

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

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Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 1 2010	
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Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 1 2010	
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Base : All adults - ADDED AT WAVE 2 2009	
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Base : All adults - ADDED AT WAVE 2 2009	
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Base : All adults - ADDED AT WAVE 1 2010	
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Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009	
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Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009	
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Base : Those who use the internet at home or elsewhere	
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Base : Those who use the internet at home or elsewhere	
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Base : Those who use the internet at home or elsewhere - excluding those who do not visit news websites	
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Base : Those who use the internet at home or elsewhere - excluding those who do not visit social networking websites	
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Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2010	
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Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2010	
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Base : Those who have saved money in the last six months by booking travel online - ADDED AT WAVE 2 2009	
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Base : Those who have saved money in the last six months by comparing prices online - ADDED AT WAVE 2 2009	
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Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009	
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Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009	
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Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009	
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Base : All adults	
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Base : All adults	
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Base : Those who personally use a mobile phone	
M6 As far as you know, is mobile phone content - such as internet surfing and downloading videos from websites on your mobile - regulated at all? (EXPLANATION OF A REGULATOR PROVIDED IF NECESSARY).....	299
Base : All adults	
M6 As far as you know, is mobile phone content - such as internet surfing and downloading videos from websites on your mobile - regulated at all? (EXPLANATION OF A REGULATOR PROVIDED IF NECESSARY).....	300
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Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
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Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
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Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
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Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
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Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
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Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
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Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
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Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
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Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
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Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
NM8Q HOW OFTEN DO YOU USE MOBILE PHONE TO - Use your phone to make or receive calls over the internet (as opposed to over your mobile provider's network) on services such as Skype - ADDED AT WAVE 2 2010	317
Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010	
NM8R HOW OFTEN DO YOU USE MOBILE PHONE TO - Use Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.) - ADDED AT WAVE 2 2010	318
Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010	
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Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010	
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Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010	
SUMMARY OF TYPES OF THINGS USE MOBILE PHONE AT LEAST ONCE A WEEK	321
Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL	324
Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010	
SUMMARY OF TYPES OF THINGS USE MOBILE PHONE AT LEAST ONCE A WEEK	327
Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010	
SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL	330
Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010	
M9A AGREEMENT WITH STATEMENTS - Content on mobile phones must be free to be expressive and creative	333
Base : Those who personally use a mobile phone	

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M9B AGREEMENT WITH STATEMENTS - Mobile phone users must be protected from receiving inappropriate or offensive content.....	334
Base : Those who personally use a mobile phone	
EXTENT OF OVERLAP IN AGREEMENT WITH STATEMENTS ABOUT MOBILE PHONES.....	335
Base : Those who personally use a mobile phone	
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Base : Those who personally use a mobile phone	
G1 Does your household have	337
Base : All adults	
NG2 Do you ever play games at home or elsewhere in any of these ways?.....	338
Base : All adults	
G3 Have you ever downloaded games from the internet to play on any of the devices you use for games playing?	340
Base : Those who ever play electronic games in any of the ways detailed at G2	
G4 Do you ever play single or multiplayer games over the internet on any of these devices, which is often referred to as online game playing?	341
Base : Those who ever play electronic games in any of the ways detailed at G2	
G5 Please think about the HOURS that you spend game playing in a typical WEEK - so both weekdays and at the weekend ...How many HOURS in a typical WEEK would you say you play games?.....	342
Base : Those who ever play electronic games in any of the ways detailed at G2	
G6 Can you tell me if you have any concerns about gaming? IF YES - What sorts of things are you concerned about?.....	343
Base : All adults	
G6 Can you tell me if you have any concerns about gaming? IF YES - What sorts of things are you concerned about?.....	345
Base : Those who ever play electronic games in any of the ways detailed at G2	
G8 As far as you know, is gaming regulated at all?	347
Base : All adults	
G8 As far as you know, is gaming regulated at all?	348
Base : Those who regularly play console/ computer games	
NZ2A - PREFERRED WAY TO MAKE CONTACT - Getting in touch with a friend to arrange to meet.....	349
Base : All adults - ADDED AT WAVE 2 2009	
NZ2B - PREFERRED WAY TO MAKE CONTACT - Contacting the local council to find out about refuse collection	350
Base : All adults - ADDED AT WAVE 2 2009	
NZ2C - PREFERRED WAY TO MAKE CONTACT - Booking a holiday	351
Base : All adults - ADDED AT WAVE 2 2009	
NZ2D - PREFERRED WAY TO MAKE CONTACT - Checking your bank balance	352
Base : All adults - ADDED AT WAVE 2 2009	
NZ2E - PREFERRED WAY TO MAKE CONTACT - Completing government processes such as registering for tax credits, renewing driving licence, car tax or passport, completing tax return	353
Base : All adults - ADDED AT WAVE 2 2010	
Z3 As far as you know, is the press regulated in terms of what they show and write?.....	354
Base : All adults	
Z4A AGREEMENT WITH STATEMENTS - As long as newspapers provide news it doesn't really matter who owns them or how they're funded	355
Base : All adults	

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Z4B AGREEMENT WITH STATEMENTS - When I read newspapers, I tend to trust what I read	356
Base : All adults	
Z5 We have discussed digital television and radio, the internet, mobile phones and games players. Which of these are ways you prefer to learn about using such services or products?.....	357
Base : All adults	
Z6 Which if any, of these have you learned about through classes, training or any other type of formal learning?	358
Base : All adults	
Z7 Which, if any, of these would you be interested in learning more about?	360
Base : All adults	
NZ8 In the last 12 months have you made a complaint about any of these?	362
Base : All adults - ADDED AT WAVE 1 2010	
Z9A AGREEMENT WITH STATEMENTS - I consider myself to be involved in the local community.....	363
Base : All adults	
Z9B AGREEMENT WITH STATEMENTS - I consider myself to be involved in political or campaigning issues.....	364
Base : All adults	
Z9C AGREEMENT WITH STATEMENTS - I encourage and help my friends and family to make more use of technology	365
Base : All adults	
Z9D AGREEMENT WITH STATEMENTS - You can't trust anyone these days.....	366
Base : All adults - ADDED AT WAVE 2 2009	
Z9E AGREEMENT WITH STATEMENTS - If I went to look for a new job tomorrow, I feel I have the right kind of skills to get it.....	367
Base : All adults - ADDED AT WAVE 2 2009	
Z9E AGREEMENT WITH STATEMENTS - If I went to look for a new job tomorrow, I feel I have the right kind of skills to get it.....	368
Base : Those who use the internet at home or elsewhere	
NZ10A HOW OFTEN DO YOU - Visit your local library.....	369
Base : All adults - ADDED AT WAVE 1 2010	
NZ10C HOW OFTEN DO YOU - Find out about or pay for government or local authority services (such as council tax, car tax, passports and so on) ONLINE - so via email or visiting websites	370
Base : All adults - ADDED AT WAVE 2 2010	
NZ10B HOW OFTEN DO YOU - Find out about or pay for government or local authority services (such as council tax, car tax, passports and so on) by seeing someone in person,making a phone call or writing a letter - so apart from using the internet or by email	371
Base : All adults - ADDED AT WAVE 1 2010	
NZ10C HOW OFTEN DO YOU - Find out about or pay for government or local authority services (such as council tax, car tax, passports and so on) ONLINE - so via email or visiting websites	372
Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2010	
NZ10B HOW OFTEN DO YOU - Find out about or pay for government or local authority services (such as council tax, car tax, passports and so on) by seeing someone in person,making a phone call or writing a letter - so apart from using the internet or by email	373
Base : Those who use the internet at home or elsewhere	
C1 Please take a look at the options shown on this card and let me know which applies to you?.....	374
Base : All adults	
C2. How many people are there in your household in total (including yourself)?	375
Base : All adults	
C3 Do you have any children aged under 16 who live at home with you - where you are their parent or guardian?	376
Base : All adults	

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HOUSEHOLD TYPE	377
Base : All adults	
C4 And what ages are these children?	378
Base : Those with children aged under 16 at home	
C5 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?	379
Base : All adults	
C6 Are you currently working?	381
Base : All adults	
C7 At what age did you finish your education?/ At what age do you expect to finish your education?	382
Base : All adults	
NC7A Which of these options best describes how you feel about your ability to read and write?	383
Base : All adults - ADDED AT WAVE 1 2010	
NC7B Can you tell me if your annual household income from all sources before tax and other deductions is above or below £11,500?.....	384
Base : All adults - ADDED AT WAVE 1 2010	
C8 Which option applies to your household for the total annual household income from all sources before tax and deductions?	385
Base : All adults	
NC9A Do you have any long-standing illness, disability or infirmity?.....	386
Base : All adults - ADDED AT WAVE 1 2010	
NC9B Does this illness, disability or infirmity limit your activities in any way?	387
Base : Those with a long standing illness/ disability or infirmity - ADDED AT WAVE 1 2010	
NC9D Which of these, if any, limit your activities?	388
Base : Those whose long standing illness/ disability or infirmity limits their activities in any way - ADDED AT WAVE 1 2010	
C12 Is there a landline phone in your home that can be used to make and receive calls? IF YES: Can this phone be used to make and receive calls?.....	390
Base : All adults	
NC13 And which of these options applies to your home?	391
Base : All adults - ADDED AT WAVE 2 2009	
C13 Which of these groups best describes you?	392
Base : All adults	
C14 We may wish to contact you in the future for research purposes. Would you be willing to be re-contacted?	397
Base : All adults	
C15 Can I make a note of your phone number in case we needs to contact you again?.....	398
Base : Those willing to be recontacted	

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**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.

LOCATION

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Urban	1734	268	249	127	122	1734	633	373	1359	1552	141
	87%	84%	74%	72%	75%	87%	82%	77%	86%	85%	96%
		bcd				bcd			g		i
Rural	270	49	89	48	40	270	139	114	216	267	6
	13%	16%	26%	28%	25%	13%	18%	23%	14%	15%	4%
			ae	ae	ae			h		j	

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

REGION/ NATION

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
London	244	34	26	17	8	244	63	27	216	149	76
	12%	11% d	8%	10%	5%	12% bd	8%	6%	14% g	8%	52% i
South East	274	49	40	23	17	274	99	42	222	249	16
	14%	15%	12%	13%	11%	14%	13%	9%	14% g	14%	11%
South West	170	28	25	9	17	170	58	32	132	163	5
	8%	9%	7%	5%	10% c	8% c	7%	6%	8%	9% j	3%
Eastern	184	36	26	12	15	184	66	35	142	173	6
	9%	11% c	8%	7%	9%	9%	9%	7%	9%	10% j	4%
East Midlands	143	24	19	10	8	143	47	22	118	141	1
	7%	7%	6%	6%	5%	7%	6%	5%	7% g	8% j	1% *
West Midlands	178	32	18	11	7	178	61	26	146	161	12
	9%	10% bd	5%	6%	4%	9% bd	8%	5%	9% g	9%	8%
Wales	98	13	39	19	20	98	63	52	77	96	1
	5%	4%	12% ae	11% ae	12% ae	5%	8%	11% h	5%	5% j	1% 1%
Yorkshire & Humber	169	22	26	14	12	169	72	37	125	161	5
	8%	7%	8%	8%	8%	8%	9%	8%	8%	9% j	3%
North East	86	17	17	9	8	86	42	28	63	85	2
	4%	5%	5%	5%	5%	4%	5%	6%	4%	5%	2%
North West	228	30	39	15	24	228	80	52	162	222	4
	11%	9%	11%	9%	15% c	11%	10%	11%	10%	12% j	3%

Scotland

174
9%

23
7%

29
9%

19
11%

10
6%

174
9%

68
9%

76
16%
h

130
8%

167
9%

9
6%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

REGION/ NATION

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Northern Ireland	55	9	34	17	17	55	52	56	42	52	9
	3%	3%	10%	10%	10%	3%	7%	12%	3%	3%	6%
			ae	ae	ae			h			i

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

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

S1 What is the occupation of the main wage earner in your household?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
A	27 1%	2 1%	6 2%	4 2%	1 1%	27 1%	6 1%	4 1%	25 2%	25 1%	2 2%
B	480 24%	89 28% bc	68 20%	35 20%	33 20%	480 24%	68 9%	83 17%	403 26% g	442 24%	31 21%
C1	589 29%	89 28%	86 25%	46 26%	40 25%	589 29%	86 11%	113 23%	483 31% g	522 29%	53 36%
C2	361 18%	61 19%	64 19%	36 20%	28 17%	361 18%	64 8%	86 18%	299 19%	337 19%	23 15%
D	288 14%	48 15%	43 13%	26 15%	17 11%	288 14%	278 36%	67 14%	220 14%	259 14%	21 15%
E	259 13%	27 9%	71 21% ae	29 16% a	43 26% ace	259 13% a	271 35%	134 27% h	145 9%	234 13%	16 11%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

S2 AGE OF RESPONDENT

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	486	1575	1820	146
16 - 17	49 2%	- -%	- -%	- -%	- -%	49 2% abcd	16 2%	7 2%	43 3%	41 2%	5 3%
18 - 24	225 11%	- -%	- -%	- -%	- -%	225 11% abcd	72 9%	25 5%	206 13% g	189 10%	27 18% i
25 - 34	380 19%	- -%	- -%	- -%	- -%	380 19% abcd	107 14%	36 8%	349 22% g	334 18%	37 25% i
35 - 44	412 21%	- -%	- -%	- -%	- -%	412 21% abcd	106 14%	70 14%	340 22% g	367 20%	36 25%
45 - 54	283 14%	- -%	- -%	- -%	- -%	283 14% abcd	59 8%	48 10%	234 15% g	254 14%	24 16%
55 - 64	317 16%	317 100% bcde	- -%	- -%	- -%	317 16% bcd	76 10%	88 18% h	211 13%	304 17% j	10 7%
65 - 74	202 10%	- -%	175 52% ade	175 100% abde	- -%	202 10% ad	175 23%	110 23% h	130 8%	197 11% j	6 4%
75-79	67 3%	- -%	76 23% ace	- -%	76 47% abce	67 3% ac	76 10%	45 9% h	36 2%	66 4%	1 1%
80+	69 3%	- -%	86 26% ace	- -%	86 53% abce	69 3% ac	86 11%	56 12% h	25 2%	68 4% j	1 *%
Refused	*	-	-	-	-	*	*	1	-	-	1

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

S2 AGE OF RESPONDENT

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
16 - 17	48 3%	- -%	- -%	- -%	** **	48 3% ab	15 4%	7 3%	42 3%	41 3%	4 4%
18 - 24	204 14%	- -%	- -%	- -%	** **	204 14% abc	56 14%	19 8%	191 15% g	174 13%	24 20% i
25 - 34	342 23%	- -%	- -%	- -%	** **	342 23% abc	81 21%	24 10%	322 26% g	297 22%	35 30%
35 - 44	347 23%	- -%	- -%	- -%	** **	347 23% abc	73 19%	53 23%	295 23%	308 23%	30 26%
45 - 54	227 15%	- -%	- -%	- -%	** **	227 15% abc	34 9%	36 15%	189 15%	204 15%	18 16%
55 - 64	205 14%	205 100% bce	- -%	- -%	** **	205 14% bc	34 9%	48 20% h	146 12%	201 15% j	2 2%
65 - 74	83 6%	- -%	69 72% ae	69 100% abe	** **	83 6% a	69 18%	30 13% h	59 5%	80 6%	2 2%
75-79	17 1%	- -%	15 15% ace	- -%	** **	17 1%	15 4%	8 3% h	9 1%	17 1%	- -%
80+	10 1%	- -%	13 13% ace	- -%	** **	10 1%	13 3%	9 4% h	3 *%	10 1%	- -%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

GENDER

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Male	962	159	149	83	66	962	331	248	747	862	73
	48%	50%	44%	48%	41%	48%	43%	51%	47%	47%	50%
		d									
Female	1042	158	188	92	96	1042	441	239	827	957	73
	52%	50%	56%	52%	59%	52%	57%	49%	53%	53%	50%
					a						

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**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.

A1 Which of the following do you regularly do?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
Watch television	1894 95%	302 95%	324 96%	169 97%	155 96%	1894 95%	740 96%	461 95%	1489 95%	1730 95%	132 90%
Use a mobile phone (or BlackBerry/ Smartphone)	1559 78%	227 72% bcd	149 44% d	93 53% bd	55 34%	1559 78% abcd	507 66%	286 59%	1293 82% g	1407 77%	120 81%
Read newspapers/ magazines	1430 71%	245 77% e	255 75%	140 80% de	115 71%	1430 71%	559 72%	345 71%	1127 72%	1310 72% j	93 63%
Listen to the radio	1385 69%	235 74%	233 69%	121 69%	112 69%	1385 69%	484 63%	314 65%	1116 71% g	1291 71% j	72 49%
Use the internet via a computer/ laptop	1344 67%	177 56% bcd	83 24% d	61 35% bd	21 13%	1344 67% abcd	323 42%	204 42%	1149 73% g	1206 66%	106 72%
Watch videos/ DVDs	1160 58%	150 47% bd	120 36%	72 41% d	48 30%	1160 58% abcd	380 49%	227 47%	949 60% g	1054 58%	82 56%
Listen to music on hi-fi/ CD or tape player	924 46%	150 47% bcd	111 33%	66 38% d	45 28%	924 46% bcd	313 40%	210 43%	735 47%	850 47% j	56 38%
Listen to a portable music device/ MP3 player (like an iPod)	570 28%	49 15% bcd	13 4%	7 4%	7 4%	570 28% abcd	117 15%	71 14%	503 32% g	516 28%	40 27%
Play console/ computer games	495 25%	32 10% bd	21 6% d	18 10% d	3 2%	495 25% abcd	153 20%	84 17%	421 27% g	448 25%	34 23%

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

Prepared by Saville Rossiter-Base : 01727 899 399

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OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

A1 Which of the following do you regularly do?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Use a portable media player (like an iPod Touch or Archos)	276 14%	32 10% bcd	5 2%	3 2%	2 1%	276 14% bcd	54 7%	34 7%	245 16% g	253 14%	18 13%
None of these	3 *%	- -%	- -%	- -%	- -%	3 *%	- -%	- -%	3 *%	2 *%	1 1%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
18**

Any break column with 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 Which one of these would you miss doing the most?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Watch television	879	154	213	107	106	879	442	272	645	803	59
	44%	49%	63% ae	61% ae	65% ae	44%	57%	56% h	41%	44%	40%
Use the internet via a computer/ laptop/ notebook	331	31	11	10	1	331	69	37	292	299	28
	17%	10% bd	3%	6% d	1%	17% abcd	9%	8%	19% g	16%	19%
Use a mobile phone (or BlackBerry/ Smartphone)	256	20	5	2	3	256	66	42	223	216	30
	13%	6% bcd	1%	1%	2%	13% abcd	9%	9%	14% g	12%	20% i
Listen to the radio	205	55	52	27	25	205	72	46	162	197	6
	10%	17% e	15% e	15% e	15% e	10%	9%	9%	10%	11% j	4%
Read newspapers/ magazines	85	26	30	18	12	85	39	26	63	81	3
	4%	8% e	9% e	10% e	8% e	4%	5%	5%	4%	4%	2%
Listen to music on hi-fi/ CD or tape player	66	13	9	4	5	66	25	15	53	62	4
	3%	4%	3%	2%	3%	3%	3%	3%	3%	3%	3%
Listen to a portable music device/ MP3 player (like an iPod)	41	9	-	-	-	41	11	5	37	37	2
	2%	3% bcd	-%	-%	-%	2% bc	1%	1%	2%	2%	2%
Play console/ computer games	40	*	3	2	1	40	20	12	28	34	3
	2%	*%	1%	1%	1%	2% a	3%	3%	2%	2%	2%
Watch videos/ DVDs	27	1	5	2	3	27	8	11	17	24	5
	1%	*%	1%	1%	2%	1%	1%	2% h	1%	1%	3%

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

Any break column with 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 Which one of these would you miss doing the most?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Use a portable media player (like an iPod Touch or Archos)	19 1%	2 1%	- -%	- -%	- -%	19 1% b	4 *%	3 1%	15 1%	19 1%	- -%
None of these	28 1%	4 1%	5 2%	3 2%	3 2%	28 1%	11 1%	13 3% h	14 1%	23 1%	4 3%
Don't know	29 1%	2 1%	4 1%	1 1%	3 2%	29 1%	5 1%	4 1%	25 2%	26 1%	2 1%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NA3 Do you mean watching television...?

Base : Those who would miss watching television the most - ADDED AT WAVE 1 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	961	174	273	159	114	961	507	283	676	898	61
Effective Weighted Sample	693	126	220	132	94	693	372	263	487	641	55
Total	879	154	213	107	106	879	442	272	645	803	59
On a TV set, to watch something as it is broadcast	794	138	205	101	104	794	424	256	579	722	**
	90%	90%	96%	95%	98%	90%	96%	94%	90%	90%	**
			ae		ae			h			
On a TV set, to watch something that had been recorded to watch later	82	15	6	4	2	82	16	15	64	78	**
	9%	10%	3%	3%	2%	9%	4%	6%	10%	10%	**
		bcd				bcd			g		
Don't know	3	*	2	2	-	3	2	1	2	3	**
	*%	*%	1%	2%	-%	*%	*%	*%	*%	*%	**
				e							

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NA4/5 What would you miss doing on the internet the most?

Base : Those who would miss using the internet via a computer/ laptop the most - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE ~f	REPORTS ~g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	337	32	18	15	3	337	75	46	290	306	30
Effective Weighted Sample	252	24	16	13	3	252	54	43	217	228	27
Total	331	31	11	10	1	331	69	37	292	299	28
Sending and receiving emails	98 30%	** **	** **	** **	** **	98 30%	** **	** **	84 29%	88 29%	** **
Looking at social networking sites such as Facebook, MySpace, Bebo or Twitter	75 23%	** **	** **	** **	** **	75 23%	** **	** **	68 23%	64 22%	** **
Finding information for your work/ job/ studies	41 12%	** **	** **	** **	** **	41 12%	** **	** **	37 13%	37 12%	** **
Banking and paying bills online	20 6%	** **	** **	** **	** **	20 6%	** **	** **	20 7%	20 7%	** **
Buying and selling things online	16 5%	** **	** **	** **	** **	16 5%	** **	** **	14 5%	15 5%	** **
Looking at news websites	12 4%	** **	** **	** **	** **	12 4%	** **	** **	11 4%	12 4%	** **
Finding information for your leisure time, including cinema and music	11 3%	** **	** **	** **	** **	11 3%	** **	** **	11 4%	11 4%	** **
Using online chat rooms or Instant Messaging	8 2%	** **	** **	** **	** **	8 2%	** **	** **	8 3%	8 3%	** **
Listening to or downloading music	7 2%	** **	** **	** **	** **	7 2%	** **	** **	6 2%	6 2%	** **
Playing games online	7 2%	** **	** **	** **	** **	7 2%	** **	** **	7 2%	7 2%	** **
Online gambling	5 1%	** **	** **	** **	** **	5 1%	** **	** **	3 1%	5 2%	** **
Columns Tested: a,b,c,d,e - g,h - i,j											

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NA4/5 What would you miss doing on the internet the most?

Base : Those who would miss using the internet via a computer/ laptop the most - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE ~f	REPORTS ~g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	337	32	18	15	3	337	75	46	290	306	30
Effective Weighted Sample	252	24	16	13	3	252	54	43	217	228	27
Total	331	31	11	10	1	331	69	37	292	299	28
Watching online or downloading TV programmes	3 1%	** **	** **	** **	** **	3 1%	** **	** **	3 1%	2 1%	** **
Making or receiving calls online (e.g. Skype)	3 1%	** **	** **	** **	** **	3 1%	** **	** **	3 1%	1 *%	** **
Doing an online course to achieve a qualification	2 1%	** **	** **	** **	** **	2 1%	** **	** **	2 1%	2 1%	** **
Finding information about public services provided by local or national government - such as education, health, environment, and so on	2 1%	** **	** **	** **	** **	2 1%	** **	** **	1 *%	2 1%	** **
Something else	21 6%	** **	** **	** **	** **	21 6%	** **	** **	15 5%	20 7%	** **

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**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.

T1 Do you have any TV sets that are used at all in your household? IF YES - Do any of your TV sets receive extra channels, or do you only have terrestrial TV?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Satellite TV with a monthly subscription (such as through Sky)	797 40%	109 34% bd	81 24% d	56 32% bd	25 16%	797 40% bcd	231 30%	152 31%	667 42% g	703 39%	74 50% i
Freeview (through a set-top box or digital TV set)	760 38%	130 41%	165 49% ae	80 46% e	84 52% ae	760 38%	375 49%	217 45% h	570 36%	708 39% j	36 24%
Cable TV (through Virgin Media/ NTL/ Telewest)	288 14%	47 15% bcd	28 8%	16 9%	12 7%	288 14% bcd	86 11%	61 12%	222 14%	267 15%	17 12%
Terrestrial TV only	155 8%	28 9%	63 19% ae	25 14% ae	38 23% ace	155 8%	92 12%	52 11% h	117 7%	139 8%	17 12%
Satellite TV with no monthly subscription (such as through Freesat)	70 3%	19 6% e	13 4%	9 5%	4 2%	70 3%	27 3%	17 3%	51 3%	62 3%	8 5%
Digital TV via broadband DSL line (through BT Vision or Tiscali TV)	35 2%	4 1%	4 1%	2 1%	2 1%	35 2%	6 1%	7 1%	28 2%	33 2%	1 1%
ANY MULTICHANNEL TV	1814 91%	284 90% bd	273 81%	150 85% d	124 76%	1814 91% bcd	676 88%	425 87%	1430 91% g	1653 91% j	125 85%
No TVs in the household	35 2%	5 1%	1 *% *	* *% *	1 1%	35 2% b	4 *% *	10 2%	28 2%	28 2%	5 3%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NT2A Does your household have Sky+?

Base : Those with Sky Satellite TV - ADDED AT WAVE 1 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	847	116	115	85	30	847	280	163	683	769	75
Effective Weighted Sample	606	82	95	72	25	606	192	151	494	540	67
Total	797	109	81	56	25	797	231	152	667	703	74
Yes	593	77	46	**	**	593	145	105	501	533	**
	74%	71%	56%	**	**	74%	63%	69%	75%	76%	**
		b				b					
No	201	32	34	**	**	201	84	46	163	167	**
	25%	29%	42%	**	**	25%	36%	30%	24%	24%	**
			ae								
Don't know	3	-	2	**	**	3	2	1	3	3	**
	*%	-%	2%	**	**	*%	1%	1%	*%	*%	**
			e								

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

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

NT2B Does your Freesat set top box allow you to record and store TV programmes, and/ or pause and rewind live TV programmes?

Base : Those with Freesat - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	75	17	15	11	4	75	32	17	57	68	7
Effective Weighted Sample	54	13	12	9	3	54	23	16	41	49	6
Total	70	19	13	9	4	70	27	17	51	62	8
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NT2C Does your household have V+?

Base : Those with Cable TV - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	~f	~g	h	i	~j
Significance Level: 95%											
Unweighted total	249	43	36	24	12	249	84	61	188	231	18
Effective Weighted Sample	204	34	28	20	9	204	64	57	154	188	16
Total	288	47	28	16	12	288	86	61	222	267	17
Yes	121	**	**	**	**	121	**	**	94	120	**
	42%	**	**	**	**	42%	**	**	42%	45%	**
No	165	**	**	**	**	165	**	**	126	144	**
	57%	**	**	**	**	57%	**	**	57%	54%	**
Don't know	2	**	**	**	**	2	**	**	2	2	**
	1%	**	**	**	**	1%	**	**	1%	1%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NT2D Does your Freeview box or Freeview TV set allow you to record and store TV programmes, and/ or pause and rewind live TV programmes (this includes Freeview Playback, Freeview Plus boxes or separate DVR boxes)?

Base : Those with Freeview - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	~j
Unweighted total	823	138	209	122	87	823	412	232	590	778	41
Effective Weighted Sample	610	103	173	104	75	610	311	216	439	575	34
Total	760	130	165	80	84	760	375	217	570	708	36
Yes	169	48	33	18	**	169	70	39	130	160	**
	22%	37%	20%	23%	**	22%	19%	18%	23%	23%	**
		bce									
No	560	75	117	55	**	560	280	165	423	517	**
	74%	58%	71%	68%	**	74%	75%	76%	74%	73%	**
		a	a			a					
Don't know	30	7	15	8	**	30	25	13	18	30	**
	4%	5%	9%	9%	**	4%	7%	6%	3%	4%	**
			e	e							

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

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

NT2E Does your broadband TV service allow you to record and store TV programmes, and/ or pause and rewind live TV programmes?

Base : Those with Broadband TV - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All ~e	65+ OR DE ~f	REPORTS ~g	DOES NOT REPORT ~h	WHITE ~i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	36	7	5	3	2	36	11	7	29	35	1
Effective Weighted Sample	24	4	4	3	2	24	7	6	19	23	1
Total	35	4	4	2	2	35	6	7	28	33	1
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

SUMMARY OF DVR HOUSEHOLD OWNERSHIP

Base : All adults - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Sky+	593	77	46	30	15	593	145	105	501	533	48
	30%	24%	13%	17%	9%	30%	19%	21%	32%	29%	33%
		bcd		d		abcd			g		
Freeview Playback/ Plus Box or separate DVR	169	48	33	18	14	169	70	39	130	160	6
	8%	15%	10%	10%	9%	8%	9%	8%	8%	9%	4%
		bde								j	
V+	121	19	9	5	3	121	33	24	94	120	1
	6%	6%	3%	3%	2%	6%	4%	5%	6%	7%	1%
		bd				bcd				j	
DVR function via Broadband TV	21	3	1	1	-	21	1	1	19	19	1
	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
DVR function via Freesat set-top box	17	6	1	1	-	17	5	3	12	17	1
	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%
		b									
ANY DVR	895	146	86	53	33	895	247	170	732	825	56
	45%	46%	25%	30%	20%	45%	32%	35%	46%	45%	38%
		bcd		d		bcd			g		
NO DVR	1109	171	251	122	130	1109	525	317	842	995	91
	55%	54%	75%	70%	80%	55%	68%	65%	54%	55%	62%
			ae	ae	ace			h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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 DVR HOUSEHOLD OWNERSHIP

Base : Those with multichannel TV - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1886	299	355	225	130	1886	763	451	1432	1748	131
Effective Weighted Sample	1396	222	289	189	109	1396	558	419	1067	1282	114
Total	1814	284	273	150	124	1814	676	425	1430	1653	125
Sky+	593	77	46	30	15	593	145	105	501	533	48
	33%	27%	17%	20%	12%	33%	21%	25%	35%	32%	39%
		bd				bcd			g		
Freeview Playback/ Plus Box or separate DVR	169	48	33	18	14	169	70	39	130	160	6
	9%	17%	12%	12%	11%	9%	10%	9%	9%	10%	5%
		e								j	
V+	121	19	9	5	3	121	33	24	94	120	1
	7%	7%	3%	4%	3%	7%	5%	6%	7%	7%	1%
		b				b				j	
DVR function via Broadband TV	21	3	1	1	-	21	1	1	19	19	1
	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
DVR function via Freesat set-top box	17	6	1	1	-	17	5	3	12	17	1
	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%
		b									
ANY DVR	895	146	86	53	33	895	247	170	732	825	56
	49%	51%	31%	36%	26%	49%	36%	40%	51%	50%	45%
		bcd				bcd			g		
NO DVR	919	138	187	96	91	919	429	255	698	828	69
	51%	49%	69%	64%	74%	51%	64%	60%	49%	50%	55%
			ae	ae	ae			h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NT2F When you watch television, do you...

Base : Those with a DVR - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	~j
Unweighted total	892	144	121	82	39	892	283	183	708	835	54
Effective Weighted Sample	664	108	97	70	30	664	201	170	530	616	49
Total	895	146	86	53	33	895	247	170	732	825	56
Mostly watch programmes as they are broadcast	428	87	52	**	**	428	140	92	343	397	**
	48%	59%	60%	**	**	48%	57%	54%	47%	48%	**
		e	e								
Mostly watch programmes that have been recorded to watch later from your TV recorder	189	17	9	**	**	189	34	28	158	180	**
	21%	12%	10%	**	**	21% ab	14%	16%	22%	22%	**
Equal share of broadcast programmes and those recorded to watch later from your TV recorder	176	27	15	**	**	176	40	35	146	158	**
	20%	19%	17%	**	**	20%	16%	20%	20%	19%	**
Don't know	102	14	11	**	**	102	33	16	86	90	**
	11%	10%	13%	**	**	11%	13%	9%	12%	11%	**

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

Any break column with 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 BBC TV programmes are mainly funded?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Licence fee/ by the public	1562	272	269	154	115	1562	575	387	1227	1448	91
	78%	86%	80%	88%	71%	78%	74%	79%	78%	80%	62%
		bde	d	bde		d				j	
By the government	46	6	5	3	2	46	10	11	37	35	9
	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	6%
											i
Advertising	45	7	10	6	4	45	16	7	37	43	3
	2%	2%	3%	3%	3%	2%	2%	1%	2%	2%	2%
Other	22	1	3	2	2	22	14	5	16	18	2
	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	2%
Don't know	330	31	50	11	39	330	157	78	258	276	42
	16%	10%	15%	6%	24%	16%	20%	16%	16%	15%	29%
			ac		abce	ac					i
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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 would you say programmes are mainly funded on ITV, Channel 4 and Five?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Advertising	1407	259	248	144	104	1407	510	348	1096	1307	80
	70%	82%	74%	82%	64%	70%	66%	71%	70%	72%	55%
		bde	d	bde						j	
Licence fee/ by the public	137	20	23	11	12	137	51	35	106	122	9
	7%	6%	7%	6%	7%	7%	7%	7%	7%	7%	6%
Programme sponsorship	52	4	4	3	1	52	17	10	42	46	4
	3%	1%	1%	2%	1%	3%	2%	2%	3%	3%	3%
By the government	18	4	2	-	2	18	5	5	16	17	1
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	*%
Other	19	1	*	*	-	19	5	6	16	16	2
	1%	*%	*%	*%	-%	1%	1%	1%	1%	1%	2%
Don't know	371	28	60	16	44	371	185	83	299	310	51
	18%	9%	18%	9%	27%	18%	24%	17%	19%	17%	34%
			ac		abce	ac					i

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

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

NT6 Thinking about TV programmes made in the UK, as far as you are aware, are companies currently allowed to pay for their products to be used or featured in TV programmes?

Base : All adults - ADDED AT WAVE 2 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	~j
Unweighted total	1054	165	221	128	93	1054	442	244	809	966	85
Effective Weighted Sample	774	121	180	107	78	774	317	228	604	701	74
Total	997	157	165	82	83	997	382	223	804	894	79
Yes	396	81	48	29	**	396	130	82	325	362	**
	40%	52%	29%	35%	**	40%	34%	37%	40%	40%	**
		bce				b					
No	224	31	35	18	**	224	79	46	182	200	**
	22%	20%	21%	22%	**	22%	21%	20%	23%	22%	**
Don't know	377	45	82	35	**	377	173	96	297	333	**
	38%	28%	50%	43%	**	38%	45%	43%	37%	37%	**
			ae	a		a					

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

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?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
No, do not have any concerns	1167 58%	164 52% bcd	126 37%	68 39%	58 36%	1167 58% abcd	425 55%	229 47%	960 61% g	1052 58%	86 59%
Bad language (spoken or song lyrics)	212 11%	39 12%	82 24% ae	40 23% ae	42 26% ae	212 11%	114 15%	82 17% h	151 10%	190 10%	20 14%
Violence (in general)	199 10%	42 13%	63 19% e	33 19% e	30 18% e	199 10%	100 13%	61 12%	151 10%	181 10%	17 12%
Too many repeats	183 9%	31 10%	52 15% ae	27 16% ae	25 15% e	183 9%	98 13%	67 14% h	126 8%	171 9%	8 5%
Sex/ nakedness (in general)	146 7%	23 7%	49 15% ae	24 14% ae	26 16% ae	146 7%	74 10%	55 11% h	104 7%	124 7%	21 14% i
Poor quality programmes	145 7%	33 10% e	33 10%	17 10%	16 10%	145 7%	50 6%	43 9%	111 7%	140 8%	5 4%
Too many reality TV programmes	135 7%	30 9%	27 8%	15 9%	11 7%	135 7%	47 6%	34 7%	111 7%	129 7% j	4 2%
Lack of originality/ programmes are too similar	134 7%	32 10% e	28 8%	16 9%	12 7%	134 7%	49 6%	43 9% h	98 6%	126 7%	5 4%
Too many advertising breaks	112 6%	21 7% c	14 4%	5 3%	8 5%	112 6%	33 4%	24 5%	91 6%	105 6%	5 3%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

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?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Inappropriate programmes shown before the watershed	95 5%	14 5%	12 4%	5 3%	7 4%	95 5%	32 4%	17 3%	76 5%	81 4%	10 7%
Bad taste/ shock tactics	92 5%	12 4%	31 9% ae	14 8% ae	16 10% ae	92 5%	44 6%	38 8% h	60 4%	80 4%	11 7%
People behaving badly	52 3%	6 2%	21 6% ae	11 6% ae	11 7% ae	52 3%	29 4%	25 5% h	35 2%	42 2%	11 7% i
Too many programmes with celebrities	52 3%	10 3%	7 2%	2 1%	5 3%	52 3%	14 2%	9 2%	45 3%	48 3%	2 1%
Too many American programmes	43 2%	6 2%	9 3%	4 2%	5 3%	43 2%	15 2%	14 3%	34 2%	39 2%	4 3%
Drug use/ drug references	42 2%	6 2%	9 3% c	1 *% ace	9 5% ace	42 2%	16 2%	11 2%	32 2%	33 2%	7 5% i
Irritating/ annoying sponsorship messages	38 2%	6 2%	12 4% e	7 4% e	5 3%	38 2%	18 2%	13 3%	30 2%	34 2%	5 3%
Phone-in competitions that are fixed/ faked	31 2%	7 2%	4 1%	4 2%	1 *% e	31 2%	10 1%	4 1%	26 2%	25 1%	3 2%
Too much sport	21 1%	9 3% e	7 2%	4 2% e	3 2%	21 1%	10 1%	10 2% h	14 1%	20 1%	* *% e
Not enough programmes for my age group	18 1%	1 *% ae	9 3% ae	2 1%	7 4% ace	18 1%	9 1%	11 2% h	13 1%	16 1%	1 1%
Columns Tested: a,b,c,d,e - g,h - i,j											

Any break column with 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?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Too many other types of programmes (e.g. DIY, cookery, soaps)	17 1%	1 *%	5 2%	5 3% ae	1 *%	17 1%	7 1%	5 1%	14 1%	17 1%	- -%
Negative mention of news	16 1%	4 1%	4 1%	3 2%	1 1%	16 1%	4 1%	2 *%	13 1%	16 1%	- -%
Intrusive/ confrontational	14 1%	3 1%	2 1%	- -%	2 1%	14 1%	3 *%	3 1%	13 1%	11 1%	3 2% i
Inappropriate advertising	11 1%	1 *%	- -%	- -%	- -%	11 1%	3 *%	1 *%	9 1%	11 1%	- -%
Programmes cancelled by the broadcasters to save money	11 1%	1 *%	1 *%	1 *%	- -%	11 1%	3 *%	2 *%	7 *%	11 1%	- -%
Not enough racial diversity	11 1%	3 1% b	- -%	- -%	- -%	11 1%	3 *%	1 *%	9 1%	5 *%	4 3% i
Other	114 6%	20 6%	29 9% e	17 10% e	13 8%	114 6%	41 5%	36 7% h	77 5%	110 6%	5 4%
ANY CONCERNS	793 40%	145 46% e	202 60% ae	104 59% ae	98 61% ae	793 40%	329 43%	246 50% h	583 37%	734 40%	52 36%
QUALITY OF CONTENT/ REPEATS	474 24%	91 29% e	113 33% e	59 34% e	54 33% e	474 24%	182 24%	144 30% h	352 22%	445 24% j	21 14%
OFFENSIVE CONTENT	435 22%	81 26%	132 39% ae	67 38% ae	65 40% ae	435 22%	207 27%	146 30% h	314 20%	389 21%	41 28%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

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?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
ADVERTISING/ SPONSORSHIP	144	23	23	11	12	144	47	33	117	136	7
	7%	7%	7%	7%	7%	7%	6%	7%	7%	7%	4%
DON'T TRUST/ FIXED/ FAKE/ BIASED	39	8	4	4	1	39	11	7	31	34	3
	2%	3%	1%	2%	*%	2%	1%	1%	2%	2%	2%
Don't know	45	10	10	4	6	45	19	13	33	35	10
	2%	3%	3%	2%	4%	2%	2%	3%	2%	2%	7% i

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

Any break column with 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?

Base : Those with any TVs

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
Base for %	1969	312	336	175	161	1969	768	477	1546	1792	142
No, do not have any concerns	1143	162	126	68	58	1143	422	220	943	1033	84
	58%	52%	38%	39%	36%	58%	55%	46%	61%	58%	59%
		bcd				abcd			g		
Bad language (spoken or song lyrics)	211	39	81	40	42	211	114	82	150	188	20
	11%	13%	24%	23%	26%	11%	15%	17%	10%	11%	14%
			ae	ae	ae			h			
Violence (in general)	198	42	63	33	30	198	100	61	150	181	17
	10%	13%	19%	19%	19%	10%	13%	13%	10%	10%	12%
			ae	e	e						
Too many repeats	183	30	52	27	25	183	98	66	126	171	8
	9%	10%	16%	16%	15%	9%	13%	14%	8%	10%	5%
			ae	ae	e			h			
Sex/ nakedness (in general)	146	23	49	24	26	146	74	55	104	124	21
	7%	7%	15%	14%	16%	7%	10%	12%	7%	7%	15%
			ae	ae	ae			h			i
Poor quality programmes	143	32	33	17	16	143	50	43	109	138	5
	7%	10%	10%	10%	10%	7%	6%	9%	7%	8%	3%
										j	
Too many reality TV programmes	134	29	27	15	11	134	47	34	109	129	3
	7%	9%	8%	9%	7%	7%	6%	7%	7%	7%	2%
										j	
Lack of originality/ programmes are too similar	131	30	28	16	12	131	49	42	95	124	5
	7%	9%	8%	9%	7%	7%	6%	9%	6%	7%	3%
								h			
Too many advertising breaks	111	20	14	5	8	111	33	24	90	105	4
	6%	7%	4%	3%	5%	6%	4%	5%	6%	6%	3%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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?

Base : Those with any TVs

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
Inappropriate programmes shown before the watershed	94 5%	14 5%	12 4%	5 3%	7 4%	94 5%	32 4%	17 4%	74 5%	81 5%	9 6%
Bad taste/ shock tactics	91 5%	12 4%	30 9% ae	14 8% ae	16 10% ae	91 5%	44 6%	38 8% h	59 4%	79 4%	11 7%
People behaving badly	52 3%	6 2%	21 6% ae	11 6% ae	11 7% ae	52 3%	29 4%	25 5% h	35 2%	42 2%	11 7% i
Too many programmes with celebrities	50 3%	9 3%	7 2%	2 1%	5 3%	50 3%	14 2%	9 2%	44 3%	48 3%	1 1%
Too many American programmes	42 2%	6 2%	9 3%	4 2%	5 3%	42 2%	15 2%	14 3%	33 2%	39 2%	3 2%
Drug use/ drug references	42 2%	6 2%	9 3% c	1 *% ace	9 5% ace	42 2%	16 2%	11 2%	32 2%	33 2%	7 5% i
Irritating/ annoying sponsorship messages	38 2%	5 2%	12 4% e	7 4% e	5 3%	38 2%	18 2%	13 3%	29 2%	34 2%	4 3%
Phone-in competitions that are fixed/ faked	30 2%	6 2%	4 1%	4 2%	1 *% e	30 2%	10 1%	4 1%	25 2%	25 1%	2 2%
Too much sport	21 1%	9 3% e	7 2%	4 3% e	3 2%	21 1%	10 1%	10 2% h	14 1%	20 1%	* *% i
Not enough programmes for my age group	18 1%	1 *%	9 3% ae	2 1%	7 4% ace	18 1%	9 1%	11 2% h	13 1%	16 1%	1 1%
Columns Tested: a,b,c,d,e - g,h - i,j											

Any break column with 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?

Base : Those with any TVs

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
Too many other types of programmes (e.g. DIY, cookery, soaps)	16 1%	1 *%	5 1%	4 2% ae	1 *%	16 1%	7 1%	5 1%	13 1%	16 1%	- -%
Negative mention of news	14 1%	4 1%	4 1%	3 2%	1 1%	14 1%	4 1%	2 *%	11 1%	14 1%	- -%
Intrusive/ confrontational	14 1%	3 1%	2 1%	- -%	2 1%	14 1%	3 *%	3 1%	13 1%	11 1%	3 2% i
Inappropriate advertising	11 1%	1 *%	- -%	- -%	- -%	11 1%	3 *%	1 *%	9 1%	11 1%	- -%
Programmes cancelled by the broadcasters to save money	11 1%	1 *%	1 *%	1 *%	- -%	11 1%	3 *%	2 *%	7 *%	11 1%	- -%
Not enough racial diversity	9 *%	2 *%	- -%	- -%	- -%	9 *%	3 *%	1 *%	8 *%	3 *%	4 3% i
Other	114 6%	20 6%	29 9% e	17 10% e	13 8%	114 6%	41 5%	36 7% h	77 5%	109 6%	5 4%
ANY CONCERNS	785 40%	142 45%	202 60% ae	103 59% ae	98 61% ae	785 40%	328 43%	245 51% h	575 37%	727 41%	51 36%
QUALITY OF CONTENT/ REPEATS	467 24%	88 28%	112 33% e	58 33% e	54 34% e	467 24%	182 24%	144 30% h	345 22%	439 25% j	21 15%
OFFENSIVE CONTENT	432 22%	81 26%	132 39% ae	67 38% ae	65 40% ae	432 22%	206 27%	146 31% h	310 20%	387 22%	39 28%

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

Any break column with 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?

Base : Those with any TVs

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
ADVERTISING/ SPONSORSHIP	143	22	23	11	12	143	47	33	115	135	6
	7%	7%	7%	7%	7%	7%	6%	7%	7%	8%	4%
DON'T TRUST/ FIXED/ FAKE/ BIASED	38	8	4	4	1	38	11	7	30	34	2
	2%	2%	1%	2%	*%	2%	1%	1%	2%	2%	2%
Don't know	42	10	9	4	5	42	18	13	29	33	9
	2%	3%	3%	2%	3%	2%	2%	3%	2%	2%	6%
											i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

T9 As far as you know, are TV programmes regulated? (EXPLANATION OF A REGULATOR PROVIDED IF NECESSARY)

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes	1688	287	267	151	116	1688	607	395	1339	1564	96
	84%	91%	79%	86%	71%	84%	79%	81%	85%	86%	65%
		bde	d	bd		bd			g	j	
No	85	4	26	13	13	85	44	32	60	71	13
	4%	1%	8%	8%	8%	4%	6%	6%	4%	4%	9%
			ae	ae	ae	a		h			i
Don't know	230	26	45	11	34	230	121	60	176	184	39
	11%	8%	13%	6%	21%	11%	16%	12%	11%	10%	26%
			ac		abce	c					i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

T9 As far as you know, are TV programmes regulated? (EXPLANATION OF A REGULATOR PROVIDED IF NECESSARY)

Base : Those who regularly watch television

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2003	321	418	252	166	2003	846	488	1512	1860	135
Effective Weighted Sample	1474	237	339	211	138	1474	617	454	1121	1358	119
Total	1894	302	324	169	155	1894	740	461	1489	1730	132
Yes	1612	275	261	146	115	1612	587	378	1278	1497	89
	85%	91% bde	80%	86% d	74%	85% bd	79%	82%	86% g	87% j	67%
No	71	4	23	13	10	71	40	28	51	62	9
	4%	1%	7% ae	8% ae	7% a	4% a	5%	6% h	3%	4%	7%
Don't know	211	24	40	10	30	211	113	55	160	171	34
	11%	8%	12% ac	6% ac	19% abce	11% c	15%	12%	11%	10%	26% i

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

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

T11 Please think about the types of TV programmes that would be considered unsuitable for children. Is there a time of day after which these programmes can be broadcast on the main TV channels? What time is this?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes - 9pm	1591	266	235	131	104	1591	555	364	1262	1466	96
	79%	84%	70%	75%	64%	79%	72%	75%	80%	81%	65%
		bcd		d		bd			g	j	
Yes - Other time	181	25	29	20	9	181	87	36	146	154	23
	9%	8%	9%	12%	6%	9%	11%	7%	9%	8%	15%
				d							i
Yes - but don't know what time	55	5	19	8	11	55	34	27	38	49	4
	3%	2%	6%	5%	7%	3%	4%	5%	2%	3%	3%
			ae	a	ae			h			
No	31	6	5	4	1	31	10	8	22	31	1
	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%
Don't know	146	15	49	11	37	146	86	51	107	119	22
	7%	5%	14%	6%	23%	7%	11%	11%	7%	7%	15%
			ace		abce			h			i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

T13A AGREEMENT WITH STATEMENTS - TV programmes must be free to be expressive and creative

Base : Those with any TVs

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
Strongly disagree	57 3%	9 3%	18 5% e	7 4%	11 7% ae	57 3%	23 3%	23 5% h	39 3%	51 3%	6 4%
Slightly disagree	134 7%	28 9%	35 10% e	21 12% e	13 8%	134 7%	62 8%	33 7%	105 7%	127 7%	8 6%
TOTAL DISAGREE	192 10%	37 12%	53 16% e	28 16% e	24 15% e	192 10%	85 11%	57 12%	144 9%	178 10%	14 10%
Neither/ nor	197 10%	34 11%	56 17% ae	25 15% e	31 19% ae	197 10%	96 13%	67 14% h	135 9%	172 10%	20 14%
Slightly agree	689 35%	116 37%	120 36%	64 37%	56 35%	689 35%	273 36%	168 35%	551 36%	630 35%	48 34%
Strongly agree	840 43%	123 39% bcd	86 26%	50 28%	37 23%	840 43% bcd	282 37%	162 34%	685 44% g	767 43%	56 39%
TOTAL AGREE	1530 78%	239 77% bcd	207 61%	114 65%	93 57%	1530 78% bcd	555 72%	329 69%	1236 80% g	1397 78%	104 73%
Don't know	50 3%	2 1%	20 6% ae	7 4% a	13 8% ae	50 3% a	32 4%	24 5% h	32 2%	46 3%	4 3%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

T13B AGREEMENT WITH STATEMENTS - TV viewers must be protected from seeing inappropriate or offensive programmes

Base : Those with any TVs

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
Strongly disagree	94 5%	16 5%	14 4%	8 5%	6 4%	94 5%	26 3%	27 6%	71 5%	92 5%	2 2%
Slightly disagree	167 9%	30 10%	25 7%	14 8%	10 7%	167 9%	54 7%	33 7%	127 8%	163 9%	3 2%
										j	
TOTAL DISAGREE	261 13%	46 15%	39 12%	22 13%	17 10%	261 13%	80 10%	60 13%	199 13%	255 14%	5 4%
										j	
Neither/ nor	223 11%	25 8%	39 11%	21 12%	17 11%	223 11%	93 12%	50 10%	173 11%	203 11%	12 9%
Slightly agree	538 27%	84 27%	73 22%	34 19%	39 24%	538 27%	203 26%	125 26%	428 28%	485 27%	39 27%
		c				bc					
Strongly agree	924 47%	156 50%	180 54%	96 55%	84 52%	924 47%	382 50%	235 49%	728 47%	826 46%	86 60%
			e	e						i	
TOTAL AGREE	1461 74%	240 77%	253 75%	130 74%	124 77%	1461 74%	585 76%	361 76%	1156 75%	1311 73%	124 88%
										i	
Don't know	23 1%	2 1%	6 2%	2 1%	4 2%	23 1%	10 1%	7 1%	18 1%	23 1%	- -

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

EXTENT OF OVERLAP IN AGREEMENT WITH STATEMENTS ABOUT TELEVISION

Base : Those with any TVs

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
AGREE 'MUST BE FREE TO BE EXPRESSIVE' AND 'MUST BE PROTECTED'	1139 58%	182 58% bd	166 49%	88 50%	78 48%	1139 58% bcd	432 56%	245 51%	933 60% g	1027 57%	91 64%
AGREE 'MUST BE FREE TO BE EXPRESSIVE' ONLY	391 20% bd	57 18% bd	41 12%	26 15%	15 9%	391 20% bcd	123 16%	84 18%	303 20%	370 21% j	13 9%
AGREE 'MUST BE PROTECTED' ONLY	322 16%	58 19%	87 26% ae	41 24% e	46 28% ae	322 16%	153 20%	116 24% h	223 14%	284 16%	34 24% i
DO NOT AGREE 'MUST BE FREE TO BE EXPRESSIVE' AND DO NOT AGREE 'MUST BE PROTECTED'	116 6%	15 5%	42 13% ae	19 11% ae	23 14% ae	116 6%	60 8%	32 7%	87 6%	111 6%	5 3%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

T13C AGREEMENT WITH STATEMENTS - As long as TV provides good programmes it doesn't really matter who owns the channels or how they're funded

Base : Those with any TVs

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
Strongly disagree	143 7%	20 6%	26 8%	19 11% de	7 5%	143 7%	35 5%	39 8%	109 7%	132 7%	10 7%
Slightly disagree	251 13%	48 15%	40 12%	23 13%	17 10%	251 13%	84 11%	57 12%	200 13%	232 13%	14 10%
TOTAL DISAGREE	394 20%	68 22%	66 20%	42 24% d	24 15%	394 20%	119 15%	96 20%	309 20%	364 20%	24 17%
Neither/ nor	250 13%	45 14%	40 12%	20 12%	20 12%	250 13%	96 12%	52 11%	206 13%	227 13%	18 13%
Slightly agree	525 27%	76 24%	93 28%	49 28%	43 27%	525 27%	214 28%	127 27%	406 26%	482 27%	36 25%
Strongly agree	732 37%	115 37%	123 37%	56 32%	67 42% c	732 37%	306 40%	181 38%	579 37%	659 37%	57 40%
TOTAL AGREE	1257 64%	192 61%	216 64%	105 60%	111 69%	1257 64%	520 68%	308 65%	985 64%	1141 64%	93 65%
Don't know	67 3%	8 3%	14 4%	7 4%	7 4%	67 3%	33 4%	21 4%	47 3%	60 3%	7 5%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

T13D AGREEMENT WITH STATEMENTS - I have personally learned useful things from watching TV

Base : Those with any TVs

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
Strongly disagree	52 3%	5 2%	10 3%	7 4%	3 2%	52 3%	20 3%	13 3%	43 3%	51 3%	3 2%
Slightly disagree	81 4%	14 4%	32 9%	14 8%	17 11%	81 4%	44 6%	37 8%	50 3%	79 4%	1 1%
			ae	e	ae			h		j	
TOTAL DISAGREE	133 7%	19 6%	41 12%	21 12%	20 13%	133 7%	64 8%	51 11%	93 6%	130 7%	4 3%
			ae	ae	ae			h		j	
Neither/ nor	97 5%	18 6%	15 5%	8 4%	8 5%	97 5%	43 6%	26 5%	70 5%	82 5%	11 8%
Slightly agree	618 31%	108 35%	123 37%	62 35%	61 38%	618 31%	266 35%	154 32%	493 32%	557 31%	54 38%
			e								
Strongly agree	1114 57%	167 53%	155 46%	84 48%	71 44%	1114 57%	393 51%	245 51%	884 57%	1016 57%	73 52%
					bcd				g		
TOTAL AGREE	1731 88%	275 88%	278 83%	146 83%	132 82%	1731 88%	660 86%	399 84%	1377 89%	1572 88%	127 89%
		b				bcd			g		
Don't know	7 *%	1 *%	1 *%	- -%	1 1%	7 *%	2 *%	2 *%	6 *%	7 *%	- -%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

T13E AGREEMENT WITH STATEMENTS - TV is very influential in shaping public opinion about political and other important issues

Base : Those with any TVs

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
Strongly disagree	38 2%	2 1%	9 3% a	3 2%	7 4% a	38 2%	14 2%	12 3%	25 2%	36 2%	3 2%
Slightly disagree	56 3%	13 4%	13 4%	5 3%	8 5%	56 3%	31 4%	19 4%	37 2%	55 3%	1 1%
TOTAL DISAGREE	94 5%	15 5%	22 7%	8 4%	15 9% e	94 5%	46 6%	31 7% h	62 4%	91 5%	4 3%
Neither/ nor	143 7%	17 6%	35 10% ae	17 10%	18 11% a	143 7%	75 10%	37 8%	111 7%	131 7%	8 6%
Slightly agree	553 28%	76 24%	100 30%	52 30%	48 29%	553 28%	219 28%	126 26%	456 29%	498 28%	46 32%
Strongly agree	1137 58%	199 64% bcde	173 51%	94 54%	79 49%	1137 58% bd	411 54%	269 56%	888 57%	1034 58%	81 57%
TOTAL AGREE	1691 86%	276 88% bd	273 81%	146 84%	127 78%	1691 86% bd	630 82%	395 83%	1344 87% g	1532 86%	127 89%
Don't know	40 2%	5 1%	6 2%	4 2%	2 1%	40 2%	17 2%	13 3%	30 2%	37 2%	3 2%

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

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

T13F AGREEMENT WITH STATEMENTS - When I watch TV news I tend to trust what I see

Base : Those with any TVs

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
Base for %	1969	312	336	175	161	1969	768	477	1546	1792	142
Strongly disagree	184 9%	38 12%	34 10%	21 12%	13 8%	184 9%	73 9%	53 11%	135 9%	175 10%	9 6%
Slightly disagree	324 16%	54 17%	60 18%	34 20%	25 16%	324 16%	131 17%	87 18%	246 16%	304 17%	18 13%
TOTAL DISAGREE	508 26%	92 29%	94 28%	56 32% e	38 24%	508 26%	204 27%	139 29% h	381 25%	478 27% j	27 19%
Neither/ nor	360 18%	47 15%	56 17%	30 17%	26 16%	360 18%	111 15%	75 16%	300 19%	304 17%	43 30% i
Slightly agree	686 35%	104 33%	118 35%	60 34%	58 36%	686 35%	278 36%	160 33%	541 35%	620 35%	51 36%
Strongly agree	384 20%	67 21%	67 20%	29 17%	37 23%	384 20%	166 22%	94 20%	303 20%	362 20% j	19 13%
TOTAL AGREE	1070 54%	170 54%	184 55%	89 51%	95 59%	1070 54%	445 58%	254 53%	844 55%	981 55%	70 49%
Don't know	25 1%	3 1%	2 *%	- -%	2 1%	25 1%	7 1%	7 2%	17 1%	22 1%	2 2%
Not applicable	6 *%	1 *%	- -%	- -%	- -%	6 *%	2 *%	2 *%	4 *%	6 *%	- -%

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

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

T15 Which, if any, of these are reasons why you watch TV? You can pick more than one.

Base : Those with any TVs

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2075	330	432	261	171	2075	874	505	1567	1921	146
Effective Weighted Sample	1529	244	350	219	142	1529	640	469	1163	1402	128
Total	1969	312	336	175	161	1969	768	477	1546	1792	142
To relax	1552 79%	235 75% d	243 72%	135 77% d	108 67%	1552 79% bd	576 75%	351 74%	1232 80% g	1422 79%	106 75%
To keep up to date with news	1075 55%	192 61% e	209 62% e	118 68% de	91 56%	1075 55%	409 53%	281 59% h	829 54%	977 55%	80 56%
To pass the time	876 44%	129 41%	158 47%	69 39%	89 55% ace	876 44%	383 50%	256 54% h	661 43%	788 44%	68 48%
To find out or learn things	814 41%	142 46% bd	118 35%	71 41% d	47 29%	814 41% bd	280 37%	190 40%	634 41%	749 42%	56 39%
For fun	754 38%	109 35% bd	87 26% d	58 33% bd	29 18%	754 38% bd	267 35%	161 34%	605 39% g	684 38%	53 38%
To keep up to date with sports	532 27%	89 29%	85 25%	47 27%	38 24%	532 27%	182 24%	127 27%	426 28%	481 27%	37 26%
None of these	14 1%	5 2%	3 1%	3 2%	1 *%	14 1%	3 *%	4 1%	11 1%	14 1%	- -%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**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.

R1/ NR1 In which of these ways, if any, do you ever listen to radio in your home?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Through a traditional radio set (including portable sets, radio alarms, etc.)	1107 55%	191 60%	219 65% e	112 64% e	107 66% e	1107 55%	447 58%	288 59%	856 54%	1031 57% j	58 40%
Through a DAB digital radio set (a mix of existing and new stations not available on traditional radio, with digital sound quality)	359 18%	81 26% bcde	46 14%	30 17% d	16 10%	359 18% bd	82 11%	65 13%	299 19% g	335 18% j	13 9%
Through your satellite or cable TV service or Freeview	354 18%	55 17% bcd	30 9%	19 11%	11 7%	354 18% bcd	129 17%	71 15%	283 18%	332 18%	19 13%
Over the internet to listen at the same time as the programme is being broadcast	155 8%	13 4% bc	4 1%	2 1%	2 1%	155 8% abcd	26 3%	17 4%	136 9% g	148 8% j	5 3%
Over the internet to click to listen to a programme after it has been broadcast	81 4%	12 4% b	4 1%	2 1%	1 1%	81 4% bcd	11 1%	11 2%	71 5% g	79 4% j	1 1%
Download a podcast or file from the internet to listen at a time after the programme has been broadcast	40 2%	5 2%	2 1%	1 1%	1 1%	40 2%	7 1%	4 1%	37 2% g	39 2%	* *%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

R1/ NR1 In which of these ways, if any, do you ever listen to radio in your home?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Other way of listening to radio at home (ADDED WAVE 2 1010)	8 *%	2 1%	- -%	- -%	- -%	8 *%	2 *%	1 *%	8 1%	5 *%	2 1% i
None of these (PRE WAVE 2 2010)/ Do not listen to radio at home (FROM WAVE 2 2010)	469 23%	61 19%	83 24%	40 23%	43 26%	469 23%	202 26%	132 27% h	352 22%	399 22%	63 43% i
ANY DIGITAL RADIO	724 36%	124 39% bcd	72 21%	47 27% d	25 15%	724 36% bcd	212 28%	133 27%	597 38% g	675 37% j	33 23%
ANY INTERNET/ COMPUTER	207 10%	23 7% bcd	5 2%	3 2%	2 1%	207 10% bcd	34 4%	24 5%	183 12% g	200 11% j	5 3%
TRADITIONAL RADIO ONLY	803 40%	129 41%	183 54% ae	88 51% ae	94 58% ae	803 40%	356 46%	222 46% h	617 39%	741 41%	49 33%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

R4 How would you say BBC radio stations are mainly funded?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
Licence fee/ by the public	1300	236	219	127	92	1300	449	298	1032	1209	73
	65%	74% bde	65%	72% bde	57%	65% d	58%	61%	66%	66% j	50%
Advertising	64 3%	10 3%	10 3%	6 4%	4 2%	64 3%	27 3%	18 4%	46 3%	51 3%	10 7% i
By the government	41 2%	3 1%	6 2%	3 2%	3 2%	41 2%	13 2%	12 2%	34 2%	34 2%	7 5% i
Other	17 1%	1 *%	1 *%	1 1%	1 *%	17 1%	7 1%	4 1%	12 1%	12 1%	4 2% i
Don't know	582 29%	66 21%	101 30% ac	38 22%	62 39% abce	582 29% ac	276 36%	155 32%	451 29%	514 28%	54 37% i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

R5 How would you say the other main radio stations are mainly funded?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Advertising	1236	215	194	119	75	1236	411	275	991	1137	76
	62%	68% bde	58% d	68% bde	46%	62% d	53%	57%	63% g	62% j	52%
Licence fee/ by the public	88	12	17	5	12	88	28	22	68	83	2
	4%	4%	5%	3%	7% c	4%	4%	5%	4%	5%	2%
Programme sponsorship	52	8	5	3	2	52	15	12	41	45	6
	3%	2%	1%	2%	1%	3%	2%	3%	3%	2%	4%
By the government	13	3	1	-	1	13	3	3	11	11	2
	1%	1%	*%	-%	*%	1%	*%	1%	1%	1%	1%
Other	16	2	1	*	1	16	6	3	12	13	3
	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	2%
Don't know	600	78	119	48	72	600	310	170	452	531	58
	30%	25%	35% ace	27%	44% abce	30% a	40%	35% h	29%	29%	39% i

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

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R6 Can you tell me if you have any concerns about what is on radio? IF YES - What sorts of things are you concerned about?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
No, do not have any concerns	1788	288	295	150	144	1788	699	434	1403	1626	129
	89%	91%	87%	86%	89%	89%	91%	89%	89%	89%	88%
Bad language (spoken or song lyrics)	41	3	7	4	2	41	7	5	35	31	7
	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	5% i
Too many advertising breaks	30	2	4	2	1	30	7	5	27	28	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%
Bad taste/ shock tactics	26	3	3	3	-	26	3	3	22	23	3
	1%	1%	1%	2%	-%	1%	1%	1%	1%	1%	2%
Poor quality programmes	19	3	4	2	2	19	6	4	16	15	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Lack of originality/ programmes are too similar	17	1	2	1	1	17	6	4	12	16	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Too many phone-in programmes	12	1	2	1	1	12	3	1	11	10	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Irritating/ annoying sponsorship messages	11	1	3	1	1	11	4	3	10	10	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't trust the broadcasters/ broadcasters not respecting audiences	11	4	3	1	1	11	3	3	10	10	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Phone-in competitions that are fixed/ faked	11	-	3	2	1	11	3	2	8	11	-
	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	-%
Other	75	14	22	12	11	75	32	22	54	62	9
	4%	5%	7%	7%	7%	4%	4%	5%	3%	3%	6%
			e	e							

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

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R6 Can you tell me if you have any concerns about what is on radio? IF YES - What sorts of things are you concerned about?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
ANY CONCERNS	149	21	31	18	13	149	49	38	113	130	13
	7%	7%	9%	10%	8%	7%	6%	8%	7%	7%	9%
OFFENSIVE CONTENT	56	5	9	5	4	56	10	9	48	45	8
	3%	2%	3%	3%	2%	3%	1%	2%	3%	2%	6%
											i
QUALITY OF CONTENT/ REPEATS	44	5	9	4	5	44	18	8	37	37	5
	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%
ADVERTISING/ SPONSORSHIP	36	3	4	3	1	36	8	5	33	33	2
	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%
DON'T TRUST/ FIXED/ FAKE/ BIASED	20	4	5	3	1	20	5	5	16	19	1
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	69	8	13	8	5	69	25	16	59	65	5
	3%	2%	4%	4%	3%	3%	3%	3%	4%	4%	4%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**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.

R6 Can you tell me if you have any concerns about what is on radio? IF YES - What sorts of things are you concerned about?

Base : Those who listen to radio at home

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	1605	269	329	205	124	1605	652	376	1226	1504	95
Effective Weighted Sample	1182	198	267	173	104	1182	477	350	912	1097	82
Total	1535	256	255	136	119	1535	570	355	1222	1420	84
No, do not have any concerns	1366	231	220	114	106	1366	515	314	1090	1266	**
	89%	90%	87%	84%	89%	89%	90%	89%	89%	89%	**
		c				c					
Bad language (spoken or song lyrics)	38	3	7	4	2	38	7	4	33	30	**
	2%	1%	3%	3%	2%	2%	1%	1%	3%	2%	**
Too many advertising breaks	29	2	4	2	1	29	7	4	26	27	**
	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	**
Bad taste/ shock tactics	23	3	3	3	-	23	3	3	19	21	**
	1%	1%	1%	2%	-%	1%	1%	1%	2%	1%	**
Poor quality programmes	17	3	4	2	2	17	6	4	14	15	**
	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	**
Lack of originality/ programmes are too similar	16	1	2	1	1	16	6	4	12	15	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**
Too many phone-in programmes	12	1	2	1	1	12	3	1	11	10	**
	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	**
Phone-in competitions that are fixed/ faked	11	-	3	2	1	11	3	2	8	11	**
	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	**
				a							
Don't trust the broadcasters/ broadcasters not respecting audiences	11	3	3	1	1	11	3	2	10	10	**
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	**
Irritating/ annoying sponsorship messages	11	1	3	1	1	11	3	2	10	10	**
	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	**
Other	69	14	20	12	8	69	29	20	50	60	**
	5%	6%	8%	9%	7%	5%	5%	6%	4%	4%	**
			e	e							
Columns Tested: a.b.c.d.e - g.h - i.j											

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

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

R6 Can you tell me if you have any concerns about what is on radio? IF YES - What sorts of things are you concerned about?

Base : Those who listen to radio at home

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	1605	269	329	205	124	1605	652	376	1226	1504	95
Effective Weighted Sample	1182	198	267	173	104	1182	477	350	912	1097	82
Total	1535	256	255	136	119	1535	570	355	1222	1420	84
ANY CONCERNS	138	21	28	18	10	138	46	32	107	122	**
	9%	8%	11%	14% e	9%	9%	8%	9%	9%	9%	**
OFFENSIVE CONTENT	51	5	8	5	2	51	9	7	44	42	**
	3%	2%	3%	4%	2%	3%	2%	2%	4%	3%	**
QUALITY OF CONTENT/ REPEATS	42	5	9	4	5	42	17	8	35	36	**
	3%	2%	3%	3%	4%	3%	3%	2%	3%	3%	**
ADVERTISING/ SPONSORSHIP	34	3	4	3	1	34	8	4	32	31	**
	2%	1%	2%	2%	1%	2%	1%	1%	3%	2%	**
DON'T TRUST/ FIXED/ FAKE/ BIASED	20	3	5	3	1	20	5	4	16	19	**
	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	**
Don't know	32	4	6	4	3	32	10	9	25	32	**
	2%	1%	3%	3%	2%	2%	2%	3%	2%	2%	**
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

R8 As far as you know, is radio regulated in terms of what can be broadcast? (EXPLANATION OF A REGULATOR PROVIDED IF NECESSARY)

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes	1385	239	213	125	88	1385	466	318	1104	1284	78
	69%	75%	63%	71%	54%	69%	60%	65%	70%	71%	53%
		bde	d	bd		bd			g	j	
No	135	12	26	11	15	135	70	39	98	113	18
	7%	4%	8%	6%	9%	7%	9%	8%	6%	6%	12%
			a		a	a					i
Don't know	484	66	98	39	59	484	236	130	373	423	50
	24%	21%	29%	22%	36%	24%	31%	27%	24%	23%	34%
			ae		ace						i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

R8 As far as you know, is radio regulated in terms of what can be broadcast? (EXPLANATION OF A REGULATOR PROVIDED IF NECESSARY)

Base : Those who regularly listen to the radio

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	1477	252	300	184	116	1477	570	331	1144	1391	80
Effective Weighted Sample	1083	186	245	157	98	1083	415	308	847	1013	69
Total	1385	235	233	121	112	1385	484	314	1116	1291	72
Yes	1019	191	152	89	63	1019	317	221	828	962	**
	74%	81%	65%	74%	56%	74%	66%	70%	74%	75%	**
		bde		d		bd					
No	90	8	23	9	13	90	43	29	63	80	**
	6%	3%	10%	8%	12%	6%	9%	9%	6%	6%	**
			ae	a	ae			h			
Don't know	276	36	59	23	36	276	124	65	224	249	**
	20%	15%	25%	19%	32%	20%	26%	21%	20%	19%	**
			ae		ace						

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

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

R10A AGREEMENT WITH STATEMENTS - Radio broadcasts must be free to be expressive and creative

Base : Those who listen to radio at home

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1605	269	329	205	124	1605	652	376	1226	1504	95
Effective Weighted Sample	1182	198	267	173	104	1182	477	350	912	1097	82
Total	1535	256	255	136	119	1535	570	355	1222	1420	84
Strongly disagree	28 2%	5 2%	5 2%	3 2%	2 1%	28 2%	10 2%	11 3%	19 2%	26 2%	** **
Slightly disagree	65 4%	12 5%	11 4%	7 5%	4 3%	65 4%	23 4%	13 4%	52 4%	60 4%	** **
TOTAL DISAGREE	93 6%	17 7%	15 6%	10 7%	5 4%	93 6%	34 6%	24 7%	71 6%	86 6%	** **
Neither/ nor	131 9%	19 7%	28 11%	15 11%	14 11%	131 9%	55 10%	30 8%	103 8%	115 8%	** **
Slightly agree	532 35%	86 33%	98 38%	57 42% e	41 35%	532 35%	206 36%	122 35%	428 35%	490 34%	** **
Strongly agree	748 49%	129 51% bc	104 41%	51 37%	54 45%	748 49% bc	262 46%	168 47%	596 49%	700 49%	** **
TOTAL AGREE	1280 83%	215 84%	202 79%	107 79%	95 80%	1280 83%	468 82%	291 82%	1024 84%	1190 84%	** **
Don't know	31 2%	5 2%	9 4%	4 3%	5 5%	31 2%	14 2%	10 3%	24 2%	30 2%	** **

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

R10B AGREEMENT WITH STATEMENTS - Radio listeners must be protected from hearing inappropriate or offensive content

Base : Those who listen to radio at home

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	1605	269	329	205	124	1605	652	376	1226	1504	95
Effective Weighted Sample	1182	198	267	173	104	1182	477	350	912	1097	82
Total	1535	256	255	136	119	1535	570	355	1222	1420	84
Strongly disagree	82	13	8	6	2	82	18	20	64	82	**
	5%	5%	3%	4%	2%	5%	3%	6%	5%	6%	**
Slightly disagree	102	18	20	10	10	102	38	22	77	97	**
	7%	7%	8%	7%	9%	7%	7%	6%	6%	7%	**
TOTAL DISAGREE	185	32	28	16	13	185	55	41	142	180	**
	12%	12%	11%	12%	11%	12%	10%	12%	12%	13%	**
Neither/ nor	155	21	23	12	11	155	63	30	125	139	**
	10%	8%	9%	9%	9%	10%	11%	8%	10%	10%	**
Slightly agree	466	82	60	36	24	466	144	85	392	434	**
	30%	32%	23%	27%	20%	30%	25%	24%	32%	31%	**
		bd				bd			g		
Strongly agree	710	118	142	71	71	710	303	194	551	648	**
	46%	46%	56%	52%	60%	46%	53%	55%	45%	46%	**
			ae		ae			h			
TOTAL AGREE	1176	200	202	107	95	1176	447	278	943	1082	**
	77%	78%	79%	79%	80%	77%	78%	78%	77%	76%	**
Don't know	20	3	2	1	1	20	5	5	13	20	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

EXTENT OF OVERLAP IN AGREEMENT WITH STATEMENTS ABOUT RADIO

Base : Those who listen to radio at home

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	1605	269	329	205	124	1605	652	376	1226	1504	95
Effective Weighted Sample	1182	198	267	173	104	1182	477	350	912	1097	82
Total	1535	256	255	136	119	1535	570	355	1222	1420	84
AGREE 'MUST BE FREE TO BE EXPRESSIVE' AND 'MUST BE PROTECTED'	995	166	165	87	78	995	372	225	811	919	**
	65%	65%	65%	64%	66%	65%	65%	64%	66%	65%	**
AGREE 'MUST BE FREE TO BE EXPRESSIVE' ONLY	284	49	37	21	17	284	96	66	213	271	**
	19%	19%	15%	15%	14%	19%	17%	18%	17%	19%	**
AGREE 'MUST BE PROTECTED' ONLY	180	34	37	20	17	180	75	53	132	163	**
	12%	13%	15%	15%	14%	12%	13%	15% h	11%	11%	**
DO NOT AGREE 'MUST BE FREE TO BE EXPRESSIVE' AND DO NOT AGREE 'MUST BE PROTECTED'	75	7	15	8	8	75	27	11	66	68	**
	5%	3%	6%	6%	6%	5%	5%	3%	5%	5%	**

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

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

R10C AGREEMENT WITH STATEMENTS - As long as radio provides good programmes it doesn't really matter who owns the stations or how they're funded

Base : Those who listen to radio at home

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	1605	269	329	205	124	1605	652	376	1226	1504	95
Effective Weighted Sample	1182	198	267	173	104	1182	477	350	912	1097	82
Total	1535	256	255	136	119	1535	570	355	1222	1420	84
Strongly disagree	121	21	18	15	3	121	23	28	91	117	**
	8%	8%	7%	11%	3%	8%	4%	8%	7%	8%	**
		d		d		d					
Slightly disagree	175	27	26	14	13	175	53	28	152	163	**
	11%	11%	10%	10%	11%	11%	9%	8%	12%	11%	**
									g		
TOTAL DISAGREE	296	49	44	28	16	296	75	56	243	280	**
	19%	19%	17%	21%	14%	19%	13%	16%	20%	20%	**
Neither/ nor	202	31	36	18	18	202	80	48	162	172	**
	13%	12%	14%	13%	15%	13%	14%	13%	13%	12%	**
Slightly agree	425	69	70	42	28	425	163	98	338	398	**
	28%	27%	27%	31%	24%	28%	29%	27%	28%	28%	**
Strongly agree	576	100	100	45	56	576	238	146	450	537	**
	38%	39%	39%	33%	47%	38%	42%	41%	37%	38%	**
					ce						
TOTAL AGREE	1001	169	170	86	84	1001	401	243	789	934	**
	65%	66%	67%	64%	70%	65%	70%	69%	65%	66%	**
Don't know	36	7	4	3	1	36	13	8	29	34	**
	2%	3%	2%	2%	1%	2%	2%	2%	2%	2%	**

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

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

R11 Which, if any, of these are reasons why you listen to radio? You can pick more than one.

Base : Those who listen to radio at home

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	1605	269	329	205	124	1605	652	376	1226	1504	95
Effective Weighted Sample	1182	198	267	173	104	1182	477	350	912	1097	82
Total	1535	256	255	136	119	1535	570	355	1222	1420	84
Base for %	1535	256	255	136	119	1535	570	355	1222	1420	84
To relax	932	164	149	88	60	932	327	206	745	856	**
	61%	64%	58%	65%	51%	61%	57%	58%	61%	60%	**
		d		d		d					
To keep up to date with news	748	129	150	78	72	748	289	200	578	693	**
	49%	50%	59%	58%	60%	49%	51%	56%	47%	49%	**
			ae	e	e			h			
To pass the time	714	113	103	50	52	714	268	174	558	673	**
	47%	44%	40%	37%	44%	47%	47%	49%	46%	47%	**
						bc					
For fun	497	76	54	37	17	497	166	93	416	449	**
	32%	30%	21%	27%	14%	32%	29%	26%	34%	32%	**
		bd		d		bd			g		
To find out or learn things	438	95	83	45	38	438	163	120	327	413	**
	29%	37%	33%	33%	32%	29%	29%	34%	27%	29%	**
		e						h			
To keep up to date with sports	317	58	44	27	17	317	105	76	256	295	**
	21%	23%	17%	20%	14%	21%	18%	21%	21%	21%	**
None of these	37	6	6	4	1	37	12	8	27	35	**
	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	**

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

Any break column with 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 or does anyone in your household have access to the internet at home through a computer or laptop? IF YES - And do you personally use the internet at home?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes - have access and use at home	1389	198	92	67	25	1389	340	216	1175	1247	110
	69%	63%	27%	38%	16%	69%	44%	44%	75%	69%	75%
		bcd	d	bd		abcd			g		
Yes - have access, but don't use at home	100	34	27	15	12	100	50	27	73	94	8
	5%	11%	8%	9%	7%	5%	6%	6%	5%	5%	5%
		e	e	e							
No, do not have internet access at home through a PC or laptop	511	84	216	93	123	511	378	239	325	475	30
	25%	27%	64%	53%	76%	25%	49%	49%	21%	26%	20%
			ace	ae	abce			h			
Don't know	4	1	3	1	2	4	3	4	1	4	-
	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%
			e		e			h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN2/ NIN2 Do you have and use any of the items shown on this card to access the internet or to visit internet websites?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Mobile phone/ BlackBerry/ Smartphone	617 31%	48 15% bcd	18 5%	12 7%	6 3%	617 31% abcd	126 16%	72 15%	551 35% g	539 30%	57 39% i
Games console or handheld games player	182 9%	10 3% bcd	- -%	- -%	- -%	182 9% abcd	41 5%	22 5%	157 10% g	168 9%	10 7%
Portable media player (like an iPod Touch or Archos)	129 6%	14 5% bcd	3 1%	2 1%	1 1%	129 6% bcd	17 2%	15 3%	116 7% g	120 7%	6 4%
A tablet computer (like an iPad) (ADDED AT WAVE 2 2010)	47 2%	2 1%	2 1%	2 1%	1 *%	47 2% b	12 2%	4 1%	45 3% g	42 2%	3 2%
None of these	1297 65%	263 83% e	317 94% ae	161 92% ae	156 96% ae	1297 65%	615 80%	404 83% h	945 60%	1195 66%	86 59%

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

Any break column with 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/ NIN2 Do you have and use any of the items shown on this card to access the internet or to visit internet websites?

Base : Those who do not have internet access at home

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	~j
Unweighted total	624	97	274	145	129	624	458	250	374	588	34
Effective Weighted Sample	459	73	217	119	107	459	347	235	276	431	30
Total	515	85	218	93	125	515	382	244	326	479	30
Mobile phone/ BlackBerry/ Smartphone	26	**	2	-	2	26	19	5	22	22	**
	5%	**	1%	-%	1%	5%	5%	2%	7%	4%	**
						bc			g		
Games console or handheld games player	*	**	-	-	-	*	-	-	*	*	**
	*%	**	-%	-%	-%	*%	-%	-%	*%	*%	**
A tablet computer (like an iPad) (ADDED AT WAVE 2 2010)	2	**	-	-	-	2	2	-	2	2	**
	*%	**	-%	-%	-%	*%	1%	-%	1%	1%	**
None of these	489	**	217	93	124	489	363	238	304	458	**
	95%	**	99%	100%	99%	95%	95%	98%	93%	96%	**
			e	e				h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN2/ NIN2 Do you have and use any of the items shown on this card to access the internet or to visit internet websites?

Base : Those who do not use the internet through a PC/ laptop at home

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	733	131	307	166	141	733	516	280	453	689	42
Effective Weighted Sample	536	95	244	137	117	536	387	263	332	501	36
Total	615	119	245	109	137	615	432	270	399	573	37
Mobile phone/ BlackBerry/ Smartphone	35	2	2	-	2	35	19	5	31	29	**
	6%	1%	1%	-%	1%	6%	4%	2%	8%	5%	**
						abcd			g		
Games console or handheld games player	2	1	-	-	-	2	-	-	2	2	**
	*%	1%	-%	-%	-%	*%	-%	-%	*%	*%	**
A tablet computer (like an iPad) (ADDED AT WAVE 2 2010)	2	-	-	-	-	2	2	-	2	2	**
	*%	-%	-%	-%	-%	*%	1%	-%	1%	*%	**
None of these	580	116	244	109	135	580	413	265	368	542	**
	94%	98%	99%	100%	99%	94%	96%	98%	92%	95%	**
			e	e	e			h			

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

Any break column with 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 And what type of internet access do you have at home?

Base : Those with internet access at home through a PC/ laptop, mobile device or (ADDED AT WAVE 2 1010) tablet computer

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1517	240	162	117	45	1517	438	270	1244	1387	124
Effective Weighted Sample	1128	177	137	101	38	1128	314	248	929	1019	108
Total	1515	234	121	82	39	1515	409	248	1270	1362	120
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access	1355 89%	216 93%	108 89%	79 96% be	** **	1355 89%	343 84%	214 86%	1141 90%	1220 90%	104 87%
Broadband through a mobile network - connecting via a USB stick or dongle	165 11%	9 4% c	3 3%	- -%	** **	165 11% abc	43 10%	26 11%	139 11%	147 11%	15 12%
Ordinary phone line - dial-up access	17 1%	4 2%	3 2%	2 3%	** **	17 1%	8 2%	6 2%	13 1%	16 1%	- -%
Other	21 1%	2 1%	- -%	- -%	** **	21 1%	7 2%	1 1%	20 2%	19 1%	3 2%
Don't know	33 2%	6 3%	7 6% e	1 2%	** **	33 2%	20 5%	8 3%	26 2%	30 2%	3 3%

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

Any break column with 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 DEVICES USED TO ACCESS THE INTERNET

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
PC OR LAPTOP AT HOME	1389 69%	198 63% bcd	92 27% d	67 38% bd	25 16%	1389 69% abcd	340 44%	216 44%	1175 75% g	1247 69%	110 75%
OWN MOBILE PHONE	617 31% bcd	48 15% bcd	18 5%	12 7%	6 3%	617 31% abcd	126 16%	72 15%	551 35% g	539 30%	57 39% i
OWN HOME GAMES CONSOLE	182 9% bcd	10 3% bcd	- -%	- -%	- -%	182 9% abcd	41 5%	22 5%	157 10% g	168 9%	10 7%
OWN PORTABLE MEDIA PLAYER	129 6% bcd	14 5% bcd	3 1%	2 1%	1 1%	129 6% bcd	17 2%	15 3%	116 7% g	120 7%	6 4%
OWN TABLET COMPUTER	47 2% b	2 1%	2 1%	2 1%	1 *% b	47 2% b	12 2%	4 1%	45 3% g	42 2%	3 2%
PC/ LAPTOP AND NOT ALTERNATIVE DEVICE	717 36% bcde	147 46% bcde	73 22% d	53 30% bd	21 13%	717 36% bd	203 26%	138 28%	578 37% g	653 36%	53 36%
PC/ LAPTOP AND ALTERNATIVE DEVICE	672 34% bcd	52 16% bcd	18 5%	14 8% d	5 3%	672 34% abcd	138 18%	78 16%	597 38% g	594 33%	57 39%
ALTERNATIVE DEVICE AND NOT PC/ LAPTOP	36 2% bc	2 1%	2 *% ace	- -% ae	2 1% abce	36 2% bc	19 2%	5 1%	32 2%	30 2%	4 3%
NONE OF THESE	580 29%	116 37% e	244 72% ace	109 62% ae	135 83% abce	580 29%	413 53%	265 55% h	368 23%	542 30%	33 23%

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

Any break column with 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 How long ago did you first get any type of internet access at home? (COMBINED CODES FOR MOST RECENT)

Base : Those with internet access at home through a PC/ laptop

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1493	239	160	117	43	1493	423	265	1225	1367	120
Effective Weighted Sample	1109	176	135	101	36	1109	302	244	915	1004	105
Total	1489	232	119	82	37	1489	391	243	1248	1341	117
In the 1-2 years	250 17%	29 13%	21 18%	13 16%	** **	250 17%	98 25%	44 18%	206 16%	230 17%	16 14%
In the last 3-4 years	221 15%	42 18%	17 14%	15 18%	** **	221 15%	64 16%	26 11%	193 15%	198 15%	14 12%
In the last 5-9 years	503 34%	65 28%	39 33%	28 34%	** **	503 34%	123 32%	105 43% h	406 33%	453 34%	42 36%
10 years ago or more	467 31%	89 38% e	34 29%	25 30%	** **	467 31%	90 23%	62 25%	401 32% g	418 31%	38 33%
Can't remember	48 3%	6 3%	7 6% c	1 1%	** **	48 3%	15 4%	6 2%	42 3%	42 3%	6 5%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NIN5 What did you want the internet for when you first got internet access at home?

Base : Those who first got the internet at home in the last 4 years - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	f	~g	h	i	~j
Significance Level: 95%											
Unweighted total	473	67	52	39	13	473	172	76	395	437	32
Effective Weighted Sample	346	50	45	33	11	346	119	70	289	317	27
Total	471	72	38	28	10	471	162	71	399	428	30
To use email	242	**	**	**	**	242	69	**	214	212	**
	51%	**	**	**	**	51%	42%	**	54%	49%	**
To shop/ buy things online	179	**	**	**	**	179	49	**	150	164	**
	38%	**	**	**	**	38%	31%	**	38%	38%	**
To use social networking sites, like Facebook, MySpace, Bebo, Twitter etc.	122	**	**	**	**	122	45	**	106	112	**
	26%	**	**	**	**	26%	28%	**	27%	26%	**
Needed it for studies/ school work/ homework	102	**	**	**	**	102	28	**	88	86	**
	22%	**	**	**	**	22%	17%	**	22%	20%	**
Needed it for work	83	**	**	**	**	83	10	**	77	79	**
	18%	**	**	**	**	18%	6%	**	19%	18%	**
For my child/ children to use	70	**	**	**	**	70	30	**	57	64	**
	15%	**	**	**	**	15%	18%	**	14%	15%	**
To access news	64	**	**	**	**	64	14	**	57	56	**
	14%	**	**	**	**	14%	9%	**	14%	13%	**
To access entertainment - watch TV, listen to radio, watch films, listen to music	63	**	**	**	**	63	22	**	55	58	**
	13%	**	**	**	**	13%	14%	**	14%	14%	**
To sell things online	32	**	**	**	**	32	15	**	27	32	**
	7%	**	**	**	**	7%	9%	**	7%	8%	**
To use online chat rooms or Instant Messaging	30	**	**	**	**	30	8	**	28	26	**
	6%	**	**	**	**	6%	5%	**	7%	6%	**
To access government/ local council websites and carry out processes	28	**	**	**	**	28	5	**	21	27	**
	6%	**	**	**	**	6%	3%	**	5%	6%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NIN5 What did you want the internet for when you first got internet access at home?

Base : Those who first got the internet at home in the last 4 years - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	f	~g	h	i	~j
Significance Level: 95%											
Unweighted total	473	67	52	39	13	473	172	76	395	437	32
Effective Weighted Sample	346	50	45	33	11	346	119	70	289	317	27
Total	471	72	38	28	10	471	162	71	399	428	30
For information/ to learn (general)	24	**	**	**	**	24	8	**	20	24	**
	5%	**	**	**	**	5%	5%	**	5%	6%	**
Games/ gaming/ betting	9	**	**	**	**	9	3	**	9	9	**
	2%	**	**	**	**	2%	2%	**	2%	2%	**
To have my own web page/ blog	8	**	**	**	**	8	1	**	6	6	**
	2%	**	**	**	**	2%	1%	**	2%	2%	**
Banking	3	**	**	**	**	3	1	**	1	3	**
	1%	**	**	**	**	1%	*%	**	*%	1%	**
For other family member to use	3	**	**	**	**	3	1	**	2	3	**
	1%	**	**	**	**	1%	1%	**	1%	1%	**
Other	14	**	**	**	**	14	6	**	8	13	**
	3%	**	**	**	**	3%	4%	**	2%	3%	**
Not my decision/ I don't use the internet	22	**	**	**	**	22	11	**	13	22	**
	5%	**	**	**	**	5%	7%	**	3%	5%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN6 Do you ever access the internet anywhere other than in your home at all? Where is that?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Your workplace	490	48	4	4	-	490	35	44	449	444	35
	24%	15%	1%	2%	-%	24%	5%	9%	29%	24%	24%
		bcd		d		abcd			g		
Friend's house	241	14	7	6	1	241	81	44	202	209	20
	12%	4%	2%	3%	1%	12%	11%	9%	13%	11%	13%
		d				abcd			g		
Anywhere - using a mobile phone/ Smartphone (AMENDED WAVE 2 2010)	225	13	-	-	-	225	49	15	212	197	19
	11%	4%	-%	-%	-%	11%	6%	3%	13%	11%	13%
		bcd				abcd			g		
Library	124	12	7	6	1	124	43	27	97	105	13
	6%	4%	2%	3%	1%	6%	6%	6%	6%	6%	9%
						bd					
Anywhere - using wi-fi/ wireless broadband and a laptop/ portable media player/ games player	105	12	1	1	-	105	11	9	96	94	8
	5%	4%	*%	1%	-%	5%	1%	2%	6%	5%	5%
		bcd				bcd			g		
School/ college	95	3	2	2	-	95	17	14	82	74	15
	5%	1%	1%	1%	-%	5%	2%	3%	5%	4%	10%
						abcd			g		i
Internet cafe	74	3	5	4	*	74	18	11	64	57	10
	4%	1%	1%	2%	*%	4%	2%	2%	4%	3%	7%
						abd					i
University	58	3	-	-	-	58	5	3	55	49	6
	3%	1%	-%	-%	-%	3%	1%	1%	4%	3%	4%
						abcd			g		
UK online centre/ Learn Direct/ other online learning centres (AMENDED WAVE 2 2010)	14	-	-	-	-	14	2	2	13	10	3
	1%	-%	-%	-%	-%	1%	*%	*%	1%	1%	2%
											i

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

Any break column with 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 Do you ever access the internet anywhere other than in your home at all? Where is that?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Other	40	6	8	8	-	40	20	7	36	37	1
	2%	2%	2%	5%	-%	2%	3%	1%	2%	2%	1%
			d	ade							
No, do not	1104	234	315	155	160	1104	597	373	781	1019	76
	55%	74%	93%	89%	98%	55%	77%	77%	50%	56%	52%
		e	ace	ae	abce			h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

SUMMARY OF INTERNET TAKE-UP AND USE

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
HOUSEHOLD TAKE-UP	1489	232	119	82	37	1489	391	243	1248	1341	117
	74%	73%	35%	47%	23%	74%	51%	50%	79%	74%	80%
		bcd	d	bd		bcd			g		
USE AT ALL	1483	205	96	69	27	1483	388	234	1257	1333	116
	74%	65%	28%	39%	17%	74%	50%	48%	80%	73%	79%
		bcd	d	bd		abcd			g		
USE VIA PC/ LAPTOP AT HOME	1389	198	92	67	25	1389	340	216	1175	1247	110
	69%	63%	27%	38%	16%	69%	44%	44%	75%	69%	75%
		bcd	d	bd		abcd			g		
USE OUTSIDE HOME	900	83	22	20	3	900	175	114	793	801	71
	45%	26%	7%	11%	2%	45%	23%	23%	50%	44%	48%
		bcd	d	bd		abcd			g		
USE VIA MOBILE/ MEDIA PLAYER/ CONSOLE/ TABLET	707	54	20	14	6	707	157	83	629	624	61
	35%	17%	6%	8%	4%	35%	20%	17%	40%	34%	41%
		bcd				abcd			g		
ONLY USE VIA MOBILE/ MEDIA PLAYER/ CONSOLE/ TABLET (NOT PC/ LAPTOP AT HOME)	36	2	2	-	2	36	19	5	32	30	4
	2%	1%	*%	-%	1%	2%	2%	1%	2%	2%	3%
						bc					
DO NOT USE	521	112	241	106	135	521	384	252	318	487	31
	26%	35%	72%	61%	83%	26%	50%	52%	20%	27%	21%
		e	ace	ae	abce			h			

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

Any break column with 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 WHERE THE INTERNET IS USED

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
PC/ LAPTOP AT HOME	1389	198	92	67	25	1389	340	216	1175	1247	110
	69%	63%	27%	38%	16%	69%	44%	44%	75%	69%	75%
		bcd	d	bd		abcd			g		
AT WORK/ SCHOOL/ COLLEGE	595	52	5	5	-	595	52	53	544	523	54
	30%	16%	2%	3%	-%	30%	7%	11%	35%	29%	37%
		bcd		d		abcd			g		i
OTHER LOCATION	381	31	20	17	3	381	124	73	313	333	30
	19%	10%	6%	10%	2%	19%	16%	15%	20%	18%	21%
		bd	d	d		abcd			g		
PORTABLE DEVICE	730	57	21	14	6	730	162	85	649	645	62
	36%	18%	6%	8%	4%	36%	21%	17%	41%	35%	42%
		bcd				abcd			g		
DO NOT USE AT HOME OR ANYWHERE ELSE	521	112	241	106	135	521	384	252	318	487	31
	26%	35%	72%	61%	83%	26%	50%	52%	20%	27%	21%
		e	ace	ae	abce			h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

SUMMARY OF WHERE THE INTERNET IS USED

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
AT HOME AND ELSEWHERE	816	79	20	18	2	816	135	97	721	724	65
	41%	25%	6%	10%	1%	41%	17%	20%	46%	40%	44%
		bcd	d	bd		abcd			g		
AT HOME ONLY	583	122	74	49	25	583	213	120	464	532	45
	29%	38%	22%	28%	15%	29%	28%	25%	29%	29%	30%
		bcde		d		bd			g		
ELSEWHERE ONLY	84	4	3	2	*	84	40	17	72	77	6
	4%	1%	1%	1%	*%	4%	5%	4%	5%	4%	4%
						abcd					
DO NOT USE	521	112	241	106	135	521	384	252	318	487	31
	26%	35%	72%	61%	83%	26%	50%	52%	20%	27%	21%
		e	ace	ae	abce			h			

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

Any break column with 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 WHERE THE INTERNET IS USED

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
AT HOME AND ELSEWHERE	816	79	20	18	**	816	135	97	721	724	65
	55%	39%	21%	25%	**	55%	35%	41%	57%	54%	56%
		bc				abc			g		
AT HOME ONLY	583	122	74	49	**	583	213	120	464	532	45
	39%	59%	77%	71%	**	39%	55%	51%	37%	40%	39%
		e	ae	ae				h			
ELSEWHERE ONLY	84	4	3	2	**	84	40	17	72	77	6
	6%	2%	3%	3%	**	6%	10%	7%	6%	6%	5%
						a					

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

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

NIN6A How long ago did you first start using the internet? (ADDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
In the last year	56 4%	6 3%	5 5%	2 2%	** **	56 4%	24 6%	14 6%	45 4%	48 4%	6 5%
In the last 2 years	93 6%	14 7%	9 10%	6 9%	** **	93 6%	42 11%	17 7%	76 6%	82 6%	9 8%
In the last 3-4 years	175 12%	29 14%	11 11%	9 13%	** **	175 12%	63 16%	23 10%	155 12%	162 12%	9 8%
In the last 5-9 years	483 33%	54 27%	25 26%	17 25%	** **	483 33%	119 31%	86 37%	402 32%	425 32%	45 39%
10 years ago or more	625 42%	94 46%	40 42%	31 45%	** **	625 42%	120 31%	83 36%	537 43% g	568 43%	43 38%
Can't remember	51 3%	7 4%	6 6%	4 6%	** **	51 3%	19 5%	10 4%	41 3%	48 4%	2 2%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

NIN6A How long ago did you first start using the internet? (COMBINED CODES FOR MOST RECENT) (ADDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
In the last 1-2 years	149	21	14	8	**	149	66	32	122	130	16
	10%	10%	15%	11%	**	10%	17%	13%	10%	10%	14%
In the last 3-4 years	175	29	11	9	**	175	63	23	155	162	9
	12%	14%	11%	13%	**	12%	16%	10%	12%	12%	8%
In the last 5-9 years	483	54	25	17	**	483	119	86	402	425	45
	33%	27%	26%	25%	**	33%	31%	37%	32%	32%	39%
10 years ago or more	625	94	40	31	**	625	120	83	537	568	43
	42%	46%	42%	45%	**	42%	31%	36%	43%	43%	38%
								g			
Can't remember	51	7	6	4	**	51	19	10	41	48	2
	3%	4%	6%	6%	**	3%	5%	4%	3%	4%	2%
Columns Tested: a,b,c,d,e - q,h - i,j											

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

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

NIN6B And how often do you personally use the internet nowadays either at home or elsewhere? (ADDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Every day	1016	116	43	36	**	1016	221	133	880	898	91
	69%	57%	45%	52%	**	69%	57%	57%	70%	67%	79%
		b				abc			g		i
Several times a week	291	53	24	16	**	291	72	51	247	270	16
	20%	26%	25%	24%	**	20%	18%	22%	20%	20%	14%
		e									
At least once a week	92	13	16	8	**	92	49	24	72	88	3
	6%	6%	17%	11%	**	6%	13%	10%	6%	7%	3%
			ae	e				h			
At least once a month	51	11	4	3	**	51	24	11	39	45	4
	3%	6%	4%	5%	**	3%	6%	5%	3%	3%	4%
About every three months	14	6	3	2	**	14	8	8	5	14	-
	1%	3%	3%	2%	**	1%	2%	4%	*%	1%	-%
		e	e					h			
Less than once a year	3	2	-	-	**	3	3	-	3	3	-
	*%	1%	-%	-%	**	*%	1%	-%	*%	*%	-%
Never	2	-	1	1	**	2	2	3	1	1	1
	*%	-%	2%	2%	**	*%	*%	1%	*%	*%	1%
			e	ae				h			i
Don't know	14	3	4	2	**	14	9	5	10	13	-
	1%	2%	4%	3%	**	1%	2%	2%	1%	1%	-%
			e								

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

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

NIN6B And how often do you personally use the internet nowadays either at home or elsewhere? (COMBINED CODES FOR LEAST FREQUENT) (ADDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Every day	1016	116	43	36	**	1016	221	133	880	898	91
	69%	57%	45%	52%	**	69%	57%	57%	70%	67%	79%
		b				abc			g		i
Several times a week	291	53	24	16	**	291	72	51	247	270	16
	20%	26%	25%	24%	**	20%	18%	22%	20%	20%	14%
		e									
At least once a week	92	13	16	8	**	92	49	24	72	88	3
	6%	6%	17%	11%	**	6%	13%	10%	6%	7%	3%
			ae	e				h			
Less than once a week	67	19	7	5	**	67	34	20	46	62	4
	5%	9%	7%	7%	**	5%	9%	8%	4%	5%	4%
		e						h			
Never	2	-	1	1	**	2	2	3	1	1	1
	*%	-%	2%	2%	**	*%	*%	1%	*%	*%	1%
			e	ae				h			i
Don't know	14	3	4	2	**	14	9	5	10	13	-
	1%	2%	4%	3%	**	1%	2%	2%	1%	1%	-%
			e								

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

SUMMARY OF WHERE THE INTERNET IS USED - EXCLUDING USE AT WORK FROM USE 'ELSEWHERE'

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
AT HOME AND ELSEWHERE (EXCLUDING HOME AND WORK ONLY)	534 27%	45 14% bd	19 6% d	16 9% d	2 1%	534 27% abcd	116 15%	69 14%	465 30% g	470 26%	44 30%
AT HOME ONLY	583 29%	122 38% bcde	74 22%	49 28% d	25 15%	583 29% bd	213 28%	120 25%	464 29% g	532 29%	45 30%
ELSEWHERE ONLY (EXCLUDING WORK ONLY)	69 3%	4 1%	2 1%	2 1%	* *%	69 3% abcd	39 5%	17 4%	57 4%	61 3%	6 4%
AT HOME AND WORK ONLY	282 14%	34 11% bcd	1 *%	1 1%	- -%	282 14% bcd	19 2%	28 6%	256 16% g	255 14%	21 14%
AT WORK ONLY	15 1%	* *%	1 *%	1 *%	- -%	15 1%	1 *%	- -%	15 1% g	15 1%	- -%
DO NOT USE	521 26%	112 35% e	241 72% ace	106 61% ae	135 83% abce	521 26%	384 50%	252 52% h	318 20%	487 27%	31 21%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**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.

SUMMARY OF WHERE THE INTERNET IS USED

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
AT HOME AND AT WORK AND ELSEWHERE	190 9%	14 4%	3 1%	3 1%	- -%	190 9%	16 2%	16 3%	175 11%	171 9%	14 10%
		bcd				abcd			g		
AT HOME AND ELSEWHERE ONLY	344 17%	31 10%	16 5%	14 8%	2 1%	344 17%	101 13%	53 11%	290 18%	299 16%	30 21%
		bd		d		abcd			g		
AT HOME AND AT WORK ONLY	282 14%	34 11%	1 *%	1 1%	- -%	282 14%	19 2%	28 6%	256 16%	255 14%	21 14%
		bcd				bcd			g		
AT WORK AND ELSEWHERE ONLY	3 *%	- -%	- -%	- -%	- -%	3 *%	* *%	- -%	3 *%	3 *%	- -%
AT HOME ONLY	583 29%	122 38%	74 22%	49 28%	25 15%	583 29%	213 28%	120 25%	464 29%	532 29%	45 30%
		bcde		d		bd			g		
ELSEWHERE ONLY (EXCLUDING WORK ONLY)	66 3%	4 1%	2 1%	2 1%	* *%	66 3%	39 5%	17 4%	54 3%	58 3%	6 4%
						abcd					
AT WORK ONLY	15 1%	* *%	1 *%	1 *%	- -%	15 1%	1 *%	- -%	15 1%	15 1%	- -%
									g		
DO NOT USE	521 26%	112 35%	241 72%	106 61%	135 83%	521 26%	384 50%	252 52%	318 20%	487 27%	31 21%
		e	ace	ae	abce			h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

SUMMARY OF INTERNET TAKE-UP AND INTENTIONS

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
HAVE ACCESS AT HOME	1489	232	119	82	37	1489	391	243	1248	1341	117
	74%	73%	35%	47%	23%	74%	51%	50%	79%	74%	80%
		bcd	d	bd		bcd			g		
LIKELY TO GET IN NEXT 12 MONTHS	54	3	6	4	2	54	33	22	35	48	5
	3%	1%	2%	2%	1%	3%	4%	5%	2%	3%	4%
								h			
DON'T KNOW IF WILL GET IN NEXT 12 MONTHS	84	12	7	6	1	84	45	11	75	77	6
	4%	4%	2%	3%	1%	4%	6%	2%	5%	4%	4%
						bd			g		
WILL NOT GET IN NEXT 12 MONTHS	376	69	205	83	122	376	304	210	216	354	19
	19%	22%	61%	48%	75%	19%	39%	43%	14%	19%	13%
			ace	ae	abce			h		j	

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**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.

IN7A How many HOURS in a typical WEEK would you say you use the internet at home?

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
None	78 5%	8 4%	7 8%	5 7%	** **	78 5%	39 10%	20 9% h	62 5%	74 6%	3 3%
Up to 1 hour	131 9%	29 14% e	16 16% e	8 11%	** **	131 9%	44 11%	26 11%	106 8%	114 9%	12 11%
Up to 5 hours	483 33%	79 38%	36 38%	25 37%	** **	483 33%	122 31%	73 31%	412 33%	444 33%	32 28%
Up to 10 hours	367 25%	44 21%	21 22%	17 25%	** **	367 25%	67 17%	45 19%	327 26% g	335 25%	26 22%
Up to 15 hours	172 12%	18 9%	11 11%	9 13%	** **	172 12%	40 10%	26 11%	142 11%	149 11%	16 14%
Up to 20 hours	102 7%	10 5%	2 2%	2 3%	** **	102 7% b	21 5%	22 9%	83 7%	89 7%	11 9%
Up to 30 hours	84 6%	11 5%	3 4%	3 5%	** **	84 6%	31 8%	13 5%	73 6%	71 5%	10 9%
Up to 40 hours	46 3%	5 2%	- -%	- -%	** **	46 3% b	16 4%	6 2%	41 3%	41 3%	4 4%
Up to 50 hours	13 1%	1 1%	- -%	- -%	** **	13 1%	6 2%	3 1%	9 1%	11 1%	1 1%
Over 50 hours	5 *%	1 *%	- -%	- -%	** **	5 *%	2 *%	2 1%	2 *%	5 *%	- -%
Mean number of hours per week	9.4	8.3 b	6.0	7.0	**	9.4 bc	9.6	9.6	9.3	9.2	10.7
Standard deviation	10.13	10.50	6.41	7.04	**	10.13	11.34	11.85	9.56	10.11	9.88

Prepared by Saville Rossiter-Base : 01727 899 399

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Standard error	.26	.72	.55	.70	**	.26	.56	.74	.27	.27	.90
Columns Tested: a,b,c,d,e - g,h - i,j											

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN7B How many HOURS in a typical WEEK would you say you use the internet at your workplace or place of education?

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
None	869	149	88	61	**	869	329	185	691	796	58
	59%	73%	92%	88%	**	59%	85%	79%	55%	60%	50%
		e	ae	ae				h		j	
Up to 1 hour	117	22	2	2	**	117	27	8	107	107	8
	8%	11%	2%	3%	**	8%	7%	3%	9%	8%	7%
		bc				b			g		
Up to 5 hours	202	18	4	4	**	202	16	22	184	182	16
	14%	9%	4%	6%	**	14%	4%	9%	15%	14%	14%
						bc			g		
Up to 10 hours	138	5	1	1	**	138	9	12	128	120	13
	9%	2%	1%	1%	**	9%	2%	5%	10%	9%	12%
						abc			g		
Up to 15 hours	40	2	1	1	**	40	2	5	35	27	9
	3%	1%	1%	1%	**	3%	*%	2%	3%	2%	8%
											i
Up to 20 hours	50	3	*	*	**	50	4	1	48	41	6
	3%	1%	*%	1%	**	3%	1%	*%	4%	3%	5%
									g		
Up to 30 hours	40	1	1	1	**	40	1	-	39	35	3
	3%	1%	1%	1%	**	3%	*%	-%	3%	3%	3%
									g		
Up to 40 hours	25	5	-	-	**	25	-	2	22	22	1
	2%	2%	-%	-%	**	2%	-%	1%	2%	2%	1%
Up to 50 hours	2	-	-	-	**	2	-	-	2	2	-
	*%	-%	-%	-%	**	*%	-%	-%	*%	*%	-%
Over 50 hours	2	-	-	-	**	2	-	-	2	1	1
	*%	-%	-%	-%	**	*%	-%	-%	*%	*%	1%
											i

Mean number of hours per week	3.8	2.1	.5	.7	**	3.8	.7	1.5	4.2	3.6	5.3
		b				abc			g		i

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

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

IN7B How many HOURS in a typical WEEK would you say you use the internet at your workplace or place of education?

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Standard deviation	7.92	6.64	2.75	3.23	**	7.92	2.78	4.91	8.20	7.79	9.36
Standard error	.21	.45	.24	.32	**	.21	.14	.31	.23	.21	.85
Columns Tested: a,b,c,d,e - g,h - i,j											

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

IN7C How many HOURS in a typical WEEK would you say you use the internet anywhere else?

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
None	1042	169	84	60	**	1042	271	171	877	945	79
	70%	82%	88%	87%	**	70%	70%	73%	70%	71%	68%
		e	e	e							
Up to 1 hour	226	21	12	9	**	226	69	39	185	203	15
	15%	10%	12%	13%	**	15%	18%	17%	15%	15%	13%
						a					
Up to 5 hours	162	8	-	-	**	162	36	19	148	138	16
	11%	4%	-%	-%	**	11%	9%	8%	12%	10%	14%
		bc				abc					
Up to 10 hours	38	5	-	-	**	38	10	6	32	34	3
	3%	3%	-%	-%	**	3%	3%	2%	3%	3%	3%
Up to 15 hours	6	-	-	-	**	6	1	-	6	3	2
	*%	-%	-%	-%	**	*%	*%	-%	1%	*%	2%
										i	
Up to 20 hours	5	-	-	-	**	5	1	-	5	5	-
	*%	-%	-%	-%	**	*%	*%	-%	*%	*%	-%
Up to 30 hours	2	2	-	-	**	2	*	-	2	2	-
	*%	1%	-%	-%	**	*%	*%	-%	*%	*%	-%
		e									
Over 50 hours	2	-	-	-	**	2	-	-	2	2	-
	*%	-%	-%	-%	**	*%	-%	-%	*%	*%	-%
Mean number of hours per week	.9	.7	.1	.1	**	.9	.8	.5	1.0	.9	1.0
		b				bc			g		
Standard deviation	3.16	3.28	.33	.34	**	3.16	2.14	1.28	3.39	3.22	2.51
Standard error	.08	.22	.03	.03	**	.08	.10	.08	.10	.09	.23

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

SUMMARY OF HOURS AT IN7A/ IN7B/ IN7C

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
None	20 1%	4 2%	6 6% ae	4 5% e	** **	20 1%	16 4%	9 4% h	12 1%	18 1%	2 1%
Up to 1 hour	97 7%	23 11% e	15 16% e	7 10%	** **	97 7%	44 11%	23 10% h	76 6%	90 7%	6 5%
Up to 5 hours	366 25%	70 34% e	35 37% e	24 35% e	** **	366 25%	118 30%	72 31% h	296 24%	340 26%	22 19%
Up to 10 hours	324 22%	46 22%	23 23%	19 27%	** **	324 22%	69 18%	45 19%	284 23%	302 23%	20 17%
Up to 15 hours	213 14%	25 12%	11 12%	9 14%	** **	213 14%	47 12%	24 10%	187 15% g	179 13%	22 19%
Up to 20 hours	127 9%	6 3%	* *% abc	* 1%	** **	127 9% abc	20 5%	24 10%	103 8%	115 9%	12 10%
Up to 30 hours	156 10%	13 6%	3 3%	3 4%	** **	156 10% bc	41 11%	19 8%	140 11%	137 10%	14 12%
Up to 40 hours	81 5%	6 3%	3 3%	3 5%	** **	81 5%	18 5%	12 5%	71 6%	67 5%	10 9%
Up to 50 hours	67 5%	9 5% bc	- -%	- -%	** **	67 5% bc	11 3%	3 1%	63 5% g	57 4%	5 5%
Over 50 hours	32 2%	4 2%	- -%	- -%	** **	32 2%	2 1%	5 2%	25 2%	27 2%	4 3%
Mean number of hours per week	14.2	11.1 bc	6.7	7.9	**	14.2 abc	11.1	11.7	14.5 g	13.8	17.0 i

Standard deviation	14.52	14.03	7.39	8.16	**	14.52	12.06	13.31	14.47	14.39	15.79
Standard error	.38	.96	.64	.82	**	.38	.59	.83	.41	.39	1.44
Columns Tested: a,b,c,d,e - g,h - i,j											

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NIN8A INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Use e-mail to contact friends and relatives (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	132	20	14	6	**	132	64	29	101	124	6
	9%	10%	14% e	9%	**	9%	16%	13% h	8%	9%	6%
I'm interested in this and I can do it with confidence	1298	177	74	57	**	1298	301	192	1112	1164	104
	88%	86% b	77%	83%	**	88% b	78%	82%	89% g	87%	90%
I'm interested in this, but I can't do this	45	9	7	5	**	45	18	10	38	40	4
	3%	4%	7% e	7% e	**	3%	5%	4%	3%	3%	3%
Don't know	7	-	2	-	**	7	5	3	5	5	2
	*%	-%	2% ae	-%	**	*%	1%	1%	*%	*%	1%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NIN8B INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Listen to radio over a computer (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	746	125	69	49	**	746	239	141	615	666	63
	50%	61%	71%	71%	**	50%	62%	60%	49%	50%	55%
		e	ae	e				h			
I'm interested in this and I can do it with confidence	619	61	18	15	**	619	110	73	546	565	39
	42%	30%	18%	22%	**	42%	28%	31%	43%	42%	34%
		b				abc		g			
I'm interested in this, but I can't do this	84	15	5	3	**	84	31	13	66	72	9
	6%	7%	6%	5%	**	6%	8%	6%	5%	5%	8%
Don't know	35	5	4	2	**	35	8	7	30	29	4
	2%	2%	5%	3%	**	2%	2%	3%	2%	2%	3%

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

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

NIN8C INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Transfer photos from a digital camera or mobile phone to a computer (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	240	49	29	17	**	240	104	51	189	212	21
	16%	24%	30%	25%	**	16%	27%	22%	15%	16%	18%
		e	e	e				h			
I'm interested in this and I can do it with confidence	1073	121	52	43	**	1073	224	150	929	971	78
	72%	59%	54%	63%	**	72%	58%	64%	74%	73%	68%
						abc			g		
I'm interested in this, but I can't do this	158	35	12	7	**	158	55	29	129	142	14
	11%	17%	13%	10%	**	11%	14%	12%	10%	11%	12%
		e									
Don't know	12	-	3	1	**	12	5	4	9	8	2
	1%	-%	3%	2%	**	1%	1%	2%	1%	1%	2%
			ae								
Columns Tested: a,b,c,d,e - g,h - i,j											

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

NIN8D INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Install security features like a firewall, anti-spy or antivirus software (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	267	47	27	17	**	267	113	49	221	249	13
	18%	23%	28% e	24%	**	18%	29%	21%	18%	19%	12%
I'm interested in this and I can do it with confidence	944	119	47	38	**	944	195	147	804	849	72
	64%	58%	49%	56%	**	64% b	50%	63%	64%	64%	62%
I'm interested in this, but I can't do this	241	38	18	14	**	241	70	34	205	212	24
	16%	18%	18%	20%	**	16%	18%	14%	16%	16%	20%
Don't know	31	1	4	-	**	31	10	5	27	23	7
	2%	1%	4% ac	-%	**	2%	2%	2%	2%	2%	6% i

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

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

NIN8E INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Install software on a computer which can control or block access to certain websites (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	410	87	43	31	**	410	140	78	333	381	22
	28%	43%	45%	45%	**	28%	36%	33%	26%	29%	19%
		e	e	e				h		j	
I'm interested in this and I can do it with confidence	770	76	29	21	**	770	159	113	668	680	69
	52%	37%	31%	30%	**	52%	41%	48%	53%	51%	59%
						abc					
I'm interested in this, but I can't do this	254	35	18	15	**	254	71	36	215	232	18
	17%	17%	18%	21%	**	17%	18%	16%	17%	17%	16%
Don't know	48	7	6	3	**	48	17	7	41	39	7
	3%	3%	6%	4%	**	3%	4%	3%	3%	3%	6%

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

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

NIN8F INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Do my banking over the internet (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	475	73	52	33	**	475	196	111	368	431	33
	32%	35%	55%	48%	**	32%	51%	47%	29%	32%	28%
			ae	ae				h			
I'm interested in this and I can do it with confidence	915	118	36	32	**	915	161	110	809	822	73
	62%	58%	38%	46%	**	62%	41%	47%	64%	62%	63%
		b				bc		g			
I'm interested in this, but I can't do this	77	14	4	3	**	77	23	8	67	68	7
	5%	7%	4%	4%	**	5%	6%	4%	5%	5%	6%
Don't know	16	-	3	1	**	16	8	5	13	12	3
	1%	-%	3%	2%	**	1%	2%	2%	1%	1%	3%
			ae								

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

NIN8G INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Buy things over the internet (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	199	39	27	16	**	199	89	47	154	170	21
	13%	19%	28%	24%	**	13%	23%	20%	12%	13%	19%
		e	ae	e				h			
I'm interested in this and I can do it with confidence	1207	154	60	48	**	1207	267	170	1042	1098	87
	81%	75%	63%	70%	**	81%	69%	72%	83%	82%	75%
		b				abc		g		j	
I'm interested in this, but I can't do this	68	12	5	3	**	68	26	15	54	60	5
	5%	6%	5%	4%	**	5%	7%	6%	4%	4%	4%
Don't know	9	-	3	2	**	9	5	3	7	5	3
	1%	-%	3%	2%	**	1%	1%	1%	1%	*%	2%
			ae	ae							i

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

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

NIN8H INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Join in debates online or give your opinions on social or political issues (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	1026	155	77	53	**	1026	273	171	856	924	79
	69%	76%	80% e	77%	**	69%	70%	73%	68%	69%	68%
I'm interested in this and I can do it with confidence	340	36	9	9	**	340	82	47	299	309	26
	23%	18% b	9%	13%	**	23% bc	21%	20%	24%	23%	22%
I'm interested in this, but I can't do this	88	12	6	5	**	88	25	10	78	79	7
	6%	6%	6%	7%	**	6%	6%	4%	6%	6%	6%
Don't know	28	2	4	2	**	28	8	6	24	21	4
	2%	1%	4% a	2%	**	2%	2%	3%	2%	2%	4%

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

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

NIN8I INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Find out about local services such as cinemas or restaurants (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	247	49	29	16	**	247	108	54	193	219	20
	17%	24%	30%	24%	**	17%	28%	23%	15%	16%	18%
		e	e					h			
I'm interested in this and I can do it with confidence	1165	145	59	48	**	1165	253	165	1005	1060	82
	79%	71%	61%	70%	**	79%	65%	70%	80%	80%	71%
						abc			g	j	
I'm interested in this, but I can't do this	63	10	7	4	**	63	24	13	52	49	11
	4%	5%	7%	6%	**	4%	6%	6%	4%	4%	9%
											i
Don't know	8	*	2	-	**	8	4	2	7	4	2
	1%	*%	2%	-%	**	1%	1%	1%	1%	*%	2%
											i
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

NIN8J INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Find out information from your local government or local council such as health services, recycling, local libraries (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	412	57	31	15	**	412	148	73	348	374	28
	28%	28%	32%	22%	**	28%	38%	31%	28%	28%	24%
I'm interested in this and I can do it with confidence	982	138	56	48	**	982	211	144	836	889	75
	66%	67%	59%	70%	**	66%	54%	61%	67%	67%	65%
I'm interested in this, but I can't do this	74	9	7	5	**	74	23	15	60	59	11
	5%	4%	8%	8%	**	5%	6%	6%	5%	4%	9%
											i
Don't know	15	*	2	-	**	15	5	2	14	10	3
	1%	*%	2%	-%	**	1%	1%	1%	1%	1%	2%

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

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

NIN8K INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Complete government processes online - such as register for tax credits, renew driving licence, car tax or passport, complete tax return (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	456	69	47	28	**	456	189	83	379	413	36
	31%	34%	49%	40%	**	31%	49%	35%	30%	31%	31%
			ae								
I'm interested in this and I can do it with confidence	903	127	38	32	**	903	164	130	770	826	58
	61%	62%	39%	47%	**	61%	42%	55%	61%	62%	50%
		bc				bc				j	
I'm interested in this, but I can't do this	98	9	9	8	**	98	26	17	85	77	17
	7%	4%	9%	11%	**	7%	7%	7%	7%	6%	14%
				a						i	
Don't know	26	1	3	1	**	26	9	5	22	17	5
	2%	*%	3%	1%	**	2%	2%	2%	2%	1%	4%
											i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

NIN8L INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Contact your local MP, Assembly Member, MSP or local councillor online (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	989	136	69	47	**	989	288	160	838	899	73
	67%	66%	71%	69%	**	67%	74%	68%	67%	67%	63%
I'm interested in this and I can do it with confidence	370	58	19	15	**	370	67	54	313	338	24
	25%	28%	20%	22%	**	25%	17%	23%	25%	25%	21%
I'm interested in this, but I can't do this	91	10	5	4	**	91	23	13	78	74	13
	6%	5%	5%	6%	**	6%	6%	6%	6%	6%	11%
											i
Don't know	33	2	4	2	**	33	10	7	28	22	6
	2%	1%	4%	2%	**	2%	3%	3%	2%	2%	5%
			a								i

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

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

NIN8M INTEREST AND COMPETENCE IN INTERNET/ PC/ LAPTOP TASKS - Sign an online petition (ANSWER CODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
I'm not interested in this	900	131	66	45	**	900	276	142	769	819	67
	61%	64%	69%	65%	**	61%	71%	60%	61%	61%	58%
I'm interested in this and I can do it with confidence	449	65	21	18	**	449	77	71	372	414	25
	30%	32%	22%	26%	**	30%	20%	30%	30%	31%	22%
		b				b				j	
I'm interested in this, but I can't do this	82	5	5	5	**	82	24	13	73	66	11
	6%	3%	6%	7%	**	6%	6%	5%	6%	5%	10%
											i
Don't know	51	3	4	2	**	51	11	9	43	34	12
	3%	2%	4%	2%	**	3%	3%	4%	3%	3%	10%
											i

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

Any break column with 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 INTERNET/ PC/ LAPTOP TASKS OF INTEREST

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Use email to contact friends and relatives	1343	185	80	62	**	1343	319	202	1151	1204	108
	91%	90%	84%	91%	**	91% b	82%	86%	92% g	90%	93%
Buy things over the internet	1275	166	66	51	**	1275	293	185	1096	1157	92
	86%	81% b	68%	74%	**	86% bc	76%	79%	87% g	87% j	79%
Transfer photos from a digital camera or mobile phone to a computer	1231	156	64	50	**	1231	279	179	1058	1113	92
	83%	76%	67%	73%	**	83% abc	72%	76%	84% g	83%	80%
Find out about local services such as cinemas or restaurants	1228	156	66	52	**	1228	276	179	1058	1109	93
	83%	76%	69%	76%	**	83% ab	71%	76%	84% g	83%	81%
Install security features like a firewall, anti-spy or antivirus software	1185	156	65	52	**	1185	265	181	1009	1061	96
	80%	76%	67%	76%	**	80% b	68%	77%	80%	80%	83%
Find out information from your local government or local council	1056	147	64	54	**	1056	234	159	896	948	85
	71%	72%	66%	78%	**	71%	60%	68%	71%	71%	74%
Install software on a computer which can control or block access to certain websites	1025	111	47	35	**	1025	231	149	882	913	87
	69%	54%	49%	51%	**	69% abc	59%	64%	70% g	68%	75%
Complete government processes online	1000	135	46	40	**	1000	191	147	856	903	75
	67%	66% b	48%	58%	**	67% b	49%	63%	68%	68%	64%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**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.

SUMMARY OF INTERNET/ PC/ LAPTOP TASKS OF INTEREST

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Do my banking over the internet	992 67%	132 65% bc	41 42%	35 50%	** **	992 67% bc	184 47%	119 51%	876 70% g	891 67%	80 69%
Listen to radio over a computer	702 47%	75 37% b	23 24%	18 27%	** **	702 47% abc	140 36%	86 37%	612 49% g	637 48%	48 42%
Sign an online petition	531 36%	71 34%	26 27%	22 33%	** **	531 36% b	101 26%	84 36%	445 35%	480 36%	36 32%
Contact your local MP, Assembly Member, MSP or local councillor	461 31%	68 33%	24 25%	20 29%	** **	461 31%	90 23%	67 29%	391 31%	411 31%	37 32%
Join in debates online or give your opinions on social or political issues	429 29%	48 24%	15 16%	14 20%	** **	429 29% b	107 27%	57 24%	377 30%	388 29%	33 28%
ANY	1451 98%	197 96%	91 94%	68 99%	** **	1451 98% b	370 95%	227 97%	1234 98%	1303 98%	114 99%
FIND OUT LOCAL INFORMATION	1286 87%	166 81%	73 76%	58 84%	** **	1286 87% ab	300 77%	192 82%	1099 87% g	1159 87%	98 84%
GOVERNMENT/ COUNCIL INFORMATION AND PROCESSES	1173 79%	170 83% b	70 73%	57 82%	** **	1173 79%	254 66%	186 79%	990 79%	1052 79%	93 80%
NONE	32 2%	8 4%	6 6% e	1 1%	** **	32 2%	18 5%	7 3%	23 2%	29 2%	2 1%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**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.

SUMMARY OF INTERNET/ PC/ LAPTOP TASKS - INTERESTED & NOT CAN DO WITH CONFIDENCE

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Install software on a computer which can control or block access to certain websites	302 20%	42 20%	24 25%	17 25%	** **	302 20%	88 23%	43 18%	256 20%	271 20%	25 22%
Install security features like a firewall, anti-spy or antivirus software	272 18%	39 19%	22 23%	14 20%	** **	272 18%	80 21%	39 17%	232 18%	234 18%	30 26% i
Transfer photos from a digital camera or mobile phone to a computer	170 11%	35 17% e	15 16%	8 12%	** **	170 11%	60 15%	33 14%	139 11%	150 11%	16 14%
Sign an online petition	133 9%	9 4%	9 9%	6 9%	** **	133 9% a	35 9%	22 9%	116 9%	100 7%	23 20% i
Complete government processes online	124 8%	10 5%	11 12% a	9 13% a	** **	124 8%	35 9%	22 9%	108 9%	94 7%	22 19% i
Contact your local MP, Assembly Member, MSP or local councillor	124 8%	11 6%	8 9%	6 8%	** **	124 8%	33 8%	21 9%	106 8%	95 7%	19 16% i
Listen to radio over a computer	118 8%	20 10%	10 10%	5 7%	** **	118 8%	39 10%	20 8%	96 8%	101 8%	13 11%
Join in debates online or give your opinions on social or political issues	116 8%	13 7%	10 11%	7 10%	** **	116 8%	32 8%	16 7%	101 8%	100 7%	12 10%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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 INTERNET/ PC/ LAPTOP TASKS - INTERESTED & NOT CAN DO WITH CONFIDENCE

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Do my banking over the internet	93 6%	14 7%	7 8%	4 5%	** **	93 6%	31 8%	13 6%	80 6%	80 6%	10 9%
Find out information from your local government or local council	89 6%	9 5%	9 9%	5 8%	** **	89 6%	28 7%	17 7%	73 6%	69 5%	13 12% i
Buy things over the internet	77 5%	12 6%	8 9%	4 6%	** **	77 5%	32 8%	18 8%	61 5%	65 5%	7 6%
Find out about local services such as cinemas or restaurants	71 5%	11 5%	9 9% e	4 6%	** **	71 5%	28 7%	15 7%	59 5%	53 4%	13 11% i
Use email to contact friends and relatives	52 4%	9 4%	9 9% e	5 7%	** **	52 4%	23 6%	13 6%	44 3%	45 3%	5 4%
ANY OF THESE	575 39%	79 39%	47 49% e	33 47%	** **	575 39%	167 43%	99 42%	475 38%	496 37%	61 52% i

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

Any break column with 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 INTERNET/ PC/ LAPTOP TASKS - INTERESTED & CAN DO WITH CONFIDENCE

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Use email to contact friends and relatives	1298	177	74	57	**	1298	301	192	1112	1164	104
	88%	86%	77%	83%	**	88%	78%	82%	89%	87%	90%
		b				b			g		
Buy things over the internet	1207	154	60	48	**	1207	267	170	1042	1098	87
	81%	75%	63%	70%	**	81%	69%	72%	83%	82%	75%
		b				abc			g	j	
Find out about local services such as cinemas or restaurants	1165	145	59	48	**	1165	253	165	1005	1060	82
	79%	71%	61%	70%	**	79%	65%	70%	80%	80%	71%
						abc			g	j	
Transfer photos from a digital camera or mobile phone to a computer	1073	121	52	43	**	1073	224	150	929	971	78
	72%	59%	54%	63%	**	72%	58%	64%	74%	73%	68%
						abc			g		
Find out information from your local government or local council	982	138	56	48	**	982	211	144	836	889	75
	66%	67%	59%	70%	**	66%	54%	61%	67%	67%	65%
Install security features like a firewall, anti-spy or antivirus software	944	119	47	38	**	944	195	147	804	849	72
	64%	58%	49%	56%	**	64%	50%	63%	64%	64%	62%
						b					
Do my banking over the internet	915	118	36	32	**	915	161	110	809	822	73
	62%	58%	38%	46%	**	62%	41%	47%	64%	62%	63%
		b				bc			g		
Complete government processes online	903	127	38	32	**	903	164	130	770	826	58
	61%	62%	39%	47%	**	61%	42%	55%	61%	62%	50%
		bc				bc				j	

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

Any break column with 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 INTERNET/ PC/ LAPTOP TASKS - INTERESTED & CAN DO WITH CONFIDENCE

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Install software on a computer which can control or block access to certain websites	770 52%	76 37%	29 31%	21 30%	** **	770 52% abc	159 41%	113 48%	668 53%	680 51%	69 59%
Listen to radio over a computer	619 42%	61 30% b	18 18%	15 22%	** **	619 42% abc	110 28%	73 31%	546 43% g	565 42%	39 34%
Sign an online petition	449 30%	65 32% b	21 22%	18 26%	** **	449 30% b	77 20%	71 30%	372 30%	414 31% j	25 22%
Contact your local MP, Assembly Member, MSP or local councillor	370 25%	58 28%	19 20%	15 22%	** **	370 25%	67 17%	54 23%	313 25%	338 25%	24 21%
Join in debates online or give your opinions on social or political issues	340 23%	36 18% b	9 9%	9 13%	** **	340 23% bc	82 21%	47 20%	299 24%	309 23%	26 22%
ANY OF THESE	1416 95%	189 92%	83 86%	65 94%	** **	1416 95% ab	350 90%	216 92%	1206 96% g	1272 95%	112 97%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN9A INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Use e-mail to contact friends and relatives

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	406	93	208	83	125	406	305	205	241	377	**
	78%	83%	86%	78%	92%	78%	79%	81%	76%	77%	**
			ce		ace						
I'm interested in this but I wasn't aware that this can be done	8	5	*	*	-	8	6	1	6	8	**
	2%	5%	*%	*%	-%	2%	2%	1%	2%	2%	**
		bcde									
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	75	13	19	15	4	75	50	27	51	71	**
	14%	12%	8%	14%	3%	14%	13%	11%	16%	15%	**
		d		bd		bd					
Don't know	32	1	14	8	6	32	24	18	19	30	**
	6%	1%	6%	8%	4%	6%	6%	7%	6%	6%	**
			a	a		a					

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN9B INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Listen to radio over a computer

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	455	106	216	91	124	455	335	220	275	424	**
	87%	94%	89%	86%	92%	87%	87%	87%	87%	87%	**
		ce									
I'm interested in this but I wasn't aware that this can be done	11	1	7	4	2	11	8	9	5	10	**
	2%	1%	3%	4%	2%	2%	2%	4%	1%	2%	**
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	24	4	5	2	2	24	17	6	19	23	**
	5%	4%	2%	2%	2%	5%	4%	2%	6%	5%	**
								g			
Don't know	32	1	14	8	6	32	24	17	19	30	**
	6%	1%	6%	8%	4%	6%	6%	7%	6%	6%	**
			a	a		a					

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN9C INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Transfer photos from a digital camera or mobile phone to a computer

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	410	92	210	85	125	410	308	206	245	379	**
	79%	82%	87%	80%	92%	79%	80%	82%	77%	78%	**
			e		ace						
I'm interested in this but I wasn't aware that this can be done	8	3	2	1	1	8	6	3	5	8	**
	1%	3%	1%	1%	1%	1%	1%	1%	2%	2%	**
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	72	15	16	11	5	72	48	28	47	71	**
	14%	13%	7%	10%	4%	14%	12%	11%	15%	15%	**
		bd		d		bd					
Don't know	32	2	13	9	4	32	23	15	21	30	**
	6%	2%	5%	9%	3%	6%	6%	6%	7%	6%	**
				ad							

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN9D INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Install security features like a firewall, anti-spy or antivirus software

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	436	99	217	90	127	436	327	217	259	407	**
	84%	88%	90%	85%	94%	84%	85%	86%	82%	84%	**
			e		ce						
I'm interested in this but I wasn't aware that this can be done	4	2	1	1	-	4	3	1	4	4	**
	1%	2%	*%	1%	-%	1%	1%	*%	1%	1%	**
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	39	9	6	5	1	39	24	14	27	38	**
	7%	8%	3%	5%	1%	7%	6%	5%	8%	8%	**
		bd				bd					
Don't know	42	3	16	10	6	42	30	21	28	39	**
	8%	2%	7%	9%	5%	8%	8%	8%	9%	8%	**
				a		a					

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN9E INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Install software on a computer which can control or block access to certain websites

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	441	103	218	90	128	441	331	216	265	412	**
	85%	92%	90%	85%	95%	85%	86%	86%	83%	85%	**
		e	e		ce						
I'm interested in this but I wasn't aware that this can be done	2	*	1	1	-	2	1	1	2	2	**
	***	***	***	1%	-%	***	***	***	1%	***	**
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	32	6	5	4	1	32	21	12	22	31	**
	6%	5%	2%	4%	1%	6%	5%	5%	7%	6%	**
		d				bd					
Don't know	46	3	16	10	6	46	31	23	29	42	**
	9%	2%	7%	10%	4%	9%	8%	9%	9%	9%	**
				a		a					

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN9F INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Do my banking over the internet

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	460	106	225	94	130	460	344	227	278	428	**
	88%	95%	93%	89%	97%	88%	89%	90%	87%	88%	**
		e	e		ce						
I'm interested in this but I wasn't aware that this can be done	4	1	-	-	-	4	2	2	2	4	**
	1%	1%	-%	-%	-%	1%	*%	1%	1%	1%	**
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	22	3	3	3	1	22	14	8	16	21	**
	4%	3%	1%	3%	*%	4%	4%	3%	5%	4%	**
						bd					
Don't know	35	1	13	9	4	35	25	16	22	33	**
	7%	1%	5%	9%	3%	7%	7%	6%	7%	7%	**
				ad		a					

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN9G INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Buy things over the internet

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	420	97	214	88	125	420	317	211	249	391	**
	81%	87%	89%	83%	93%	81%	82%	84%	78%	80%	**
			e		ce						
I'm interested in this but I wasn't aware that this can be done	6	4	-	-	-	6	4	1	4	6	**
	1%	3%	-%	-%	-%	1%	1%	*%	1%	1%	**
		bcd									
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	64	10	14	8	5	64	40	23	44	61	**
	12%	9%	6%	8%	4%	12%	11%	9%	14%	13%	**
						bd					
Don't know	32	1	14	10	4	32	23	17	20	29	**
	6%	1%	6%	9%	3%	6%	6%	7%	6%	6%	**
			a	ad		a					

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

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

IN9H INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Join in debates online or give your opinions on social or political issues

Base : Those who do not use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	465	107	220	93	127	465	344	225	283	434	**
	89%	96%	91%	87%	94%	89%	89%	89%	89%	89%	**
		ce			c						
I'm interested in this but I wasn't aware that this can be done	6	1	3	2	1	6	5	5	3	6	**
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	**
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	15	2	4	3	1	15	11	5	8	14	**
	3%	2%	2%	3%	*%	3%	3%	2%	3%	3%	**
Don't know	36	1	15	9	6	36	24	18	23	33	**
	7%	1%	6%	9%	4%	7%	6%	7%	7%	7%	**
			a	a		a					
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN9I INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Find out about local services such as cinemas or restaurants

Base : Those who do not use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	426	100	217	91	126	426	321	212	255	396	**
	82%	89%	90% e	86%	93% ce	82%	83%	84%	80%	81%	**
I'm interested in this but I wasn't aware that this can be done	3	2	1	1	-	3	3	1	2	3	**
	1%	2%	*%	1%	-%	1%	1%	*%	1%	1%	**
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	58	7	8	5	3	58	37	23	38	56	**
	11%	7%	4%	5%	3%	11% bcd	10%	9%	12%	12%	**
Don't know	34	3	15	9	6	34	24	16	22	32	**
	6%	3%	6%	9%	4%	6%	6%	6%	7%	7%	**
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN9J INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Find out information from your local government or local council such as health services, recycling, local libraries

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	434	100	211	87	124	434	321	211	263	404	**
	83%	89%	88%	82%	92% ce	83%	84%	84%	83%	83%	**
I'm interested in this but I wasn't aware that this can be done	6	2	1	*	1	6	3	2	6	6	**
	1%	2%	1%	*%	1%	1%	1%	1%	2%	1%	**
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	46	8	14	10	4	46	36	22	27	44	**
	9%	7%	6%	9% d	3%	9% d	9%	9%	9%	9%	**
Don't know	35	2	15	9	6	35	24	17	22	33	**
	7%	2%	6%	9% a	4%	7% a	6%	7%	7%	7%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**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.

IN9K INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Complete government processes online - such as register for tax credits, renew driving licence, car tax or passport, complete tax return

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	444	103	217	90	127	444	332	219	266	414	**
	85%	91%	90%	85%	94% ce	85%	86%	87%	84%	85%	**
I'm interested in this but I wasn't aware that this can be done	7	*	2	2	1	7	4	4	4	7	**
	1%	*%	1%	1%	1%	1%	1%	2%	1%	1%	**
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	35	7	8	6	2	35	24	12	24	33	**
	7%	6% d	3%	5%	1%	7% bd	6%	5%	8%	7%	**
Don't know	35	2	15	9	6	35	24	17	23	33	**
	7%	2%	6%	9% a	4%	7% a	6%	7%	7%	7%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN9L INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Contact your local MP, Assembly Member, MSP or local councillor online

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	460	104	220	93	127	460	341	222	282	429	**
	88%	92%	91%	87%	94% ce	88%	89%	88%	89%	88%	**
I'm interested in this but I wasn't aware that this can be done	4	1	1	*	1	4	1	3	1	4	**
	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%	**
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	22	6	6	4	1	22	18	12	11	21	**
	4%	5% d	2%	4%	1%	4%	5%	5%	3%	4%	**
Don't know	35	1	15	9	6	35	24	16	24	33	**
	7%	1%	6% a	9% a	4%	7% a	6%	6%	7%	7%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN9M INTEREST AND AWARENESS OF INTERNET/ PC/ LAPTOP TASKS - Sign an online petition

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Base for %	521	112	241	106	135	521	384	252	318	487	31
I'm not interested in this	468	109	219	91	128	468	344	223	286	437	**
	90%	97%	91%	85%	95%	90%	90%	88%	90%	90%	**
		bce			c						
I'm interested in this but I wasn't aware that this can be done	2	*	2	2	-	2	2	3	1	2	**
	***	***	1%	2%	-%	***	1%	1%	***	***	**
I'm interested in this and I'm aware that this can be done over the internet/ on a PC	14	1	4	4	1	14	11	7	6	13	**
	3%	1%	2%	4%	***	3%	3%	3%	2%	3%	**
Don't know	38	1	17	10	6	38	26	20	25	35	**
	7%	1%	7%	10%	5%	7%	7%	8%	8%	7%	**
			a	a		a					
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**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.

SUMMARY OF INTERNET/ PC/ LAPTOP TASKS OF INTEREST

Base : Those who do not use the internet at home or elsewhere

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Use email to contact friends and relatives	83 16%	18 16% bd	19 8%	15 14% bd	4 3%	83 16% bd	56 15%	29 11%	57 18% g	80 16%	** **
Transfer photos from a digital camera or mobile phone to a computer	80 15%	18 16% bd	18 8%	12 11% d	6 5%	80 15% bd	53 14%	31 12%	52 16%	79 16%	** **
Buy things over the internet	69 13%	14 12% bd	14 6%	8 8%	5 4%	69 13% bd	44 11%	24 10%	48 15% g	67 14%	** **
Find out about local services such as cinemas or restaurants	61 12%	9 8% d	10 4%	6 6%	3 3%	61 12% bcd	40 11%	24 10%	41 13%	59 12%	** **
Find out information from your local government or local council	52 10%	10 9%	15 6%	10 10% d	5 4%	52 10% d	39 10%	24 10%	33 10%	50 10%	** **
Install security features like a firewall, anti-spy or antivirus software	42 8%	11 10% bd	8 3%	6 6% d	1 1%	42 8% bd	27 7%	15 6%	30 10%	41 8%	** **
Complete government processes online	41 8%	7 7%	10 4%	7 7%	3 2%	41 8% bd	28 7%	16 6%	29 9%	40 8%	** **
Listen to radio over a computer	35 7%	5 4%	12 5%	7 7%	5 3%	35 7%	25 6%	15 6%	23 7%	34 7%	** **
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**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.

SUMMARY OF INTERNET/ PC/ LAPTOP TASKS OF INTEREST

Base : Those who do not use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Install software on a computer which can control or block access to certain websites	34 6%	6 5% d	7 3%	6 5% d	1 1%	34 6% bd	23 6%	13 5%	23 7%	33 7%	** **
Do my banking over the internet	27 5%	4 4% d	3 1%	3 3%	1 *%	27 5% bd	15 4%	9 4%	18 6%	26 5%	** **
Contact your local MP, Assembly Member, MSP or local councillor	26 5%	7 6%	7 3%	5 4%	2 2%	26 5%	19 5%	14 6%	12 4%	25 5%	** **
Join in debates online or give your opinions on social or political issues	21 4%	3 3%	7 3%	5 4%	2 1%	21 4%	16 4%	10 4%	12 4%	20 4%	** **
Sign an online petition	16 3%	2 2%	6 3%	6 5% d	1 *%	16 3%	14 4%	10 4%	7 2%	15 3%	** **
ANY	117 22%	25 22% bd	33 14%	22 21% d	11 8%	117 22% bd	82 21%	48 19%	76 24%	114 23%	** **
FIND OUT LOCAL INFORMATION	72 14%	12 11% d	17 7%	12 12% d	5 4%	72 14% bd	53 14%	31 12%	48 15%	70 14%	** **
GOVERNMENT/ COUNCIL INFORMATION AND PROCESSES	63 12%	13 12% d	18 7%	12 11% d	6 4%	63 12% bd	47 12%	29 12%	40 13%	60 12%	** **
NONE	404 78%	87 78%	208 86% ae	84 79%	124 92% ace	404 78%	303 79%	204 81%	242 76%	373 77%	** **

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

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

NIN10 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? IF YES - How many times would you say you have asked someone else to do any of these types of things for you in the past year?

Base : Those who do not use the internet at home or elsewhere - ADDED AT WAVE 2 2009

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	628	122	300	162	138	628	464	259	369	594	33
Effective Weighted Sample	462	89	239	134	114	462	350	244	271	435	29
Total	521	112	241	106	135	521	384	252	318	487	31
Yes - once	25	5	13	5	9	25	21	14	13	25	**
	5%	4%	6%	4%	6%	5%	5%	6%	4%	5%	**
Yes - 2-3 times	36	1	16	8	8	36	25	17	21	34	**
	7%	1%	7%	7%	6%	7%	7%	7%	7%	7%	**
			a	a	a	a					
Yes - more than 3 times	48	18	13	8	4	48	27	17	33	46	**
	9%	16%	5%	8%	3%	9%	7%	7%	10%	9%	**
		bcde				bd					
TOTAL 'Yes'	109	24	42	21	21	109	73	48	67	105	**
	21%	22%	17%	20%	15%	21%	19%	19%	21%	21%	**
No	398	84	197	84	112	398	300	196	242	372	**
	76%	75%	81%	79%	83%	76%	78%	78%	76%	76%	**
Don't know	14	4	3	1	2	14	11	8	8	10	**
	3%	3%	1%	1%	2%	3%	3%	3%	3%	2%	**

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

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

NIN11 Who did you ask to do this for you?

Base : Those who do not use the internet at home or elsewhere who have asked someone else to either send an email for them, get information from the internet for them, or make a purchase from the internet on their behalf in the past year - ADDED AT WAVE 2 2009

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE ~f	REPORTS ~g	DOES NOT REPORT ~h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	127	29	54	32	22	127	89	52	75	120	7
Effective Weighted Sample	95	19	44	28	18	95	69	48	56	89	6
Total	109	24	42	21	21	109	73	48	67	105	7
Other relative - aged 16 or over	54 50%	** **	** **	** **	** **	54 50%	** **	** **	** **	53 50%	** **
Friend	25 23%	** **	** **	** **	** **	25 23%	** **	** **	** **	23 22%	** **
Partner/ spouse	16 15%	** **	** **	** **	** **	16 15%	** **	** **	** **	16 15%	** **
Brother/ sister/ in-law	10 9%	** **	** **	** **	** **	10 9%	** **	** **	** **	8 8%	** **
Child - aged under 16	7 6%	** **	** **	** **	** **	7 6%	** **	** **	** **	6 6%	** **
Father/ mother/ in-law	4 4%	** **	** **	** **	** **	4 4%	** **	** **	** **	4 4%	** **
Work colleague	2 2%	** **	** **	** **	** **	2 2%	** **	** **	** **	2 2%	** **
Library staff	1 1%	** **	** **	** **	** **	1 1%	** **	** **	** **	1 1%	** **
Other	5 5%	** **	** **	** **	** **	5 5%	** **	** **	** **	4 4%	** **

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

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

IN10F - How confident are you using an internet search engine (such as Google, Yahoo, Bing or Ask)?

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Very confident	1213 82%	154 75% bc	52 54%	41 60%	** **	1213 82% abc	271 70%	175 74%	1041 83% g	1084 81%	96 83%
Fairly confident	218 15%	36 18%	31 32% ae	20 29% ae	** **	218 15%	85 22%	44 19%	181 14%	204 15%	14 12%
TOTAL CONFIDENT	1431 97%	190 93%	83 86%	61 89%	** **	1431 97% abc	355 92%	219 93%	1222 97% g	1288 97%	110 96%
Neither/ nor	18 1%	6 3% e	5 6% e	5 7% e	** **	18 1%	10 3%	5 2%	12 1%	15 1%	2 2%
Not very confident	16 1%	5 3%	3 3% e	2 3%	** **	16 1%	9 2%	4 2%	12 1%	15 1%	1 1%
Not at all confident	10 1%	2 1%	3 3% e	1 1%	** **	10 1%	7 2%	5 2% h	5 *%	8 1%	1 1%
TOTAL NOT CONFIDENT	26 2%	7 3%	6 6% e	3 4%	** **	26 2%	16 4%	9 4% h	17 1%	24 2%	2 1%
Don't know	8 1%	2 1%	2 2%	- -%	** **	8 1%	6 2%	2 1%	6 *%	6 *%	1 1%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN10G - How confident are you starting up the internet?

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Very confident	1300	169	74	55	**	1300	304	194	1111	1170	97
	88%	82%	77%	80%	**	88% abc	78%	83%	88% g	88%	84%
Fairly confident	141	27	13	7	**	141	61	27	117	124	16
	10%	13%	13%	11%	**	10%	16%	11%	9%	9%	14%
TOTAL CONFIDENT	1441	196	87	62	**	1441	365	221	1228	1294	113
	97%	96%	91%	91%	**	97% bc	94%	94%	98% g	97%	98%
Neither/ nor	15	4	4	4	**	15	9	5	10	15	1
	1%	2%	4% e	6% e	**	1%	2%	2% h	1%	1%	1%
Not very confident	9	1	2	2	**	9	3	2	7	9	-
	1%	*%	2%	2% e	**	1%	1%	1%	1%	1%	-%
Not at all confident	10	2	2	1	**	10	4	4	7	9	*
	1%	1%	2%	1%	**	1%	1%	2% h	1%	1%	*%
TOTAL NOT CONFIDENT	19	3	3	2	**	19	7	7	14	18	*
	1%	1%	3%	3%	**	1%	2%	3% h	1%	1%	*%
Don't know	8	2	2	-	**	8	6	2	6	6	1
	1%	1%	2%	-%	**	1%	2%	1%	*%	*%	1%

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

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

IN10A How confident are you that you can find what you want when you go online?

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Very confident	1185 80%	150 73% bc	52 54%	41 60%	** **	1185 80% abc	266 68%	165 70%	1024 81% g	1062 80%	90 78%
Fairly confident	231 16%	37 18%	35 36% ae	24 34% ae	** **	231 16%	86 22%	48 21% h	188 15%	212 16%	17 15%
TOTAL CONFIDENT	1415 95%	187 91%	86 90%	65 94%	** **	1415 95% ab	351 91%	213 91%	1212 96% g	1274 96%	107 93%
Neither/ nor	32 2%	6 3%	3 3%	3 4%	** **	32 2%	16 4%	8 4%	23 2%	25 2%	7 6% i
Not very confident	19 1%	8 4% e	4 4% e	1 1%	** **	19 1%	10 3%	6 3% h	12 1%	19 1%	- -%
Not at all confident	7 *%	2 1%	2 2%	1 1%	** **	7 *%	4 1%	4 2% h	4 *%	6 *%	* *%
TOTAL NOT CONFIDENT	26 2%	10 5% e	5 5% e	1 2%	** **	26 2%	14 4%	10 4% h	16 1%	26 2%	* *%
Don't know	9 1%	2 1%	2 2%	- -%	** **	9 1%	6 2%	2 1%	7 1%	8 1%	1 1%

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

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

IN10B How confident are you using the internet to do creative things - like making blogs, sharing photos online, or uploading short videos to the internet?

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Very confident	768	73	18	15	**	768	145	81	694	687	58
	52%	36%	18%	22%	**	52%	37%	35%	55%	52%	51%
		bc				abc			g		
Fairly confident	229	26	20	17	**	229	67	35	197	205	20
	15%	13%	21%	24%	**	15%	17%	15%	16%	15%	17%
			a	ae							
TOTAL CONFIDENT	997	99	37	32	**	997	212	117	891	893	78
	67%	48%	39%	46%	**	67%	55%	50%	71%	67%	68%
						abc			g		
Neither/ nor	148	37	14	11	**	148	48	30	114	134	8
	10%	18%	14%	16%	**	10%	12%	13%	9%	10%	7%
		e									
Not very confident	184	30	19	13	**	184	63	39	148	168	15
	12%	15%	20%	19%	**	12%	16%	17%	12%	13%	13%
			e					h			
Not at all confident	133	35	23	12	**	133	55	43	91	121	11
	9%	17%	24%	17%	**	9%	14%	18%	7%	9%	9%
		e	e	e				h			
TOTAL NOT CONFIDENT	318	65	43	25	**	318	118	81	238	289	26
	21%	32%	44%	36%	**	21%	30%	35%	19%	22%	22%
		e	ae	e				h			
Don't know	20	5	2	1	**	20	10	6	13	17	3
	1%	2%	2%	1%	**	1%	3%	3%	1%	1%	3%
								h			

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

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

IN10C How confident are you in judging whether a website you use is truthful?

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Very confident	674 45%	61 30%	20 21%	19 27%	** **	674 45% abc	129 33%	72 31%	608 48% g	607 46%	48 41%
Fairly confident	429 29%	72 35% b	23 24%	17 25%	** **	429 29%	108 28%	78 33%	353 28%	385 29%	33 28%
TOTAL CONFIDENT	1102 74%	133 65% bc	43 45%	36 52%	** **	1102 74% abc	237 61%	150 64%	961 76% g	991 74%	80 69%
Neither/ nor	172 12%	36 17% e	21 22% e	17 25% e	** **	172 12%	61 16%	33 14%	137 11%	154 12%	14 12%
Not very confident	124 8%	19 9%	11 11%	8 11%	** **	124 8%	45 12%	32 14% h	91 7%	110 8%	15 13%
Not at all confident	49 3%	10 5%	12 13% ae	6 9% e	** **	49 3%	25 6%	16 7% h	34 3%	46 3%	2 2%
TOTAL NOT CONFIDENT	173 12%	29 14%	23 24% ae	14 20% e	** **	173 12%	69 18%	49 21% h	125 10%	155 12%	17 15%
Don't know	36 2%	8 4%	8 9% e	2 3%	** **	36 2%	20 5%	3 1%	33 3%	31 2%	5 4%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**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.

IN10D Overall, how confident are you as an internet user?

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Very confident	992 67%	111 54% bc	34 36%	26 38%	** **	992 67% abc	208 54%	132 56%	866 69% g	882 66%	79 69%
Fairly confident	381 26%	76 37% e	41 42% e	30 43% e	** **	381 26%	123 32%	75 32% h	307 24%	353 26%	26 22%
TOTAL CONFIDENT	1373 93%	187 91% bc	75 78%	55 81%	** **	1373 93% bc	331 85%	207 88%	1173 93% g	1235 93%	105 91%
Neither/ nor	52 3%	6 3%	10 10% ae	8 12% ae	** **	52 3%	24 6%	13 5%	38 3%	48 4%	5 4%
Not very confident	34 2%	8 4%	7 7% e	4 6% e	** **	34 2%	17 4%	7 3%	29 2%	29 2%	4 4%
Not at all confident	16 1%	2 1%	3 3% e	1 1%	** **	16 1%	9 2%	6 2% h	11 1%	16 1%	* 1%
TOTAL NOT CONFIDENT	50 3%	11 5%	10 10% e	5 7%	** **	50 3%	26 7%	13 5%	40 3%	45 3%	5 4%
Don't know	7 *%	2 1%	2 2%	- -%	** **	7 *%	6 2%	2 1%	5 *%	6 *%	1 1%

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

Any break column with 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 use the internet, would you say that you ...

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Only visit websites that you've visited before (AMENDED AT WAVE 1 2010)	385 26%	56 27%	28 29%	20 29%	** **	385 26%	135 35%	75 32% h	319 25%	341 26%	38 33%
Visit maybe one or two sites that you haven't visited before	689 46%	103 50%	47 49%	33 48%	** **	689 46%	160 41%	108 46%	581 46%	626 47%	47 41%
Visit lots of websites that you haven't visited before	311 21%	31 15%	13 13%	12 18%	** **	311 21% ab	66 17%	44 19%	269 21%	285 21%	21 18%
Don't know	98 7%	15 7%	9 9%	4 5%	** **	98 7%	28 7%	9 4%	88 7% g	81 6%	10 9%

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

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

NIN13A HOW OFTEN USE THE INTERNET FOR - Sending and receiving e-mails. (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	1171 79%	155 76%	65 68%	51 74%	** **	1171 79% b	250 64%	167 71%	1008 80% g	1039 78%	100 86% i
Do this at least every 3 months	117 8%	20 10%	7 7%	6 9%	** **	117 8%	44 11%	17 7%	101 8%	112 8% j	3 3%
Do this but less often	76 5%	7 4%	4 4%	2 2%	** **	76 5%	29 7%	13 5%	64 5%	68 5%	9 8%
EVER DO THIS	1364 92%	183 89% b	76 79%	59 86%	** **	1364 92% bc	323 83%	197 84%	1172 93% g	1218 91%	112 97% i
Never do this	119 8%	22 11%	20 21% ae	10 14% e	** **	119 8%	65 17%	37 16% h	85 7%	114 9% j	3 3%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
148**

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

NIN13B HOW OFTEN USE THE INTERNET FOR - Using online chat rooms or Instant Messaging (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	442 30%	21 10%	5 5%	4 6%	** **	442 30% abc	113 29%	52 22%	397 32% g	389 29%	38 32%
Do this at least every 3 months	117 8%	12 6%	4 5%	4 7%	** **	117 8%	28 7%	15 6%	104 8%	100 8%	12 10%
Do this but less often	127 9%	14 7%	5 5%	3 5%	** **	127 9%	33 8%	16 7%	109 9%	112 8%	11 10%
EVER DO THIS	686 46%	47 23%	14 15%	12 17%	** **	686 46% abc	174 45%	82 35%	610 49% g	601 45%	60 52%
Never do this	797 54%	158 77% e	82 85% e	57 83% e	** **	797 54%	214 55%	152 65% h	647 51%	732 55%	55 48%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
149**

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

NIN13C HOW OFTEN USE THE INTERNET FOR - Buying and selling things online (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	256 17%	24 12%	6 6%	4 6%	** **	256 17% abc	52 13%	35 15%	221 18%	239 18%	14 12%
Do this at least every 3 months	612 41%	81 39%	30 31%	23 34%	** **	612 41% b	130 33%	89 38%	526 42%	555 42%	43 38%
Do this but less often	330 22%	46 22%	21 22%	18 26%	** **	330 22%	88 23%	49 21%	282 22%	291 22%	29 25%
EVER DO THIS	1198 81%	150 73% b	57 60%	46 66%	** **	1198 81% abc	269 69%	173 74%	1029 82% g	1085 81%	87 75%
Never do this	285 19%	55 27% e	39 40% ae	23 34% e	** **	285 19%	118 31%	61 26% h	227 18%	248 19%	29 25%
Columns Tested: a,b,c,d,e - g,h - i,j											

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
150**

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

NIN13D HOW OFTEN USE THE INTERNET FOR - Playing games online (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	227 15%	14 7%	5 6%	5 7%	** **	227 15% abc	77 20%	46 19%	185 15%	212 16%	12 11%
Do this at least every 3 months	107 7%	4 2%	4 5%	2 3%	** **	107 7% a	26 7%	15 6%	90 7%	93 7%	11 10%
Do this but less often	142 10%	12 6%	4 4%	2 3%	** **	142 10% bc	24 6%	13 6%	130 10% g	121 9%	13 11%
EVER DO THIS	475 32%	30 15%	13 14%	8 12%	** **	475 32% abc	127 33%	74 31%	405 32%	425 32%	36 32%
Never do this	1008 68%	175 85% e	83 86% e	60 88% e	** **	1008 68%	261 67%	161 69%	851 68%	907 68%	79 68%

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

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

NIN13E HOW OFTEN USE THE INTERNET FOR - Online gambling (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	55 4%	1 1%	2 2%	2 2%	** **	55 4% a	20 5%	13 6%	41 3%	52 4%	3 3%
Do this at least every 3 months	51 3%	10 5%	1 1%	1 2%	** **	51 3%	22 6%	5 2%	45 4%	48 4%	1 1%
Do this but less often	51 3%	7 3%	1 2%	1 1%	** **	51 3%	14 4%	3 1%	48 4% g	47 4%	3 3%
EVER DO THIS	157 11%	18 9%	4 5%	3 5%	** **	157 11% b	55 14%	21 9%	135 11%	147 11%	7 6%
Never do this	1326 89%	187 91%	92 95% e	65 95%	** **	1326 89%	332 86%	214 91%	1122 89%	1185 89%	108 94%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

NIN13F HOW OFTEN USE THE INTERNET FOR - Banking and paying bills online (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	496	65	17	15	**	496	75	61	433	449	39
	33%	32%	18%	22%	**	33%	19%	26%	34%	34%	33%
		b				bc			g		
Do this at least every 3 months	338	43	20	17	**	338	79	38	305	302	26
	23%	21%	21%	25%	**	23%	20%	16%	24%	23%	23%
									g		
Do this but less often	100	14	4	2	**	100	26	16	84	83	11
	7%	7%	4%	4%	**	7%	7%	7%	7%	6%	10%
EVER DO THIS	934	121	41	35	**	934	180	114	823	834	76
	63%	59%	43%	51%	**	63%	46%	49%	65%	63%	66%
		b				bc			g		
Never do this	549	84	55	34	**	549	208	120	434	498	40
	37%	41%	57%	49%	**	37%	54%	51%	35%	37%	34%
			ae	e				h			
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

NIN13G HOW OFTEN USE THE INTERNET FOR - Downloading software (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	161 11%	18 9% b	3 3% b	3 4% b	** **	161 11% bc	39 10% bc	21 9% bc	140 11% g	150 11% g	11 10% g
Do this at least every 3 months	383 26%	29 14%	13 14%	11 16%	** **	383 26% abc	66 17% abc	49 21% abc	339 27% g	334 25% g	34 30% g
Do this but less often	305 21%	35 17%	15 16%	12 17%	** **	305 21% abc	68 18% abc	50 21% abc	255 20% g	266 20% g	27 23% g
EVER DO THIS	850 57%	82 40%	31 32%	25 36%	** **	850 57% abc	173 45% abc	120 51% abc	734 58% g	750 56% g	73 63% g
Never do this	633 43%	122 60% e	65 68% e	44 64% e	** **	633 43% e	215 55% e	114 49% h	523 42% h	583 44% h	43 37% h

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

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

NIN13H HOW OFTEN USE THE INTERNET FOR - Maintaining a website or weblog/ blog (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	153 10%	16 8% bc	1 1%	1 1%	** **	153 10% bc	37 10%	21 9%	132 11%	141 11%	10 9%
Do this at least every 3 months	126 9%	9 4%	4 4%	4 6%	** **	126 9% a	22 6%	15 6%	116 9%	107 8%	11 10%
Do this but less often	116 8%	12 6%	2 2%	1 2%	** **	116 8% bc	28 7%	11 5%	106 8% g	105 8%	9 7%
EVER DO THIS	395 27%	36 18% bc	7 7%	6 8%	** **	395 27% abc	87 22%	46 20%	354 28% g	353 26%	30 26%
Never do this	1088 73%	169 82% e	89 93% ae	63 92% ae	** **	1088 73%	301 78%	188 80% h	903 72%	980 74%	85 74%

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

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

NIN13I HOW OFTEN USE THE INTERNET FOR - Listening to radio stations online (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	222 15%	20 10%	6 7%	6 9%	** **	222 15% ab	36 9%	24 10%	200 16% g	207 16% j	10 9%
Do this at least every 3 months	133 9%	17 8%	4 4%	4 5%	** **	133 9%	24 6%	22 9%	114 9%	121 9%	13 12%
Do this but less often	183 12%	16 8%	7 7%	4 6%	** **	183 12%	44 11%	19 8%	162 13% g	165 12%	12 10%
EVER DO THIS	538 36%	52 26%	17 18%	14 20%	** **	538 36% abc	104 27%	64 27%	476 38% g	492 37%	35 30%
Never do this	945 64%	153 74% e	79 82% e	55 80% e	** **	945 64%	284 73%	170 73% h	780 62%	841 63%	80 70%
Columns Tested: a.b.c.d.e - q.h - i.j											

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

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

NIN13J HOW OFTEN USE THE INTERNET FOR - Looking at social networking sites such as Facebook, MySpace, Piczo, Bebo, hi5 or Twitter (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	670 45%	41 20% b	9 9%	8 11%	** **	670 45% abc	169 44%	74 32%	600 48% g	598 45%	54 47%
Do this at least every 3 months	145 10%	20 10%	4 5%	4 6%	** **	145 10% b	27 7%	23 10%	125 10%	130 10%	9 8%
Do this but less often	76 5%	9 5%	6 6%	4 6%	** **	76 5%	20 5%	9 4%	68 5%	73 5%	2 2%
EVER DO THIS	891 60%	70 34% b	19 20%	16 24%	** **	891 60% abc	216 56%	106 45%	793 63% g	801 60%	65 56%
Never do this	591 40%	135 66% e	77 80% ae	52 76% e	** **	591 40%	172 44%	128 55% h	464 37%	531 40%	51 44%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

NIN13K HOW OFTEN USE THE INTERNET FOR - Listen to or download music online (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	327 22%	22 11% bc	4 4%	2 3%	** **	327 22% abc	69 18%	41 17%	287 23%	295 22%	24 21%
Do this at least every 3 months	280 19%	25 12%	6 7%	6 9%	** **	280 19% abc	49 13%	32 14%	247 20% g	257 19%	20 17%
Do this but less often	149 10%	17 8%	5 6%	4 6%	** **	149 10%	23 6%	28 12%	123 10%	130 10%	12 10%
EVER DO THIS	756 51%	64 31% bc	15 16%	12 18%	** **	756 51% abc	141 36%	101 43%	657 52% g	682 51%	56 48%
Never do this	727 49%	141 69% e	81 84% ae	56 82% ae	** **	727 49%	247 64%	133 57% h	600 48%	650 49%	60 52%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

NIN13L HOW OFTEN USE THE INTERNET FOR - Watch online or download short video clips such as music videos or comedy clips (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	302 20%	19 9%	5 5%	4 5%	** **	302 20% abc	66 17%	39 17%	265 21%	273 20%	25 22%
Do this at least every 3 months	272 18%	25 12% b	5 6%	5 8%	** **	272 18% abc	50 13%	36 15%	233 19%	237 18%	27 24%
Do this but less often	203 14%	21 10%	9 9%	8 12%	** **	203 14%	40 10%	32 14%	172 14%	180 13%	17 15%
EVER DO THIS	777 52%	65 32% b	19 20%	17 25%	** **	777 52% abc	156 40%	107 46%	669 53% g	689 52%	70 60%
Never do this	706 48%	140 68% e	77 80% ae	51 75% e	** **	706 48%	232 60%	127 54% h	588 47%	643 48%	46 40%
Columns Tested: a,b,c,d,e - g,h - i,j											

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

NIN13M HOW OFTEN USE THE INTERNET FOR - Watch online or download TV programmes or films (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	206 14%	11 6%	3 3%	2 3%	** **	206 14% abc	39 10%	30 13%	179 14%	182 14%	21 18%
Do this at least every 3 months	254 17%	21 10%	10 11%	10 15%	** **	254 17% a	61 16%	26 11%	226 18% g	227 17%	20 17%
Do this but less often	203 14%	17 8%	10 10%	9 12%	** **	203 14% a	32 8%	22 9%	179 14% g	181 14%	15 13%
EVER DO THIS	663 45%	50 24%	23 24%	21 31%	** **	663 45% abc	132 34%	78 33%	584 46% g	591 44%	56 48%
Never do this	820 55%	155 76% e	73 76% e	47 69% e	** **	820 55%	256 66%	157 67% h	673 54%	742 56%	60 52%

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

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

NIN13N HOW OFTEN USE THE INTERNET FOR - Complete government processes online - such as register for tax credits, renew driving licence, car tax or passport, complete tax return (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	65 4%	7 4%	2 2%	2 3%	** **	65 4%	6 2%	6 2%	59 5%	57 4%	6 5%
Do this at least every 3 months	335 23%	50 25% b	14 15%	12 18%	** **	335 23% b	54 14%	39 16%	294 23% g	311 23% j	14 12%
Do this but less often	451 30%	55 27%	21 22%	17 25%	** **	451 30% b	102 26%	74 32%	382 30%	408 31%	36 31%
EVER DO THIS	851 57%	113 55% b	37 39%	31 45%	** **	851 57% bc	162 42%	118 51%	736 59% g	776 58% j	55 48%
Never do this	632 43%	92 45%	59 61% ae	38 55% e	** **	632 43%	226 58%	116 49% h	521 41%	557 42%	60 52% i

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

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

NIN14A HOW OFTEN USE THE INTERNET FOR FINDING INFORMATION - For your work or your job or your studies (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	667 45%	67 33% bc	15 15%	12 18%	** **	667 45% abc	88 23%	75 32%	598 48% g	597 45%	52 45%
Do this at least every 3 months	220 15%	29 14%	8 9%	8 12%	** **	220 15%	45 12%	22 9%	194 15% g	191 14%	21 19%
Do this but less often	174 12%	26 13%	7 8%	6 8%	** **	174 12%	53 14%	25 11%	151 12%	154 12%	15 13%
EVER DO THIS	1061 72%	122 59% bc	30 31%	26 38%	** **	1061 72% abc	186 48%	122 52%	942 75% g	941 71%	88 76%
Never do this	422 28%	83 41% e	66 69% ae	43 62% ae	** **	422 28%	201 52%	113 48% h	315 25%	391 29%	27 24%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

NIN14B HOW OFTEN USE THE INTERNET FOR FINDING INFORMATION - For booking holidays (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	90 6%	17 8%	4 4%	4 6%	** **	90 6%	11 3%	11 5%	81 6%	87 6%	3 3%
Do this at least every 3 months	438 30%	55 27%	32 33%	26 38% a	** **	438 30%	84 22%	58 25%	380 30%	397 30%	34 29%
Do this but less often	653 44%	95 46% bc	30 31%	24 34%	** **	653 44% b	156 40%	100 42%	557 44%	582 44%	53 46%
EVER DO THIS	1182 80%	166 81% b	66 69%	54 79%	** **	1182 80% b	251 65%	169 72%	1017 81% g	1065 80%	91 78%
Never do this	301 20%	38 19%	30 31% ae	15 21%	** **	301 20%	137 35%	65 28% h	239 19%	267 20%	25 22%

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

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

NIN14C HOW OFTEN USE THE INTERNET FOR FINDING INFORMATION - For your leisure time including cinema and live music (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	248 17%	22 11%	8 9%	7 10%	** **	248 17% ab	48 12%	25 11%	225 18% g	230 17%	16 14%
Do this at least every 3 months	641 43%	72 35%	29 31%	25 36%	** **	641 43% ab	130 34%	84 36%	552 44% g	577 43%	46 40%
Do this but less often	361 24%	61 30%	22 23%	17 25%	** **	361 24%	98 25%	60 26%	311 25%	316 24%	33 28%
EVER DO THIS	1250 84%	156 76% b	59 62%	49 71%	** **	1250 84% abc	277 71%	170 72%	1088 87% g	1123 84%	95 82%
Never do this	233 16%	49 24% e	37 38% ae	20 29% e	** **	233 16%	111 29%	65 28% h	169 13%	210 16%	20 18%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

NIN14D HOW OFTEN USE THE INTERNET FOR FINDING INFORMATION - About public services provided by local or national government (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	119 8%	17 8% bc	1 1%	1 2%	** **	119 bc	19 5%	14 6%	107 8%	109 8%	9 7%
Do this at least every 3 months	489 33%	69 34%	35 37%	29 43% e	** **	489 33%	109 28%	74 31%	416 33%	438 33%	39 33%
Do this but less often	462 31%	57 28%	21 22%	17 25%	** **	462 31% b	104 27%	70 30%	395 31%	410 31%	36 31%
EVER DO THIS	1070 72%	143 70%	58 61%	48 69%	** **	1070 72% b	232 60%	158 67%	918 73%	957 72%	84 72%
Never do this	413 28%	62 30%	38 39% e	21 31%	** **	413 28%	156 40%	76 33%	339 27%	376 28%	32 28%

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

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

NIN14E HOW OFTEN USE THE INTERNET FOR FINDING INFORMATION - About health related issues (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	138 9%	15 7%	4 4%	3 4%	** **	138 9%	32 8%	27 11%	111 9%	123 9%	13 11%
Do this at least every 3 months	404 27%	50 24%	23 24%	20 29%	** **	404 27%	90 23%	65 28%	339 27%	361 27%	33 29%
Do this but less often	470 32%	68 33%	28 29%	23 33%	** **	470 32%	109 28%	65 28%	407 32%	419 31%	38 33%
EVER DO THIS	1012 68%	133 65%	55 57%	46 67%	** **	1012 68% b	230 59%	157 67%	857 68%	903 68%	84 73%
Never do this	471 32%	72 35%	41 43% e	23 33%	** **	471 32%	157 41%	77 33%	400 32%	429 32%	31 27%

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

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

NIN14F HOW OFTEN USE THE INTERNET FOR LOOKING AT - News websites (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	459	46	19	17	**	459	77	65	397	414	40
	31%	22%	20%	25%	**	31% ab	20%	28%	32%	31%	34%
Do this at least every 3 months	305	37	19	18	**	305	75	41	265	259	33
	21%	18%	20%	26%	**	21%	19%	17%	21%	19%	29% i
Do this but less often	278	42	13	8	**	278	78	39	243	253	17
	19%	20%	14%	12%	**	19%	20%	17%	19%	19%	15%
EVER DO THIS	1042	124	52	43	**	1042	230	145	906	927	90
	70%	61%	54%	62%	**	70% ab	59%	62%	72% g	70%	78%
Never do this	441	80	45	26	**	441	158	90	351	406	26
	30%	39% e	46% e	38%	**	30%	41%	38% h	28%	30%	22%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

NIN14G HOW OFTEN USE THE INTERNET FOR LOOKING AT - Political or campaign or issues websites (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	83 6%	8 4%	1 1%	1 1%	** **	83 6% b	17 4%	14 6%	67 5%	72 5%	10 8%
Do this at least every 3 months	178 12%	23 11%	13 14%	12 17%	** **	178 12%	30 8%	23 10%	160 13%	159 12%	14 13%
Do this but less often	276 19%	27 13%	15 16%	15 22% a	** **	276 19%	44 11%	32 14%	243 19% g	241 18%	28 24%
EVER DO THIS	537 36%	58 28%	30 31%	28 41% a	** **	537 36% a	91 24%	69 30%	470 37% g	472 35%	52 45% i
Never do this	946 64%	147 72% ce	66 69%	41 59%	** **	946 64%	297 76%	165 70% h	787 63%	860 65% j	63 55%
Columns Tested: a,b,c,d,e - q,h - i,j											

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

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

NIN14H HOW OFTEN USE THE INTERNET FOR LOOKING AT - Adult-only websites (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	26 2%	4 2%	- -%	- -%	** **	26 2%	3 1%	2 1%	24 2%	23 2%	1 1%
Do this at least every 3 months	34 2%	5 3%	1 1%	1 2%	** **	34 2%	9 2%	5 2%	29 2%	32 2%	1 1%
Do this but less often	114 8%	12 6%	2 3%	2 4%	** **	114 8% b	29 8%	15 7%	98 8%	101 8%	8 7%
EVER DO THIS	174 12%	21 10% b	4 4%	4 5%	** **	174 12% b	41 11%	22 9%	151 12%	156 12%	11 9%
Never do this	1309 88%	183 90%	92 96% ae	65 95%	** **	1309 88%	347 89%	212 91%	1106 88%	1176 88%	105 91%

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

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

NIN14I HOW OFTEN USE THE INTERNET FOR - Making or receiving calls over the internet (e.g. Skype) (ADDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	122	11	4	3	**	122	15	13	109	112	12
	8%	5%	4%	4%	**	8%	4%	6%	9%	8%	10%
Do this at least every 3 months	97	14	4	4	**	97	15	11	91	85	8
	7%	7%	5%	6%	**	7%	4%	5%	7%	6%	7%
Do this but less often	110	10	4	3	**	110	13	13	95	93	13
	7%	5%	4%	5%	**	7%	3%	6%	8%	7%	12%
EVER DO THIS	328	35	12	11	**	328	43	38	295	290	33
	22%	17%	13%	15%	**	22%	11%	16%	23%	22%	28%
						b			g		
Never do this	1154	170	84	58	**	1154	345	197	962	1043	83
	78%	83%	87%	85%	**	78%	89%	84%	77%	78%	72%
			e					h			

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

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

NIN14J HOW OFTEN USE THE INTERNET FOR - Doing an online course to achieve a qualification (ADDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	67 5%	5 2%	2 2%	2 2%	** **	67 5%	11 3%	6 3%	60 5%	59 4%	6 5%
Do this at least every 3 months	52 4%	4 2%	- -%	- -%	** **	52 4% b	10 3%	4 2%	49 4%	41 3%	7 6%
Do this but less often	136 9%	11 5%	3 3%	2 3%	** **	136 9% bc	18 5%	15 6%	121 10%	122 9%	10 8%
EVER DO THIS	255 17%	19 9%	5 5%	4 6%	** **	255 17% abc	38 10%	25 11%	230 18% g	222 17%	22 19%
Never do this	1228 83%	186 91% e	91 95% e	65 94% e	** **	1228 83%	349 90%	209 89% h	1027 82%	1111 83%	93 81%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

NIN14K HOW OFTEN USE THE INTERNET FOR - Looking at job opportunities (ADDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	233 16%	8 4%	1 1%	1 1%	** **	233 16% abc	60 15%	40 17%	200 16%	200 15%	22 19%
Do this at least every 3 months	253 17%	16 8% bc	1 1%	- -%	** **	253 17% abc	50 13%	25 11%	231 18% g	211 16%	36 31% i
Do this but less often	283 19%	15 8% b	2 2%	2 3%	** **	283 19% abc	45 12%	26 11%	256 20% g	258 19%	19 16%
EVER DO THIS	770 52%	39 19% bc	3 3%	2 4%	** **	770 52% abc	154 40%	90 39%	687 55% g	669 50%	76 66% i
Never do this	713 48%	166 81% e	93 97% ae	66 96% ae	** **	713 48%	234 60%	144 61% h	570 45%	664 50% j	39 34%

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

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NIN14L HOW OFTEN USE THE INTERNET FOR - Visiting dating websites (like match.com, Dating Direct or eHarmony etc) (ADDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Do this at least once a week	13 1%	2 1%	- -%	- -%	** **	13 1%	3 1%	3 1%	8 1%	13 1%	- -%
Do this at least every 3 months	24 2%	1 *%	- -%	- -%	** **	24 2%	7 2%	2 1%	22 2%	19 1%	2 2%
Do this but less often	33 2%	4 2%	- -%	- -%	** **	33 2%	12 3%	5 2%	26 2%	30 2%	1 1%
EVER DO THIS	69 5%	6 3%	- -%	- -%	** **	69 5%	22 6%	10 4%	56 4%	62 5%	4 3%
		b				bc					
Never do this	1414 95%	198 97%	96 100%	69 100%	** **	1414 95%	366 94%	225 96%	1201 96%	1271 95%	112 97%
			ae	e							

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
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SUMMARY OF TYPES OF USE OF THE INTERNET AT LEAST ONCE A WEEK

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Sending and receiving emails	1171 79%	155 76%	65 68%	51 74%	** **	1171 79% b	250 64%	167 71%	1008 80% g	1039 78%	100 86% i
Looking at social networking sites	670 45% b	41 20% b	9 9%	8 11%	** **	670 45% abc	169 44%	74 32%	600 48% g	598 45%	54 47%
Finding information for your work/ job/ studies	667 45%	67 33% bc	15 15%	12 18%	** **	667 45% abc	88 23%	75 32%	598 48% g	597 45%	52 45%
Banking and paying bills online	496 33% b	65 32% b	17 18%	15 22%	** **	496 33% bc	75 19%	61 26%	433 34% g	449 34%	39 33%
Looking at news websites	459 31%	46 22%	19 20%	17 25%	** **	459 31% ab	77 20%	65 28%	397 32%	414 31%	40 34%
Using online chat rooms or Instant Messaging	442 30%	21 10%	5 5%	4 6%	** **	442 30% abc	113 29%	52 22%	397 32% g	389 29%	38 32%
Listen to or download music online	327 22%	22 11% bc	4 4%	2 3%	** **	327 22% abc	69 18%	41 17%	287 23%	295 22%	24 21%
Watch online or download short video clips	302 20%	19 9%	5 5%	4 5%	** **	302 20% abc	66 17%	39 17%	265 21%	273 20%	25 22%
Buying and selling things online	256 17%	24 12%	6 6%	4 6%	** **	256 17% abc	52 13%	35 15%	221 18%	239 18%	14 12%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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SUMMARY OF TYPES OF USE OF THE INTERNET AT LEAST ONCE A WEEK

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Finding information for your leisure time including cinema and live music	248 17%	22 11%	8 9%	7 10%	** **	248 17% ab	48 12%	25 11%	225 18% g	230 17%	16 14%
Looking at job opportunities	233 16%	8 4%	1 1%	1 1%	** **	233 16% abc	60 15%	40 17%	200 16%	200 15%	22 19%
Playing games online	227 15%	14 7%	5 6%	5 7%	** **	227 15% abc	77 20%	46 19%	185 15%	212 16%	12 11%
Listening to radio stations online	222 15%	20 10%	6 7%	6 9%	** **	222 15% ab	36 9%	24 10%	200 16% g	207 16% j	10 9%
Watch online or download TV programmes	206 14%	11 6%	3 3%	2 3%	** **	206 14% abc	39 10%	30 13%	179 14%	182 14%	21 18%
Downloading software	161 11%	18 9% b	3 3%	3 4%	** **	161 11% bc	39 10%	21 9%	140 11%	150 11%	11 10%
Maintaining a website or weblog/ blog	153 10%	16 8% bc	1 1%	1 1%	** **	153 10% bc	37 10%	21 9%	132 11%	141 11%	10 9%
Finding information about health related issues	138 9%	15 7%	4 4%	3 4%	** **	138 9%	32 8%	27 11%	111 9%	123 9%	13 11%
Making or receiving calls over the internet (e.g. Skype)	122 8%	11 5%	4 4%	3 4%	** **	122 8%	15 4%	13 6%	109 9%	112 8%	12 10%

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

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SUMMARY OF TYPES OF USE OF THE INTERNET AT LEAST ONCE A WEEK

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Finding information about public services provided by local or national government	119 8%	17 8% bc	1 1%	1 2%	** **	119 8% bc	19 5%	14 6%	107 8%	109 8%	9 7%
Finding information for booking holidays	90 6%	17 8%	4 4%	4 6%	** **	90 6%	11 3%	11 5%	81 6%	87 6%	3 3%
Looking at political/ campaign/ issues websites	83 6%	8 4%	1 1%	1 1%	** **	83 6% b	17 4%	14 6%	67 5%	72 5%	10 8%
Doing an online course to achieve a qualification	67 5%	5 2%	2 2%	2 2%	** **	67 5%	11 3%	6 3%	60 5%	59 4%	6 5%
Complete government processes online	65 4%	7 4%	2 2%	2 3%	** **	65 4%	6 2%	6 2%	59 5%	57 4%	6 5%
Online gambling	55 4%	1 1%	2 2%	2 2%	** **	55 4% a	20 5%	13 6%	41 3%	52 4%	3 3%
Looking at adult-only websites	26 2%	4 2%	- -%	- -%	** **	26 2%	3 1%	2 1%	24 2%	23 2%	1 1%
Visiting dating websites (like match.com, Dating Direct or eHarmony etc)	13 1%	2 1%	- -%	- -%	** **	13 1%	3 1%	3 1%	8 1%	13 1%	- -%
COMMUNICATION	1230 83%	155 76%	67 70%	52 76%	** **	1230 83% ab	280 72%	177 76%	1058 84% g	1094 82%	102 88%
WORK/ STUDIES INFORMATION	730 49%	69 34% bc	16 17%	13 19%	** **	730 49% abc	115 30%	92 39%	646 51% g	655 49%	56 48%

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

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SUMMARY OF TYPES OF USE OF THE INTERNET AT LEAST ONCE A WEEK

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
SOCIAL NETWORKING	670	41	9	8	**	670	169	74	600	598	54
	45%	20%	9%	11%	**	45%	44%	32%	48%	45%	47%
		b				abc			g		
TRANSACTIONS	640	74	24	20	**	640	128	95	547	580	50
	43%	36%	25%	29%	**	43%	33%	41%	44%	44%	43%
		b				abc					
ENTERTAINMENT	586	51	18	16	**	586	132	89	498	530	44
	40%	25%	19%	23%	**	40%	34%	38%	40%	40%	38%
						abc					
NEWS	459	46	19	17	**	459	77	65	397	414	40
	31%	22%	20%	25%	**	31%	20%	28%	32%	31%	34%
						ab					
LEISURE INFORMATION	288	31	11	9	**	288	54	32	259	267	19
	19%	15%	11%	13%	**	19%	14%	14%	21%	20%	16%
						b			g		
PUBLIC/ CIVIC	216	28	4	3	**	216	38	30	186	187	22
	15%	14%	4%	4%	**	15%	10%	13%	15%	14%	19%
		bc				bc					
MAINTAIN WEBSITE	153	16	1	1	**	153	37	21	132	141	10
	10%	8%	1%	1%	**	10%	10%	9%	11%	11%	9%
		bc				bc					
HEALTH INFORMATION	138	15	4	3	**	138	32	27	111	123	13
	9%	7%	4%	4%	**	9%	8%	11%	9%	9%	11%
NONE OF THESE	127	33	19	9	**	127	61	35	92	120	6
	9%	16%	19%	14%	**	9%	16%	15%	7%	9%	5%
		e	e					h			
Mean number of types of use (out of 26)	4.7	3.2	2.0	2.3	**	4.7	3.7	3.9	4.9	4.7	4.8
		bc				abc			g		
Standard deviation	3.83	3.11	1.89	1.92	**	3.83	3.43	3.55	3.87	3.88	3.64
Standard error	.10	.21	.16	.19	**	.10	.17	.22	.11	.11	.33

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

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SUMMARY OF TYPES OF USE OF THE INTERNET AT ALL

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Sending and receiving emails	1364	183	76	59	**	1364	323	197	1172	1218	112
	92%	89%	79%	86%	**	92%	83%	84%	93%	91%	97%
		b				bc			g		i
Finding information for your leisure time including cinema and live music	1250	156	59	49	**	1250	277	170	1088	1123	95
	84%	76%	62%	71%	**	84%	71%	72%	87%	84%	82%
		b				abc			g		
Buying and selling things online	1198	150	57	46	**	1198	269	173	1029	1085	87
	81%	73%	60%	66%	**	81%	69%	74%	82%	81%	75%
		b				abc			g		
Finding information for booking holidays	1182	166	66	54	**	1182	251	169	1017	1065	91
	80%	81%	69%	79%	**	80%	65%	72%	81%	80%	78%
		b				b			g		
Finding information about public services provided by local or national government	1070	143	58	48	**	1070	232	158	918	957	84
	72%	70%	61%	69%	**	72%	60%	67%	73%	72%	72%
						b					
Finding information for your work/ job/ studies	1061	122	30	26	**	1061	186	122	942	941	88
	72%	59%	31%	38%	**	72%	48%	52%	75%	71%	76%
		bc				abc			g		
Looking at news websites	1042	124	52	43	**	1042	230	145	906	927	90
	70%	61%	54%	62%	**	70%	59%	62%	72%	70%	78%
						ab			g		
Finding information about health related issues	1012	133	55	46	**	1012	230	157	857	903	84
	68%	65%	57%	67%	**	68%	59%	67%	68%	68%	73%
						b					

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

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SUMMARY OF TYPES OF USE OF THE INTERNET AT ALL

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Banking and paying bills online	934 63%	121 59% b	41 43%	35 51%	** **	934 63% bc	180 46%	114 49%	823 65% g	834 63%	76 66%
Looking at social networking sites	891 60% b	70 34% b	19 20%	16 24%	** **	891 60% abc	216 56%	106 45%	793 63% g	801 60%	65 56%
Complete government processes online	851 57%	113 55% b	37 39%	31 45%	** **	851 57% bc	162 42%	118 51%	736 59% g	776 58% j	55 48%
Downloading software	850 57%	82 40%	31 32%	25 36%	** **	850 57% abc	173 45%	120 51%	734 58% g	750 56%	73 63%
Watch online or download short video clips	777 52% b	65 32% b	19 20%	17 25%	** **	777 52% abc	156 40%	107 46%	669 53% g	689 52%	70 60%
Looking at job opportunities	770 52%	39 19% bc	3 3%	2 4%	** **	770 52% abc	154 40%	90 39%	687 55% g	669 50%	76 66% i
Listen to or download music online	756 51%	64 31% bc	15 16%	12 18%	** **	756 51% abc	141 36%	101 43%	657 52% g	682 51%	56 48%
Using online chat rooms or Instant Messaging	686 46%	47 23%	14 15%	12 17%	** **	686 46% abc	174 45%	82 35%	610 49% g	601 45%	60 52%
Watch online or download TV programmes	663 45%	50 24%	23 24%	21 31%	** **	663 45% abc	132 34%	78 33%	584 46% g	591 44%	56 48%
Columns Tested: a,b,c,d,e - q,h - i,j											

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

Any break column with 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 TYPES OF USE OF THE INTERNET AT ALL

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Listening to radio stations online	538 36%	52 26%	17 18%	14 20%	** **	538 36% abc	104 27%	64 27%	476 38% g	492 37%	35 30%
Looking at political/ campaign/ issues websites	537 36%	58 28%	30 31%	28 41% a	** **	537 36% a	91 24%	69 30%	470 37% g	472 35%	52 45% i
Playing games online	475 32%	30 15%	13 14%	8 12%	** **	475 32% abc	127 33%	74 31%	405 32%	425 32%	36 32%
Maintaining a website or weblog/ blog	395 27%	36 18% bc	7 7%	6 8%	** **	395 27% abc	87 22%	46 20%	354 28% g	353 26%	30 26%
Making or receiving calls over the internet (e.g. Skype)	328 22%	35 17%	12 13%	11 15%	** **	328 22% b	43 11%	38 16%	295 23% g	290 22%	33 28%
Doing an online course to achieve a qualification	255 17%	19 9%	5 5%	4 6%	** **	255 17% abc	38 10%	25 11%	230 18% g	222 17%	22 19%
Looking at adult-only websites	174 12%	21 10% b	4 4%	4 5%	** **	174 12% b	41 11%	22 9%	151 12%	156 12%	11 9%
Online gambling	157 11%	18 9%	4 5%	3 5%	** **	157 11% b	55 14%	21 9%	135 11%	147 11%	7 6%
Visiting dating websites (like match.com, Dating Direct or eHarmony etc)	69 5%	6 3% b	- -%	- -%	** **	69 5% bc	22 6%	10 4%	56 4%	62 5%	4 3%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
174**

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SUMMARY OF TYPES OF USE OF THE INTERNET AT ALL

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
COMMUNICATION	1390	186	79	60	**	1390	336	202	1195	1241	114
	94%	91%	82%	88%	**	94%	87%	86%	95%	93%	99%
		b				bc			g		i
LEISURE INFORMATION	1339	181	72	58	**	1339	309	195	1148	1201	106
	90%	89%	75%	84%	**	90%	80%	83%	91%	90%	92%
		b				b			g		
TRANSACTIONS	1326	172	63	49	**	1326	307	198	1134	1188	105
	89%	84%	65%	72%	**	89%	79%	85%	90%	89%	91%
		bc				abc			g		
PUBLIC/ CIVIC	1184	161	65	52	**	1184	269	175	1011	1056	94
	80%	79%	67%	75%	**	80%	69%	75%	80%	79%	82%
		b				b			g		
WORK/ STUDIES INFORMATION	1162	126	32	27	**	1162	226	145	1024	1036	96
	78%	61%	33%	39%	**	78%	58%	62%	81%	78%	83%
		bc				abc			g		
ENTERTAINMENT	1118	122	43	36	**	1118	241	161	961	1005	88
	75%	60%	45%	52%	**	75%	62%	69%	76%	75%	76%
		b				abc			g		
NEWS	1042	124	52	43	**	1042	230	145	906	927	90
	70%	61%	54%	62%	**	70%	59%	62%	72%	70%	78%
						ab			g		
HEALTH INFORMATION	1012	133	55	46	**	1012	230	157	857	903	84
	68%	65%	57%	67%	**	68%	59%	67%	68%	68%	73%
						b					
CREATIVITY	945	82	22	19	**	945	221	112	841	848	72
	64%	40%	23%	28%	**	64%	57%	48%	67%	64%	62%
		bc				abc			g		
NONE OF THESE	18	5	5	2	**	18	12	3	15	18	-
	1%	2%	5%	3%	**	1%	3%	1%	1%	1%	-%
			e								

Prepared by Saville Rossiter-Base : 01727 899 399

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

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SUMMARY OF TYPES OF USE OF THE INTERNET AT ALL

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Mean number of types of use (out of 26)	13.0	10.3	7.8	9.0	**	13.0	10.6	11.0	13.4	12.9	13.4
		bc				abc			g		
Standard deviation	5.63	5.35	5.16	5.04	**	5.63	5.89	5.68	5.56	5.67	5.19
Standard error	.15	.37	.45	.50	**	.15	.29	.35	.16	.15	.47
Columns Tested: a,b,c,d,e - g,h - i,j											

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

TYPES OF USE OF THE INTERNET EVER MADE (CATEGORY OVER-CODES FROM IN13/IN14)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
INFORMATION (PERSONAL)	1387	192	79	61	**	1387	332	209	1181	1243	110
	94%	94%	82%	89%	**	94%	86%	89%	94%	93%	95%
		b				b			g		
EMAIL	1364	183	76	59	**	1364	323	197	1172	1218	112
	92%	89%	79%	86%	**	92%	83%	84%	93%	91%	97%
		b				bc			g		i
BUYING AND SELLING	1198	150	57	46	**	1198	269	173	1029	1085	87
	81%	73%	60%	66%	**	81%	69%	74%	82%	81%	75%
		b				abc			g		
GOVERNMENT SITES	1166	161	64	51	**	1166	265	172	996	1044	89
	79%	79%	66%	74%	**	79%	68%	74%	79%	78%	77%
		b				b			g		
INFORMATION (WORK/ COLLEGE/ SCHOOL)	1162	126	32	27	**	1162	226	145	1024	1036	96
	78%	61%	33%	39%	**	78%	58%	62%	81%	78%	83%
		bc				abc			g		
HEALTH	1012	133	55	46	**	1012	230	157	857	903	84
	68%	65%	57%	67%	**	68%	59%	67%	68%	68%	73%
						b					
BANKING/ PAYING BILLS	934	121	41	35	**	934	180	114	823	834	76
	63%	59%	43%	51%	**	63%	46%	49%	65%	63%	66%
		b				bc			g		
SOCIAL NETWORKING SITES	891	70	19	16	**	891	216	106	793	801	65
	60%	34%	20%	24%	**	60%	56%	45%	63%	60%	56%
		b				abc			g		
DOWNLOADING SOFTWARE	850	82	31	25	**	850	173	120	734	750	73
	57%	40%	32%	36%	**	57%	45%	51%	58%	56%	63%
						abc			g		
COMMUNICATIONS	815	68	24	20	**	815	192	99	723	719	72
	55%	33%	25%	28%	**	55%	49%	42%	58%	54%	63%
						abc			g		

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
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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.

TYPES OF USE OF THE INTERNET EVER MADE (CATEGORY OVER-CODES FROM IN13/IN14)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
WATCHING VIDEO CLIPS/ WEBCASTS	777	65	19	17	**	777	156	107	669	689	70
	52%	32%	20%	25%	**	52%	40%	46%	53%	52%	60%
		b				abc			g		
MUSIC	756	64	15	12	**	756	141	101	657	682	56
	51%	31%	16%	18%	**	51%	36%	43%	52%	51%	48%
		bc				abc			g		
WATCHING TV CONTENT	663	50	23	21	**	663	132	78	584	591	56
	45%	24%	24%	31%	**	45%	34%	33%	46%	44%	48%
						abc			g		
RADIO	538	52	17	14	**	538	104	64	476	492	35
	36%	26%	18%	20%	**	36%	27%	27%	38%	37%	30%
						abc			g		
CIVIC INVOLVEMENT	537	58	30	28	**	537	91	69	470	472	52
	36%	28%	31%	41%	**	36%	24%	30%	37%	35%	45%
				a		a			g		i
GAMES	475	30	13	8	**	475	127	74	405	425	36
	32%	15%	14%	12%	**	32%	33%	31%	32%	32%	32%
						abc					
UPLOADING/ ADDING CONTENT TO THE INTERNET	395	36	7	6	**	395	87	46	354	353	30
	27%	18%	7%	8%	**	27%	22%	20%	28%	26%	26%
		bc				abc			g		
ONLINE GAMBLING	157	18	4	3	**	157	55	21	135	147	7
	11%	9%	5%	5%	**	11%	14%	9%	11%	11%	6%
						b					
NONE OF THESE	18	5	5	2	**	18	12	3	15	18	-
	1%	2%	5%	3%	**	1%	3%	1%	1%	1%	-%
			e								
Mean number of categories (out of 18)	10.2	8.1	6.3	7.2	**	10.2	8.5	8.8	10.4	10.1	10.4
		b				abc			g		

Prepared by Saville Rossiter-Base : 01727 899 399

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Standard deviation	4.21	4.07	4.03	3.93	**	4.21	4.57	4.33	4.16	4.26	3.74
Standard error	.11	.28	.35	.39	**	.11	.22	.27	.12	.12	.34
Columns Tested: a,b,c,d,e - g,h - i,j											

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

COUNT OF TYPES OF USE OF THE INTERNET EVER MADE

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
NONE	16	5	5	2	**	16	11	3	13	16	-
	1%	2%	5% e	3%	**	1%	3%	1%	1%	1%	-%
NARROW - 1-6 TYPES	288 19%	69 34% e	50 52% ae	30 44% e	** **	288 19%	129 33%	73 31% h	217 17%	269 20% j	14 12%
MEDIUM - 7-10 TYPES	457 31%	85 42% be	24 25%	21 31%	** **	457 31%	113 29%	69 30%	390 31%	397 30%	48 41% i
BROAD - 11-18 TYPES	722 49%	46 23%	17 17%	15 22%	** **	722 49% abc	135 35%	89 38%	636 51% g	650 49%	53 46%
Mean number of categories (out of 18)	10.2	8.1 b	6.3	7.2	**	10.2 abc	8.5	8.8	10.4 g	10.1	10.4
Standard deviation	4.21	4.07	4.03	3.93	**	4.21	4.57	4.33	4.16	4.26	3.74
Standard error	.11	.28	.35	.39	**	.11	.22	.27	.12	.12	.34
Columns Tested: a,b,c,d,e - g,h - i,j											

Any break column with 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 Do you watch TV programmes or films in any of the following ways?

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Watch online or download from UK TV broadcasters' websites (such as the BBC iPlayer, ITV player, Channel 4 on demand, Five TV's Demand Five, or Sky Player)	543 37%	38 18%	19 20%	16 24%	** **	543 37% abc	114 29%	66 28%	478 38% g	497 37%	38 33%
Watch online or download from other websites	194 13%	13 6%	3 4%	3 5%	** **	194 13% abc	39 10%	16 7%	175 14% g	171 13%	16 14%
No, neither of these	831 56%	157 77% e	73 76% e	51 74% e	** **	831 56%	239 62%	158 67% h	683 54%	743 56%	67 58%
Don't know	45 3%	5 2%	4 4%	2 2%	** **	45 3%	22 6%	7 3%	38 3%	43 3%	2 2%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
180**

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

NIN16 Thinking about when you visit a website you haven't been to before... Which, if any, of these things would you say you regularly do? (AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Look at the overall look and feel of the site	557 38%	69 34%	25 26%	19 28%	** **	557 38% b	114 29%	78 33%	479 38%	497 37%	46 39%
Check how up to date the information on the site is	435 29%	64 31% b	20 21%	18 26%	** **	435 29% b	81 21%	70 30%	364 29%	396 30%	29 25%
Look at the website address to see if it looks right	361 24%	49 24% b	13 14%	13 19%	** **	361 24% b	76 20%	60 26%	298 24%	313 23%	36 32% i
Look for a contact address or telephone number	359 24%	53 26%	19 20%	18 26%	** **	359 24%	75 19%	62 27%	290 23%	319 24%	30 26%
See if there are links to the site from another trusted site	341 23%	34 16%	13 14%	10 15%	** **	341 23% ab	69 18%	61 26%	276 22%	304 23%	29 25%
Check some types of information across a number of websites to be sure it's correct	287 19%	34 17%	16 16%	13 19%	** **	287 19%	55 14%	57 24% h	229 18%	253 19%	27 23%
Look to see who/ which company has created the web page	273 18%	34 16%	10 10%	8 12%	** **	273 18% b	55 14%	47 20%	220 18%	243 18%	22 19%
Ask someone else if they have been to the website	268 18%	35 17% b	8 9%	7 11%	** **	268 18% b	61 16%	57 24% h	211 17%	251 19%	14 12%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
180**

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

NIN16 Thinking about when you visit a website you haven't been to before... Which, if any, of these things would you say you regularly do? (AMENDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
ANY OF THESE	1072	143	52	42	**	1072	241	167	904	964	78
	72%	70%	54%	61%	**	72%	62%	71%	72%	72%	68%
		b				bc					
None of these	317	52	25	18	**	317	102	51	272	288	25
	21%	25%	26%	26%	**	21%	26%	22%	22%	22%	22%
Not applicable - do not visit new websites	94	10	19	9	**	94	45	16	80	80	12
	6%	5%	20%	13%	**	6%	12%	7%	6%	6%	11%
			ae	ae							i

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

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

NIN17 Can you tell me if you intend to get internet access at home in the next year or so?

Base : Those who do not have internet access at home

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	b	c	d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	624	97	274	145	129	624	458	250	374	588	34
Effective Weighted Sample	459	73	217	119	107	459	347	235	276	431	30
Total	515	85	218	93	125	515	382	244	326	479	30
Yes	54	**	6	4	2	54	33	22	35	48	**
	10%	**	3%	4%	1%	10%	9%	9%	11%	10%	**
						bcd					
No	376	**	205	83	122	376	304	210	216	354	**
	73%	**	94%	89%	97%	73%	80%	86%	66%	74%	**
			e	e	ce			h			
Don't know	84	**	7	6	1	84	45	11	75	77	**
	16%	**	3%	6%	1%	16%	12%	5%	23%	16%	**
				d		bcd			g		

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

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

NIN18 What do you want the internet for at home?

Base : Those who intend to get internet access at home - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All ~e	65+ OR DE ~f	REPORTS ~g	DOES NOT REPORT ~h	WHITE ~i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	63	3	7	5	2	63	36	23	40	56	6
Effective Weighted Sample	45	2	6	4	2	45	28	22	30	39	6
Total	54	3	6	4	2	54	33	22	35	48	5
Base for %	54	3	6	4	2	54	33	22	35	48	5
To use email	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To shop/ buy things online	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To use social networking sites, like Facebook, MySpace, Bebo, Twitter etc.	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Need it for studies/ school work/ homework	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To access entertainment - watch TV, listen to radio, watch films, listen to music	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To sell things online	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To access news	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To use online chat rooms or Instant Messaging	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
For my child/ children to use	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Need it for work	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
For information/ to learn (general)	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

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

NIN18 What do you want the internet for at home?

Base : Those who intend to get internet access at home - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All ~e	65+ OR DE ~f	REPORTS ~g	DOES NOT REPORT ~h	WHITE ~i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	63	3	7	5	2	63	36	23	40	56	6
Effective Weighted Sample	45	2	6	4	2	45	28	22	30	39	6
Total	54	3	6	4	2	54	33	22	35	48	5
To access government/ local council websites and carry out processes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To have my own web page/ blog	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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 And can you tell me what your reasons are for not getting internet access at home?

Base : Those who do not intend to get internet access at home

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	478	81	257	133	124	478	379	216	262	457	20
Effective Weighted Sample	354	62	203	110	103	354	289	203	192	337	18
Total	376	69	205	83	122	376	304	210	216	354	19
Base for %	376	69	205	83	122	376	304	210	216	354	19
I'm not interested in the internet	178 47%	** **	107 52%	47 56%	60 50%	178 47%	137 45%	98 47%	104 48%	172 49%	** **
I don't need it	156 41%	** **	94 46%	40 48%	54 44%	156 41%	122 40%	87 42%	94 43%	145 41%	** **
I can't afford a computer	94 25%	** **	27 13%	12 14%	15 12%	94 25% bcd	74 24%	50 24%	53 25%	83 24%	** **
I don't have a computer	91 24%	** **	53 26%	21 25%	32 26%	91 24%	86 28%	53 25%	50 23%	85 24%	** **
It's not for people of my age	67 18%	** **	67 33% e	22 27% e	45 37% e	67 18%	71 23%	58 28% h	28 13%	63 18%	** **
I don't know how to use a computer	57 15%	** **	37 18%	16 19%	21 18%	57 15%	52 17%	37 17%	30 14%	55 15%	** **
I would not use it enough	50 13%	** **	23 11%	9 11%	14 12%	50 13%	34 11%	33 16%	24 11%	48 14%	** **
I can't justify the cost/ I need other things more	47 12%	** **	6 3%	1 1%	5 4%	47 12% bcd	32 11%	13 6%	33 16% g	47 13%	** **
It's too expensive	46 12%	** **	7 3%	4 4%	3 2%	46 12% bcd	33 11%	20 10%	27 12%	41 12%	** **
I am worried about security/ ID theft/ Bank fraud/ privacy issues	22 6%	** **	12 6%	4 5%	8 7%	22 6%	15 5%	14 7%	9 4%	21 6%	** **
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
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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 And can you tell me what your reasons are for not getting internet access at home?

Base : Those who do not intend to get internet access at home

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	478	81	257	133	124	478	379	216	262	457	20
Effective Weighted Sample	354	62	203	110	103	354	289	203	192	337	18
Total	376	69	205	83	122	376	304	210	216	354	19
I don't have time to use it/ I'm too busy	21 6%	** **	6 3%	3 4%	3 3%	21 6%	10 3%	4 2%	17 8% g	19 5%	** **
I don't have a landline telephone	12 3%	** **	1 1%	- -%	1 1%	12 3% bc	8 3%	5 3%	8 4%	10 3%	** **
I'm satisfied with using the internet at work/ elsewhere	8 2%	** **	1 1%	1 1%	- -%	8 2%	4 1%	- -%	8 3% g	8 2%	** **
I don't really know what it does	6 2%	** **	10 5% e	4 4%	6 5% e	6 2%	10 3%	10 5% h	2 1%	6 2%	** **
Have problems with my sight	4 1%	** **	4 2%	- -%	4 3% c	4 1%	4 1%	4 2% h	- -%	4 1%	** **
Too difficult/ complicated/ can't understand it	4 1%	** **	3 1%	- -%	3 2%	4 1%	6 2%	3 2% h	- -%	4 1%	** **
I don't want to sign a 12 month contract	4 1%	** **	1 *%	1 1%	- -%	4 1%	2 1%	3 1%	1 *%	3 1%	** **
Other	9 2%	** **	4 2%	3 4%	1 1%	9 2%	9 3%	7 3%	5 2%	8 2%	** **
INTEREST	292 78%	** **	176 86% e	74 89% e	102 84%	292 78%	233 77%	169 80%	166 77%	276 78%	** **

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

Any break column with 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 And can you tell me what your reasons are for not getting internet access at home?

Base : Those who do not intend to get internet access at home

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	~j
Unweighted total	478	81	257	133	124	478	379	216	262	457	20
Effective Weighted Sample	354	62	203	110	103	354	289	203	192	337	18
Total	376	69	205	83	122	376	304	210	216	354	19
COST	131	**	35	15	20	131	99	62	78	119	**
	35%	**	17%	18%	16%	35% bcd	33%	30%	36%	34%	**
OWNERSHIP/ AVAILABILITY	96	**	53	21	32	96	87	53	56	88	**
	26%	**	26%	25%	26%	26%	29%	25%	26%	25%	**
KNOWLEDGE	63	**	46	16	29	63	62	42	32	59	**
	17%	**	22%	20%	24%	17%	20%	20%	15%	17%	**
CONCERNS	23	**	12	4	8	23	15	15	9	22	**
	6%	**	6%	5%	7%	6%	5%	7%	4%	6%	**
ACCESS ELSEWHERE	9	**	1	1	-	9	6	-	9	9	**
	2%	**	1%	1%	-%	2%	2%	-%	4%	3%	**
									g		
ANY VOLUNTARY REASONS	279	**	159	67	91	279	217	150	167	263	**
	74%	**	77%	81%	75%	74%	71%	71%	77%	74%	**
ANY INVOLUNTARY REASONS	252	**	141	52	90	252	222	151	136	235	**
	67%	**	69%	62%	74% c	67%	73%	72% h	63%	67%	**
ONLY VOLUNTARY REASONS	120	**	63	31	32	120	79	57	78	114	**
	32%	**	31%	38%	26%	32%	26%	27%	36% g	32%	**
Refused	4	**	1	1	-	4	3	1	2	4	**
	1%	**	*%	1%	-%	1%	1%	1%	1%	1%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
185**

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

NIN19B And what is your MAIN reason for not getting internet access at home?

Base : Those who do not intend to get internet access at home - ADDED AT WAVE 1 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	478	81	257	133	124	478	379	216	262	457	20
Effective Weighted Sample	354	62	203	110	103	354	289	203	192	337	18
Total	376	69	205	83	122	376	304	210	216	354	19
I'm not interested in the internet	119 32%	** **	69 34%	32 38%	37 30%	119 32%	88 29%	61 29%	71 33%	117 33%	** **
I don't need it	81 21%	** **	49 24%	23 27%	26 21%	81 21%	59 19%	47 23%	48 22%	75 21%	** **
I can't afford a computer	44 12%	** **	10 5%	5 6%	5 4%	44 12% bd	36 12%	20 10%	25 12%	40 11%	** **
It's not for people of my age	33 9%	** **	36 18% e	9 11%	27 22% ce	33 9%	39 13%	28 13% h	14 6%	30 9%	** **
I can't justify the cost/ I need other things more	22 6%	** **	3 2%	* 1%	3 2%	22 6% bc	16 5%	6 3%	16 8% g	22 6%	** **
I don't know how to use a computer	22 6%	** **	11 6%	4 5%	7 6%	22 6%	20 6%	11 5%	14 6%	20 6%	** **
It's too expensive	19 5%	** **	4 2%	2 3%	2 1%	19 5% b	11 4%	11 5%	9 4%	16 5%	** **
I don't have a computer	16 4%	** **	13 6%	5 6%	8 7%	16 4%	15 5%	9 4%	9 4%	15 4%	** **
I would not use it enough	9 2%	** **	3 1%	2 2%	1 *%	9 2%	6 2%	4 2%	7 3%	9 2%	** **
I am worried about security/ ID theft/ Bank fraud/ privacy issues	7 2%	** **	5 2%	1 1%	4 3%	7 2%	6 2%	4 2%	3 1%	7 2%	** **
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
185**

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

NIN19B And what is your MAIN reason for not getting internet access at home?

Base : Those who do not intend to get internet access at home - ADDED AT WAVE 1 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	478	81	257	133	124	478	379	216	262	457	20
Effective Weighted Sample	354	62	203	110	103	354	289	203	192	337	18
Total	376	69	205	83	122	376	304	210	216	354	19
I don't have time to use it/ I'm too busy	6 1%	** **	1 *%	- -%	1 *%	6 1%	4 1%	- -%	6 3% g	3 1%	** **
Have problems with my sight	3 1%	** **	3 1%	- -%	3 2%	3 1%	3 1%	3 1%	- -%	3 1%	** **
Too difficult/ complicated/ can't understand it	3 1%	** **	3 1%	- -%	3 2%	3 1%	4 1%	3 1%	- -%	3 1%	** **
I don't really know what it does	2 1%	** **	4 2%	1 1%	4 3% e	2 1%	4 1%	4 2%	1 *%	2 1%	** **
Other	9 2%	** **	5 3%	2 2%	4 3%	9 2%	7 2%	8 4%	4 2%	8 2%	** **
INTEREST/ LIKELY USAGE	241 64%	** **	157 76% e	65 78% e	91 75% e	241 64%	195 64%	141 67%	139 64%	229 65%	** **
COST	86 23%	** **	16 8%	8 10%	8 7%	86 23% bcd	62 21%	38 18%	51 24%	78 22%	** **
KNOWLEDGE	25 7%	** **	17 8%	5 6%	12 10%	25 7%	25 8%	15 7%	15 7%	23 7%	** **
ACCESS ISSUES	18 5%	** **	14 7%	5 6%	9 8%	18 5%	17 6%	10 5%	10 5%	16 5%	** **
CONCERNS	8 2%	** **	5 2%	1 1%	4 3%	8 2%	6 2%	4 2%	3 1%	8 2%	** **
ALTERNATIVE ACCESS	2 *%	** **	* *%	* *%	- -%	2 *%	* *%	- -%	2 1%	2 *%	** **

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

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

NIN19B And what is your MAIN reason for not getting internet access at home?

Base : Those who do not intend to get internet access at home - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	b	c	d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	478	81	257	133	124	478	379	216	262	457	20
Effective Weighted Sample	354	62	203	110	103	354	289	203	192	337	18
Total	376	69	205	83	122	376	304	210	216	354	19
Don't know	15	**	6	2	4	15	9	7	9	14	**
	4%	**	3%	3%	3%	4%	3%	3%	4%	4%	**
Refused	15	**	12	4	9	15	16	10	6	15	**
	4%	**	6%	4%	7%	4%	5%	5%	3%	4%	**
No answer	12	**	4	2	2	12	6	6	7	11	**

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

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

NIN21 Do you ever use the internet to find out more about an illness? (ADDED AT WAVE 1 2010)

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Yes	830	102	46	36	**	830	194	140	695	752	61
	56%	50%	48%	52%	**	56%	50%	60%	55%	56%	53%
No	653	103	50	33	**	653	194	94	562	581	55
	44%	50%	52%	48%	**	44%	50%	40%	45%	44%	47%

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

Any break column with 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 Which of these types of websites do you tend to look at to find out more about an illness?

Base : Those who ever use the internet to find out more about an illness

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	i	~j
Unweighted total	811	110	66	52	14	811	208	155	656	749	59
Effective Weighted Sample	606	81	57	45	12	606	148	142	495	555	51
Total	830	102	46	36	11	830	194	140	695	752	61
Base for %	825	102	46	35	11	825	194	140	690	747	61
A public site such as NHS Direct/ NHS 24	667	83	**	**	**	667	153	101	565	602	**
	81%	82%	**	**	**	81%	79%	72%	82%	81%	**
Support group sites for particular illnesses/ conditions	192	29	**	**	**	192	38	52	143	177	**
	23%	28%	**	**	**	23%	20%	37%	21%	24%	**
High street chemist such as Boots.co.uk	85	8	**	**	**	85	17	9	77	70	**
	10%	8%	**	**	**	10%	9%	6%	11%	9%	**
Blog, newsgroup, internet chat room or social networking website	58	3	**	**	**	58	15	8	49	52	**
	7%	3%	**	**	**	7%	8%	6%	7%	7%	**
Individual's or patient's diary or account	40	-	**	**	**	40	8	8	32	32	**
	5%	-%	**	**	**	5%	4%	5%	5%	4%	**
Online-only chemist such as chemist2go.co.uk	29	2	**	**	**	29	7	8	23	26	**
	3%	2%	**	**	**	3%	4%	6%	3%	4%	**
Other	93	8	**	**	**	93	21	17	77	85	**
	11%	7%	**	**	**	11%	11%	12%	11%	11%	**
Don't know	12	2	**	**	**	12	4	4	8	12	**
	1%	2%	**	**	**	1%	2%	3%	1%	2%	**
No answer	5	-	**	**	**	5	*	-	5	5	**

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

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

IN23A EXPERIENCE OR LEVEL OF INTEREST - Set up your own social networking site page or profile on a site such as Facebook, Piczo, Bebo, hi5, Twitter or MySpace

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Done this	796	56	10	9	**	796	185	95	709	720	55
	54%	27%	11%	12%	**	54%	48%	41%	56%	54%	48%
		bc				abc			g		
Interested in doing this	41	7	2	2	**	41	11	10	31	27	10
	3%	4%	2%	3%	**	3%	3%	4%	2%	2%	9%
											i
Not interested	639	139	82	57	**	639	186	129	510	579	50
	43%	68%	85%	83%	**	43%	48%	55%	41%	43%	44%
		e	ae	ae				h			
Don't know	6	2	2	1	**	6	6	1	6	6	-
	*%	1%	2%	2%	**	*%	2%	*%	*%	*%	-%
			e								

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

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

IN23B EXPERIENCE OR LEVEL OF INTEREST - Made a short video and uploaded it to a website

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Done this	259	13	2	2	**	259	54	25	236	237	18
	17%	6%	2%	3%	**	17% abc	14%	11%	19% g	18%	16%
Interested in doing this	129	10	5	4	**	129	29	22	108	107	17
	9%	5%	5%	5%	**	9% a	8%	9%	9%	8%	15% i
Not interested	1077	179	87	62	**	1077	298	186	896	974	78
	73%	87% e	91% e	90% e	**	73%	77%	79% h	71%	73%	68%
Don't know	18	3	3	2	**	18	7	2	17	16	2
	1%	2%	3%	2%	**	1%	2%	1%	1%	1%	2%

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

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

IN23C EXPERIENCE OR LEVEL OF INTEREST - Uploaded photos to a website

Base : Those who use the internet at home or elsewhere

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Done this	783	61	23	20	**	783	174	95	693	707	55
	53%	30%	24%	29%	**	53% abc	45%	41%	55% g	53%	47%
Interested in doing this	139	27	13	8	**	139	38	31	109	127	12
	9%	13%	14%	12%	**	9%	10%	13% h	9%	10%	11%
Not interested	550	113	57	39	**	550	170	106	445	489	48
	37%	55% e	59% e	56% e	**	37%	44%	45% h	35%	37%	42%
Don't know	10	4	3	2	**	10	5	2	9	10	-
	1%	2%	3% e	3% e	**	1%	1%	1%	1%	1%	-%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

IN23D EXPERIENCE OR LEVEL OF INTEREST - Set up your own website

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Done this	268	31	4	4	**	268	51	26	243	248	17
	18%	15%	4%	5%	**	18%	13%	11%	19%	19%	14%
		bc				bc			g		
Interested in doing this	171	10	3	3	**	171	33	28	144	139	23
	12%	5%	3%	4%	**	12%	8%	12%	11%	10%	20%
						abc					i
Not interested	1009	159	86	60	**	1009	294	177	839	914	73
	68%	78%	90%	88%	**	68%	76%	76%	67%	69%	63%
		e	ae	ae				h			
Don't know	34	5	3	2	**	34	10	3	31	31	3
	2%	2%	3%	3%	**	2%	3%	1%	2%	2%	3%

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

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

IN23E EXPERIENCE OR LEVEL OF INTEREST - Set up your own weblog/ blog

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Done this	180	17	2	1	**	180	35	19	164	165	13
	12%	8%	2%	2%	**	12%	9%	8%	13%	12%	11%
		bc				bc			g		
Interested in doing this	129	5	2	2	**	129	29	22	109	101	20
	9%	2%	2%	3%	**	9%	7%	9%	9%	8%	17%
						abc					i
Not interested	1129	178	88	62	**	1129	313	188	944	1023	81
	76%	87%	92%	90%	**	76%	81%	80%	75%	77%	70%
		e	e	e							
Don't know	45	5	4	3	**	45	11	5	40	44	1
	3%	2%	5%	5%	**	3%	3%	2%	3%	3%	1%

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

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

IN23F EXPERIENCE OR LEVEL OF INTEREST - Contributed comments to someone else's weblog or blog

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Done this	426	34	6	4	**	426	91	60	369	389	26
	29%	17%	6%	6%	**	29%	24%	26%	29%	29%	23%
		bc				abc					
Interested in doing this	94	7	3	3	**	94	19	12	82	76	13
	6%	3%	3%	5%	**	6%	5%	5%	7%	6%	11%
											i
Not interested	932	161	84	59	**	932	266	160	776	841	73
	63%	78%	87%	85%	**	63%	69%	68%	62%	63%	63%
		e	ae	e							
Don't know	31	3	4	3	**	31	11	3	29	26	3
	2%	2%	4%	4%	**	2%	3%	1%	2%	2%	2%

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

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

IN23G EXPERIENCE OR LEVEL OF INTEREST - Contributed to a collaborative website such as Wikipedia

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Done this	164	16	5	4	**	164	37	26	138	155	9
	11%	8%	6%	5%	**	11% b	10%	11%	11%	12%	8%
Interested in doing this	136	7	5	4	**	136	28	16	120	118	13
	9%	3%	5%	5%	**	9% a	7%	7%	10%	9%	11%
Not interested	1147	178	82	60	**	1147	313	189	964	1030	90
	77%	87% e	85% e	87% e	**	77%	81%	81%	77%	77%	78%
Don't know	36	4	3	2	**	36	10	3	34	30	4
	2%	2%	4%	2%	**	2% 3%	3%	1%	3%	2%	4%

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

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

IN23H EXPERIENCE OR LEVEL OF INTEREST - Signed an online petition

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Done this	335	49	16	14	**	335	61	58	277	309	20
	23%	24%	17%	20%	**	23%	16%	25%	22%	23%	17%
Interested in doing this	97	12	4	4	**	97	17	17	83	81	12
	7%	6%	4%	5%	**	7%	4%	7%	7%	6%	11%
Not interested	1024	140	73	49	**	1024	302	155	874	921	80
	69%	68%	76%	71%	**	69%	78%	66%	70%	69%	69%
Don't know	27	4	4	3	**	27	8	4	24	21	3
	2%	2%	4%	4%	**	2%	2%	2%	2%	2%	3%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
197**

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

IN23I EXPERIENCE OR LEVEL OF INTEREST - Contacted a local councillor or your MP online

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Done this	179	37	15	11	**	179	37	37	138	168	7
	12%	18%	15%	16%	**	12%	9%	16%	11%	13%	6%
		e						h		j	
Interested in doing this	145	16	8	8	**	145	23	23	124	117	21
	10%	8%	9%	11%	**	10%	6%	10%	10%	9%	18%
											i
Not interested	1106	142	70	48	**	1106	316	170	944	1001	84
	75%	69%	72%	70%	**	75%	81%	73%	75%	75%	72%
Don't know	53	10	3	2	**	53	12	4	51	47	4
	4%	5%	4%	2%	**	4%	3%	2%	4%	4%	4%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
198**

Any break column with 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 CREATIVE ACTIVITIES DONE

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Set up your own social networking page or profile	796	56	10	9	**	796	185	95	709	720	55
	54%	27%	11%	12%	**	54%	48%	41%	56%	54%	48%
		bc				abc			g		
Uploaded photos to a website	783	61	23	20	**	783	174	95	693	707	55
	53%	30%	24%	29%	**	53%	45%	41%	55%	53%	47%
						abc			g		
Contributed comments to someone else's weblog or blog	426	34	6	4	**	426	91	60	369	389	26
	29%	17%	6%	6%	**	29%	24%	26%	29%	29%	23%
		bc				abc					
Signed an online petition	335	49	16	14	**	335	61	58	277	309	20
	23%	24%	17%	20%	**	23%	16%	25%	22%	23%	17%
Set up your own website	268	31	4	4	**	268	51	26	243	248	17
	18%	15%	4%	5%	**	18%	13%	11%	19%	19%	14%
		bc				bc			g		
Made a short video and uploaded it to a website	259	13	2	2	**	259	54	25	236	237	18
	17%	6%	2%	3%	**	17%	14%	11%	19%	18%	16%
						abc			g		
Set up your own weblog/ blog	180	17	2	1	**	180	35	19	164	165	13
	12%	8%	2%	2%	**	12%	9%	8%	13%	12%	11%
		bc				bc			g		
Contacted a local councillor or MP online	179	37	15	11	**	179	37	37	138	168	7
	12%	18%	15%	16%	**	12%	9%	16%	11%	13%	6%
		e						h		j	
Contributed to a collaborative website such as Wikipedia	164	16	5	4	**	164	37	26	138	155	9
	11%	8%	6%	5%	**	11%	10%	11%	11%	12%	8%
						b					

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

Any break column with 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 CREATIVE ACTIVITIES DONE

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
ANY OF THESE	1053	109	41	33	**	1053	246	149	910	952	74
	71%	53%	42%	48%	**	71% abc	64%	63%	72% g	71%	64%
NONE OF THESE	430	96	55	36	**	430	141	86	347	381	42
	29%	47% e	58% e	52% e	**	29%	36%	37% h	28%	29%	36%
2007 COMPARISON	998	93	34	27	**	998	237	135	868	901	70
	67%	45%	35%	40%	**	67% abc	61%	58%	69% g	68%	60%

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

Any break column with 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 You said you had a page or profile on a social networking site... Which different sites like this do you have a page or profile on?

Base : Those who have ever set-up a social networking profile

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	763	50	12	10	2	763	175	103	659	698	61
Effective Weighted Sample	569	39	10	9	2	569	126	95	497	515	52
Total	796	56	10	9	2	796	185	95	709	720	55
Facebook	771	**	**	**	**	771	183	89	689	695	**
	97%	**	**	**	**	97%	99%	93%	97%	97%	**
Twitter	81	**	**	**	**	81	14	11	77	76	**
	10%	**	**	**	**	10%	7%	12%	11%	11%	**
MySpace	73	**	**	**	**	73	24	6	69	65	**
	9%	**	**	**	**	9%	13%	6%	10%	9%	**
Bebo	66	**	**	**	**	66	20	14	59	62	**
	8%	**	**	**	**	8%	11%	14%	8%	9%	**
hi5	9	**	**	**	**	9	1	1	8	6	**
	1%	**	**	**	**	1%	1%	1%	1%	1%	**
Piczo	5	**	**	**	**	5	-	-	5	5	**
	1%	**	**	**	**	1%	-%	-%	1%	1%	**
Other	31	**	**	**	**	31	4	7	27	31	**
	4%	**	**	**	**	4%	2%	8%	4%	4%	**
ONE SITE ONLY	595	**	**	**	**	595	141	75	519	535	**
	75%	**	**	**	**	75%	76%	78%	73%	74%	**
TWO OR MORE SITES	194	**	**	**	**	194	44	21	183	178	**
	24%	**	**	**	**	24%	24%	22%	26%	25%	**
Don't have any current pages/ don't update any	8	**	**	**	**	8	-	-	8	7	**
	1%	**	**	**	**	1%	-%	-%	1%	1%	**

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

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

NIN25A TYPES OF INFORMATION ON SNS PROFILE - Your personal information - such as your relationship status, date of birth, home town, and so on

Base : Those with a current social networking profile - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	756	50	12	10	2	756	175	103	652	692	60
Effective Weighted Sample	563	39	10	9	2	563	126	95	492	510	51
Total	789	56	10	9	2	789	185	95	702	713	55
Can only be seen by my friends	534	**	**	**	**	534	129	61	477	483	**
	68%	**	**	**	**	68%	70%	64%	68%	68%	**
Can be seen by my friends plus friends of friends	122	**	**	**	**	122	29	11	113	113	**
	15%	**	**	**	**	15%	15%	11%	16%	16%	**
Can be seen by anyone	76	**	**	**	**	76	16	14	65	74	**
	10%	**	**	**	**	10%	9%	15%	9%	10%	**
Can't be seen	34	**	**	**	**	34	8	7	25	24	**
	4%	**	**	**	**	4%	4%	8%	4%	3%	**
Don't have this on my page	19	**	**	**	**	19	3	-	19	15	**
	2%	**	**	**	**	2%	2%	-%	3%	2%	**
Don't know	4	**	**	**	**	4	-	2	2	4	**
	*%	**	**	**	**	*%	-%	2%	*%	1%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
202**

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

NIN25B TYPES OF INFORMATION ON SNS PROFILE - Photographs that you have posted on the site

Base : Those with a current social networking profile - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	756	50	12	10	2	756	175	103	652	692	60
Effective Weighted Sample	563	39	10	9	2	563	126	95	492	510	51
Total	789	56	10	9	2	789	185	95	702	713	55
Can only be seen by my friends	522	**	**	**	**	522	128	60	467	473	**
	66%	**	**	**	**	66%	69%	63%	67%	66%	**
Can be seen by my friends plus friends of friends	143	**	**	**	**	143	28	11	132	127	**
	18%	**	**	**	**	18%	15%	11%	19%	18%	**
Can be seen by anyone	74	**	**	**	**	74	17	11	66	66	**
	9%	**	**	**	**	9%	9%	12%	9%	9%	**
Can't be seen	15	**	**	**	**	15	4	6	8	15	**
	2%	**	**	**	**	2%	2%	6% h	1%	2%	**
Don't have this on my page	33	**	**	**	**	33	8	6	27	28	**
	4%	**	**	**	**	4%	4%	6%	4%	4%	**
Don't know	3	**	**	**	**	3	-	1	2	3	**
	*%	**	**	**	**	*%	-%	1%	*%	*%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
203**

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

NIN25C TYPES OF INFORMATION ON SNS PROFILE - Your contact details - such as your email address, home address, telephone number, and so on

Base : Those with a current social networking profile - ADDED AT WAVE 1 2010

	Total	AGE					AGE/SEG	DISABILITY		EMG	
		55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	756	50	12	10	2	756	175	103	652	692	60
Effective Weighted Sample	563	39	10	9	2	563	126	95	492	510	51
Total	789	56	10	9	2	789	185	95	702	713	55
Can only be seen by my friends	451	**	**	**	**	451	104	57	402	415	**
	57%	**	**	**	**	57%	56%	60%	57%	58%	**
Can be seen by my friends plus friends of friends	76	**	**	**	**	76	19	7	67	72	**
	10%	**	**	**	**	10%	10%	8%	10%	10%	**
Can be seen by anyone	30	**	**	**	**	30	9	5	27	30	**
	4%	**	**	**	**	4%	5%	5%	4%	4%	**
Can't be seen	112	**	**	**	**	112	28	11	99	97	**
	14%	**	**	**	**	14%	15%	11%	14%	14%	**
Don't have this on my page	115	**	**	**	**	115	25	13	104	94	**
	15%	**	**	**	**	15%	14%	14%	15%	13%	**
Don't know	5	**	**	**	**	5	-	2	2	5	**
	1%	**	**	**	**	1%	-%	2% h	*%	1%	**

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

Any break column with 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 How often do you visit any social networking sites (like Facebook, Piczo, Bebo, hi5, Twitter or MySpace)?

Base : Those with a current social networking profile

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	756	50	12	10	2	756	175	103	652	692	60
Effective Weighted Sample	563	39	10	9	2	563	126	95	492	510	51
Total	789	56	10	9	2	789	185	95	702	713	55
Every day	402	**	**	**	**	402	105	44	362	367	**
	51%	**	**	**	**	51%	57%	46%	52%	51%	**
Every other day	131	**	**	**	**	131	26	12	122	114	**
	17%	**	**	**	**	17%	14%	13%	17%	16%	**
A couple of times a week	113	**	**	**	**	113	23	15	97	102	**
	14%	**	**	**	**	14%	13%	16%	14%	14%	**
Once a week	67	**	**	**	**	67	19	8	61	61	**
	9%	**	**	**	**	9%	11%	8%	9%	9%	**
Less often	72	**	**	**	**	72	11	15	57	67	**
	9%	**	**	**	**	9%	6%	16% h	8%	9%	**
Don't know	3	**	**	**	**	3	-	1	3	2	**
	*%	**	**	**	**	*%	-%	1%	*%	*%	**

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

Any break column with 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 Do you regularly use these social networking sites for any of things shown on this card?

Base : Those with a current social networking profile

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	756	50	12	10	2	756	175	103	652	692	60
Effective Weighted Sample	563	39	10	9	2	563	126	95	492	510	51
Total	789	56	10	9	2	789	185	95	702	713	55
Base for %	789	56	10	9	2	789	185	95	702	713	55
Talk to friends/ family I see a lot	592	**	**	**	**	592	139	68	534	532	**
	75%	**	**	**	**	75%	75%	71%	76%	75%	**
Talk to friends/ family I rarely see	588	**	**	**	**	588	145	73	523	531	**
	75%	**	**	**	**	75%	78%	76%	75%	74%	**
Look for old friends/ people I've lost touch with	329	**	**	**	**	329	84	44	290	293	**
	42%	**	**	**	**	42%	46%	46%	41%	41%	**
Look at other people's sites without leaving a message	305	**	**	**	**	305	75	36	272	270	**
	39%	**	**	**	**	39%	41%	38%	39%	38%	**
Talk to people who are friends of friends	199	**	**	**	**	199	55	26	179	179	**
	25%	**	**	**	**	25%	30%	27%	26%	25%	**
Listen to music/ find out about bands	144	**	**	**	**	144	35	16	133	131	**
	18%	**	**	**	**	18%	19%	16%	19%	18%	**
Talk to people I don't know	70	**	**	**	**	70	20	14	60	63	**
	9%	**	**	**	**	9%	11%	14%	9%	9%	**
Look at campaigns and petitions	66	**	**	**	**	66	8	8	59	60	**
	8%	**	**	**	**	8%	4%	9%	8%	8%	**
Any other uses	34	**	**	**	**	34	5	3	31	32	**
	4%	**	**	**	**	4%	2%	3%	4%	5%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

IN28 How do you think the BBC's website is mainly funded?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Licence fee/ by the public	1006	170	135	84	51	1006	303	227	805	931	60
	50%	54%	40%	48%	31%	50%	39%	47%	51%	51%	41%
		bd	d	bd		bd				j	
Advertising on the website	46	*	6	4	2	46	17	3	43	39	6
	2%	*%	2%	2%	1%	2%	2%	1%	3%	2%	4%
			a	a		a			g		
By the government	36	2	2	1	2	36	11	8	29	31	4
	2%	1%	1%	*%	1%	2%	1%	2%	2%	2%	3%
TV/ Radio advertising	11	2	1	1	-	11	4	-	11	7	2
	1%	1%	*%	*%	-%	1%	1%	-%	1%	*%	2%
										i	
Programme sponsorship	10	*	1	1	-	10	2	1	10	5	3
	1%	*%	*%	1%	-%	1%	*%	*%	1%	*%	2%
											i
Other	24	4	1	1	-	24	10	3	20	24	-
	1%	1%	*%	1%	-%	1%	1%	1%	1%	1%	-%
Never heard of it	44	12	21	10	11	44	27	24	27	44	-
	2%	4%	6%	6%	7%	2%	3%	5%	2%	2%	-%
			e	e	e			h		j	
Don't know	827	126	170	73	97	827	399	221	630	738	71
	41%	40%	50%	42%	60%	41%	52%	45%	40%	41%	48%
			ace		abce			h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
207**

Any break column with 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 How do you think search engine websites such as Google or Ask.com are mainly funded?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Advertising on the website	575	76	50	36	13	575	129	94	492	512	48
	29%	24%	15%	21%	8%	29%	17%	19%	31%	28%	32%
		bd	d	bd		bcd			g		
TV/ Radio advertising	97	17	9	7	2	97	33	12	85	87	6
	5%	5%	3%	4%	1%	5%	4%	2%	5%	5%	4%
		d				bd			g		
Licence fee/ by the public	79	16	12	5	7	79	29	18	63	71	6
	4%	5%	4%	3%	4%	4%	4%	4%	4%	4%	4%
Advertisers pay to prioritise their entry (on the list ADDED AT WAVE 2 2009)/ be first on the list	77	6	3	3	-	77	19	7	70	76	-
	4%	2%	1%	2%	-%	4%	2%	1%	4%	4%	-%
						bd			g	j	
Advertisers pay when users click through (from sponsored links ADDED AT WAVE 2 2009)to their website	55	8	4	1	3	55	12	6	48	55	-
	3%	3%	1%	1%	2%	3%	2%	1%	3%	3%	-%
						bc			g	j	
Programme sponsorship	43	8	6	3	4	43	11	12	35	38	3
	2%	3%	2%	1%	2%	2%	1%	3%	2%	2%	2%
Other	58	12	15	10	5	58	26	20	39	56	3
	3%	4%	4%	6%	3%	3%	3%	4%	2%	3%	2%
				e				h			
Never heard of it	42	11	25	12	13	42	32	31	19	41	2
	2%	4%	8%	7%	8%	2%	4%	6%	1%	2%	1%
			ae	e	ae			h			
Don't know	979	162	214	98	116	979	481	285	723	884	80
	49%	51%	63%	56%	71%	49%	62%	59%	46%	49%	54%
			ae	e	ace			h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
208**

Any break column with 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 Can you tell me if you have any concerns about what is on the internet?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2002	317	337	175	162	2002	772	487	1572	1817	147
No, do not have any concerns	897 45%	121 38%	137 41%	67 38%	70 43%	897 45% ac	355 46%	190 39%	725 46% g	802 44%	70 47%
Unsuitable for children	437 22%	65 20%	55 16%	32 19%	22 14%	437 22% bd	151 20%	103 21%	344 22%	417 23% j	17 12%
Sexual content/ pornography	408 20%	66 21% bd	48 14%	33 19% d	14 9%	408 20% bd	121 16%	104 21%	310 20%	380 21%	24 17%
Identity fraud/ others getting access to my personal details	245 12%	38 12% d	32 9%	22 12% d	10 6%	245 12% d	70 9%	45 9%	207 13% g	213 12%	28 19% i
People masquerading as younger people online	231 12%	36 11%	36 11%	22 12%	14 9%	231 12%	90 12%	54 11%	188 12%	221 12%	12 8%
Violent content	204 10%	26 8%	23 7%	14 8%	9 6%	204 10% b	51 7%	34 7%	176 11% g	193 11%	9 6%
Websites showing abuse of children	204 10%	27 9%	26 8%	18 10%	8 5%	204 10% d	70 9%	43 9%	163 10%	193 11% j	8 5%
Computer viruses/ bugs	155 8%	19 6%	11 3%	6 4%	4 3%	155 8% bcd	33 4%	27 6%	130 8% g	136 8%	15 10%
Insecure sites	143 7%	22 7% d	13 4%	9 5%	3 2%	143 7% bd	30 4%	16 3%	128 8% g	126 7%	14 9%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

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IN30 Can you tell me if you have any concerns about what is on the internet?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Personal information that companies may hold about me	117 6%	23 7% bd	11 3%	7 4%	4 3%	117 6% b	26 3%	20 4%	96 6%	110 6%	7 5%
Strong language/ swearing	116 6%	10 3%	17 5%	9 5%	7 4%	116 6% a	32 4%	22 4%	96 6%	100 5%	10 7%
Claims for money/ phishing emails	109 5%	14 4%	10 3%	8 5%	2 1%	109 5% bd	25 3%	20 4%	94 6%	94 5%	11 8%
Not controlled/ regulated/ anything can be shown on it	102 5%	19 6%	15 4%	7 4%	7 5%	102 5%	29 4%	21 4%	81 5%	95 5%	5 3%
Homophobic material/ websites	91 5%	11 4% d	5 2%	4 3%	1 1%	91 5% bd	20 3%	12 2%	79 5% g	80 4%	9 6%
Racist/ far right websites	89 4%	9 3%	6 2%	4 2%	2 1%	89 4% bd	18 2%	11 2%	78 5% g	82 5%	5 3%
Websites instructing how to be a terrorist	88 4%	17 5% bd	8 2%	6 3%	2 1%	88 4% bd	22 3%	12 3%	78 5% g	81 4%	6 4%
Websites instructing how to commit suicide/ self-harm	87 4%	11 4%	6 2%	3 2%	3 2%	87 4% bc	19 2%	11 2%	80 5% g	80 4%	6 4%
Spam/ unwanted e-mails	86 4%	13 4% bd	4 1%	3 2%	1 1%	86 4% bcd	13 2%	6 1%	81 5% g	73 4%	11 7% i
Columns Tested: a,b,c,d,e - q,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
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IN30 Can you tell me if you have any concerns about what is on the internet?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Religious hate material/ websites	85 4%	10 3%	5 1%	4 2%	1 1%	85 4% bd	18 2%	7 1%	77 5% g	79 4%	5 3%
Illegal goods for sale online	85 4%	8 2%	6 2%	4 2%	2 1%	85 4% b	13 2%	12 2%	73 5% g	76 4%	6 4%
Inappropriate advertising/ selling	71 4%	9 3%	5 2%	3 2%	2 1%	71 4% b	10 1%	9 2%	64 4% g	59 3%	9 6%
Pop-up adverts/ too many adverts	60 3%	6 2%	4 1%	3 2%	1 1%	60 3% b	10 1%	11 2%	51 3%	52 3%	6 4%
Personal information that the government may hold about me	56 3%	9 3%	4 1%	3 2%	2 1%	56 3%	9 1%	6 1%	50 3% g	47 3%	10 7% i
People gambling online	53 3%	9 3%	7 2%	5 3%	2 1%	53 3%	12 2%	13 3%	44 3%	50 3%	4 2%
Internet diallers/ others getting access to my phone line	39 2%	8 2% d	2 1%	2 1%	- -%	39 2%	6 1%	2 *% g	37 2% g	34 2%	5 3%
Too easy to inadvertently access inappropriate websites/ material	16 1%	- -%	1 *% d	1 *%	- -%	16 1%	1 *%	3 1%	15 1%	14 1%	2 2%
Columns Tested: a,b,c,d,e - g,h - i,j											

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

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IN30 Can you tell me if you have any concerns about what is on the internet?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Social networking sites - too easy for others to see information/ questionable content	16 1%	2 1%	3 1%	2 1%	1 *%	16 1%	4 1%	3 1%	13 1%	15 1%	1 1%
Chat rooms	10 1%	5 1%	3 1%	2 1%	1 1%	10 1%	6 1%	4 1%	7 *%	10 1%	- -%
Other	48 2%	6 2%	9 3%	6 3%	4 2%	48 2%	14 2%	21 4% h	29 2%	45 2%	3 2%
ANY CONCERNS	989 49%	172 54% bd	135 40%	83 47% d	53 32%	989 49% bd	330 43%	230 47%	777 49%	914 50%	63 43%
OFFENSIVE CONTENT	734 37%	126 40% bd	98 29%	60 34% d	37 23%	734 37% bd	252 33%	176 36%	569 36%	688 38% j	40 27%
SECURITY/ FRAUD	368 18%	56 18% bd	41 12%	28 16% d	13 8%	368 18% bd	97 13%	72 15%	309 20% g	327 18%	35 24%
RISKS TO OTHER PEOPLE/ SOCIETY	346 17%	56 18%	51 15%	32 18%	19 12%	346 17%	122 16%	82 17%	280 18%	331 18% j	15 10%
PERSONAL PRIVACY	184 9%	35 11% bcd	17 5%	10 6%	7 4%	184 9% bd	41 5%	27 6%	156 10% g	166 9%	17 11%
ADVERTISING	109 5%	14 4%	8 2%	5 3%	3 2%	109 5% bd	16 2%	17 3%	95 6% g	93 5%	13 9%
OTHER CONCERNS	32 2%	5 2%	6 2%	3 1%	4 2%	32 2%	8 1%	14 3% h	18 1%	30 2%	2 2%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
208**

Any break column with 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 Can you tell me if you have any concerns about what is on the internet?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Don't know	117	23	65	25	40	117	87	67	71	103	14
	6%	7%	19%	15%	24%	6%	11%	14%	5%	6%	10%
			ae	ae	ace			h			
No answer	2	-	-	-	-	2	-	-	2	2	-
Columns Tested: a,b,c,d,e - g,h - i,j											

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
209**

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IN30 Can you tell me if you have any concerns about what is on the internet?

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
No, do not have any concerns	661 45%	77 38%	32 33%	22 32%	** **	661 45% bc	181 47%	88 37%	571 45% g	582 44%	56 48%
Unsuitable for children	354 24%	42 21%	24 25%	16 23%	** **	354 24%	89 23%	64 27%	296 24%	336 25% j	15 13%
Sexual content/ pornography	342 23%	45 22%	28 29%	21 30%	** **	342 23%	80 21%	74 32% h	272 22%	317 24%	20 18%
Identity fraud/ others getting access to my personal details	202 14%	28 14%	15 15%	13 19%	** **	202 14%	44 11%	25 10%	180 14%	174 13%	23 20% i
Violent content	174 12%	17 8%	9 9%	7 10%	** **	174 12%	32 8%	24 10%	152 12%	163 12%	8 7%
People masquerading as younger people online	174 12%	23 11%	15 15%	12 17%	** **	174 12%	46 12%	29 12%	148 12%	165 12%	9 8%
Websites showing abuse of children	161 11%	18 9%	12 12%	9 13%	** **	161 11%	40 10%	23 10%	137 11%	151 11% j	6 5%
Computer viruses/ bugs	144 10%	19 9%	7 8%	5 8%	** **	144 10%	27 7%	22 9%	123 10%	126 9%	14 12%
Insecure sites	127 9%	18 9%	9 9%	7 9%	** **	127 9%	21 5%	12 5%	117 9% g	110 8%	14 12%
Strong language/ swearing	99 7%	7 3%	8 8%	7 10% a	** **	99 7%	18 5%	13 6%	86 7%	86 6%	9 8%

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

Any break column with 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 Can you tell me if you have any concerns about what is on the internet?

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Claims for money/ phishing emails	97 7%	13 6%	7 7%	6 9%	** **	97 7%	19 5%	16 7%	86 7%	83 6%	10 8%
Personal information that companies may hold about me	90 6%	16 8%	5 5%	3 5%	** **	90 6%	15 4%	12 5%	79 6%	84 6%	6 5%
Not controlled/ regulated/ anything can be shown on it	85 6%	14 7%	6 7%	4 6%	** **	85 6%	17 4%	15 6%	70 6%	78 6%	5 4%
Homophobic material/ websites	85 6%	11 5%	4 4%	4 5%	** **	85 6%	16 4%	11 5%	73 6%	75 6%	7 6%
Spam/ unwanted e-mails	82 6%	13 6%	4 4%	2 3%	** **	82 6%	11 3%	6 3%	77 6%	70 5%	10 8%
Racist/ far right websites	80 5%	8 4%	3 3%	3 4%	** **	80 5%	14 3%	9 4%	71 6%	74 6%	4 3%
Websites instructing how to commit suicide/ self-harm	79 5%	10 5%	2 2%	2 3%	** **	79 5%	12 3%	8 3%	73 6%	73 5%	5 4%
Religious hate material/ websites	77 5%	10 5%	2 2%	2 3%	** **	77 5%	12 3%	6 3%	69 6%	71 5%	4 3%
Illegal goods for sale online	75 5%	7 3%	4 4%	3 5%	** **	75 5%	9 2%	10 4%	64 5%	67 5%	4 4%
Websites instructing how to be a terrorist	74 5%	14 7%	4 4%	4 5%	** **	74 5%	12 3%	8 3%	68 5%	67 5%	5 4%
Inappropriate advertising/ selling	61 4%	9 4%	2 2%	2 3%	** **	61 4%	7 2%	7 3%	56 4%	50 4%	8 7%
Columns Tested: a,b,c,d,e - q,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
209**

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IN30 Can you tell me if you have any concerns about what is on the internet?

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Pop-up adverts/ too many adverts	56 4%	6 3%	2 3%	2 4%	** **	56 4%	9 2%	9 4%	49 4%	49 4%	6 5%
Personal information that the government may hold about me	45 3%	8 4%	2 2%	2 3%	** **	45 3%	5 1%	3 1%	42 3%	37 3%	9 8% i
People gambling online	44 3%	8 4%	4 4%	4 6%	** **	44 3%	8 2%	12 5%	36 3%	41 3%	2 2%
Internet diallers/ others getting access to my phone line	32 2%	8 4%	2 2%	2 3%	** **	32 2%	2 1%	1 *% g	31 2% g	27 2%	5 4%
Too easy to inadvertently access inappropriate websites/ material	16 1%	- -%	- -%	- -%	** **	16 1%	- -%	2 1%	15 1%	14 1%	2 2%
Social networking sites - too easy for others to see information/ questionable content	12 1%	1 *%	2 2%	2 3% ae	** **	12 1%	2 1%	2 1%	10 1%	11 1%	1 *%
Chat rooms	7 *%	4 2% e	- -%	- -%	** **	7 *%	3 1%	1 1%	6 *%	7 1%	- -%
Other	39 3%	4 2%	5 5%	4 5%	** **	39 3%	8 2%	14 6% h	25 2%	37 3%	1 1%
ANY CONCERNS	799 54%	124 61%	63 66% e	47 68% e	** **	799 54%	202 52%	144 62% h	665 53%	733 55%	54 47%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

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IN30 Can you tell me if you have any concerns about what is on the internet?

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
OFFENSIVE CONTENT	594	88	48	35	**	594	154	113	487	554	34
	40%	43%	50% e	50% e	**	40%	40%	48% h	39%	42% j	29%
SECURITY/ FRAUD	317	45	22	18	**	317	68	49	276	279	30
	21%	22%	23%	26%	**	21%	17%	21%	22%	21%	26%
RISKS TO OTHER PEOPLE/ SOCIETY	269	40	21	18	**	269	64	48	229	258	11
	18%	20%	22%	26%	**	18%	16%	21%	18%	19% j	10%
PERSONAL PRIVACY	151	27	9	6	**	151	27	18	134	134	15
	10%	13%	10%	9%	**	10%	7%	8%	11%	10%	13%
ADVERTISING	98	13	4	4	**	98	12	14	86	82	11
	7%	6%	4%	6%	**	7%	3%	6%	7%	6%	10%
OTHER CONCERNS	27	4	3	2	**	27	5	9	17	26	*
	2%	2%	3%	3%	**	2%	1%	4% h	1%	2%	*%
Don't know	22	4	1	-	**	22	4	3	20	16	6
	1%	2%	1%	-%	**	1%	1%	1%	2%	1%	5% i
No answer	2	-	-	-	**	2	-	-	2	2	-
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

IN32 As far as you know, is the internet regulated in terms of what can be shown and written? (EXPLANATION OF A REGULATOR PROVIDED IF NECESSARY)

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes	812 41%	124 39% bd	96 28%	60 34% d	35 22%	812 41% bd	271 35%	141 29%	684 43% g	737 41%	52 35%
No	510 25%	77 24% bc	58 17%	30 17%	29 18%	510 25% bcd	162 21%	129 27%	392 25%	470 26%	29 20%
Don't know	682 34%	115 36%	184 54% ae	85 49% ae	98 60% ace	682 34%	339 44%	217 45% h	499 32%	613 34%	65 45% i

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

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

IN32 As far as you know, is the internet regulated in terms of what can be shown and written? (EXPLANATION OF A REGULATOR PROVIDED IF NECESSARY)

Base : Those who regularly use the internet

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1348	191	116	90	26	1348	349	223	1122	1232	109
Effective Weighted Sample	998	141	99	77	22	998	247	204	837	901	95
Total	1344	177	83	61	21	1344	323	204	1149	1206	106
Yes	613 46%	88 50%	38 46%	** **	** **	613 46%	147 46%	78 38%	539 47% g	550 46%	42 40%
No	394 29%	51 29%	23 28%	** **	** **	394 29%	87 27%	76 37% h	323 28%	360 30%	26 25%
Don't know	338 25%	38 22%	22 27%	** **	** **	338 25%	89 28%	50 24%	287 25%	296 25%	38 36% i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
214**

Any break column with 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 Which, if any, of the following do you think are regulated in terms of what can be shown on the internet?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Programmes or clips of programmes shown on broadcaster's own website - e.g. the BBC website, the ITV website etc.	771 38%	109 34% bcd	52 16%	35 20% d	17 11%	771 38% bcd	206 27%	132 27%	640 41% g	694 38%	55 37%
Programmes or clips shown on news websites	443 22%	55 17% bcd	30 9%	16 9%	14 9%	443 22% bcd	121 16%	69 14%	378 24% g	400 22%	30 20%
Programmes or clips of programmes shown on sites such as YouTube	390 19%	42 13% bd	25 7%	17 10%	8 5%	390 19% abcd	111 14%	59 12%	340 22% g	356 20%	26 18%
Home-made videos made by the general public shown on sites such as YouTube	272 14%	33 10% bcd	16 5%	9 5%	7 4%	272 14% bcd	78 10%	37 8%	240 15% g	249 14%	17 11%
SUMMARY YOUTUBE CONTENT	449 22%	50 16% bd	28 8%	19 11%	9 6%	449 22% abcd	130 17%	66 14%	392 25% g	407 22%	31 21%
2007 COMPARISON - ANY OF THESE	898 45%	130 41% bcd	61 18%	41 24% d	19 12%	898 45% bcd	245 32%	151 31%	752 48% g	809 44%	64 43%
NONE OF THESE	198 10%	32 10%	29 9%	14 8%	15 9%	198 10%	73 9%	56 11%	148 9%	183 10%	11 8%
Don't know	883 44%	152 48%	244 72% ae	118 68% ae	125 77% ace	883 44%	444 57%	274 56% h	657 42%	803 44%	70 48%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
215**

Any break column with 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 Which, if any, of the following do you think are regulated in terms of what can be shown on the internet?

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Programmes or clips of programmes shown on broadcaster's own website - e.g. the BBC website, the ITV website etc.	692 47%	90 44% b	30 32%	23 34%	** **	692 47% bc	146 38%	104 44%	591 47%	616 46%	55 47%
Programmes or clips shown on news websites	395 27%	46 22%	18 19%	11 16%	** **	395 27% c	89 23%	55 23%	343 27%	354 27%	29 25%
Programmes or clips of programmes shown on sites such as YouTube	351 24%	37 18%	14 15%	12 17%	** **	351 24% b	80 21%	50 21%	310 25%	319 24%	24 21%
Home-made videos made by the general public shown on sites such as YouTube	240 16%	27 13% b	6 6%	6 9%	** **	240 16% bc	54 14%	32 14%	212 17%	220 16%	16 14%
SUMMARY YOUTUBE CONTENT	404 27%	43 21%	15 16%	13 19%	** **	404 27% b	96 25%	56 24%	356 28%	365 27%	30 26%
2007 COMPARISON - ANY OF THESE	804 54%	106 52% bc	35 36%	27 40%	** **	804 54% bc	180 46%	119 51%	691 55%	719 54%	62 54%
NONE OF THESE	153 10%	22 11%	11 12%	8 12%	** **	153 10%	46 12%	33 14%	122 10%	140 11%	10 9%
Don't know	506 34%	74 36%	48 50% ae	33 48% ae	** **	506 34%	155 40%	79 34%	429 34%	455 34%	42 36%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

NIN35A ANY PRIVACY CONCERNS - Information about what you are doing

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Happy to do this	483	32	9	7	**	483	115	60	425	432	36
	33%	16%	9%	10%	**	33% abc	30%	26%	34% g	32%	31%
Have some concerns about doing this, but would do it	350	34	15	14	**	350	95	48	301	309	29
	24%	17%	15%	21%	**	24% ab	24%	21%	24%	23%	25%
Would never do this	622	132	69	45	**	622	170	121	506	562	50
	42%	64% e	72% e	65% e	**	42%	44%	52% h	40%	42%	43%
Don't know	28	6	3	3	**	28	8	5	24	28	-
	2%	3%	4%	4%	**	2%	2%	2%	2%	2%	-%

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

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

NIN35B ANY PRIVACY CONCERNS - Information about how you are feeling in general

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Happy to do this	449	24	8	7	**	449	118	47	407	402	33
	30%	12%	8%	10%	**	30% abc	30%	20%	32% g	30%	29%
Have some concerns about doing this, but would do it	285	33	11	10	**	285	76	38	248	250	26
	19%	16%	11%	15%	**	19% b	20%	16%	20%	19%	23%
Would never do this	720	142	74	49	**	720	185	145	578	655	54
	49%	70% e	77% e	72% e	**	49%	48%	62% h	46%	49%	47%
Don't know	28	6	3	3	**	28	8	4	24	25	2
	2%	3%	4%	4%	**	2%	2%	2%	2%	2%	1%

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

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

NIN35C ANY PRIVACY CONCERNS - Information about how you are feeling about work or college

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Happy to do this	334	19	4	4	**	334	87	35	306	292	30
	22%	9%	4%	6%	**	22% abc	22%	15%	24% g	22%	26%
Have some concerns about doing this, but would do it	228	19	4	3	**	228	49	24	205	199	21
	15%	9%	4%	5%	**	15% abc	13%	10%	16% g	15%	18%
Would never do this	866	154	79	55	**	866	228	160	706	788	63
	58%	75%	82%	80%	**	58%	59%	68% h	56%	59%	55%
Don't know	56	13	9	6	**	56	24	15	40	54	1
	4%	6%	10%	9%	**	4%	6%	7% h	3%	4%	1%

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

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

NIN35D ANY PRIVACY CONCERNS - Photos from your holidays

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Happy to do this	541 37%	35 17%	13 14%	10 15%	** **	541 37% abc	140 36%	64 28%	486 39% g	487 37%	40 35%
Have some concerns about doing this, but would do it	318 21%	38 19%	16 16%	15 21%	** **	318 21%	76 20%	43 18%	273 22%	282 21%	25 22%
Would never do this	594 40%	124 61% e	64 66% e	41 60% e	** **	594 40%	162 42%	122 52% h	472 38%	537 40%	47 40%
Don't know	30 2%	7 4%	3 4%	3 4%	** **	30 2%	10 3%	5 2%	26 2%	26 2%	3 3%

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

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

NIN35E ANY PRIVACY CONCERNS - Photos from an evening out

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Happy to do this	515	28	10	9	**	515	142	62	461	466	36
	35%	14%	10%	14%	**	35% abc	37%	26%	37% g	35%	31%
Have some concerns about doing this, but would do it	326	37	11	10	**	326	65	39	286	291	25
	22%	18%	12%	15%	**	22% b	17%	17%	23% g	22%	22%
Would never do this	612	133	71	47	**	612	169	128	486	550	51
	41%	65% e	74% e	68% e	**	41%	44%	54% h	39%	41%	44%
Don't know	30	7	3	3	**	30	12	6	24	25	3
	2%	3%	4%	4%	**	2%	3%	3%	2%	2%	3%

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

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

NIN35A ANY PRIVACY CONCERNS - Information about what you are doing

Base : Those with a current social networking profile - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	756	50	12	10	2	756	175	103	652	692	60
Effective Weighted Sample	563	39	10	9	2	563	126	95	492	510	51
Total	789	56	10	9	2	789	185	95	702	713	55
Happy to do this	386	**	**	**	**	386	93	43	347	354	**
	49%	**	**	**	**	49%	50%	45%	49%	50%	**
Have some concerns about doing this, but would do it	230	**	**	**	**	230	59	22	207	202	**
	29%	**	**	**	**	29%	32%	23%	30%	28%	**
Would never do this	163	**	**	**	**	163	33	30	138	148	**
	21%	**	**	**	**	21%	18%	32% h	20%	21%	**
Don't know	9	**	**	**	**	9	-	-	9	9	**
	1%	**	**	**	**	1%	-%	-%	1%	1%	**

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

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

NIN35B ANY PRIVACY CONCERNS - Information about how you are feeling in general

Base : Those with a current social networking profile - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	756	50	12	10	2	756	175	103	652	692	60
Effective Weighted Sample	563	39	10	9	2	563	126	95	492	510	51
Total	789	56	10	9	2	789	185	95	702	713	55
Happy to do this	366	**	**	**	**	366	99	38	334	334	**
	46%	**	**	**	**	46%	53%	40%	48%	47%	**
Have some concerns about doing this, but would do it	187	**	**	**	**	187	46	15	172	163	**
	24%	**	**	**	**	24%	25%	15%	25%	23%	**
									g		
Would never do this	224	**	**	**	**	224	40	41	185	207	**
	28%	**	**	**	**	28%	21%	43%	26%	29%	**
								h			
Don't know	11	**	**	**	**	11	1	1	11	9	**
	1%	**	**	**	**	1%	*%	1%	1%	1%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
224**

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

NIN35C ANY PRIVACY CONCERNS - Information about how you are feeling about work or college

Base : Those with a current social networking profile - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	756	50	12	10	2	756	175	103	652	692	60
Effective Weighted Sample	563	39	10	9	2	563	126	95	492	510	51
Total	789	56	10	9	2	789	185	95	702	713	55
Happy to do this	274	**	**	**	**	274	70	28	254	247	**
	35%	**	**	**	**	35%	38%	30%	36%	35%	**
Have some concerns about doing this, but would do it	143	**	**	**	**	143	34	11	133	127	**
	18%	**	**	**	**	18%	18%	12%	19%	18%	**
Would never do this	343	**	**	**	**	343	70	49	294	310	**
	44%	**	**	**	**	44%	38%	52%	42%	44%	**
Don't know	28	**	**	**	**	28	10	7	21	28	**
	4%	**	**	**	**	4%	6%	7% h	3%	4%	**

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

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

NIN35D ANY PRIVACY CONCERNS - Photos from your holidays

Base : Those with a current social networking profile - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	756	50	12	10	2	756	175	103	652	692	60
Effective Weighted Sample	563	39	10	9	2	563	126	95	492	510	51
Total	789	56	10	9	2	789	185	95	702	713	55
Happy to do this	444	**	**	**	**	444	105	48	406	408	**
	56%	**	**	**	**	56%	57%	50%	58%	57%	**
Have some concerns about doing this, but would do it	197	**	**	**	**	197	51	25	171	173	**
	25%	**	**	**	**	25%	28%	26%	24%	24%	**
Would never do this	138	**	**	**	**	138	29	23	116	124	**
	18%	**	**	**	**	18%	16%	24%	16%	17%	**
Don't know	10	**	**	**	**	10	-	-	10	8	**
	1%	**	**	**	**	1%	-%	-%	1%	1%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
226**

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

NIN35E ANY PRIVACY CONCERNS - Photos from an evening out

Base : Those with a current social networking profile - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	756	50	12	10	2	756	175	103	652	692	60
Effective Weighted Sample	563	39	10	9	2	563	126	95	492	510	51
Total	789	56	10	9	2	789	185	95	702	713	55
Happy to do this	426	**	**	**	**	426	110	47	387	392	**
	54%	**	**	**	**	54%	59%	50%	55%	55%	**
Have some concerns about doing this, but would do it	207	**	**	**	**	207	46	22	184	185	**
	26%	**	**	**	**	26%	25%	23%	26%	26%	**
Would never do this	145	**	**	**	**	145	28	25	121	128	**
	18%	**	**	**	**	18%	15%	26% h	17%	18%	**
Don't know	11	**	**	**	**	11	2	1	9	8	**
	1%	**	**	**	**	1%	1%	1%	1%	1%	**

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

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

IN36A ANY SECURITY CONCERNS - Paying by entering your credit card details

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Happy to do this	449 30%	49 24%	15 16%	13 19%	** **	449 30% bc	64 16%	47 20%	403 32% g	406 30%	33 28%
Have some concerns about doing this, but would do it	687 46%	114 56% e	47 49%	37 54%	** **	687 46%	168 43%	112 48%	582 46%	625 47%	50 43%
Would never do this	274 18%	34 17%	30 32% ae	17 24%	** **	274 18%	130 34%	61 26% h	211 17%	232 17%	30 26% i
Not applicable (I don't have this)	56 4%	6 3%	3 3%	2 2%	** **	56 4%	21 5%	13 6%	43 3%	52 4%	3 3%
Don't know	18 1%	2 1%	1 1%	- -%	** **	18 1%	5 1%	1 *%	18 1%	16 1%	1 1%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

IN36B ANY SECURITY CONCERNS - Paying by entering your debit card details

Base : Those who use the internet at home or elsewhere

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Happy to do this	394 27%	39 19% b	11 11%	8 12%	** **	394 27% abc	57 15%	42 18%	352 28% g	359 27%	28 24%
Have some concerns about doing this, but would do it	710 48%	116 57% e	44 46%	35 51%	** **	710 48%	181 47%	116 50%	601 48%	640 48%	55 47%
Would never do this	331 22%	46 23%	39 41% ae	25 37% ae	** **	331 22%	131 34%	70 30% h	262 21%	289 22%	31 26%
Not applicable (I don't have this)	29 2%	1 *%	1 1%	- -%	** **	29 2%	13 3%	6 3%	22 2%	28 2%	1 1%
Don't know	20 1%	2 1%	1 1%	- -%	** **	20 1%	5 1%	1 *%	19 2%	16 1%	1 1%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

IN36C ANY SECURITY CONCERNS - Entering your home address details

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Happy to do this	443	59	13	10	**	443	80	46	397	399	33
	30%	29%	14%	15%	**	30%	21%	20%	32%	30%	29%
		bc				bc			g		
Have some concerns about doing this, but would do it	724	108	49	37	**	724	180	127	599	658	53
	49%	53%	51%	54%	**	49%	46%	54%	48%	49%	46%
Would never do this	290	36	33	21	**	290	117	61	235	250	29
	20%	17%	34%	30%	**	20%	30%	26%	19%	19%	25%
			ae	ae				h			
Don't know	27	2	1	-	**	27	11	1	25	25	1
	2%	1%	1%	-%	**	2%	3%	*%	2%	2%	1%
									g		

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

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

IN36D ANY SECURITY CONCERNS - Entering your home phone number

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Happy to do this	358 24%	47 23%	15 16%	11 17%	** **	358 24% b	65 17%	39 17%	320 25% g	328 25%	22 19%
Have some concerns about doing this, but would do it	647 44%	100 49%	38 39%	27 39%	** **	647 44%	146 38%	100 43%	552 44%	585 44%	49 43%
Would never do this	444 30%	55 27%	41 43% ae	31 45% ae	** **	444 30%	159 41%	88 38% h	356 28%	389 29%	43 37%
Not applicable (I don't have this)	17 1%	- -%	1 1%	- -%	** **	17 1%	10 3%	5 2%	13 1%	16 1%	- -%
Don't know	16 1%	2 1%	1 1%	- -%	** **	16 1%	8 2%	2 1%	16 1%	14 1%	1 1%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

IN36E ANY SECURITY CONCERNS - Entering your mobile phone number

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Happy to do this	417 28%	47 23% bc	10 10%	8 11%	** **	417 28% bc	78 20%	39 17%	378 30% g	381 29%	27 23%
Have some concerns about doing this, but would do it	660 45%	87 43%	35 36%	24 35%	** **	660 45%	156 40%	104 44%	564 45%	587 44%	58 50%
Would never do this	375 25%	62 30%	47 49% ae	36 52% ae	** **	375 25%	139 36%	85 36% h	290 23%	336 25%	29 25%
Not applicable (I don't have this)	17 1%	6 3% e	4 4% e	1 2%	** **	17 1%	7 2%	5 2%	12 1%	17 1%	- -%
Don't know	13 1%	3 1%	1 1%	- -%	** **	13 1%	8 2%	2 1%	13 1%	12 1%	1 1%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

IN36F ANY SECURITY CONCERNS - Entering your personal e-mail address

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Happy to do this	608	73	21	18	**	608	135	75	534	555	40
	41%	36%	22%	26%	**	41%	35%	32%	43%	42%	35%
		b				bc		g			
Have some concerns about doing this, but would do it	660	99	45	33	**	660	152	115	551	584	59
	44%	48%	46%	48%	**	44%	39%	49%	44%	44%	51%
Would never do this	196	26	27	18	**	196	90	42	155	174	17
	13%	13%	29%	26%	**	13%	23%	18%	12%	13%	14%
			ae	ae				h			
Not applicable (I don't have this)	9	4	2	-	**	9	6	2	6	9	-
	1%	2%	2%	-%	**	1%	1%	1%	1%	1%	-%
Don't know	10	2	1	-	**	10	5	1	10	10	-
	1%	1%	1%	-%	**	1%	1%	*%	1%	1%	-%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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 IN36A-F - 'WOULD NEVER DO THIS'

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Entering your home phone number	444 30%	55 27%	41 43% ae	31 45% ae	** **	444 30%	159 41%	88 38% h	356 28%	389 29%	43 37%
Entering your mobile phone number	375 25%	62 30%	47 49% ae	36 52% ae	** **	375 25%	139 36%	85 36% h	290 23%	336 25%	29 25%
Paying by entering your debit card details	331 22%	46 23%	39 41% ae	25 37% ae	** **	331 22%	131 34%	70 30% h	262 21%	289 22%	31 26%
Entering your home address details	290 20%	36 17%	33 34% ae	21 30% ae	** **	290 20%	117 30%	61 26% h	235 19%	250 19%	29 25%
Paying by entering your credit card details	274 18%	34 17%	30 32% ae	17 24%	** **	274 18%	130 34%	61 26% h	211 17%	232 17%	30 26% i
Entering your personal email address	196 13%	26 13%	27 29% ae	18 26% ae	** **	196 13%	90 23%	42 18% h	155 12%	174 13%	17 14%
ANY OF THESE	629 42%	82 40%	58 60% ae	40 58% ae	** **	629 42%	218 56%	126 54% h	506 40%	550 41%	60 52% i
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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 IN36A-F - 'WOULD HAVE SOME CONCERNS'

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Entering your home address details	724	108	49	37	**	724	180	127	599	658	53
	49%	53%	51%	54%	**	49%	46%	54%	48%	49%	46%
Paying by entering your debit card details	710	116	44	35	**	710	181	116	601	640	55
	48%	57%	46%	51%	**	48%	47%	50%	48%	48%	47%
		e									
Paying by entering your credit card details	687	114	47	37	**	687	168	112	582	625	50
	46%	56%	49%	54%	**	46%	43%	48%	46%	47%	43%
		e									
Entering your mobile phone number	660	87	35	24	**	660	156	104	564	587	58
	45%	43%	36%	35%	**	45%	40%	44%	45%	44%	50%
Entering your personal email address	660	99	45	33	**	660	152	115	551	584	59
	44%	48%	46%	48%	**	44%	39%	49%	44%	44%	51%
Entering your home phone number	647	100	38	27	**	647	146	100	552	585	49
	44%	49%	39%	39%	**	44%	38%	43%	44%	44%	43%
ANY OF THESE	991	144	64	49	**	991	252	163	836	893	76
	67%	70%	67%	72%	**	67%	65%	70%	67%	67%	66%

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

Any break column with 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 IN36A-F - 'WOULD BE HAPPY TO DO THIS'

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Entering your personal email address	608	73	21	18	**	608	135	75	534	555	40
	41%	36%	22%	26%	**	41%	35%	32%	43%	42%	35%
		b				bc			g		
Paying by entering your credit card details	449	49	15	13	**	449	64	47	403	406	33
	30%	24%	16%	19%	**	30%	16%	20%	32%	30%	28%
						bc			g		
Entering your home address details	443	59	13	10	**	443	80	46	397	399	33
	30%	29%	14%	15%	**	30%	21%	20%	32%	30%	29%
		bc				bc			g		
Entering your mobile phone number	417	47	10	8	**	417	78	39	378	381	27
	28%	23%	10%	11%	**	28%	20%	17%	30%	29%	23%
		bc				bc			g		
Paying by entering your debit card details	394	39	11	8	**	394	57	42	352	359	28
	27%	19%	11%	12%	**	27%	15%	18%	28%	27%	24%
		b				abc			g		
Entering your home phone number	358	47	15	11	**	358	65	39	320	328	22
	24%	23%	16%	17%	**	24%	17%	17%	25%	25%	19%
						b			g		
ANY OF THESE	683	80	26	21	**	683	150	86	600	623	47
	46%	39%	27%	30%	**	46%	39%	37%	48%	47%	41%
		b				abc			g		

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
236**

Any break column with 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 Could you tell me whether you would make a judgement about a website before entering these types of details? IF YES - How would you judge whether a website is secure?

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
No, would not make a judgement	205	29	12	9	**	205	60	24	179	182	20
	14%	14%	13%	14%	**	14%	15%	10%	14%	14%	17%
Look for padlock symbol in corner of the screen	489	70	30	24	**	489	112	73	419	457	21
	33%	34%	31%	35%	**	33%	29%	31%	33%	34%	18%
										j	
A company I've heard of	446	60	25	17	**	446	90	77	375	403	35
	30%	29%	26%	24%	**	30%	23%	33%	30%	30%	30%
PayPal member	297	25	7	6	**	297	48	42	262	277	13
	20%	12%	8%	8%	**	20%	12%	18%	21%	21%	11%
						abc				j	
Approved site rating (AMENDED AT WAVE 1 2010)	277	41	11	8	**	277	44	35	248	247	21
	19%	20%	12%	11%	**	19%	11%	15%	20%	19%	18%
		b				b					
Recommendations from friends	211	26	10	7	**	211	49	37	179	186	18
	14%	13%	10%	10%	**	14%	13%	16%	14%	14%	16%
Looks professional/ not dodgy	187	28	7	5	**	187	36	32	156	168	16
	13%	14%	8%	7%	**	13%	9%	14%	12%	13%	14%
Links to the site from another trusted site	173	16	7	4	**	173	27	25	149	144	22
	12%	8%	7%	6%	**	12%	7%	11%	12%	11%	19%
										i	
System/ software messages about 'secure site' (AMENDED AT WAVE 1 2010)	172	22	6	6	**	172	23	23	154	155	14
	12%	11%	6%	8%	**	12%	6%	10%	12%	12%	12%
						b					
Peer review/ looking at what other users/ purchasers have said about the site	65	5	2	2	**	65	7	9	56	60	4
	4%	2%	3%	2%	**	4%	2%	4%	4%	4%	3%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
236**

Any break column with 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 Could you tell me whether you would make a judgement about a website before entering these types of details? IF YES - How would you judge whether a website is secure?

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Recommendations in press/ magazines	48	4	1	1	**	48	9	6	45	42	3
	3%	2%	1%	1%	**	3%	2%	3%	4%	3%	3%
Other	25	3	*	*	**	25	5	6	17	24	1
	2%	1%	*%	1%	**	2%	1%	2%	1%	2%	1%
PROFESSIONAL SIGNS	820	109	39	32	**	820	162	116	710	748	53
	55%	53%	41%	46%	**	55%	42%	50%	57%	56%	46%
		b				b			g	j	
PERSONAL INSTINCT	617	79	31	21	**	617	126	102	522	557	49
	42%	39%	33%	31%	**	42%	32%	43%	42%	42%	42%
						bc					
PEER SIGNS	250	28	12	8	**	250	57	44	211	220	21
	17%	14%	13%	12%	**	17%	15%	19%	17%	17%	18%
ANY JUDGEMENT MADE	1111	149	57	41	**	1111	246	179	939	1010	78
	75%	73%	59%	60%	**	75%	63%	76%	75%	76%	68%
		bc				bc					
ANY 'PROFESSIONAL'	820	109	39	32	**	820	162	116	710	748	53
	55%	53%	41%	46%	**	55%	42%	50%	57%	56%	46%
		b				b			g	j	
'PEER' NOT 'PROFESSIONAL'	89	7	4	1	**	89	29	20	69	76	9
	6%	4%	5%	1%	**	6%	7%	8%	6%	6%	8%
						c					
'PERSONAL INSTINCT' NOT 'PROFESSIONAL' OR 'PEER'	195	33	13	9	**	195	54	42	154	179	16
	13%	16%	14%	13%	**	13%	14%	18%	12%	13%	13%
								h			
Would not trust any site to be secure in this way	84	12	19	14	**	84	46	18	65	71	8
	6%	6%	20%	20%	**	6%	12%	8%	5%	5%	7%
			ae	ae							

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

Any break column with 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 Could you tell me whether you would make a judgement about a website before entering these types of details? IF YES - How would you judge whether a website is secure?

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Don't know	83	14	8	4	**	83	36	13	73	70	10
	6%	7%	8%	6%	**	6%	9%	6%	6%	5%	8%

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

Any break column with 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 Do you think that downloading music and films for free in this way should be illegal?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes	918	162	142	86	56	918	309	205	719	846	51
	46%	51%	42%	49%	34%	46%	40%	42%	46%	47%	34%
		bd		d		d				j	
No	641	70	56	32	24	641	226	140	514	586	47
	32%	22%	17%	18%	15%	32%	29%	29%	33%	32%	32%
		d				abcd					
Don't know	445	84	140	57	83	445	238	142	342	388	49
	22%	27%	41%	33%	51%	22%	31%	29%	22%	21%	33%
			ace	e	abce			h			i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
239**

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

NIN40A AGREEMENT WITH STATEMENTS - The internet makes life easier

Base : All adults - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	60 3%	8 3%	24 7% ae	9 5%	15 10% ae	60 3%	40 5%	24 5% h	40 3%	58 3%	1 1%
Slightly disagree	82 4%	15 5%	16 5%	9 5%	7 4%	82 4%	38 5%	32 7% h	49 3%	76 4%	4 3%
TOTAL DISAGREE	142 7%	23 7%	40 12% ae	18 10%	22 14% ae	142 7%	78 10%	56 12% h	89 6%	135 7%	5 3%
Neither/ nor	184 9%	30 10%	46 14% e	28 16% ae	18 11%	184 9%	100 13%	61 13% h	127 8%	168 9%	14 10%
Slightly agree	500 25%	101 32% e	95 28%	53 30%	42 26%	500 25%	211 27%	118 24%	397 25%	467 26% j	26 18%
Strongly agree	1030 51%	132 42% bcd	55 16% d	42 24% bd	13 8%	1030 51% abcd	253 33%	161 33%	877 56% g	914 50%	89 61% i
TOTAL AGREE	1530 76%	233 74% bcd	150 45% d	95 54% bd	55 34%	1530 76% bcd	464 60%	279 57%	1274 81% g	1381 76%	115 78%
Don't know	149 7%	31 10%	101 30% ace	34 19% ae	67 41% abce	149 7%	130 17%	90 19% h	85 5%	136 7%	13 9%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
240**

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

NIN40B AGREEMENT WITH STATEMENTS - The internet is difficult to use

Base : All adults - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	894 45%	111 35% bcd	43 13% d	34 19% bd	9 6%	894 45% abcd	212 27%	128 26%	768 49% g	818 45%	58 39%
Slightly disagree	374 19%	59 19% d	54 16%	36 20% d	19 11%	374 19% d	131 17%	73 15%	302 19% g	327 18%	35 24%
TOTAL DISAGREE	1267 63%	170 54% bcd	98 29% d	70 40% bd	28 17%	1267 63% abcd	343 44%	201 41%	1069 68% g	1145 63%	92 63%
Neither/ nor	212 11%	38 12%	37 11%	23 13%	14 9%	212 11%	92 12%	60 12%	157 10%	188 10%	18 12%
Slightly agree	225 11%	50 16% e	41 12%	25 14%	16 10%	225 11%	95 12%	56 12%	176 11%	207 11%	17 11%
Strongly agree	155 8%	39 12% e	62 18% ace	17 9%	46 28% abce	155 8%	114 15%	72 15% h	98 6%	140 8%	13 9%
TOTAL AGREE	381 19%	89 28% e	103 31% ce	41 24%	62 38% ace	381 19%	209 27%	128 26% h	274 17%	348 19%	30 20%
Don't know	145 7%	21 7%	99 29% ae	41 24% ae	58 36% ace	145 7%	128 17%	98 20% h	74 5%	138 8%	7 5%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
241**

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

NIN40C AGREEMENT WITH STATEMENTS - The internet helps save time

Base : All adults - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	67 3%	14 4%	19 6% e	8 5%	11 7% e	67 3%	34 4%	20 4%	52 3%	63 3%	2 2%
Slightly disagree	85 4%	17 5%	15 5%	4 2%	11 7% c	85 4%	41 5%	31 6% h	49 3%	78 4%	5 4%
TOTAL DISAGREE	151 8%	31 10%	34 10%	12 7%	22 14% ce	151 8%	75 10%	51 10% h	101 6%	141 8%	8 5%
Neither/ nor	179 9%	31 10%	41 12% e	27 15% ade	14 9%	179 9%	88 11%	57 12% h	123 8%	161 9%	12 8%
Slightly agree	541 27%	91 29% d	84 25%	54 31% d	29 18%	541 27% d	211 27%	125 26%	432 27%	491 27%	40 27%
Strongly agree	963 48%	133 42% bcd	65 19% d	48 27% bd	17 11%	963 48% abcd	249 32%	152 31%	824 52% g	872 48%	74 51%
TOTAL AGREE	1504 75%	224 71% bcd	149 44% d	102 58% bd	47 29%	1504 75% bcd	460 60%	277 57%	1257 80% g	1362 75%	114 78%
Don't know	170 8%	30 10%	114 34% ace	34 19% ae	80 49% abce	170 8%	149 19%	101 21% h	94 6%	155 9%	13 9%

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

OFCEM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
242**

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

NIN40D AGREEMENT WITH STATEMENTS - People who buy things online put their privacy at risk

Base : All adults - ADDED AT WAVE 2 2009

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	117 6%	26 8% bcd	5 2%	3 1%	3 2%	117 6% bcd	24 3%	20 4%	99 6%	112 6%	5 3%
Slightly disagree	209 10%	25 8% bd	13 4%	11 6% d	2 1%	209 10% bcd	54 7%	35 7%	175 11% g	196 11%	10 7%
TOTAL DISAGREE	326 16%	51 16% bcd	18 5%	14 8% d	4 3%	326 16% bcd	78 10%	55 11%	274 17% g	308 17% j	15 10%
Neither/ nor	339 17%	32 10%	35 10%	26 15% d	10 6%	339 17% abd	105 14%	68 14%	277 18%	310 17%	24 16%
Slightly agree	721 36%	114 36% bcd	79 23%	44 25%	34 21%	721 36% bcd	216 28%	118 24%	619 39% g	651 36%	53 36%
Strongly agree	490 24%	94 30% e	118 35% e	63 36% e	55 34% e	490 24%	258 33%	167 34% h	335 21%	434 24%	45 31%
TOTAL AGREE	1211 60%	208 66% bd	197 58%	108 61%	89 55%	1211 60%	474 61%	285 59%	954 61%	1085 60%	98 67%
Don't know	128 6%	26 8%	87 26% ace	28 16% ae	59 36% abce	128 6%	115 15%	79 16% h	70 4%	117 6%	10 7%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
243**

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

NIN40E AGREEMENT WITH STATEMENTS - The internet is for people like me

Base : All adults - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	275 14%	69 22% e	140 41% ace	59 34% ae	81 50% ace	275 14%	195 25%	132 27% h	172 11%	259 14%	13 9%
Slightly disagree	128 6%	32 10% e	30 9%	18 10% e	12 8%	128 6%	69 9%	38 8%	93 6%	119 7%	11 7%
TOTAL DISAGREE	403 20%	100 32% e	170 50% ae	77 44% ae	93 57% ace	403 20%	264 34%	169 35% h	264 17%	378 21%	24 16%
Neither/ nor	223 11%	40 13% d	33 10%	23 13% d	10 6%	223 11%	97 13%	56 12%	166 11%	205 11%	16 11%
Slightly agree	395 20%	57 18% d	45 13% d	33 19% d	12 8%	395 20% bd	131 17%	69 14%	335 21% g	347 19%	33 23%
Strongly agree	912 46%	112 35% bcd	34 10%	25 14% d	10 6%	912 46% abcd	214 28%	150 31%	770 49% g	824 45%	68 47%
TOTAL AGREE	1307 65%	169 53% bcd	80 24% d	58 33% bd	22 13%	1307 65% abcd	345 45%	219 45%	1105 70% g	1171 64%	102 69%
Don't know	71 4%	7 2%	54 16% ace	18 10% ae	37 23% ace	71 4%	66 9%	42 9% h	40 3%	66 4%	5 3%

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

OFCEM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
244**

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

NIN40A AGREEMENT WITH STATEMENTS - The internet makes life easier

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	23 2%	2 1%	4 4%	2 2%	** **	23 2%	13 3%	5 2%	19 1%	22 2%	* **
Slightly disagree	48 3%	6 3%	4 5%	2 4%	** **	48 3%	17 4%	15 6% h	32 3%	45 3%	2 2%
TOTAL DISAGREE	71 5%	8 4%	8 8%	4 6%	** **	71 5%	30 8%	20 9% h	50 4%	68 5%	2 2%
Neither/ nor	65 4%	11 5%	9 10% e	5 7%	** **	65 4%	25 6%	14 6%	50 4%	61 5%	4 3%
Slightly agree	372 25%	69 33% e	35 36% e	26 38% e	** **	372 25%	116 30%	63 27%	311 25%	342 26%	23 20%
Strongly agree	967 65%	115 56% b	39 41%	33 47%	** **	967 65% abc	210 54%	137 59%	836 67% g	853 64%	87 75% i
TOTAL AGREE	1339 90%	184 90% b	74 77%	59 86%	** **	1339 90% b	326 84%	200 85%	1147 91% g	1195 90%	109 94%
Don't know	9 1%	3 1%	5 5% ae	1 1%	** **	9 1%	6 2%	- -%	9 1%	9 1%	- -%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
245**

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

NIN40B AGREEMENT WITH STATEMENTS - The internet is difficult to use

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	865 58%	102 50% b	32 33%	28 40%	** **	865 58% abc	193 50%	116 49%	752 60% g	789 59% j	57 49%
Slightly disagree	310 21%	47 23%	34 36% ae	24 35% ae	** **	310 21%	91 24%	58 25%	254 20%	267 20%	34 29% i
TOTAL DISAGREE	1175 79%	149 73%	66 69%	52 75%	** **	1175 79% ab	285 73%	173 74%	1007 80% g	1056 79%	91 78%
Neither/ nor	126 8%	21 10%	10 11%	6 9%	** **	126 8%	38 10%	26 11%	102 8%	110 8%	11 10%
Slightly agree	143 10%	26 12%	13 14%	8 12%	** **	143 10%	46 12%	26 11%	117 9%	131 10%	10 9%
Strongly agree	37 2%	8 4%	4 4%	2 3%	** **	37 2%	17 4%	8 4%	29 2%	32 2%	4 3%
TOTAL AGREE	180 12%	34 16%	18 18% e	10 15%	** **	180 12%	63 16%	35 15%	146 12%	163 12%	14 12%
Don't know	3 *%	1 1%	2 2% e	1 1%	** **	3 *%	2 *%	1 *%	2 *%	3 *%	- -%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
246**

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

NIN40C AGREEMENT WITH STATEMENTS - The internet helps save time

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	39 3%	8 4%	7 7% e	3 5%	** **	39 3%	14 4%	8 3%	33 3%	36 3%	2 2%
Slightly disagree	51 3%	6 3%	8 8% ae	3 4%	** **	51 3%	22 6%	14 6% h	34 3%	45 3%	4 4%
TOTAL DISAGREE	90 6%	14 7%	15 15% ae	6 9%	** **	90 6%	37 10%	22 9% h	67 5%	81 6%	6 5%
Neither/ nor	72 5%	14 7%	7 8%	4 6%	** **	72 5%	26 7%	19 8% h	53 4%	66 5%	4 3%
Slightly agree	423 29%	62 30%	31 33%	25 37%	** **	423 29%	119 31%	69 29%	354 28%	377 28%	34 29%
Strongly agree	890 60%	112 55% b	39 41%	33 49%	** **	890 60% bc	200 52%	123 53%	776 62% g	800 60%	72 62%
TOTAL AGREE	1313 89%	175 85% b	71 73%	59 85% b	** **	1313 89% b	319 82%	192 82%	1130 90% g	1177 88%	106 92%
Don't know	8 1%	3 1%	4 4% ce	- -%	** **	8 1%	6 2%	1 *%	7 1%	8 1%	- -%

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

OFCEM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
247**

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

NIN40D AGREEMENT WITH STATEMENTS - People who buy things online put their privacy at risk

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	112 8%	25 12% bce	3 3%	1 2%	** **	112 8% c	21 5%	15 7%	96 8%	107 8%	5 4%
Slightly disagree	195 13%	22 11%	11 11%	10 15%	** **	195 13%	44 11%	27 12%	167 13%	182 14%	10 9%
TOTAL DISAGREE	307 21%	47 23%	14 15%	11 16%	** **	307 21%	64 17%	43 18%	263 21%	289 22% j	15 13%
Neither/ nor	285 19%	27 13%	15 16%	14 21%	** **	285 19% a	71 18%	46 20%	245 19%	260 20%	20 17%
Slightly agree	597 40%	82 40%	33 34%	22 32%	** **	597 40%	138 36%	78 33%	526 42% g	532 40%	48 42%
Strongly agree	278 19%	41 20%	31 32% ae	20 29% e	** **	278 19%	106 27%	65 28% h	212 17%	237 18%	32 28% i
TOTAL AGREE	876 59%	123 60%	64 67%	42 60%	** **	876 59%	244 63%	143 61%	738 59%	768 58%	80 69% i
Don't know	15 1%	8 4% e	3 3%	2 3%	** **	15 1%	8 2%	3 1%	12 1%	15 1%	1 1%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
248**

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

NIN40E AGREEMENT WITH STATEMENTS - The internet is for people like me

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	42 3%	10 5%	8 8% e	4 6%	** **	42 3%	20 5%	9 4%	33 3%	41 3%	1 1%
Slightly disagree	53 4%	11 5%	8 9% e	6 8% e	** **	53 4%	21 5%	9 4%	41 3%	50 4%	3 2%
TOTAL DISAGREE	94 6%	21 10% e	16 17% e	10 14% e	** **	94 6%	41 11%	18 8%	74 6%	91 7%	3 3%
Neither/ nor	133 9%	28 13% e	13 13%	9 12%	** **	133 9%	42 11%	25 10%	108 9%	123 9%	10 9%
Slightly agree	361 24%	52 25%	37 38% ae	27 40% ae	** **	361 24%	104 27%	53 23%	313 25%	312 23%	33 29%
Strongly agree	887 60%	103 50% bc	28 29%	22 32%	** **	887 60% abc	196 51%	137 58%	756 60%	800 60%	68 59%
TOTAL AGREE	1247 84%	155 76%	65 67%	49 72%	** **	1247 84% abc	300 77%	190 81%	1069 85%	1112 83%	101 88%
Don't know	8 1%	2 1%	2 2% e	1 2%	** **	8 1%	4 1%	2 1%	6 1%	7 1%	1 *%

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

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

IN40A AGREEMENT WITH STATEMENTS - Internet sites must be free to be expressive and creative

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	43 3%	11 5%	5 5%	4 6%	** **	43 3%	12 3%	10 4%	34 3%	41 3%	2 1%
Slightly disagree	101 7%	14 7%	9 10%	8 12%	** **	101 7%	28 7%	15 6%	85 7%	94 7%	6 5%
TOTAL DISAGREE	144 10%	25 12%	15 15% e	12 17% e	** **	144 10%	40 10%	25 10%	119 9%	135 10%	8 7%
Neither/ nor	204 14%	35 17%	18 19%	13 19%	** **	204 14%	57 15%	39 17%	168 13%	184 14%	13 12%
Slightly agree	540 36%	76 37%	35 36%	22 32%	** **	540 36%	143 37%	90 38%	459 36%	489 37%	35 31%
Strongly agree	569 38%	65 32%	23 23%	17 25%	** **	569 38% bc	135 35%	76 32%	491 39% g	505 38%	53 46%
TOTAL AGREE	1109 75%	141 69%	57 59%	39 57%	** **	1109 75% bc	278 72%	166 71%	950 76%	993 75%	89 77%
Don't know	26 2%	4 2%	6 7% ae	4 6% e	** **	26 2%	13 3%	5 2%	21 2%	21 2%	6 5% i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
251**

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

IN40B AGREEMENT WITH STATEMENTS - Internet users must be protected from seeing inappropriate or offensive content

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	46 3%	5 3%	2 2%	2 2%	** **	46 3%	13 3%	13 6% h	35 3%	45 3%	1 1%
Slightly disagree	60 4%	8 4%	5 5%	4 6%	** **	60 4%	10 3%	11 5%	50 4%	59 4% j	1 1%
TOTAL DISAGREE	106 7%	14 7%	7 7%	6 8%	** **	106 7%	23 6%	24 10%	86 7%	104 8% j	1 1%
Neither/ nor	126 8%	21 10%	5 5%	4 5%	** **	126 8%	36 9%	19 8%	102 8%	112 8%	8 7%
Slightly agree	398 27%	42 21%	20 21%	14 20%	** **	398 27%	104 27%	50 21%	351 28% g	362 27%	25 21%
Strongly agree	839 57%	124 61%	62 64%	45 66%	** **	839 57%	221 57%	139 59%	705 56%	743 56%	79 68% i
TOTAL AGREE	1237 83%	167 81%	82 85%	59 86%	** **	1237 83%	324 84%	189 81%	1056 84%	1105 83%	104 90%
Don't know	14 1%	3 2%	2 2%	- -%	** **	14 1%	4 1%	2 1%	13 1%	12 1%	2 2%

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

OFCEM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
252**

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

IN40C AGREEMENT WITH STATEMENTS - As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	128 9%	25 12%	7 7%	6 8%	** **	128 9%	24 6%	25 11%	103 8%	119 9%	7 6%
Slightly disagree	231 16%	29 14%	17 18%	16 23%	** **	231 16%	51 13%	35 15%	195 15%	207 16%	19 16%
TOTAL DISAGREE	359 24%	54 27%	24 25%	21 31%	** **	359 24%	75 19%	60 26%	298 24%	326 24%	26 22%
Neither/ nor	223 15%	27 13%	19 19%	13 19%	** **	223 15%	66 17%	35 15%	192 15%	195 15%	22 19%
Slightly agree	399 27%	54 26%	26 27%	16 24%	** **	399 27%	109 28%	65 28%	342 27%	360 27%	25 22%
Strongly agree	467 32%	61 30%	23 24%	17 24%	** **	467 32%	123 32%	69 29%	395 31%	421 32%	40 34%
TOTAL AGREE	866 58%	115 56%	49 51%	33 48%	** **	866 58% c	232 60%	134 57%	737 59%	781 59%	65 56%
Don't know	35 2%	8 4%	4 4%	1 2%	** **	35 2%	14 4%	5 2%	30 2%	31 2%	3 3%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

IN40D AGREEMENT WITH STATEMENTS - The internet is very influential in shaping public opinion about political and other important issues

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	21 1%	8 4% e	3 3%	1 2%	** **	21 1%	8 2%	7 3% h	14 1%	20 2%	* **%
Slightly disagree	77 5%	11 5%	10 10% e	5 7%	** **	77 5%	22 6%	16 7%	61 5%	73 5%	2 2%
TOTAL DISAGREE	98 7%	18 9%	12 13% e	6 9%	** **	98 7%	30 8%	23 10% h	75 6%	93 7% j	2 2%
Neither/ nor	203 14%	29 14%	14 14%	12 18%	** **	203 14%	56 14%	29 12%	173 14%	185 14%	13 11%
Slightly agree	515 35%	75 37%	30 31%	20 30%	** **	515 35%	128 33%	78 33%	444 35%	454 34%	47 41%
Strongly agree	618 42%	74 36%	33 35%	27 39%	** **	618 42%	153 39%	98 42%	521 41%	561 42%	45 39%
TOTAL AGREE	1133 76%	149 73%	63 66%	47 69%	** **	1133 76% b	281 72%	175 75%	966 77%	1015 76%	93 80%
Don't know	49 3%	9 4%	7 7% e	3 4%	** **	49 3%	21 5%	7 3%	43 3%	39 3%	8 7% i
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
254**

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

EXTENT OF OVERLAP IN AGREEMENT WITH STATEMENTS ABOUT INTERNET

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
AGREE 'MUST BE FREE TO BE EXPRESSIVE' AND 'MUST BE PROTECTED'	354 24%	42 20%	14 15%	11 16%	** **	354 24% b	88 23%	53 22%	301 24%	302 23%	44 38% i
AGREE 'MUST BE FREE TO BE EXPRESSIVE' ONLY	215 14%	23 11%	8 8%	7 10%	** **	215 14%	47 12%	23 10%	190 15% g	202 15% j	9 8%
AGREE 'MUST BE PROTECTED' ONLY	485 33%	83 40% e	47 49% e	35 50% e	** **	485 33%	133 34%	87 37%	405 32%	440 33%	35 30%
DO NOT AGREE 'MUST BE FREE TO BE EXPRESSIVE' AND DO NOT AGREE 'MUST BE PROTECTED'	429 29%	58 28%	26 27%	17 24%	** **	429 29%	120 31%	72 31%	361 29%	388 29%	27 24%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

IN41A AGREEMENT WITH STATEMENTS - I have personally learned useful things from the internet

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	28 2%	6 3%	4 4%	2 3%	** **	28 2%	13 3%	4 2%	23 2%	26 2%	1 1%
Slightly disagree	40 3%	5 2%	5 5%	3 4%	** **	40 3%	12 3%	8 3%	29 2%	38 3%	3 2%
TOTAL DISAGREE	68 5%	10 5%	9 9% e	5 7%	** **	68 5%	25 6%	12 5%	52 4%	64 5%	3 3%
Neither/ nor	50 3%	8 4%	5 5%	3 4%	** **	50 3%	20 5%	5 2%	45 4%	42 3%	5 4%
Slightly agree	302 20%	47 23%	29 30% e	20 29% e	** **	302 20%	90 23%	51 22%	260 21%	273 20%	24 21%
Strongly agree	1054 71%	137 67% b	52 54%	40 59%	** **	1054 71% bc	250 65%	166 71%	890 71%	944 71%	83 72%
TOTAL AGREE	1356 91%	185 90%	81 84%	60 88%	** **	1356 91% b	340 88%	217 92%	1151 92%	1217 91%	107 93%
Don't know	9 1%	2 1%	2 2%	1 2%	** **	9 1%	3 1%	1 *%	9 1%	9 1%	- -%

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

OFCEM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
256**

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

IN41B AGREEMENT WITH STATEMENTS - When I visit news websites I tend to trust what I read or see

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	101 7%	25 12% bce	3 3%	3 5%	** **	101 7%	25 6%	27 12% h	74 6%	88 7%	9 8%
Slightly disagree	128 9%	19 9%	13 13%	9 13%	** **	128 9%	37 10%	27 12% h	97 8%	118 9%	6 5%
TOTAL DISAGREE	228 15%	44 22% e	16 17%	12 18%	** **	228 15%	62 16%	54 23% h	171 14%	207 16%	15 13%
Neither/ nor	319 22%	41 20%	19 20%	13 19%	** **	319 22%	79 20%	39 16%	283 23% g	271 20%	36 31% i
Slightly agree	506 34%	57 28%	32 33%	24 34%	** **	506 34%	128 33%	80 34%	426 34%	463 35%	33 29%
Strongly agree	313 21%	41 20% bc	9 9%	8 11%	** **	313 21% bc	67 17%	32 14%	283 23% g	280 21%	28 24%
TOTAL AGREE	818 55%	98 48%	41 43%	31 45%	** **	818 55% ab	195 50%	112 48%	709 56% g	744 56%	61 53%
Don't know	16 1%	2 1%	3 3% e	1 2%	** **	16 1%	6 2%	3 1%	13 1%	14 1%	1 1%
Not applicable	101 7%	20 10%	17 18% ae	11 16% e	** **	101 7%	46 12%	26 11% h	81 6%	97 7%	3 3%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
257**

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

IN41C AGREEMENT WITH STATEMENTS - When I visit social networking websites like Facebook I tend to trust what I read or see

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	176 12%	19 9%	6 6%	3 5%	** **	176 12% bc	41 10%	26 11%	149 12%	157 12%	14 12%
Slightly disagree	167 11%	17 8%	4 4%	4 5%	** **	167 11% b	35 9%	27 12%	144 11%	150 11%	15 13%
TOTAL DISAGREE	343 23%	36 18% b	9 10%	7 10%	** **	343 23% bc	76 20%	54 23%	293 23%	307 23%	29 25%
Neither/ nor	281 19%	24 12%	8 9%	7 10%	** **	281 19% abc	66 17%	28 12%	255 20% g	240 18%	30 26% i
Slightly agree	239 16%	18 9%	5 6%	4 6%	** **	239 16% abc	65 17%	32 13%	206 16%	221 17% j	11 9%
Strongly agree	134 9%	9 4%	3 3%	3 4%	** **	134 9% ab	44 11%	16 7%	122 10%	119 9%	12 10%
TOTAL AGREE	374 25%	27 13%	8 9%	7 10%	** **	374 25% abc	110 28%	48 20%	328 26%	341 26%	23 20%
Don't know	36 2%	7 3%	7 7% e	4 6% e	** **	36 2%	12 3%	9 4%	30 2%	34 3%	2 2%
Not applicable	450 30%	111 54% e	63 66% ae	44 64% e	** **	450 30%	124 32%	96 41% h	351 28%	411 31%	32 27%

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

Any break column with 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 THOSE WHO AGREE WITH STATEMENTS ABOUT THE INTERNET

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
I have personally learned useful things from the internet	1356 91%	185 90%	81 84%	60 88%	** **	1356 91% b	340 88%	217 92%	1151 92%	1217 91%	107 93%
Internet users must be protected from seeing inappropriate or offensive content	1237 83%	167 81%	82 85%	59 86%	** **	1237 83%	324 84%	189 81%	1056 84%	1105 83%	104 90%
The internet is very influential in shaping public opinion about political and other important issues	1133 76%	149 73%	63 66%	47 69%	** **	1133 76% b	281 72%	175 75%	966 77%	1015 76%	93 80%
Internet sites must be free to be expressive and creative	1109 75%	141 69%	57 59%	39 57%	** **	1109 75% bc	278 72%	166 71%	950 76%	993 75%	89 77%
As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded	866 58%	115 56%	49 51%	33 48%	** **	866 58% c	232 60%	134 57%	737 59%	781 59%	65 56%
When I visit news websites I tend to trust what I read or see	818 55%	98 48%	41 43%	31 45%	** **	818 55% ab	195 50%	112 48%	709 56% g	744 56%	61 53%
Columns Tested: a,b,c,d,e - g,h - i,j											

Any break column with 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 THOSE WHO AGREE WITH STATEMENTS ABOUT THE INTERNET

Base : Those who use the internet at home or elsewhere

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
When I visit social networking websites like Facebook I tend to trust what I read or see	374	27	8	7	**	374	110	48	328	341	23
	25%	13%	9%	10%	**	25% abc	28%	20%	26%	26%	20%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
259**

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

IN41B AGREEMENT WITH STATEMENTS - When I visit news websites I tend to trust what I read or see

Base : Those who use the internet at home or elsewhere - excluding those who do not visit news websites

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	j
Unweighted total	1368	188	112	85	27	1368	360	226	1139	1244	117
Effective Weighted Sample	1023	141	96	73	24	1023	260	208	857	919	102
Total	1382	185	79	57	22	1382	342	208	1176	1236	113
Strongly disagree	101 7%	25 13% be	3 4%	** **	** **	101 7%	25 7%	27 13% h	74 6%	88 7%	9 8%
Slightly disagree	128 9%	19 10%	13 16% e	** **	** **	128 9%	37 11%	27 13% h	97 8%	118 10%	6 5%
TOTAL DISAGREE	228 17%	44 24% e	16 20%	** **	** **	228 17%	62 18%	54 26% h	171 15%	207 17%	15 13%
Neither/ nor	319 23%	41 22%	19 24%	** **	** **	319 23%	79 23%	39 19%	283 24%	271 22%	36 32% i
Slightly agree	506 37%	57 31%	32 40%	** **	** **	506 37%	128 37%	80 39%	426 36%	463 37%	33 30%
Strongly agree	313 23%	41 22% b	9 11%	** **	** **	313 23% b	67 20%	32 15%	283 24% g	280 23%	28 25%
TOTAL AGREE	818 59%	98 53%	41 52%	** **	** **	818 59%	195 57%	112 54%	709 60%	744 60%	61 55%
Don't know	16 1%	2 1%	3 4% e	** **	** **	16 1%	6 2%	3 1%	13 1%	14 1%	1 1%

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

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

IN41C AGREEMENT WITH STATEMENTS - When I visit social networking websites like Facebook I tend to trust what I read or see

Base : Those who use the internet at home or elsewhere - excluding those who do not visit social networking websites

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	1010	95	40	31	9	1010	252	150	859	915	91
Effective Weighted Sample	752	71	36	27	9	752	186	138	646	673	79
Total	1033	94	33	25	8	1033	263	138	906	921	84
Strongly disagree	176	**	**	**	**	176	41	26	149	157	**
	17%	**	**	**	**	17%	15%	19%	16%	17%	**
Slightly disagree	167	**	**	**	**	167	35	27	144	150	**
	16%	**	**	**	**	16%	13%	20%	16%	16%	**
TOTAL DISAGREE	343	**	**	**	**	343	76	54	293	307	**
	33%	**	**	**	**	33%	29%	39%	32%	33%	**
Neither/ nor	281	**	**	**	**	281	66	28	255	240	**
	27%	**	**	**	**	27%	25%	20%	28%	26%	**
								g			
Slightly agree	239	**	**	**	**	239	65	32	206	221	**
	23%	**	**	**	**	23%	25%	23%	23%	24%	**
Strongly agree	134	**	**	**	**	134	44	16	122	119	**
	13%	**	**	**	**	13%	17%	12%	13%	13%	**
TOTAL AGREE	374	**	**	**	**	374	110	48	328	341	**
	36%	**	**	**	**	36%	42%	34%	36%	37%	**
Don't know	36	**	**	**	**	36	12	9	30	34	**
	3%	**	**	**	**	3%	5%	6%	3%	4%	**

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

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

NIN41A - Do websites that carry advertising (such as banner adverts, pop-up adverts) use information about what you've previously been looking at or searching for online, wither on that website or elsewhere, to decide which adverts to show you?

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	i	~j
Unweighted total	734	103	65	44	21	734	201	115	618	662	70
Effective Weighted Sample	546	79	56	38	19	546	144	105	466	485	61
Total	742	106	49	31	19	742	196	106	644	657	66
Yes - all websites with advertising do this	176	18	**	**	**	176	38	24	155	161	**
	24%	17%	**	**	**	24%	19%	23%	24%	25%	**
Yes - most websites with advertising do this	196	25	**	**	**	196	45	29	166	175	**
	26%	23%	**	**	**	26%	23%	27%	26%	27%	**
Yes - Some websites with advertising do this	144	22	**	**	**	144	25	14	133	125	**
	19%	21%	**	**	**	19%	13%	13%	21%	19%	**
No - websites do not do this	32	7	**	**	**	32	9	5	28	26	**
	4%	6%	**	**	**	4%	5%	5%	4%	4%	**
Don't know	194	34	**	**	**	194	80	33	162	170	**
	26%	32%	**	**	**	26%	41%	31%	25%	26%	**

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

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

NIN41B - When you register with a website or fill out an online form with your personal details such as your name, address, phone number etc., you are often asked if you want to opt in or opt out of receiving information about other products or services from OTHER 'carefully selected' third party companies. Which one of these statements is closest to what you usually do in such situations?

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	i	~j
Unweighted total	734	103	65	44	21	734	201	115	618	662	70
Effective Weighted Sample	546	79	56	38	19	546	144	105	466	485	61
Total	742	106	49	31	19	742	196	106	644	657	66
I always make sure I will not be send information by third party companies	453 61%	66 62%	** **	** **	** **	453 61%	111 57%	63 60%	388 60%	410 62%	** **
I decide on a case-by-case basis whether I want to be sent information by third party companies	179 24%	26 25%	** **	** **	** **	179 24%	43 22%	23 22%	160 25%	158 24%	** **
I always make sure I will receive the information from third party companies	10 1%	2 2%	** **	** **	** **	10 1%	2 1%	1 1%	10 2%	8 1%	** **
I don't really think about whether I want to be sent this information/ I don't pay attention to this part of the form/ page	41 5%	6 5%	** **	** **	** **	41 5%	9 4%	6 6%	36 6%	31 5%	** **
Don't know	60 8%	6 6%	** **	** **	** **	60 8%	31 16%	12 12%	49 8%	51 8%	** **

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

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

IN42 Which, if any, of these are reasons why you use the internet? You can pick more than one.

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
To find out or learn things	1086	161	69	53	**	1086	244	173	918	971	87
	73%	79%	72%	76%	**	73%	63%	74%	73%	73%	75%
For contact with other people	937	124	49	38	**	937	223	135	806	833	78
	63%	61%	51%	56%	**	63% b	58%	58%	64%	63%	67%
For fun	728	74	19	13	**	728	188	108	620	661	49
	49%	36% bc	20%	18%	**	49% abc	48%	46%	49%	50%	42%
To relax	591	60	24	18	**	591	141	89	501	532	43
	40%	29%	24%	27%	**	40% abc	36%	38%	40%	40%	37%
To keep up to date with news	546	67	24	19	**	546	105	90	462	483	52
	37%	33%	25%	27%	**	37% bc	27%	39%	37%	36%	45%
To pass the time	530	59	21	13	**	530	150	94	436	483	38
	36%	29%	22%	19%	**	36% bc	39%	40%	35%	36%	33%
To keep up to date with sports	310	41	13	10	**	310	65	36	273	283	18
	21%	20%	14%	15%	**	21%	17%	16%	22% g	21%	16%
None of these	50	8	10	6	**	50	22	13	39	50	-
	3%	4%	11% ae	9% ae	**	3%	6%	5%	3%	4% j	-%

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

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

NIN43A Now, thinking about possible savings you might make by going on the internet... In the last six months, would you say you have saved money by doing any of these?

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Buying something online rather than in the shops	938 63%	118 58%	52 54%	42 61%	** **	938 63% b	211 54%	144 61%	808 64%	858 64% j	64 55%
Comparing prices online	925 62%	114 56%	47 49%	41 60%	** **	925 62% b	191 49%	137 58%	793 63%	837 63%	68 59%
Booking travel online	715 48%	106 52%	40 41%	35 52%	** **	715 48%	125 32%	97 41%	624 50% g	654 49%	55 47%
Using a price comparison website such as uswitch.com or pricerunner.co.uk	684 46%	85 42%	37 38%	32 47%	** **	684 46%	139 36%	104 44%	583 46%	618 46%	49 42%
Using vouchers from websites or emails giving money off at shops or other places	390 26%	45 22% b	11 11%	9 13%	** **	390 26% bc	55 14%	48 20%	342 27% g	365 27%	23 20%
ANY OF THESE	1214 82%	160 78%	66 69%	53 77%	** **	1214 82% b	279 72%	188 80%	1034 82%	1101 83%	90 78%
None of these	269 18%	44 22%	30 31% e	16 23%	** **	269 18%	109 28%	47 20%	222 18%	231 17%	26 22%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
265**

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

NIN43BA - DESCRIPTION OF SAVINGS MADE IN THE LAST SIX MONTHS - Buying something online rather than in the shops

Base : Those who have saved money in the last six months by buying something online rather than in the shops - ADDED AT WAVE 2 2009

	Total	AGE					AGE/SEG	DISABILITY		EMG	
		55-64 a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	957	122	74	60	14	957	230	156	800	886	67
Effective Weighted Sample	706	92	64	52	12	706	160	142	597	648	58
Total	938	118	52	42	10	938	211	144	808	858	64
Base for %	938	118	52	42	10	938	211	144	808	858	64
1 - Not at all significant	35 4%	6 5%	** **	** **	** **	35 4%	3 2%	4 3%	32 4%	31 4%	** **
2	36 4%	2 2%	** **	** **	** **	36 4%	10 5%	8 6%	31 4%	33 4%	** **
TOTAL NOT SIGNIFICANT	71 8%	8 7%	** **	** **	** **	71 8%	14 6%	12 8%	63 8%	64 7%	** **
3	187 20%	22 19%	** **	** **	** **	187 20%	41 20%	31 22%	163 20%	175 20%	** **
4	291 31%	28 24%	** **	** **	** **	291 31%	66 31%	37 25%	261 32%	265 31%	** **
5 - Very significant	382 41%	59 50%	** **	** **	** **	382 41%	86 41%	61 43%	317 39%	351 41%	** **
TOTAL SIGNIFICANT	674 72%	87 74%	** **	** **	** **	674 72%	152 72%	98 68%	578 72%	616 72%	** **
Don't know	6 1%	1 *%	** **	** **	** **	6 1%	4 2%	3 2%	4 1%	3 *%	** **

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
266**

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

NIN43BB - DESCRIPTION OF SAVINGS MADE IN THE LAST SIX MONTHS - Booking travel online

Base : Those who have saved money in the last six months by booking travel online - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	~b	~c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	731	110	56	50	6	731	143	105	624	674	55
Effective Weighted Sample	537	81	49	43	5	537	99	97	462	491	49
Total	715	106	40	35	4	715	125	97	624	654	55
Base for %	715	106	40	35	4	715	125	97	624	654	55
1 - Not at all significant	26	5	**	**	**	26	1	4	24	25	**
	4%	5%	**	**	**	4%	1%	4%	4%	4%	**
2	34	3	**	**	**	34	5	3	32	29	**
	5%	3%	**	**	**	5%	4%	4%	5%	4%	**
TOTAL NOT SIGNIFICANT	60	8	**	**	**	60	7	8	56	54	**
	8%	8%	**	**	**	8%	5%	8%	9%	8%	**
3	115	15	**	**	**	115	23	13	103	106	**
	16%	14%	**	**	**	16%	18%	13%	16%	16%	**
4	241	35	**	**	**	241	46	33	216	221	**
	34%	33%	**	**	**	34%	37%	34%	35%	34%	**
5 - Very significant	287	47	**	**	**	287	46	40	238	261	**
	40%	44%	**	**	**	40%	37%	42%	38%	40%	**
TOTAL SIGNIFICANT	528	82	**	**	**	528	92	73	454	482	**
	74%	78%	**	**	**	74%	74%	76%	73%	74%	**
Don't know	12	1	**	**	**	12	3	3	11	11	**
	2%	1%	**	**	**	2%	3%	3%	2%	2%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
267**

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

NIN43BC - DESCRIPTION OF SAVINGS MADE IN THE LAST SIX MONTHS - Comparing prices online

Base : Those who have saved money in the last six months by comparing prices online - ADDED AT WAVE 2 2009

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	~b	~c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	903	118	68	59	9	903	206	146	755	830	69
Effective Weighted Sample	676	88	58	51	8	676	145	134	570	614	60
Total	925	114	47	41	6	925	191	137	793	837	68
Base for %	925	114	47	41	6	925	191	137	793	837	68
1 - Not at all significant	23	1	**	**	**	23	1	3	20	21	**
	2%	1%	**	**	**	2%	*%	2%	2%	2%	**
2	42	4	**	**	**	42	7	6	36	40	**
	4%	3%	**	**	**	4%	4%	4%	5%	5%	**
TOTAL NOT SIGNIFICANT	64	5	**	**	**	64	7	9	56	60	**
	7%	5%	**	**	**	7%	4%	6%	7%	7%	**
3	151	24	**	**	**	151	34	23	130	140	**
	16%	21%	**	**	**	16%	18%	17%	16%	17%	**
4	290	36	**	**	**	290	64	36	259	265	**
	31%	31%	**	**	**	31%	34%	26%	33%	32%	**
5 - Very significant	406	47	**	**	**	406	83	66	336	360	**
	44%	41%	**	**	**	44%	43%	48%	42%	43%	**
TOTAL SIGNIFICANT	696	83	**	**	**	696	147	102	596	625	**
	75%	73%	**	**	**	75%	77%	75%	75%	75%	**
Don't know	14	2	**	**	**	14	3	3	12	12	**
	2%	1%	**	**	**	2%	1%	2%	1%	1%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
268**

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

NIN43BD - DESCRIPTION OF SAVINGS MADE IN THE LAST SIX MONTHS - Using a price comparison website such as uswitch.com or pricerunner.co.uk

Base : Those who have saved money in the last six months by using a price comparison website such as uswitch.com or pricerunner.co.uk - ADDED AT WAVE 2 2009

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	650	86	49	44	5	650	143	110	539	596	51
Effective Weighted Sample	494	66	42	38	4	494	103	101	415	449	45
Total	684	85	37	32	4	684	139	104	583	618	49
Base for %	684	85	37	32	4	684	139	104	583	618	49
1 - Not at all significant	16	**	**	**	**	16	1	2	16	13	**
	2%	**	**	**	**	2%	1%	2%	3%	2%	**
2	41	**	**	**	**	41	12	6	37	37	**
	6%	**	**	**	**	6%	9%	6%	6%	6%	**
TOTAL NOT SIGNIFICANT	57	**	**	**	**	57	13	8	53	50	**
	8%	**	**	**	**	8%	9%	8%	9%	8%	**
3	131	**	**	**	**	131	29	17	118	123	**
	19%	**	**	**	**	19%	21%	17%	20%	20%	**
4	214	**	**	**	**	214	37	35	179	196	**
	31%	**	**	**	**	31%	27%	34%	31%	32%	**
5 - Very significant	266	**	**	**	**	266	58	41	220	236	**
	39%	**	**	**	**	39%	42%	40%	38%	38%	**
TOTAL SIGNIFICANT	480	**	**	**	**	480	95	76	399	431	**
	70%	**	**	**	**	70%	69%	74%	68%	70%	**
Don't know	16	**	**	**	**	16	1	2	13	13	**
	2%	**	**	**	**	2%	1%	2%	2%	2%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
269**

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

NIN43BE - DESCRIPTION OF SAVINGS MADE IN THE LAST SIX MONTHS - Using vouchers from websites or emails giving money off at shops or other places

Base : Those who have saved money in the last six months by using vouchers from websites or emails giving money off at shops or other places - ADDED AT WAVE 2 2009

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	~f	~g	h	i	~j
Significance Level: 95%											
Unweighted total	364	42	16	13	3	364	64	52	311	338	25
Effective Weighted Sample	276	32	14	11	3	276	44	48	239	257	22
Total	390	45	11	9	2	390	55	48	342	365	23
Base for %	390	45	11	9	2	390	55	48	342	365	23
1 - Not at all significant	23	**	**	**	**	23	**	**	20	23	**
	6%	**	**	**	**	6%	**	**	6%	6%	**
2	26	**	**	**	**	26	**	**	23	26	**
	7%	**	**	**	**	7%	**	**	7%	7%	**
TOTAL NOT SIGNIFICANT	49	**	**	**	**	49	**	**	44	49	**
	13%	**	**	**	**	13%	**	**	13%	14%	**
3	76	**	**	**	**	76	**	**	69	74	**
	19%	**	**	**	**	19%	**	**	20%	20%	**
4	110	**	**	**	**	110	**	**	90	105	**
	28%	**	**	**	**	28%	**	**	26%	29%	**
5 - Very significant	138	**	**	**	**	138	**	**	126	122	**
	35%	**	**	**	**	35%	**	**	37%	33%	**
TOTAL SIGNIFICANT	248	**	**	**	**	248	**	**	216	227	**
	63%	**	**	**	**	63%	**	**	63%	62%	**
Don't know	18	**	**	**	**	18	**	**	14	14	**
	5%	**	**	**	**	5%	**	**	4%	4%	**

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

Any break column with 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 SIGNIFICANT SAVINGS MADE ON THE INTERNET IN THE LAST SIX MONTHS - BASED ON ALL INTERNET USERS

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Comparing prices online	696	83	29	28	**	696	147	102	596	625	55
	47%	41%	30%	40%	**	47% b	38%	44%	47%	47%	48%
Buying something online rather than in the shops	674	87	33	28	**	674	152	98	578	616	46
	45%	43%	34%	40%	**	45% b	39%	42%	46%	46%	40%
Booking travel online	528	82	29	25	**	528	92	73	454	482	42
	36%	40%	30%	37%	**	36%	24%	31%	36%	36%	37%
Using a price comparison website such as uswitch.com or pricerunner.co.uk	480	55	24	23	**	480	95	76	399	431	36
	32%	27%	25%	33%	**	32%	25%	33%	32%	32%	31%
Using vouchers from websites or emails giving money off at shops or other places	248	28	6	5	**	248	31	30	216	227	18
	17%	14% b	6%	8%	**	17% bc	8%	13%	17%	17%	15%
ANY OF THESE	984	127	54	45	**	984	238	156	831	894	70
	66%	62%	56%	65%	**	66% b	61%	67%	66%	67%	61%

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

Any break column with 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 SIGNIFICANT SAVINGS MADE ON THE INTERNET IN THE LAST SIX MONTHS - BASED ON THOSE ANSWERING EACH QUESTION

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Booking travel online	528	82	**	**	**	528	92	73	454	482	**
	74%	78%	**	**	**	74%	74%	76%	73%	74%	**
Buying something online rather than in the shops	674	87	**	**	**	674	152	98	578	616	**
	72%	74%	**	**	**	72%	72%	68%	72%	72%	**
Comparing prices online	696	83	**	**	**	696	147	102	596	625	**
	75%	73%	**	**	**	75%	77%	75%	75%	75%	**
Using a price comparison website such as uswitch.com or pricerunner.co.uk	480	**	**	**	**	480	95	76	399	431	**
	70%	**	**	**	**	70%	69%	74%	68%	70%	**
Using vouchers from websites or emails giving money off at shops or other places	248	**	**	**	**	248	**	**	216	227	**
	63%	**	**	**	**	63%	**	**	63%	62%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

NIN44 In general, when you look for information on the internet, which one of these would you say you mostly do ... IF 'IT DEPENDS/ IT VARIES' SAY: Please just think in general about the times that you use the internet to look for information and the way you would most often do this if you had to choose just one way.

Base : Those who use the internet at home or elsewhere - ASKED AT WAVE 2 2009 AND WAVE 1 2010 ONLY

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	i	~j
Unweighted total	755	111	69	56	13	755	216	141	612	699	51
Effective Weighted Sample	560	81	59	48	11	560	157	129	454	514	45
Total	741	99	47	38	9	741	191	129	613	675	50
Use a search engine such as Google, Yahoo, Bing or Ask	399	49	**	**	**	399	97	64	330	363	**
	54%	50%	**	**	**	54%	51%	49%	54%	54%	**
Go straight to particular websites by typing in the website address into the address bar	235	29	**	**	**	235	70	45	194	214	**
	32%	29%	**	**	**	32%	36%	35%	32%	32%	**
Go straight to particular websites stored in the Favourites section on your internet toolbar	87	16	**	**	**	87	14	17	71	80	**
	12%	16%	**	**	**	12%	8%	13%	12%	12%	**
I don't look for information on the internet	6	1	**	**	**	6	2	1	6	6	**
	1%	1%	**	**	**	1%	1%	1%	1%	1%	**
Don't know	13	4	**	**	**	13	8	2	12	13	**
	2%	5%	**	**	**	2%	4%	2%	2%	2%	**

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

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

NIN44A - Do you ever use search engine websites like Google, Yahoo, Bing or Ask Jeeves to find out about other websites or to search for information?

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	i	~j
Unweighted total	734	103	65	44	21	734	201	115	618	662	70
Effective Weighted Sample	546	79	56	38	19	546	144	105	466	485	61
Total	742	106	49	31	19	742	196	106	644	657	66
Yes	699	92	**	**	**	699	176	94	612	620	**
	94%	87%	**	**	**	94% a	90%	89%	95% g	94%	**
No	40	13	**	**	**	40	17	10	29	34	**
	5%	12% e	**	**	**	5%	9%	10% h	4%	5%	**
Don't know	4	1	**	**	**	4	3	1	3	4	**
	*%	1%	**	**	**	*%	2%	1%	*%	1%	**

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

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

NIN46 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?

Base : BASE FOR WAVE 2 2009 AND WAVE 1 2010 - Those who mostly use a search engine when they look for information on the internet. BASE FOR WAVE 2 2010 - Those who ever use search engine websites

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	~b	~c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	1090	147	93	70	23	1090	291	171	917	997	89
Effective Weighted Sample	810	111	82	61	21	810	208	156	686	731	77
Total	1097	141	65	47	18	1097	273	158	942	982	86
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	281 26%	37 26%	** **	** **	** **	281 26%	95 35%	45 28%	237 25%	255 26%	** **
I think that some of the websites will be accurate or unbiased and some won't be	548 50%	66 46%	** **	** **	** **	548 50%	111 41%	81 51%	470 50%	485 49%	** **
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	192 18%	25 18%	** **	** **	** **	192 18%	43 16%	25 16%	166 18%	177 18%	** **
Don't know	75 7%	14 10%	** **	** **	** **	75 7%	23 8%	7 4%	68 7%	65 7%	** **

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

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

NIN47A - IMPACT OF USING THE INTERNET ON CONTACT WITH - Family who live nearby

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Greatly decreased	7 1%	- -%	* *%	* 1%	** **	7 1%	2 1%	- -%	7 1%	7 1%	- -%
Somewhat decreased	26 2%	1 *%	2 2%	2 3%	** **	26 2%	5 1%	1 *%	25 2%	23 2%	2 2%
TOTAL DECREASED	33 2%	1 *%	2 3%	2 4%	** **	33 2%	8 2%	1 *%	33 3%	30 2%	2 2%
Remained the same	1153 78%	160 78%	78 81%	55 80%	** **	1153 78%	309 80%	191 81%	965 77%	1044 78% j	79 69%
Somewhat increased	210 14%	32 16%	9 10%	7 11%	** **	210 14%	43 11%	24 10%	191 15% g	181 14%	27 23% i
Greatly increased	60 4%	8 4%	2 2%	1 2%	** **	60 4%	17 5%	16 7% h	45 4%	52 4%	7 6%
TOTAL INCREASED	271 18%	40 19%	11 12%	9 13%	** **	271 18%	61 16%	40 17%	236 19%	233 17%	34 30% i
Don't know	26 2%	4 2%	4 4%	3 4%	** **	26 2%	10 3%	3 1%	24 2%	26 2%	- -%
No answer	-	-	-	-	**	-	-	-	-	-	-
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

NIN47B - IMPACT OF USING THE INTERNET ON CONTACT WITH - Family who live further away

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Greatly decreased	3 *%	* *%	1 1%	1 1%	** **	3 *%	1 *%	- -%	3 *%	3 *%	- -%
Somewhat decreased	22 2%	1 1%	1 1%	- -%	** **	22 2%	6 2%	2 1%	20 2%	14 1%	7 6% i
TOTAL DECREASED	25 2%	2 1%	2 2%	1 1%	** **	25 2%	7 2%	2 1%	23 2%	17 1%	7 6% i
Remained the same	701 47%	111 54%	51 53%	34 49%	** **	701 47%	194 50%	124 53% h	578 46%	649 49% j	36 31%
Somewhat increased	470 32%	50 24%	29 30%	23 33%	** **	470 32% a	106 27%	55 24%	417 33% g	421 32%	35 30%
Greatly increased	266 18%	37 18%	12 12%	10 15%	** **	266 18%	72 19%	51 22%	222 18%	226 17%	38 33% i
TOTAL INCREASED	736 50%	87 43%	41 42%	33 48%	** **	736 50%	178 46%	106 45%	638 51%	647 49%	73 63% i
Don't know	21 1%	5 2%	2 3%	1 2%	** **	21 1%	9 2%	2 1%	18 1%	20 2%	- -%
No answer	-	-	-	-	**	-	-	-	-	-	-
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

NIN47C - IMPACT OF USING THE INTERNET ON CONTACT WITH - Friends who live nearby

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Greatly decreased	2 *%	- -%	- -%	- -%	** **	2 *%	- -%	1 *%	1 *%	2 *%	- -%
Somewhat decreased	17 1%	1 *%	1 1%	1 2%	** **	17 1%	4 1%	1 *%	15 1%	14 1%	2 2%
TOTAL DECREASED	18 1%	1 *%	1 1%	1 2%	** **	18 1%	4 1%	2 1%	16 1%	15 1%	2 2%
Remained the same	1057 71%	156 76%	77 81%	53 78%	** **	1057 71%	281 72%	174 74%	887 71%	955 72%	77 66%
Somewhat increased	276 19%	37 18%	11 11%	10 14%	** **	276 19%	60 15%	30 13%	250 20%	245 18%	25 22%
Greatly increased	109 7%	8 4%	3 3%	2 3%	** **	109 7%	34 9%	23 10%	85 7%	97 7%	10 9%
TOTAL INCREASED	384 26%	45 22%	14 14%	12 17%	** **	384 26%	94 24%	53 23%	335 27%	342 26%	35 30%
Don't know	23 2%	3 2%	3 4%	2 3%	** **	23 2%	8 2%	5 2%	19 1%	20 2%	2 1%
No answer	-	-	-	-	**	-	-	-	-	-	-

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

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

NIN47D - IMPACT OF USING THE INTERNET ON CONTACT WITH - Friends who live further away

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Greatly decreased	3 *%	- -%	- -%	- -%	** **	3 *%	1 *%	- -%	3 *%	3 *%	1 *%
Somewhat decreased	23 2%	1 1%	1 1%	1 1%	** **	23 2%	5 1%	1 1%	21 2%	17 1%	4 4% i
TOTAL DECREASED	26 2%	1 1%	1 1%	1 1%	** **	26 2%	6 2%	1 1%	24 2%	20 1%	5 4% i
Remained the same	659 44%	106 52% e	54 57% e	36 53%	** **	659 44%	195 50%	119 51% h	539 43%	603 45% j	38 33%
Somewhat increased	474 32%	51 25%	26 27%	21 30%	** **	474 32% a	99 26%	59 25%	423 34% g	431 32%	32 28%
Greatly increased	307 21%	44 21% b	12 13%	10 14%	** **	307 21% b	80 21%	55 23%	254 20%	263 20%	41 35% i
TOTAL INCREASED	781 53%	95 46%	39 40%	31 44%	** **	781 53% b	179 46%	114 48%	677 54%	694 52%	73 63% i
Don't know	17 1%	3 2%	2 3%	1 2%	** **	17 1%	7 2%	1 *%	16 1%	16 1%	- -%
No answer	-	-	-	-	**	-	-	-	-	-	-
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

NIN48A - IMPACT OF USING THE INTERNET ON CONTACT WITH - People who share your personal interests and hobbies

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Greatly decreased	2 *%	- -%	- -%	- -%	** **	2 *%	- -%	1 *%	1 *%	2 *%	- -%
Somewhat decreased	11 1%	- -%	1 1%	1 1%	** **	11 1%	5 1%	1 *%	10 1%	4 *%	5 5% i
TOTAL DECREASED	13 1%	- -%	1 1%	1 1%	** **	13 1%	5 1%	2 1%	10 1%	6 *%	5 5% i
Remained the same	1022 69%	147 72%	71 74%	46 67%	** **	1022 69%	283 73%	164 70%	864 69%	936 70% j	62 53%
Somewhat increased	286 19%	35 17%	16 16%	15 22%	** **	286 19%	61 16%	42 18%	245 20%	251 19%	27 24%
Greatly increased	111 7%	15 7%	4 4%	4 5%	** **	111 7%	25 6%	18 7%	93 7%	96 7%	13 12%
TOTAL INCREASED	397 27%	50 24%	20 20%	19 27%	** **	397 27%	86 22%	60 26%	339 27%	347 26%	41 35% i
Don't know	52 3%	8 4%	5 5%	4 5%	** **	52 3%	13 3%	9 4%	44 4%	44 3%	8 7% i
No answer	-	-	-	-	**	-	-	-	-	-	-
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
281**

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

NIN48B - IMPACT OF USING THE INTERNET ON CONTACT WITH - People with different personal interests and hobbies

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Base for %	1483	205	96	69	27	1483	388	234	1257	1333	116
Greatly decreased	2 *%	1 1%	1 1%	- -%	** **	2 *%	1 *%	- -%	2 *%	2 *%	- -%
Somewhat decreased	30 2%	3 2%	1 1%	1 1%	** **	30 2%	8 2%	4 2%	25 2%	15 1%	9 8% i
TOTAL DECREASED	31 2%	5 2%	2 2%	1 1%	** **	31 2%	9 2%	4 2%	26 2%	16 1%	9 8% i
Remained the same	1138 77%	158 77%	82 86% e	59 85%	** **	1138 77%	313 81%	191 81%	959 76%	1046 79% j	67 58%
Somewhat increased	187 13%	23 11%	5 5%	5 7%	** **	187 13% b	37 10%	20 9%	166 13% g	162 12%	21 18% i
Greatly increased	59 4%	8 4%	2 2%	2 2%	** **	59 4%	11 3%	8 4%	49 4%	51 4%	8 7%
TOTAL INCREASED	246 17%	30 15% b	6 7%	6 9%	** **	246 17% b	48 12%	28 12%	216 17% g	213 16%	29 25% i
Don't know	67 5%	12 6%	5 5%	3 4%	** **	67 5%	19 5%	12 5%	56 4%	56 4%	10 9% i
No answer	-	-	-	-	**	-	-	-	-	-	-
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

M1 Do you personally use a mobile phone?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes	1830	280	211	136	75	1830	624	371	1483	1656	135
	91%	88%	62%	77%	46%	91%	81%	76%	94%	91%	92%
		bcd	d	bd		bcd			g		
No	174	37	127	40	87	174	148	116	92	163	12
	9%	12%	38%	23%	54%	9%	19%	24%	6%	9%	8%
			ace	ae	abce			h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
289**

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

M1A Is this a Smartphone? A Smartphone is a phone on which you can easily access emails and download files as well as view websites and generally surf the internet. Popular brands of Smartphone include BlackBerry, iPhone and HTC.

Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	~j
Unweighted total	938	144	142	96	46	938	346	180	757	858	78
Effective Weighted Sample	695	108	117	81	39	695	247	167	566	627	68
Total	915	143	104	63	40	915	311	164	764	818	74
Yes	298	28	6	**	**	298	60	28	270	244	**
	33%	19%	6%	**	**	33%	19%	17%	35%	30%	**
		b				ab			g		
No	605	113	95	**	**	605	244	132	486	564	**
	66%	79%	92%	**	**	66%	79%	80%	64%	69%	**
		e	ae					h			
Don't know	12	2	3	**	**	12	6	4	8	10	**
	1%	1%	3%	**	**	1%	2%	3%	1%	1%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
291**

Any break column with 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 Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2002	317	337	175	162	2002	772	487	1573	1818	147
No, do not have any concerns	1480	233	236	124	112	1480	580	334	1186	1337	116
	74%	73%	70%	71%	69%	74%	75%	69%	75% g	74%	79%
Health concerns - using handset	149	16	24	12	12	149	39	42	113	135	10
	7%	5%	7%	7%	7%	7%	5%	9%	7%	7%	7%
Health concerns - masts	101	12	12	7	5	101	28	23	82	88	6
	5%	4%	4%	4%	3%	5%	4%	5%	5%	5%	4%
Intrusion into other people's space/ public space	81	15	20	9	12	81	27	23	59	77	4
	4%	5%	6%	5%	7%	4%	4%	5%	4%	4%	3%
Cost of calls - generally	77	11	10	7	3	77	34	19	59	69	7
	4%	3%	3%	4%	2%	4%	4%	4%	4%	4%	5%
People driving while using mobile phone	75	9	13	9	4	75	18	16	59	72	2
	4%	3%	4%	5%	2%	4%	2%	3%	4%	4%	1%
Children having phones at a young age	65	8	14	9	5	65	24	17	48	64	1
	3%	3%	4%	5%	3%	3%	3%	4%	3%	4%	1%
Target for stealing mobile phone	51	6	5	5	-	51	10	10	41	47	3
	3%	2%	1%	3% d	-% d	3% d	1%	2%	3%	3%	2%
People using phones in quiet spaces	51	11	11	4	7	51	18	15	38	49	*
	3%	3%	3%	2%	4%	3%	2%	3%	2%	3%	3%
Mis-use of camera phones/ 'happy slapping'	50	5	4	4	1	50	10	5	44	45	4
	3%	1%	1%	2%	3%	3%	1%	1%	3% g	2%	2%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
291**

Any break column with 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 Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Cost of calls when abroad	40 2%	2 1%	3 1%	3 2%	- -%	40 2%	10 1%	2 *% g	39 2%	33 2%	4 3%
Junk/ spam text messages	37 2%	7 2% bd	1 *%	1 1%	- -%	37 2% b	11 1%	3 1%	33 2% g	35 2%	1 1%
Strangers contacting children	31 2%	3 1%	2 *%	2 1%	- -%	31 2%	3 *%	2 *% g	28 2%	26 1%	3 2%
Unsolicited text messages that charge a premium rate to respond	27 1%	2 1%	1 *%	1 *%	- -%	27 1% b	8 1%	4 1%	23 1%	24 1%	2 1%
Cost of premium rate text messages	21 1%	2 1%	2 1%	2 1%	- -%	21 1%	5 1%	- -% g	21 1%	19 1%	- -%
Security of personal information	21 1%	3 1%	2 *%	2 1%	- -%	21 1%	4 1%	5 1%	16 1%	17 1%	4 3% i
Cost of new handsets	21 1%	2 1%	2 1%	1 *%	1 1%	21 1%	5 1%	2 1%	18 1%	18 1%	2 1%
Cost of using the phone to get online/ visit websites	13 1%	1 *%	1 *%	1 *%	- -%	13 1%	2 *%	1 *%	12 1%	13 1%	- -%
Other	71 4%	20 6% de	16 5%	13 7% de	3 2%	71 4%	34 4%	22 5%	45 3%	70 4%	1 1%
ANY CONCERNS	486 24%	76 24%	85 25%	47 27%	39 24%	486 24%	168 22%	134 28% h	360 23%	447 25%	28 19%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
291**

Any break column with 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 Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
HEALTH	199	27	30	14	16	199	57	51	154	179	14
	10%	8%	9%	8%	10%	10%	7%	10%	10%	10%	9%
RISKS TO OTHER PEOPLE/ SOCIETY	168	27	33	23	10	168	57	46	122	157	7
	8%	9%	10%	13% de	6%	8%	7%	10%	8%	9%	5%
AFFORDABILITY	122	14	12	8	3	122	42	22	102	108	10
	6%	4%	3%	5%	2%	6% bd	5%	5%	6%	6%	7%
PRIVACY	108	20	25	11	14	108	39	30	79	103	4
	5%	6%	7%	6%	8%	5%	5%	6%	5%	6%	3%
SECURITY/ FRAUD	71	12	3	3	-	71	17	11	58	63	6
	4%	4% bd	1%	2%	-%	4% bd	2%	2%	4%	3%	4%
OTHER CONCERNS	50	15	10	8	2	50	24	14	31	49	1
	2%	5% de	3%	4%	1%	2%	3%	3%	2%	3%	*%
Don't know	37	8	17	5	12	37	24	19	27	34	4
	2%	3%	5% e	3%	7% ace	2%	3%	4% h	2%	2%	2%
No answer	2	-	-	-	-	2	-	-	2	2	-

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
292**

Any break column with 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 Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about?

Base : Those who personally use a mobile phone

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
No, do not have any concerns	1366	207	153	98	**	1366	480	265	1120	1232	106
	75%	74%	72%	72%	**	75%	77%	71%	76%	74%	78%
Health concerns - using handset	137	12	17	11	**	137	30	33	108	123	10
	8%	4%	8%	8%	**	8% a	5%	9%	7%	7%	7%
Health concerns - masts	93	10	7	4	**	93	22	16	79	81	6
	5%	4%	3%	3%	**	5%	3%	4%	5%	5%	4%
Cost of calls - generally	69	9	6	6	**	69	28	10	58	61	6
	4%	3%	3%	4%	**	4%	5%	3%	4%	4%	5%
People driving while using mobile phone	67	9	8	6	**	67	12	11	56	64	2
	4%	3%	4%	5%	**	4%	2%	3%	4%	4%	1%
Intrusion into other people's space/ public space	66	12	10	6	**	66	17	12	54	62	4
	4%	4%	5%	4%	**	4%	3%	3%	4%	4%	3%
Children having phones at a young age	58	8	11	8	**	58	21	12	44	56	1
	3%	3%	5%	6% e	**	3%	3%	3%	3%	3%	1%
Mis-use of camera phones/ 'happy slapping'	48	5	4	4	**	48	10	5	42	43	4
	3%	2%	2%	3%	**	3%	2%	1%	3%	3%	3%
Target for stealing mobile phone	47	6	4	4	**	47	9	8	38	43	3
	3%	2%	2%	3%	**	3%	1%	2%	3%	3%	2%
People using phones in quiet spaces	43	9	6	3	**	43	14	7	36	41	*
	2%	3%	3%	2%	**	2%	2%	2%	2%	2%	*%
Cost of calls when abroad	40	2	3	3	**	40	10	2	39	33	4
	2%	1%	2%	2%	**	2%	2%	1%	3% g	2%	3%

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

Any break column with 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 Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about?

Base : Those who personally use a mobile phone

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Junk/ spam text messages	37 2%	7 3% b	1 1%	1 1%	** **	37 2%	11 2%	3 1%	33 2%	35 2%	1 1%
Strangers contacting children	31 2%	3 1%	2 1%	2 1%	** **	31 2%	3 *%	2 *%	28 2% g	26 2%	3 2%
Unsolicited text messages that charge a premium rate to respond	27 1%	2 1%	1 *%	1 *%	** **	27 1%	8 1%	4 1%	23 2%	24 1%	2 1%
Cost of premium rate text messages	21 1%	2 1%	2 1%	2 1%	** **	21 1%	5 1%	- -%	21 1% g	19 1%	- -%
Security of personal information	21 1%	3 1%	2 1%	2 1%	** **	21 1%	4 1%	5 1%	16 1%	17 1%	4 3% i
Cost of new handsets	17 1%	1 *%	1 *%	1 *%	** **	17 1%	2 *%	1 *%	16 1%	14 1%	2 1%
Cost of using the phone to get online/ visit websites	13 1%	1 1%	1 *%	1 *%	** **	13 1%	2 *%	1 *%	12 1%	13 1%	- -%
Other	64 3%	17 6% e	13 6% e	11 8% e	** **	64 3%	30 5%	18 5% h	41 3%	63 4% j	1 *%
ANY CONCERNS	435 24%	64 23%	55 26%	36 27%	** **	435 24%	134 21%	99 27%	338 23%	398 24%	26 19%
HEALTH	183 10%	21 7%	19 9%	11 8%	** **	183 10%	44 7%	38 10%	147 10%	163 10%	13 10%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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 Can you tell me if you have any concerns about mobile phones? IF YES - What sorts of things are you concerned about?

Base : Those who personally use a mobile phone

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
RISKS TO OTHER PEOPLE/ SOCIETY	153	26	23	18	**	153	46	36	116	142	7
	8%	9%	11%	14%	**	8%	7%	10%	8%	9%	5%
				e							
AFFORDABILITY	113	10	8	7	**	113	36	14	99	98	9
	6%	4%	4%	5%	**	6%	6%	4%	7%	6%	7%
									g		
PRIVACY	91	17	14	8	**	91	27	19	72	85	4
	5%	6%	6%	6%	**	5%	4%	5%	5%	5%	3%
SECURITY/ FRAUD	71	12	3	3	**	71	17	11	58	63	6
	4%	4%	2%	2%	**	4%	3%	3%	4%	4%	5%
OTHER CONCERNS	45	13	8	7	**	45	22	11	30	45	-
	2%	5%	4%	5%	**	2%	3%	3%	2%	3%	-%
		e		e						j	
Don't know	27	8	3	2	**	27	10	7	23	25	4
	1%	3%	2%	1%	**	1%	2%	2%	2%	1%	3%
No answer	2	-	-	-	**	2	-	-	2	2	-

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

Any break column with 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 As far as you know, is mobile phone content - such as internet surfing and downloading videos from websites on your mobile - regulated at all? (EXPLANATION OF A REGULATOR PROVIDED IF NECESSARY)

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes	640	95	57	37	20	640	210	121	522	566	54
	32%	30%	17%	21%	13%	32%	27%	25%	33%	31%	37%
		bcd		d		bcd			g		
No	472	68	63	35	28	472	158	109	382	434	31
	24%	22%	19%	20%	17%	24%	20%	22%	24%	24%	21%
						b					
Don't know	892	153	217	104	114	892	404	257	670	819	62
	45%	48%	64%	59%	70%	45%	52%	53%	43%	45%	42%
			ae	ae	ace			h			

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

Any break column with 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 As far as you know, is mobile phone content - such as internet surfing and downloading videos from websites on your mobile - regulated at all? (EXPLANATION OF A REGULATOR PROVIDED IF NECESSARY)

Base : Those who regularly use a mobile phone

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1603	231	199	136	63	1603	555	306	1294	1474	122
Effective Weighted Sample	1179	171	164	114	52	1179	398	283	957	1073	108
Total	1559	227	149	93	55	1559	507	286	1293	1407	120
Base for %	1559	227	149	93	55	1559	507	286	1293	1407	120
Yes	549	74	36	27	**	549	168	87	467	484	47
	35%	33%	24%	29%	**	35%	33%	30%	36%	34%	40%
		b				b					
No	375	52	30	22	**	375	117	70	312	341	27
	24%	23%	20%	23%	**	24%	23%	25%	24%	24%	23%
Don't know	635	101	82	44	**	635	222	129	513	581	45
	41%	44%	55%	48%	**	41%	44%	45%	40%	41%	38%
			ae								

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

NM8A HOW OFTEN DO YOU USE MOBILE PHONE TO - Make or receive calls (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	1384	174	57	45	**	1384	384	215	1182	1228	116
	76%	62%	27%	33%	**	76%	61%	58%	80%	74%	86%
		bc				abc			g		i
Once or twice a week	310	71	82	60	**	310	147	96	219	295	16
	17%	26%	39%	44%	**	17%	24%	26%	15%	18%	12%
		e	ae	ae				h			
At least every 3 months	90	23	47	23	**	90	59	39	57	87	3
	5%	8%	22%	17%	**	5%	9%	11%	4%	5%	3%
		e	ae	ae				h			
Less often	43	11	25	8	**	43	32	21	23	43	-
	2%	4%	12%	6%	**	2%	5%	6%	2%	3%	-%
			ace	e				h			
Never	3	1	-	-	**	3	2	1	2	3	-
	*%	*%	-%	-%	**	*%	*%	*%	*%	*%	-%

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

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

NM8B HOW OFTEN DO YOU USE MOBILE PHONE TO - Send or receive text messages (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	1323	146	35	24	**	1323	359	188	1140	1186	100
	72%	52%	16%	18%	**	72%	58%	51%	77%	72%	74%
		bc				abc			g		
Once or twice a week	239	52	47	37	**	239	97	61	179	224	16
	13%	19%	22%	27%	**	13%	15%	16%	12%	14%	12%
		e	e	ae				h			
At least every 3 months	47	19	11	10	**	47	22	15	32	43	5
	3%	7%	5%	7%	**	3%	3%	4%	2%	3%	3%
		e	e	e				h			
Less often	41	16	9	7	**	41	17	16	25	33	7
	2%	6%	4%	5%	**	2%	3%	4%	2%	2%	5%
		e		e				h			i
Never	180	46	110	59	**	180	129	91	106	170	8
	10%	17%	52%	43%	**	10%	21%	25%	7%	10%	6%
		e	ae	ae				h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
298**

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

NM8C HOW OFTEN DO YOU USE MOBILE PHONE TO - Send or receive photo messages (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	127	16	*	*	**	127	24	16	106	117	10
	7%	6%	*%	*%	**	7%	4%	4%	7%	7%	7%
		bc				bc			g		
Once or twice a week	245	17	4	3	**	245	66	28	218	207	27
	13%	6%	2%	2%	**	13%	11%	8%	15%	12%	20%
		bc				abc			g		i
At least every 3 months	384	40	13	11	**	384	108	63	317	354	21
	21%	14%	6%	8%	**	21%	17%	17%	21%	21%	16%
		bc				abc					
Less often	335	38	13	10	**	335	86	58	282	301	27
	18%	14%	6%	7%	**	18%	14%	16%	19%	18%	20%
		bc				bc					
Never	740	167	180	111	**	740	340	205	560	677	51
	40%	60%	85%	82%	**	40%	54%	55%	38%	41%	38%
		e	ae	ae				h			

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

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

NM8D HOW OFTEN DO YOU USE MOBILE PHONE TO - Send or receive video clips (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	31 2%	2 1%	- -%	- -%	** **	31 2% b	4 1%	2 *%	29 2% g	29 2%	3 2%
Once or twice a week	86 5%	3 1%	* *%	* *%	** **	86 5% abc	20 3%	9 2%	78 5% g	74 4%	9 6%
At least every 3 months	184 10%	10 4% b	2 1%	2 1%	** **	184 10% abc	49 8%	27 7%	156 11%	164 10%	12 9%
Less often	320 18%	16 6% b	5 2%	4 3%	** **	320 18% abc	79 13%	47 13%	275 19% g	294 18%	19 14%
Never	1208 66%	248 89% e	204 97% ae	129 95% ae	** **	1208 66%	472 76%	287 77% h	945 64%	1095 66%	93 69%

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

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

NM8E HOW OFTEN DO YOU USE MOBILE PHONE TO - Play games that are loaded on the phone (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	94 5%	3 1%	- -%	- -%	** **	94 5% abc	32 5%	11 3%	83 6% g	76 5%	16 12% i
Once or twice a week	126 7%	7 2%	2 1%	2 1%	** **	126 7% abc	35 6%	23 6%	103 7%	96 6%	21 16% i
At least every 3 months	122 7%	9 3% b	1 1%	1 1%	** **	122 7% abc	37 6%	11 3%	112 8% g	112 7%	6 4%
Less often	208 11%	15 5% b	4 2%	3 2%	** **	208 11% abc	43 7%	24 7%	179 12% g	191 12%	13 10%
Never	1279 70%	247 88% e	204 97% ae	130 96% ae	** **	1279 70%	477 76%	302 81% h	1007 68% h	1182 71% i	79 59%

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

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

NM8F HOW OFTEN DO YOU USE MOBILE PHONE TO - Play games over the internet using your phone (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	29 2%	2 1%	- -%	- -%	** **	29 2% b	11 2%	3 1%	25 2%	26 2%	5 3%
Once or twice a week	36 2%	1 *%	- -%	- -%	** **	36 2% bc	6 1%	- -%	36 2% g	27 2%	4 3%
At least every 3 months	35 2%	1 *%	- -%	- -%	** **	35 2% bc	9 1%	4 1%	31 2%	32 2%	2 2%
Less often	106 6%	3 1%	2 1%	2 1%	** **	106 6% abc	27 4%	12 3%	97 7% g	93 6%	8 6%
Never	1623 89%	272 97% e	209 99% e	134 99% e	** **	1623 89%	572 92%	352 95% h	1294 87%	1478 89%	116 86%

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

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

NM8G HOW OFTEN DO YOU USE MOBILE PHONE TO - Visit websites using your phone (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	161	6	1	1	**	161	37	15	147	132	23
	9%	2%	*%	*%	**	9%	6%	4%	10%	8%	17%
		b				abc			g		i
Once or twice a week	182	14	1	1	**	182	40	14	167	155	14
	10%	5%	*%	*%	**	10%	6%	4%	11%	9%	11%
		bc				abc			g		
At least every 3 months	79	3	*	*	**	79	12	12	70	70	7
	4%	1%	*%	*%	**	4%	2%	3%	5%	4%	5%
						abc					
Less often	126	4	3	3	**	126	23	12	117	112	12
	7%	1%	2%	2%	**	7%	4%	3%	8%	7%	9%
						abc			g		
Never	1282	253	206	131	**	1282	512	318	982	1187	80
	70%	91%	98%	96%	**	70%	82%	86%	66%	72%	59%
		e	ae	ae				h		i	

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

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

NM8H HOW OFTEN DO YOU USE MOBILE PHONE TO - Listen to music (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	217	4	-	-	**	217	65	24	193	183	29
	12%	2%	-%	-%	**	12%	10%	7%	13%	11%	21%
		b				abc			g		i
Once or twice a week	192	11	4	3	**	192	57	19	169	156	22
	11%	4%	2%	2%	**	11%	9%	5%	11%	9%	17%
						abc			g		i
At least every 3 months	105	8	1	1	**	105	21	19	89	97	6
	6%	3%	*%	1%	**	6%	3%	5%	6%	6%	4%
		b				bc					
Less often	136	9	4	3	**	136	21	18	116	115	13
	7%	3%	2%	2%	**	7%	3%	5%	8%	7%	10%
						abc			g		
Never	1179	247	202	129	**	1179	460	291	915	1105	65
	64%	88%	96%	95%	**	64%	74%	78%	62%	67%	48%
		e	ae	ae				h		j	

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
304**

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

NM8I HOW OFTEN DO YOU USE MOBILE PHONE TO - Take photos (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	204	7	2	2	**	204	65	24	182	157	38
	11%	2%	1%	2%	**	11% abc	10%	6%	12% g	10%	28% i
Once or twice a week	422	46	7	7	**	422	118	56	361	378	29
	23%	16% bc	3%	5%	**	23% abc	19%	15%	24% g	23%	21%
At least every 3 months	412	58	25	19	**	412	103	74	332	391	19
	22%	21% b	12%	14%	**	22% bc	16%	20%	22%	24% j	14%
Less often	209	26	19	14	**	209	61	42	174	192	10
	11%	9%	9%	10%	**	11%	10%	11%	12%	12%	8%
Never	584	143	157	93	**	584	279	175	433	538	40
	32%	51% e	74% ae	69% ae	**	32%	45%	47% h	29%	32%	29%

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

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

NM8J HOW OFTEN DO YOU USE MOBILE PHONE TO - Take videos (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	86 5%	2 1%	- -%	- -%	** **	86 5% abc	26 4%	8 2%	79 5% g	67 4%	15 11% i
Once or twice a week	171 9%	4 1%	1 *%	1 *%	** **	171 9% abc	49 8%	22 6%	146 10% g	146 9%	17 12%
At least every 3 months	261 14%	23 8% bc	3 1%	3 2%	** **	261 14% abc	70 11%	36 10%	223 15% g	241 15%	16 12%
Less often	245 13%	8 3%	10 5%	9 6%	** **	245 13% abc	50 8%	35 9%	216 15% g	216 13%	23 17%
Never	1067 58%	242 87% e	198 94% ae	124 91% e	** **	1067 58%	429 69%	270 73% h	819 55%	986 60% i	66 48%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
306**

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

NM8K HOW OFTEN DO YOU USE MOBILE PHONE TO - Watch TV programmes or clips (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	17	1	-	-	**	17	2	1	17	11	6
	1%	*%	-%	-%	**	1%	*%	*%	1%	1%	4% i
Once or twice a week	31	1	-	-	**	31	11	-	31	27	3
	2%	*%	-%	-%	**	2% b	2%	-%	2% g	2%	3%
At least every 3 months	42	-	-	-	**	42	4	3	39	37	4
	2%	-%	-%	-%	**	2% abc	1%	1%	3% g	2%	3%
Less often	128	4	2	2	**	128	29	12	117	112	12
	7%	1%	1%	1%	**	7% abc	5%	3%	8% g	7%	9%
Never	1612	273	209	134	**	1612	579	355	1280	1470	109
	88%	98% e	99% e	99% e	**	88%	93%	96% h	86% h	89% i	81%

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

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

NM8L HOW OFTEN DO YOU USE MOBILE PHONE TO - Use your phone to visit social networking sites like Facebook, Bebo, Piczo, MySpace, Twitter or Hi5 (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	161 9%	2 1%	- -%	- -%	** **	161 9% abc	45 7%	14 4%	149 10% g	140 8%	15 11%
Once or twice a week	109 6%	2 1%	- -%	- -%	** **	109 6% abc	23 4%	13 4%	98 7% g	92 6%	10 7%
At least every 3 months	58 3%	1 1%	- -%	- -%	** **	58 3% abc	10 2%	6 2%	52 4%	53 3%	3 2%
Less often	69 4%	2 1%	2 1%	2 1%	** **	69 4% ab	11 2%	6 2%	62 4% g	62 4%	4 3%
Never	1432 78%	272 97% e	209 99% e	134 99% e	** **	1432 78%	536 86%	332 90% h	1122 76%	1309 79%	104 77%

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

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

NM8M HOW OFTEN DO YOU USE MOBILE PHONE TO - Use your phone to visit sites like YouTube or Bebo to look at videos or clips posted by other people (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	58 3%	3 1%	- -%	- -%	** **	58 3% abc	11 2%	5 1%	56 4% g	45 3%	10 7% i
Once or twice a week	78 4%	- -%	- -%	- -%	** **	78 4% abc	23 4%	6 2%	69 5% g	58 3%	15 11% i
At least every 3 months	60 3%	- -%	- -%	- -%	** **	60 3% abc	12 2%	6 2%	53 4% g	57 3%	2 2%
Less often	93 5%	4 2%	2 1%	2 1%	** **	93 5% abc	19 3%	7 2%	86 6% g	82 5%	7 5%
Never	1541 84%	272 97% e	209 99% e	134 99% e	** **	1541 84%	560 90%	347 93% h	1217 82%	1415 85% i	101 75%

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

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

NM8N HOW OFTEN DO YOU USE MOBILE PHONE TO - Use your phone to put photos or videos on sites like YouTube or Bebo for others to see (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	20 1%	- -%	- -%	- -%	** **	20 1%	6 1%	2 *%	20 1%	17 1%	3 2%
Once or twice a week	43 2%	- -%	- -%	- -%	** **	43 2% abc	13 2%	4 1%	38 3%	37 2%	5 4%
At least every 3 months	60 3%	3 1%	- -%	- -%	** **	60 3% abc	14 2%	9 2%	49 3%	49 3%	6 4%
Less often	95 5%	* *%	2 1%	2 1%	** **	95 5% abc	18 3%	7 2%	90 6% g	84 5%	7 5%
Never	1612 88%	276 99% e	209 99% e	134 99% e	** **	1612 88%	573 92%	349 94% h	1286 87%	1469 89%	115 85%

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

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

NM80 HOW OFTEN DO YOU USE MOBILE PHONE TO - Send or receive Twitter updates using your phone (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	27	-	-	-	**	27	4	3	25	23	3
	1%	-%	-%	-%	**	1% ab	1%	1%	2%	1%	2%
Once or twice a week	26	-	1	1	**	26	4	2	25	23	3
	1%	-%	*%	*%	**	1% a	1%	1%	2%	1%	2%
At least every 3 months	34	3	-	-	**	34	5	2	31	27	4
	2%	1%	-%	-%	**	2% b	1%	1%	2% g	2%	3%
Less often	42	2	2	2	**	42	10	4	41	36	3
	2%	1%	1%	1%	**	2%	2%	1%	3%	2%	2%
Never	1700	275	209	133	**	1700	602	360	1360	1547	122
	93%	98% e	99% e	98% e	**	93%	96%	97% h	92%	93%	90%

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

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

NM8P HOW OFTEN DO YOU USE MOBILE PHONE TO - Send or receive email (PRECODES AMENDED AT WAVE 1 2010)

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Most days	166	11	*	*	**	166	19	9	159	137	21
	9%	4%	*%	*%	**	9%	3%	3%	11%	8%	15%
		bc				abc			g		i
Once or twice a week	124	11	3	1	**	124	23	14	111	104	14
	7%	4%	1%	1%	**	7%	4%	4%	7%	6%	10%
		bc				bc			g		
At least every 3 months	66	6	1	1	**	66	21	9	56	53	10
	4%	2%	1%	1%	**	4%	3%	2%	4%	3%	7%
						bc					i
Less often	59	3	3	2	**	59	12	8	53	53	4
	3%	1%	1%	2%	**	3%	2%	2%	4%	3%	3%
						a					
Never	1414	248	204	130	**	1414	550	331	1103	1309	87
	77%	89%	97%	96%	**	77%	88%	89%	74%	79%	64%
		e	ae	ae				h		i	

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

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

NM8Q HOW OFTEN DO YOU USE MOBILE PHONE TO - Use your phone to make or receive calls over the internet (as opposed to over your mobile provider's network) on services such as Skype - ADDED AT WAVE 2 2010

Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	~j
Unweighted total	938	144	142	96	46	938	346	180	757	858	78
Effective Weighted Sample	695	108	117	81	39	695	247	167	566	627	68
Total	915	143	104	63	40	915	311	164	764	818	74
Most days	13	1	-	**	**	13	1	1	13	12	**
	1%	*%	-%	**	**	1%	*%	1%	2%	1%	**
Once or twice a week	12	-	-	**	**	12	4	-	12	12	**
	1%	-%	-%	**	**	1%	1%	-%	2%	1%	**
At least every 3 months	21	1	-	**	**	21	4	1	21	16	**
	2%	1%	-%	**	**	2%	1%	1%	3%	2%	**
Less often	26	-	-	**	**	26	1	1	25	19	**
	3%	-%	-%	**	**	3%	*%	1%	3%	2%	**
						ab			g		
Never	843	141	104	**	**	843	302	161	694	759	**
	92%	99%	100%	**	**	92%	97%	98%	91%	93%	**
		e	e					h			

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

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

NM8R HOW OFTEN DO YOU USE MOBILE PHONE TO - Use Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.) - ADDED AT WAVE 2 2010

Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	~j
Unweighted total	938	144	142	96	46	938	346	180	757	858	78
Effective Weighted Sample	695	108	117	81	39	695	247	167	566	627	68
Total	915	143	104	63	40	915	311	164	764	818	74
Most days	38	2	1	**	**	38	10	2	38	29	**
	4%	1%	1%	**	**	4% b	3%	1%	5% g	4%	**
Once or twice a week	31	1	-	**	**	31	7	1	30	21	**
	3%	*%	-%	**	**	3% b	2%	1%	4% g	3%	**
At least every 3 months	19	1	-	**	**	19	-	1	19	16	**
	2%	*%	-%	**	**	2%	-%	1%	2%	2%	**
Less often	30	-	-	**	**	30	4	-	30	22	**
	3%	-%	-%	**	**	3% ab	1%	-%	4% g	3%	**
Never	796	140	103	**	**	796	290	160	647	729	**
	87%	98% e	99% e	**	**	87%	93%	97% h	85%	89%	**

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

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

NM8S HOW OFTEN DO YOU USE MOBILE PHONE TO - Use features such as Maps or satellite navigation on your phone to get to where you want to go/ plot a route to your destination - ADDED AT WAVE 2 2010

Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	~j
Unweighted total	938	144	142	96	46	938	346	180	757	858	78
Effective Weighted Sample	695	108	117	81	39	695	247	167	566	627	68
Total	915	143	104	63	40	915	311	164	764	818	74
Most days	26	2	-	**	**	26	6	2	24	22	**
	3%	1%	-%	**	**	3% b	2%	1%	3%	3%	**
Once or twice a week	62	2	-	**	**	62	7	1	61	46	**
	7%	1%	-%	**	**	7% ab	2%	1%	8% g	6%	**
At least every 3 months	61	5	*	**	**	61	12	4	58	48	**
	7%	3%	*%	**	**	7% b	4%	2%	8% g	6%	**
Less often	42	2	-	**	**	42	7	1	40	33	**
	5%	1%	-%	**	**	5% b	2%	1%	5% g	4%	**
Never	726	132	103	**	**	726	278	157	581	669	**
	79%	92%	100%	**	**	79%	90%	95% h	76%	82%	**

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

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

NM8T HOW OFTEN DO YOU USE MOBILE PHONE TO - Check your bank balance - ADDED AT WAVE 2 2010

Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	~j
Unweighted total	938	144	142	96	46	938	346	180	757	858	78
Effective Weighted Sample	695	108	117	81	39	695	247	167	566	627	68
Total	915	143	104	63	40	915	311	164	764	818	74
Most days	19	1	-	**	**	19	2	3	17	17	**
	2%	*%	-%	**	**	2%	1%	2%	2%	2%	**
Once or twice a week	48	4	2	**	**	48	10	3	44	40	**
	5%	3%	2%	**	**	5%	3%	2%	6%	5%	**
									g		
At least every 3 months	40	4	1	**	**	40	9	3	38	35	**
	4%	3%	1%	**	**	4%	3%	2%	5%	4%	**
						b					
Less often	22	-	-	**	**	22	-	2	21	18	**
	2%	-%	-%	**	**	2%	-%	1%	3%	2%	**
Never	785	134	101	**	**	785	289	153	644	708	**
	86%	94%	98%	**	**	86%	93%	93%	84%	87%	**
		e	e					h			
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE AT LEAST ONCE A WEEK

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Make or receive calls	1695	245	139	105	**	1695	531	311	1401	1524	132
	93%	88%	66%	77%	**	93%	85%	84%	95%	92%	97%
		bc		b		abc			g		i
Send or receive text messages	1562	198	82	61	**	1562	456	248	1319	1410	116
	85%	71%	39%	45%	**	85%	73%	67%	89%	85%	85%
		bc				abc			g		
Take photos	626	53	9	9	**	626	182	80	543	535	66
	34%	19%	5%	7%	**	34%	29%	22%	37%	32%	49%
		bc				abc			g		i
Listen to music	409	16	4	3	**	409	122	43	362	339	51
	22%	6%	2%	2%	**	22%	20%	12%	24%	20%	38%
		b				abc			g		i
Send or receive photo messages	372	33	5	3	**	372	90	44	324	323	36
	20%	12%	2%	2%	**	20%	14%	12%	22%	20%	27%
		bc				abc			g		i
Visit websites using your phone	343	20	1	1	**	343	77	29	314	287	37
	19%	7%	1%	1%	**	19%	12%	8%	21%	17%	27%
		bc				abc			g		i
Send or receive email	291	23	3	2	**	291	42	23	270	241	35
	16%	8%	1%	1%	**	16%	7%	6%	18%	15%	26%
		bc				abc			g		i
Use your phone to visit social networking sites like Facebook, Bebo, Piczo, MySpace, Twitter or Hi5	271	4	-	-	**	271	67	27	246	232	24
	15%	1%	-%	-%	**	15%	11%	7%	17%	14%	18%
		b				abc			g		
Take videos	257	6	1	1	**	257	75	30	224	213	31
	14%	2%	*%	*%	**	14%	12%	8%	15%	13%	23%
		b				abc			g		i

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

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE AT LEAST ONCE A WEEK

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Play games that are loaded on the phone	220 12%	10 3% b	2 1%	2 1%	** **	220 12% abc	67 11%	34 9%	186 13%	172 10%	37 27% i
Use your phone to visit sites like YouTube or Bebo to look at videos or clips posted by other people	136 7%	3 1%	- -%	- -%	** **	136 7% abc	34 5%	12 3%	126 8% g	103 6%	25 18% i
Send or receive video clips	117 6%	5 2%	* *%	* *%	** **	117 6% abc	24 4%	10 3%	107 7% g	103 6%	11 8%
Use features such as Maps or satellite navigation on your phone to get to where you want to go/ plot a route to your destination - ADDED AT WAVE 2 2010	87 5%	4 1% b	- -%	- -%	** **	87 5% abc	13 2%	3 1%	85 6% g	68 4%	13 10% i
Use Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.) - ADDED AT WAVE 2 2010	70 4%	3 1%	1 *%	1 *%	** **	70 4% abc	16 3%	3 1%	68 5% g	51 3%	13 10% i
Check your bank balance - ADDED AT WAVE 2 2010	67 4%	5 2%	2 1%	2 1%	** **	67 4% b	13 2%	6 2%	62 4% g	57 3%	8 6%
Play games over the internet using your phone	65 4%	3 1%	- -%	- -%	** **	65 4% abc	17 3%	3 1%	61 4% g	53 3%	9 7% i
Columns Tested: a,b,c,d,e - q,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
316**

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE AT LEAST ONCE A WEEK

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Use your phone to put photos or videos on sites like YouTube or Bebo for others to see	63 3%	- -%	- -%	- -%	** **	63 3% abc	18 3%	6 2%	58 4% g	54 3%	8 6%
Send or receive Twitter updates using your phone	53 3%	- -%	1 *%	1 *%	** **	53 3% abc	8 1%	5 1%	51 3% g	46 3%	6 4%
Watch TV programmes	48 3%	2 1%	- -%	- -%	** **	48 3% abc	13 2%	1 *%	47 3% g	38 2%	9 7% i
Use your phone to make or receive calls over the internet (as opposed to over your mobile provider's network) on services such as Skype - ADDED AT WAVE 2 2010	26 1%	1 *%	- -%	- -%	** **	26 1% b	4 1%	1 *%	25 2% g	24 1%	1 1%
ANY OF THESE	1722 94%	250 89% bc	144 68%	107 79% b	** **	1722 94% abc	546 87%	321 87%	1419 96% g	1551 94%	132 98% i
NONE OF THESE	108 6%	30 11% e	66 32% ace	28 21% ae	** **	108 6%	79 13%	50 13% h	63 4% j	106 6% j	3 2%
Mean number of types of use (out of 16/ 20)	3.7	2.3 bc	1.2	1.4 b	**	3.7 abc	3.0	2.5	4.0 g	3.5	4.9 i
Standard deviation	3.07	1.81	1.04	1.04	**	3.07	2.83	2.37	3.17	2.95	3.71
Standard error	.07	.11	.06	.07	**	.07	.11	.12	.08	.07	.31

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
317**

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE FOR AT ALL

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Make or receive calls	1827	279	211	136	**	1827	622	371	1481	1654	135
	100%	100%	100%	100%	**	100%	100%	100%	100%	100%	100%
Send or receive text messages	1650	233	101	77	**	1650	495	280	1376	1486	127
	90%	83%	48%	57%	**	90%	79%	75%	93%	90%	94%
		bc				abc			g		
Take photos	1246	136	54	42	**	1246	345	196	1049	1119	96
	68%	49%	26%	31%	**	68%	55%	53%	71%	68%	71%
		bc				abc			g		
Send or receive photo messages	1090	112	31	25	**	1090	285	166	923	979	84
	60%	40%	15%	18%	**	60%	46%	45%	62%	59%	62%
		bc				abc			g		
Take videos	763	37	13	12	**	763	196	101	663	670	70
	42%	13%	6%	9%	**	42%	31%	27%	45%	40%	52%
		b				abc			g		i
Listen to music	651	33	9	7	**	651	164	81	567	552	70
	36%	12%	4%	5%	**	36%	26%	22%	38%	33%	52%
		bc				abc			g		i
Send or receive video clips	622	31	7	6	**	622	152	84	538	561	42
	34%	11%	3%	5%	**	34%	24%	23%	36%	34%	31%
		bc				abc			g		
Play games that are loaded on the phone	550	33	7	6	**	550	147	69	476	474	56
	30%	12%	3%	4%	**	30%	24%	19%	32%	29%	41%
		bc				abc			g		i
Visit websites using your phone	548	26	5	5	**	548	113	53	501	469	55
	30%	9%	2%	4%	**	30%	18%	14%	34%	28%	41%
		bc				abc			g		i
Send or receive email	415	32	7	5	**	415	75	40	379	347	48
	23%	11%	3%	4%	**	23%	12%	11%	26%	21%	36%
		bc				abc			g		i

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

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE FOR AT ALL

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Use your phone to visit social networking sites like Facebook, Bebo, Piczo, MySpace, Twitter or Hi5	398 22%	8 3%	2 1%	2 1%	** **	398 22% abc	88 14%	39 10%	361 24% g	347 21%	31 23%
Use your phone to visit sites like YouTube or Bebo to look at videos or clips posted by other people	288 16%	7 3%	2 1%	2 1%	** **	288 16% abc	65 10%	24 7%	266 18% g	241 15%	34 25% i
Use your phone to put photos or videos on sites like YouTube or Bebo for others to see	218 12%	4 1%	2 1%	2 1%	** **	218 12% abc	51 8%	22 6%	197 13% g	187 11%	20 15%
Watch TV programmes	217 12%	6 2%	2 1%	2 1%	** **	217 12% abc	46 7%	16 4%	203 14% g	186 11%	26 19% i
Play games over the internet using your phone	207 11%	8 3%	2 1%	2 1%	** **	207 11% abc	53 8%	19 5%	189 13% g	178 11%	19 14%
Use features such as Maps or satellite navigation on your phone to get to where you want to go/ plot a route to your destination - ADDED AT WAVE 2 2010	190 10%	11 4% bc	* *%	* *%	** **	190 10% abc	32 5%	8 2%	183 12% g	148 9%	28 21% i

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

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE FOR AT ALL

Base : Those who personally use a mobile phone - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Check your bank balance - ADDED AT WAVE 2 2010	130	9	2	2	**	130	22	11	121	110	13
	7%	3%	1%	1%	**	7% abc	3%	3%	8% g	7%	10%
Send or receive Twitter updates using your phone	129	5	2	2	**	129	23	11	123	109	13
	7%	2%	1%	2%	**	7% abc	4%	3%	8% g	7%	10%
Use Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.) - ADDED AT WAVE 2 2010	119	3	1	1	**	119	21	4	117	89	20
	7%	1%	*%	*%	**	7% abc	3%	1%	8% g	5%	15% i
Use your phone to make or receive calls over the internet (as opposed to over your mobile provider's network) on services such as Skype - ADDED AT WAVE 2 2010	72	2	-	-	**	72	9	3	71	59	8
	4%	1%	-%	-%	**	4% abc	1%	1%	5% g	4%	6%
ANY OF THESE	1829	279	211	136	**	1829	624	371	1483	1656	135
	100%	100%	100%	100%	**	100%	100%	100%	100%	100%	100%
NONE OF THESE	1	1	-	-	**	1	1	1	-	1	-
	*%	*%	-%	-%	**	*%	*%	*%	-%	*%	-%
Mean number of types of use (out of 16/ 20)	6.2	3.6	2.2	2.5	**	6.2	4.8	4.3	6.6	6.0	7.4
		bc				abc			g		i
Standard deviation	4.56	2.78	1.86	2.12	**	4.56	4.07	3.60	4.68	4.45	5.03
Standard error	.10	.16	.11	.15	**	.10	.15	.18	.12	.11	.42
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE AT LEAST ONCE A WEEK

Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	938	144	142	96	46	938	346	180	757	858	78
Effective Weighted Sample	695	108	117	81	39	695	247	167	566	627	68
Total	915	143	104	63	40	915	311	164	764	818	74
Make or receive calls	853	126	68	**	**	853	269	141	724	755	**
	93%	88%	66%	**	**	93%	87%	86%	95%	92%	**
		b				ab			g		
Send or receive text messages	778	98	38	**	**	778	224	103	680	691	**
	85%	69%	37%	**	**	85%	72%	63%	89%	85%	**
		b				ab			g		
Take photos	326	28	4	**	**	326	91	35	287	264	**
	36%	20%	4%	**	**	36%	29%	21%	38%	32%	**
		b				ab			g		
Listen to music	203	8	4	**	**	203	62	15	185	154	**
	22%	6%	4%	**	**	22%	20%	9%	24%	19%	**
						ab			g		
Visit websites using your phone	196	16	1	**	**	196	37	9	188	156	**
	21%	11%	1%	**	**	21%	12%	6%	25%	19%	**
		b				ab			g		
Send or receive photo messages	196	11	1	**	**	196	43	22	174	165	**
	21%	8%	1%	**	**	21%	14%	13%	23%	20%	**
		b				ab			g		
Send or receive email	168	13	1	**	**	168	23	11	161	131	**
	18%	9%	1%	**	**	18%	8%	6%	21%	16%	**
		b				ab			g		
Use your phone to visit social networking sites like Facebook, Bebo, Piczo, MySpace, Twitter or Hi5	152	4	-	**	**	152	34	10	145	125	**
	17%	3%	-%	**	**	17%	11%	6%	19%	15%	**
						ab			g		
Play games that are loaded on the phone	127	8	*	**	**	127	29	13	115	94	**
	14%	6%	*%	**	**	14%	9%	8%	15%	12%	**
		b				ab			g		

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

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE AT LEAST ONCE A WEEK

Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	~c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	938	144	142	96	46	938	346	180	757	858	78
Effective Weighted Sample	695	108	117	81	39	695	247	167	566	627	68
Total	915	143	104	63	40	915	311	164	764	818	74
Take videos	121	4	1	**	**	121	31	13	109	90	**
	13%	3%	1%	**	**	13% ab	10%	8%	14% g	11%	**
Use features such as Maps or satellite navigation on your phone to get to where you want to go/ plot a route to your destination - ADDED AT WAVE 2 2010	87	4	-	**	**	87	13	3	85	68	**
	10%	3% b	-%	**	**	10% ab	4%	2%	11% g	8%	**
Use your phone to visit sites like YouTube or Bebo to look at videos or clips posted by other people	74	3	-	**	**	74	19	5	71	52	**
	8%	2%	-%	**	**	8% ab	6%	3%	9% g	6%	**
Use Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.) - ADDED AT WAVE 2 2010	70	3	1	**	**	70	16	3	68	51	**
	8%	2%	1%	**	**	8% ab	5%	2%	9% g	6%	**
Check your bank balance - ADDED AT WAVE 2 2010	67	5	2	**	**	67	13	6	62	57	**
	7%	3%	2%	**	**	7% b	4%	4%	8% g	7%	**
Send or receive video clips	59	1	-	**	**	59	14	6	55	49	**
	6%	*%	-%	**	**	6% ab	5%	4%	7% g	6%	**
Play games over the internet using your phone	41	2	-	**	**	41	6	1	41	31	**
	5%	2%	-%	**	**	5% b	2%	1%	5% g	4%	**
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
318**

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE AT LEAST ONCE A WEEK

Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	938	144	142	96	46	938	346	180	757	858	78
Effective Weighted Sample	695	108	117	81	39	695	247	167	566	627	68
Total	915	143	104	63	40	915	311	164	764	818	74
Use your phone to put photos or videos on sites like YouTube or Bebo for others to see	32 3%	- -%	- -%	** **	** **	32 3% ab	10 3%	3 2%	30 4%	26 3%	** **
Send or receive Twitter updates using your phone	30 3%	- -%	1 1%	** **	** **	30 3% a	5 2%	3 2%	29 4%	26 3%	** **
Watch TV programmes	29 3%	2 1%	- -%	** **	** **	29 3% b	8 3%	1 1%	28 4% g	21 3%	** **
Use your phone to make or receive calls over the internet (as opposed to over your mobile provider's network) on services such as Skype - ADDED AT WAVE 2 2010	26 3%	1 *%	- -%	** **	** **	26 3% b	4 1%	1 1%	25 3% g	24 3%	** **
ANY OF THESE	864 94%	128 89% b	70 67%	** **	** **	864 94% ab	273 88%	143 87%	733 96% g	767 94%	** **
NONE OF THESE	51 6%	15 11% e	34 33% ae	** **	** **	51 6%	37 12%	21 13% h	31 4%	51 6%	** **
Mean number of types of use (out of 20)	4.0	2.3 b	1.2	**	**	4.0 ab	3.1	2.4	4.3 g	3.7	**
Standard deviation	3.42	2.14	1.08	**	**	3.42	3.05	2.54	3.53	3.26	**
Standard error	.11	.18	.09	**	**	.11	.16	.19	.13	.11	**
Columns Tested: a,b,c,d,e - g,h - i,j											

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
319**

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE FOR AT ALL

Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	~j
Unweighted total	938	144	142	96	46	938	346	180	757	858	78
Effective Weighted Sample	695	108	117	81	39	695	247	167	566	627	68
Total	915	143	104	63	40	915	311	164	764	818	74
Make or receive calls	913	142	104	**	**	913	309	164	762	815	**
	100%	99%	100%	**	**	100%	99%	100%	100%	100%	**
Send or receive text messages	815	111	49	**	**	815	242	116	706	722	**
	89%	78%	48%	**	**	89%	78%	71%	92%	88%	**
		b				ab			g		
Take photos	604	71	23	**	**	604	159	76	528	527	**
	66%	50%	22%	**	**	66%	51%	46%	69%	64%	**
		b				ab			g		
Send or receive photo messages	515	53	10	**	**	515	119	60	453	453	**
	56%	37%	10%	**	**	56%	38%	37%	59%	55%	**
		b				ab			g		
Take videos	363	18	6	**	**	363	88	39	328	304	**
	40%	12%	6%	**	**	40%	28%	24%	43%	37%	**
						ab			g		
Listen to music	306	17	5	**	**	306	77	28	277	244	**
	33%	12%	5%	**	**	33%	25%	17%	36%	30%	**
		b				ab			g		
Visit websites using your phone	281	17	2	**	**	281	51	17	271	224	**
	31%	12%	2%	**	**	31%	16%	10%	35%	27%	**
		b				ab			g		
Send or receive video clips	275	10	3	**	**	275	60	30	248	238	**
	30%	7%	3%	**	**	30%	19%	18%	32%	29%	**
						ab			g		
Play games that are loaded on the phone	267	18	1	**	**	267	60	24	240	221	**
	29%	13%	1%	**	**	29%	19%	14%	31%	27%	**
		b				ab			g		
Send or receive email	230	18	3	**	**	230	39	15	219	179	**
	25%	13%	3%	**	**	25%	12%	9%	29%	22%	**
		b				ab			g		

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
319**

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE FOR AT ALL

Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	~j
Unweighted total	938	144	142	96	46	938	346	180	757	858	78
Effective Weighted Sample	695	108	117	81	39	695	247	167	566	627	68
Total	915	143	104	63	40	915	311	164	764	818	74
Use your phone to visit social networking sites like Facebook, Bebo, Piczo, MySpace, Twitter or Hi5	211 23%	7 5% b	- -%	** **	** **	211 23% ab	42 13%	13 8%	201 26% g	175 21%	** **
Use features such as Maps or satellite navigation on your phone to get to where you want to go/ plot a route to your destination - ADDED AT WAVE 2 2010	190 21%	11 8% b	* *%	** **	** **	190 21% ab	32 10%	8 5%	183 24% g	148 18%	** **
Use your phone to visit sites like YouTube or Bebo to look at videos or clips posted by other people	154 17%	7 5% b	- -%	** **	** **	154 17% ab	28 9%	8 5%	148 19% g	121 15%	** **
Check your bank balance - ADDED AT WAVE 2 2010	130 14%	9 6%	2 2%	** **	** **	130 14% ab	22 7%	11 7%	121 16% g	110 13%	** **
Use Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.) - ADDED AT WAVE 2 2010	119 13%	3 2%	1 1%	** **	** **	119 13% ab	21 7%	4 3%	117 15% g	89 11%	** **
Use your phone to put photos or videos on sites like YouTube or Bebo for others to see	108 12%	3 2%	- -%	** **	** **	108 12% ab	24 8%	6 4%	103 13% g	87 11%	** **

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
319**

Any break column with 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 TYPES OF THINGS USE MOBILE PHONE FOR AT ALL

Base : Those who personally use a mobile phone - ADDED AT WAVE 2 2010

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	938	144	142	96	46	938	346	180	757	858	78
Effective Weighted Sample	695	108	117	81	39	695	247	167	566	627	68
Total	915	143	104	63	40	915	311	164	764	818	74
Watch TV programmes	104	3	-	**	**	104	19	2	103	80	**
	11%	2%	-%	**	**	11% ab	6%	1%	13% g	10%	**
Play games over the internet using your phone	95	4	-	**	**	95	18	3	93	75	**
	10%	2%	-%	**	**	10% ab	6%	2%	12% g	9%	**
Use your phone to make or receive calls over the internet (as opposed to over your mobile provider's network) on services such as Skype - ADDED AT WAVE 2 2010	72	2	-	**	**	72	9	3	71	59	**
	8%	1%	-%	**	**	8% ab	3%	2%	9% g	7%	**
Send or receive Twitter updates using your phone	68	3	1	**	**	68	12	3	67	54	**
	7%	2%	1%	**	**	7% ab	4%	2%	9% g	7%	**
ANY OF THESE	915	142	104	**	**	915	310	164	764	817	**
	100%	99%	100%	**	**	100%	100%	100%	100%	100%	**
NONE OF THESE	1	1	-	**	**	1	1	1	-	1	**
	%.0	1%	-%	**	**	%.0	%.0	%.0	-%	%.0	**
Mean number of types of use (out of 20)	6.4	3.7	2.0	**	**	6.4	4.6	3.8	6.9	6.0	**
		b				ab			g		
Standard deviation	4.98	3.25	1.38	**	**	4.98	4.20	3.34	5.14	4.80	**
Standard error	.16	.27	.12	**	**	.16	.23	.25	.19	.16	**
Columns Tested: a,b,c,d,e - g,h - i,j											

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

M9A AGREEMENT WITH STATEMENTS - Content on mobile phones must be free to be expressive and creative

Base : Those who personally use a mobile phone

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Base for %	1830	280	211	136	75	1830	624	371	1483	1656	135
Strongly disagree	99 5%	18 6%	18 8% e	14 10% e	** **	99 5%	37 6%	26 7%	78 5%	94 6%	4 3%
Slightly disagree	114 6%	21 8%	18 9%	12 9%	** **	114 6%	38 6%	22 6%	93 6%	98 6%	11 8%
TOTAL DISAGREE	213 12%	39 14%	36 17% e	25 19% e	** **	213 12%	75 12%	49 13%	171 12%	192 12%	15 11%
Neither agree nor disagree	428 23%	90 32% e	59 28%	43 32% e	** **	428 23%	157 25%	87 23%	347 23%	404 24% j	19 14%
Slightly agree	565 31%	68 24%	51 24%	31 23%	** **	565 31% abc	179 29%	102 27%	466 31%	509 31%	41 30%
Strongly agree	505 28%	59 21% bc	29 14%	14 10%	** **	505 28% abc	151 24%	102 27%	406 27%	449 27%	46 34%
TOTAL AGREE	1070 58%	127 46% c	80 38%	45 33%	** **	1070 58% abc	330 53%	204 55%	872 59%	958 58%	87 64%
Don't know	118 6%	24 8%	35 17% ae	22 16% ae	** **	118 6%	63 10%	32 9%	92 6%	102 6%	15 11% i

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

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

M9B AGREEMENT WITH STATEMENTS - Mobile phone users must be protected from receiving inappropriate or offensive content

Base : Those who personally use a mobile phone

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Base for %	1830	280	211	136	75	1830	624	371	1483	1656	135
Strongly disagree	39 2%	6 2%	3 1%	1 1%	** **	39 2%	10 2%	12 3%	32 2%	36 2%	2 1%
Slightly disagree	41 2%	2 1%	5 2%	4 3%	** **	41 2%	15 2%	10 3%	32 2%	40 2%	2 2%
TOTAL DISAGREE	81 4%	8 3%	8 4%	5 4%	** **	81 4%	25 4%	22 6%	63 4%	75 5%	4 3%
Neither agree nor disagree	244 13%	34 12%	17 8%	13 9%	** **	244 13% b	83 13%	38 10%	202 14%	220 13%	14 10%
Slightly agree	469 26%	43 15%	40 19%	29 21%	** **	469 26% ab	142 23%	77 21%	402 27% g	432 26%	28 21%
Strongly agree	970 53%	180 64% e	128 60% e	79 59%	** **	970 53%	348 56%	215 58% h	765 52%	875 53%	78 58%
TOTAL AGREE	1439 79%	223 80%	168 80%	108 80%	** **	1439 79%	490 78%	292 79%	1167 79%	1307 79%	107 79%
Don't know	67 4%	14 5%	18 9% e	10 7% e	** **	67 4%	27 4%	19 5%	50 3%	55 3%	11 8% i

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

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

EXTENT OF OVERLAP IN AGREEMENT WITH STATEMENTS ABOUT MOBILE PHONES

Base : Those who personally use a mobile phone

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Base for %	1830	280	211	136	75	1830	624	371	1483	1656	135
AGREE 'MUST BE FREE TO BE EXPRESSIVE' AND 'MUST BE PROTECTED'	936 51%	116 42% c	74 35%	40 29%	** **	936 51% abc	291 47%	173 47%	768 52%	836 51%	79 59%
AGREE 'MUST BE FREE TO BE EXPRESSIVE' ONLY	134 7%	11 4%	6 3%	5 4%	** **	134 7% abc	38 6%	31 8%	104 7%	122 7%	8 6%
AGREE 'MUST BE PROTECTED' ONLY	503 27%	107 38% e	94 44% e	69 51% ae	** **	503 27%	198 32%	119 32% h	400 27%	470 28% j	27 20%
DO NOT AGREE 'MUST BE FREE TO BE EXPRESSIVE' AND DO NOT AGREE 'MUST BE PROTECTED'	257 14%	46 16%	37 17%	22 17%	** **	257 14%	96 15%	49 13%	211 14%	228 14%	21 16%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

M10 Which, if any, of these are reasons why you use a mobile phone? You can pick more than one.

Base : Those who personally use a mobile phone

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1885	288	286	200	86	1885	699	397	1485	1738	140
Effective Weighted Sample	1395	214	235	168	71	1395	506	367	1103	1272	122
Total	1830	280	211	136	75	1830	624	371	1483	1656	135
Base for %	1830	280	211	136	75	1830	624	371	1483	1656	135
For contact with other people	1747	271	196	128	**	1747	589	354	1418	1582	128
	96%	97% b	93%	95%	**	96% b	94%	95%	96%	96%	95%
For fun	321	19	2	2	**	321	89	48	274	270	37
	18%	7% bc	1%	1%	**	18% abc	14%	13%	18% g	16%	28% i
To relax	200	11	3	3	**	200	58	26	175	170	25
	11%	4% b	1%	2%	**	11% abc	9%	7%	12% g	10%	18% i
To pass the time	178	6	3	3	**	178	56	25	157	152	20
	10%	2%	1%	2%	**	10% abc	9%	7%	11% g	9%	15% i
To find out or learn things	159	12	1	1	**	159	35	20	138	146	10
	9%	4% bc	*%	*%	**	9% abc	6%	5%	9% g	9%	7%
To keep up to date with news	141	4	*	*	**	141	32	16	124	130	8
	8%	2%	*%	*%	**	8% abc	5%	4%	8% g	8%	6%
To keep up to date with sports	97	1	-	-	**	97	20	4	94	87	7
	5%	1%	-%	-%	**	5% abc	3%	1%	6% g	5%	5%
None of these	26	2	14	7	**	26	18	8	18	26	-
	1%	1%	7% ae	5% ae	**	1%	3%	2%	1%	2%	-%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
328**

Any break column with 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 Does your household have ...

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
A hand held games console (e.g. Sony PSP/ Nintendo DS)											
	526	41	12	12	1	526	132	81	444	483	37
	26%	13%	4%	7%	1%	26%	17%	17%	28%	27%	25%
		bcd	d	d		abcd			g		
A games console connected to a TV (e.g. Xbox/ PlayStation/ Wii)											
	766	53	10	9	1	766	207	125	641	704	47
	38%	17%	3%	5%	1%	38%	27%	26%	41%	39%	32%
		bcd		d		abcd			g		
Neither of these											
	1114	245	322	161	161	1114	537	345	825	1007	87
	56%	77%	95%	92%	99%	56%	70%	71%	52%	55%	59%
		e	ae	ae	abce			h			

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
329**

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

NG2 Do you ever play games at home or elsewhere in any of these ways?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
On a games console connected to a TV (e.g. Xbox/ PlayStation/ Wii)	483 24%	27 8% bd	10 3%	9 5% d	1 1%	483 24% abcd	140 18%	81 17%	401 25% g	439 24%	31 21%
On a hand held games console (e.g. Sony PSP/ Nintendo DS)	257 13%	15 5% d	8 3%	7 4% d	1 1%	257 13% abcd	74 10%	43 9%	216 14% g	235 13%	20 14%
On a computer or laptop/ notebook	229 11%	11 3%	15 4%	11 6%	4 3%	229 11% abcd	62 8%	43 9%	186 12%	204 11%	17 12%
On a mobile phone or Smartphone (BlackBerry or iPhone)	172 9%	9 3% bcd	1 *%	1 1%	- -%	172 9% abcd	49 6%	23 5%	147 9% g	150 8%	19 13%
On a portable media player (iPod Touch/ Archos)	49 2%	2 1%	- -%	- -%	- -%	49 2% bcd	6 1%	6 1%	43 3%	49 3% j	- -%
On an MP3 player	20 1%	- -%	- -%	- -%	- -%	20 1% b	1 *%	3 1%	17 1%	19 1%	2 1%
On a Personal Digital Assistant/ PDA	18 1%	- -%	- -%	- -%	- -%	18 1% b	2 *%	3 1%	13 1%	16 1%	1 1%
On a tablet computer (e.g. iPad) - ADDED AT WAVE 2 2010	8 *%	1 *%	1 *%	1 1%	- -%	8 *%	3 *%	1 *%	8 *%	6 *%	1 1%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

NG2 Do you ever play games at home or elsewhere in any of these ways?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
No, never	1325	270	307	151	156	1325	563	375	1003	1214	92
	66%	85%	91%	86%	96%	66%	73%	77%	64%	67%	63%
		e	ace	e	abce			h			

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

Any break column with 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 Have you ever downloaded games from the internet to play on any of the devices you use for games playing?

Base : Those who ever play electronic games in any of the ways detailed at G2

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	668	46	41	33	8	668	206	117	549	605	61
Effective Weighted Sample	494	33	35	28	6	494	147	108	410	443	53
Total	679	47	31	24	6	679	209	112	571	605	55
Base for %	679	47	31	24	6	679	209	112	571	605	55
Yes	225	**	**	**	**	225	54	28	200	202	**
	33%	**	**	**	**	33%	26%	25%	35%	33%	**
									g		
No	448	**	**	**	**	448	154	83	369	398	**
	66%	**	**	**	**	66%	73%	74%	65%	66%	**
Don't know	5	**	**	**	**	5	2	2	2	5	**
	1%	**	**	**	**	1%	1%	1%	*o%	1%	**

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

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

G4 Do you ever play single or multiplayer games over the internet on any of these devices, which is often referred to as online game playing?

Base : Those who ever play electronic games in any of the ways detailed at G2

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	668	46	41	33	8	668	206	117	549	605	61
Effective Weighted Sample	494	33	35	28	6	494	147	108	410	443	53
Total	679	47	31	24	6	679	209	112	571	605	55
Yes	256	**	**	**	**	256	67	38	214	222	**
	38%	**	**	**	**	38%	32%	34%	37%	37%	**
No	405	**	**	**	**	405	136	72	341	365	**
	60%	**	**	**	**	60%	65%	64%	60%	60%	**
Don't know	18	**	**	**	**	18	6	2	16	18	**
	3%	**	**	**	**	3%	3%	2%	3%	3%	**

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

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

G5 Please think about the HOURS that you spend game playing in a typical WEEK - so both weekdays and at the weekend ...How many HOURS in a typical WEEK would you say you play games?

Base : Those who ever play electronic games in any of the ways detailed at G2

	Total	AGE					AGE/SEG	DISABILITY		EMG	
		55-64 ~a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	668	46	41	33	8	668	206	117	549	605	61
Effective Weighted Sample	494	33	35	28	6	494	147	108	410	443	53
Total	679	47	31	24	6	679	209	112	571	605	55
Base for %	675	46	31	24	6	675	208	112	568	603	54
None	37 6%	** **	** **	** **	** **	37 6%	6 3%	4 4%	34 6%	31 5%	** **
Up to 1 hour	226 33%	** **	** **	** **	** **	226 33%	64 31%	30 27%	194 34%	206 34%	** **
Up to 5 hours	249 37%	** **	** **	** **	** **	249 37%	63 30%	36 32%	215 38%	212 35%	** **
Up to 10 hours	89 13%	** **	** **	** **	** **	89 13%	40 19%	17 15%	72 13%	85 14%	** **
Up to 15 hours	20 3%	** **	** **	** **	** **	20 3%	8 4%	4 4%	15 3%	18 3%	** **
Up to 20 hours	29 4%	** **	** **	** **	** **	29 4%	13 6%	10 9%	21 4%	24 4%	** **
Up to 30 hours	16 2%	** **	** **	** **	** **	16 2%	10 5%	6 6%	11 2%	16 3%	** **
Up to 40 hours	8 1%	** **	** **	** **	** **	8 1%	4 2%	4 3%	4 1%	8 1%	** **
Over 50 hours	1 *%	** **	** **	** **	** **	1 *%	- -%	1 1%	1 *%	1 *%	** **
Mean number of hours per week	5.1	**	**	**	**	5.1	6.6	7.9 h	4.6	5.2	**
Standard deviation	7.50	**	**	**	**	7.50	8.33	10.35	6.89	7.72	**
Standard error	.29	**	**	**	**	.29	.58	.96	.30	.31	**

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

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

G6 Can you tell me if you have any concerns about gaming? IF YES - What sorts of things are you concerned about?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
No, do not have any concerns	1317	195	184	97	87	1317	511	300	1046	1170	110
	66%	61%	55%	55%	54%	66% bcd	66%	62%	66% g	64%	75% i
Violent content	274	51	38	26	12	274	85	60	220	258	13
	14%	16% bd	11%	15% d	7%	14% d	11%	12%	14%	14%	9%
Unsuitable for children	194	25	23	11	12	194	49	27	170	183	12
	10%	8%	7%	6%	7%	10%	6%	6%	11% g	10%	8%
Impact on social skills	108	24	10	5	5	108	20	20	88	103	5
	5%	7% bc	3%	3%	3%	5% b	3%	4%	6%	6%	3%
Encourage children to stay indoors	108	13	21	11	10	108	38	22	84	102	4
	5%	4%	6%	6%	6%	5%	5%	5%	5%	6%	3%
Bad language	107	16	8	3	5	107	27	18	91	98	8
	5%	5% c	2%	2%	3%	5% bc	3%	4%	6%	5%	6%
Discourage creative play for children	93	18	14	6	8	93	28	14	78	89	3
	5%	6%	4%	3%	5%	5%	4%	3%	5% g	5%	2%
Sexual content	92	12	6	4	2	92	21	10	81	79	12
	5%	4%	2%	2%	1%	5% bd	3%	2%	5% g	4%	8% i
Health issues	54	8	5	2	2	54	15	8	45	50	3
	3%	2%	1%	1%	2%	3%	2%	2%	3%	3%	2%
Cost of games consoles/ games players	50	4	3	2	1	50	13	10	43	43	7
	2%	1%	1%	1%	1%	2%	2%	2%	3%	2%	4%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
333**

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

G6 Can you tell me if you have any concerns about gaming? IF YES - What sorts of things are you concerned about?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Contributes to obesity	43 2%	5 1%	5 1%	5 3% d	- -%	43 2%	12 2%	7 1%	36 2%	40 2%	2 2%
Cost of games	41 2%	3 1%	5 2%	2 1%	3 2%	41 2%	13 2%	9 2%	32 2%	35 2%	5 3%
Other	66 3%	10 3%	9 3%	6 3%	3 2%	66 3%	12 2%	17 3%	46 3%	64 4%	1 1%
ANY CONCERNS	541 27%	93 29%	86 26%	50 29%	36 22%	541 27%	175 23%	121 25%	428 27%	511 28% j	29 19%
OFFENSIVE CONTENT	390 19%	61 19%	56 16%	35 20% d	20 12%	390 19% d	123 16%	79 16%	322 20% g	370 20% j	20 14%
RISKS TO OTHER PEOPLE/ SOCIETY	190 9%	33 10%	30 9%	17 10%	13 8%	190 9%	57 7%	38 8%	151 10%	179 10%	9 6%
HEALTH	74 4%	11 3%	9 3%	6 3%	2 2%	74 4%	21 3%	14 3%	60 4%	69 4%	3 2%
AFFORDABILITY	70 4%	5 2%	6 2%	4 2%	3 2%	70 4%	19 3%	13 3%	58 4%	60 3%	8 6%
Don't know	146 7%	29 9%	67 20% ae	28 16% ae	39 24% ace	146 7%	86 11%	66 14% h	100 6%	139 8%	8 6%

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

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

G6 Can you tell me if you have any concerns about gaming? IF YES - What sorts of things are you concerned about?

Base : Those who ever play electronic games in any of the ways detailed at G2

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	668	46	41	33	8	668	206	117	549	605	61
Effective Weighted Sample	494	33	35	28	6	494	147	108	410	443	53
Total	679	47	31	24	6	679	209	112	571	605	55
No, do not have any concerns	522	**	**	**	**	522	171	82	439	452	**
	77%	**	**	**	**	77%	82%	73%	77%	75%	**
Violent content	71	**	**	**	**	71	20	14	60	69	**
	10%	**	**	**	**	10%	9%	13%	10%	11%	**
Unsuitable for children	61	**	**	**	**	61	11	9	55	60	**
	9%	**	**	**	**	9%	5%	8%	10%	10%	**
Bad language	35	**	**	**	**	35	7	5	30	34	**
	5%	**	**	**	**	5%	3%	5%	5%	6%	**
Impact on social skills	30	**	**	**	**	30	5	4	28	30	**
	4%	**	**	**	**	4%	2%	3%	5%	5%	**
Sexual content	24	**	**	**	**	24	7	4	19	22	**
	3%	**	**	**	**	3%	3%	3%	3%	4%	**
Discourage creative play for children	16	**	**	**	**	16	1	2	13	16	**
	2%	**	**	**	**	2%	0%	2%	2%	3%	**
Encourage children to stay indoors	16	**	**	**	**	16	1	4	11	16	**
	2%	**	**	**	**	2%	1%	4%	2%	3%	**
Health issues	13	**	**	**	**	13	2	-	13	13	**
	2%	**	**	**	**	2%	1%	0%	2%	2%	**
Cost of games consoles/ games players	10	**	**	**	**	10	2	2	9	10	**
	1%	**	**	**	**	1%	1%	2%	2%	2%	**
Contributes to obesity	7	**	**	**	**	7	1	1	7	7	**
	1%	**	**	**	**	1%	1%	1%	1%	1%	**
Cost of games	6	**	**	**	**	6	1	1	5	6	**
	1%	**	**	**	**	1%	1%	1%	1%	1%	**
Other	22	**	**	**	**	22	3	6	14	22	**
	3%	**	**	**	**	3%	2%	5%	2%	4%	**

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

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

G6 Can you tell me if you have any concerns about gaming? IF YES - What sorts of things are you concerned about?

Base : Those who ever play electronic games in any of the ways detailed at G2

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	668	46	41	33	8	668	206	117	549	605	61
Effective Weighted Sample	494	33	35	28	6	494	147	108	410	443	53
Total	679	47	31	24	6	679	209	112	571	605	55
ANY CONCERNS	144	**	**	**	**	144	35	29	122	142	**
	21%	**	**	**	**	21%	17%	26%	21%	23%	**
OFFENSIVE CONTENT	111	**	**	**	**	111	27	19	97	108	**
	16%	**	**	**	**	16%	13%	17%	17%	18%	**
RISKS TO OTHER PEOPLE/ SOCIETY	44	**	**	**	**	44	6	7	38	44	**
	6%	**	**	**	**	6%	3%	7%	7%	7%	**
HEALTH	16	**	**	**	**	16	2	1	15	16	**
	2%	**	**	**	**	2%	1%	1%	3%	3%	**
AFFORDABILITY	12	**	**	**	**	12	2	2	11	12	**
	2%	**	**	**	**	2%	1%	2%	2%	2%	**
Don't know	13	**	**	**	**	13	4	2	10	12	**
	2%	**	**	**	**	2%	2%	1%	2%	2%	**

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

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

G8 As far as you know, is gaming regulated at all?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes	840	97	65	46	19	840	241	146	711	768	56
	42%	31%	19%	26%	12%	42%	31%	30%	45%	42%	38%
		bd	d	bd		abcd			g		
No	325	61	44	27	17	325	131	89	243	296	21
	16%	19%	13%	15%	10%	16%	17%	18%	15%	16%	15%
		bd				d					
Don't know	839	159	228	102	126	839	401	252	621	756	69
	42%	50%	68%	58%	78%	42%	52%	52%	39%	42%	47%
		e	ace	ae	abce			h			

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

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

G8 As far as you know, is gaming regulated at all?

Base : Those who regularly play console/ computer games

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	f	~g	h	i	~j
Significance Level: 95%											
Unweighted total	495	36	27	22	5	495	151	89	406	454	39
Effective Weighted Sample	363	26	23	19	4	363	108	82	301	331	33
Total	495	32	21	18	3	495	153	84	421	448	34
Yes	291	**	**	**	**	291	83	**	252	264	**
	59%	**	**	**	**	59%	54%	**	60%	59%	**
No	67	**	**	**	**	67	31	**	51	61	**
	13%	**	**	**	**	13%	20%	**	12%	14%	**
Don't know	138	**	**	**	**	138	39	**	118	124	**
	28%	**	**	**	**	28%	26%	**	28%	28%	**

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

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

NZ2A - PREFERRED WAY TO MAKE CONTACT - Getting in touch with a friend to arrange to meet

Base : All adults - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
Home/ landline phone call	679	184	287	139	148	679	374	264	461	646	36
	34%	58%	85%	79%	91%	34%	48%	54%	29%	36%	25%
		e	ae	ae	abce			h		j	
Text message	675	44	15	13	1	675	211	99	582	608	47
	34%	14%	4%	8%	1%	34%	27%	20%	37%	33%	32%
		bcd	d	d		abcd			g		
Mobile phone call	575	74	23	19	4	575	162	106	473	496	59
	29%	23%	7%	11%	2%	29%	21%	22%	30%	27%	40%
		bcd	d	d		abcd			g		i
e-mail/ website	51	12	3	1	2	51	12	8	42	46	4
	3%	4%	1%	*%	1%	3%	2%	2%	3%	3%	2%
		bc				bc					
Letter	11	1	6	2	4	11	6	4	7	11	-
	1%	*%	2%	1%	2%	1%	1%	1%	*%	1%	-%
			e		ae						
Don't know	13	3	4	2	3	13	7	7	9	12	1
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
345**

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

NZ2B - PREFERRED WAY TO MAKE CONTACT - Contacting the local council to find out about refuse collection

Base : All adults - ADDED AT WAVE 2 2009

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
Home/ landline phone call	1127	217	295	145	150	1127	502	332	833	1029	88
	56%	69%	87%	83%	92%	56%	65%	68%	53%	57%	60%
		e	ae	ae	ace			h			
Mobile phone call	340	33	6	6	-	340	129	70	277	302	28
	17%	10%	2%	3%	-%	17%	17%	14%	18%	17%	19%
		bcd		d		abcd					
e-mail/ website	264	33	9	7	2	264	33	29	238	241	15
	13%	10%	3%	4%	1%	13%	4%	6%	15%	13%	10%
		bcd				bcd			g		
Meet in person	133	21	16	9	7	133	62	32	104	120	8
	7%	7%	5%	5%	4%	7%	8%	7%	7%	7%	5%
Letter	43	7	8	7	1	43	18	10	36	37	5
	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%	3%
				d							
Text message	13	-	-	-	-	13	*	-	13	13	*
	1%	-%	-%	-%	-%	1%	*%	-%	1%	1%	*%
									g		
Don't know	84	6	4	2	2	84	27	14	73	78	4
	4%	2%	1%	1%	1%	4%	3%	3%	5%	4%	2%
						abc					

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
346**

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

NZ2C - PREFERRED WAY TO MAKE CONTACT - Booking a holiday

Base : All adults - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
e-mail/ website	812 41%	125 39% bcd	43 13% d	36 20% bd	8 5%	812 41% bcd	172 22%	114 23%	704 45% g	726 40%	71 48% i
Meet in person	635 32%	98 31%	151 45% ae	82 47% ae	69 43% ae	635 32%	332 43%	178 37% h	478 30%	591 32% j	31 21%
Home/ landline phone call	333 17%	70 22% e	90 27% e	44 25% e	46 28% e	333 17%	150 19%	106 22% h	238 15%	305 17%	21 14%
Mobile phone call	76 4%	6 2% b	* *% b	* *% b	- -% bcd	76 4% bcd	27 3%	13 3%	64 4%	64 4%	8 6%
Letter	13 1%	4 1%	3 1%	2 1%	2 1%	13 1%	3 *%	8 2% h	4 *%	13 1%	- -%
Text message	2 *%	- -%	- -%	- -%	- -%	2 *%	* *%	- -%	2 *%	2 *%	- -%
Don't know	132 7%	15 5%	50 15% ace	12 7%	38 24% abce	132 7%	88 11%	67 14% h	84 5%	119 7%	16 11% i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
347**

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

NZ2D - PREFERRED WAY TO MAKE CONTACT - Checking your bank balance

Base : All adults - ADDED AT WAVE 2 2009

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
Meet in person	849	141	223	113	110	849	443	272	618	776	57
	42%	44%	66%	65%	68%	42%	57%	56%	39%	43%	38%
			ae	ae	ae			h			
e-mail/ website	715	99	26	22	4	715	139	82	630	646	55
	36%	31%	8%	13%	2%	36%	18%	17%	40%	35%	37%
		bcd	d	bd		bcd			g		
Home/ landline phone call	186	46	46	24	22	186	78	64	130	179	9
	9%	15%	14%	14%	13%	9%	10%	13%	8%	10%	6%
		e	e	e				h			
Mobile phone call	77	7	1	*	1	77	25	19	63	69	7
	4%	2%	*%	*%	*%	4%	3%	4%	4%	4%	5%
		bc				bcd					
Letter	57	8	19	9	10	57	34	19	46	47	8
	3%	3%	5%	5%	6%	3%	4%	4%	3%	3%	5%
			ae	e	e						
Text message	17	-	-	-	-	17	5	3	13	13	2
	1%	-%	-%	-%	-%	1%	1%	1%	1%	1%	1%
Don't know	102	16	23	6	17	102	49	28	74	90	11
	5%	5%	7%	4%	10%	5%	6%	6%	5%	5%	7%
					ace						

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
348**

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

NZ2E - PREFERRED WAY TO MAKE CONTACT - Completing government processes such as registering for tax credits, renewing driving licence, car tax or passport, completing tax return

Base : All adults - ADDED AT WAVE 2 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	~j
Significance Level: 95%											
Unweighted total	1054	165	221	128	93	1054	442	244	809	966	85
Effective Weighted Sample	774	121	180	107	78	774	317	228	604	701	74
Total	997	157	165	82	83	997	382	223	804	894	79
Base for %	997	157	165	82	83	997	382	223	804	894	79
e-mail/ website	346	55	13	11	**	346	59	36	310	309	**
	35%	35%	8%	13%	**	35%	15%	16%	39%	35%	**
		bc				bc			g		
Meet in person	265	46	60	31	**	265	138	74	198	237	**
	27%	30%	37%	37%	**	27%	36%	33%	25%	26%	**
			e	e				h			
Letter	160	25	45	24	**	160	79	54	120	143	**
	16%	16%	27%	29%	**	16%	21%	24%	15%	16%	**
			ae	ae				h			
Home/ landline phone call	122	24	33	13	**	122	62	38	88	117	**
	12%	15%	20%	16%	**	12%	16%	17%	11%	13%	**
			e					h			
Mobile phone call	27	1	-	-	**	27	7	3	25	20	**
	3%	1%	-%	-%	**	3%	2%	1%	3%	2%	**
						b					
Text message	1	-	-	-	**	1	-	-	1	1	**
	1%	-%	-%	-%	**	1%	-%	-%	1%	1%	**
Don't know	78	6	13	4	**	78	36	19	64	68	**
	8%	4%	8%	5%	**	8%	10%	8%	8%	8%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
349**

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

Z3 As far as you know, is the press regulated in terms of what they show and write?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes	1389	235	197	120	78	1389	458	296	1120	1283	83
	69%	74%	59%	68%	48%	69%	59%	61%	71%	70%	57%
		bd	d	bd		bd			g	j	
No	213	37	41	19	21	213	97	75	154	184	25
	11%	12%	12%	11%	13%	11%	13%	15%	10%	10%	17%
								h			i
Don't know	401	45	99	36	63	401	217	115	301	353	39
	20%	14%	29%	21%	39%	20%	28%	24%	19%	19%	27%
			ace	a	abce	a		h			i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
350**

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

Z4A AGREEMENT WITH STATEMENTS - As long as newspapers provide news it doesn't really matter who owns them or how they're funded

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	261 13%	50 16% d	40 12%	25 14%	15 9%	261 13%	75 10%	49 10%	212 13%	243 13%	15 10%
Slightly disagree	260 13%	40 13%	53 16%	29 16%	24 15%	260 13%	92 12%	64 13%	208 13%	238 13%	18 12%
TOTAL DISAGREE	522 26%	91 29%	93 28%	54 31%	39 24%	522 26%	167 22%	113 23%	420 27%	482 26%	32 22%
Neither/ nor	313 16%	42 13%	62 18%	34 19%	28 17%	313 16%	139 18%	75 15%	253 16%	267 15%	34 23% i
Slightly agree	505 25%	83 26% b	68 20%	36 20%	32 20%	505 25% b	200 26%	120 25%	393 25%	464 25%	33 22%
Strongly agree	602 30%	89 28%	99 29%	48 27%	51 31%	602 30%	228 29%	152 31%	469 30%	549 30%	43 29%
TOTAL AGREE	1108 55%	172 54%	167 49%	84 48%	83 51%	1108 55% bc	428 55%	272 56%	862 55%	1013 56%	76 52%
Don't know	62 3%	12 4%	16 5%	4 2%	12 8% ce	62 3%	39 5%	26 5% h	39 3%	58 3%	5 3%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
351**

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

Z4B AGREEMENT WITH STATEMENTS - When I read newspapers, I tend to trust what I read

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	409 20%	80 25% de	66 20%	39 22%	27 17%	409 20%	151 20%	111 23%	307 19%	386 21% j	18 12%
Slightly disagree	497 25%	83 26%	92 27%	48 27%	44 27%	497 25%	183 24%	111 23%	404 26%	454 25%	33 23%
TOTAL DISAGREE	906 45%	163 52% e	158 47%	87 50%	71 44%	906 45%	334 43%	222 46%	710 45%	840 46% j	51 35%
Neither/ nor	377 19%	44 14%	62 18%	35 20% a	26 16%	377 19% a	141 18%	85 17%	309 20%	329 18%	38 26% i
Slightly agree	469 23%	63 20%	72 21%	35 20%	37 23%	469 23%	189 24%	107 22%	370 23%	419 23%	42 29%
Strongly agree	202 10%	37 12%	36 11%	16 9%	20 12%	202 10%	85 11%	52 11%	158 10%	186 10%	12 8%
TOTAL AGREE	670 33%	100 32%	108 32%	51 29%	57 35%	670 33%	273 35%	159 33%	527 33%	605 33%	54 37%
Don't know	23 1%	2 1%	4 1%	- -%	4 3% c	23 1%	14 2%	9 2%	15 1%	20 1%	3 2%
Not applicable	27 1%	8 3%	6 2%	2 1%	4 2%	27 1%	9 1%	12 3% h	13 1%	26 1%	2 1%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

Z5 We have discussed digital television and radio, the internet, mobile phones and games players. Which of these are ways you prefer to learn about using such services or products?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Read the manual/ follow the instructions/ go online	941	147	128	78	49	941	317	213	749	850	73
	47%	46%	38%	45%	30%	47%	41%	44%	48%	47%	50%
		bd		d		bd					
Through trial and error/ experiment on my own	838	122	70	46	23	838	258	157	691	775	47
	42%	39%	21%	26%	14%	42%	33%	32%	44%	43%	32%
		bcd		d		bcd			g	j	
Ask friends/ family to show me	792	165	173	88	85	792	355	226	592	721	66
	40%	52%	51%	50%	52%	40%	46%	46%	38%	40%	45%
		e	e	e	e			h			
Find out from the supplier/ store	202	38	35	21	14	202	71	51	155	171	26
	10%	12%	10%	12%	8%	10%	9%	11%	10%	9%	18%
											i
Go to a class/ learn in a group	133	24	28	17	12	133	54	38	98	112	15
	7%	8%	8%	10%	7%	7%	7%	8%	6%	6%	10%
											i
None of these	117	9	45	15	29	117	63	40	87	105	8
	6%	3%	13%	9%	18%	6%	8%	8%	6%	6%	6%
			ae	a	ace	a		h			

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

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

Z6 Which if any, of these have you learned about through classes, training or any other type of formal learning?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
How to use the internet	266 13%	33 10%	25 7%	15 9%	10 6%	266 13% bcd	86 11%	56 12%	208 13%	222 12%	36 25% i
Using the internet safely	146 7%	13 4%	7 2%	4 2%	3 2%	146 7% abcd	48 6%	27 6%	114 7%	109 6%	27 19% i
Creating a website	108 5%	3 1%	1 *%	1 *%	1 1%	108 5% abcd	24 3%	8 2%	100 6% g	87 5%	18 12% i
Editing digital pictures or digital video	100 5%	9 3%	3 1%	1 1%	2 1%	100 5% bcd	28 4%	16 3%	82 5%	85 5%	12 8%
Setting security controls/ filters to block access to certain websites	57 3%	2 1%	1 *%	- -%	1 1%	57 3% abc	19 2%	10 2%	46 3%	41 2%	14 10% i
Setting security controls/ PIN numbers on your TV	45 2%	4 1%	1 *%	- -%	1 1%	45 2% bc	15 2%	8 2%	37 2%	31 2%	12 8% i
Sending photos using a mobile phone	43 2%	4 1% b	1 *%	1 *%	- -%	43 2% bc	12 2%	9 2%	35 2%	38 2%	5 3%
How programmes are made	40 2%	3 1%	1 *%	- -%	1 1%	40 2% bc	7 1%	7 2%	33 2%	26 1%	11 8% i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
353**

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

Z6 Which if any, of these have you learned about through classes, training or any other type of formal learning?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Setting parental controls on mobile phones	36 2%	1 *%	1 *%	- -%	1 1%	36 2% bc	13 2%	4 1%	31 2%	25 1%	10 7% i
How the media is funded	26 1%	- -%	- -%	- -%	- -%	26 1% ab	3 *%	3 1%	23 1%	21 1%	5 3% i
How to make TV programmes for the local community	23 1%	- -%	- -%	- -%	- -%	23 1% ab	5 1%	3 1%	20 1%	15 1%	6 4% i
How to make radio programmes for local radio	18 1%	* *%	- -%	- -%	- -%	18 1% b	4 1%	3 1%	14 1%	14 1%	4 3% i
None of these	1616 81%	275 87% e	310 92% ae	159 91% e	151 93% ae	1616 81%	647 84%	415 85% h	1260 80%	1493 82% j	99 67%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
354**

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

Z7 Which, if any, of these would you be interested in learning more about?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
How to use the internet	128 6%	31 10% bde	18 5%	12 7%	6 4%	128 6%	51 7%	44 9% h	92 6%	114 6%	15 10% i
Creating a website	124 6%	7 2%	4 1%	4 2%	1 1%	124 6% abcd	41 5%	27 5%	98 6%	102 6%	16 11% i
Editing digital pictures or digital video	101 5%	10 3%	17 5%	12 7%	5 3%	101 5%	37 5%	34 7% h	67 4%	88 5%	11 7%
Using the internet safely	80 4%	12 4%	9 3%	6 4%	2 2%	80 4%	33 4%	20 4%	65 4%	70 4%	10 7%
How programmes are made	73 4%	7 2%	6 2%	3 2%	3 2%	73 4%	19 3%	16 3%	53 3%	54 3%	14 9% i
How the media is funded	57 3%	7 2%	3 1%	1 1%	1 1%	57 3% bc	23 3%	17 3%	38 2%	44 2%	12 8% i
Setting security controls/ filters to block access to certain websites	50 2%	5 2%	2 1%	1 1%	1 1%	50 2% bc	12 2%	11 2%	40 3%	43 2%	6 4%
How to make TV programmes for the local community	48 2%	2 1%	* *%	* *%	- -%	48 2% abcd	17 2%	7 1%	40 3%	34 2%	11 7% i
How to make radio programmes for local radio	46 2%	3 1%	1 *%	1 1%	- -%	46 2% bd	15 2%	8 2%	37 2%	39 2%	5 4%

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

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

Z7 Which, if any, of these would you be interested in learning more about?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Sending photos using a mobile phone	30 1%	7 2%	6 2%	5 3%	1 1%	30 1%	14 2%	9 2%	21 1%	26 1%	3 2%
Setting security controls/ PIN numbers on your TV	22 1%	3 1%	3 1%	2 1%	1 1%	22 1%	9 1%	7 2%	18 1%	17 1%	4 3%
Setting parental controls on mobile phones	18 1%	1 *%	1 *%	* *%	1 1%	18 1%	3 *%	5 1%	14 1%	17 1%	2 1%
None of these	1554 78%	254 80%	289 86%	143 81%	146 90%	1554 78%	607 79%	376 77%	1229 78%	1433 79%	94 64%
			ae		ace					j	

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

NZ8 In the last 12 months have you made a complaint about any of these?

Base : All adults - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Something you saw on TV that you found harmful or offensive	40 2%	7 2%	9 3%	5 3%	4 3%	40 2%	17 2%	11 2%	26 2%	35 2%	3 2%
Something you saw online that you found harmful or offensive	24 1%	3 1%	- -%	- -%	- -%	24 1% b	5 1%	4 1%	22 1%	23 1%	3 2%
Something that was sent to or accessed on your mobile phone	17 1%	3 1%	1 *%	1 1%	- -%	17 1%	4 1%	6 1%	11 1%	17 1%	- -%
Something you heard on the radio that you found harmful or offensive	6 *%	1 *%	* *%	* *%	- -%	6 *%	2 *%	1 *%	5 *%	6 *%	- -%
None of these	1920 96%	304 96%	327 97%	169 96%	158 97%	1920 96%	746 97%	467 96%	1512 96%	1741 96%	142 96%

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

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

Z9A AGREEMENT WITH STATEMENTS - I consider myself to be involved in the local community

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	462 23%	66 21%	67 20%	29 17%	37 23%	462 23% c	200 26%	132 27% h	351 22%	427 23%	29 20%
Slightly disagree	477 24%	68 21%	87 26%	49 28%	38 23%	477 24%	196 25%	108 22%	385 24%	423 23%	44 30%
TOTAL DISAGREE	939 47%	134 42%	154 46%	78 45%	75 46%	939 47%	396 51%	240 49%	736 47%	850 47%	73 50%
Neither/ nor	289 14%	37 12%	32 9%	15 9%	17 10%	289 14% bc	85 11%	59 12%	239 15%	253 14%	23 16%
Slightly agree	532 27%	94 30%	92 27%	53 30%	39 24%	532 27%	187 24%	118 24%	421 27%	492 27%	34 23%
Strongly agree	239 12%	51 16% e	58 17% e	28 16% e	30 18% e	239 12%	99 13%	69 14%	176 11%	218 12%	17 11%
TOTAL AGREE	771 38% e	145 46% e	150 45% e	82 47% e	68 42%	771 38% e	287 37%	187 38%	597 38%	711 39%	50 34%
Don't know	6 *% *	* *% *	2 *% *	- -% *	2 1% *	6 *% *	4 1% *	2 *% *	3 *% *	6 *% *	- -% *

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

OFCEM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
361**

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

Z9B AGREEMENT WITH STATEMENTS - I consider myself to be involved in political or campaigning issues

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	1218 61%	192 61%	210 62%	101 58%	109 67%	1218 61%	493 64%	308 63%	952 60%	1133 62% j	76 52%
Slightly disagree	432 22%	64 20%	73 22%	40 23%	33 20%	432 22%	167 22%	99 20%	339 22%	373 20%	43 29% i
TOTAL DISAGREE	1649 82%	256 81%	283 84%	141 81%	141 87%	1649 82%	660 85%	408 84%	1291 82%	1506 83%	119 81%
Neither/ nor	183 9%	31 10%	27 8%	17 10%	10 6%	183 9%	60 8%	38 8%	151 10%	160 9%	15 10%
Slightly agree	119 6%	19 6%	16 5%	11 6%	6 3%	119 6%	36 5%	25 5%	93 6%	107 6%	8 6%
Strongly agree	49 2%	10 3%	11 3%	6 3%	5 3%	49 2%	15 2%	15 3%	36 2%	43 2%	4 3%
TOTAL AGREE	168 8%	29 9%	27 8%	16 9%	10 6%	168 8%	51 7%	40 8%	129 8%	149 8%	13 9%
Don't know	4 *%	- -%	1 *%	- -%	1 *%	4 *%	2 *%	1 *%	3 *%	4 *%	- -%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
362**

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

Z9C AGREEMENT WITH STATEMENTS - I encourage and help my friends and family to make more use of technology

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	466 23%	105 33% e	160 47% ace	64 37% e	96 59% abce	466 23%	283 37%	195 40% h	309 20%	448 25% j	16 11%
Slightly disagree	289 14%	57 18% d	56 17%	39 22% de	17 10%	289 14%	124 16%	69 14%	226 14%	258 14%	26 18%
TOTAL DISAGREE	755 38%	162 51% e	216 64% ae	103 59% ae	113 69% ace	755 38%	407 53%	263 54% h	534 34%	706 39% j	42 28%
Neither/ nor	285 14%	45 14%	47 14%	26 15%	21 13%	285 14%	104 14%	68 14%	222 14%	251 14%	27 18%
Slightly agree	571 28%	64 20% bd	48 14%	28 16%	20 12%	571 28% abcd	165 21%	91 19%	485 31% g	516 28%	40 27%
Strongly agree	389 19%	47 15% bd	26 8%	18 10%	9 5%	389 19% abcd	94 12%	64 13%	329 21% g	343 19%	37 25%
TOTAL AGREE	960 48%	111 35% bcd	74 22%	46 26% d	28 17%	960 48% abcd	259 34%	155 32%	815 52% g	858 47%	77 52%
Don't know	4 *%	- -%	1 *%	- -%	1 *%	4 *%	1 *%	- -%	4 *%	3 *%	1 1%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
363**

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

Z9D AGREEMENT WITH STATEMENTS - You can't trust anyone these days

Base : All adults - ADDED AT WAVE 2 2009

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	277 14%	45 14%	54 16%	31 18%	23 14%	277 14%	103 13%	84 17% h	215 14%	263 14%	13 9%
Slightly disagree	478 24%	78 25%	88 26%	43 25%	45 28%	478 24%	158 21%	96 20%	393 25% g	442 24%	26 18%
TOTAL DISAGREE	756 38%	123 39%	142 42%	74 42%	68 42%	756 38%	261 34%	181 37%	608 39%	705 39% j	39 27%
Neither/ nor	538 27%	69 22%	91 27%	51 29% a	40 25%	538 27%	203 26%	119 24%	444 28%	470 26%	52 35% i
Slightly agree	439 22%	86 27% bce	66 20%	29 16%	37 23%	439 22% c	171 22%	107 22%	329 21%	403 22%	31 21%
Strongly agree	262 13%	37 12%	37 11%	21 12%	15 9%	262 13%	133 17%	77 16% h	190 12%	237 13%	22 15%
TOTAL AGREE	701 35%	123 39% bc	103 30%	50 28%	53 32%	701 35% c	304 39%	184 38% h	519 33%	640 35%	52 36%
Don't know	9 *%	2 1%	1 *%	- -%	1 1%	9 *%	3 *%	3 1%	4 *%	5 *%	3 2% i

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

OFCEM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

Z9E AGREEMENT WITH STATEMENTS - If I went to look for a new job tomorrow, I feel I have the right kind of skills to get it

Base : All adults - ADDED AT WAVE 2 2009

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Strongly disagree	204	46	85	35	50	204	159	125	106	196	7
	10%	15%	25%	20%	31%	10%	21%	26%	7%	11%	5%
		e	ae	e	ace			h		j	
Slightly disagree	194	32	35	23	11	194	99	61	137	175	16
	10%	10%	10%	13%	7%	10%	13%	13%	9%	10%	11%
				d				h			
TOTAL DISAGREE	398	78	119	59	61	398	258	186	243	371	24
	20%	25%	35%	33%	37%	20%	33%	38%	15%	20%	16%
		e	ae	ae	ae			h			
Neither/ nor	333	62	90	42	48	333	164	89	254	295	33
	17%	19%	27%	24%	30%	17%	21%	18%	16%	16%	23%
			ae	e	ae						i
Slightly agree	529	63	39	29	10	529	159	90	445	471	44
	26%	20%	12%	16%	6%	26%	21%	19%	28%	26%	30%
		bd		d		abcd			g		
Strongly agree	656	96	51	34	16	656	133	86	571	603	38
	33%	30%	15%	19%	10%	33%	17%	18%	36%	33%	26%
		bcd		d		bcd			g		
TOTAL AGREE	1184	159	89	63	27	1184	292	177	1016	1073	82
	59%	50%	26%	36%	16%	59%	38%	36%	65%	59%	56%
		bcd	d	bd		abcd			g		
Don't know	88	18	39	12	27	88	58	36	62	80	8
	4%	6%	12%	7%	17%	4%	8%	7%	4%	4%	5%
			ace		ace			h			

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

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

Z9E AGREEMENT WITH STATEMENTS - If I went to look for a new job tomorrow, I feel I have the right kind of skills to get it

Base : Those who use the internet at home or elsewhere

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	~d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Strongly disagree	82 6%	19 9%	9 9%	4 6%	** **	82 6%	49 13%	34 15%	48 4%	76 6%	4 4%
		e						h			
Slightly disagree	109 7%	10 5%	10 10%	7 11%	** **	109 7%	46 12%	25 11%	87 7%	95 7%	12 10%
			a	a				h			
TOTAL DISAGREE	191 13%	28 14%	19 19%	12 17%	** **	191 13%	95 24%	60 25%	135 11%	171 13%	16 14%
			e					h			
Neither/ nor	214 14%	40 20%	30 31%	17 25%	** **	214 14%	77 20%	40 17%	170 14%	191 14%	20 17%
		e	ae	e							
Slightly agree	448 30%	43 21%	16 17%	14 20%	** **	448 30%	115 30%	59 25%	395 31%	393 29%	42 36%
						abc					
Strongly agree	587 40%	80 39%	24 25%	21 31%	** **	587 40%	90 23%	67 28%	522 42%	536 40%	36 31%
		b				b			g		
TOTAL AGREE	1035 70%	123 60%	40 42%	35 51%	** **	1035 70%	205 53%	126 54%	917 73%	929 70%	78 68%
		b				abc			g		
Don't know	43 3%	13 6%	7 7%	5 7%	** **	43 3%	12 3%	8 3%	34 3%	42 3%	1 1%
		e	e	e							

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

NZ10A HOW OFTEN DO YOU - Visit your local library

Base : All adults - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Around once a week or more	172	17	29	20	10	172	75	34	139	151	16
	9%	5%	9%	11% a	6%	9% a	10%	7%	9%	8%	11%
Around once a month	271	41	52	29	23	271	95	65	210	249	17
	14%	13%	15%	17%	14%	14%	12%	13%	13%	14%	12%
Around once every three months	156	21	21	14	7	156	45	27	132	135	14
	8%	7%	6%	8%	4%	8%	6%	6%	8% g	7%	10%
Around once every six months	117	7	22	17	5	117	41	17	103	108	5
	6%	2%	6% a	10% ade	3%	6% a	5%	4%	7% g	6%	3%
Less often	322	63	45	23	22	322	118	81	253	286	32
	16%	20% bc	13%	13%	14%	16%	15%	17%	16%	16%	22% i
Never	959	167	167	72	95	959	393	261	732	886	61
	48%	53% c	50% c	41%	58% ce	48% c	51%	54% h	46%	49%	42%
Don't know	7	-	1	-	1	7	5	1	6	4	1
	*%	-%	*%	-%	1%	*%	1%	*%	*%	*%	*%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
367**

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

NZ10C HOW OFTEN DO YOU - Find out about or pay for government or local authority services (such as council tax, car tax, passports and so on) ONLINE - so via email or visiting websites

Base : All adults - ADDED AT WAVE 2 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	~j
Unweighted total	1054	165	221	128	93	1054	442	244	809	966	85
Effective Weighted Sample	774	121	180	107	78	774	317	228	604	701	74
Total	997	157	165	82	83	997	382	223	804	894	79
Around once a week or more	8	1	1	1	**	8	2	1	7	6	**
	1%	*%	*%	1%	**	1%	1%	1%	1%	1%	**
Around once a month	51	8	4	4	**	51	14	11	44	45	**
	5%	5%	3%	5%	**	5%	4%	5%	5%	5%	**
Around once every three months	98	19	8	7	**	98	17	6	93	89	**
	10%	12%	5%	9%	**	10%	5%	3%	12%	10%	**
Around once every six months		b				b			g		
	136	13	6	4	**	136	28	23	112	115	**
	14%	9%	4%	5%	**	14%	7%	10%	14%	13%	**
		b				bc					
Less often	241	31	21	13	**	241	65	35	214	214	**
	24%	20%	13%	15%	**	24%	17%	16%	27%	24%	**
Never						bc			g		
	452	84	122	53	**	452	250	146	325	417	**
	45%	53%	74%	65%	**	45%	65%	65%	40%	47%	**
Don't know			ae	ae				h			
	11	1	2	1	**	11	6	2	10	9	**
	1%	1%	2%	1%	**	1%	2%	1%	1%	1%	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
368**

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

NZ10B HOW OFTEN DO YOU - Find out about or pay for government or local authority services (such as council tax, car tax, passports and so on) by seeing someone in person, making a phone call or writing a letter - so apart from using the internet or by email

Base : All adults - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Around once a week or more	23 1%	2 1%	6 2%	4 2%	3 2%	23 1%	15 2%	13 3% h	13 1%	18 1%	3 2%
Around once a month	164 8%	25 8%	24 7%	15 8%	9 6%	164 8%	70 9%	38 8%	127 8%	144 8%	11 7%
Around once every three months	222 11%	39 12% bd	24 7%	17 10% d	7 4%	222 11% bd	64 8%	40 8%	183 12% g	194 11%	23 16%
Around once every six months	335 17%	57 18% d	45 13%	27 16%	18 11%	335 17%	99 13%	76 16%	263 17%	309 17%	22 15%
Less often	644 32%	108 34%	114 34%	61 35%	53 33%	644 32%	251 32%	154 32%	511 32%	594 33%	41 28%
Never	574 29%	83 26%	113 33% ae	48 28%	64 40% ace	574 29%	252 33%	158 33%	442 28%	523 29%	43 29%
Don't know	43 2%	2 1%	10 3% a	3 2%	8 5% ae	43 2%	20 3%	7 2%	37 2%	37 2%	5 3%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

NZ10C HOW OFTEN DO YOU - Find out about or pay for government or local authority services (such as council tax, car tax, passports and so on) ONLINE - so via email or visiting websites

Base : Those who use the internet at home or elsewhere - ADDED AT WAVE 2 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ ~b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	734	103	65	44	21	734	201	115	618	662	70
Effective Weighted Sample	546	79	56	38	19	546	144	105	466	485	61
Total	742	106	49	31	19	742	196	106	644	657	66
Around once a week or more	8 1%	1 1%	** **	** **	** **	8 1%	2 1%	1 1%	7 1%	6 1%	** **
Around once a month	47 6%	8 7%	** **	** **	** **	47 6%	11 6%	9 8%	41 6%	42 6%	** **
Around once every three months	93 13%	17 16%	** **	** **	** **	93 13%	16 8%	6 5%	88 14%	84 13%	** **
Around once every six months	124 17%	13 12%	** **	** **	** **	124 17%	22 11%	16 15%	109 17%	106 16%	** **
Less often	209 28%	27 26%	** **	** **	** **	209 28%	45 23%	23 22%	191 30%	185 28%	** **
Never	255 34%	39 37%	** **	** **	** **	255 34%	100 51%	50 48%	202 31%	230 35%	** **
Don't know	6 1%	1 1%	** **	** **	** **	6 1%	1 1%	1 1%	5 1%	6 1%	** **

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

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

NZ10B HOW OFTEN DO YOU - Find out about or pay for government or local authority services (such as council tax, car tax, passports and so on) by seeing someone in person, making a phone call or writing a letter - so apart from using the internet or by email

Base : Those who use the internet at home or elsewhere

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	1489	214	134	100	34	1489	417	256	1230	1361	121
Effective Weighted Sample	1106	160	115	86	29	1106	299	235	920	999	106
Total	1483	205	96	69	27	1483	388	234	1257	1333	116
Around once a week or more	16 1%	2 1%	1 1%	1 1%	** **	16 1%	7 2%	7 3% h	11 1%	12 1%	2 2%
Around once a month	121 8%	19 9%	6 6%	6 8%	** **	121 8%	39 10%	23 10%	97 8%	105 8%	9 8%
Around once every three months	181 12%	28 13%	11 11%	9 13%	** **	181 12%	42 11%	25 11%	157 12%	159 12%	18 15%
Around once every six months	264 18%	35 17%	18 19%	13 19%	** **	264 18%	56 14%	45 19%	218 17%	243 18%	17 14%
Less often	475 32%	72 35%	29 30%	22 33%	** **	475 32%	118 30%	70 30%	408 32%	431 32%	34 29%
Never	397 27%	49 24%	30 32%	18 26%	** **	397 27%	117 30%	64 27%	337 27%	358 27%	32 27%
Don't know	29 2%	* *%	1 1%	* 1%	** **	29 2%	8 2%	1 *%	28 2% g	23 2%	5 4%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

C1 Please take a look at the options shown on this card and let me know which applies to you?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	1996	316	336	174	162	1996	768	486	1569	1815	146
Married/ Co-habiting	1203	217	193	120	73	1203	414	249	959	1100	92
	60%	69%	57%	69%	45%	60%	54%	51%	61%	61%	63%
		bde	d	bde		d			g		
Single	491	24	17	9	7	491	174	93	414	420	47
	25%	8%	5%	5%	5%	25%	23%	19%	26%	23%	32%
						abcd			g		i
Widowed, divorced or separated	302	74	127	45	82	302	181	144	197	295	7
	15%	24%	38%	26%	51%	15%	24%	30%	13%	16%	5%
		e	ace	e	abce			h		j	
Refused	8	1	1	1	-	8	4	1	5	5	1
Columns Tested: a,b,c,d,e - g,h - i,j											

Any break column with 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)?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
1	341 17%	64 20%	127 38% ace	43 24% e	84 52% abce	341 17%	187 24%	163 34% h	226 14%	319 18% j	14 10%
2	655 33%	177 56% de	193 57% de	121 69% abde	72 44% e	655 33%	317 41%	187 38% h	476 30%	619 34% j	29 20%
3	420 21%	48 15% bcd	14 4%	7 4%	6 4%	420 21% abcd	129 17%	66 14%	347 22% g	375 21%	32 22%
4	364 18%	22 7% bcd	2 1%	2 1%	- -%	364 18% abcd	76 10%	42 9%	324 21% g	326 18%	29 20%
5-6	198 10%	5 2%	1 *%	1 1%	- -%	198 10% abcd	55 7%	20 4%	180 11% g	160 9%	36 25% i
7-9	16 1%	- -%	* *%	* *%	- -%	16 1%	8 1%	7 1%	11 1%	14 1%	4 2% i
10 or more	10 1%	- -%	1 *%	1 *%	- -%	10 1%	1 *%	1 *%	10 1%	7 *%	3 2% i

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

C3 Do you have any children aged under 16 who live at home with you - where you are their parent or guardian?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	2004	317	337	175	162	2004	772	487	1575	1820	147
None	1274	293	331	170	161	1274	557	394	940	1181	72
	64%	92%	98%	97%	99%	64%	72%	81%	60%	65%	49%
		e	ae	ae	ae			h		j	
1	331	20	5	4	1	331	96	48	280	287	36
	17%	6%	1%	2%	1%	17%	12%	10%	18%	16%	24%
		bcd				abcd			g		i
2	265	4	1	1	-	265	67	22	244	235	23
	13%	1%	*%	1%	-%	13%	9%	5%	15%	13%	16%
						abcd			g		
3	94	-	-	-	-	94	35	11	81	84	9
	5%	-%	-%	-%	-%	5%	4%	2%	5%	5%	6%
						abcd			g		
4	31	-	*	*	-	31	15	10	23	25	6
	2%	-%	*%	*%	-%	2%	2%	2%	1%	1%	4%
						ab					i
5-6	6	-	-	-	-	6	2	2	4	5	1
	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
7-9	1	-	-	-	-	1	1	-	1	1	-
	*%	-%	-%	-%	-%	*%	*%	-%	*%	*%	-%
10 or more	2	-	-	-	-	2	-	-	2	2	-
	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%

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

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

HOUSEHOLD TYPE

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
1 adult	341	64	127	43	84	341	187	163	226	319	14
	17%	20%	38%	24%	52%	17%	24%	34%	14%	18%	10%
			ace	e	abce			h		j	
2 adults	593	165	191	120	71	593	288	173	431	564	25
	30%	52%	57%	68%	44%	30%	37%	35%	27%	31%	17%
		e	de	abde	e			h		j	
3+ adults	341	64	14	7	6	341	83	58	283	298	33
	17%	20%	4%	4%	4%	17%	11%	12%	18%	16%	22%
		bcd				bcd			g		
1 adult & children	120	11	1	-	1	120	67	25	94	107	8
	6%	3%	*%	-%	1%	6%	9%	5%	6%	6%	5%
		bcd				bcd					
2 adults & children	481	5	3	3	-	481	110	43	431	425	40
	24%	1%	1%	1%	-%	24%	14%	9%	27%	23%	27%
						abcd			g		
3+ adults & children	120	8	2	2	-	120	36	24	103	98	28
	6%	2%	1%	1%	-%	6%	5%	5%	7%	5%	19%
		bd				abcd					i
Unknown	8	1	1	1	-	8	2	2	7	8	-
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%

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

Any break column with 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?

Base : Those with children aged under 16 at home

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	~b	~c	~d	e	f	~g	h	i	~j
Significance Level: 95%											
Unweighted total	684	21	9	8	1	684	205	96	588	606	74
Effective Weighted Sample	508	16	8	7	1	508	145	90	437	445	65
Total	730	24	6	5	1	730	215	93	635	639	75
Base for %	715	20	3	3	-	715	206	88	625	626	73
Under 1 year old	83	**	**	**	-	83	21	**	77	68	**
	12%	**	**	**	-%	12%	10%	**	12%	11%	**
1-4 years old	304	**	**	**	-	304	97	**	268	266	**
	43%	**	**	**	-%	43%	47%	**	43%	43%	**
5-7 years old	197	**	**	**	-	197	61	**	175	174	**
	28%	**	**	**	-%	28%	29%	**	28%	28%	**
8-11 years old	227	**	**	**	-	227	70	**	196	204	**
	32%	**	**	**	-%	32%	34%	**	31%	33%	**
12-15 years old	253	**	**	**	-	253	71	**	216	223	**
	35%	**	**	**	-%	35%	35%	**	35%	36%	**
Refused	15	**	**	**	1	15	9	**	9	13	**

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

Any break column with 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 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	1968	311	332	170	162	1968	758	483	1542	1786	145
Husband/ Wife/ Partner	1198	209	186	115	71	1198	408	246	955	1094	90
	61%	67%	56%	67%	44%	61%	54%	51%	62%	61%	62%
		bde	d	bde		d			g		
Child/ children aged 16 and over	257	72	14	8	7	257	87	64	193	237	18
	13%	23%	4%	5%	4%	13%	12%	13%	13%	13%	12%
		bcde				bcd					
Mother/ Stepmother/ Partner of Father	197	7	1	1	-	197	57	21	179	163	26
	10%	2%	*%	1%	-%	10%	7%	4%	12%	9%	18%
		bd				abcd			g		i
Brothers/ Sisters/ Stepbrothers/ Stepsisters	112	3	5	2	3	112	33	15	99	90	16
	6%	1%	1%	1%	2%	6%	4%	3%	6%	5%	11%
						abcd			g		i
Father/ Stepfather/ Partner of Mother	101	-	*	*	-	101	24	12	92	83	14
	5%	-%	*%	*%	-%	5%	3%	3%	6%	5%	10%
						abcd			g		i
Friend/ other person not related to you aged 16 or over	75	9	1	1	-	75	12	8	66	66	6
	4%	3%	*%	1%	-%	4%	2%	2%	4%	4%	4%
		bd				bcd			g		
Other relative aged 16 or over	54	11	11	7	4	54	25	14	38	44	8
	3%	3%	3%	4%	2%	3%	3%	3%	2%	2%	5%
											i
Grandmother	15	1	-	-	-	15	9	2	12	11	4
	1%	*%	-%	-%	-%	1%	1%	*%	1%	1%	3%
											i
Grandfather	2	-	-	-	-	2	-	1	1	1	1
	*%	-%	-%	-%	-%	*%	-%	*%	*%	*%	1%
											i

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

Any break column with 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 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
None - I am the only adult in the household	408	64	127	43	84	408	221	180	276	380	19
	21%	21%	38%	25%	52%	21%	29%	37%	18%	21%	13%
			ace		abce			h		j	
Refused	36	6	5	5	-	36	14	4	33	34	2
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	1999	317	335	174	161	1999	768	487	1571	1817	147
Working full-time (30 hours per week plus)	809	92	7	7	-	809	120	67	739	707	74
	40%	29%	2%	4%	-%	40%	16%	14%	47%	39%	50%
		bcd	d	d		abcd			g		i
Retired	433	124	313	154	159	433	342	243	244	426	8
	22%	39%	93%	88%	99%	22%	45%	50%	16%	23%	5%
		e	ace	ae	abce			h		j	
Working part-time (Under 30 hours per week)	309	61	8	6	2	309	79	46	266	293	17
	15%	19%	2%	3%	1%	15%	10%	10%	17%	16%	12%
		bcd				bcd			g		
Not working	278	34	5	5	-	278	171	93	179	246	29
	14%	11%	1%	3%	-%	14%	22%	19%	11%	14%	20%
		bcd		d		bcd		h			i
In full-time education	99	3	1	1	-	99	12	10	91	81	14
	5%	1%	*%	1%	-%	5%	2%	2%	6%	4%	9%
						abcd			g		i
Looking for work	71	4	*	*	-	71	44	27	51	64	6
	4%	1%	*%	*%	-%	4%	6%	6%	3%	4%	4%
						abcd		h			
Refused	5	-	3	1	1	5	4	-	3	3	-
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCEM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
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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.

C7 At what age did you finish your education?/ At what age do you expect to finish your education?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	1981	313	336	175	161	1981	767	484	1557	1801	145
Aged 16 or under	945	181	245	120	125	945	542	339	648	894	45
	48%	58%	73%	69%	78%	48%	71%	70%	42%	50%	31%
		e	ae	ae	ace			h		j	
Aged 17-18	410	50	46	25	20	410	128	59	359	371	31
	21%	16%	14%	15%	13%	21%	17%	12%	23%	21%	21%
						abcd			g		
Aged 19-20	139	12	10	6	4	139	30	20	123	122	14
	7%	4%	3%	4%	2%	7%	4%	4%	8%	7%	10%
						abcd			g		
Aged 21 or over	475	67	33	22	11	475	63	63	419	405	55
	24%	21%	10%	12%	7%	24%	8%	13%	27%	22%	38%
		bcd				bcd			g		i
Don't know	11	3	2	1	1	11	4	3	8	10	*
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%
Refused	23	4	2	*	1	23	5	3	17	18	2

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
379**

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

NC7A Which of these options best describes how you feel about your ability to read and write?

Base : All adults - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Very confident	1681	276	273	151	122	1681	567	360	1366	1537	113
	84%	87%	81%	86%	75%	84%	73%	74%	87%	84%	77%
		bd		d		d			g	j	
Fairly confident	248	31	45	18	27	248	151	93	169	221	25
	12%	10%	13%	11%	16%	12%	19%	19%	11%	12%	17%
					a			h			
Neither confident nor not confident	34	1	10	3	7	34	25	16	19	30	4
	2%	*%	3%	2%	4%	2%	3%	3%	1%	2%	2%
			a		ae			h			
Not very confident	30	6	7	3	4	30	22	14	17	25	3
	1%	2%	2%	1%	3%	1%	3%	3%	1%	1%	2%
								h			
Not at all confident	7	3	2	-	2	7	5	4	1	5	1
	*%	1%	1%	-%	1%	*%	1%	1%	*%	*%	1%
								h			
Don't know	1	-	-	-	-	1	-	-	1	-	1
	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	1%
											i
Refused	3	1	*	*	-	3	2	-	2	2	-
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
380**

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

NC7B Can you tell me if your annual household income from all sources before tax and other deductions is above or below £11,500?

Base : All adults - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	1699	260	271	138	133	1699	663	408	1331	1530	132
Under £11,500	383	58	108	46	62	383	304	192	216	349	26
	23%	22%	40% ae	33% ae	47% ace	23%	46%	47% h	16%	23%	19%
Above £11,500	1181	192	135	84	51	1181	291	185	1006	1063	91
	70%	74% bcd	50% d	60% bd	39%	70% bcd	44%	45%	76% g	69%	69%
Don't know	135	9	28	8	19	135	68	31	109	118	16
	8%	4%	10% a	6% a	15% ace	8% a	10%	8%	8%	8%	12%
Refused	305	57	67	37	30	305	109	79	244	290	14
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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 Which option applies to your household for the total annual household income from all sources before tax and deductions?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	1274	193	200	108	92	1274	517	328	977	1160	85
Under £11,500	383	58	108	46	**	383	304	192	216	349	**
	30%	30%	54%	43%	**	30%	59%	59%	22%	30%	**
			ace	ae				h			
£11,500 - £17,499	213	25	42	23	**	213	104	49	169	195	**
	17%	13%	21%	21%	**	17%	20%	15%	17%	17%	**
			a	a							
£17,500 - £29,999	287	54	37	27	**	287	73	48	239	262	**
	23%	28%	19%	25%	**	23%	14%	15%	24%	23%	**
		b						g			
£30,000 - £49,999	260	42	10	9	**	260	30	29	233	231	**
	20%	22%	5%	9%	**	20%	6%	9%	24%	20%	**
		bc				bc			g		
£50,000 or over	132	14	2	2	**	132	6	10	120	123	**
	10%	7%	1%	2%	**	10%	1%	3%	12%	11%	**
		bc				bc			g		
Don't know	234	25	33	13	**	234	85	43	193	206	**
Refused	496	99	105	54	**	496	170	116	405	453	**

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
383**

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

NC9A Do you have any long-standing illness, disability or infirmity?

Base : All adults - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes	425	104	164	67	96	425	290	487	-	399	24
	21%	33%	49%	39%	59%	21%	38%	100%	-%	22%	16%
		e	ace	e	abce			h			
No	1575	211	174	108	66	1575	480	-	1575	1418	123
	79%	67%	51%	61%	41%	79%	62%	-%	100%	78%	84%
		bd	d	bd		abcd			g		
Don't know	5	2	-	-	-	5	2	-	-	3	-
	*%	1%	-%	-%	-%	*%	*%	-%	-%	*%	-%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
384**

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

NC9B Does this illness, disability or infirmity limit your activities in any way?

Base : Those with a long standing illness/ disability or infirmity - ADDED AT WAVE 1 2010

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j
Unweighted total	515	121	192	99	93	515	341	515	-	489	25
Effective Weighted Sample	376	87	155	82	79	376	261	478	-	357	22
Total	425	104	164	67	96	425	290	487	-	399	24
Yes	286	71	134	**	**	286	219	343	-	273	**
	67%	69%	82%	**	**	67%	75%	70%	-%	69%	**
			ae								
No	133	32	29	**	**	133	71	139	-	120	**
	31%	31%	18%	**	**	31%	24%	29%	-%	30%	**
		b				b					
Don't know	5	1	1	**	**	5	1	5	-	5	**
	1%	1%	*%	**	**	1%	*%	1%	-%	1%	**

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

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

NC9D Which of these, if any, limit your activities?

Base : Those whose long standing illness/ disability or infirmity limits their activities in any way - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 ~a	65+ b	65-74 ~c	75+ ~d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT ~h	WHITE i	NON-WHITE ~j
Significance Level: 95%											
Unweighted total	364	90	155	77	78	364	260	364	-	351	13
Effective Weighted Sample	264	63	126	65	66	264	201	336	-	254	12
Total	286	71	134	52	82	286	219	343	-	273	12
Base for %	283	71	133	52	81	283	217	339	-	270	12
Cannot walk very far or manage stairs or can only do so with difficulty	109 39%	** **	62 47%	** **	** **	109 39%	98 45%	139 41%	- -%	105 39%	** **
Breathlessness or chest pains	69 24%	** **	36 27%	** **	** **	69 24%	54 25%	82 24%	- -%	65 24%	** **
Poor vision, partial sight or blindness	36 13%	** **	25 19%	** **	** **	36 13%	33 15%	42 12%	- -%	35 13%	** **
Mental health difficulties	30 11%	** **	2 1%	** **	** **	30 11% b	22 10%	35 10%	- -%	27 10%	** **
Poor hearing, partial hearing or deafness	30 11%	** **	28 21% e	** **	** **	30 11%	32 15%	46 14%	- -%	28 10%	** **
Cannot walk at all/ use a wheelchair	12 4%	** **	11 8%	** **	** **	12 4%	16 7%	21 6%	- -%	12 5%	** **
Learning difficulties such as dyslexia, dyspraxia or dyscalculia	8 3%	** **	- -%	** **	** **	8 3% b	5 2%	10 3%	- -%	8 3%	** **
Difficulty in speaking or communicating	5 2%	** **	- -%	** **	** **	5 2%	5 2%	6 2%	- -%	5 2%	** **
Other illnesses/ health problems which limit daily activities	109 38%	** **	39 29%	** **	** **	109 38% b	75 34%	119 35%	- -%	103 38%	** **
Columns Tested: a,b,c,d,e - g,h - i,j											

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

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

NC9D Which of these, if any, limit your activities?

Base : Those whose long standing illness/ disability or infirmity limits their activities in any way - ADDED AT WAVE 1 2010

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		~a	b	~c	~d	e	f	g	~h	i	~j
Significance Level: 95%											
Unweighted total	364	90	155	77	78	364	260	364	-	351	13
Effective Weighted Sample	264	63	126	65	66	264	201	336	-	254	12
Total	286	71	134	52	82	286	219	343	-	273	12
No answer	4	**	1	**	**	4	2	4	-	4	**
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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 Is there a landline phone in your home that can be used to make and receive calls? IF YES: Can this phone be used to make and receive calls?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Can use to make and receive calls	1653	289	323	167	156	1653	597	401	1301	1507	122
	82%	91%	96%	95%	96%	82%	77%	82%	83%	83%	83%
		e	ae	e	ae						
Can receive but not make calls/ incoming only	23	1	5	2	4	23	9	6	20	17	4
	1%	*%	2%	1%	2%	1%	1%	1%	1%	1%	3%
											i
Line not working properly/ needs to be repaired	6	2	-	-	-	6	1	1	5	5	1
	*%	1%	-%	-%	-%	*%	*%	*%	*%	*%	1%
No, do not have landline phone	310	24	9	7	2	310	162	78	240	280	19
	15%	8%	3%	4%	1%	15%	21%	16%	15%	15%	13%
		bd				abcd					
Don't know	12	1	1	-	1	12	2	1	10	11	-
	1%	*%	*%	-%	*%	1%	*%	*%	1%	1%	-%
Columns Tested: a,b,c,d,e - g,h - i,j											

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)

**Table
389**

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

NC13 And which of these options applies to your home?

Base : All adults - ADDED AT WAVE 2 2009

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Being bought on mortgage	709 35%	77 24% bcd	19 6%	14 8%	6 4%	709 35% abcd	101 13%	69 14%	636 40% g	644 35%	53 36%
Owned outright by household	527 26%	166 52% e	224 66% ae	113 64% ae	111 69% ae	527 26%	271 35%	191 39% h	371 24%	504 28% j	22 15%
Rented from Local Authority/Housing Association/Trust	453 23%	56 18%	72 21%	38 22%	33 21%	453 23% a	286 37%	169 35% h	300 19%	404 22%	38 26%
Rented from Private Landlord	275 14%	14 5%	16 5%	9 5%	7 4%	275 14% abcd	101 13%	50 10%	237 15% g	232 13%	32 22% i
Other	21 1%	2 1%	5 1%	1 1%	4 2%	21 1%	9 1%	7 1%	15 1%	20 1%	1 1%
Don't know	19 1%	1 *%	2 1%	1 *%	1 1%	19 1%	5 1%	2 *%	17 1%	16 1%	1 1%

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

OFCOM ADULT MEDIA LITERACY AUDIT - SUBSET 65+, DE, EMG, DISABILITY ONLY - WAVE 1 2010 (21st April to 19th May) AND WAVE 2 2010 (22nd September to 24th October)
**Table
390**

Any break column with 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 Which of these groups best describes you?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Base for %	1997	317	337	175	162	1997	769	486	1569	1820	147
WHITE											
British	1274 64%	211 67%	205 61%	103 59%	102 63%	1274 64%	472 61%	272 56%	1009 64% g	1274 70% j	- -%
English	263 13%	49 16%	64 19% e	36 21% e	28 17%	263 13%	111 14%	74 15%	191 12%	263 14% j	- -%
Scottish	137 7%	20 6%	23 7%	13 7%	10 6%	137 7%	57 7%	58 12% h	104 7%	137 8% j	- -%
Welsh	54 3%	7 2%	27 8% ae	12 7% ae	15 9% ae	54 3%	41 5%	32 6% h	40 3%	54 3% j	- -%
Irish	31 2%	12 4% e	8 2%	4 2%	4 3%	31 2%	20 3%	20 4% h	20 1%	31 2%	- -%
Any other white background	61 3%	5 2%	4 1%	4 3% d	- -%	61 3% bd	12 2%	5 1%	54 3% g	61 3% j	- -%
MIXED											
White and Black Caribbean	14 1%	- -%	- -%	- -%	- -%	14 1%	7 1%	5 1%	9 1%	- -%	9 6% i
White and Black African	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	1 *% i
White and Asian	5 *%	- -%	- -%	- -%	- -%	5 *%	1 *%	- -%	5 *%	- -%	3 2%

Prepared by Saville Rossiter-Base : 01727 899 399

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**Table
390**

Any break column with 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 Which of these groups best describes you?

Base : All adults

	AGE					AGE/SEG	DISABILITY		EMG		
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Any other mixed background	2 *%	1 *%	- -%	- -%	- -%	2 *%	* *%	1 *%	1 *%	- -%	2 1% i
ASIAN AND BRITISH ASIAN											
Indian	30 2%	3 1%	2 1%	2 1%	- -%	30 2%	6 1%	7 1%	25 2%	- -%	33 23% i
Pakistani	26 1%	2 1%	* *%	* *%	- -%	26 1% b	15 2%	3 1%	22 1%	- -%	26 18% i
Bangladeshi	8 *%	2 1%	- -%	- -%	- -%	8 *%	4 1%	- -%	8 1%	- -%	7 5% i
Any other Asian background	10 1%	- -%	2 1%	1 *%	2 1% a	10 1%	4 1%	5 1%	6 *%	- -%	10 7% i
BLACK AND BLACK BRITISH											
Caribbean	32 2%	1 *%	2 *%	* *%	1 1%	32 2%	8 1%	2 1%	29 2% g	- -%	19 13% i
African	29 1%	3 1% b	- -%	- -%	- -%	29 1% bc	4 1%	1 *%	28 2% g	- -%	16 11% i
Any other black background	4 *%	1 *%	- -%	- -%	- -%	4 *%	3 *%	- -%	4 *%	- -%	2 2% i
MIDDLE EAST AND ARABIC ORIGIN											
Middle Eastern, including Arabic origin	1 *%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	3 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.

C13 Which of these groups best describes you?

Base : All adults

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
		a	b	c	d	e	f	g	h	i	j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Iranian	2	-	-	-	-	2	-	-	2	-	2
	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	1% i
CHINESE OR OTHER ETHNIC GROUP											
Chinese	5	-	-	-	-	5	-	1	4	-	4
	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	3% i
Any other background	7	-	-	-	-	7	-	-	7	-	8
	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	6% i
Refused	7	-	-	-	-	7	4	1	5	-	-
Columns Tested: a,b,c,d,e - g,h - i,j											

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

Any break column with 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 We may wish to contact you in the future for research purposes. Would you be willing to be re-contacted?

Base : All adults

	AGE						AGE/SEG	DISABILITY		EMG	
	Total	55-64 a	65+ b	65-74 c	75+ d	All e	65+ OR DE f	REPORTS g	DOES NOT REPORT h	WHITE i	NON-WHITE j
Significance Level: 95%											
Unweighted total	2117	336	434	262	172	2117	881	515	1599	1955	154
Effective Weighted Sample	1559	248	351	220	143	1559	645	478	1187	1426	135
Total	2004	317	337	175	162	2004	772	487	1575	1820	147
Yes	583 29%	90 28%	85 25%	52 30% d	33 21%	583 29% d	223 29%	144 30%	451 29%	541 30%	34 23%
No	1421 71%	227 72%	252 75%	123 70%	129 79% ce	1421 71%	549 71%	342 70%	1124 71%	1278 70%	113 77%

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

Any break column with 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 Can I make a note of your phone number in case we needs to contact you again?

Base : Those willing to be recontacted

		AGE					AGE/SEG	DISABILITY		EMG	
	Total	55-64	65+	65-74	75+	All	65+ OR DE	REPORTS	DOES NOT REPORT	WHITE	NON-WHITE
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	~j
Unweighted total	648	102	113	78	35	648	271	156	491	612	35
Effective Weighted Sample	445	69	93	67	29	445	188	143	337	416	30
Total	583	90	85	52	33	583	223	144	451	541	34
Yes	508	75	77	**	**	508	202	129	389	474	**
	87%	83%	90%	**	**	87%	90%	89%	86%	88%	**
No	75	15	8	**	**	75	22	15	62	67	**
	13%	17%	10%	**	**	13%	10%	11%	14%	12%	**

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