

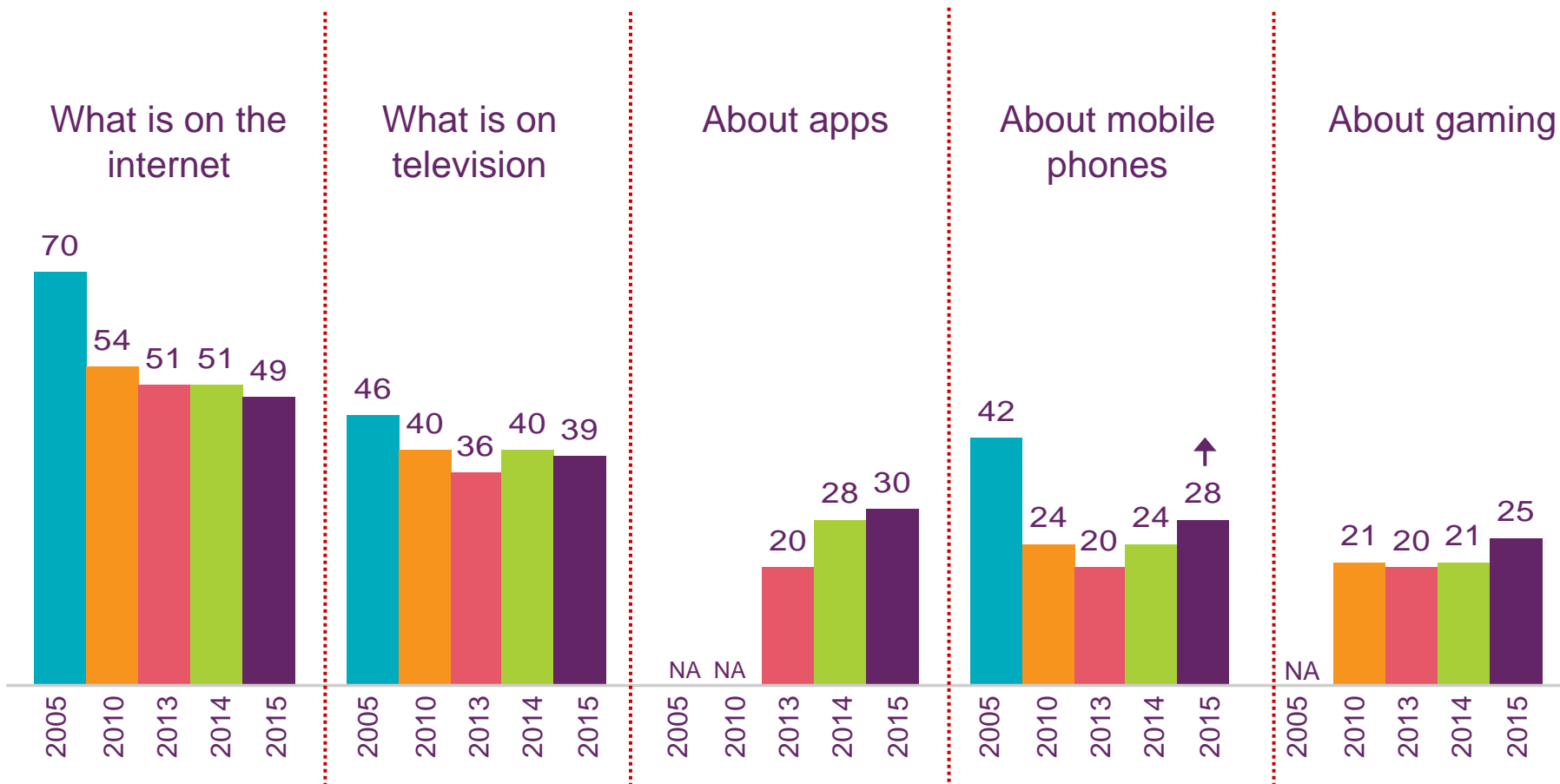
Adults' Media Use and Attitudes Report 2016

Section 6:

Media attitudes and critical understanding

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in September to October 2015

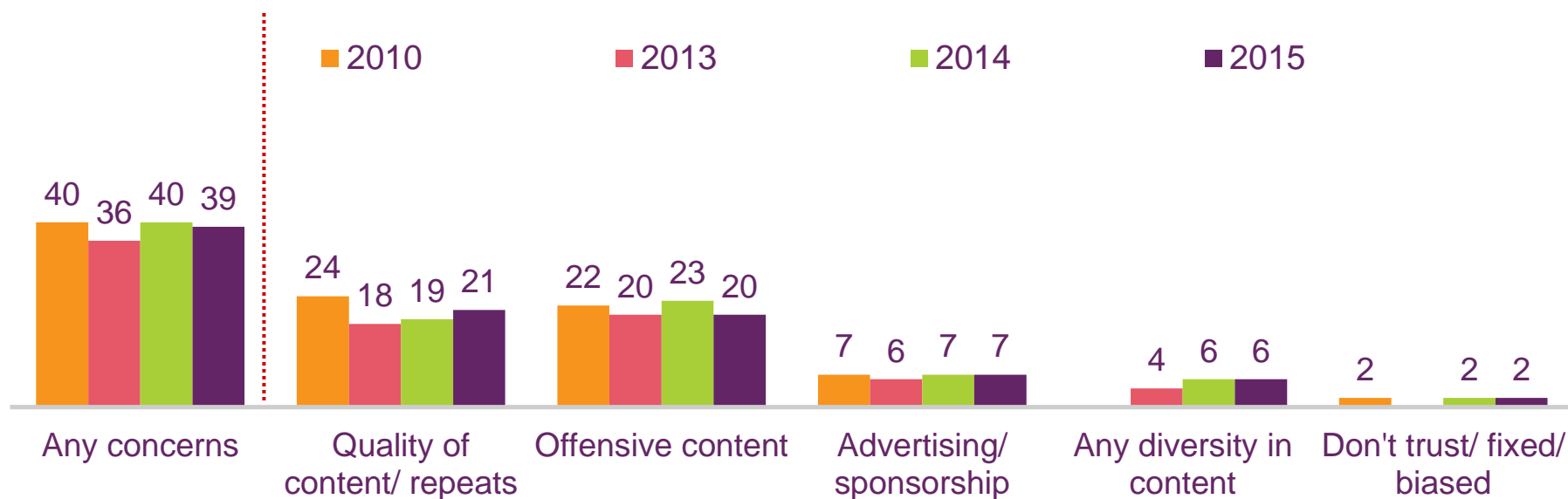
Figure 101: Concerns about media among users: 2005-15



IN34/ T4/ G3/ M1/ IN23– Can you tell me if you have any concerns about what is on the internet/ TV. Do you have any concerns about gaming/ mobile phones/ apps?
 (Unprompted responses, multi-coded)

Base: Adults aged 16+ who use each platform (variable base). Significance testing shows any change between 2014 and 2015

Figure 102: Concerns about television among users: 2010-15



T4 – Can you tell me if you have any concerns about what is on TV? (Spontaneous responses, multi-coded)

Base: Adults aged 16+ with any TVs in the household (1846 in 2014, 1800 in 2015) . Significance testing shows any change between 2014 and 2015

Figure 103: Concerns about the internet among users: 2010-15



IN34 – Can you tell me if you have any concerns about what is on the internet? (Spontaneous responses, multi-coded)

Base: Adults aged 16+ who go online at home or elsewhere (1609 in 2014, 1841 in 2015). Significance testing shows any change between 2014 and 2015

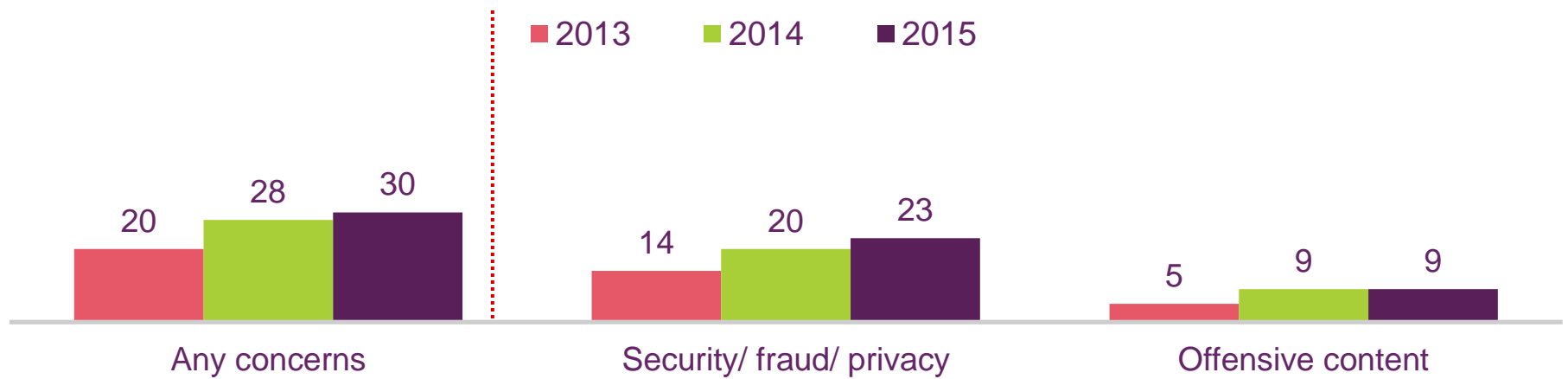
Figure 104: Concerns about mobile phones among users: 2010-15



M1 – Can you tell me if you have any concerns about mobile phones? (Spontaneous responses, multi-coded)

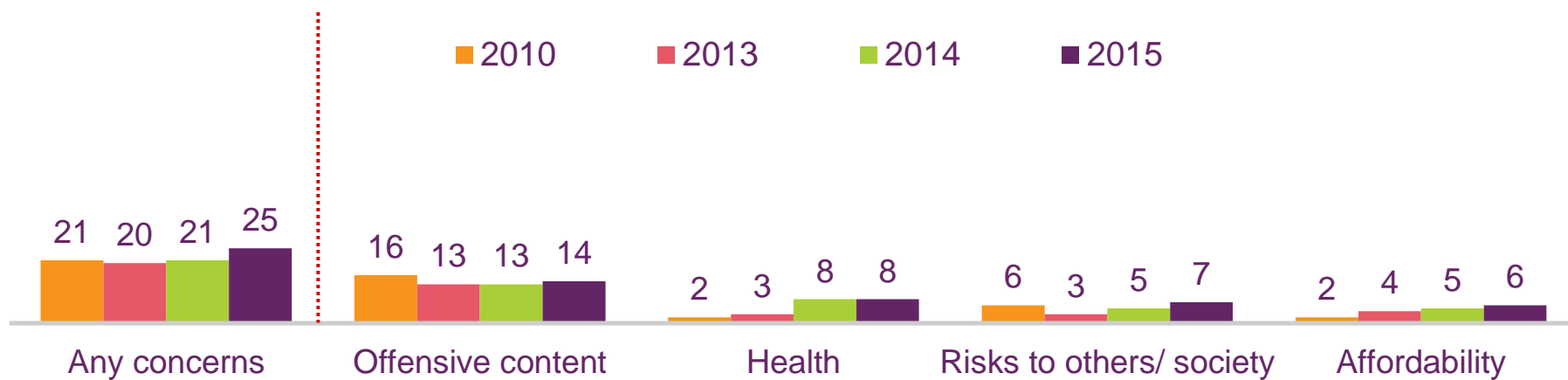
Base: Adults aged 16+ who personally use a mobile phone (1670 in 2014, 1520 in 2015). Significance testing shows any change between 2014 and 2015

Figure 105: Concerns about apps among users: 2013 - 15



IN23 – Can you tell me if you have any concerns about apps? (Spontaneous responses, multi-coded)
Base: Adults aged 16+ who use apps (1080 in 2014, 1193 in 2015). Significance testing shows any change between 2014 and 2015

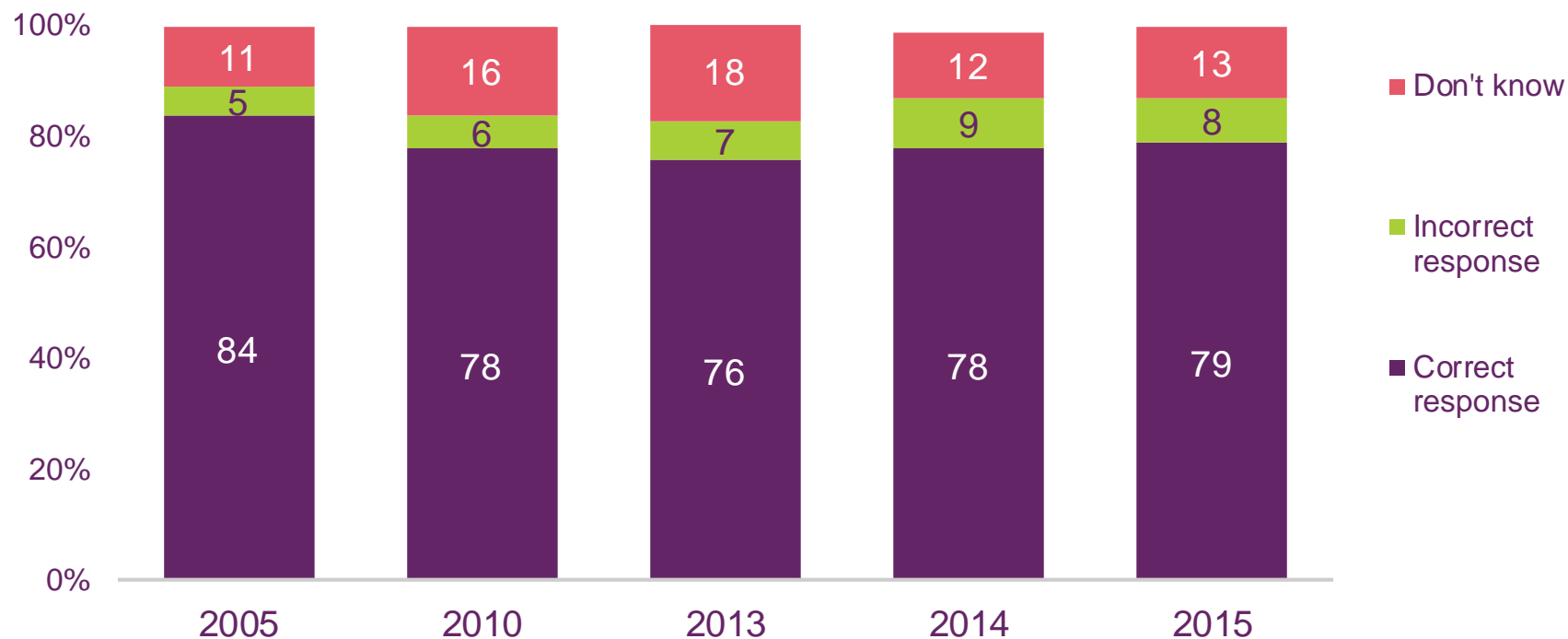
Figure 106: Concerns about gaming among users: 2010-15



G3 – Can you tell me if you have any concerns about gaming? (Spontaneous responses, multi-coded)

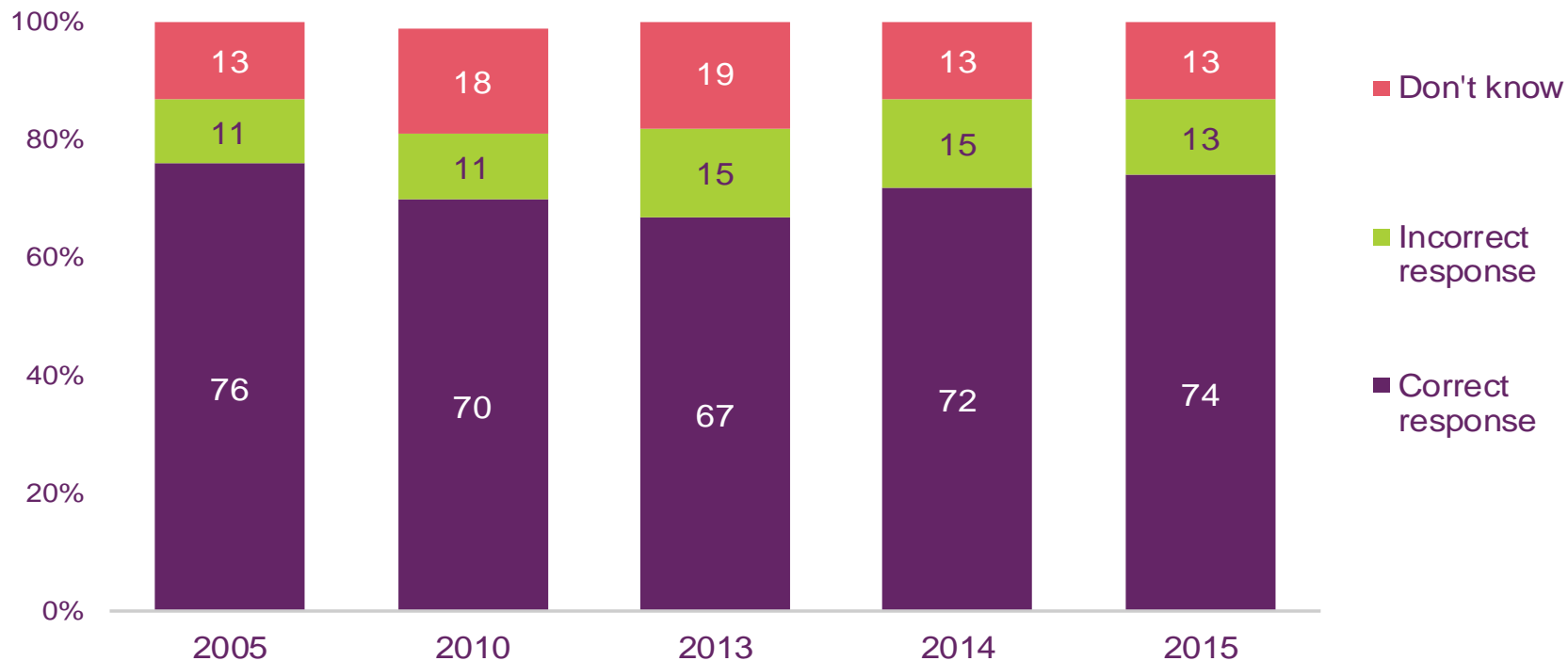
Base: Adults aged 16+ who play games (743 in 2014, 654 in 2015). Significance testing shows any change between 2014 and 2015

Figure 107: Awareness of how BBC TV programmes are mainly funded: 2005-15



T2 – How would you say BBC TV programmes are mainly funded? (Unprompted responses, single coded)
 Base: All adults aged 16+ (1890 in 2014, 1841 in 2015). Significance testing shows any change between 2014 and 2015

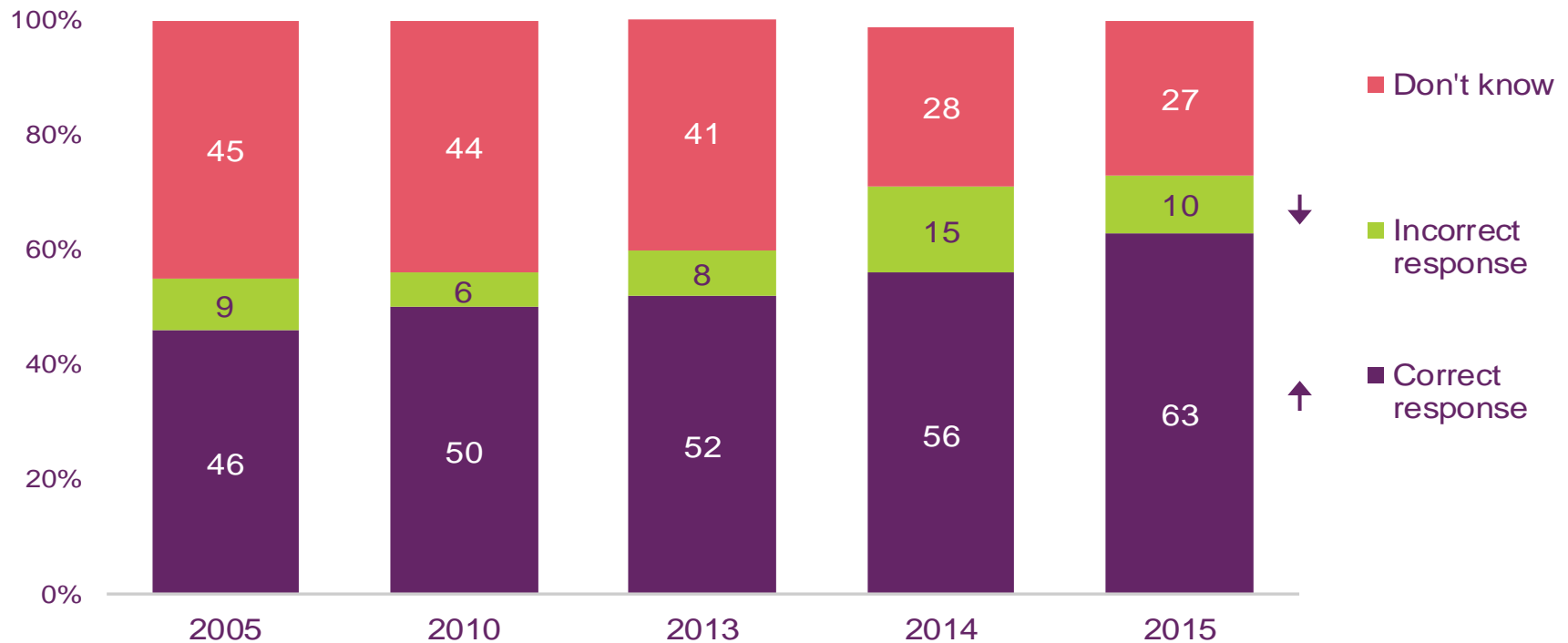
Figure 108: Awareness of how commercial TV programmes are funded : 2005-15



T3- How would you say programmes are mainly funded on ITV, Channel 4 and Five? (Unprompted responses, single coded)

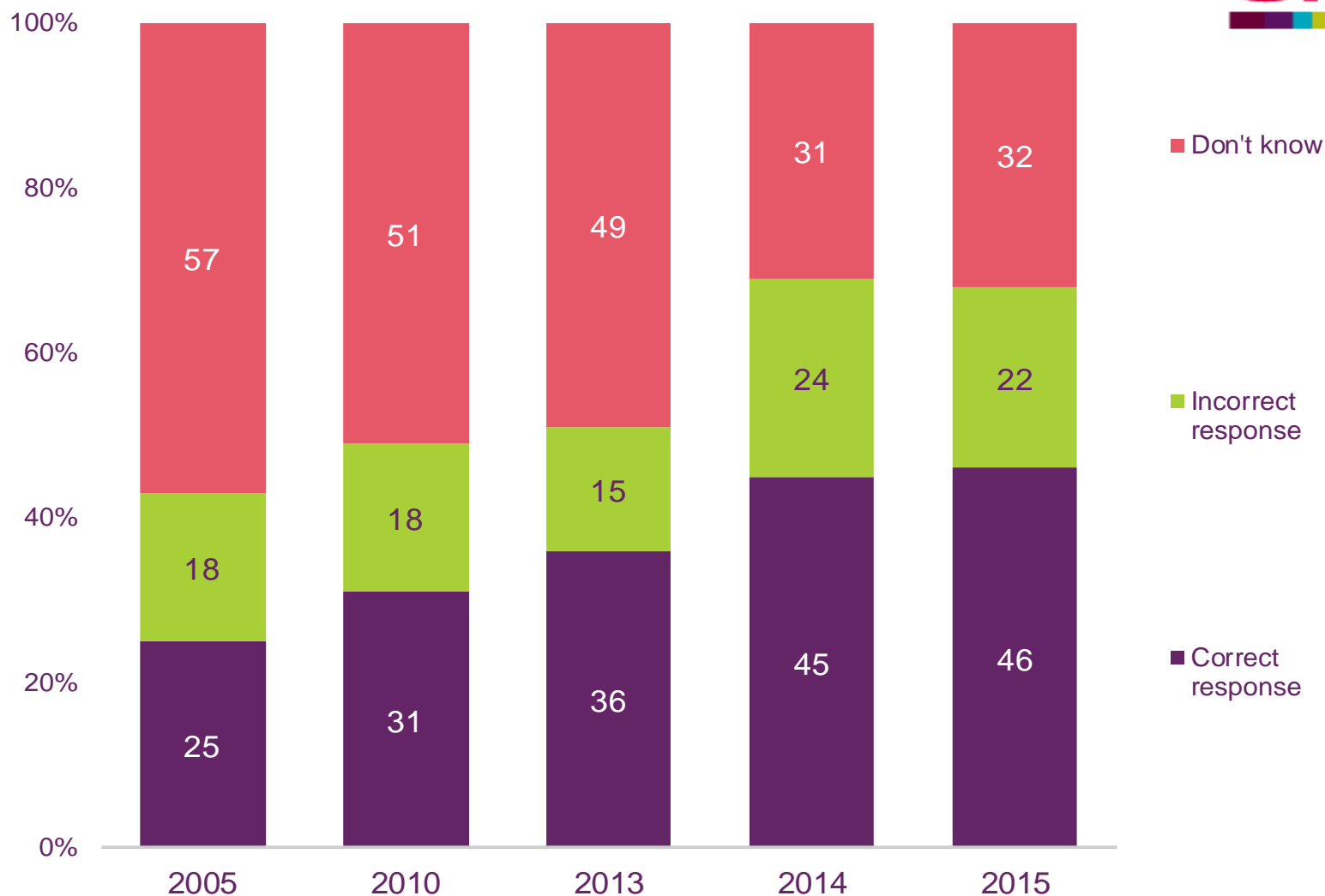
Base: All adults aged 16+ (1890 in 2014, 1841 in 2015). Significance testing shows any change between 2014 and 2015

Figure 109: Awareness of how BBC website is funded: 2005-15



IN32 – How do you think the BBC's website is mainly funded? (Unprompted responses, single coded)
Base: All adults aged 16+ (1890 in 2014, 1841 in 2015). Significance testing shows any change between 2014 and 2015

Figure 110: Awareness of how search engines are funded: 2005-15

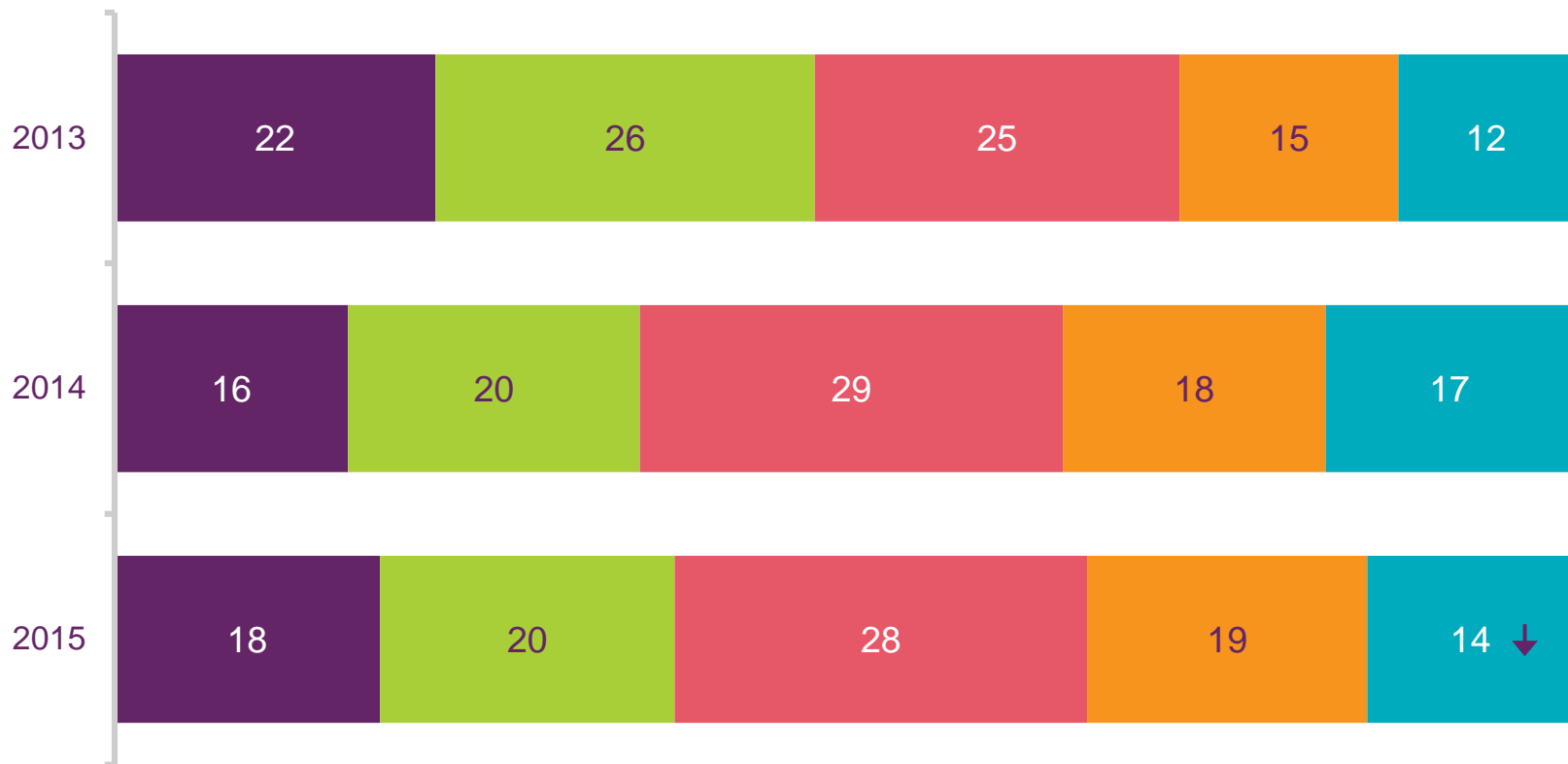


IN33 – How do you think search engine websites such as Google or Bing are mainly funded? (Unprompted responses, single coded)
Base: All adults aged 16+ (1890 in 2014, 1841 in 2015). Significance testing shows any change between 2014 and 2015

Figure 111: Agreement with statement: "As long as the internet provides good websites it doesn't really matter who owns them or how they are funded"



■ Strongly agree
 ■ Slightly agree
 ■ Neither/ Don't know
 ■ Slightly disagree
 ■ Strongly disagree



IN35F I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out . (Prompted responses, single coded)
 Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 112: Awareness of TV regulation: 2005-15



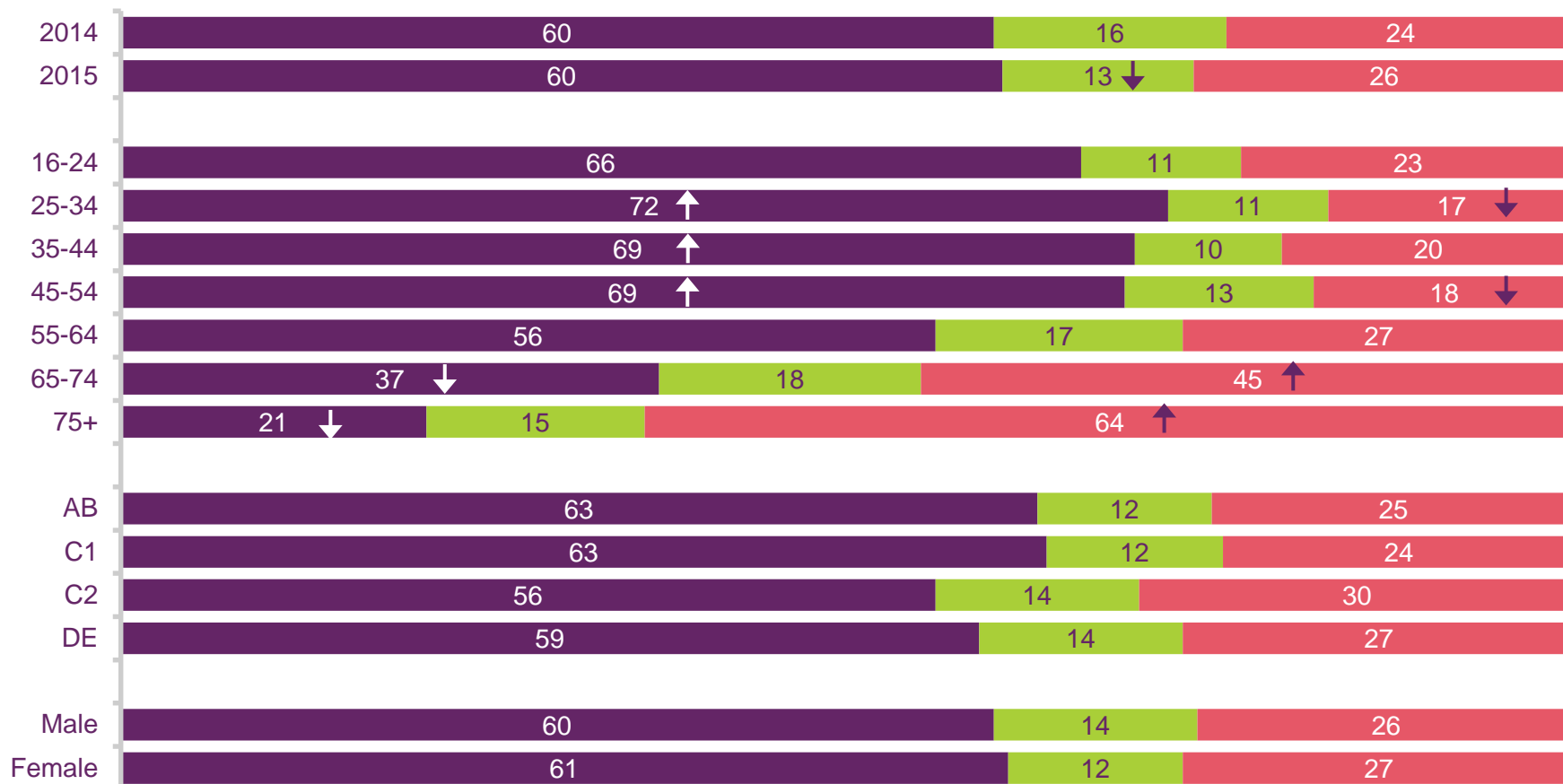
T5- As far as you know, are TV programmes regulated? (Unprompted responses, single coded)

Base: All adults aged 16+ (1890 in 2014, 1841 in 2015). Significance testing shows any change between 2014 and 2015

Figure 113: Awareness of rules and regulations relating to the content of games, by year and demographic group



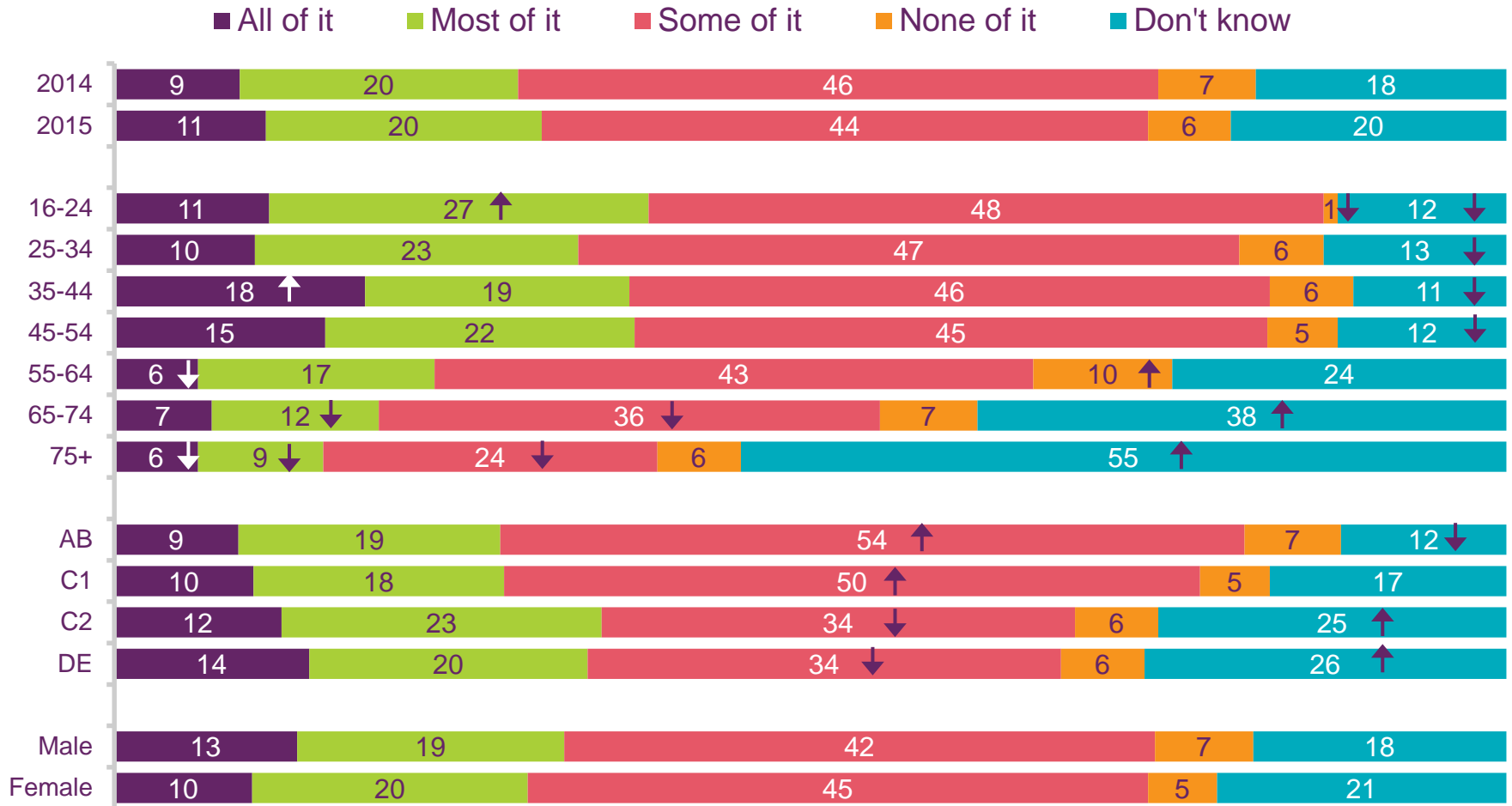
■ Yes ■ No ■ Don't know



G4. As far as you know, are there any rules or regulations in place about the content of computer games or online games and what age you have to be to buy them? (Prompted responses, single coded)

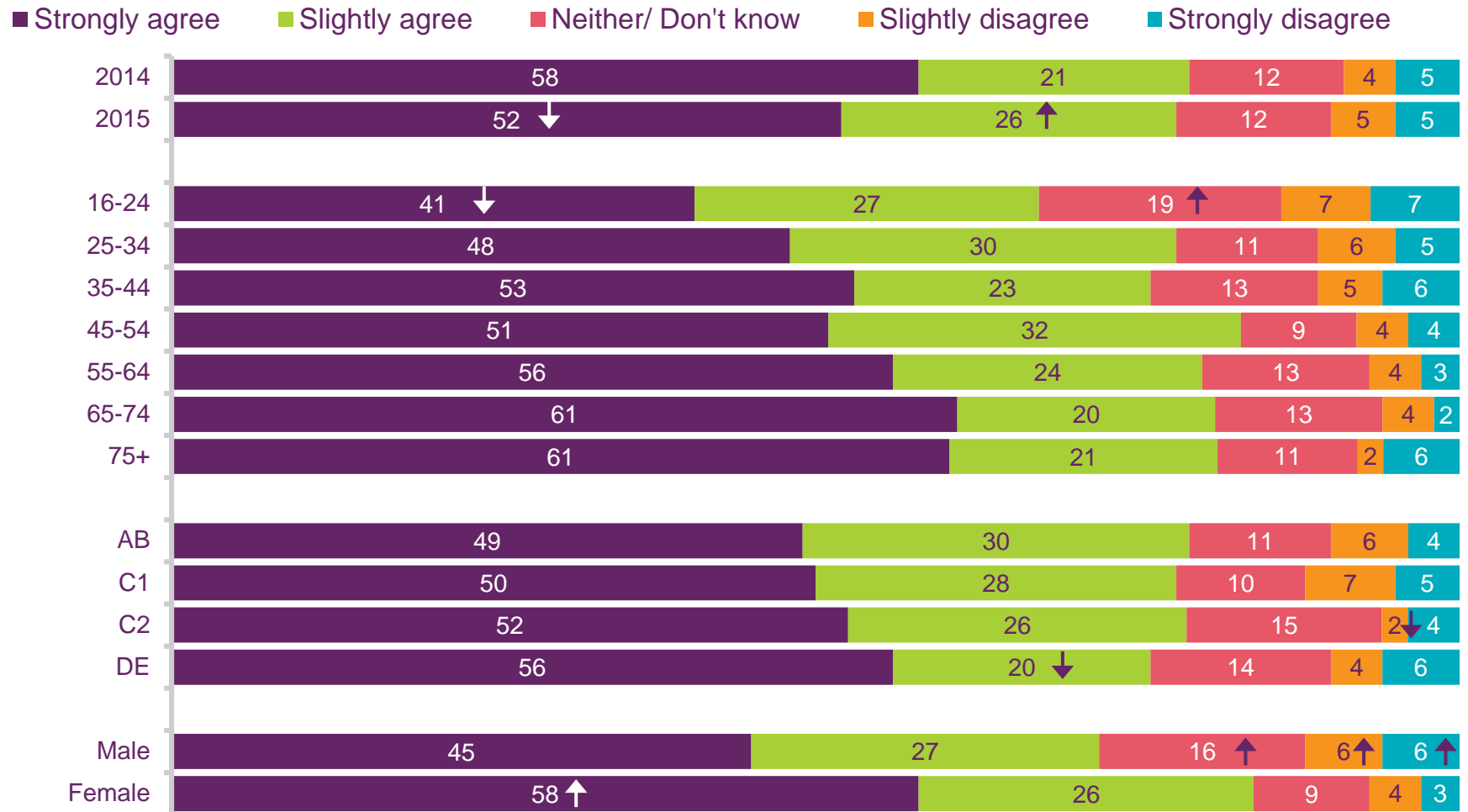
Base: Adults aged 16+ (1890 in 2014, 1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+, 404 AB, 544 C1, 403 C2, 490 DE, 900 males, 941 females) - Significance testing shows any change between 2014 and 2015 and any difference between any age group or socio-economic group and all adults and between males and females.

Figure 114: Opinions on extent to which online content is regulated, by year and demographic group



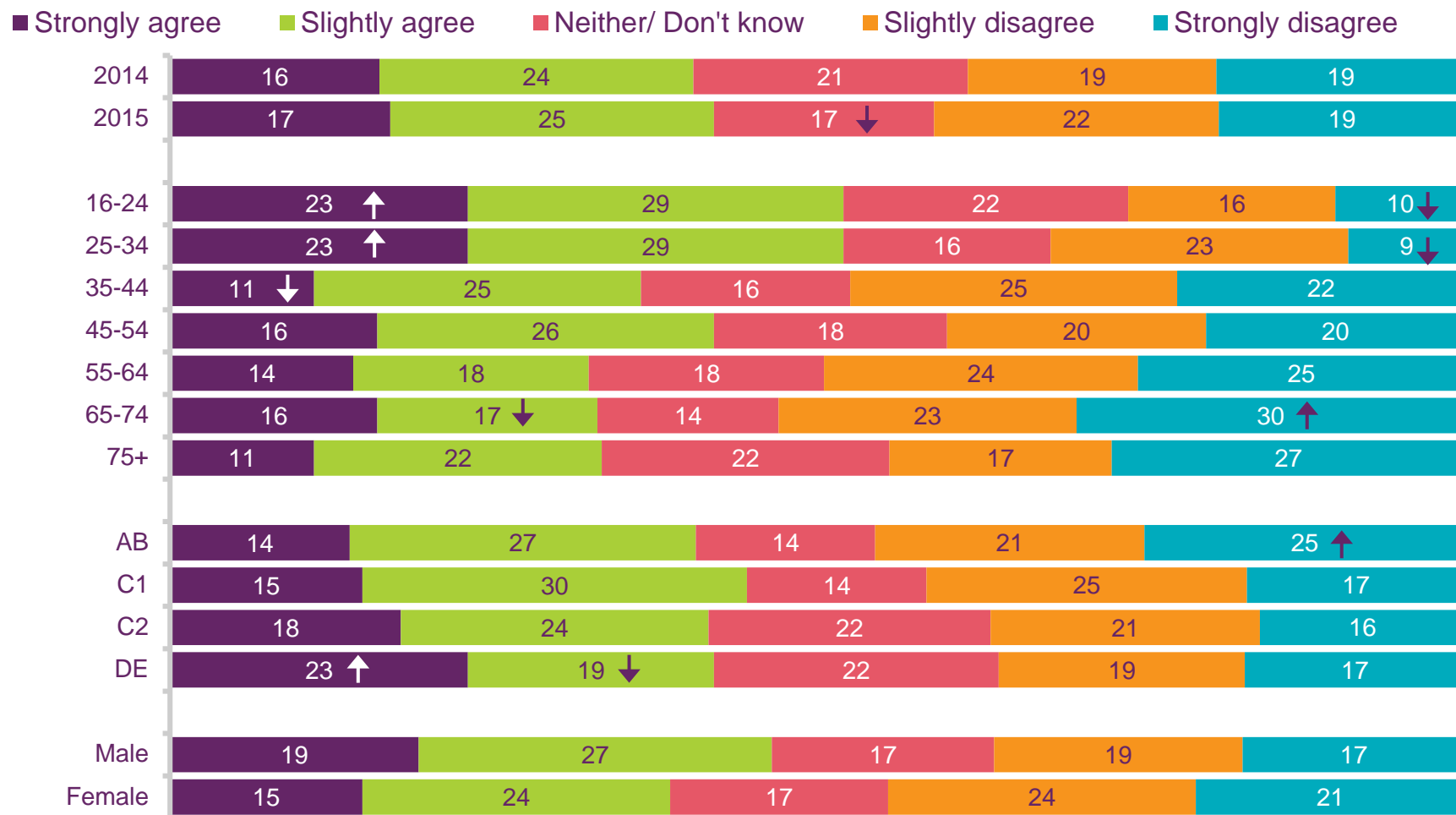
IN36. Thinking now about all the things that can be seen or read online. As far as you know, how much of what can be seen or read online is regulated? By regulation we mean rules and guidelines that must be followed when putting things online (Prompted responses, single coded)
 Base: Adults aged 16+ (1890 in 2014, 1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+, 404 AB, 544 C1, 403 C2, 490 DE, 900 males, 941 females) - Significance testing shows any change between 2014 and 2015 and any difference between any age group or socio-economic group and all adults and between males and females.

Figure 115: Extent of agreement that the internet needs to be regulated, by year and demographic group



IN35C – I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out – The internet needs to be regulated in terms of what can be shown and written online (Prompted responses, single coded)
 Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 208 aged 55-64, 126 aged 65-74, 114 aged 75+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females) - Significance testing shows any change between 2014 and 2015 and any difference between any age group or socio-economic group and all internet users and between males and females.

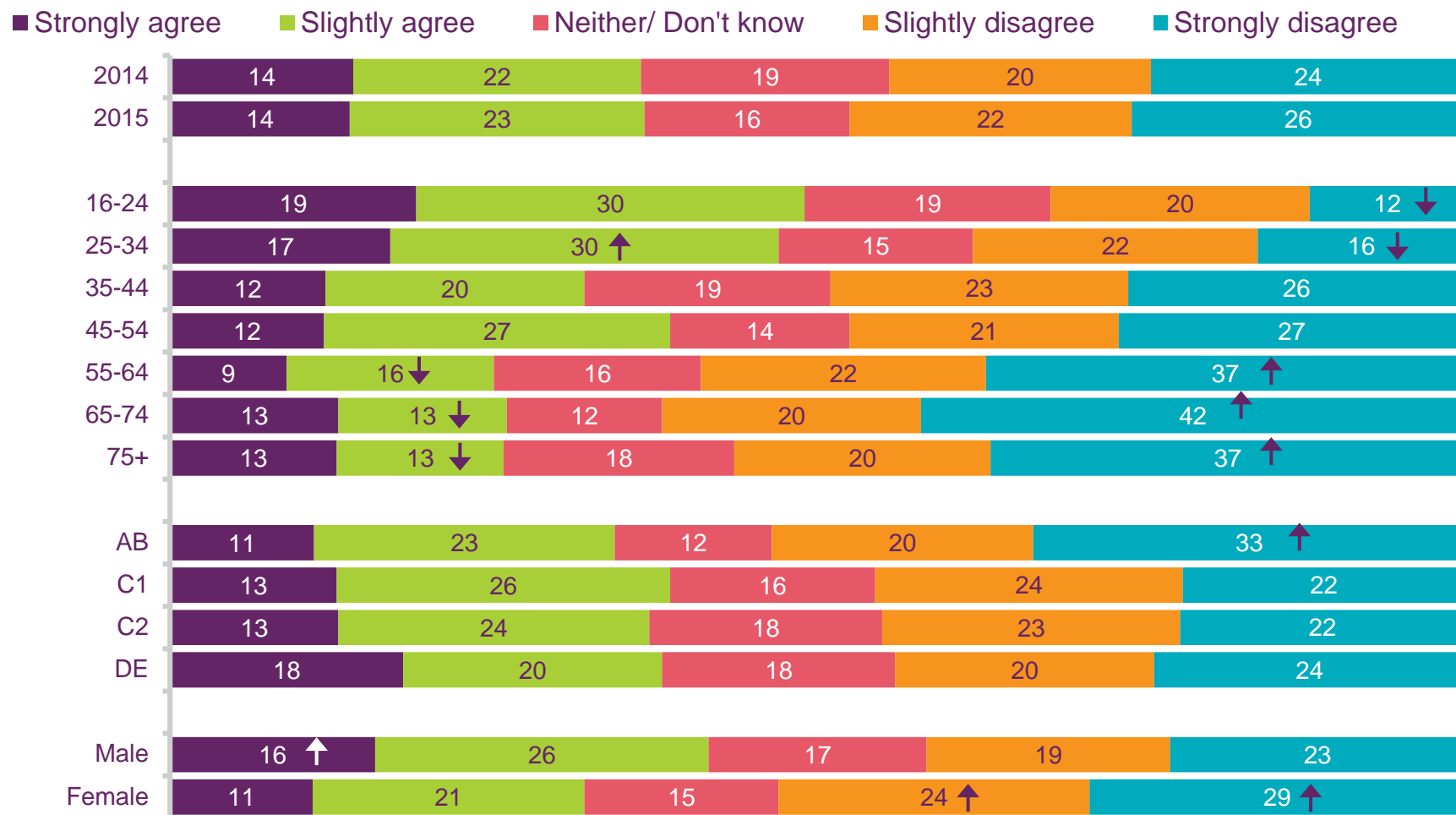
Figure 116: Agreement with statement: "I should be free to say and do what I want online", by year and demographic group



IN35A – I’m going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out - I should be free to say and do what I want online (Prompted responses, single coded)

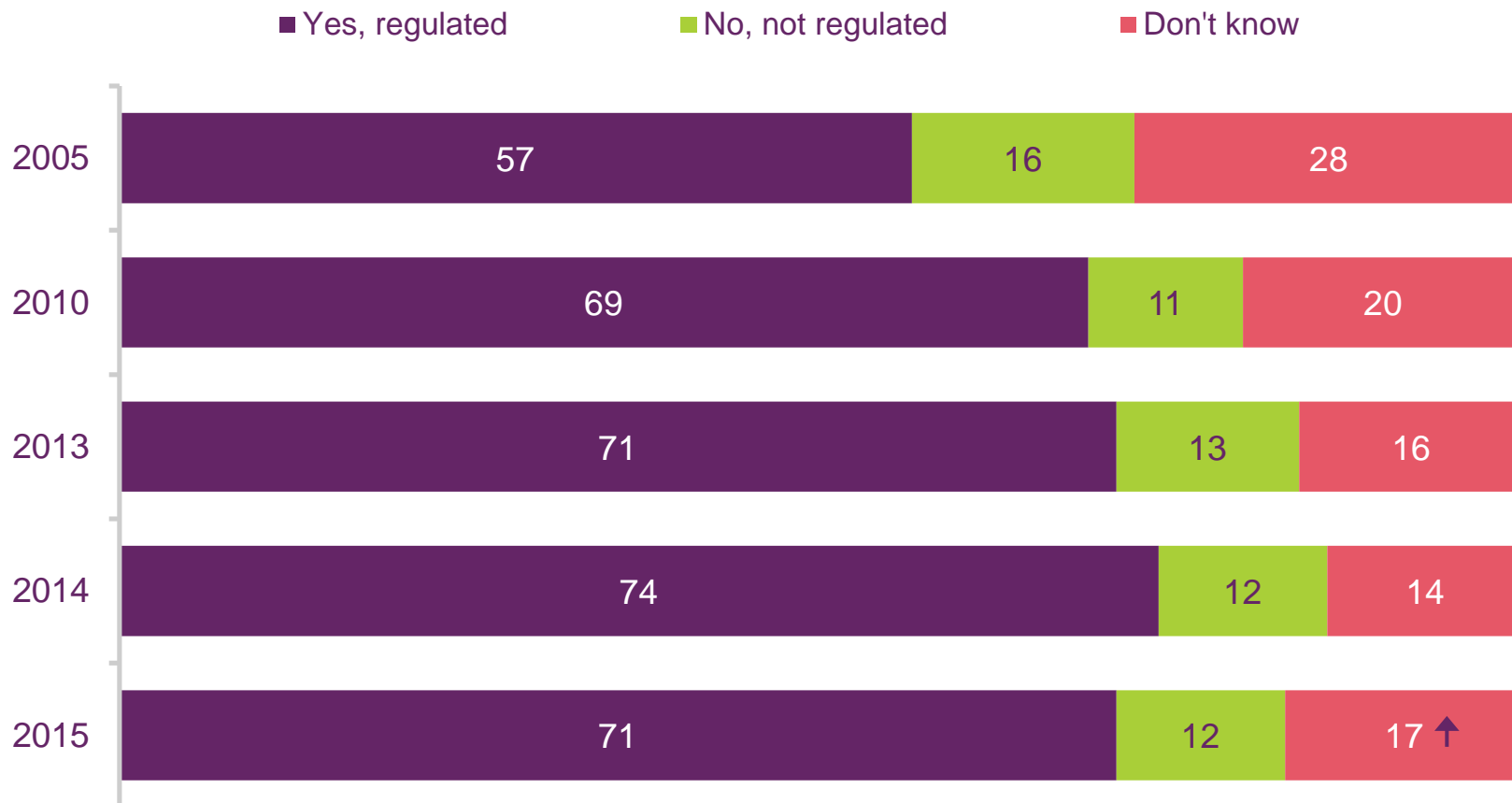
Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 208 aged 55-64, 126 aged 65-74, 114 aged 75+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females) - Significance testing shows any change between 2014 and 2015 and any difference between any age group or socio-economic group and all internet users and between males and females..

Figure 117: Agreement with statement : "Everyone should be free to say and do what they want online", by year and demographic group



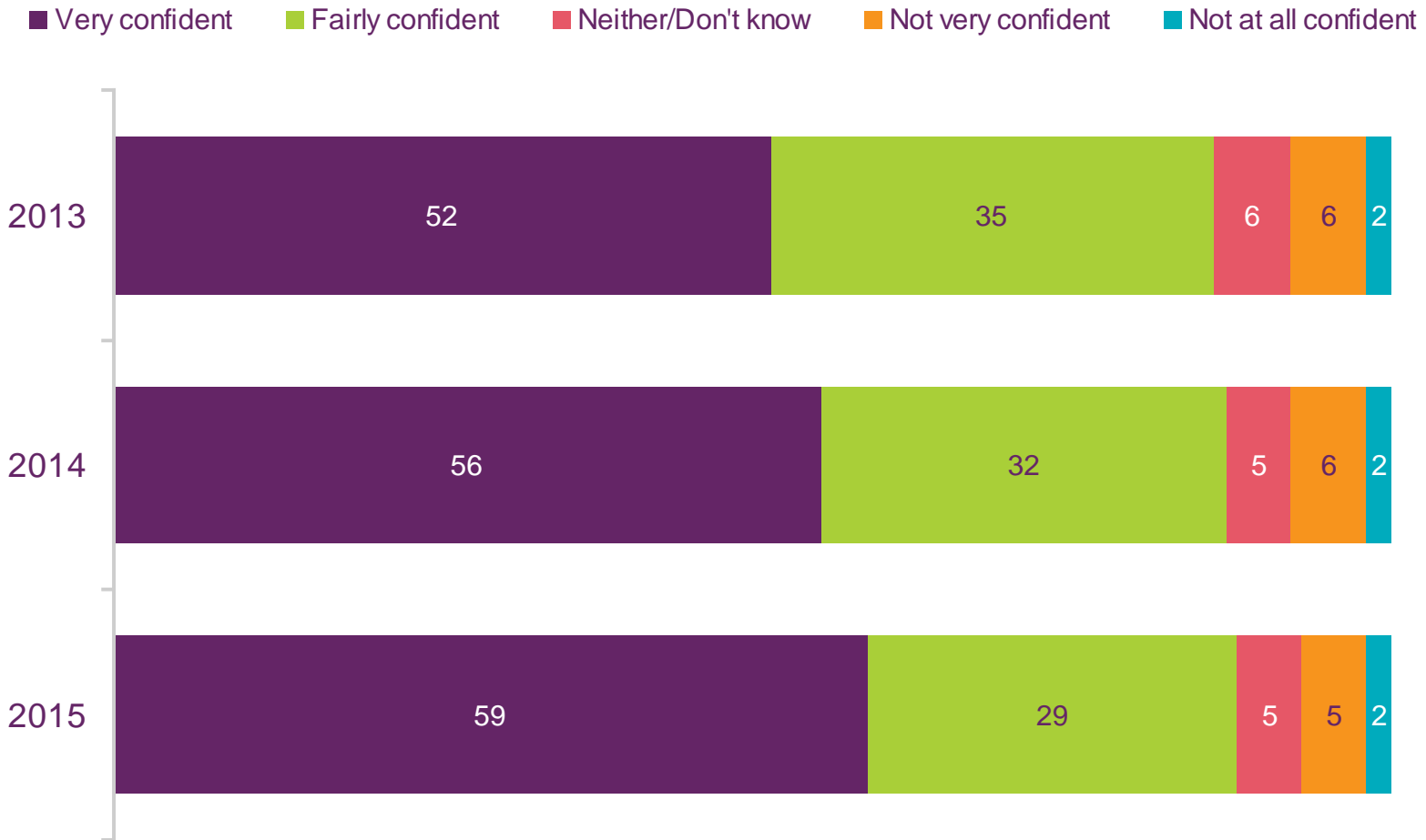
IN35B – I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out – Everyone should be free to say and do what they want online (Prompted responses, single coded)
 Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 208 aged 55-64, 126 aged 65-74, 114 aged 75+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females) - Significance testing shows any change between 2014 and 2015 and any difference between any age group or socio-economic group and all internet users and between males and females.

Figure 118: Belief that the press is regulated: 2005-15



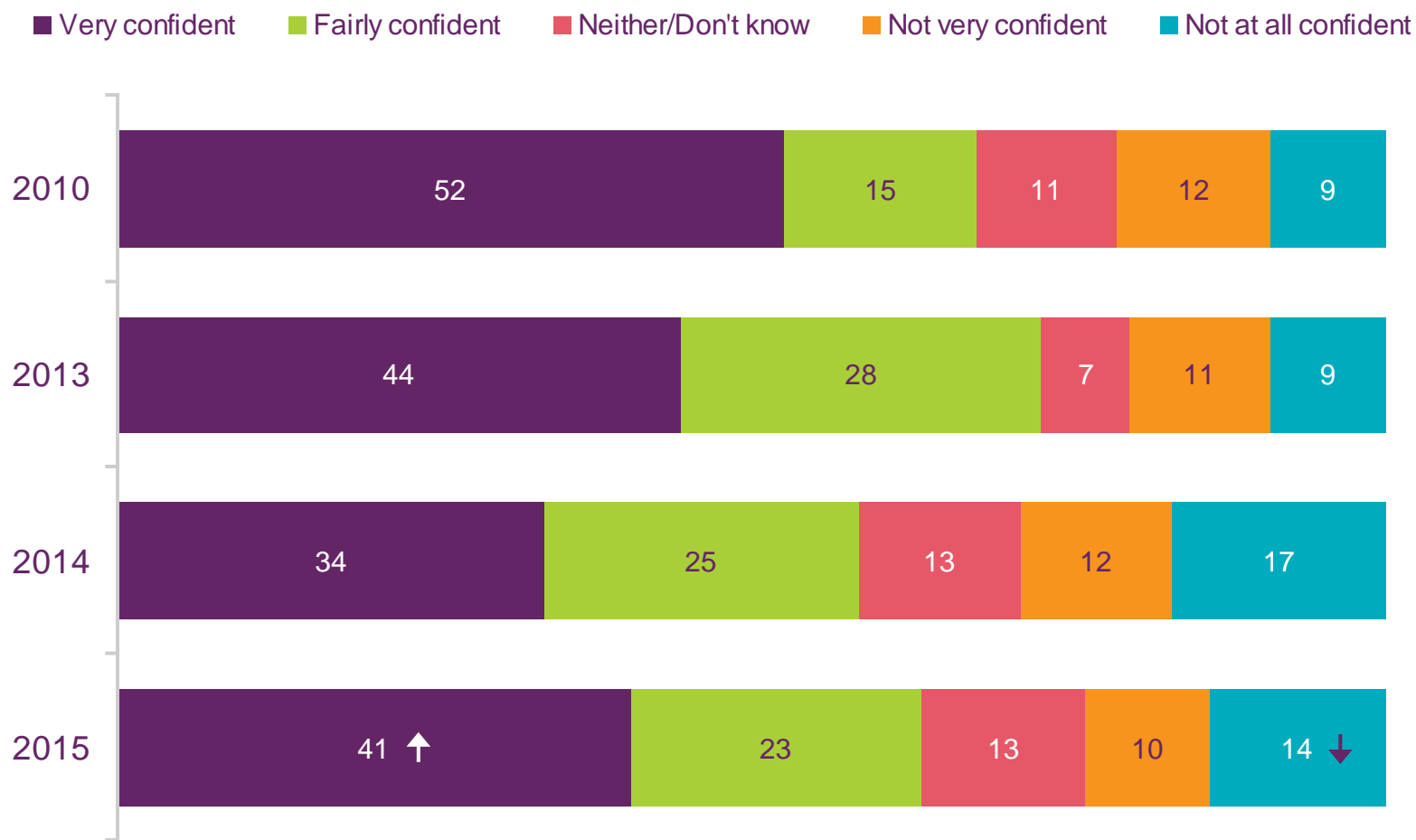
Z1 – As far as you know, is the press regulated in terms of what they show and write? (Unprompted responses, single coded)
Base: All adults aged 16+ (1890 in 2014, 1841 in 2015). Significance testing shows any change between 2014 and 2015

Figure 119: Confidence as an internet user, by year



IN13A – Overall, how confident are you as an internet user?
Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015)

Figure 120: Confidence with creative activities online: 2010-15

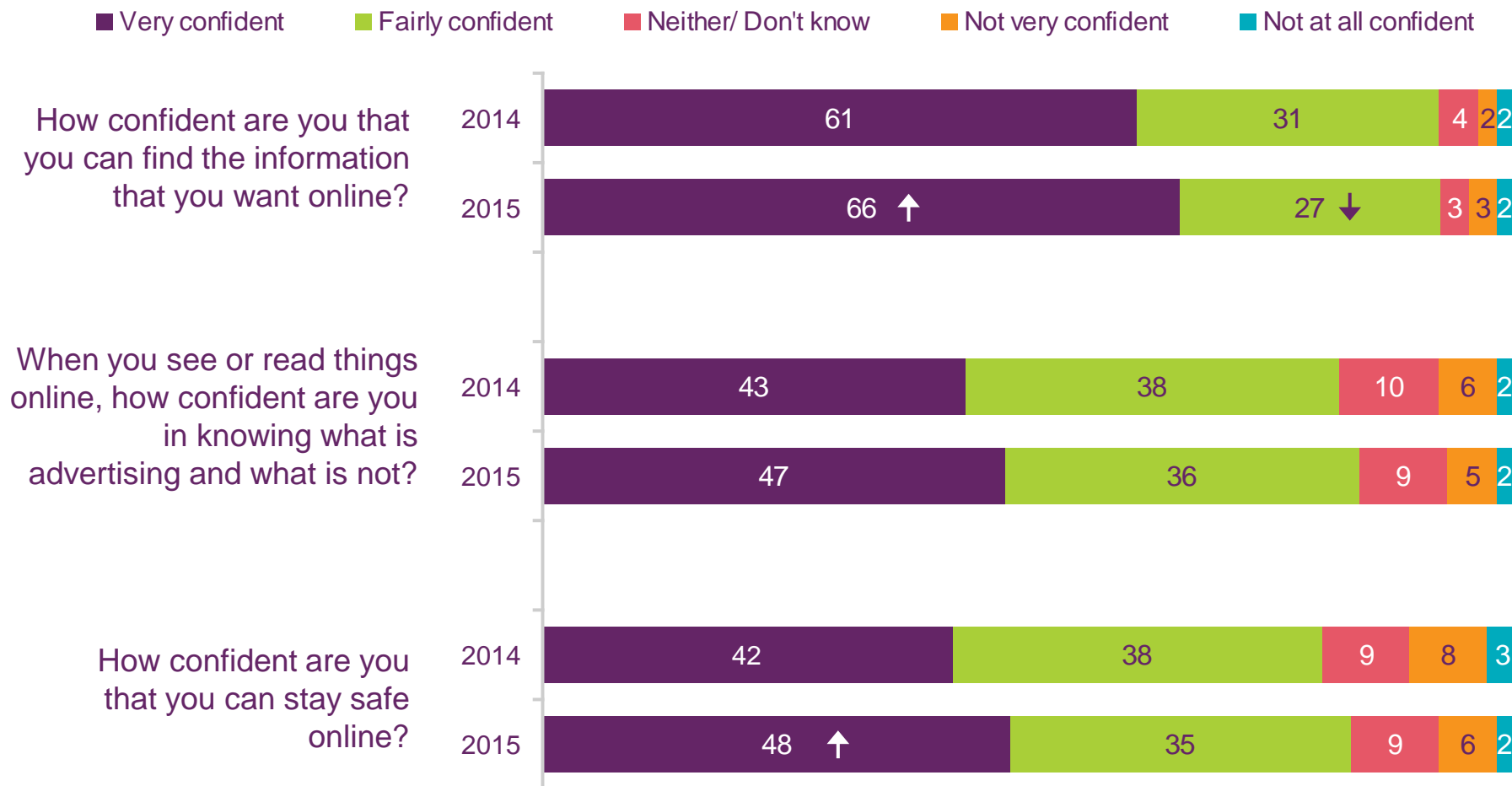


IN13B – How confident are you using the internet to do things like making blogs, sharing photos online, or uploading short videos?

Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015)

Significance testing shows any change between 2014 and 2015

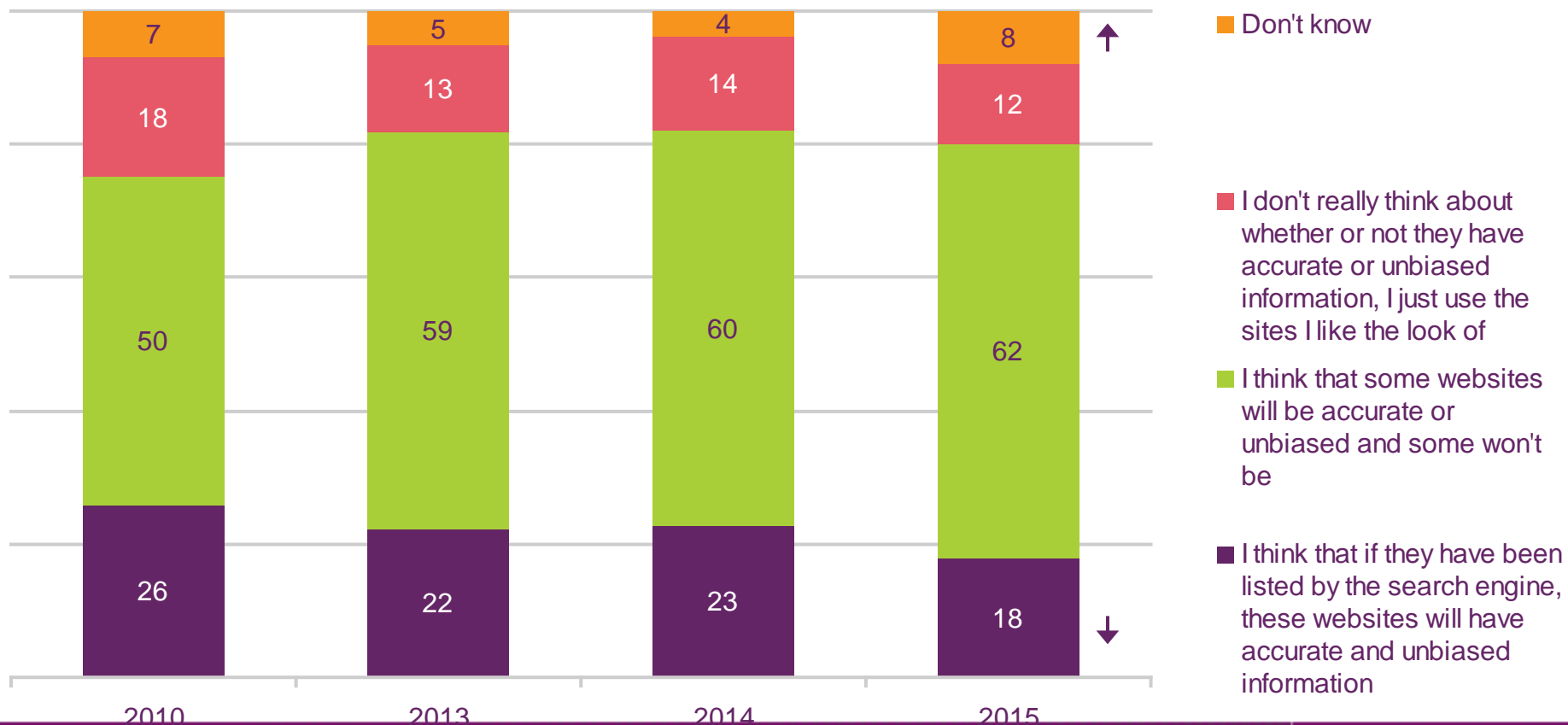
Figure 121: Confidence online - search, safety and advertising



IN13C/D/E – I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you. (Prompted responses, single coded)

Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015). Significance testing shows any change between 2014 and 2015

Figure 122: Understanding of how search engines operate: 2010-15



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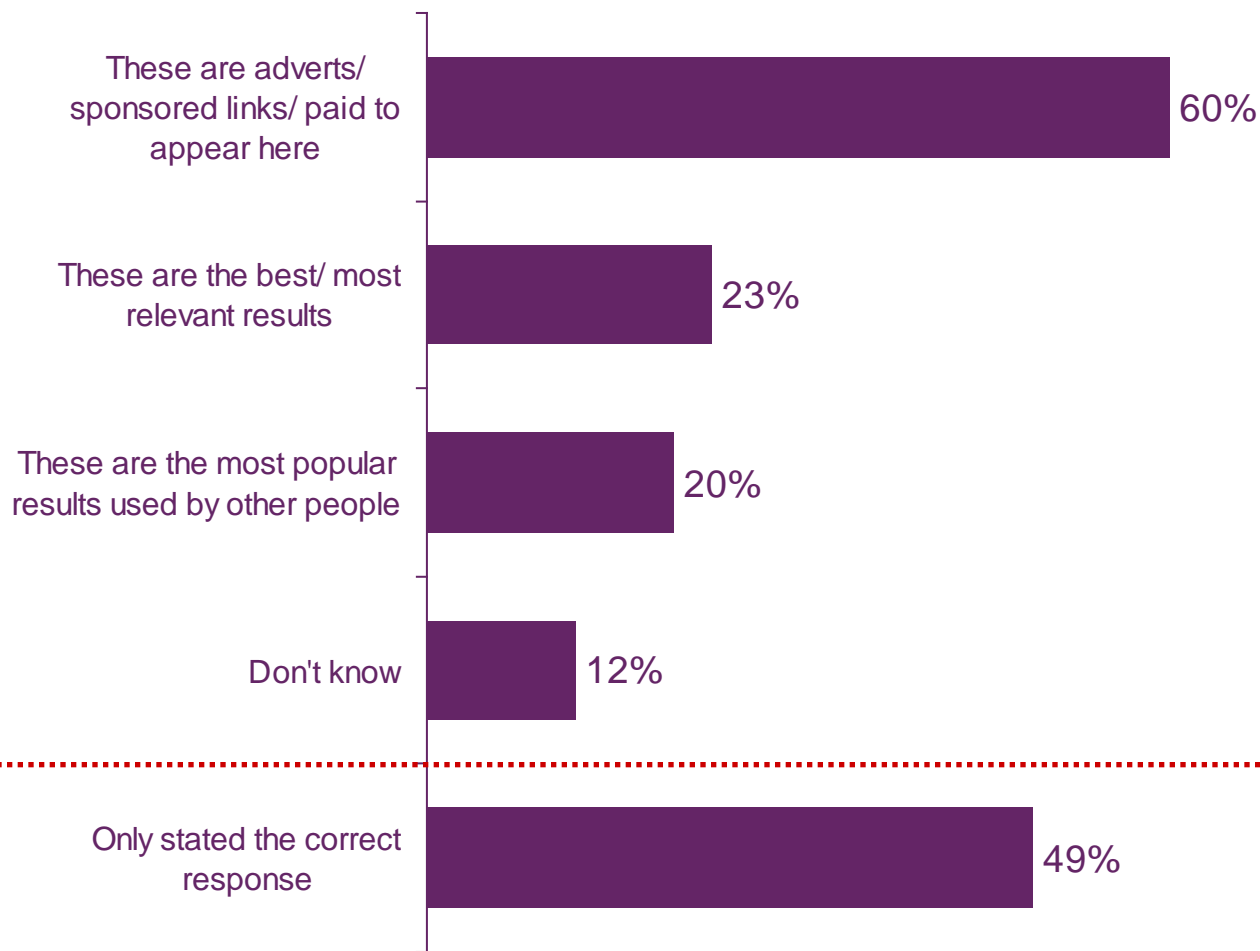
©Ofcom



INS1 – When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (Prompted responses, single coded)

Base: All adults aged 16+ who ever use search engines (1516 in 2014, 1328 in 2015). Significance testing shows any change between 2014 and 2015

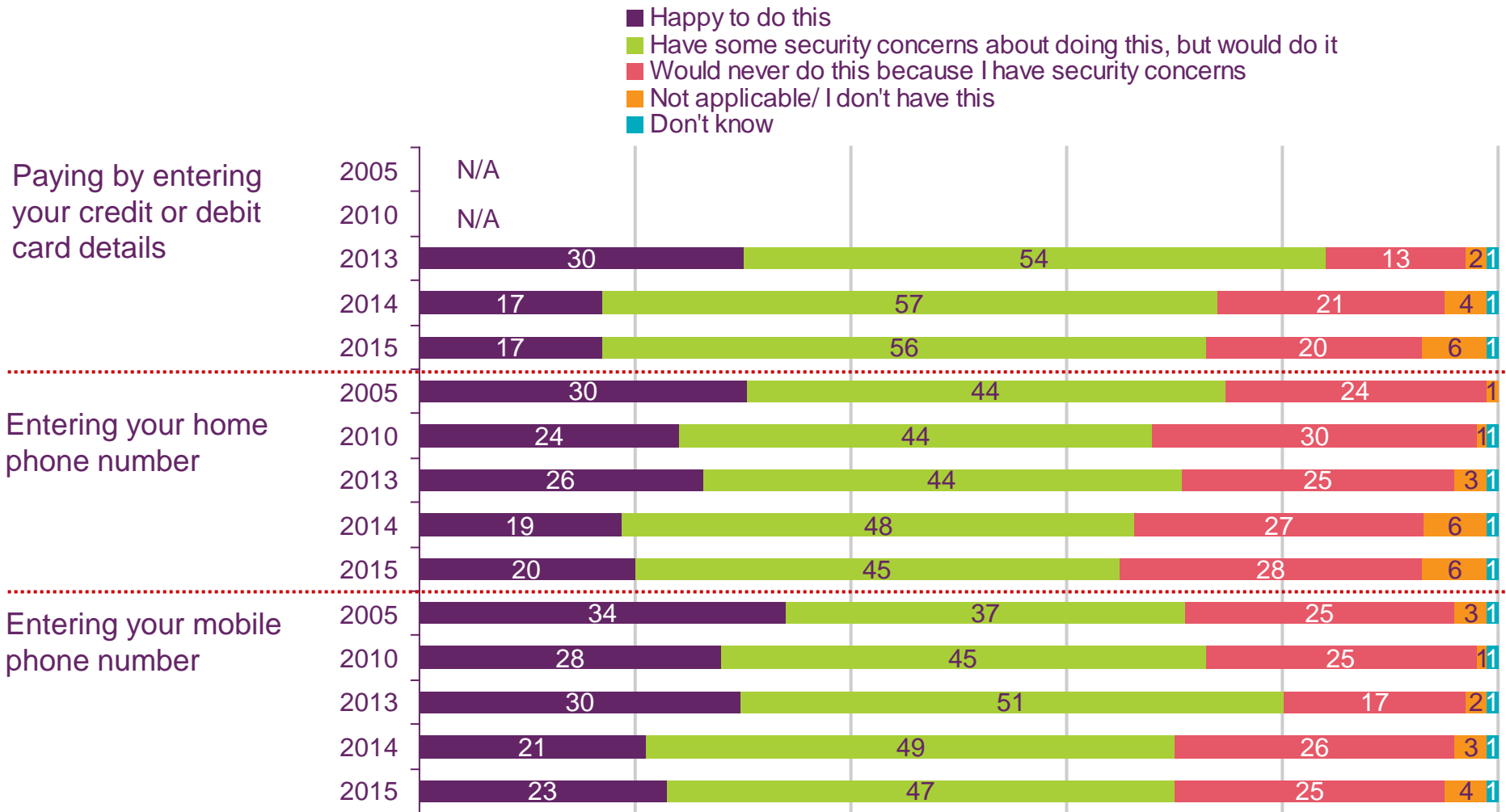
Figure 123: Understanding of paid-for results returned by Google searches among adults who use search engine websites or apps



IN52 Here's an image (SHOWCARD OF IMAGE) from a Google search for 'walking boots'. Do any of these apply to the first three results that are listed? (Prompted responses, multi-coded)

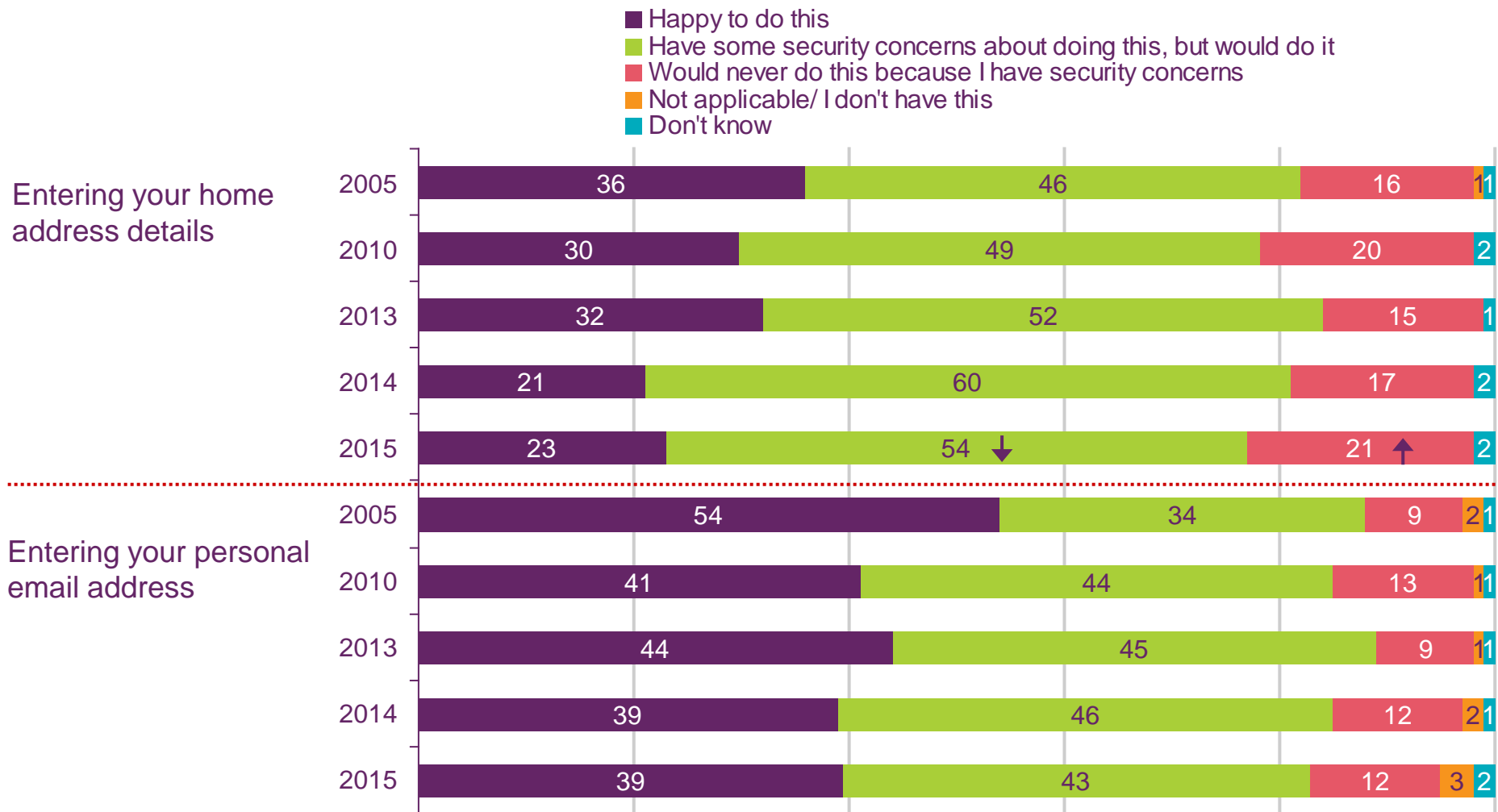
Base: Adults aged 16+ who go online at home or elsewhere and use search engine websites or apps (1328)

Figure 124: Security concerns with sharing personal information: 2005-15



IN38A/C/D – I'm going to read out some types of information you could be asked to enter when you go online, and for each one I'd like you to say how you would feel about doing this in terms of any security concerns. (Prompted responses, single coded)
 Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015).

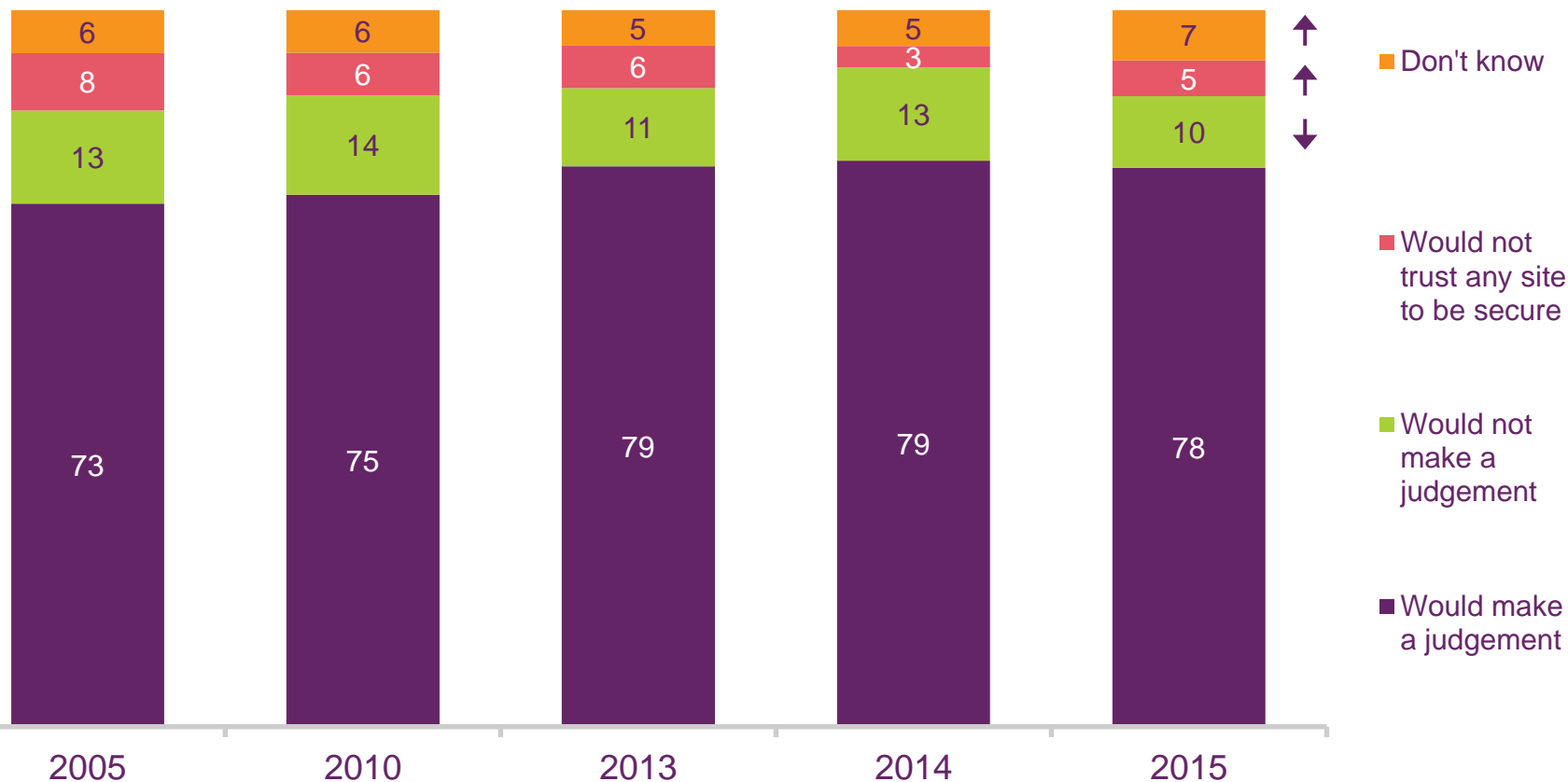
Figure 125: Security concerns with sharing personal information: 2005-15



IN38B/E – I'm going to read out some types of information you could be asked to enter when you go online, and for each one I'd like you to say how you would feel about doing this in terms of any security concerns. (Prompted responses, single coded)

Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015). Significance testing shows any change between 2014 and 2015

Figure 126: Whether make judgements before entering personal details online: 2005-15

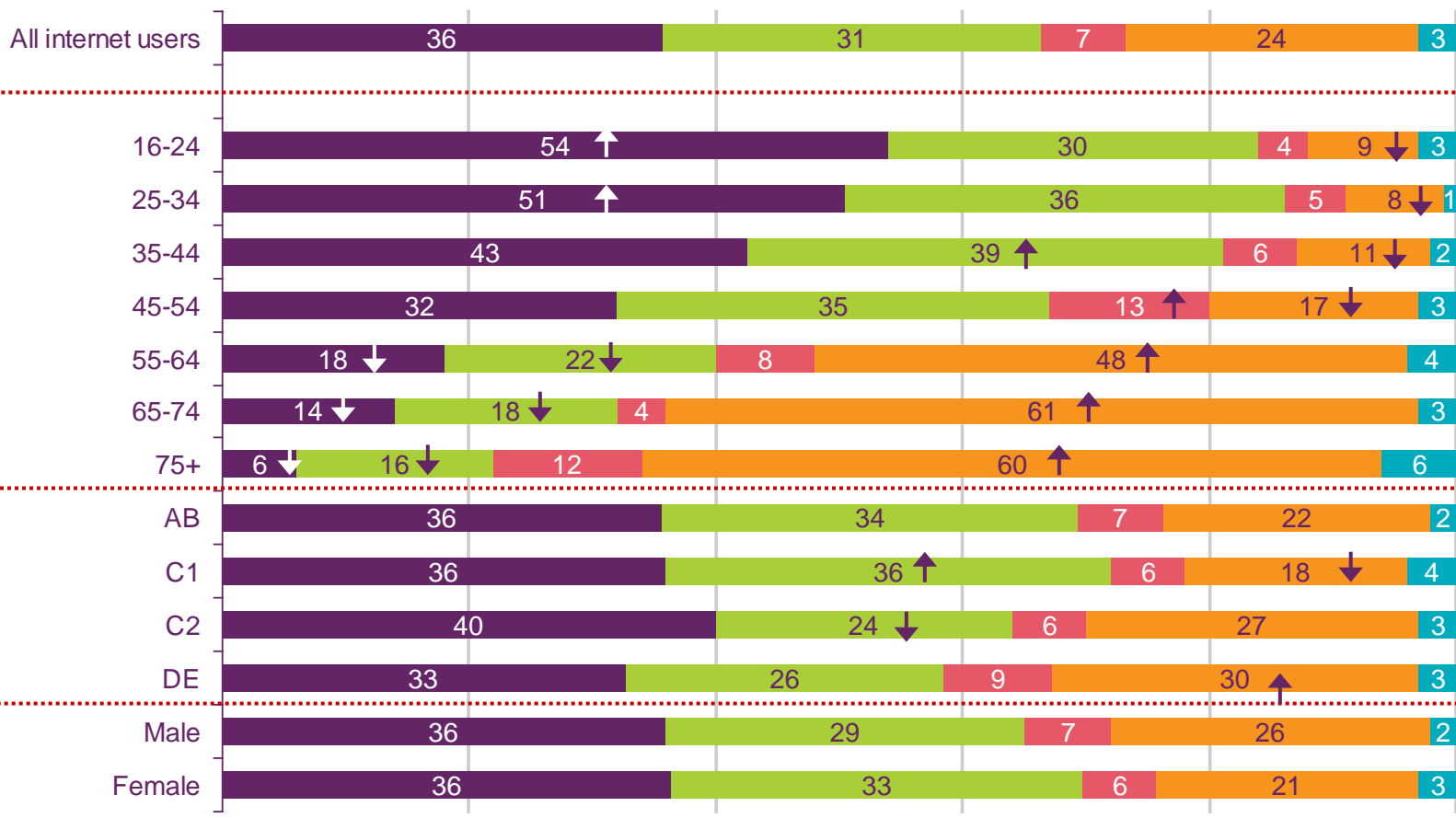


IN39 – Could you tell me whether you would make a judgement about a website before entering these types of details? (credit/ debit card details, home/ mobile number, home/ e-mail address) How would you judge whether a website is secure to enter these type of details? (Unprompted responses, multi-coded)
 Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015). Significance testing shows any change between 2014 and 2015

Figure 127: Security concerns about using apps for purchasing



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

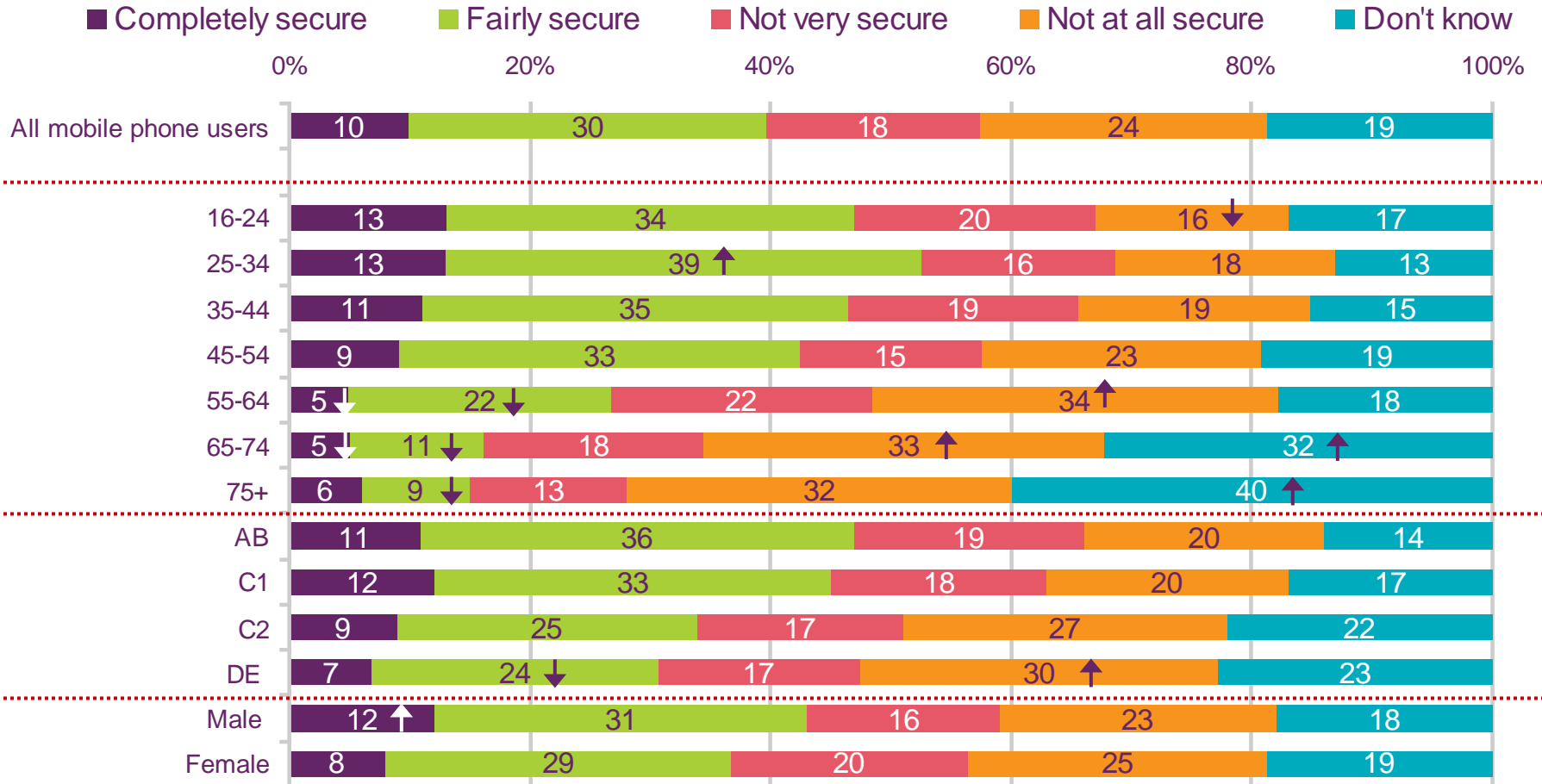


IN40 - Can you please say which option best applies to how you feel in general about using apps on a mobile phone or tablet to buy something online?. (Prompted responses, single coded)

Base: Adults aged 16+ who go online (1458 in 2015). Significance testing shows any differences by age or socioeconomic group compared to all internet users and between males and females



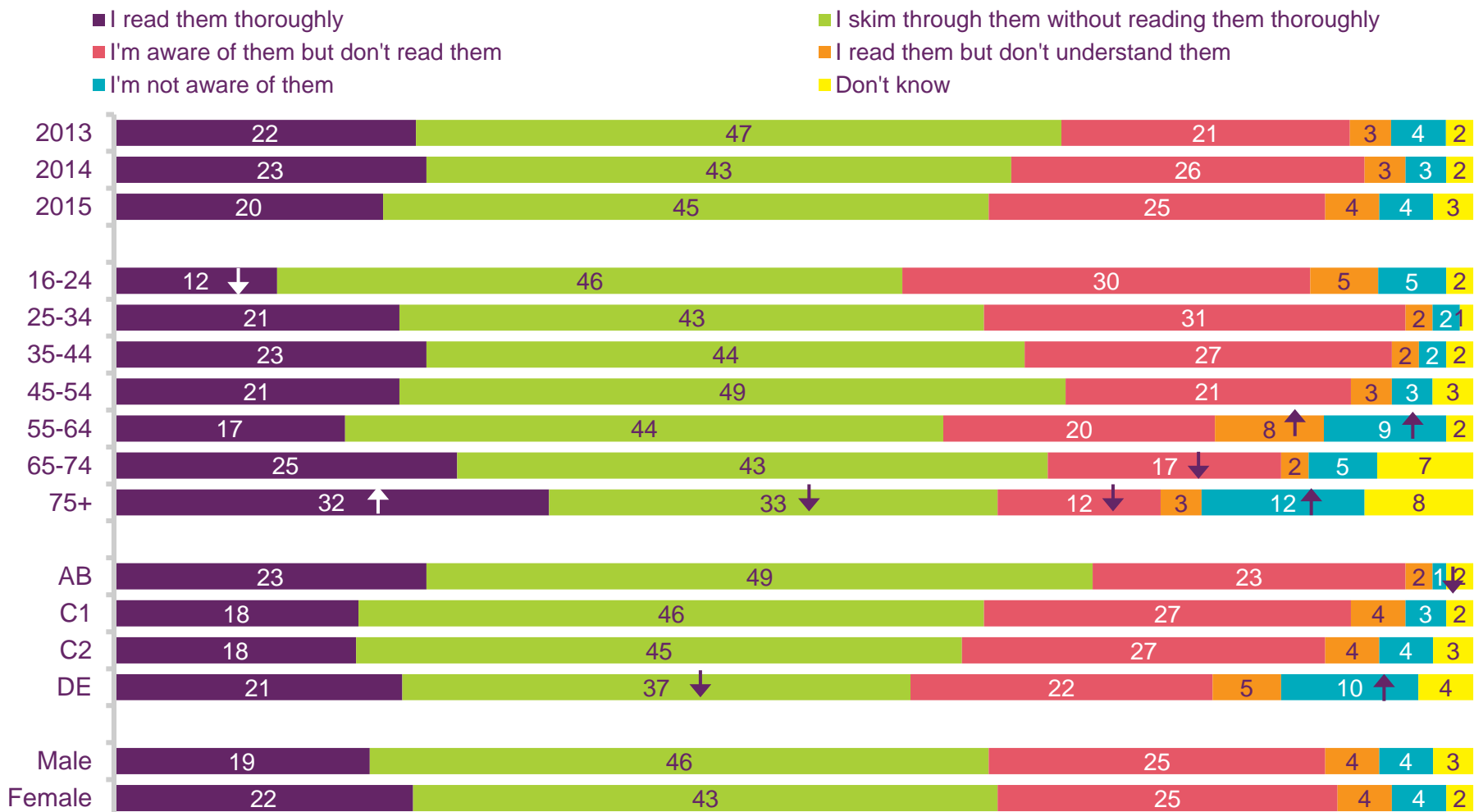
Figure 128: Attitudes towards security of mobile payments, among mobile users



M2 - It has recently become possible to use some types of smartphones to make contactless payments to buy something in a shop or restaurant using services like Apple Pay. Users register a valid debit or credit card with the service and can then make a payment in places that offer this facility by touching their phone against a reader. The amount spent would then be debited from their debit or credit card. Regardless of whether you currently do this, how secure do you feel that such payments would be? (Prompted responses, single coded)

Base: All mobile users aged 16+ (1520 in 2015, 235 aged 16-24, 240 aged 25-34, 264 aged 35-44, 250 aged 45-54, 228 aged 55-64, 169 aged 65-74, 134 aged 75+, 338 AB, 474 C1, 323 C2, 385 DE, 731 male, 789 female). Significance testing shows any differences by age or socio-economic group compared to all mobile users and between males and females

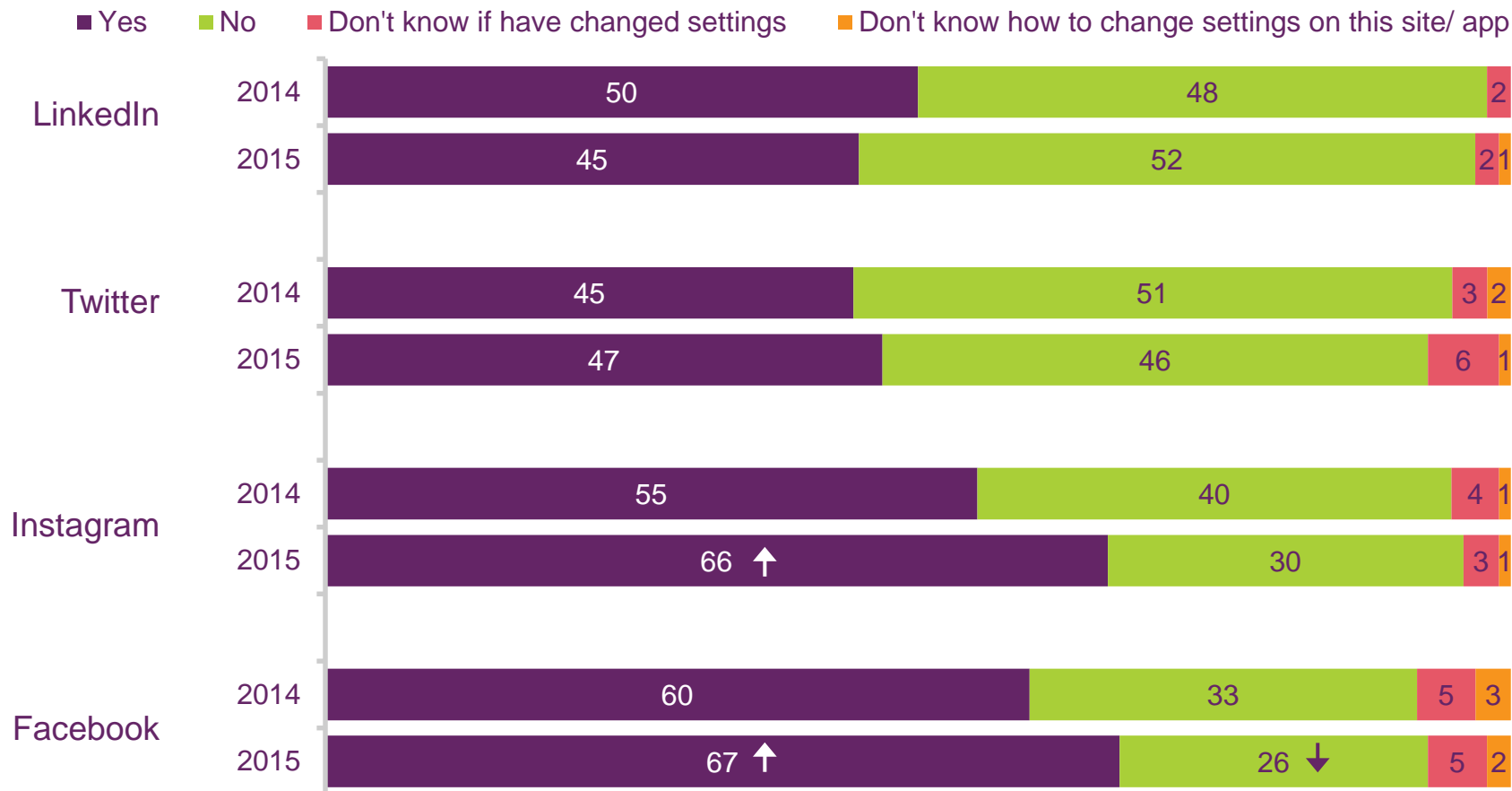
Figure 129: Attitudes towards website terms and conditions, by year and demographic group



IN43 There are a number of ways you can control who has access to and what is done with your personal information online. One way is to read the company's terms and conditions and/ or privacy statements to inform your decision about whether to use a website or service. Which of the following statements best describes what you do about website terms and conditions or privacy statements? (Prompted responses, single coded)

Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 208 aged 55-64, 126 aged 65-74, 114 aged 75+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females) - Significance testing shows any change between 2014 and 2015 and any difference between any age group or socio-economic group and all internet users and between males and females.

Figure 130: Whether changed social media settings of specific sites to be more private: 2014 -15

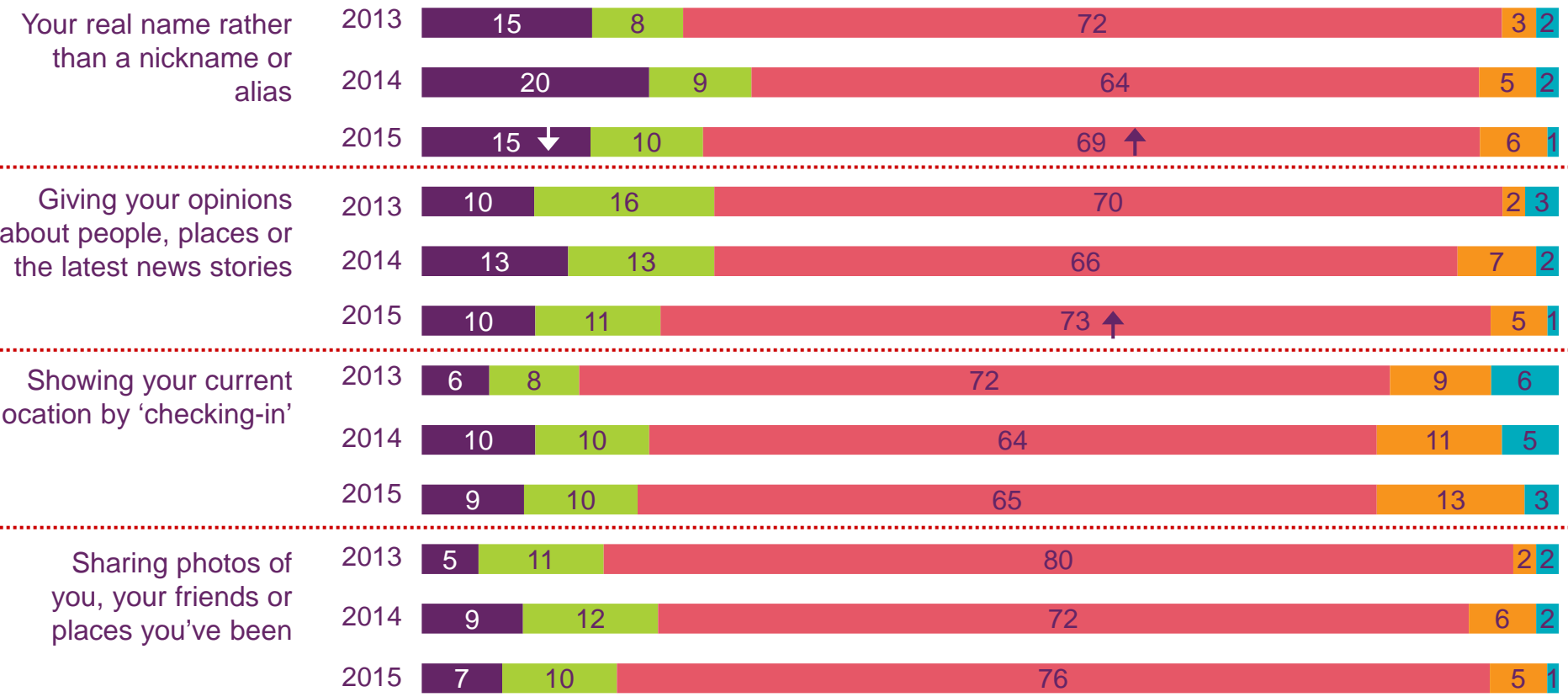


IN29A-D. Have you changed the privacy settings to be more private from the original default setting for your Facebook/ Instagram/ LinkedIn/ Twitter profile (Prompted responses, single coded)
 Base: Adult internet users aged 16+ with a social media profile on Facebook (972), Instagram (233), LinkedIn (125), Twitter (266). Significance testing shows any change between 2014 and 2015

Figure 131: Who share certain types of information with via Facebook: 2013-15



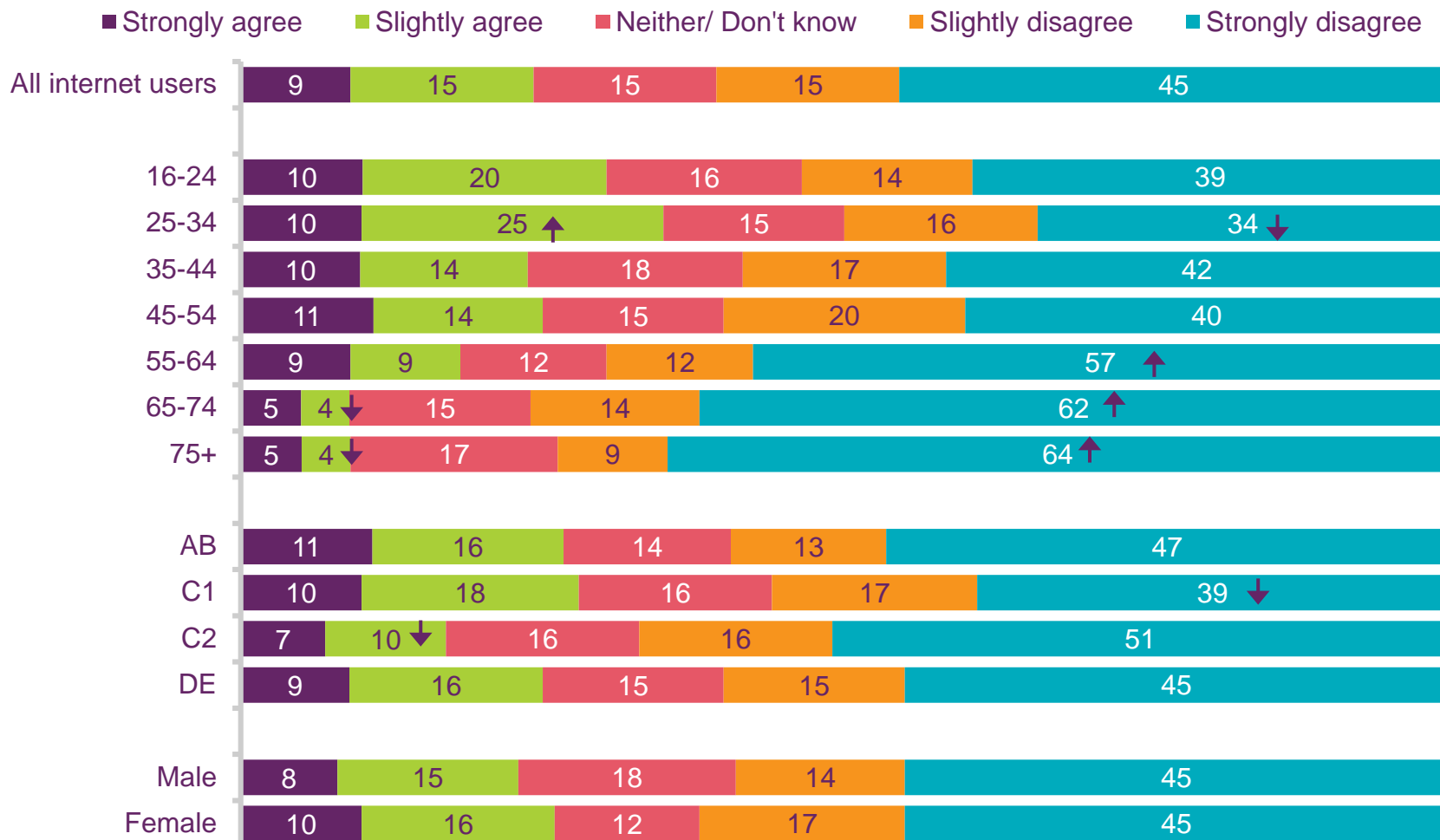
■ Public (anyone)
 ■ Friends of friends I don't personally know
 ■ Friends
 ■ Private (I don't share this with anyone)
 ■ Don't know



IN28A-D I'm going to read out some things you may do on Facebook, please tell me which one of these options applies in terms of who you share this type of information with (Prompted responses, single coded)

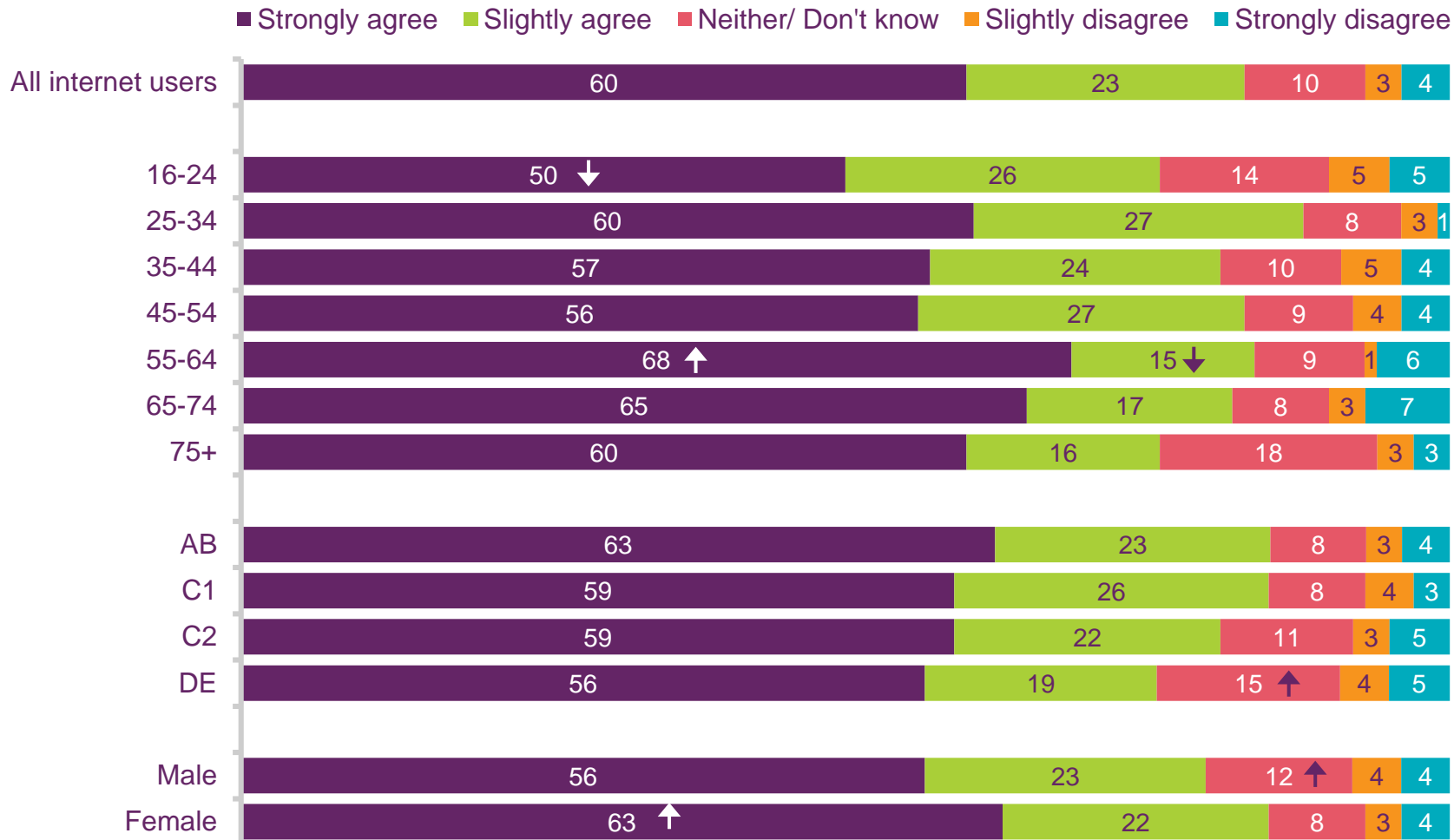
Base: Adult internet users aged 16+ with an active social networking site profile on Facebook – who say they undertake each activity (variable base) Significance testing shows any change between 2014 and 2015

Figure 132: Agreement with statement: "I give out inaccurate or false details on some websites to protect my personal identity online", by demographic group



IN44A. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I give out inaccurate or false details on some websites to protect my personal identity online
 Base: Adults aged 16+ who go online (1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 209 aged 55-64, 126 aged 65-74, 114 aged 75+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females) - Significance testing shows any difference between any age group or socio-economic group and all internet users and between males and females

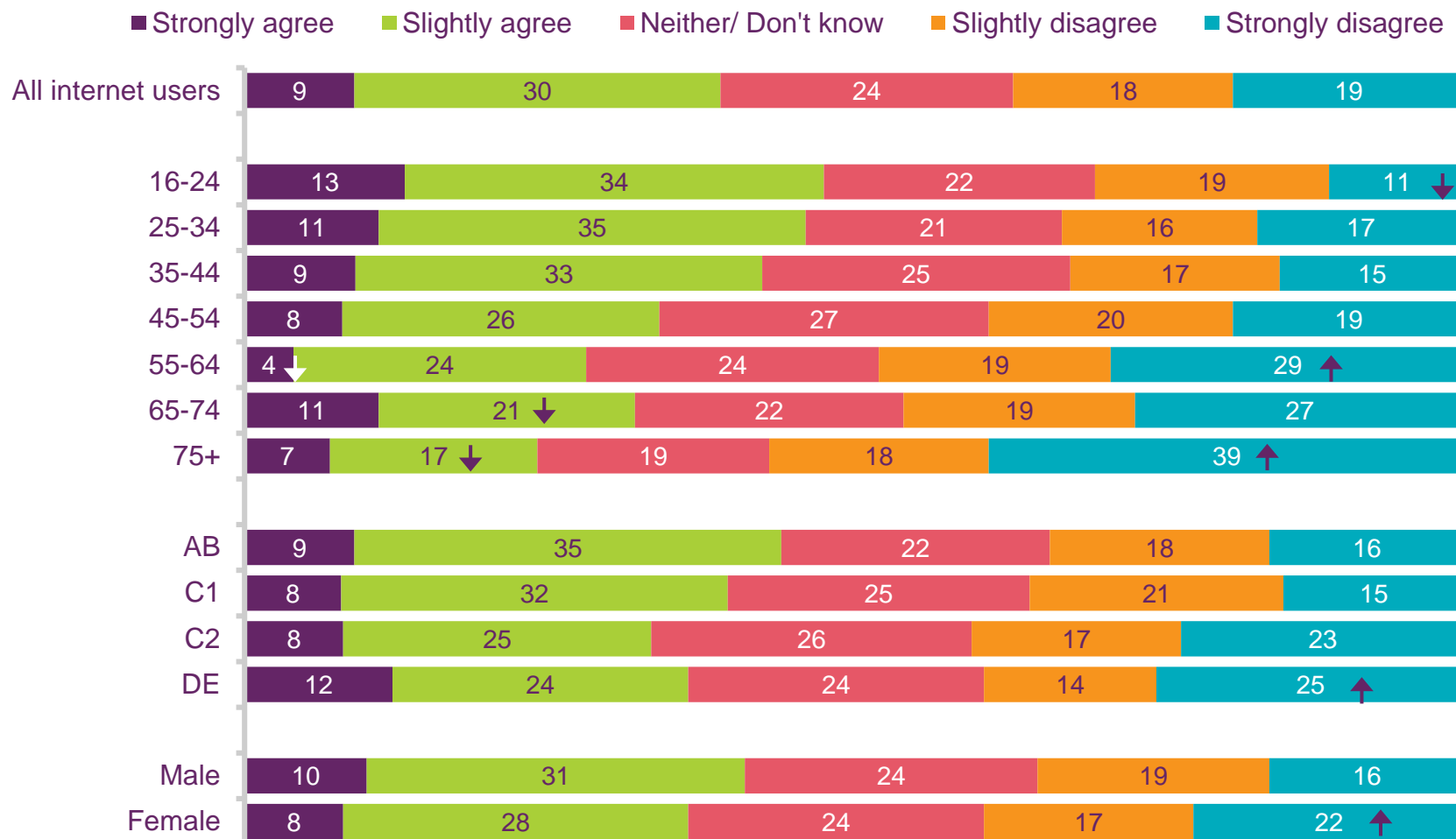
Figure 133: Agreement with statement: "I tend to give the minimum amount of personal information required", by demographic group



IN44B. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I tend to give the minimum amount of personal information required

Base: Adults aged 16+ who go online (1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 209 aged 55-64, 126 aged 65-74, 114 aged 75+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females) - Significance testing shows any difference between any age group or socio-economic group and all internet users and between males and females

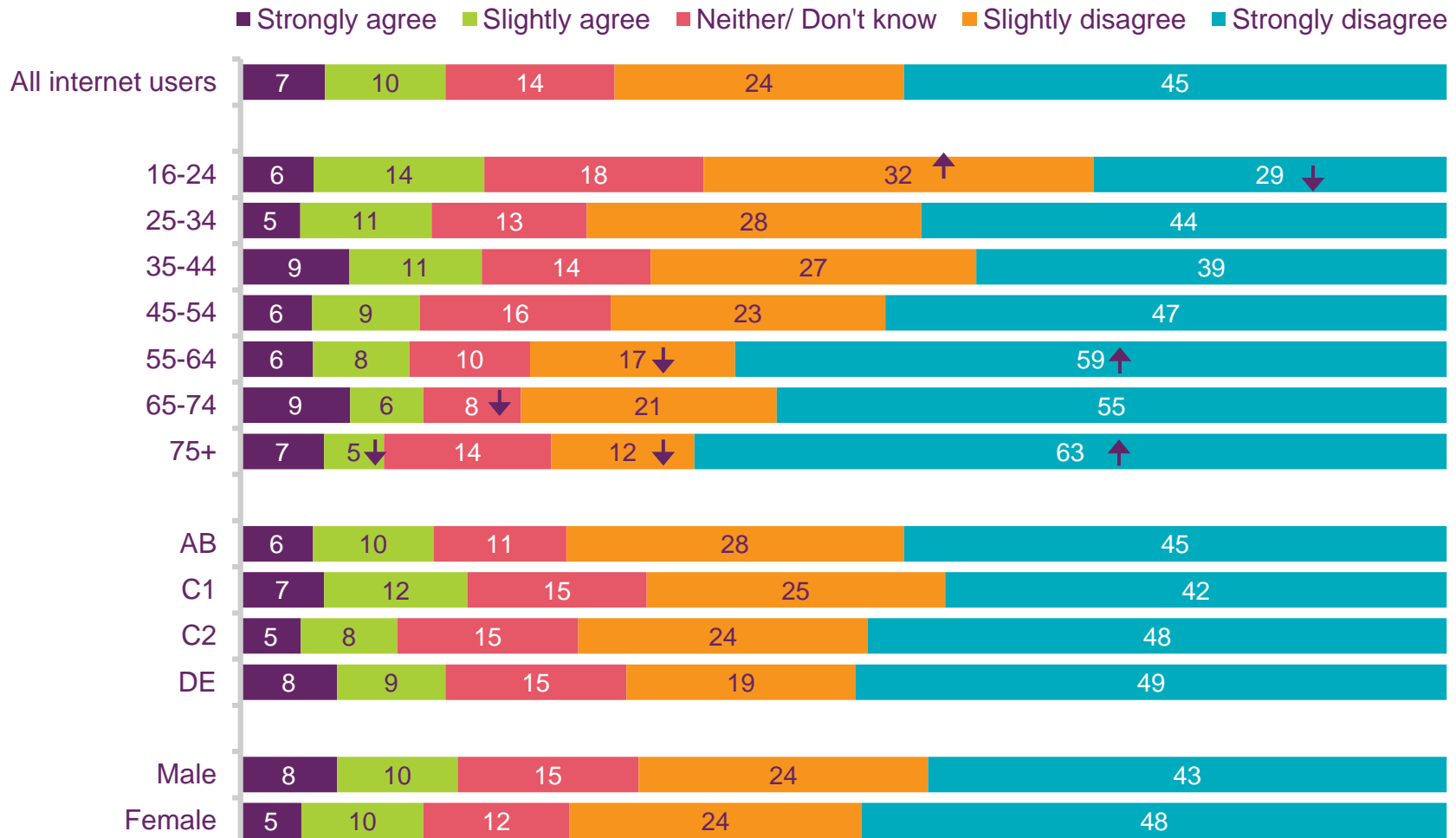
Figure 134: Agreement with statement: "I am happy to provide personal information online to companies as long as I get what I want", by demographic group



IN44C. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I am happy to provide personal information online as long as I get what I want

Base: Adults aged 16+ who go online (1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 209 aged 55-64, 126 aged 65-74, 114 aged 75+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females) - Significance testing shows any difference between any age group or socio-economic group and all internet users and between males and females

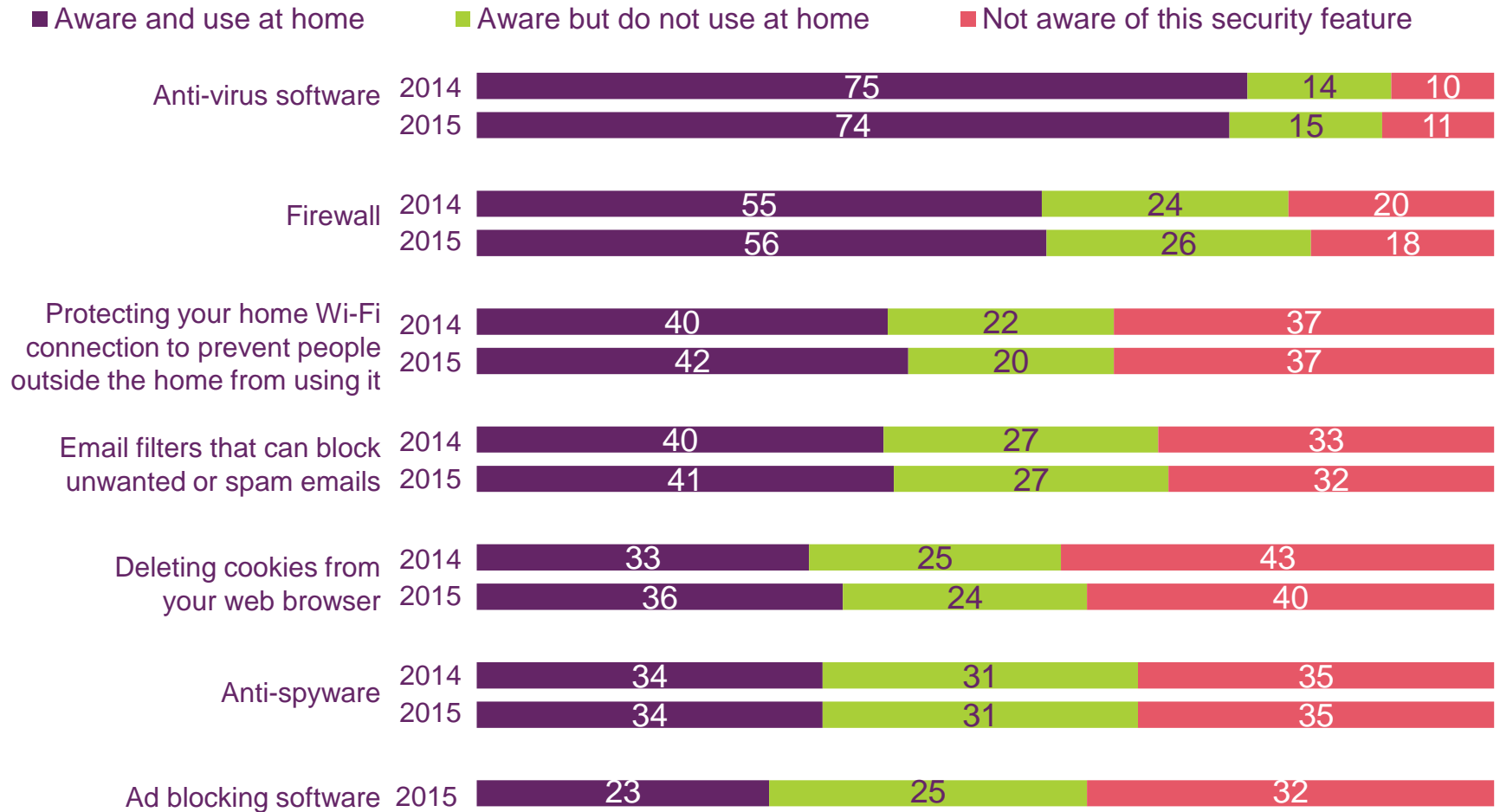
Figure 135: Extent of agreement: "I don't really think about the personal information I am providing to companies online", by demographic group



IN44D. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I don't really think about the personal information I am providing to companies online

Base: Adults aged 16+ who go online (1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 209 aged 55-64, 126 aged 65-74, 114 aged 75+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females) - Significance testing shows any difference between any age group or socio-economic group and all internet users and between males and females

Figure 136: Awareness and use of online security measures/ features: 2014-15



IN7/ IN8 Before today, which, if any, of the following online security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on any of the devices you use to go online at home that are owned by you or a member of your household? (Prompted responses, multi-coded)

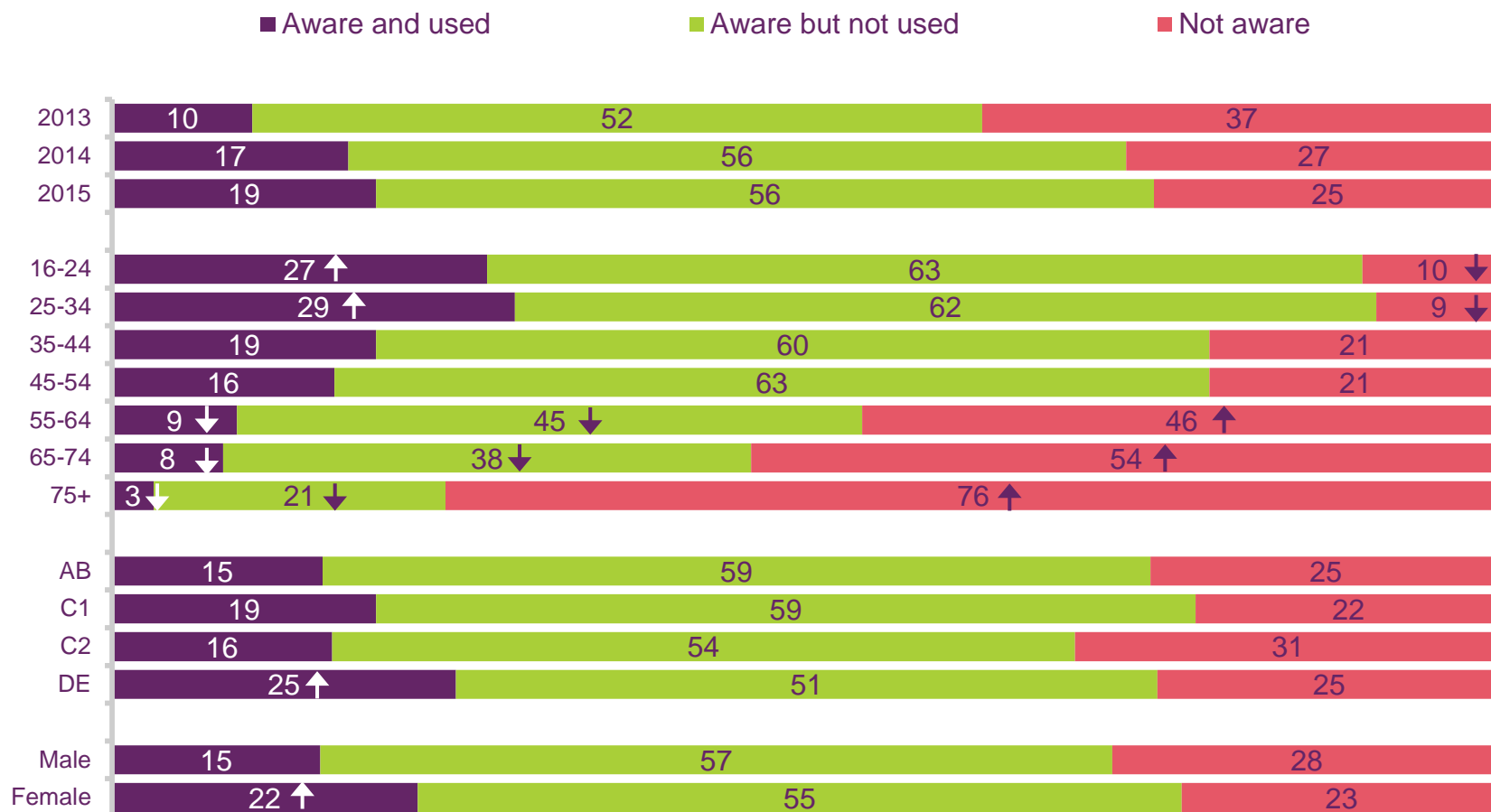
Base: Adults aged 16+ who go online at home(1573 in 2014, 1398 in 2015)

Figure 137: Experience of 'negative' online events in the past 12 months: 2014-15



IN9 – Which, if any, of the following have you personally experienced in the last 12 months? (Prompted responses, multi-coded)
 Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015) – Significance testing shows any change between 2014 and 2015

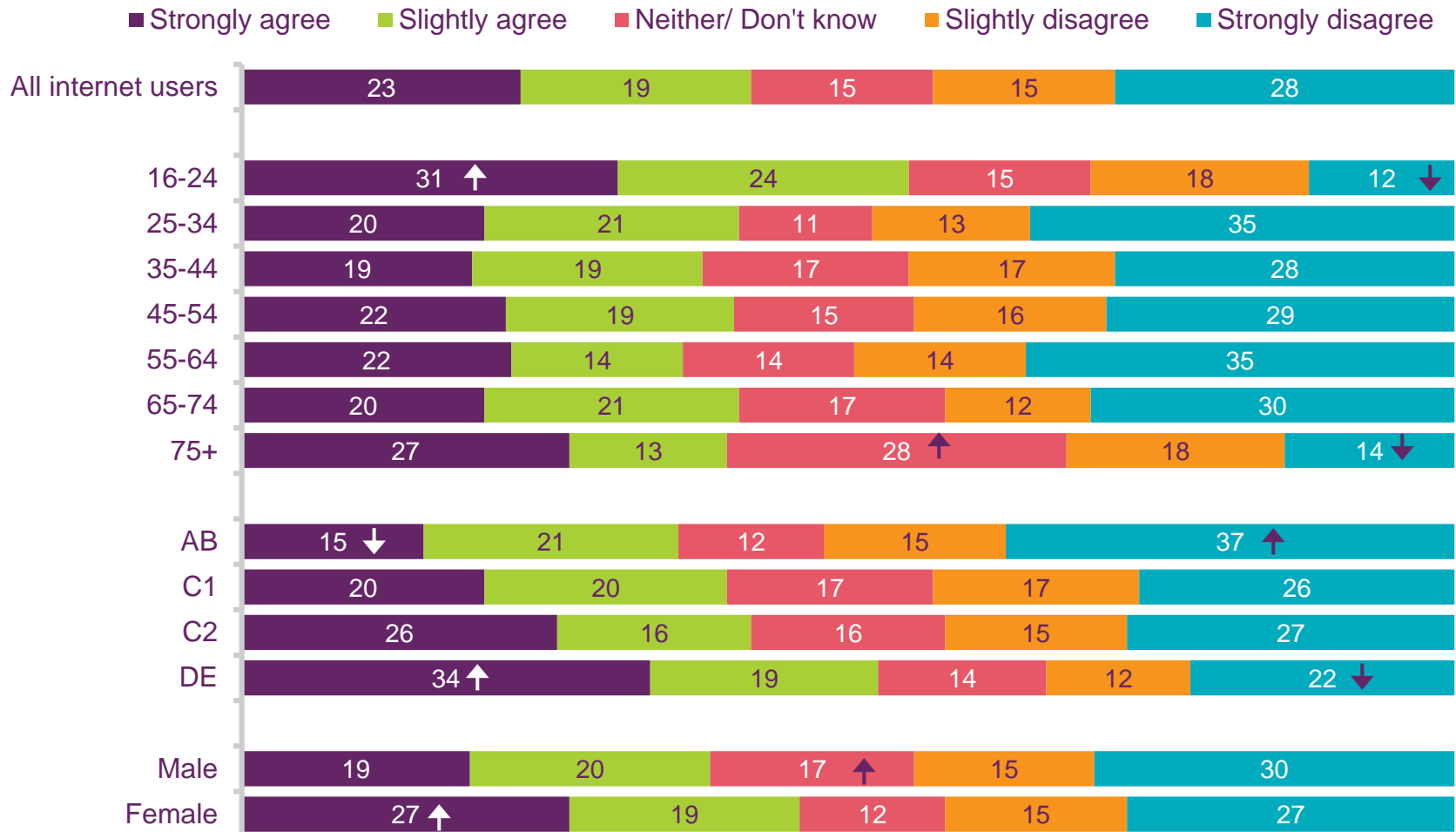
Figure 138: Awareness and use of reporting function: 2013-15



IN30/ IN31 – If you were to see something online that you found inappropriate or offensive, are you aware that many websites and apps have a function to report this to the website? The report function could be a button, a link on a web page, or even an email address through which you can point out the inappropriate or offensive content./ Have you reported anything in this way on a website or app in the last 12 months? (Prompted responses, single coded)

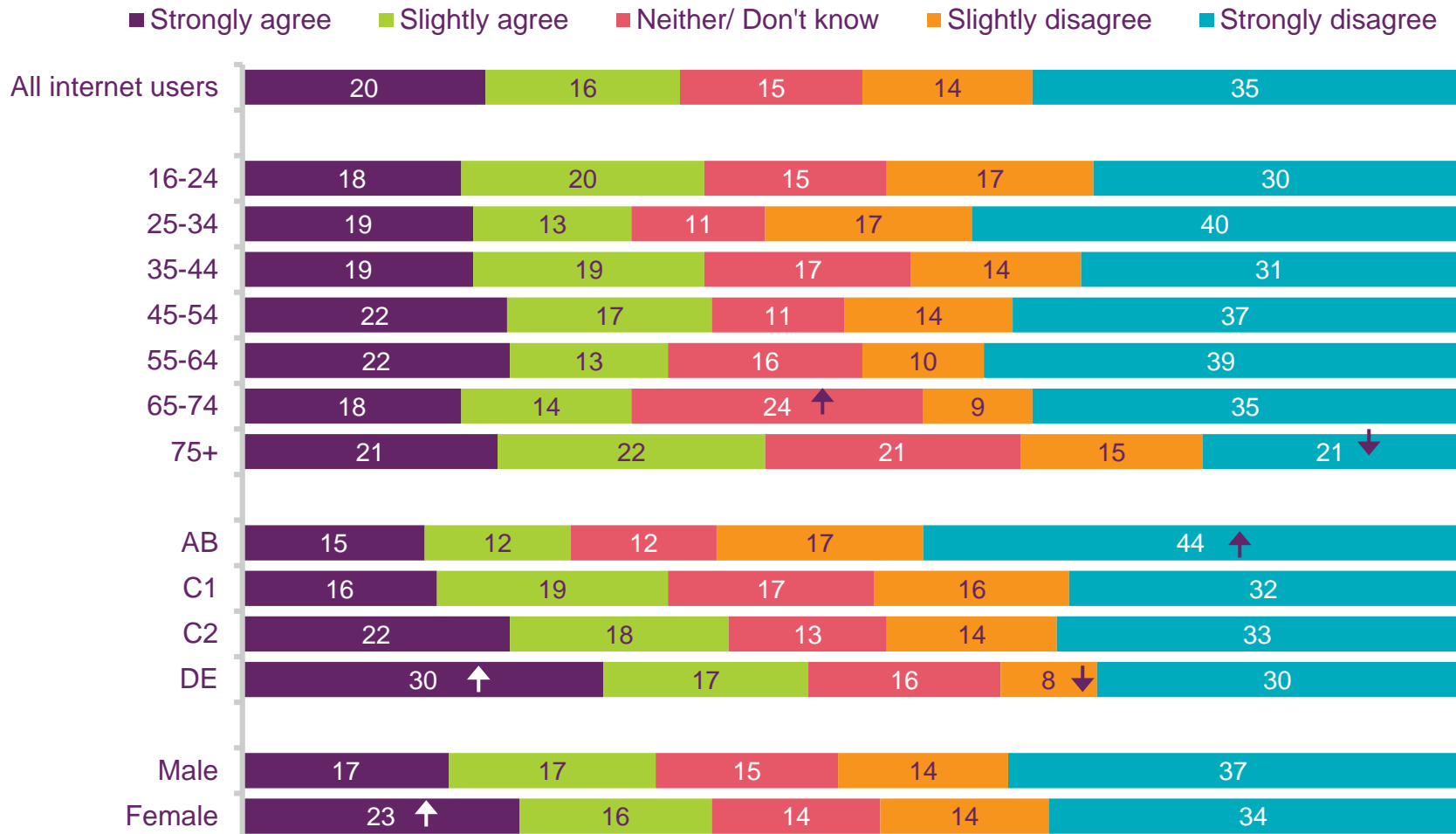
Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 208 aged 55-64, 126 aged 65-74, 114 aged 75+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females) - Significance testing shows any change between 2014 and 2015 and any difference by age or socio-economic group and all internet users and between males and females.

Figure 139: Extent agree with statement: "I tend to use the same passwords online", by demographic group



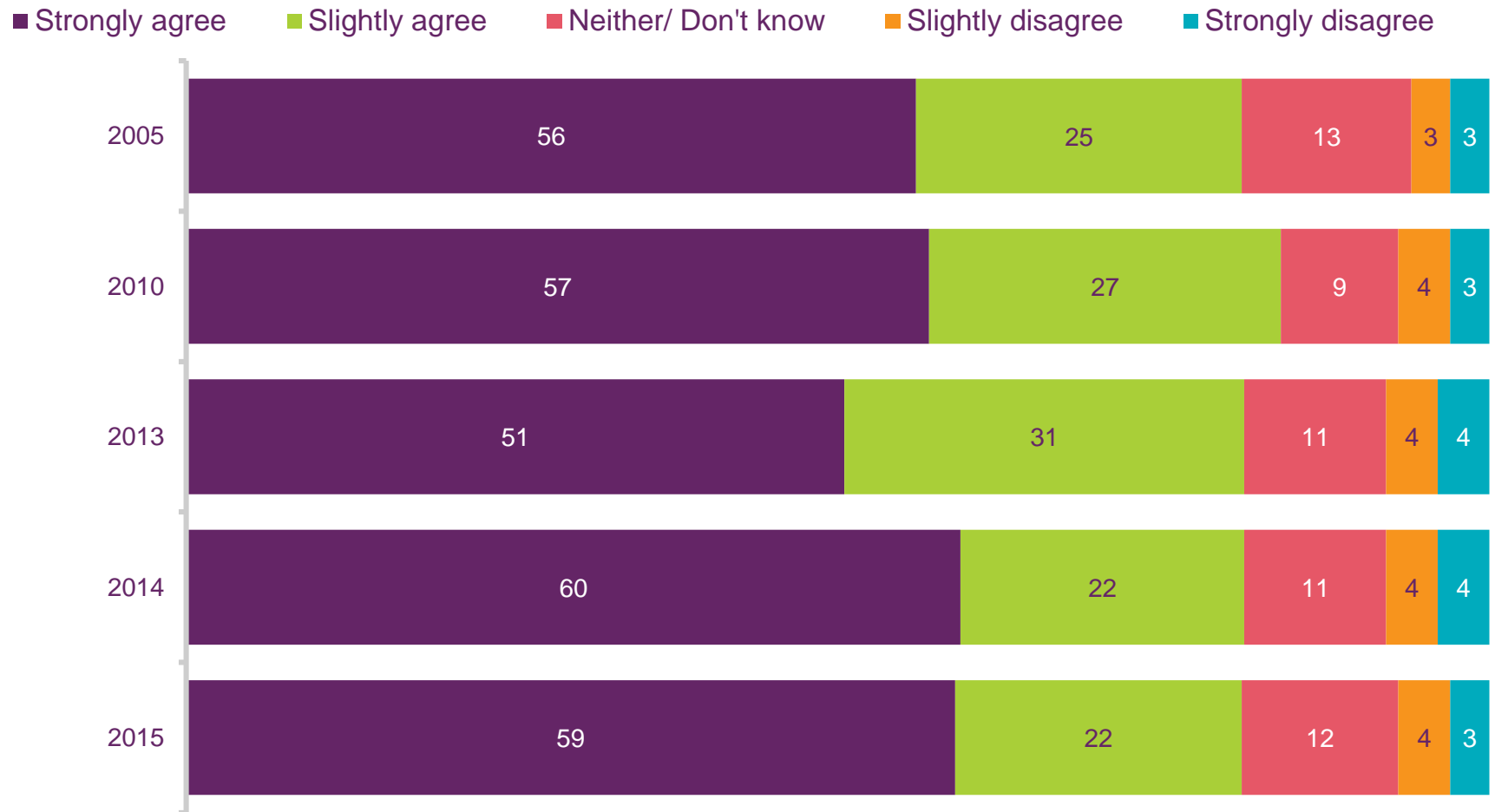
IN44E. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement – I tend to use the same passwords online
 Base: Adults aged 16+ who go online (1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 209 aged 55-64, 126 aged 65-74, 114 aged 75+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females) - Significance testing shows any difference between any age group or socio-economic group and all internet users and between males and females

Figure 140: Extent agree with statement: "I tend to use easy to remember passwords like birthdays or names", by demographic group



IN44F. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I tend to use easy to remember passwords like birthdays or names
 Base: Adults aged 16+ who go online (1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 209 aged 55-64, 126 aged 65-74, 114 aged 75+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females) - Significance testing shows any difference between any age group or socio-economic group and all internet users and between males and females

Figure 141: Extent agree with statement: "Internet users must be protected from seeing inappropriate or offensive content": 2005-15



IN35E Here are some things people sometimes say about using the internet. Whether you use the internet or not can you please tell me to what extent you agree or disagree with each statement using the scale on the card. (Prompted responses, single coded)
 Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015)