Adults' Media Use and Attitudes Report 2016

Section 7:
Newer, Narrow, and non-users

Figure 142: Proportion of newer and established users, by year and age

Legend: Established users (5 years +); Newer users (< 5 years)

	2013	2014	2015	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Males	Females
Established	88	87	88	85	92	88	90	85	85	95	90	87	78	89	87
Newer	12	13	12	15	8	12	10	15	15	5	10	13	22	11	13
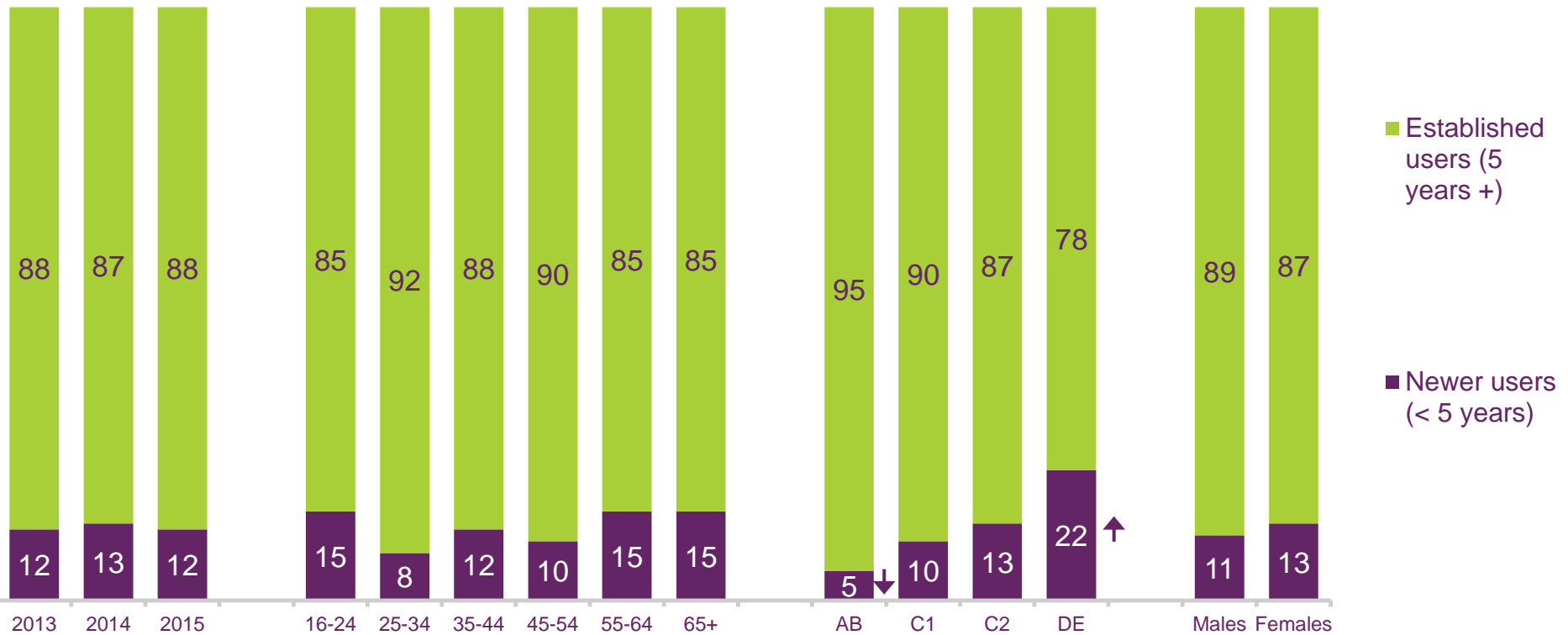
IN5 How long ago did you first start going online ?(Prompted responses, single coded)
Base: All adults who go online (1458 aged 16+, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 208 aged 55-64, 150 aged 65+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females). Significance testing shows any change between 2014 and 2015, any difference by age or socio-economic group compared to all internet users and between males and females

Figure 143: Volume of internet use per week: newer vs. established users
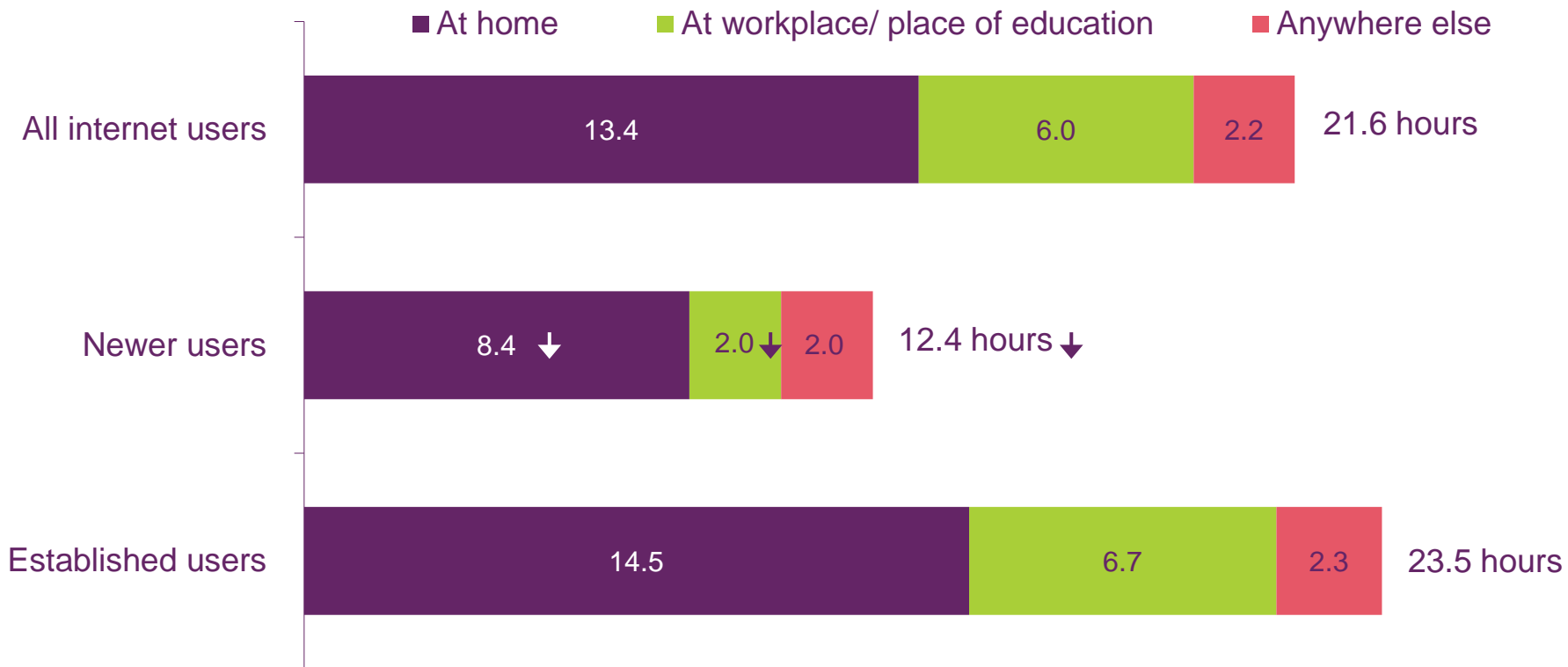
Legend: ■ At home ■ At workplace/ place of education ■ Anywhere else

All internet users: At home 13.4 | At workplace/place of education 6.0 | Anywhere else 2.2 → 21.6 hours

Newer users: At home 8.4 ↓ | At workplace/place of education 2.0 ↓ | Anywhere else 2.0 → 12.4 hours ↓

Established users: At home 14.5 | At workplace/place of education 6.7 | Anywhere else 2.3 → 23.5 hours

IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)
Base: All adults aged 16+ who go online (1458), started using under 5 years ago (191), 5+ years ago (1195). Significance testing shows any differences between newer and established internet users.

Figure 144(1): Weekly internet activities: newer vs. established users

	All internet users	Newer users	Established users
Base	1458	191	1195
General surfing/ browsing the internet	86%	69% ↓	89%
Send or receive emails	79%	55% ↓	83%
Look at social media sites/ apps	68%	54% ↓	71%
Use Instant Messaging	68%	55% ↓	70%
Look at news websites/ apps	48%	24% ↓	53%
Watch short video clips online (such as YouTube)	48%	39% ↓	51%
Find info. for work/ job/ studies	42%	25% ↓	45%
Bank/ pay bills online	40%	15% ↓	44%
Find info. for leisure (cinema etc.)	39%	24% ↓	42%
Upload/ share videos or photos online	35%	26% ↓	38%
Watch TV prog's/ films through broadcaster services	34%	18% ↓	38%
Buy things online	30%	15% ↓	34%
Listen to streamed music online (Spotify, Apple Music)	29%	24%	31%
Make/ receive calls on Skype/ FaceTime	28%	23%	30%
Share links to websites/ online articles	28%	14% ↓	30%
Look for news about or events in your local area	25%	14% ↓	27%
Contribute comments to a website or blog	24%	12% ↓	26%
Play games online	23%	24%	23%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
Base: All adults aged 16+ who go online (1458), started using under 5 years ago (191), 5+ years ago (1195). Significance testing shows any differences between newer and established internet users.
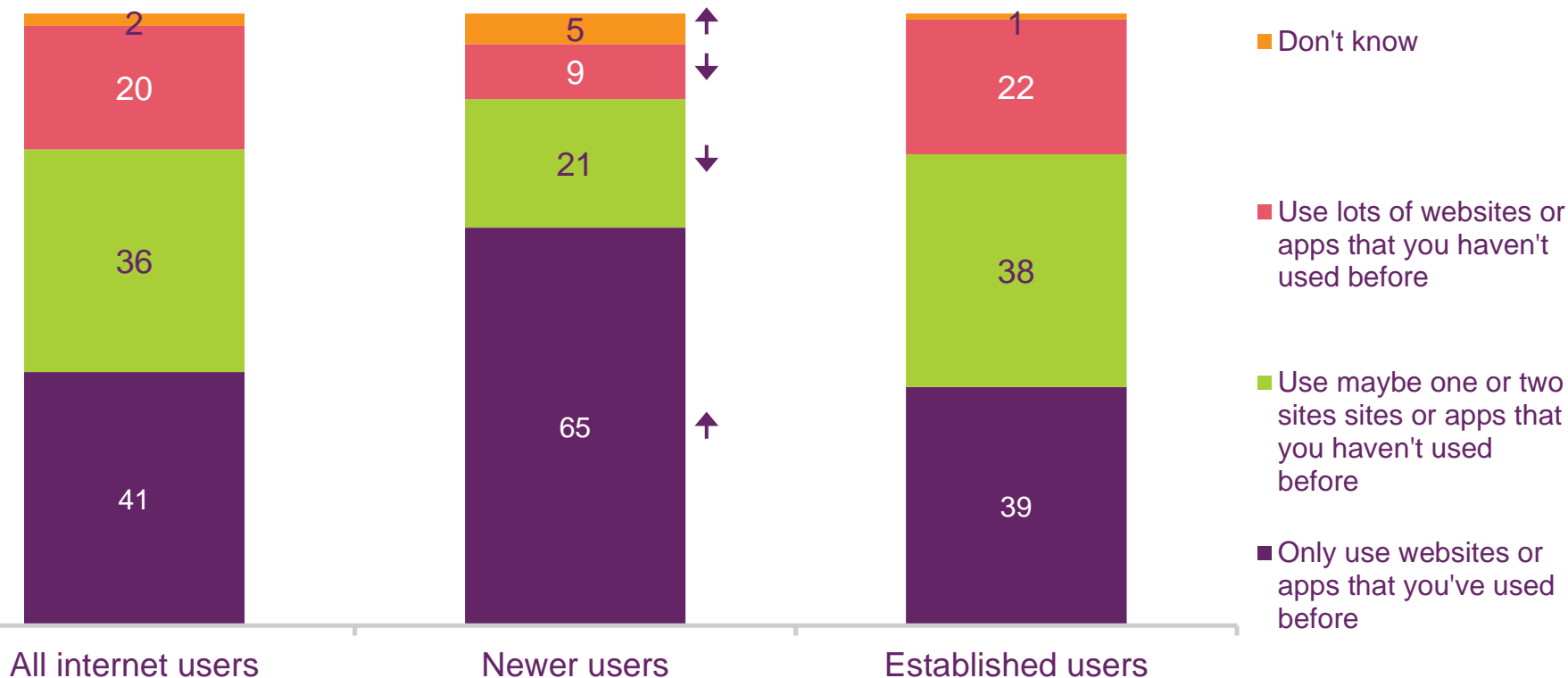
Figure 144(2): Weekly internet activities: newer vs. established users

	All internet users	Newer users	Established users
Base	1458	191	1195
Listen to radio stations online	22%	19%	22%
Access files through a cloud service such as iCloud, Dropbox, Google Drive or OneDrive	21%	10% ↓	24%
Find info. about health-related issues	20%	12% ↓	22%
Look at job opportunities	14%	8% ↓	15%
Download software	13%	9%	14%
Look for public services information on government sites such as gov.uk and HMRC	11%	5% ↓	13%
Set up or maintain a website or blog	11%	5% ↓	12%
Look at political or campaigning websites	10%	3% ↓	11%
Look for info. on public services provided by your local council	9%	5%	10%
Sell things online	8%	3% ↓	9%
Fill in a job application online	5%	5%	5%
Complete government processes online	5%	1% ↓	5%
Sign an online petition	4%	1% ↓	5%
Look at adult-only websites	3%	2%	4%
Do an online course to achieve a qualification	2%	0%	2%
Online gambling	2%	0%	2%
Contact a local councillor or your MP online	2%	0%	2%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
Base: All adults aged 16+ who go online (1458), started using under 5 years ago (191), 5+ years ago (1195). Significance testing shows any differences between newer and established internet users.

Figure 145: Use of websites not used before: newer vs. established users

Legend:
- **Don't know** (orange)
- **Use lots of websites or apps that you haven't used before** (pink/red)
- **Use maybe one or two sites sites or apps that you haven't used before** (green)
- **Only use websites or apps that you've used before** (purple)

All internet users
- 2 (Don't know)
- 20 (Use lots)
- 36 (Use maybe one or two)
- 41 (Only use)

Newer users
- 5 (Don't know)
- 9 (Use lots)
- 21 (Use maybe one or two)
- 65 (Only use)

Established users
- 1 (Don't know)
- 22 (Use lots)
- 38 (Use maybe one or two)
- 39 (Only use)

IN14 – In most weeks when you go online do you usually… (Prompted responses, single coded)
Base: All adults aged 16+ who go online (1458), started using under 5 years ago (191), 5+ years ago (1195). Significance testing shows any differences between newer and established internet users.

Figure 146: Confidence as an internet user: newer vs. established users

Legend: ■ Very confident ■ Fairly confident ■ Neither/Don't know ■ Not very confident ■ Not at all confident Confident

Overall how confident are you as an internet user?
- Newer: 37 ↓ | 26 | 9 ↑ | 18 ↑ | 10 ↑ — 63% ↓
- Established: 63 | 29 | 4 | 3 | 1 — 92%

How confident are you that you can find the information you want online?
- Newer: 45 ↓ | 31 | 7 ↑ | 10 ↑ | 7 ↑ — 77% ↓
- Established: 69 | 26 | 2 | 1 | 1 — 96%

When you see or read things online, how confident are you in knowing what is advertising and what is not?
- Newer: 26 ↓ | 38 | 16 ↑ | 12 ↑ | 8 ↑ — 64% ↓
- Established: 50 | 37 | 8 | 5 | 1 — 86%

How confident are you that you can stay safe online?
- Newer: 30 ↓ | 52 | 19 ↑ | 12 ↑ | 7 ↑ — 62% ↓
- Established: 50 | 36 | 7 | 6 | 1 — 86%

How confident are you using the internet to do creative things – like making blogs, sharing photos online or uploading short videos to the internet?
- Newer: 24 ↓ | 22 | 13 | 14 | 27 ↑ — 46% ↓
- Established: 43 | 23 | 12 | 10 | 12 — 66%

IN13A-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: All adults aged 16+ who go online who started using under 5 years ago (191), 5+ years ago (1195). Significance testing shows any differences between newer and established internet users.

Figure 147: Opinions on search engine accuracy: newer vs. established users
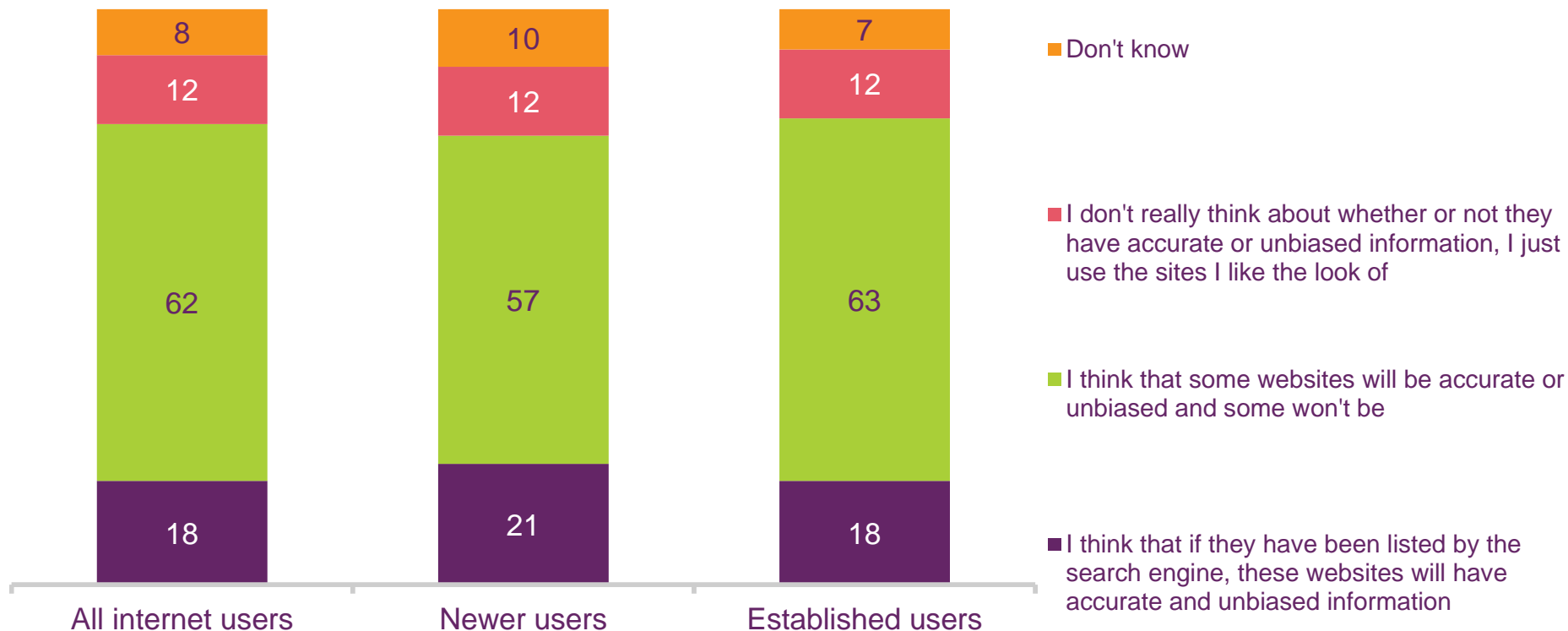
IN51 – When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (Prompted responses, single coded)
Base: All adults aged 16+ who use search engines (1328) who first went online under 5 years ago (160), 5+ years ago (1113).

Figure 148: Understanding of paid-for results returned by Google searches among adults who use search engine websites or apps: newer vs. established users

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 and use search engine websites or apps who first went online under 5 years ago (160), 5+ years ago (1113). Significance testing shows any differences between newer and established internet users.
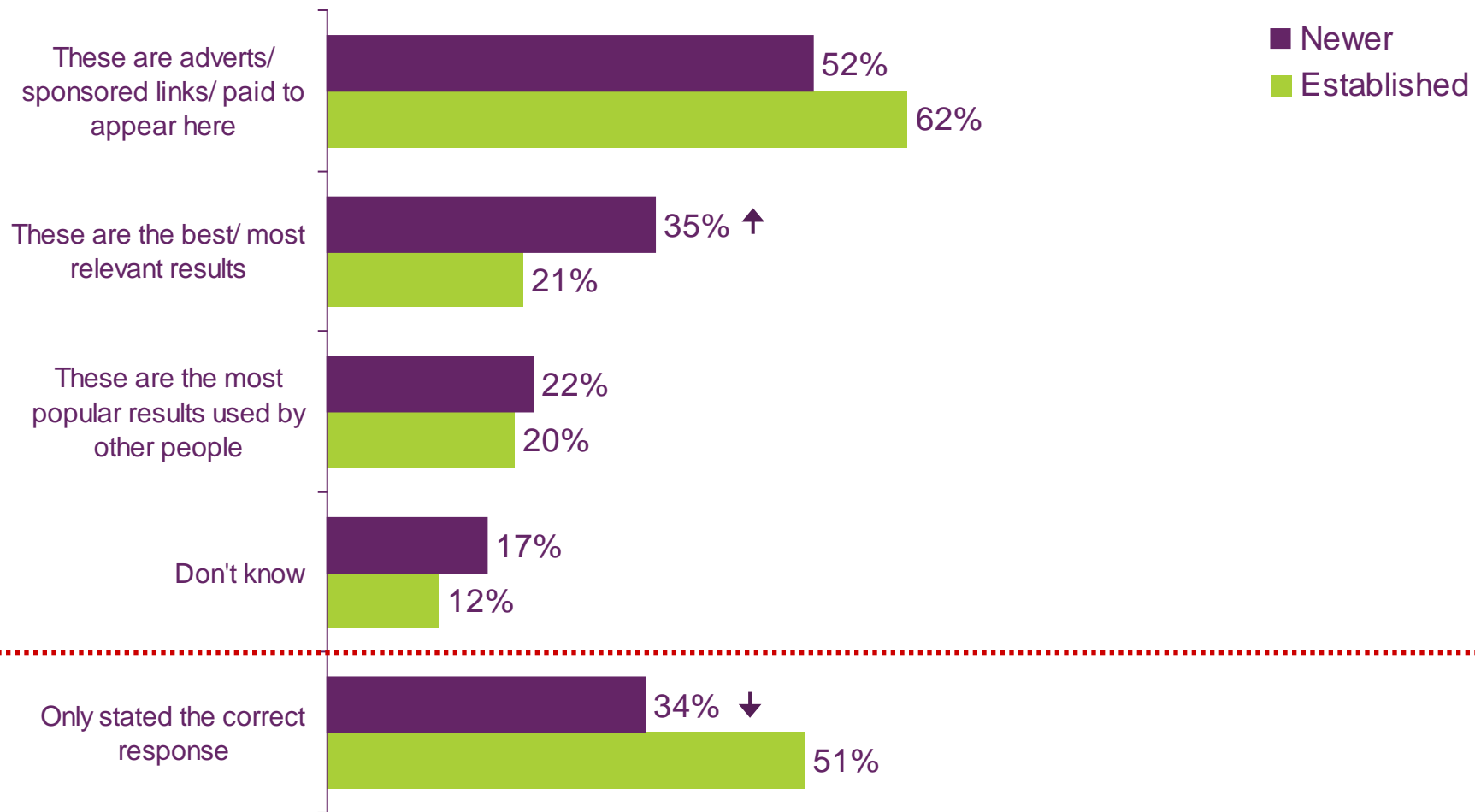
Figure 149: Personal details prepared to enter online: newer vs. established users

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

Entering your personal email address
- **Newer:** 28 ↓ | 38 | 22 ↑ | 10 ↑ | 2
- **Established:** 41 | 44 | 11 | 2 | 1

Entering your home phone number
- **Newer:** 18 | 32 ↓ | 39 ↑ | 10 ↑ | 1
- **Established:** 20 | 47 | 26 | 5 | 1

Entering your home address details
- **Newer:** 17 | 37 ↓ | 45 ↑ | 1
- **Established:** 24 | 56 | 17 | 2

Paying by entering your credit card or debit card details
- **Newer:** 7 ↓ | 35 ↓ | 38 ↑ | 18 ↑ | 2
- **Established:** 19 | 59 | 18 | 4 | 1

Entering your mobile phone number
- **Newer:** 23 | 35 | 32 ↑ | 7 | 2
- **Established:** 23 | 49 ↑ | 24 | 4 | 1

IN38A-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: All adults aged 16+ who go online who started using under 5 years ago (191), 5+ years ago (1195). Significance testing shows any differences between newer and established internet users.

Figure 150: Judgements made before entering personal details: newer vs. established users
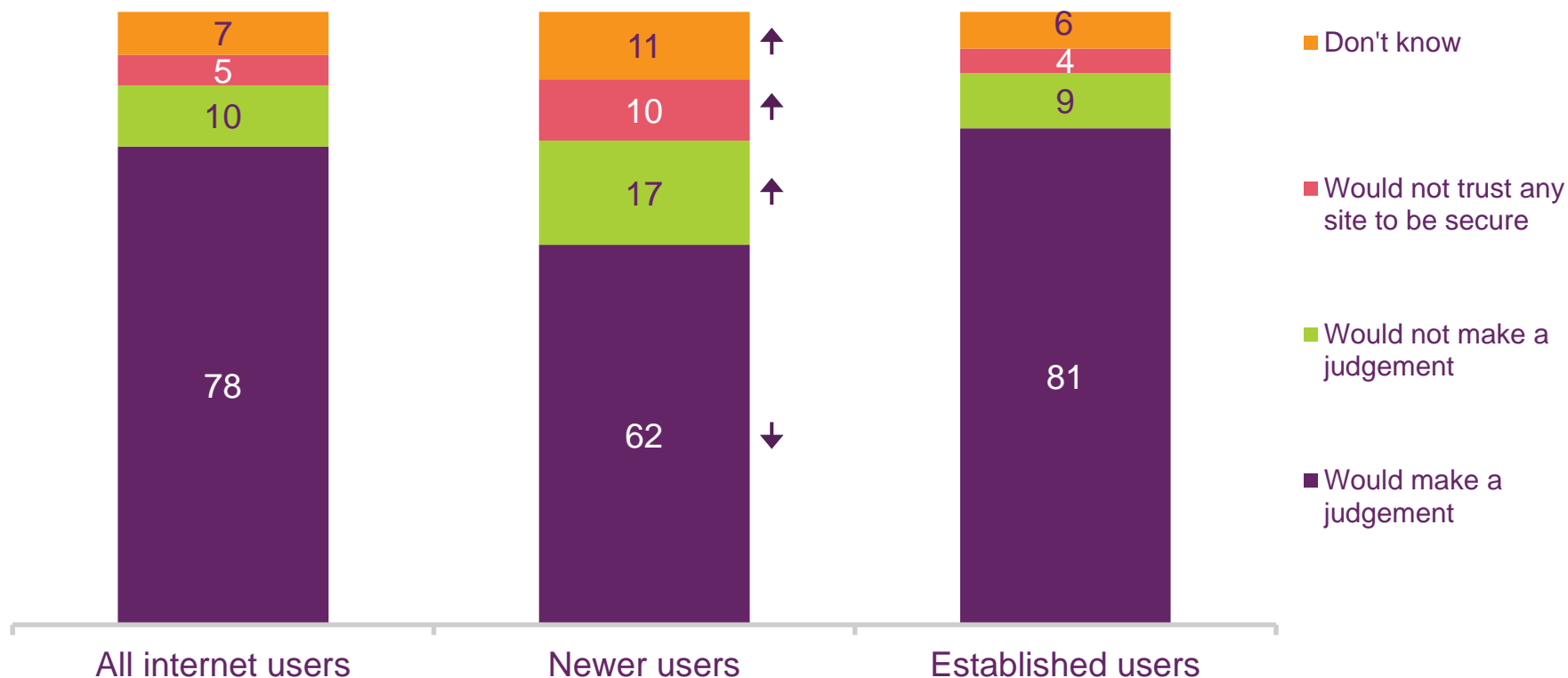
Legend:
- Don't know
- Would not trust any site to be secure
- Would not make a judgement
- Would make a judgement

All internet users:
- Don't know: 7
- Would not trust any site to be secure: 5
- Would not make a judgement: 10
- Would make a judgement: 78

Newer users:
- Don't know: 11 ↑
- Would not trust any site to be secure: 10 ↑
- Would not make a judgement: 17 ↑
- Would make a judgement: 62 ↓

Established users:
- Don't know: 6
- Would not trust any site to be secure: 4
- Would not make a judgement: 9
- Would make a judgement: 81

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: All adults aged 16+ who go online (1458), started using under 5 years ago (191), 5+ years ago (1195). Significance testing shows any differences between newer and established internet users.

Figure 151: Security measures installed on devices: newer vs. established users
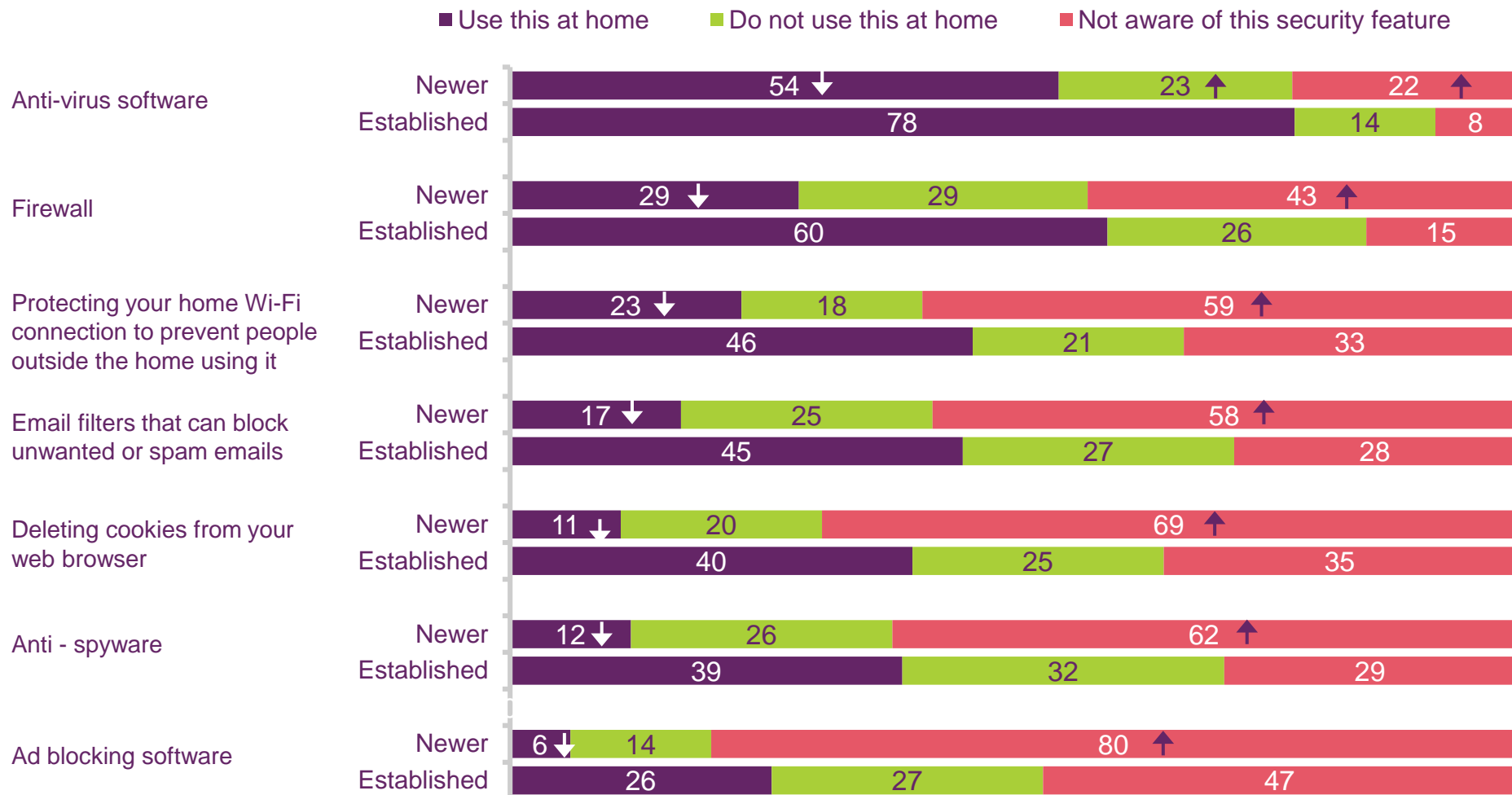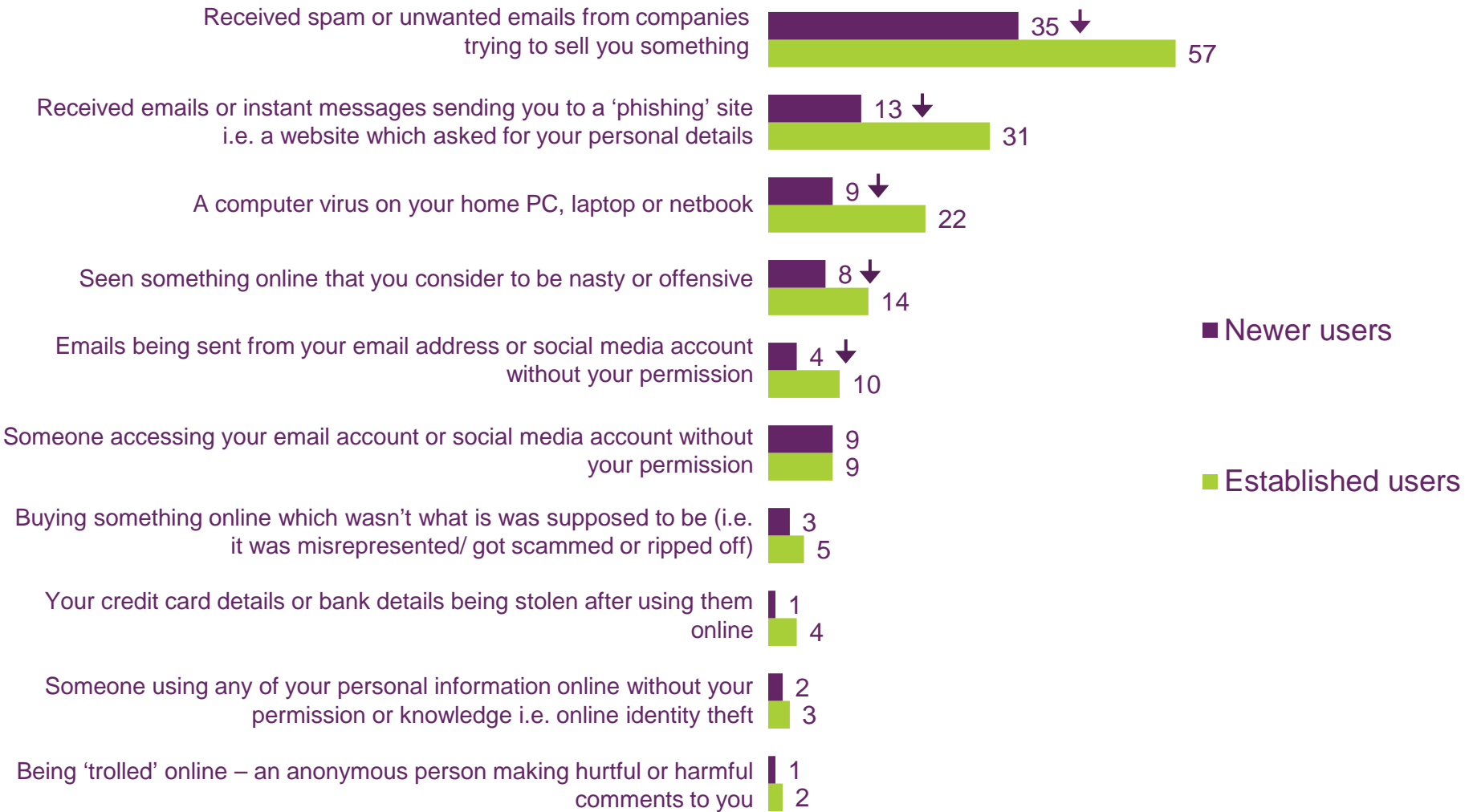
■ Use this at home　　■ Do not use this at home　　■ Not aware of this security feature

Anti-virus software
- Newer: 54 ↓ | 23 ↑ | 22 ↑
- Established: 78 | 14 | 8

Firewall
- Newer: 29 ↓ | 29 | 43 ↑
- Established: 60 | 26 | 15

Protecting your home Wi-Fi connection to prevent people outside the home using it
- Newer: 23 ↓ | 18 | 59 ↑
- Established: 46 | 21 | 33

Email filters that can block unwanted or spam emails
- Newer: 17 ↓ | 25 | 58 ↑
- Established: 45 | 27 | 28

Deleting cookies from your web browser
- Newer: 11 ↓ | 20 | 69 ↑
- Established: 40 | 25 | 35

Anti - spyware
- Newer: 12 ↓ | 26 | 62 ↑
- Established: 39 | 32 | 29

Ad blocking software
- Newer: 6 ↓ | 14 | 80 ↑
- Established: 26 | 27 | 47

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 who first used the internet under 5 years ago (175), 5+ years ago (1155) . Significance testing shows any differences between newer and established home internet users.

Figure 152: Experience of negative types of online activity: newer vs. established users

Received spam or unwanted emails from companies trying to sell you something
- Newer users: 35 ↓
- Established users: 57

Received emails or instant messages sending you to a 'phishing' site i.e. a website which asked for your personal details
- Newer users: 13 ↓
- Established users: 31

A computer virus on your home PC, laptop or netbook
- Newer users: 9 ↓
- Established users: 22

Seen something online that you consider to be nasty or offensive
- Newer users: 8 ↓
- Established users: 14

Emails being sent from your email address or social media account without your permission
- Newer users: 4 ↓
- Established users: 10

Someone accessing your email account or social media account without your permission
- Newer users: 9
- Established users: 9

Buying something online which wasn't what is was supposed to be (i.e. it was misrepresented/ got scammed or ripped off)
- Newer users: 3
- Established users: 5

Your credit card details or bank details being stolen after using them online
- Newer users: 1
- Established users: 4

Someone using any of your personal information online without your permission or knowledge i.e. online identity theft
- Newer users: 2
- Established users: 3

Being 'trolled' online – an anonymous person making hurtful or harmful comments to you
- Newer users: 1
- Established users: 2

■ Newer users

■ Established users

IN9 – Which, if any, of the following have you personally experienced in the last 12 months? (Prompted responses, multi-coded)
Base: All adults aged 16+ who go online who started using under 5 years ago (191), 5+ years ago (1195). Significance testing shows any differences between newer and established internet users.
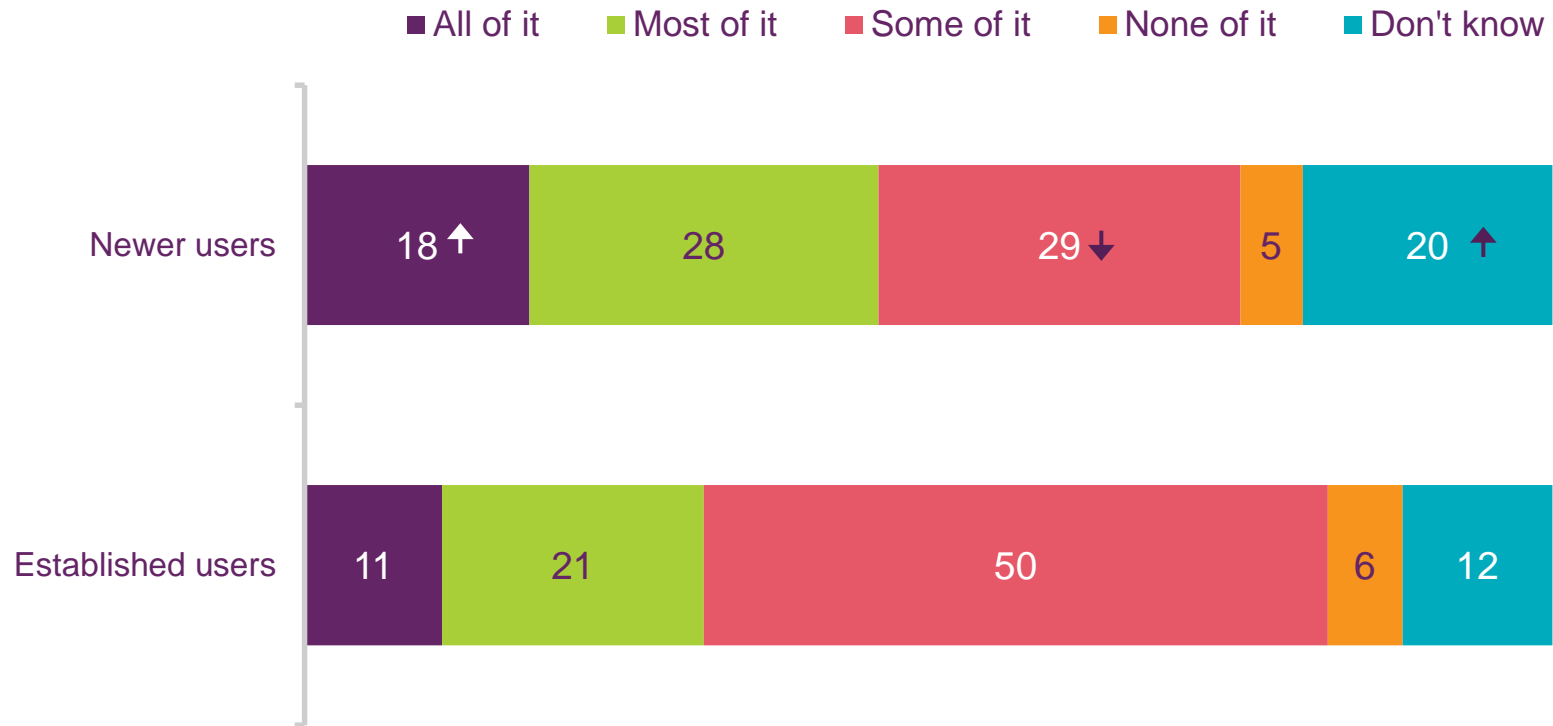
Figure 153: Concerns about the internet: newer vs. established users

IN34 – Can you tell me if you have any concerns about what is on the internet? (Unprompted responses, multi-coded)
Base: All adults aged 16+ who go online who started using under 5 years ago (191), 5+ years ago (1195). Significance testing shows any differences between newer and established internet users.

Figure 154: Opinion on how much of what can be seen or read online is regulated: newer vs. established users

![Ofcom]

Legend: ■ All of it ■ Most of it ■ Some of it ■ None of it ■ Don't know

Newer users
All of it	Most of it	Some of it	None of it	Don't know
18 ↑	28	29 ↓	5	20 ↑

Established users
All of it	Most of it	Some of it	None of it	Don't know
11	21	50	6	12

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: All adults aged 16+ who go online who started using under 5 years ago (191), 5+ years ago (1195). Significance testing shows any differences between newer and established internet users.
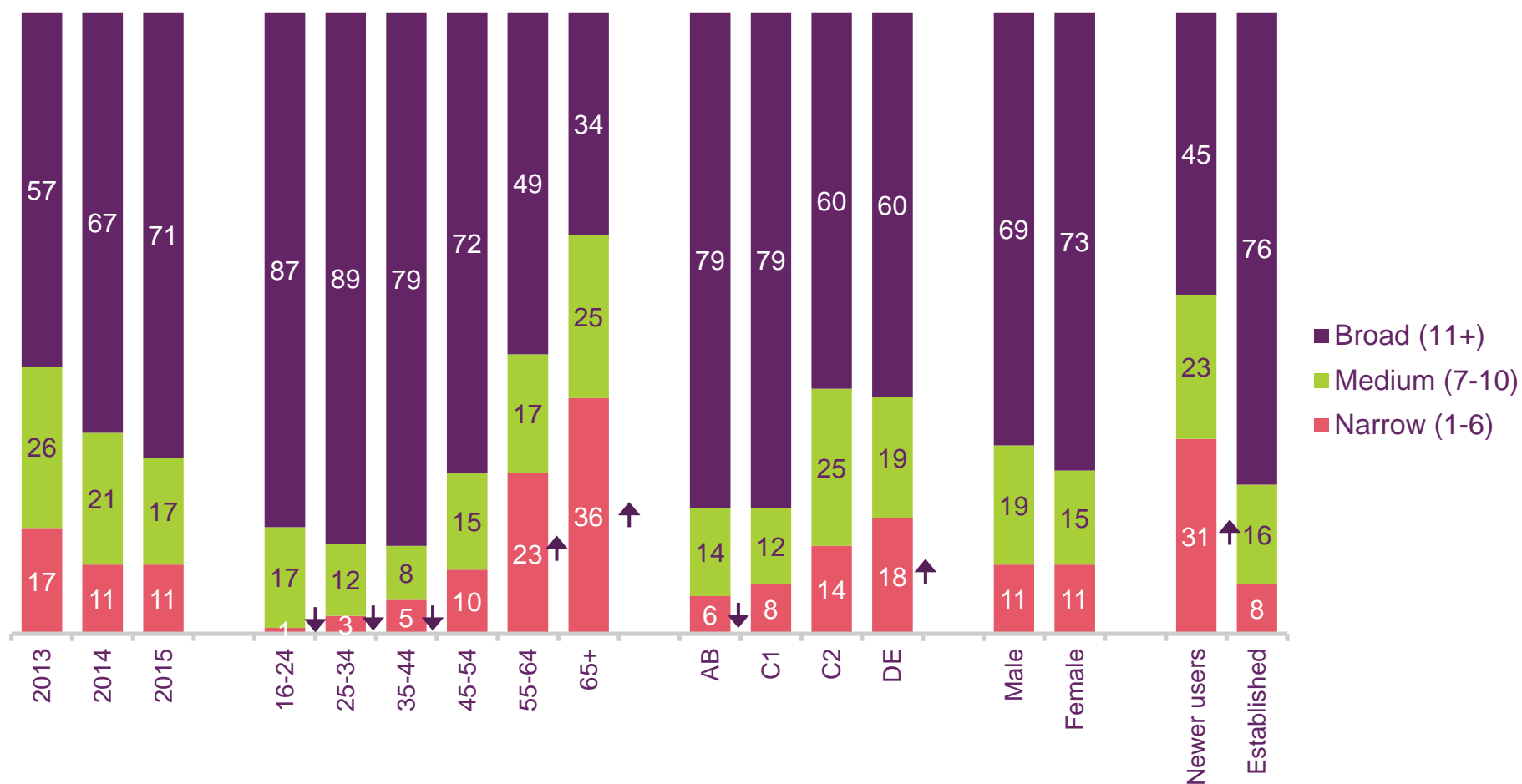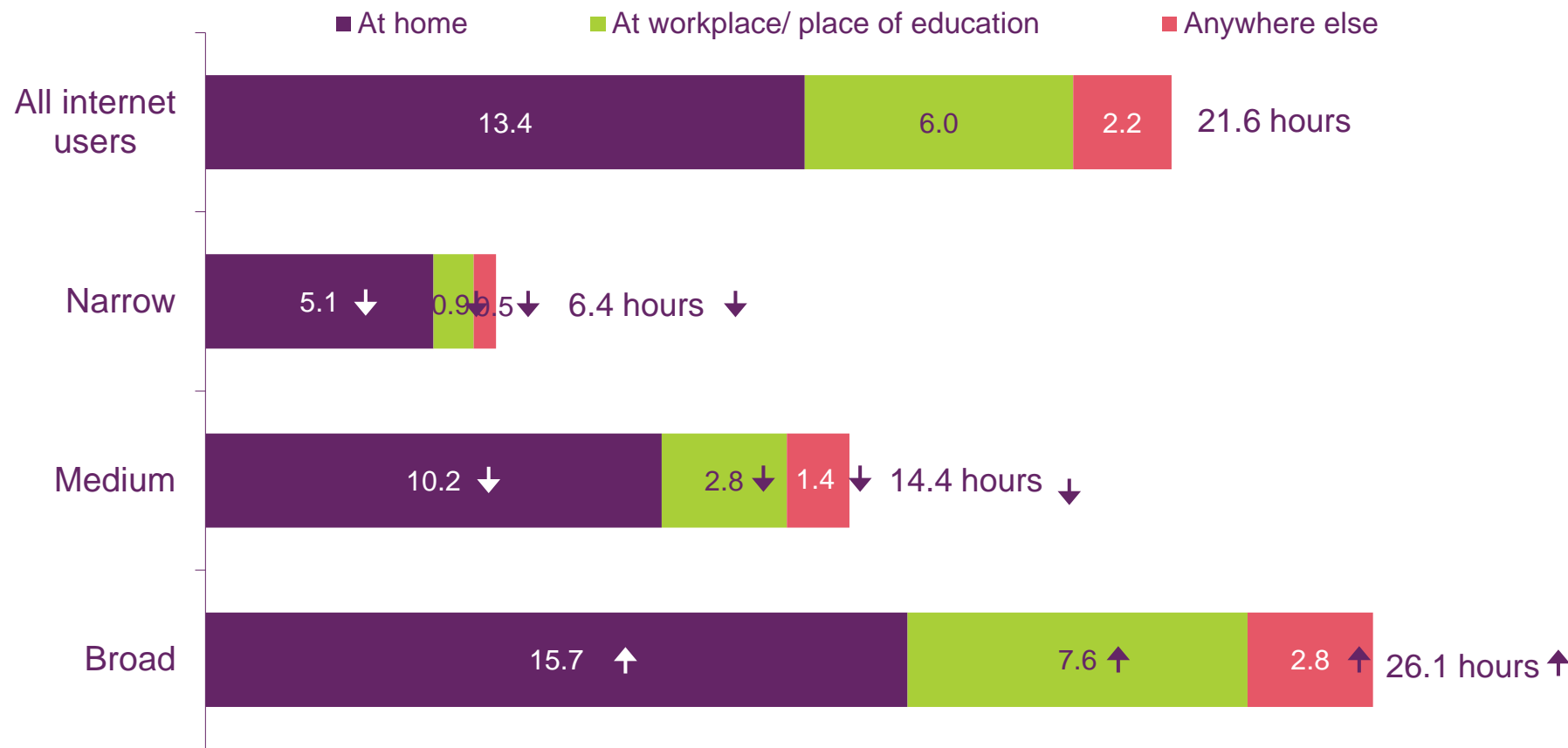
Figure 155: Breadth of use of the internet, by demographic group and recency of use

Legend:
- Broad (11+)
- Medium (7-10)
- Narrow (1-6)

	2013	2014	2015		16-24	25-34	35-44	45-54	55-64	65+		AB	C1	C2	DE		Male	Female		Newer users	Established
Broad (11+)	57	67	71		87	89	79	72	49	34		79	79	60	60		69	73		45	76
Medium (7-10)	26	21	17		17	12	8	15	17	25		14	12	25	19		19	15		23	16
Narrow (1-6)	17	11	11		1	3	5	10	23	36		6	8	14	18		11	11		31	8

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
Base: All adults who go online (1458 aged 16+, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 208 aged 55-64, 150 aged 65+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females, 191 newer users, 1195 established users). Significance testing shows any change (for narrow users) between 2014 and 2015 and by age or socio-economic group compared to all internet users, between males and females or between newer and established internet users

Figure 156: Volume of internet use per week: narrow, medium and broad users

Legend:
- ■ At home
- ■ At workplace/ place of education
- ■ Anywhere else

Category	At home	At workplace/ place of education	Anywhere else	Total
All internet users	13.4	6.0	2.2	21.6 hours
Narrow	5.1 ↓	0.9	0.5 ↓	6.4 hours ↓
Medium	10.2 ↓	2.8 ↓	1.4 ↓	14.4 hours ↓
Broad	15.7 ↑	7.6 ↑	2.8 ↑	26.1 hours ↑

IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)
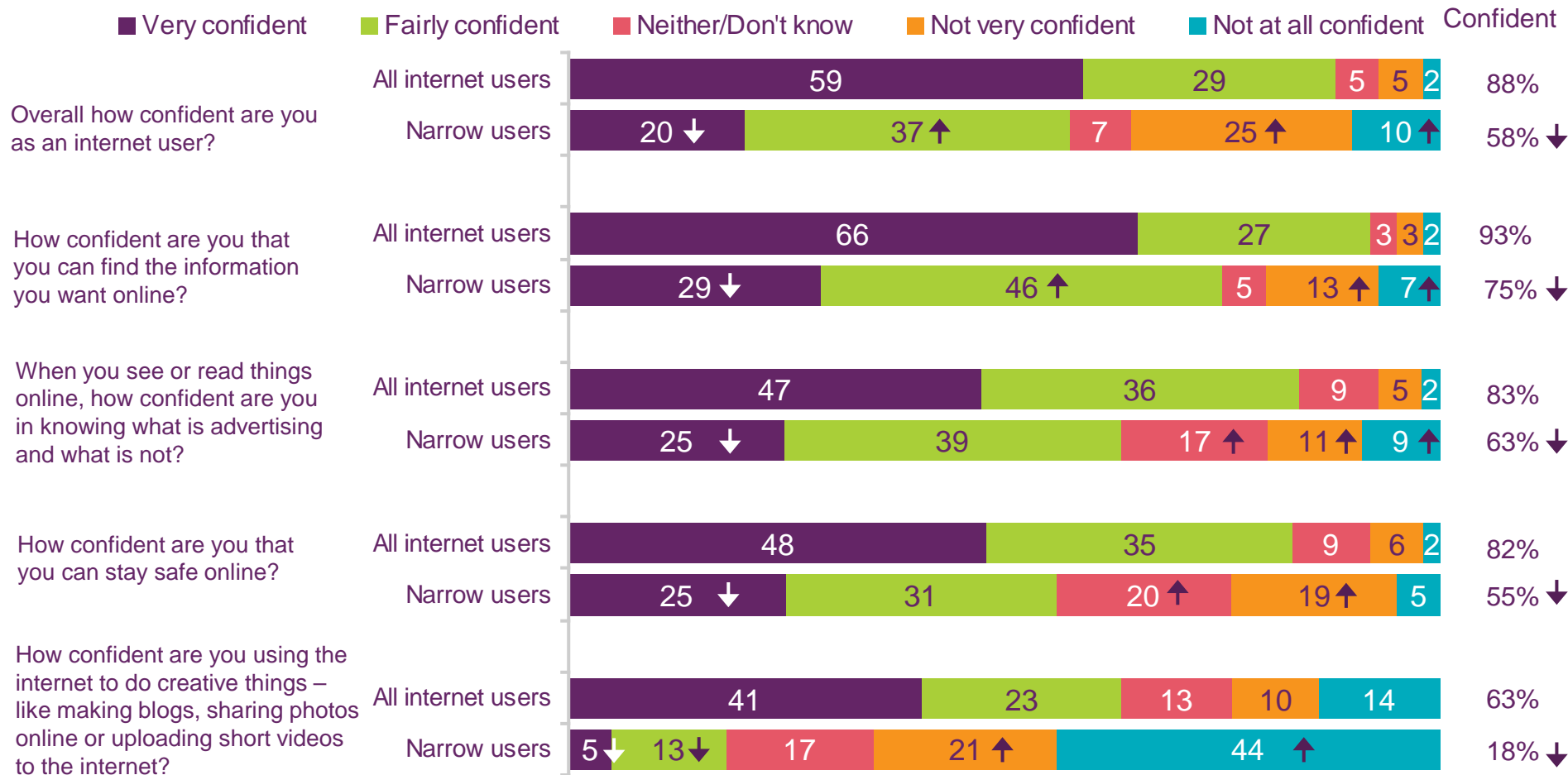Base: All adults aged 16+ who go online (1458), narrow (204), medium (267) and broad users (970). Significance testing shows any differences between any of the breadth of use categories and all internet users

Figure 157: Use of websites not used before: narrow, medium and broad users
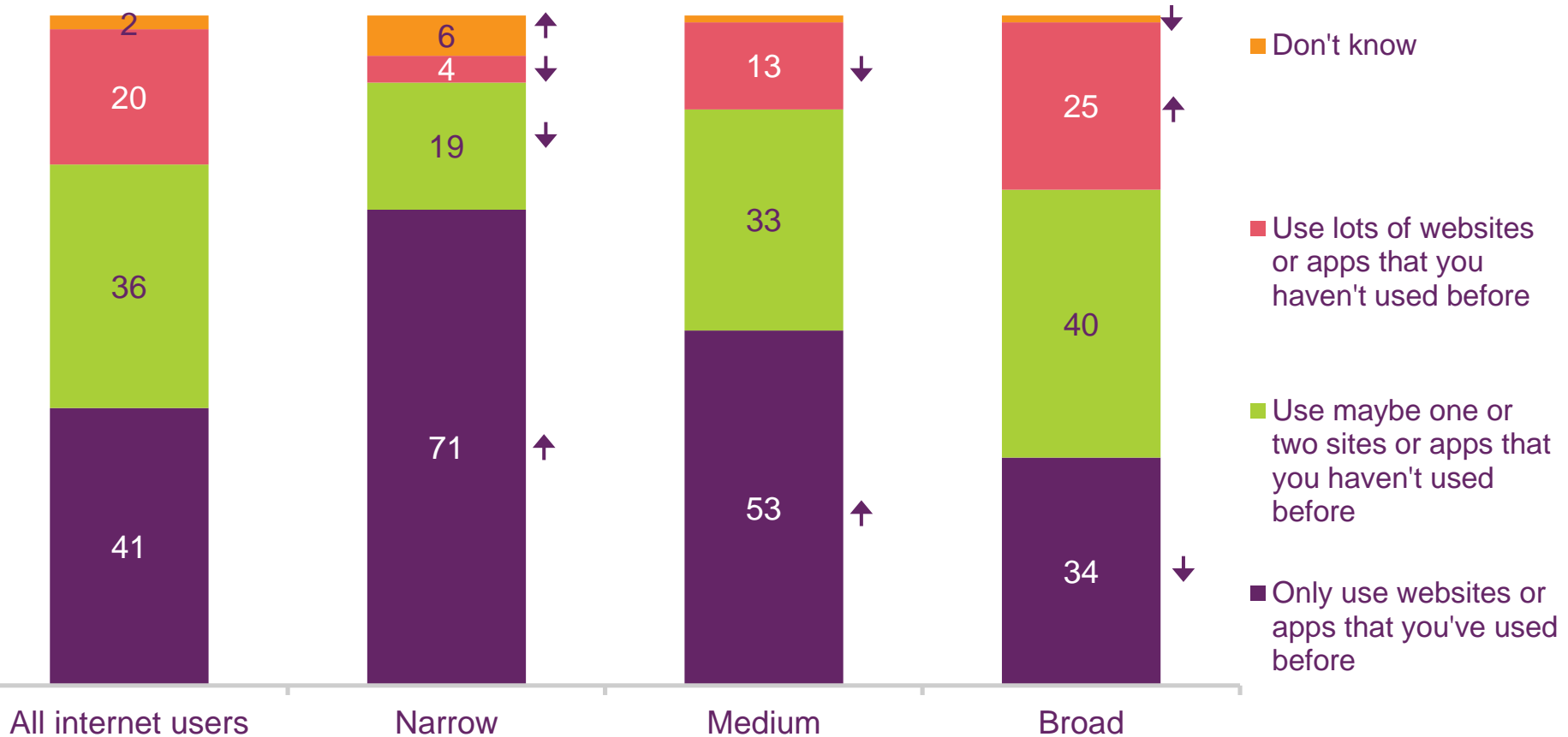
IN14 – In most weeks when you go online do you usually (Prompted responses, single coded)
Base: All adults aged 16+ who go online (1458), narrow (204), medium (267) and broad users (970). Significance testing shows any differences between any of the breadth of user categories and all internet users

Figure 158: Confidence as an internet user: narrow vs. all internet users

Legend: ■ Very confident ■ Fairly confident ■ Neither/Don't know ■ Not very confident ■ Not at all confident   Confident

Overall how confident are you as an internet user?
- All internet users: 59 | 29 | 5 | 5 | 2 — 88%
- Narrow users: 20 ↓ | 37 ↑ | 7 | 25 ↑ | 10 ↑ — 58% ↓

How confident are you that you can find the information you want online?
- All internet users: 66 | 27 | 3 | 3 | 2 — 93%
- Narrow users: 29 ↓ | 46 ↑ | 5 | 13 ↑ | 7 ↑ — 75% ↓

When you see or read things online, how confident are you in knowing what is advertising and what is not?
- All internet users: 47 | 36 | 9 | 5 | 2 — 83%
- Narrow users: 25 ↓ | 39 | 17 ↑ | 11 ↑ | 9 ↑ — 63% ↓

How confident are you that you can stay safe online?
- All internet users: 48 | 35 | 9 | 6 | 2 — 82%
- Narrow users: 25 ↓ | 31 | 20 ↑ | 19 ↑ | 5 — 55% ↓

How confident are you using the internet to do creative things – like making blogs, sharing photos online or uploading short videos to the internet?
- All internet users: 41 | 23 | 13 | 10 | 14 — 63%
- Narrow users: 5 ↓ | 13 ↓ | 17 | 21 ↑ | 44 ↑ — 18% ↓

IN13A-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: All adults aged 16+ who go online (1458) , narrow users (204). Significance testing shows any differences between narrow users and all internet users
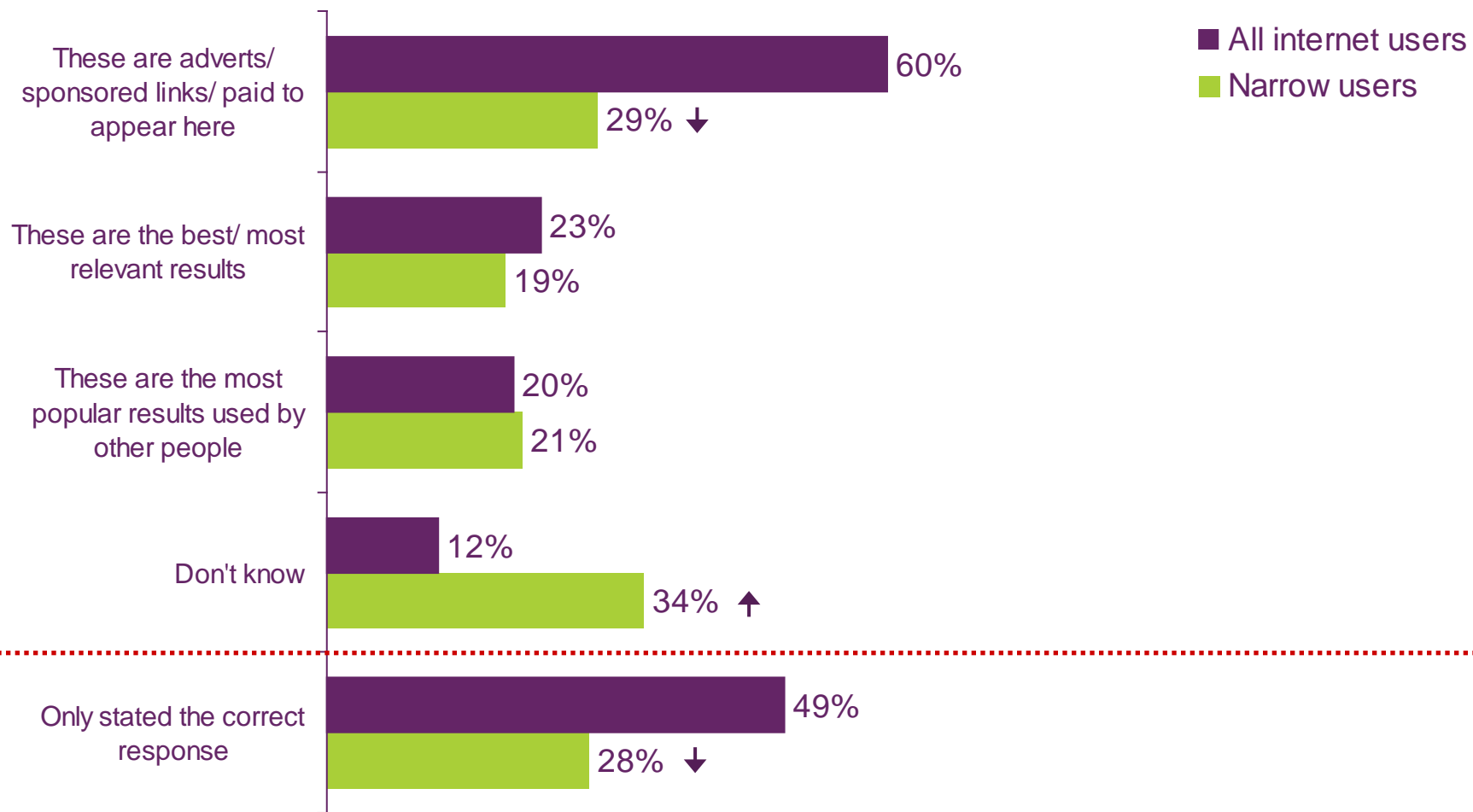
Figure 159: Opinions on search engine accuracy: narrow, medium and broad users
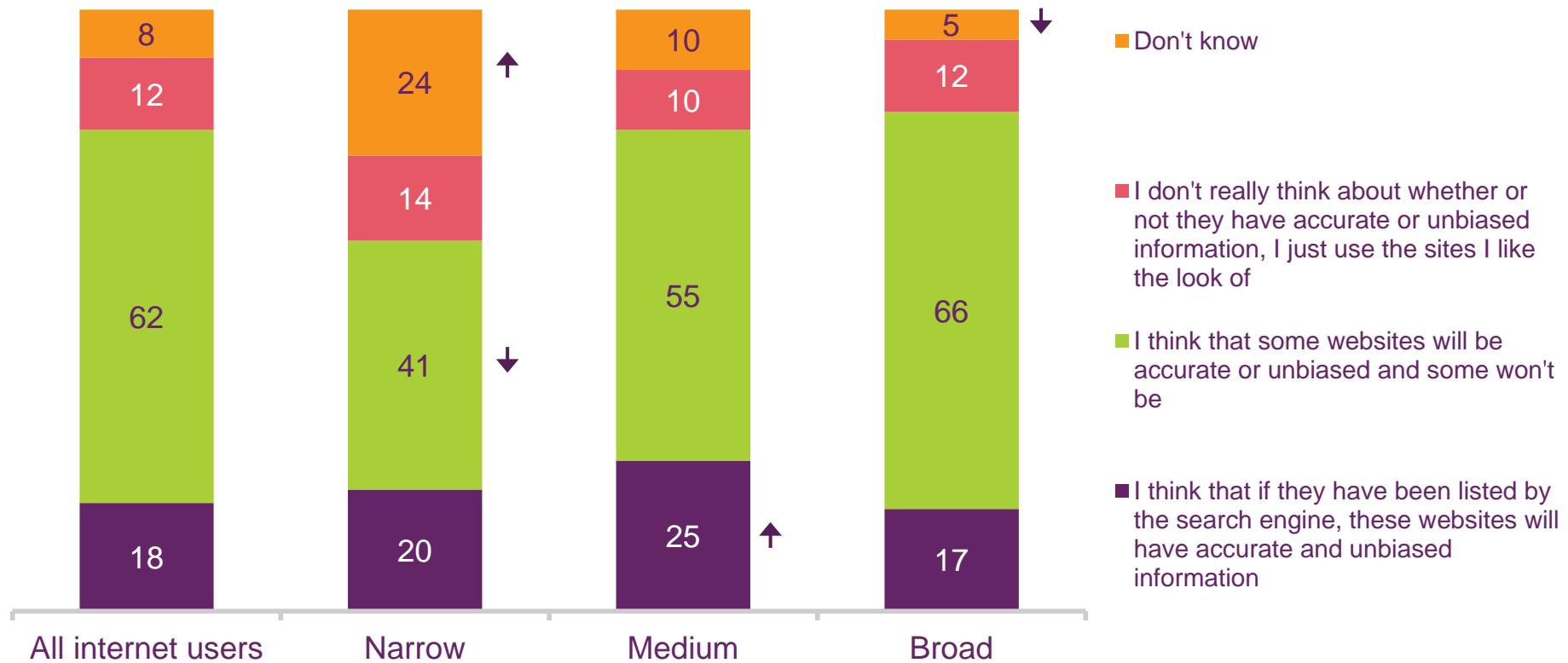
IN51 – When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (Prompted responses, single coded)
Base: All adults aged 16+ who go online and use search engines (1328), narrow (165), medium (245) and broad users (917). Significance testing shows any differences between any of the breadth of user categories and all internet users
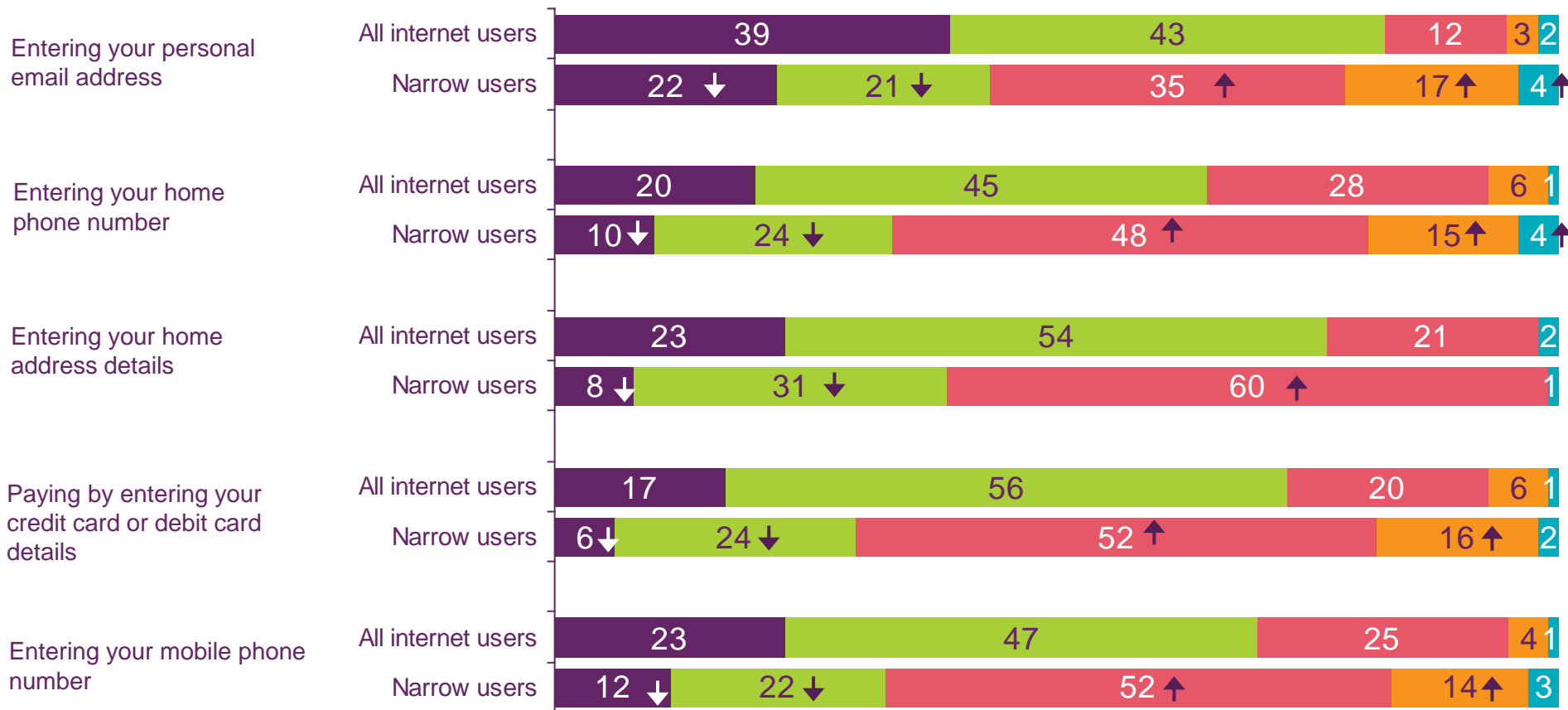
19

Figure 160: Understanding of paid-for results returned by Google searches among adults who use search engine websites or apps: narrow vs. all internet users

Legend:
- ■ All internet users
- ■ Narrow users

Response	All internet users	Narrow users
These are adverts/ sponsored links/ paid to appear here	60%	29% ↓
These are the best/ most relevant results	23%	19%
These are the most popular results used by other people	20%	21%
Don't know	12%	34% ↑
Only stated the correct response	49%	28% ↓

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 and use search engine websites or apps (1328), narrow users (165). Significance testing shows any differences between narrow users and all internet users.

Figure 161: Personal details prepared to enter online: narrow vs. all internet users
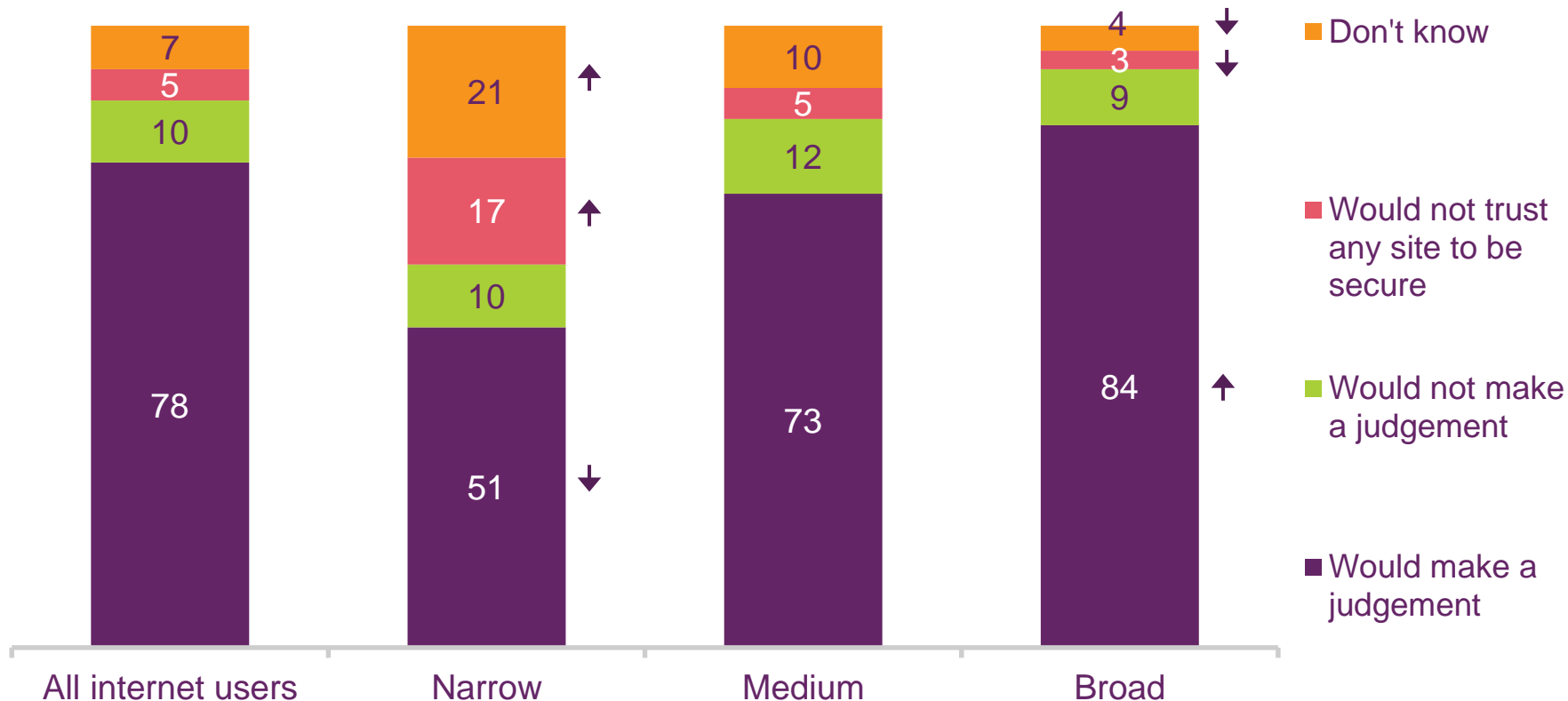
Legend:
- ■ Happy to do this
- ■ Have some concerns about doing this, but would do it
- ■ Would never do this because I have security concerns
- ■ Not applicable/ I don't have this
- ■ Don't know

Entering your personal email address
- All internet users: 39 | 43 | 12 | 3 | 2
- Narrow users: 22 ↓ | 21 ↓ | 35 ↑ | 17 ↑ | 4 ↑

Entering your home phone number
- All internet users: 20 | 45 | 28 | 6 | 1
- Narrow users: 10 ↓ | 24 ↓ | 48 ↑ | 15 ↑ | 4 ↑

Entering your home address details
- All internet users: 23 | 54 | 21 | 2
- Narrow users: 8 ↓ | 31 ↓ | 60 ↑ | 1

Paying by entering your credit card or debit card details
- All internet users: 17 | 56 | 20 | 6 | 1
- Narrow users: 6 ↓ | 24 ↓ | 52 ↑ | 16 ↑ | 2

Entering your mobile phone number
- All internet users: 23 | 47 | 25 | 4 | 1
- Narrow users: 12 ↓ | 22 ↓ | 52 ↑ | 14 ↑ | 3

IN38A-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)
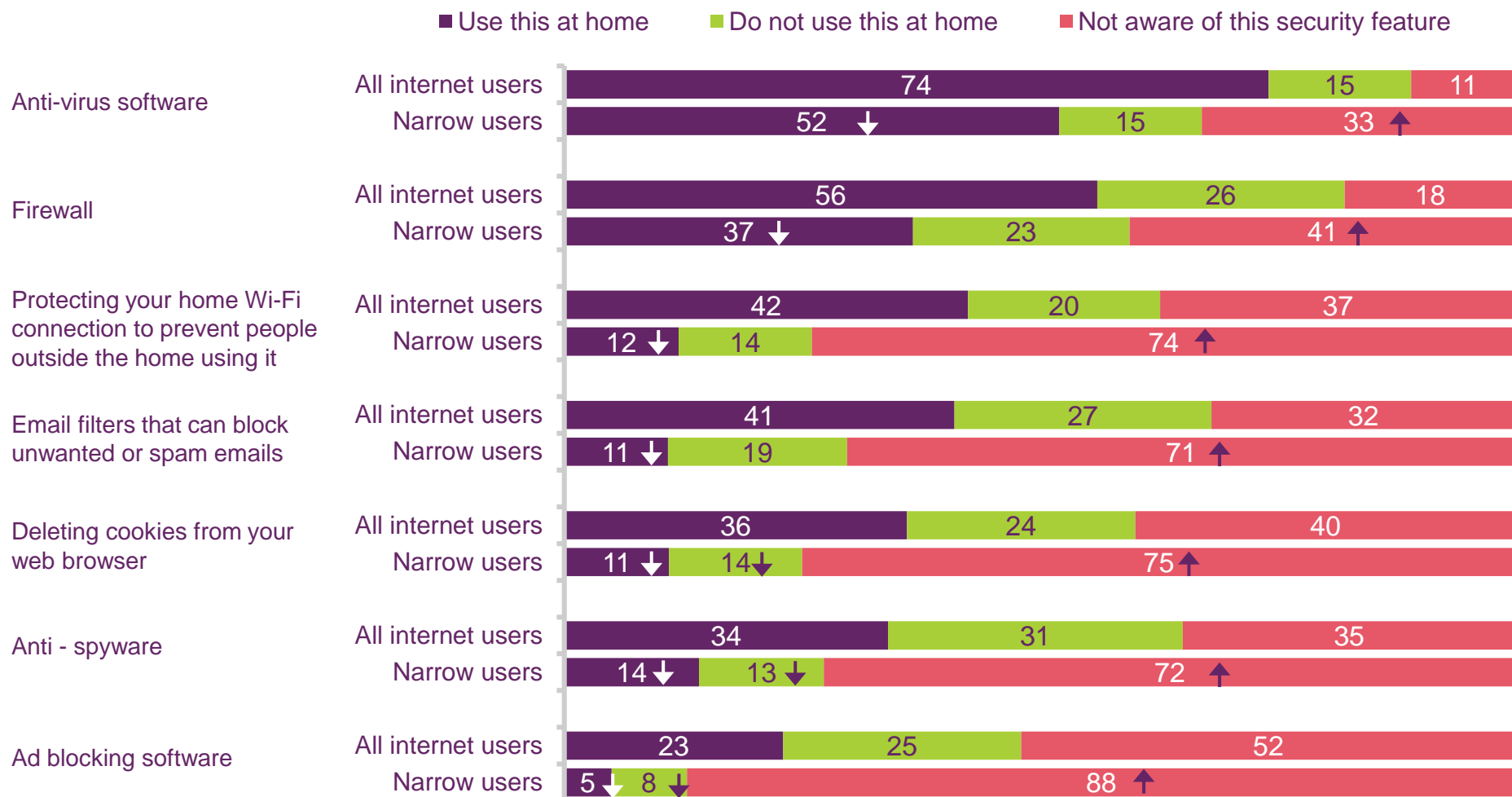Base: All adults aged 16+ who go online (1458) , narrow users (204). Significance testing shows any differences between narrow users and all internet users

Figure 162: Judgements made before entering personal details: narrow, medium and broad users

Legend:
- Don't know (orange)
- Would not trust any site to be secure (pink)
- Would not make a judgement (green)
- Would make a judgement (purple)

Data values:

Category	Would make a judgement	Would not make a judgement	Would not trust any site to be secure	Don't know
All internet users	78	10	5	7
Narrow	51	10	17	21
Medium	73	12	5	10
Broad	84	9	3	4

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: All adults aged 16+ who go online (1458), narrow (204), medium (267) and broad users (970). Significance testing shows any differences between any of the breadth of user categories and all internet users
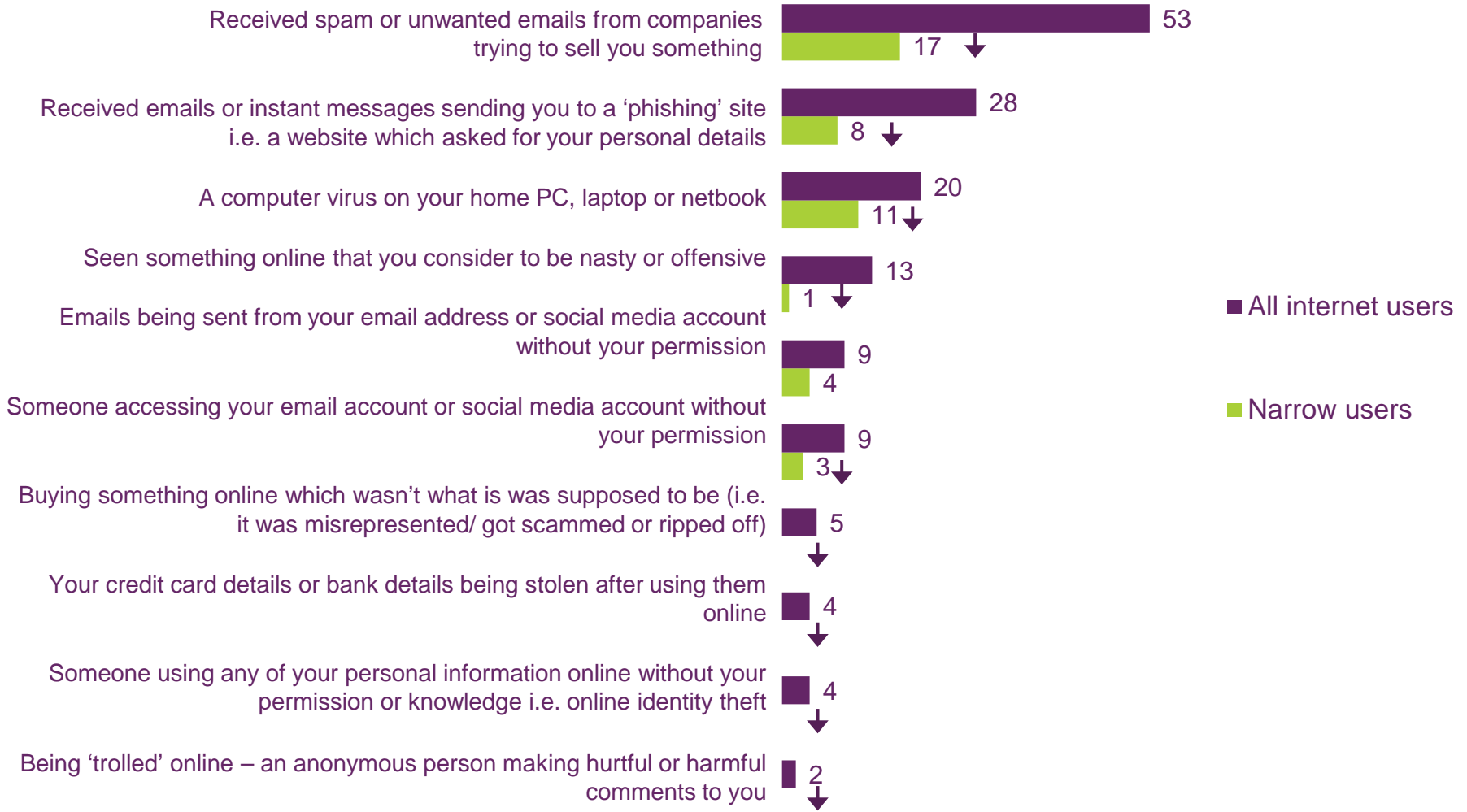
Figure 163: Security measures/ safety features installed on devices: narrow vs. all home internet users

Legend: ■ Use this at home ■ Do not use this at home ■ Not aware of this security feature

Anti-virus software
- All internet users: 74 | 15 | 11
- Narrow users: 52 ↓ | 15 | 33 ↑

Firewall
- All internet users: 56 | 26 | 18
- Narrow users: 37 ↓ | 23 | 41 ↑

Protecting your home Wi-Fi connection to prevent people outside the home using it
- All internet users: 42 | 20 | 37
- Narrow users: 12 ↓ | 14 | 74 ↑

Email filters that can block unwanted or spam emails
- All internet users: 41 | 27 | 32
- Narrow users: 11 ↓ | 19 | 71 ↑

Deleting cookies from your web browser
- All internet users: 36 | 24 | 40
- Narrow users: 11 ↓ | 14 ↓ | 75 ↑

Anti - spyware
- All internet users: 34 | 31 | 35
- Narrow users: 14 ↓ | 13 ↓ | 72 ↑

Ad blocking software
- All internet users: 23 | 25 | 52
- Narrow users: 5 ↓ | 8 ↓ | 88 ↑

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 (1398), narrow users (181). Significance testing shows any differences between narrow users and all internet users.

Figure 164: Experience of any negative types of online activity: narrow vs. all internet users

Received spam or unwanted emails from companies trying to sell you something — 53 / 17 ↓

Received emails or instant messages sending you to a 'phishing' site i.e. a website which asked for your personal details — 28 / 8 ↓

A computer virus on your home PC, laptop or netbook — 20 / 11 ↓

Seen something online that you consider to be nasty or offensive — 13 / 1 ↓

Emails being sent from your email address or social media account without your permission — 9 / 4

Someone accessing your email account or social media account without your permission — 9 / 3 ↓

Buying something online which wasn't what is was supposed to be (i.e. it was misrepresented/ got scammed or ripped off) — 5 ↓

Your credit card details or bank details being stolen after using them online — 4 ↓

Someone using any of your personal information online without your permission or knowledge i.e. online identity theft — 4 ↓

Being 'trolled' online – an anonymous person making hurtful or harmful comments to you — 2 ↓

■ All internet users

■ Narrow users

IN9 – Which, if any, of the following have you personally experienced in the last 12 months? (Prompted responses, multi-coded)
Base: All adults aged 16+ who go online (1458) , narrow users (204). Significance testing shows any differences between narrow users and all internet users
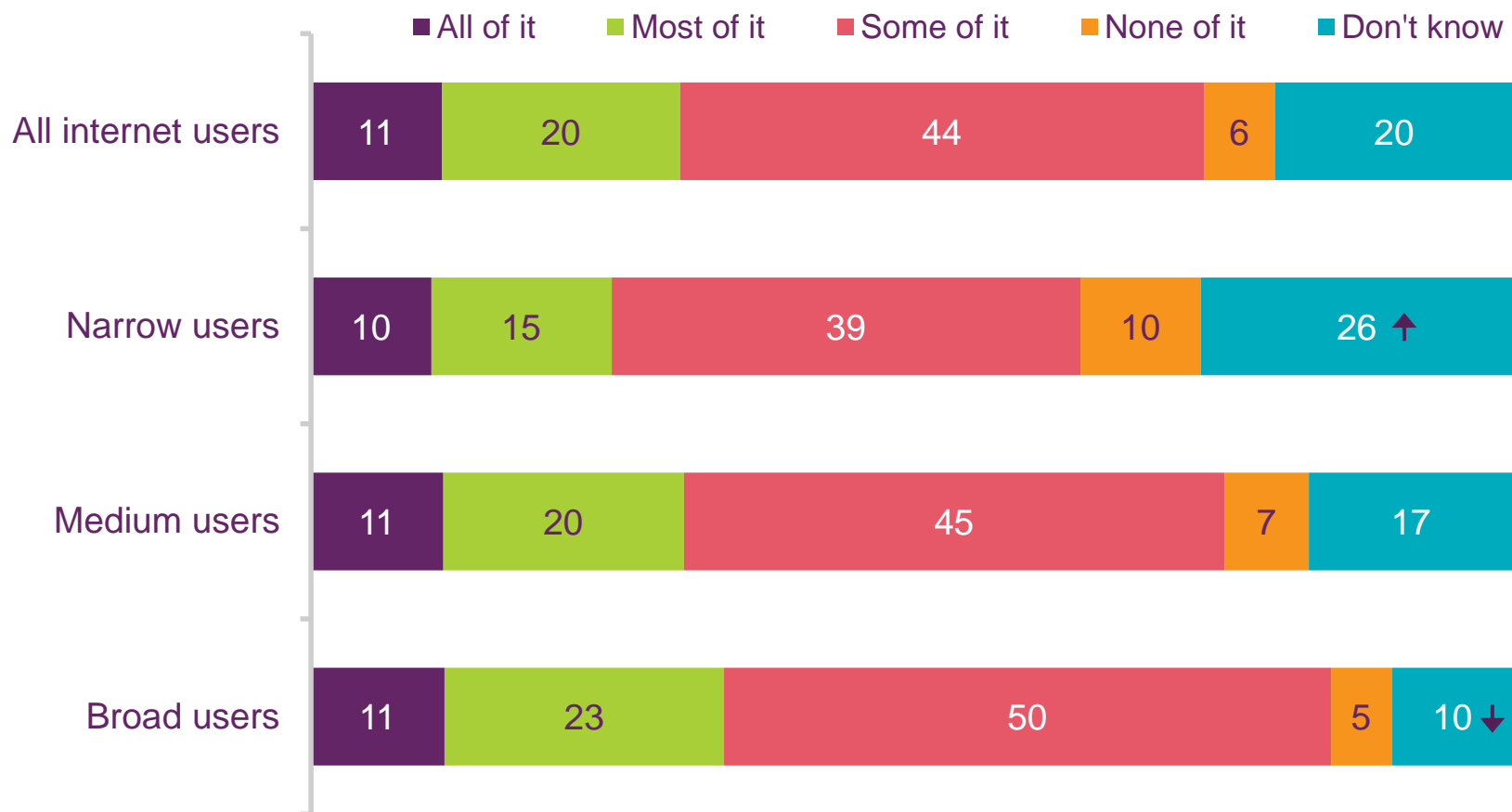
Figure 165: Concerns about the internet: narrow vs. all internet users
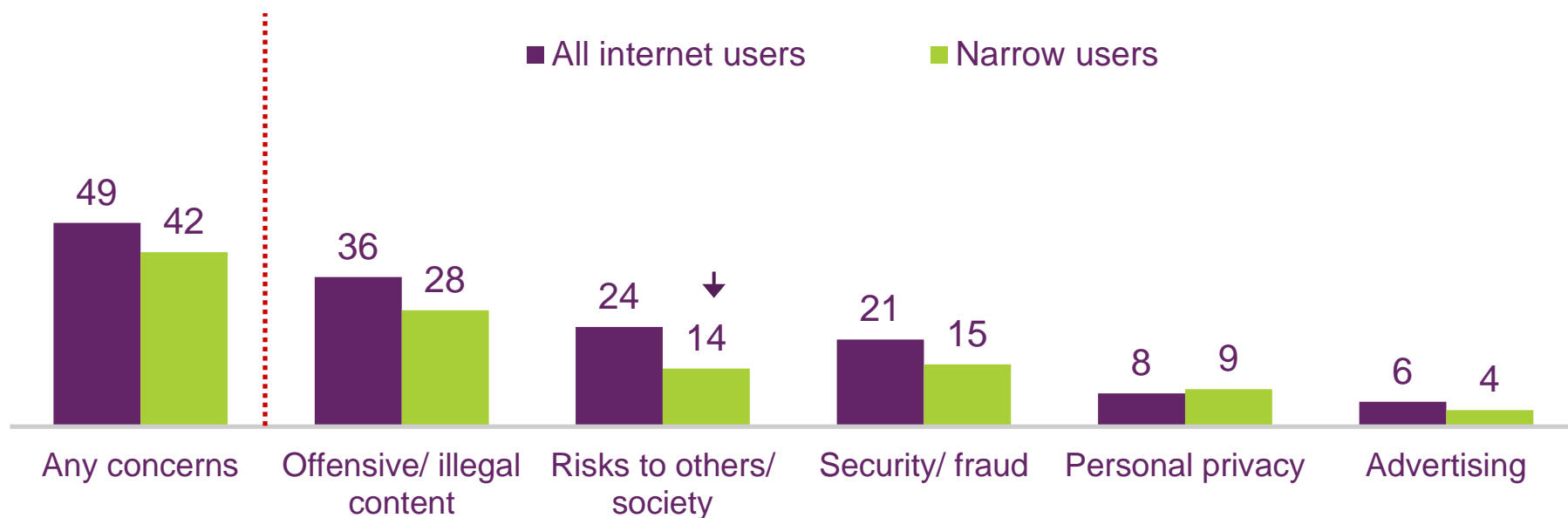
IN34 – Can you tell me if you have any concerns about what is on the internet? (Unprompted responses, multi-coded)
Base: All adults aged 16+ who go online (1458) , narrow users (204). Significance testing shows any differences between narrow users and all internet users

Figure 166: Opinion on how much of what can be seen or read online is regulated: narrow, medium and broad users

	All of it	Most of it	Some of it	None of it	Don't know
All internet users	11	20	44	6	20
Narrow users	10	15	39	10	26 ↑
Medium users	11	20	45	7	17
Broad users	11	23	50	5	10 ↓

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: All adults aged 16+ who go online (1458), narrow (204), medium (267) and broad users (970). Significance testing shows any differences between any of the breadth of user categories and all internet users

Figure 167: Incidence of non-use of the internet, by demographic group
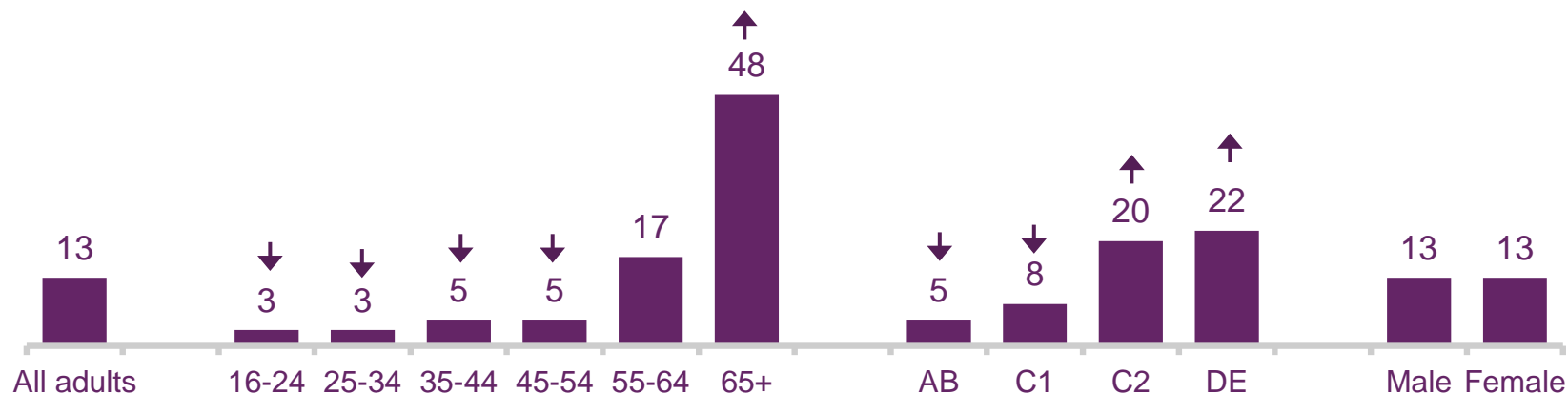
IN1/ IN2/ IN3 - Do you or does anyone in your household have access to the internet at home / Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about (Prompted responses, multi coded)
Base: All adults aged 16+ (1841 aged 16+, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 476 aged 65+, 404 AB, 544 C1, 403 C2, 490 DE, 900 male, 941 female). Significance testing shows any difference by age or socio-economic group compared to all adults, and between males and females.

Figure 168: Demographic profile of all UK adults, users and non-users of the internet

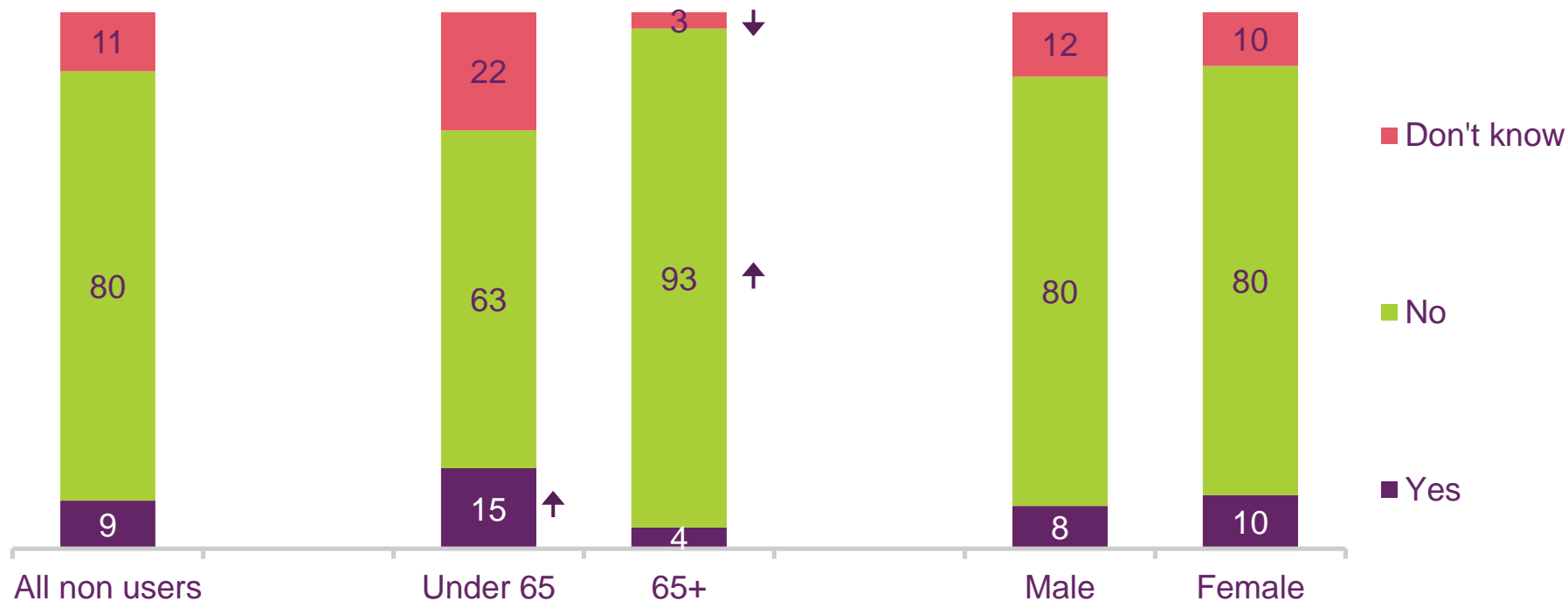| Demographic	All UK adults	Internet users	Non-users of the internet
Base	1841	1458	383
Aged 16-24	14%	15%	3%
Aged 25-34	18%	20%	3%
Aged 35-44	20%	20%	8%
Aged 45-54	14%	17%	6%
Aged 55-64	16%	16%	21%
Aged 65+	17%	12%	58%
AB	25%	29%	10%
C1	29%	28%	15%
C2	18%	20%	33%
DE	27%	22%	42%
Male	48%	49%	50%
Female	52%	51%	50%

Figure 169: Proxy use of the internet in the past year among non-users: 2010-15
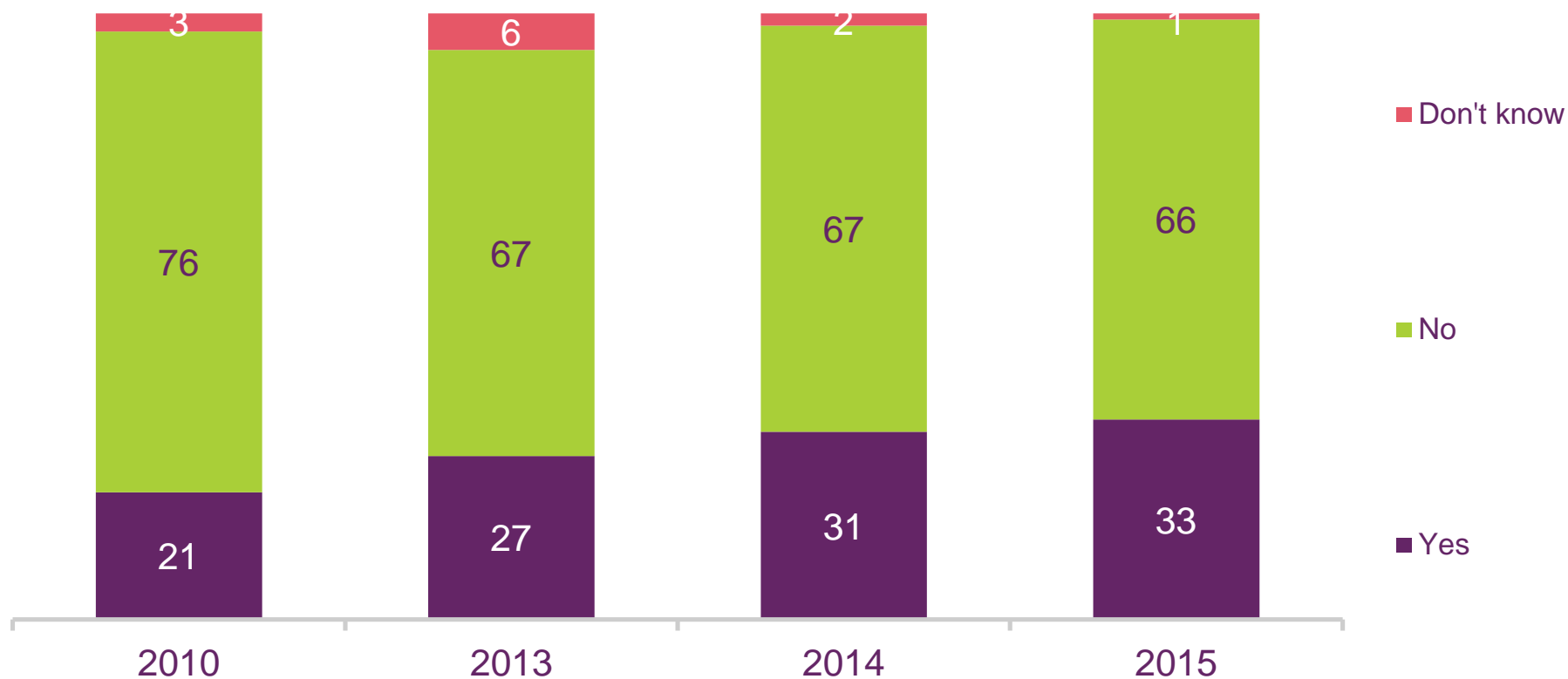
IN10 – In the past year, have you asked someone else to send an email for you, get information from the internet for you, or make a purchase from the internet on your behalf? (Prompted responses, single coded)
Base: All adults aged 16+ who do not go online at home or elsewhere (281 in 2014, 383 in 2015)
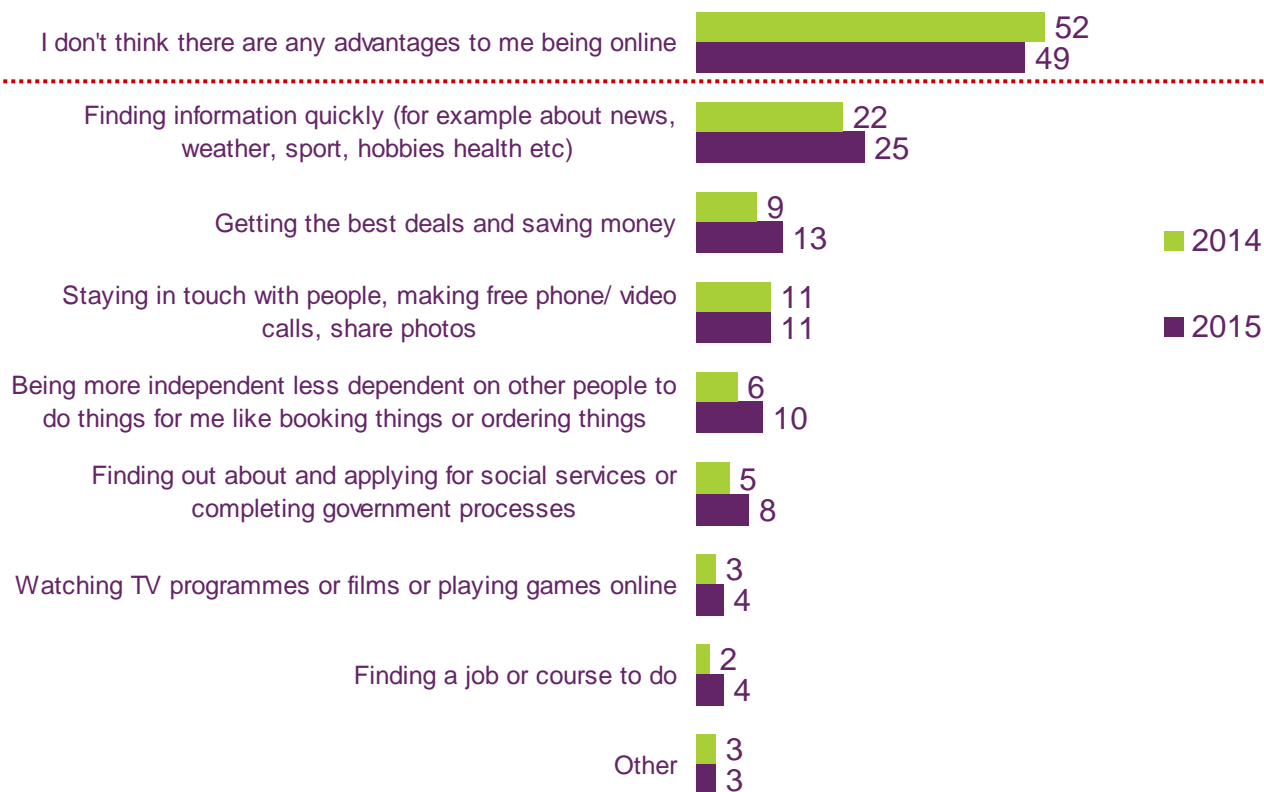
Figure 170: Whether will become an internet user in the next year, by age and gender

Legend:
- Don't know
- No
- Yes

	All non users	Under 65	65+	Male	Female
Don't know	11	22	3 ↓	12	10
No	80	63	93 ↑	80	80
Yes	9	15 ↑	4	8	10

IN11 – You said that you don't go online at the moment either at home or elsewhere using any type of device. Can you tell me if you think this will change in the next year or so? In other words that you will use the internet on a regular basis. (Prompted responses, single coded)
Base: All adults aged 16+ who do not go online at home or elsewhere (383 aged 16+, 147 aged 16-64, 236 aged 65+, 188 male, 195 female) Significance testing shows any differences between age groups and between males and females

Figure 171: Perceived advantages of being online among non-users

Advantage	2014	2015
I don't think there are any advantages to me being online	52	49
Finding information quickly (for example about news, weather, sport, hobbies health etc)	22	25
Getting the best deals and saving money	9	13
Staying in touch with people, making free phone/ video calls, share photos	11	11
Being more independent less dependent on other people to do things for me like booking things or ordering things	6	10
Finding out about and applying for social services or completing government processes	5	8
Watching TV programmes or films or playing games online	3	4
Finding a job or course to do	2	4
Other	3	3
ANY OF THESE ADVANTAGES	34	42
Don't know	14	10

IN12 Which, if any, of the following do you think would be the main advantages to you of being online? Can you think of any other advantages for you personally in being online? (Prompted responses, multi-coded)
Base: Adult internet users aged 16+ who do not go online at home or elsewhere (281 in 2014, 383 in 2015)