 5%	59 6%	14 6%	73 6%
Don't know	38 3%	32 3%	1 1%	4 7% abde	1 2%	38 3%	32 3%	6 3%	5 4%	19 2%	21 2%	9 4%	30 2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 126

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	605	146	133	121	74	58	131	605	331	274	129	204	123	149	333	272	605
Effective Weighted Sample	493	117	109	103	60	49	109	493	267	226	111	164	102	119	273	221	493
Total	513	118	130	107	61	48	98	513	281	232	126	151	114	124	276	237	513
No, do not have any concerns	388	99	102	80	**	**	65	388	233	155	84	120	87	98	203	185	388
	76%	83%	78%	75%	**	**	66%	76%	83%	67%	67%	79%	76%	79%	74%	78%	76%
		f	f					f	i			j		j		j	
Violent content	40	7	7	13	**	**	7	40	14	26	11	13	7	9	24	16	40
	8%	6%	6%	12%	**	**	7%	8%	5%	11%	9%	9%	6%	7%	9%	7%	8%
										h							
Unsuitable for children	39	4	9	12	**	**	6	39	10	29	11	13	6	9	24	15	39
	8%	3%	7%	11%	**	**	6%	8%	4%	12%	9%	8%	5%	7%	9%	6%	8%
				a						h							
Others could become addicted to playing games	28	3	5	6	**	**	11	28	9	19	11	9	8	1	20	9	28
	6%	3%	4%	5%	**	**	12%	6%	3%	8%	9%	6%	7%	1%	7%	4%	6%
							abg			h	mo	m	m		m		m
Encourage children to stay indoors	23	7	3	7	**	**	5	23	9	14	10	4	5	4	14	9	23
	5%	6%	3%	6%	**	**	5%	5%	3%	6%	8%	3%	5%	3%	5%	4%	5%
Cost of in-game purchases	23	5	4	4	**	**	7	23	9	14	6	5	7	6	11	12	23
	4%	4%	3%	4%	**	**	7%	4%	3%	6%	5%	3%	6%	4%	4%	5%	4%
Cost of games	20	3	7	3	**	**	4	20	10	10	2	5	8	6	7	13	20
	4%	3%	5%	3%	**	**	4%	4%	3%	5%	2%	3%	7%	4%	2%	6%	4%
													n				
Impact on social skills	18	4	4	4	**	**	2	18	10	8	6	4	6	2	10	7	18
	3%	4%	3%	4%	**	**	2%	3%	4%	3%	5%	3%	5%	1%	4%	3%	3%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	605	146	133	121	74	58	131	605	331	274	129	204	123	149	333	272	605
Effective Weighted Sample	493	117	109	103	60	49	109	493	267	226	111	164	102	119	273	221	493
Total	513	118	130	107	61	48	98	513	281	232	126	151	114	124	276	237	513
Discourage creative play for children	16	5	3	5	**	**	2	16	5	11	6	2	6	2	9	7	16
	3%	4%	2%	5%	**	**	2%	3%	2%	5%	5%	2%	5%	1%	3%	3%	3%
Waste too much time playing games	15	3	2	3	**	**	4	15	6	10	4	4	4	2	9	7	15
	3%	3%	2%	3%	**	**	4%	3%	2%	4%	3%	3%	4%	2%	3%	3%	3%
Bad/ offensive language	14	1	4	5	**	**	2	14	4	11	4	4	2	5	8	7	14
	3%	1%	3%	4%	**	**	2%	3%	1%	5%	3%	3%	1%	4%	3%	3%	3%
										h							
Sexual content	14	2	3	5	**	**	1	14	5	9	5	3	2	5	8	6	14
	3%	1%	3%	5%	**	**	1%	3%	2%	4%	4%	2%	1%	4%	3%	3%	3%
Contributes to obesity	14	3	3	3	**	**	3	14	10	4	7	1	4	1	8	5	14
	3%	3%	2%	3%	**	**	3%	3%	3%	2%	5%	1%	4%	1%	3%	2%	3%
											km						
I could become addicted to playing games	12	2	2	2	**	**	3	12	7	6	3	4	3	2	7	5	12
	2%	2%	1%	2%	**	**	3%	2%	2%	3%	3%	2%	3%	2%	3%	2%	2%
Cost of games consoles/ games players	11	3	2	2	**	**	2	11	5	6	2	3	3	3	5	6	11
	2%	2%	2%	2%	**	**	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%
Health issues	9	1	1	3	**	**	2	9	5	4	3	1	3	2	5	4	9
	2%	1%	1%	3%	**	**	2%	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	605	146	133	121	74	58	131	605	331	274	129	204	123	149	333	272	605
Effective Weighted Sample	493	117	109	103	60	49	109	493	267	226	111	164	102	119	273	221	493
Total	513	118	130	107	61	48	98	513	281	232	126	151	114	124	276	237	513
Contact with people I don't personally know/ I've never met in person	9 2%	1 1%	2 2%	2 2%	** **	** **	1 1%	9 2%	1 1%	7 3% h	2 2%	4 2%	2 1%	2 1%	6 2%	3 1%	9 2%
Gambling/ betting games/ too easy to use them/ get into debt	6 1%	- -%	- -%	- -%	** **	** **	5 5% abcb	6 1%	* *% h	5 2% h	2 1%	2 1%	1 1%	1 1%	4 1%	2 1%	6 1%
Other	12 2%	2 2%	3 3%	4 3%	** **	** **	2 2%	12 2%	3 1%	9 4%	5 4%	3 2%	2 1%	2 2%	8 3%	4 2%	12 2%
SUMMARY CODES																	
ANY CONCERNS	118 23%	19 17%	28 22%	24 23%	** **	** **	29 30% a	118 23%	46 16%	72 31% h	40 32% kmop	31 20%	23 21%	24 19%	71 26%	47 20%	118 23%
OFFENSIVE CONTENT	58 11%	9 8%	14 11%	15 14%	** **	** **	10 10%	58 11%	16 6%	41 18% h	18 14%	20 14%	8 7%	12 10%	38 14%	20 8%	58 11%
HEALTH	39 8%	6 5%	8 6%	7 6%	** **	** **	14 15% abcb	39 8%	18 6%	21 9%	15 12% m	10 7%	10 9% m	4 3%	25 9% m	14 6%	39 8%
RISKS TO OTHER PEOPLE/ TO SOCIETY	37 7%	9 8%	8 6%	8 8%	** **	** **	5 5%	37 7%	16 6%	21 9%	14 11% k	7 5%	8 7%	8 6%	21 8%	15 6%	37 7%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	605	146	133	121	74	58	131	605	331	274	129	204	123	149	333	272	605
Effective Weighted Sample	493	117	109	103	60	49	109	493	267	226	111	164	102	119	273	221	493
Total	513	118	130	107	61	48	98	513	281	232	126	151	114	124	276	237	513
AFFORDABILITY	31	6	8	5	**	**	8	31	13	18	6	7	10	8	13	19	31
	6%	5%	6%	5%	**	**	8%	6%	4%	8%	5%	4%	9%	7%	5%	8%	6%
Don't know	7	-	-	2	**	**	4	7	3	5	2	*	3	2	2	5	7
	1%	-%	-%	2%	**	**	4%	1%	1%	2%	1%	*%	3%	2%	1%	2%	1%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	605	416	78	63	48	605	521	84	36	540	507	73	580
Effective Weighted Sample	493	395	73	62	46	493	432	62	31	437	416	58	473
Total	513	444	47	16	6	513	457	56	33	455	442	52	494
No, do not have any concerns	388	332	**	**	**	388	349	**	**	344	334	**	374
	76%	75%	**	**	**	76%	76%	**	**	76%	76%	**	76%
Violent content	40	36	**	**	**	40	36	**	**	40	37	**	39
	8%	8%	**	**	**	8%	8%	**	**	9%	8%	**	8%
Unsuitable for children	39	35	**	**	**	39	34	**	**	39	35	**	37
	8%	8%	**	**	**	8%	7%	**	**	9%	8%	**	7%
Others could become addicted to playing games	28	24	**	**	**	28	26	**	**	25	23	**	27
	6%	6%	**	**	**	6%	6%	**	**	6%	5%	**	6%
Encourage children to stay indoors	23	19	**	**	**	23	22	**	**	22	22	**	23
	5%	4%	**	**	**	5%	5%	**	**	5%	5%	**	5%
Cost of in-game purchases	23	19	**	**	**	23	20	**	**	20	20	**	23
	4%	4%	**	**	**	4%	4%	**	**	4%	4%	**	5%
Cost of games	20	17	**	**	**	20	17	**	**	16	18	**	20
	4%	4%	**	**	**	4%	4%	**	**	3%	4%	**	4%
Impact on social skills	18	15	**	**	**	18	17	**	**	18	18	**	18
	3%	3%	**	**	**	3%	4%	**	**	4%	4%	**	4%
Discourage creative play for children	16	13	**	**	**	16	15	**	**	15	14	**	15
	3%	3%	**	**	**	3%	3%	**	**	3%	3%	**	3%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 126

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	605	416	78	63	48	605	521	84	36	540	507	73	580
Effective Weighted Sample	493	395	73	62	46	493	432	62	31	437	416	58	473
Total	513	444	47	16	6	513	457	56	33	455	442	52	494
Waste too much time playing games	15	13	**	**	**	15	13	**	**	15	15	**	15
	3%	3%	**	**	**	3%	3%	**	**	3%	3%	**	3%
Bad/ offensive language	14	11	**	**	**	14	14	**	**	14	14	**	14
	3%	3%	**	**	**	3%	3%	**	**	3%	3%	**	3%
Sexual content	14	11	**	**	**	14	13	**	**	13	14	**	14
	3%	2%	**	**	**	3%	3%	**	**	3%	3%	**	3%
Contributes to obesity	14	11	**	**	**	14	14	**	**	14	14	**	14
	3%	3%	**	**	**	3%	3%	**	**	3%	3%	**	3%
I could become addicted to playing games	12	12	**	**	**	12	12	**	**	12	11	**	12
	2%	3%	**	**	**	2%	3%	**	**	3%	2%	**	3%
Cost of games consoles/ games players	11	9	**	**	**	11	10	**	**	10	11	**	11
	2%	2%	**	**	**	2%	2%	**	**	2%	3%	**	2%
Health issues	9	7	**	**	**	9	9	**	**	9	9	**	9
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	2%
Contact with people I don't personally know/ I've never met in person	9	7	**	**	**	9	6	**	**	9	8	**	9
	2%	2%	**	**	**	2%	1%	**	**	2%	2%	**	2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 126

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY - So playing games on consoles, computers, mobile phones or other portable devices. IF YES - What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	605	416	78	63	48	605	521	84	36	540	507	73	580
Effective Weighted Sample	493	395	73	62	46	493	432	62	31	437	416	58	473
Total	513	444	47	16	6	513	457	56	33	455	442	52	494
Gambling/ betting games/ too easy to use them/ get into debt	6 1%	5 1%	** **	** **	** **	6 1%	3 1%	** **	** **	5 1%	4 1%	** **	6 1%
Other	12 2%	12 3%	** **	** **	** **	12 2%	10 2%	** **	** **	12 3%	11 3%	** **	12 2%
SUMMARY CODES													
ANY CONCERNS	118 23%	106 24%	** **	** **	** **	118 23%	102 22%	** **	** **	106 23%	101 23%	** **	114 23%
OFFENSIVE CONTENT	58 11%	51 11%	** **	** **	** **	58 11%	52 11%	** **	** **	57 12%	52 12%	** **	55 11%
HEALTH	39 8%	34 8%	** **	** **	** **	39 8%	36 8%	** **	** **	35 8%	32 7%	** **	38 8%
RISKS TO OTHER PEOPLE/ TO SOCIETY	37 7%	31 7%	** **	** **	** **	37 7%	32 7%	** **	** **	35 8%	34 8%	** **	36 7%
AFFORDABILITY	31 6%	27 6%	** **	** **	** **	31 6%	27 6%	** **	** **	25 6%	28 6%	** **	31 6%
Don't know	7 1%	7 2%	** **	** **	** **	7 1%	7 2%	** **	** **	5 1%	6 1%	** **	6 1%
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : Those who play games on any type of gaming device

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	605	146	133	121	74	58	131	605	331	274	129	204	123	149	333	272	605
Effective Weighted Sample	493	117	109	103	60	49	109	493	267	226	111	164	102	119	273	221	493
Total	513	118	130	107	61	48	98	513	281	232	126	151	114	124	276	237	513
Yes	189	72	51	33	**	**	20	189	140	49	42	50	48	48	93	96	189
	37%	61%	39%	31%	**	**	21%	37%	50%	21%	34%	33%	42%	39%	34%	41%	37%
		bcfg	f					f	i								
No	321	46	77	74	**	**	77	321	141	180	83	99	66	73	183	139	321
	63%	39%	59%	69%	**	**	79%	63%	50%	78%	66%	66%	58%	59%	66%	58%	63%
			a	a			abg	a		h							
Don't know	3	-	3	-	**	**	1	3	-	3	-	1	-	2	1	2	3
	1%	-%	2%	-%	**	**	1%	1%	-%	1%	-%	1%	-%	2%	*%	1%	1%
										h							

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : Those who play games on any type of gaming device

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	Total	a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	605	416	78	63	48	605	521	84	36	540	507	73	580
Effective Weighted Sample	493	395	73	62	46	493	432	62	31	437	416	58	473
Total	513	444	47	16	6	513	457	56	33	455	442	52	494
Yes	189	162	**	**	**	189	165	**	**	175	172	**	184
	37%	37%	**	**	**	37%	36%	**	**	38%	39%	**	37%
No	321	279	**	**	**	321	289	**	**	278	268	**	308
	63%	63%	**	**	**	63%	63%	**	**	61%	61%	**	62%
Don't know	3	3	**	**	**	3	3	**	**	2	3	**	3
	1%	1%	**	**	**	1%	1%	**	**	1%	1%	**	1%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 128

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G4A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT ONLINE GAMING - When I'm engrossed in a game I don't really think about who the other people are, I'm only interested in their game characters. (SINGLE CODE)

Base : Those who play games online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	223	92	51	36	16	16	28	223	168	55	42	71	50	60	113	110	223
Effective Weighted Sample	180	72	42	31	14	12	22	180	133	46	37	54	42	48	90	90	180
Total	189	72	51	33	14	13	20	189	140	49	42	50	48	48	93	96	189
Disagree	35	**	**	**	**	**	**	35	19	**	**	**	**	**	16	19	35
	18%	**	**	**	**	**	**	18%	14%	**	**	**	**	**	17%	20%	18%
Neither/ nor	37	**	**	**	**	**	**	37	25	**	**	**	**	**	18	19	37
	19%	**	**	**	**	**	**	19%	18%	**	**	**	**	**	19%	20%	19%
Agree	98	**	**	**	**	**	**	98	86	**	**	**	**	**	48	50	98
	52%	**	**	**	**	**	**	52%	61%	**	**	**	**	**	52%	52%	52%
Not applicable - I don't play these sorts of games	19	**	**	**	**	**	**	19	9	**	**	**	**	**	11	8	19
	10%	**	**	**	**	**	**	10%	7%	**	**	**	**	**	12%	8%	10%
Don't know	*	**	**	**	**	**	**	*	*	**	**	**	**	**	*	-	*
	*%	**	**	**	**	**	**	*%	*%	**	**	**	**	**	*%	-%	*%
TOTAL NEITHER/ DON'T KNOW	37	**	**	**	**	**	**	37	26	**	**	**	**	**	18	19	37
	20%	**	**	**	**	**	**	20%	18%	**	**	**	**	**	20%	20%	20%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 128

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G4A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT ONLINE GAMING - When I'm engrossed in a game I don't really think about who the other people are, I'm only interested in their game characters. (SINGLE CODE)

Base : Those who play games online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	Total	a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	223	151	30	16	26	223	191	32	14	207	200	16	216
Effective Weighted Sample	180	143	28	16	25	180	156	24	12	166	162	13	175
Total	189	162	19	4	3	189	165	24	13	175	172	12	184
Disagree	35	29	**	**	**	35	30	**	**	33	32	**	35
	18%	18%	**	**	**	18%	18%	**	**	19%	19%	**	19%
Neither/ nor	37	33	**	**	**	37	32	**	**	34	34	**	37
	19%	20%	**	**	**	19%	19%	**	**	19%	20%	**	20%
Agree	98	85	**	**	**	98	84	**	**	90	88	**	94
	52%	52%	**	**	**	52%	51%	**	**	51%	51%	**	51%
Not applicable - I don't play these sorts of games	19	14	**	**	**	19	19	**	**	19	18	**	18
	10%	9%	**	**	**	10%	11%	**	**	11%	10%	**	10%
Don't know	*	*	**	**	**	*	*	**	**	-	*	**	*
	*%	*%	**	**	**	*%	*%	**	**	-%	*%	**	*%
TOTAL NEITHER/ DON'T KNOW	37	34	**	**	**	37	32	**	**	34	34	**	37
	20%	21%	**	**	**	20%	20%	**	**	19%	20%	**	20%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G4A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT ONLINE GAMING - When I'm engrossed in a game I don't really think about who the other people are, I'm only interested in their game characters. (SINGLE CODE)

Base : Those who say they play these types of games online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	199	86	45	33	12	14	23	199	155	44	35	66	46	52	101	98	199
Effective Weighted Sample	162	68	37	28	11	11	19	162	124	38	30	51	39	43	80	82	162
Total	170	66	45	30	11	12	18	170	131	39	35	47	45	43	82	88	170
Disagree	35	**	**	**	**	**	**	35	19	**	**	**	**	**	16	**	35
	20%	**	**	**	**	**	**	20%	15%	**	**	**	**	**	19%	**	20%
Neither/ nor	37	**	**	**	**	**	**	37	25	**	**	**	**	**	18	**	37
	22%	**	**	**	**	**	**	22%	19%	**	**	**	**	**	22%	**	22%
Agree	98	**	**	**	**	**	**	98	86	**	**	**	**	**	48	**	98
	58%	**	**	**	**	**	**	58%	66%	**	**	**	**	**	59%	**	58%
Don't know	*	**	**	**	**	**	**	*	*	**	**	**	**	**	*	**	*
	*%	**	**	**	**	**	**	*%	*%	**	**	**	**	**	1%	**	*%
TOTAL NEITHER/ DON'T KNOW	37	**	**	**	**	**	**	37	26	**	**	**	**	**	18	**	37
	22%	**	**	**	**	**	**	22%	20%	**	**	**	**	**	22%	**	22%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G4A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT ONLINE GAMING - When I'm engrossed in a game I don't really think about who the other people are, I'm only interested in their game characters. (SINGLE CODE)

Base : Those who say they play these types of games online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	Total	a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	199	137	26	13	23	199	168	31	13	184	178	15	193
Effective Weighted Sample	162	131	25	13	22	162	138	24	12	149	145	12	157
Total	170	148	16	3	3	170	146	24	13	156	154	11	165
Disagree	35	29	**	**	**	35	30	**	**	33	32	**	35
	20%	20%	**	**	**	20%	21%	**	**	21%	21%	**	21%
Neither/ nor	37	33	**	**	**	37	32	**	**	34	34	**	37
	22%	22%	**	**	**	22%	22%	**	**	22%	22%	**	22%
Agree	98	85	**	**	**	98	84	**	**	90	88	**	94
	58%	57%	**	**	**	58%	57%	**	**	58%	57%	**	57%
Don't know	*	*	**	**	**	*	*	**	**	-	*	**	*
	*%	*%	**	**	**	*%	*%	**	**	-%	*%	**	*%
TOTAL NEITHER/ DON'T KNOW	37	34	**	**	**	37	32	**	**	34	34	**	37
	22%	23%	**	**	**	22%	22%	**	**	22%	22%	**	22%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 130

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G4B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT ONLINE GAMING - When I chat or message the people I'm playing with about the game it enhances the gaming experience. (SINGLE CODE)

Base : Those who play games online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	223	92	51	36	16	16	28	223	168	55	42	71	50	60	113	110	223
Effective Weighted Sample	180	72	42	31	14	12	22	180	133	46	37	54	42	48	90	90	180
Total	189	72	51	33	14	13	20	189	140	49	42	50	48	48	93	96	189
Disagree	18	**	**	**	**	**	**	18	11	**	**	**	**	**	12	6	18
	9%	**	**	**	**	**	**	9%	8%	**	**	**	**	**	13%	6%	9%
Neither agree nor disagree	29	**	**	**	**	**	**	29	19	**	**	**	**	**	13	15	29
	15%	**	**	**	**	**	**	15%	14%	**	**	**	**	**	14%	16%	15%
Agree	106	**	**	**	**	**	**	106	88	**	**	**	**	**	50	56	106
	56%	**	**	**	**	**	**	56%	63%	**	**	**	**	**	54%	58%	56%
Not applicable - I don't chat/ message people I play with online	34	**	**	**	**	**	**	34	19	**	**	**	**	**	16	18	34
	18%	**	**	**	**	**	**	18%	13%	**	**	**	**	**	17%	18%	18%
Don't know	3	**	**	**	**	**	**	3	3	**	**	**	**	**	1	2	3
	2%	**	**	**	**	**	**	2%	2%	**	**	**	**	**	1%	2%	2%
TOTAL NEITHER/ DON'T KNOW	32	**	**	**	**	**	**	32	22	**	**	**	**	**	15	17	32
	17%	**	**	**	**	**	**	17%	16%	**	**	**	**	**	16%	18%	17%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 130

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G4B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT ONLINE GAMING - When I chat or message the people I'm playing with about the game it enhances the gaming experience. (SINGLE CODE)

Base : Those who play games online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	Total	a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	223	151	30	16	26	223	191	32	14	207	200	16	216
Effective Weighted Sample	180	143	28	16	25	180	156	24	12	166	162	13	175
Total	189	162	19	4	3	189	165	24	13	175	172	12	184
Disagree	18	15	**	**	**	18	17	**	**	16	15	**	18
	9%	9%	**	**	**	9%	10%	**	**	9%	9%	**	10%
Neither agree nor disagree	29	25	**	**	**	29	27	**	**	26	27	**	29
	15%	15%	**	**	**	15%	16%	**	**	15%	16%	**	16%
Agree	106	93	**	**	**	106	89	**	**	100	96	**	103
	56%	57%	**	**	**	56%	54%	**	**	57%	56%	**	56%
Not applicable - I don't chat/ message people I play with online	34	26	**	**	**	34	30	**	**	31	31	**	32
	18%	16%	**	**	**	18%	18%	**	**	18%	18%	**	17%
Don't know	3	3	**	**	**	3	3	**	**	2	2	**	3
	2%	2%	**	**	**	2%	2%	**	**	1%	1%	**	2%
TOTAL NEITHER/ DON'T KNOW	32	28	**	**	**	32	30	**	**	28	30	**	32
	17%	17%	**	**	**	17%	18%	**	**	16%	17%	**	17%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 131

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G4B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT ONLINE GAMING - When I chat or message the people I'm playing with about the game it enhances the gaming experience. (SINGLE CODE)

Base : Those who say they chat or message people when they play these types of games online

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	180	82	42	27	11	8	18	180	142	38	30	63	41	46	93	87	180
Effective Weighted Sample	147	64	35	23	10	8	16	147	114	33	27	48	35	37	75	72	147
Total	155	63	42	24	10	9	16	155	121	34	31	46	41	38	77	79	155
Disagree	18	**	**	**	**	**	**	18	11	**	**	**	**	**	**	**	18
	11%	**	**	**	**	**	**	11%	9%	**	**	**	**	**	**	**	11%
Neither agree nor disagree	29	**	**	**	**	**	**	29	19	**	**	**	**	**	**	**	29
	18%	**	**	**	**	**	**	18%	16%	**	**	**	**	**	**	**	18%
Agree	106	**	**	**	**	**	**	106	88	**	**	**	**	**	**	**	106
	68%	**	**	**	**	**	**	68%	72%	**	**	**	**	**	**	**	68%
Don't know	3	**	**	**	**	**	**	3	3	**	**	**	**	**	**	**	3
	2%	**	**	**	**	**	**	2%	3%	**	**	**	**	**	**	**	2%
TOTAL NEITHER/ DON'T KNOW	32	**	**	**	**	**	**	32	22	**	**	**	**	**	**	**	32
	20%	**	**	**	**	**	**	20%	18%	**	**	**	**	**	**	**	20%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 131

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

G4B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT ONLINE GAMING - When I chat or message the people I'm playing with about the game it enhances the gaming experience. (SINGLE CODE)

Base : Those who say they chat or message people when they play these types of games online

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	Total	a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	180	126	23	10	21	180	153	27	11	169	162	14	176
Effective Weighted Sample	147	120	22	10	20	147	127	20	10	137	133	11	144
Total	155	136	14	3	3	155	135	20	12	144	141	11	152
Disagree	18	15	**	**	**	18	17	**	**	16	15	**	18
	11%	11%	**	**	**	11%	13%	**	**	11%	11%	**	12%
Neither agree nor disagree	29	25	**	**	**	29	27	**	**	26	27	**	29
	18%	18%	**	**	**	18%	20%	**	**	18%	19%	**	19%
Agree	106	93	**	**	**	106	89	**	**	100	96	**	103
	68%	68%	**	**	**	68%	65%	**	**	69%	68%	**	68%
Don't know	3	3	**	**	**	3	3	**	**	2	2	**	3
	2%	2%	**	**	**	2%	2%	**	**	1%	2%	**	2%
TOTAL NEITHER/ DON'T KNOW	32	28	**	**	**	32	30	**	**	28	30	**	32
	20%	21%	**	**	**	20%	22%	**	**	19%	21%	**	21%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 132

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. (SHOWCARD) Please take a look at the options shown on this card and let me know which number applies to you? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Base for %	1400	177	256	255	221	208	491	1400	687	713	375	373	303	348	749	651	1400
Married/ Civil partnership	664	14	95	152	134	129	269	664	350	315	239	168	151	107	407	258	664
	47%	8%	37%	60%	61%	62%	55%	47%	51%	44%	64%	45%	50%	31%	54%	40%	47%
			a	abg	abg	abg	abg	ab	i		klmnop	m	mo		kmop	m	mo
Co-habiting	161	23	71	26	21	15	21	161	72	89	28	50	45	38	78	83	161
	12%	13%	28%	10%	9%	7%	4%	12%	10%	13%	7%	13%	15%	11%	10%	13%	12%
		ef	acdefg	f	f			f				j	j			j	j
Single	351	139	87	49	36	21	39	351	181	170	63	102	61	125	164	187	351
	25%	79%	34%	19%	16%	10%	8%	25%	26%	24%	17%	27%	20%	36%	22%	29%	25%
		bcddefg	cdefg	ef	f			def				jln		jklnop	j	jln	j
Widowed, divorced or separated	223	-	3	28	30	44	162	223	85	138	46	53	46	78	99	124	223
	16%	-%	1%	11%	13%	21%	33%	16%	12%	19%	12%	14%	15%	22%	13%	19%	16%
				ab	ab	abcd	abcdeg	abc		h				jklnp		jkn	
Refused	5	-	3	-	2	-	1	5	1	4	*	2	3	-	3	3	5

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 132

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. (SHOWCARD) Please take a look at the options shown on this card and let me know which number applies to you? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Base for %	1400	1189	126	56	28	1400	1212	188	109	1055	1003	252	1255
Married/ Civil partnership	664	571	54	25	15	664	577	88	50	522	489	112	600
	47%	48%	42%	44%	53% b	47%	48%	47%	46%	49%	49%	44%	48%
Co-habiting	161	143	13	4	2	161	141	20	12	136	138	20	158
	12%	12% cd	10%	6%	7%	12% cd	12%	11%	11%	13%	14% k	8%	13% k
Single	351	298	32	15	7	351	313	38	26	283	285	45	329
	25%	25%	25%	27%	23%	25%	26%	20%	24%	27%	28% k	18%	26% k
Widowed, divorced or separated	223	178	28	13	5	223	182	42	21	114	92	76	167
	16%	15%	22% ae	23% ae	17%	16%	15%	22% f	19% i	11%	9%	30% jl	13% j
Refused	5	5	-	*	-	5	5	-	1	3	5	1	5
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 133

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. 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	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
1	239	4	17	25	28	39	164	239	110	129	48	55	51	85	103	136	239
	17%	2%	6%	10%	13%	19%	33%	17%	16%	18%	13%	15%	17%	25%	14%	21%	17%
				a	ab	abc	abcdeg	abc						jklnp		jknp	n
2	469	38	59	46	78	110	248	469	236	233	137	125	109	97	262	207	469
	33%	21%	23%	18%	35%	53%	50%	33%	34%	32%	36%	33%	36%	28%	35%	32%	33%
				abc	abcdg	abcdg	abcdg	abc			m		m		m		m
3	289	45	78	65	45	42	56	289	130	159	78	88	51	72	166	123	289
	21%	25%	30%	25%	20%	20%	11%	21%	19%	22%	21%	23%	17%	21%	22%	19%	21%
		f	defg	f	f	f		f				l			l		
4	250	56	65	75	39	11	15	250	134	116	81	66	56	47	147	103	250
	18%	32%	25%	29%	17%	5%	3%	18%	19%	16%	22%	18%	18%	14%	20%	16%	18%
		defg	defg	defg	ef			ef			mo				m		
5-6	145	30	39	38	31	5	7	145	75	70	30	40	35	40	70	75	145
	10%	17%	15%	15%	14%	3%	1%	10%	11%	10%	8%	11%	11%	12%	9%	11%	10%
		efg	efg	efg	ef			ef									
7-9	14	3	2	6	2	1	1	14	3	10	2	2	5	6	3	11	14
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
		f		f				f					n	n		n	
10 or more	*	*	-	-	-	-	-	*	-	*	-	-	*	-	-	*	*
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
		f		f				f					n	n		n	
10 or more	*	*	-	-	-	-	-	*	-	*	-	-	*	-	-	*	*
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
		f		f				f					n	n		n	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 133

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE			
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625	
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256	
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260	
1	239 17%	191 16%	30 24% ade	14 25% ade	4 15%	239 17%	199 16%	40 21%	20 18%	131 12%	99 10%	82 33% jl	181 14% j	
2	469 33%	393 33%	48 38%	18 31%	10 36%	469 33%	397 33%	72 38%	33 30%	336 32%	312 31%	100 39% jl	412 33%	
3	289 21%	248 21%	23 18%	13 23%	5 17%	289 21%	258 21%	31 17%	25 23%	232 22%	233 23% k	39 15%	272 22% k	
4	250 18%	222 19% bc	15 12%	7 12%	7 24% bce	250 18% bc	220 18%	30 16%	18 17%	224 21%	224 22% k	19 8%	243 19% k	
5-6	145 10%	129 11%	9 7%	5 9%	2 9%	145 10%	131 11%	13 7%	14 13%	123 12%	129 13% k	11 4%	140 11% k	
7-9	14 1%	12 1%	1 1%	* *%	- -%	14 1%	13 1%	1 *%	- -%	13 1%	11 1%	2 1%	12 1%	
10 or more	* *%	- -%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	* *%	* *%	- -%	* *%	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Do you have any children aged under 16 who live at home with you - where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
None	899	117	96	72	141	193	473	899	478	422	243	244	199	214	487	413	899
	64%	66%	37%	28%	63%	93%	96%	64%	69%	59%	65%	65%	65%	62%	65%	63%	64%
		bc	c		bc	abcdg	abcdeg	bc	i								
1	237	36	70	73	47	8	11	237	94	143	62	63	46	66	125	112	237
	17%	20%	27%	29%	21%	4%	2%	17%	14%	20%	16%	17%	15%	19%	17%	17%	17%
		ef	efg	aefg	ef			ef		h							
2	189	17	64	79	24	5	6	189	87	103	61	46	45	37	107	82	189
	13%	10%	25%	31%	11%	3%	1%	13%	13%	14%	16%	12%	15%	11%	14%	13%	13%
		ef	adefg	adefg	ef			ef			m						
3	64	6	24	26	8	1	1	64	25	40	7	20	15	22	27	37	64
	5%	3%	9%	10%	4%	*%	*%	5%	4%	6%	2%	5%	5%	6%	4%	6%	5%
		ef	adefg	adefg	ef			ef				j	j	jn		j	j
4	10	1	4	2	2	1	1	10	4	6	3	3	1	4	5	5	10
	1%	*%	2%	1%	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
			f														
5-6	5	-	2	2	-	-	-	5	1	3	-	-	*	4	-	5	5
	*%	-%	1%	1%	-%	-%	-%	*%	*%	*%	-%	-%	*%	1%	-%	1%	*%
			f	f										jkn		n	

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Do you have any children aged under 16 who live at home with you - where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
None	899	750	88	42	19	899	769	130	69	629	562	209	771
	64%	63%	70%	74% ae	69%	64%	63%	69%	63%	59%	56%	83% jl	61% j
1	237	208	20	7	3	237	215	23	21	196	211	18	229
	17%	17% cd	16%	12%	10%	17% d	18% g	12%	19%	19%	21% k	7%	18% k
2	189	168	12	5	5	189	161	29	14	162	163	21	184
	13%	14% c	10%	8%	16% bc	13% c	13%	15%	13%	15%	16% k	8%	15% k
3	64	57	4	2	1	64	59	5	4	59	59	3	62
	5%	5%	3%	4%	4%	5%	5%	3%	4%	6%	6% k	1%	5% k
4	10	9	1	*	*	10	9	2	-	8	7	2	10
	1%	1%	1%	*%	1%	1%	1%	1%	-%	1%	1%	1%	1%
5-6	5	3	1	1	-	5	4	*	1	3	5	-	5
	*%	*%	*%	1%	-%	*%	*%	*%	1%	*%	*%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what ages are these children? (MULTI CODE)

Base : Those with children aged under 16 at home

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	570	70	165	219	92	18	24	570	237	333	126	176	116	152	302	268	570
Effective Weighted Sample	461	59	135	174	77	14	18	461	191	270	110	138	93	123	245	217	461
Total	506	59	163	183	81	15	19	506	211	295	133	132	107	134	265	241	506
Base for %	500	59	161	183	78	15	19	500	211	289	130	131	106	133	262	239	500
Under 1 year old	61	**	36	13	**	**	**	61	20	41	17	15	11	18	32	29	61
	12%	**	22%	7%	**	**	**	12%	10%	14%	13%	12%	11%	13%	12%	12%	12%
			cg														
1-4 years old	209	**	104	65	**	**	**	209	82	127	45	54	50	60	99	110	209
	42%	**	65%	35%	**	**	**	42%	39%	44%	34%	41%	47%	45%	38%	46%	42%
			cg													j	
5-7 years old	170	**	66	74	**	**	**	170	75	95	47	45	32	46	92	78	170
	34%	**	41%	40%	**	**	**	34%	36%	33%	36%	34%	30%	35%	35%	33%	34%
8-11 years old	158	**	41	69	**	**	**	158	68	91	40	39	35	44	79	79	158
	32%	**	25%	38%	**	**	**	32%	32%	31%	31%	30%	33%	33%	30%	33%	32%
			b														
12-15 years old	166	**	16	76	**	**	**	166	75	91	38	45	39	43	83	83	166
	33%	**	10%	42%	**	**	**	33%	35%	31%	29%	35%	37%	33%	32%	35%	33%
			bg					b									
Refused	6	**	2	-	**	**	**	6	-	6	2	1	2	1	3	2	6
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what ages are these children? (MULTI CODE)

Base : Those with children aged under 16 at home

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	Total	a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	570	395	57	54	64	570	485	85	42	488	496	53	549
Effective Weighted Sample	461	378	53	54	61	461	403	59	36	392	403	41	444
Total	506	444	38	15	9	506	448	58	41	430	445	44	489
Base for %	500	439	38	15	9	500	442	58	41	425	441	42	483
Under 1 year old	61	55	**	**	**	61	51	**	**	46	56	**	61
	12%	12%	**	**	**	12%	12%	**	**	11%	13%	**	13%
1-4 years old	209	188	**	**	**	209	186	**	**	175	183	**	205
	42%	43%	**	**	**	42%	42%	**	**	41%	42%	**	42%
5-7 years old	170	148	**	**	**	170	151	**	**	150	145	**	164
	34%	34%	**	**	**	34%	34%	**	**	35%	33%	**	34%
8-11 years old	158	136	**	**	**	158	138	**	**	137	137	**	150
	32%	31%	**	**	**	32%	31%	**	**	32%	31%	**	31%
12-15 years old	166	143	**	**	**	166	144	**	**	144	150	**	157
	33%	33%	**	**	**	33%	32%	**	**	34%	34%	**	33%
Refused	6	6	**	**	**	6	6	**	**	4	4	**	6
Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l													

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Base for %	1400	176	257	254	222	208	491	1400	685	715	376	373	305	346	749	651	1400
Husband/ Wife/ Partner	824	39	172	178	156	140	279	824	425	399	265	222	197	141	487	338	824
	59%	22%	67%	70%	70%	67%	57%	59%	62%	56%	70%	59%	64%	41%	65%	52%	59%
			afg	afg	afg	afg	a	a	i		kmop	mo	mo		mop	m	mo
Mother/ Stepmother/ Partner of Father	150	102	20	12	8	7	8	150	99	51	35	44	30	41	80	70	150
	11%	58%	8%	5%	4%	3%	2%	11%	14%	7%	9%	12%	10%	12%	11%	11%	11%
		bcdefg	ef	f				cdef	i								
Father/ Stepfather/ Partner of Mother	71	54	9	4	2	1	1	71	45	26	16	20	20	15	36	35	71
	5%	31%	4%	2%	1%	*%	*%	5%	6%	4%	4%	5%	6%	4%	5%	5%	5%
		bcdefg	ef	f				cdef	i								
Brothers/ Sisters/ Stepbrothers/ Stepsisters	76	49	13	3	7	1	3	76	49	27	16	21	16	23	37	39	76
	5%	28%	5%	1%	3%	1%	1%	5%	7%	4%	4%	6%	5%	7%	5%	6%	5%
		bcdefg	cef		f			cef	i								
Child/ children aged 16 and over	175	3	2	37	64	48	70	175	70	106	54	39	31	52	93	83	175
	13%	1%	1%	14%	29%	23%	14%	13%	10%	15%	14%	10%	10%	15%	12%	13%	13%
				ab	abcfg	abcfg	ab	ab		h							
Grandmother	4	3	1	-	-	-	-	4	2	1	1	1	-	1	3	1	4
	*%	2%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
		fg															
Grandfather	2	2	-	-	-	-	-	2	*	1	1	*	-	*	1	*	2
	*%	1%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
		fg															

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Other relative aged 16 or over	29	5	3	4	6	6	11	29	18	11	5	6	6	13	10	19	29
	2%	3%	1%	2%	3%	3%	2%	2%	3%	2%	1%	1%	2%	4%	1%	3%	2%
														jkn		n	
Friend/ other person not related to you aged 16 or over	52	17	19	5	6	4	5	52	31	21	13	22	8	8	35	16	52
	4%	10%	7%	2%	3%	2%	1%	4%	4%	3%	4%	6%	3%	2%	5%	3%	4%
		cdefg	cdefg					f				lmop			o		
None - I am the only adult in the household	319	13	49	49	41	41	166	319	118	201	60	74	62	123	134	185	319
	23%	7%	19%	19%	19%	20%	34%	23%	17%	28%	16%	20%	20%	36%	18%	28%	23%
			a	a	a	a	abcdeg	a		h				jklnop		jklnp	jn
Refused	5	1	2	1	-	1	1	5	3	2	-	2	1	2	2	3	5

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Base for %	1400	1190	126	56	28	1400	1212	188	109	1055	1003	253	1255
Husband/ Wife/ Partner	824	712	67	28	17	824	715	110	61	659	629	129	758
	59%	60%	53%	50%	60%	59%	59%	58%	56%	62%	63%	51%	60%
		c			c	c					k		k
Mother/ Stepmother/ Partner of Father	150	132	11	4	3	150	131	19	11	131	133	9	142
	11%	11%	9%	8%	10%	11%	11%	10%	11%	12%	13%	4%	11%
											k		k
Father/ Stepfather/ Partner of Mother	71	64	2	3	3	71	60	11	4	66	69	1	70
	5%	5%	2%	5%	9%	5%	5%	6%	4%	6%	7%	1%	6%
		b			abe	b					k		k
Brothers/ Sisters/ Stepbrothers/ Stepsisters	76	66	6	2	1	76	69	6	5	68	70	4	74
	5%	6%	5%	4%	5%	5%	6%	3%	4%	6%	7%	1%	6%
											k		k
Child/ children aged 16 and over	175	148	17	8	3	175	158	18	16	125	122	35	157
	13%	12%	13%	13%	11%	13%	13%	9%	15%	12%	12%	14%	13%
Grandmother	4	3	-	1	-	4	4	-	1	3	3	-	3
	*%	*%	-%	1%	-%	*%	*%	-%	1%	*%	*%	-%	*%
Grandfather	2	1	-	1	-	2	2	-	-	2	2	-	2
	*%	*%	-%	1%	-%	*%	*%	-%	-%	*%	*%	-%	*%
				ae									
Columns Tested:	a,b,c,d,e - f,g - h,i - j,k,l												

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Other relative aged 16 or over	29	26	2	1	1	29	26	3	3	21	21	5	26
	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%
Friend/ other person not related to you aged 16 or over	52	45	3	3	1	52	51	1	5	44	43	7	50
	4%	4%	2%	5%	3%	4%	4%	1%	4%	4%	4%	3%	4%
None - I am the only adult in the household	319	259	38	17	5	319	270	49	27	195	170	91	261
	23%	22%	30%	31%	19%	23%	22%	26%	25%	18%	17%	36%	21%
			ade	ade								jl	j
Refused	5	4	1	-	-	5	5	-	1	4	5	-	5

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Are you currently working? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Base for %	1404	177	259	254	222	208	492	1404	688	717	374	376	306	348	750	654	1404
Working full-time (30 hours per week plus)	597	61	153	150	143	82	90	597	373	224	198	179	146	74	377	220	597
	43%	35%	59%	59%	64%	39%	18%	43%	54%	31%	53%	48%	48%	21%	50%	34%	43%
		f	aefg	aefg	aefg	f		af	i		mop	mo	mo		mop	m	mo
Working part-time (Under 30 hours per week)	218	30	39	47	37	45	65	218	54	164	52	65	51	50	117	101	218
	16%	17%	15%	18%	17%	22%	13%	16%	8%	23%	14%	17%	17%	14%	16%	15%	16%
						fg				h							
Looking for work	29	8	8	5	5	3	3	29	22	7	3	6	4	16	10	19	29
	2%	4%	3%	2%	2%	2%	1%	2%	3%	1%	1%	2%	1%	4%	1%	3%	2%
		f	f					f	i					jklnp		jn	
In full-time education	64	57	4	2	1	-	-	64	40	25	11	32	9	13	42	22	64
	5%	32%	2%	1%	*%	-%	-%	5%	6%	3%	3%	8%	3%	4%	6%	3%	5%
		bcdefg	f	f				bcdef	i			jlmp			jo		
Retired	299	-	-	1	4	48	294	299	147	152	95	65	62	77	160	139	299
	21%	-%	-%	*%	2%	23%	60%	21%	21%	21%	25%	17%	20%	22%	21%	21%	21%
					b	abcd	abcdeg	abcd			k						
Not working	197	21	55	49	32	30	40	197	52	145	16	28	34	119	44	153	197
	14%	12%	21%	19%	15%	15%	8%	14%	8%	20%	4%	8%	11%	34%	6%	23%	14%
			afg	afg	f	f		f		h			jn	jklnop		jklnp	jkn
Refused	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Are you currently working? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Base for %	1404	1194	126	56	28	1404	1216	188	110	1057	1006	252	1259
Working full-time (30 hours per week plus)	597	504	63	18	12	597	521	76	34	522	526	54	580
	43%	42%	50%	32%	43%	43%	43%	40%	31%	49%	52%	21%	46%
		c	ace		c	c				h	kl		k
Working part-time (Under 30 hours per week)	218	191	15	9	4	218	194	25	19	180	177	29	206
	16%	16%	12%	17%	13%	16%	16%	13%	17%	17%	18%	11%	16%
											k		k
Looking for work	29	23	2	3	*	29	25	4	6	18	18	7	25
	2%	2%	2%	5%	1%	2%	2%	2%	5%	2%	2%	3%	2%
				ade					i				
In full-time education	64	55	5	3	1	64	56	8	11	51	58	4	61
	5%	5%	4%	5%	5%	5%	5%	4%	10%	5%	6%	1%	5%
									i		k		k
Retired	299	245	31	17	6	299	249	49	26	147	86	119	205
	21%	20%	25%	30%	22%	21%	21%	26%	23%	14%	9%	47%	16%
				ae					i			jl	j
Not working	197	176	10	6	4	197	172	26	14	139	142	40	182
	14%	15%	8%	11%	15%	14%	14%	14%	13%	13%	14%	16%	14%
		b			b	b							
Refused	1	1	-	*	-	1	1	-	-	1	1	*	1
Columns Tested:	a,b,c,d,e - f,g - h,i - j,k,l												

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. At what age did you finish your education? IF STILL IN EDUCATION - At what age do you expect to finish your education? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Base for %	1401	174	259	255	222	208	491	1401	686	716	376	374	306	346	750	652	1401
Aged 16 or under	561	43	63	78	82	108	294	561	273	287	71	110	153	226	181	380	561
	40%	25%	24%	31%	37%	52%	60%	40%	40%	40%	19%	29%	50%	65%	24%	58%	40%
					ab	abcdg	abcdg	abc				jn	jknp	jklnop	j	jklnp	jkn
Aged 17-18	318	45	85	58	62	35	67	318	144	174	56	106	83	73	162	156	318
	23%	26%	33%	23%	28%	17%	14%	23%	21%	24%	15%	28%	27%	21%	22%	24%	23%
		ef	cefg	f	ef			f				jmn	j	j	j	j	j
Aged 19-20	132	25	31	28	16	15	31	132	74	58	35	50	32	15	85	47	132
	9%	15%	12%	11%	7%	7%	6%	9%	11%	8%	9%	13%	11%	4%	11%	7%	9%
		defg	f	f				f			m	mop	m		mo		m
Aged 21 or over	372	48	78	91	61	48	95	372	186	186	210	103	33	25	314	58	372
	27%	27%	30%	36%	27%	23%	19%	27%	27%	26%	56%	28%	11%	7%	42%	9%	27%
		f	f	efg	f			f			klmnop	lmo			klmop		lmo
Don't know	19	13	1	-	1	1	3	19	9	10	3	5	4	7	8	11	19
	1%	7%	*%	-%	*%	*%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
		bcdefg															
Refused	4	3	-	-	-	1	1	4	3	1	-	2	-	2	2	2	4

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. At what age did you finish your education? IF STILL IN EDUCATION - At what age do you expect to finish your education? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Base for %	1401	1191	126	56	28	1401	1213	188	109	1055	1004	253	1256
Aged 16 or under	561	472	57	24	7	561	472	89	64	328	318	145	463
	40%	40%	46%	43%	27%	40%	39%	47%	59%	31%	32%	57%	37%
		d	d	d		d		f	i			jl	j
Aged 17-18	318	274	20	13	10	318	276	42	26	254	256	41	297
	23%	23%	16%	24%	35%	23%	23%	22%	23%	24%	26%	16%	24%
		b			abce	b					k		k
Aged 19-20	132	111	14	5	3	132	117	15	5	117	105	21	126
	9%	9%	11%	8%	12%	9%	10%	8%	4%	11%	10%	8%	10%
										h			
Aged 21 or over	372	318	32	14	8	372	332	40	12	345	313	43	356
	27%	27%	25%	25%	27%	27%	27%	21%	11%	33%	31%	17%	28%
										h	k		k
Don't know	19	16	2	*	-	19	16	3	2	11	12	2	15
	1%	1%	2%	*%	-%	1%	1%	1%	2%	1%	1%	1%	1%
Refused	4	3	1	-	-	4	4	-	1	3	4	-	4
Columns Tested:		a,b,c,d,e	-	f,g	-	h,i	-	j,k,l					

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. (SHOWCARD) 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	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Base for %	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Very confident	1129	140	205	202	183	171	398	1129	548	581	338	320	235	236	658	471	1129
	80%	79%	79%	79%	82%	82%	81%	80%	80%	81%	90%	85%	77%	68%	88%	72%	80%
											lmop	lmop	m		lmop		mo
Fairly confident	234	31	41	48	35	31	80	234	119	116	35	50	62	87	86	149	234
	17%	17%	16%	19%	16%	15%	16%	17%	17%	16%	9%	13%	20%	25%	11%	23%	17%
													jkn	jkn		jkn	jn
TOTAL CONFIDENT	1363	171	246	250	218	202	478	1363	667	696	373	370	297	323	743	620	1363
	97%	97%	95%	98%	98%	97%	97%	97%	97%	97%	99%	99%	97%	93%	99%	95%	97%
											lmop	mo	m		lmop		mo
Neither confident nor not confident	21	3	5	2	4	5	7	21	12	9	1	2	5	12	3	18	21
	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%	2%	4%	1%	3%	2%
													n	jkn		jkn	n
Not very confident	17	2	7	3	1	*	3	17	7	10	1	2	4	10	3	14	17
	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%
			ef											jkn		jkn	
Not at all confident	4	-	1	*	-	2	3	4	3	1	*	1	-	3	2	3	4
	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
TOTAL NOT CONFIDENT	21	2	8	4	1	2	6	21	10	11	1	3	4	12	5	17	21
	2%	1%	3%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	4%	1%	3%	2%
			d											jkn		jn	
TOTAL NEITHER/ DON'T KNOW	21	3	5	2	4	5	7	21	12	9	1	2	5	12	3	18	21
	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%	2%	4%	1%	3%	2%
													n	jkn		jkn	n

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Base for %	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Very confident	1129 80%	953 80%	104 82%	48 85%	24 84%	1129 80%	989 81% g	140 74%	82 74%	894 85% h	824 82%	202 80%	1026 81%
Fairly confident	234 17%	203 17%	20 16%	7 12%	4 13%	234 17%	192 16%	42 22% f	23 21% i	140 13%	158 16%	41 16%	198 16%
TOTAL CONFIDENT	1363 97%	1157 97%	125 98%	54 97%	27 97%	1363 97%	1181 97%	182 96%	105 95%	1034 98%	981 97%	243 96%	1224 97%
Neither confident nor not confident	21 2%	20 2%	- -%	1 2% b	* 1%	21 2%	18 1%	3 2%	2 2%	14 1%	12 1%	7 3%	19 2%
Not very confident	17 1%	14 1%	1 1%	* 1%	1 2%	17 1%	15 1%	2 1%	3 2%	9 1%	12 1%	2 1%	14 1%
Not at all confident	4 *%	3 *%	* *%	* *%	* 1%	4 *%	3 *%	2 1%	- -%	2 *%	2 *%	2 1%	3 *%
TOTAL NOT CONFIDENT	21 2%	18 1%	2 2%	1 1%	1 3%	21 2%	18 1%	3 2%	3 2%	11 1%	14 1%	3 1%	17 1%
TOTAL NEITHER/ DON'T KNOW	21 2%	20 2%	- -%	1 2% b	* 1%	21 2%	18 1%	3 2%	2 2%	14 1%	12 1%	7 3%	19 2%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. (SHOWCARD) Which of these options applies to your household for the total annual household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Base for %	1033	156	193	194	159	148	331	1033	524	510	268	265	213	287	533	500	1033
Under £11,500	184	26	31	27	16	28	84	184	79	105	8	26	31	120	34	151	184
	18%	17%	16%	14%	10%	19%	25%	18%	15%	21%	3%	10%	15%	42%	6%	30%	18%
						d	abcdg	d		h		jn	jkn	jklnop	j	jklnp	jkn
£11,500 - £17,499	126	8	21	15	19	20	64	126	55	71	14	31	35	46	45	81	126
	12%	5%	11%	8%	12%	14%	19%	12%	10%	14%	5%	12%	16%	16%	9%	16%	12%
			a		a	ac	abcdg	ac		h		j	jn	jnp		jknp	jn
£17,500 - £29,999	192	15	42	44	26	30	66	192	94	98	41	53	56	42	94	98	192
	19%	9%	22%	22%	16%	20%	20%	19%	18%	19%	15%	20%	26%	15%	18%	20%	19%
			a	a	a	a	a	a				m	jklnop			m	
£30,000 - £49,999	190	13	50	45	37	26	46	190	111	80	75	63	40	12	138	52	190
	18%	8%	26%	23%	23%	18%	14%	18%	21%	16%	28%	24%	19%	4%	26%	10%	18%
			ae fg	af	af	a		af	i		lmop	mop	mo		lmop	m	mo
£50,000 or over	144	14	22	40	40	23	28	144	89	55	94	35	11	5	129	15	144
	14%	9%	11%	20%	25%	16%	8%	14%	17%	11%	35%	13%	5%	2%	24%	3%	14%
				abfg	abefg	af		f	i		klmnop	lmo	m		klmop		lmo
Don't know	197	81	27	24	22	20	43	197	97	101	36	58	41	63	94	103	197
	19%	52%	14%	13%	14%	14%	13%	19%	18%	20%	13%	22%	19%	22%	18%	21%	19%
		bcdefg						cdf				j		j		j	j
Refused	372	20	66	61	63	61	161	372	165	207	108	110	93	61	218	154	372

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. (SHOWCARD) Which of these options applies to your household for the total annual household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Base for %	1033	875	96	41	21	1033	890	143	88	785	773	177	950
Under £11,500	184	153	16	10	4	184	154	30	25	97	99	51	149
	18%	18%	17%	25% ae	21%	18%	17%	21%	29% i	12%	13%	29% jl	16% j
£11,500 - £17,499	126	103	14	7	2	126	103	23	17	75	72	38	110
	12%	12%	15%	16%	11%	12%	12%	16%	19% i	10%	9%	22% jl	12%
£17,500 - £29,999	192	165	14	8	4	192	169	22	20	152	142	34	176
	19%	19%	15%	19%	18%	19%	19%	15%	22%	19%	18%	19%	19%
£30,000 - £49,999	190	158	24	4	4	190	169	22	6	173	176	12	188
	18%	18% c	25% ace	9%	19% c	18% c	19%	15%	6% h	22% h	23% k	7% k	20% k
£50,000 or over	144	126	14	4	1	144	126	18	4	135	133	11	144
	14%	14% cd	15% d	9% d	2% d	14% d	14%	13%	5% h	17% h	17% k	6% k	15% k
Don't know	197	170	12	9	6	197	169	28	16	153	152	31	183
	19%	19% b	13%	22% b	30% abce	19% b	19%	20%	18% b	19%	20%	17%	19%
Refused	372	320	30	15	7	372	327	45	22	273	234	76	310
Columns Tested:	a,b,c,d,e - f,g - h,i - j,k,l												

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. Do you have any long-standing illness, disability or infirmity? IF NECESSARY: By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Yes	266	8	21	31	32	53	174	266	125	141	58	50	52	105	108	157	266
	19%	4%	8%	12%	14%	26%	35%	19%	18%	20%	15%	13%	17%	30%	14%	24%	19%
				a	ab	abcdg	abcdeg	abc						jklnop		jklnp	kn
No	1138	169	238	224	189	155	318	1138	563	575	318	324	254	242	642	496	1138
	81%	96%	92%	88%	85%	74%	65%	81%	82%	80%	85%	86%	83%	69%	85%	76%	81%
		cdefg	defg	efg	ef	f		ef			mo	mop	mo		mop	m	mo
Don't know	2	-	-	1	1	-	-	2	1	1	-	1	-	1	1	1	2
	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. Do you have any long-standing illness, disability or infirmity? IF NECESSARY: By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Yes	266	220	22	18	5	266	220	46	18	160	122	82	204
	19%	18%	17%	32%	19%	19%	18%	24%	16%	15%	12%	32%	16%
				abde				f				jl	j
No	1138	973	105	38	23	1138	996	142	92	897	884	171	1055
	81%	81%	83%	67%	81%	81%	82%	75%	84%	85%	88%	68%	84%
		c	c		c	c	g				kl		k
Don't know	2	1	-	*	-	2	1	1	-	2	2	-	2
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	-%	*%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C12. Does this illness, disability or infirmity limit your activities in any way? (SINGLE CODE)

Base : Those with a long standing illness/ disability or infirmity

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	n	o	p
Unweighted total	411	11	30	40	50	74	280	411	184	227	75	89	79	168	164	247	411
Effective Weighted Sample	313	8	22	33	36	58	215	313	142	172	59	68	60	129	124	189	313
Total	266	8	21	31	32	53	174	266	125	141	58	50	52	105	108	157	266
Yes	197	**	**	**	**	**	128	197	88	110	**	**	**	82	78	120	197
	74%	**	**	**	**	**	73%	74%	70%	78%	**	**	**	78%	72%	76%	74%
No	67	**	**	**	**	**	45	67	37	30	**	**	**	24	30	37	67
	25%	**	**	**	**	**	26%	25%	30%	22%	**	**	**	22%	28%	24%	25%
Don't know	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 MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C12. Does this illness, disability or infirmity limit your activities in any way? (SINGLE CODE)

Base : Those with a long standing illness/ disability or infirmity

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	k	l
Unweighted total	411	248	45	74	44	411	326	85	36	237	173	136	309
Effective Weighted Sample	313	232	43	72	41	313	255	59	24	181	133	103	234
Total	266	220	22	18	5	266	220	46	18	160	122	82	204
Yes	197	163	**	**	**	197	162	**	**	112	89	55	143
	74%	74%	**	**	**	74%	74%	**	**	70%	73%	67%	70%
No	67	57	**	**	**	67	56	**	**	46	33	26	59
	25%	26%	**	**	**	25%	26%	**	**	29%	27%	32%	29%
Don't know	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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C13. (SHOWCARD) Which of these limit your activities? (MULTI CODE)

Base : Those whose long standing illness/ disability or infirmity limits their activities in any way

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	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: 95%																	
Unweighted total	314	10	25	28	42	54	209	314	134	180	58	66	59	131	124	190	314
Effective Weighted Sample	237	8	18	22	30	41	160	237	101	136	44	50	43	102	92	145	237
Total	197	8	17	20	25	36	128	197	88	110	42	36	38	82	78	120	197
Base for %	190	8	13	19	24	36	126	190	83	107	41	34	37	79	75	116	190
Cannot walk very far or manage stairs or can only do so with difficulty	92 48%	** **	** **	** **	** **	** **	72 57%	92 48%	32 39%	59 55% h	** **	** **	** **	44 56%	33 44%	58 50%	92 48%
Breathlessness or chest pains	55 29%	** **	** **	** **	** **	** **	41 33%	55 29%	23 28%	32 30%	** **	** **	** **	21 27%	22 30%	33 28%	55 29%
Mental health problems or difficulties	27 14%	** **	** **	** **	** **	** **	4 3%	27 14% f	12 15%	15 14%	** **	** **	** **	17 22% n	5 7%	22 19% n	27 14%
Poor hearing, partial hearing or deafness	25 13%	** **	** **	** **	** **	** **	21 17%	25 13%	12 15%	13 12%	** **	** **	** **	13 16%	8 10%	17 15%	25 13%
Limited ability to reach	22 12%	** **	** **	** **	** **	** **	17 14%	22 12%	8 9%	15 14%	** **	** **	** **	12 15%	6 8%	16 14%	22 12%
Cannot walk at all/ use a wheelchair	17 9%	** **	** **	** **	** **	** **	12 10%	17 9%	11 13% i	6 6%	** **	** **	** **	7 9%	6 7%	12 10%	17 9%
Poor vision, partial sight or blindness	14 7%	** **	** **	** **	** **	** **	12 9%	14 7%	5 5%	9 9%	** **	** **	** **	7 9%	4 5%	10 9%	14 7%
Dyslexia	8 4%	** **	** **	** **	** **	** **	- -%	8 4% f	4 5%	4 4%	** **	** **	** **	5 6%	2 3%	6 6%	8 4%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C13. (SHOWCARD) Which of these limit your activities? (MULTI CODE)

Base : Those whose long standing illness/ disability or infirmity limits their activities in any way

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	n	o	p
Unweighted total	314	10	25	28	42	54	209	314	134	180	58	66	59	131	124	190	314
Effective Weighted Sample	237	8	18	22	30	41	160	237	101	136	44	50	43	102	92	145	237
Total	197	8	17	20	25	36	128	197	88	110	42	36	38	82	78	120	197
Difficulty in speaking or communicating	3	**	**	**	**	**	1	3	1	3	**	**	**	1	2	1	3
	2%	**	**	**	**	**	*%	2%	1%	3%	**	**	**	1%	3%	1%	2%
Other illnesses/ health problems which limit daily activities	63	**	**	**	**	**	37	63	34	29	**	**	**	25	26	37	63
	33%	**	**	**	**	**	29%	33%	41%	27%	**	**	**	32%	35%	32%	33%
									i								
Refused	7	**	**	**	**	**	2	7	4	3	**	**	**	3	3	4	7

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C13. (SHOWCARD) Which of these limit your activities? (MULTI CODE)

Base : Those whose long standing illness/ disability or infirmity limits their activities in any way

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	314	185	29	64	36	314	247	67	28	176	130	98	228
Effective Weighted Sample	237	174	28	63	33	237	192	45	19	131	99	71	169
Total	197	163	14	16	5	197	162	35	14	112	89	55	143
Base for %	190	158	12	15	4	190	157	34	14	107	84	54	138
Cannot walk very far or manage stairs or can only do so with difficulty	92 48%	78 49%	** **	** **	** **	92 48%	77 49%	** **	** **	45 42%	31 37%	** **	55 40%
Breathlessness or chest pains	55 29%	46 29%	** **	** **	** **	55 29%	47 30%	** **	** **	33 31%	23 27%	** **	45 33%
Mental health problems or difficulties	27 14%	20 13%	** **	** **	** **	27 14%	19 12%	** **	** **	19 18%	20 23%	** **	25 18%
Poor hearing, partial hearing or deafness	25 13%	20 13%	** **	** **	** **	25 13%	20 13%	** **	** **	11 11%	7 8%	** **	16 11%
Limited ability to reach	22 12%	19 12%	** **	** **	** **	22 12%	19 12%	** **	** **	10 10%	7 9%	** **	14 10%
Cannot walk at all/ use a wheelchair	17 9%	15 10%	** **	** **	** **	17 9%	16 10%	** **	** **	9 8%	6 7%	** **	14 10%
Poor vision, partial sight or blindness	14 7%	10 6%	** **	** **	** **	14 7%	9 6%	** **	** **	5 5%	4 5%	** **	10 7%
Dyslexia	8 4%	8 5%	** **	** **	** **	8 4%	5 3%	** **	** **	7 6%	7 8%	** **	8 6%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C13. (SHOWCARD) Which of these limit your activities? (MULTI CODE)

Base : Those whose long standing illness/ disability or infirmity limits their activities in any way

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%	Total	a	~b	~c	~d	e	f	~g	~h	i	j	~k	l
Unweighted total	314	185	29	64	36	314	247	67	28	176	130	98	228
Effective Weighted Sample	237	174	28	63	33	237	192	45	19	131	99	71	169
Total	197	163	14	16	5	197	162	35	14	112	89	55	143
Difficulty in speaking or communicating	3	2	**	**	**	3	2	**	**	3	3	**	3
	2%	1%	**	**	**	2%	1%	**	**	3%	4%	**	2%
Other illnesses/ health problems which limit daily activities	63	55	**	**	**	63	53	**	**	44	34	**	54
	33%	34%	**	**	**	33%	34%	**	**	41%	40%	**	39%
Refused	7	5	**	**	**	7	5	**	**	5	5	**	5

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C14. (SHOWCARD) Which 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	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
Being bought on mortgage	369	39	67	109	94	48	60	369	191	179	131	126	85	27	257	112	369
	26%	22%	26%	43%	42%	23%	12%	26%	28%	25%	35%	34%	28%	8%	34%	17%	26%
		f	f	abefg	abefg	f		f			mop	mop	mo		mop	m	mo
Owned outright by the household	393	12	20	23	50	93	288	393	198	194	147	99	88	59	246	147	393
	28%	7%	8%	9%	22%	45%	58%	28%	29%	27%	39%	26%	29%	17%	33%	22%	28%
					abc	abcdg	abcdeg	abc			klmnop	m	mo		kmop	m	mo
Rented from Local Authority/ Housing Association/ Trust	318	38	63	59	43	50	114	318	141	177	16	53	77	172	69	249	318
	23%	21%	25%	23%	19%	24%	23%	23%	20%	25%	4%	14%	25%	50%	9%	38%	23%
												jn	jkn	jklnop	j	jklnp	jkn
Rented from Private Landlord	284	64	99	61	30	18	29	284	133	151	69	88	43	84	157	127	284
	20%	36%	38%	24%	13%	8%	6%	20%	19%	21%	18%	23%	14%	24%	21%	19%	20%
		cdefg	cdefg	def	f			def				l		l	l	l	l
Other	9	4	3	1	1	-	1	9	8	2	6	1	1	2	6	3	9
	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%
		efg							i		k						
Don't know	32	19	7	1	5	-	*	32	18	14	7	9	12	4	17	16	32
	2%	11%	3%	0%	2%	0%	0%	2%	3%	2%	2%	2%	4%	1%	2%	2%	2%
		bcdefg	cef		ef			ef					m				

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C14. (SHOWCARD) Which of these options applies to your home? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
Being bought on mortgage	369	305	43	9	12	369	320	49	23	320	334	25	359
	26%	26%	34%	17%	43%	26%	26%	26%	21%	30%	33%	10%	29%
		c	ace		ace	c				h	kl		k
Owned outright by the household	393	329	34	21	8	393	333	60	31	273	201	118	319
	28%	28%	27%	37%	29%	28%	27%	32%	28%	26%	20%	47%	25%
				abe								jl	j
Rented from Local Authority/ Housing Association/ Trust	318	265	33	16	4	318	270	47	34	191	197	72	268
	23%	22%	26%	28%	14%	23%	22%	25%	31%	18%	20%	28%	21%
		d	d	d		d			i			jl	
Rented from Private Landlord	284	255	16	10	3	284	259	25	17	243	242	32	275
	20%	21%	13%	18%	11%	20%	21%	13%	16%	23%	24%	13%	22%
		bd		d		bd	g				k		k
Other	9	9	-	-	*	9	8	1	-	8	6	4	9
	1%	1%	-%	-%	*%	1%	1%	1%	-%	1%	1%	1%	1%
Don't know	32	30	1	*	1	32	26	6	5	24	28	2	29
	2%	3%	1%	1%	2%	2%	2%	3%	4%	2%	3%	1%	2%
											k		

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C15. (SHOWCARD) How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
English	755	91	125	137	119	109	283	755	367	388	183	195	179	198	378	377	755
	54%	52%	48%	54%	54%	52%	58% b	54%	53%	54%	49%	52%	58% jn	57% jn	50%	58% jn	54%
Scottish	117	15	17	18	20	18	47	117	57	59	31	27	27	31	58	59	117
	8%	8%	6%	7%	9%	9%	10%	8%	8%	8%	8%	7%	9%	9%	8%	9%	8%
Welsh	37	5	5	5	6	6	15	37	15	22	7	12	8	10	18	19	37
	3%	3%	2%	2%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	2%	3%	3%
Northern Irish	19	2	3	5	2	3	8	19	10	8	4	4	5	6	8	11	19
	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
British	379	49	76	73	61	61	121	379	191	188	123	113	61	82	236	143	379
	27%	28%	29%	28%	28%	29%	25%	27%	28%	26%	33% lmop	30% lmo	20%	24%	31% lmop	22%	27% lo
Other	99	15	34	18	14	11	18	99	48	52	28	24	27	20	53	46	99
	7%	8% f	13% cdefg	7% f	6%	5%	4%	7% f	7%	7%	8%	6%	9%	6%	7%	7%	7%

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C15. (SHOWCARD) How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
English	755	750	1	4	*	755	647	108	65	559	530	147	677
	54%	63%	1%	8%	1%	54%	53%	57%	59%	53%	53%	58%	54%
		bcde		bd		bcd							
Scottish	117	11	105	1	-	117	100	17	3	88	79	23	103
	8%	1%	83%	1%	-%	8%	8%	9%	3%	8%	8%	9%	8%
			acde			acd				h			
Welsh	37	3	-	34	-	37	29	8	4	26	23	9	32
	3%	*%	-%	61%	-%	3%	2%	4%	4%	2%	2%	4%	3%
				abde		abd							
Northern Irish	19	6	1	*	12	19	14	5	2	11	10	6	16
	1%	*%	*%	*%	44%	1%	1%	2%	2%	1%	1%	2%	1%
					abce	a							
British	379	334	17	15	13	379	333	46	24	301	284	53	337
	27%	28%	13%	27%	47%	27%	27%	25%	22%	28%	28%	21%	27%
		b		b	abce	b					k		k
Other	99	92	3	2	2	99	94	5	11	73	81	15	95
	7%	8%	3%	3%	8%	7%	8%	2%	10%	7%	8%	6%	8%
		bc			bc	bc	g						

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 146

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C16. (SHOWCARD) Which of these groups best describes you? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
WHITE																	
British	717	84	134	131	113	119	255	717	352	365	220	192	142	164	411	306	717
	51%	48%	52%	51%	51%	57%	52%	51%	51%	51%	58%	51%	46%	47%	55%	47%	51%
English	342	33	48	54	56	49	151	342	163	179	75	89	86	92	164	178	342
	24%	19%	18%	21%	25%	23%	31%	24%	24%	25%	20%	24%	28%	26%	22%	27%	24%
							abceg						jn	j		jn	
Scottish	105	14	15	19	16	17	41	105	51	54	28	24	25	29	51	54	105
	7%	8%	6%	8%	7%	8%	8%	7%	7%	8%	7%	6%	8%	8%	7%	8%	7%
Welsh	35	5	5	5	7	6	14	35	15	21	6	11	7	11	17	18	35
	3%	3%	2%	2%	3%	3%	3%	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%
Irish	15	2	2	2	3	4	6	15	9	6	5	2	3	5	7	8	15
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Any other white background	60	7	24	9	10	3	10	60	29	31	18	15	17	9	33	27	60
	4%	4%	9%	4%	5%	2%	2%	4%	4%	4%	5%	4%	6%	3%	4%	4%	4%
			cefg		f			f									
MIXED																	
White and Black Caribbean	8	4	1	3	-	-	-	8	4	5	-	5	1	3	5	4	8
	1%	2%	1%	1%	-%	-%	-%	1%	1%	1%	-%	1%	*%	1%	1%	1%	1%
		defg		f								j					
White and Black African	1	-	-	1	-	-	-	1	-	1	-	-	1	-	-	1	1
	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	*%
White and Asian	6	1	-	3	1	-	-	6	3	3	-	4	-	2	4	2	6
	*%	1%	-%	1%	*%	-%	-%	*%	*%	*%	-%	1%	-%	1%	*%	*%	*%
		f		f													

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.

Table 146

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C16. (SHOWCARD) Which of these groups best describes you? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
ASIAN AND BRITISH ASIAN																	
Indian	23	5	4	9	2	1	2	23	16	6	5	10	2	6	15	8	23
	2%	3%	2%	4%	1%	*%	*%	2%	2%	1%	1%	3%	1%	2%	2%	1%	2%
		f	f	efg				f	i			l					
Pakistani	26	8	8	2	3	4	6	26	14	13	5	7	6	8	12	14	26
	2%	4%	3%	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%
		cfg	f														
Bangladeshi	14	3	5	2	2	1	1	14	6	7	-	2	4	7	2	12	14
	1%	2%	2%	1%	1%	*%	*%	1%	1%	1%	-%	1%	1%	2%	*%	2%	1%
		f	f										jn	jn		jn	
Any other Asian background	10	3	1	4	2	-	-	10	5	5	3	5	1	1	7	2	10
	1%	2%	*%	1%	1%	-%	-%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
		f		f	f			f									
BLACK AND BLACK BRITISH																	
Caribbean	4	2	-	2	-	-	-	4	1	2	1	1	-	1	2	1	4
	*%	1%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
		f		f													
African	19	4	5	3	4	3	3	19	13	6	5	4	5	5	9	10	19
	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%
Any other black background	3	-	-	1	2	-	-	3	1	2	-	1	-	2	1	2	3
	*%	-%	-%	*%	1%	-%	-%	*%	*%	*%	-%	*%	-%	1%	*%	*%	*%
					f												

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

OFCOM MEDIA LITERACY TRACKER 2016 - ADULTS - 1st November to 9th December 2016.
Table 146

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C16. (SHOWCARD) Which of these groups best describes you? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1846	234	272	313	284	270	743	1846	885	961	427	566	369	484	993	853	1846
Effective Weighted Sample	1425	177	220	248	223	216	576	1425	685	741	344	434	291	370	767	658	1425
Total	1405	177	259	255	222	208	492	1405	689	717	376	376	306	348	751	654	1405
MIDDLE EAST AND ARABIC ORIGIN																	
Middle Eastern, including Arabic origin	1 *%	- -%	1 1%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
CHINESE OR OTHER ETHNIC GROUP																	
Chinese	3 *%	1 1%	1 *%	- -%	- -%	* *%	* *%	3 *%	1 *%	1 *%	3 1% o	- -%	- -%	- -%	3 *%	- -%	3 *%
Any other background	8 1%	* *%	3 1%	2 1%	- -%	3 1%	3 1%	8 1%	2 *%	6 1%	- -%	4 1%	2 1%	3 1%	4 *%	5 1%	8 1%
Refused	5 *%	1 1% f	1 1%	1 *%	1 1%	- -%	- -%	5 *%	1 *%	4 1%	1 *%	1 *%	3 1%	- -%	3 *%	3 *%	5 *%

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

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Table 146

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C16. (SHOWCARD) Which of these groups best describes you? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION			USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
WHITE													
British	717	651	26	20	20	717	601	117	48	563	532	117	649
	51%	54%	21%	35%	73%	51%	49%	62%	43%	53%	53%	46%	52%
		bc		b	abce	bc		f		h			
English	342	337	1	3	*	342	301	41	32	236	213	82	296
	24%	28%	1%	5%	*%	24%	25%	22%	29%	22%	21%	33%	23%
		bcd		bd		bcd						jl	
Scottish	105	10	95	1	-	105	88	17	3	80	73	19	92
	7%	1%	75%	1%	-%	7%	7%	9%	3%	8%	7%	8%	7%
			acde			acd							
Welsh	35	4	-	31	*	35	28	8	4	25	23	8	31
	3%	*%	-%	55%	*%	3%	2%	4%	3%	2%	2%	3%	2%
				abde		ab							
Irish	15	7	1	*	6	15	13	2	2	10	9	2	11
	1%	1%	1%	*%	22%	1%	1%	1%	2%	1%	1%	1%	1%
					abce								
Any other white background	60	58	*	*	1	60	57	3	5	44	49	8	57
	4%	5%	*%	*%	3%	4%	5%	2%	5%	4%	5%	3%	5%
		bc				bc							
MIXED													
White and Black Caribbean	8	8	-	*	-	8	8	-	-	7	7	1	8
	1%	1%	-%	1%	-%	1%	1%	-%	-%	1%	1%	1%	1%

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

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C16. (SHOWCARD) Which of these groups best describes you? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
Effective Weighted Sample	1425	1105	211	219	210	1425	1211	218	113	1046	974	288	1256
Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
White and Black African	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%
White and Asian	6 *%	6 *%	- -%	- -%	- -%	6 *%	6 *%	- -%	1 1%	5 *%	4 *%	- -%	4 *%
ASIAN AND BRITISH ASIAN													
Indian	23 2%	22 2%	1 1%	* *%	* *%	23 2%	23 2% g	- -%	3 3%	18 2%	18 2%	3 1%	22 2%
Pakistani	26 2%	26 2% bd	- -%	* *%	- -%	26 2% bd	26 2% g	- -%	3 2%	20 2%	20 2%	3 1%	23 2%
Bangladeshi	14 1%	13 1%	1 *%	- -%	- -%	14 1%	14 1%	- -%	2 2%	8 1%	10 1%	1 1%	11 1%
Any other Asian background	10 1%	10 1%	- -%	- -%	- -%	10 1%	10 1%	- -%	- -%	9 1%	7 1%	2 1%	10 1%
BLACK AND BLACK BRITISH													
Caribbean	4 *%	3 *%	- -%	* *%	- -%	4 *%	4 *%	- -%	- -%	4 *%	4 *%	- -%	4 *%
African	19 1%	19 2%	- -%	- -%	- -%	19 1%	19 2%	- -%	3 3%	15 1%	18 2%	1 *%	19 2%
Any other black background	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	3 *%	- -%	3 *%

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

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Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1846	1172	227	223	224	1846	1541	305	151	1353	1249	376	1625
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Total	1405	1195	126	56	28	1405	1217	188	110	1058	1008	253	1260
MIDDLE EAST AND ARABIC ORIGIN													
Middle Eastern, including Arabic origin	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	1 1% i	- -%	1 *%	- -%	1 *%
CHINESE OR OTHER ETHNIC GROUP													
Chinese	3 *%	3 *%	- -%	* *%	- -%	3 *%	3 *%	- -%	* *%	3 *%	3 *%	* *%	3 *%
Any other background	8 1%	7 1%	1 *%	* *%	* 1%	8 1%	7 1%	1 1%	1 1%	5 1%	6 1%	2 1%	8 1%
Refused	5 *%	5 *%	- -%	- -%	- -%	5 *%	5 *%	- -%	1 1%	4 *%	4 *%	1 1%	5 *%

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