Adults' media use and attitudes

Report 2016

Research Document

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About this document

This report is published as part of our media literacy duties. It provides research that looks at media use, attitudes and understanding, and how these change over time, with a particular focus on those groups that tend not to participate digitally. The report covers TV, radio, mobile, games, and the internet, with a particular focus on the latter.

The report focuses on the current wave of research which was conducted in autumn 2015 and any key changes compared to 2014.

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Overview

The *Adults' Media Use and Attitudes Report* this year highlights shifts in how people are engaging with online content and services, raising a number of important implications.

1   There has been a sizeable increase in the proportion of internet users saying they only use websites or apps that they've used before (42% vs 31% in 2014).
This change is seen across all socio-economic groups and particularly among those aged 25 and over. This may be linked to the growing tendency to use "digital intermediaries" such as Facebook, Google, YouTube and Amazon for much activity. This change in use patterns underlines the growing importance of critical literacy skills. Even as search engines remain the default means of accessing information, levels of understanding remain mixed as to what their results signify, and half of search engine users are unable to correctly identify ads or sponsored links at the top of many results pages.

2   There has been a considerable rise (from 6% in 2014 to 16% in 2015) in the proportion of adults who only use smartphones or tablets to go online, and not a PC/laptop.
In other words, these newer devices are not just supplementing PCs/laptops, but are starting to replace them. This pattern is seen across all ages of adults, across all socio-economic groups and for males and females, but is particularly marked among newer users, young people and those in DE households. This move away from PCs and laptops and towards smartphones and tablets has the potential to make an impact in a number of areas. There are implications for plurality: as people may use fewer sources for their content and services, and prefer to use a small subset of apps or digital intermediaries rather than search for a wider range of material, then discoverability mechanisms become more important. There are also implications for usability, as the size of the device may hamper some types of use e.g. typing longer forms/documents; and online habits, as people's use is more dependent on their data consumption and can diminish considerably as monthly allowances are used up .

3   There is an increasing preference for mobile phones above more traditional media devices.
From 2005 - 2014, adults were most likely to say they would miss their TV set the most. Now mobile phones are the most-missed media device. The smartphone is also the device mostly used for social media and is the preferred device for the majority of online activities.

4   There is increasing polarity between different age groups in terms of communications activity.
Whereas 25 years ago, all age groups shared just two common means of communication – landlines and letters – the landscape is now considerably more varied, and there is a risk that common means of communication that cut across demographics are becoming increasingly rare, with implications for social connectivity and information-sharing.

Executive summary

The *Adults' Media Use and Attitudes Report* provides research that highlights the roles that media fulfil in people's daily lives. The research looks at media use, attitudes and understanding, and how these change over time, with a particular focus on those groups that tend not to participate digitally. The report covers TV, radio, mobile, games, and the internet, with a particular focus on the latter.

Media literacy enables people to have the skills, knowledge and understanding they need to make full use of the opportunities presented both by traditional and by new communications services. Media literacy also helps people to manage content and communications, and protect themselves and their families from the potential risks associated with using these services.

The report also includes results of analysis of the following data sources, in the Annex:

- Adults' television viewing habits: data sourced from BARB, the UK's television measurement panel (2015).

- The frequency with which the web properties most popular among internet users are visited by adults (comScore data, 2015).

Summary of key themes

This year's report shows that:

- There has been a considerable increase in the proportion of adults who *only* use devices other than a PC/laptop (e.g. smartphones and tablets) to go online, indicating that these devices are no longer just supplementing PCs/laptops, but are starting to replace them. This pattern is seen across all ages of adults, across all socio-economic groups and for males and females, but is particularly marked among newer users[1], young people and those in DE households.

- There is an increasing preference for mobile devices over more traditional media devices. While in 2014, adults were most likely to say they would miss their TV set the most, mobile phones are now the most-missed media device. The smartphone is the device mostly used for social media and is the preferred device for the majority of online activities.

- There has been a narrowing in stated use of the internet; evidenced by an eleven percentage point increase in the number of respondents agreeing that they 'only use websites or apps that they've used before' (42% vs 31% in 2014). This change is seen across all socio-economic groups and particularly among those aged 25 and over.

- There continue to be considerable differences in take-up and use of the internet by age group. Almost two-thirds of over-75s, and a third of 65-74s say they do not use the internet at all, compared to 17% of 55-64s and 5% or less for under-55s.

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[1] Newer users are categorised as those who first went online less than five years ago.

- Cognitive skills remain a challenge for many internet users. Half of search engine users (51%) were unable to correctly identify adverts or sponsored links in a results page of a search engine; this was more common among over-65s and those in DE households. And there is a continued lack of understanding around how search engines operate, for a sizeable minority of internet users. Although six in ten (62%) say that, on a results page, some of the websites listed will be accurate and unbiased and some won't be, 18% think that if a website has been listed by a search engine it must be accurate and unbiased. A further 12% say they have not thought about this, and 8% say they do not know. Those aged 25-34 are most likely to give an incorrect response to this question.

- There is a trend among some social media users to make their accounts more private, indicating an increasing level of awareness of privacy issues on social media sites. Two-thirds of Facebook users say they have changed the settings of their Facebook account to make it more private, while two-thirds of Instagram users say the same about their Instagram account. However, over the same period, there has been no change in the extent of internet users' willingness to enter personal details online.

Key findings

Digital media take-up and use

Internet take-up and use

Almost nine in ten UK adults say they use the internet, on any device, in any location - unchanged since 2014
Two-thirds (66%) of adults use the internet both at home and elsewhere, while one in five (18%) use it just at home and 4% use it only outside the home. In total, nearly nine in ten (87%) UK adults say they use the internet, on any device, either at home or elsewhere, in 2015 (vs. 86% in 2014). Just over one in ten (13%) do not use the internet at all, which rises to 65% of those aged 75+, and 33% of 65-74s.

Adults are more likely than in 2014 to *only* use a device other than a computer to go online
Seven in ten (71%) adults go online using a computer (PC/laptop); a decrease of ten percentage points since 2014. At the same time, adults are almost three times as likely to use *only* a device other than a computer to go online (16% in 2015 vs. 6% in 2014). In each demographic group, there has been a year-on-year increase in the proportion that only use devices other than a computer to go online; in particular, two in ten 16-24s and a quarter of DEs. This suggests that other devices (e.g. smartphones and tablets) are starting to take the place of computers for internet use.

Smartphones are replacing computers for internet use
Two-thirds (65%) of all adults use a smartphone to go online; up by four percentage points since 2014. Of those who only use devices other than computers to go online, 78% use a smartphone, while 6% of all adults *only* use a smartphone, and no other device, to go online (up by three percentage points since 2014). Smartphones are the only device used to go online, at home and elsewhere, by a majority of adults.

<u>Volume of internet use</u>

There has been no change in the self-reported volume of internet use per week
UK adults spend an average of 21.6 hours online each week, which is unchanged since 2014. However, younger internet users and ABs have a higher weekly volume of use, compared to all internet users, while those aged 55+ and C2s have a lower weekly volume of use.

Since 2014, internet users are now more likely to say that in most weeks they only use websites or apps that they have used before
One in five (21%) internet users say they use lots of websites or apps that they haven't used before, a decrease of four percentage points since 2014. This rises to three in ten (30%) 16-24s, compared to around one in ten of those aged 65+ (10% for 65-64s and 13% for 75+). Internet users are now more likely to say that in most weeks they *only* use websites or apps that they have used before (42% vs. 31% in 2014).

<u>Media device take-up, use and affinity</u>

Mobiles are now the most-missed media device among all adults
While in 2014, adults were most likely to say they would miss their TV set the most (37% vs. 30% in 2015), mobile phones are now the most missed media device (38% vs. 32% in 2014). However, this is not consistent among all age groups: those aged 55+ still name their TV set as the device they would miss the most.

Smartphones are the preferred device for five out of nine online activities
Internet users are more likely to say that they use a smartphone (rather than any other device) for social media, listening to streamed music, watching short video clips, looking at news websites or apps, and surfing or browsing online. There are three activities which are more likely to be undertaken using a laptop/netbook: buying things online, watching TV programmes or films online on broadcasters' services, and completing government processes.

Mobile phone use has remained relatively stable since 2010 but smartphone use has increased since 2014
Nine in ten adults (90%) use a mobile phone, unchanged since 2010 (91%). Since 2014 there has been a four percentage point increase in the proportion of adults who use a smartphone (70% vs. 66%).

Communication and content creation are the types of activity undertaken at least weekly by the majority of mobile phone users
Unsurprisingly, nearly all (96%) mobile users use their device for communication, while just under six in ten (59%) use it for content creation (which can include taking photos or videos). Those aged 16-24 and 25-34 are more likely than all mobile users to use their for all eight categories at least once a week, while those aged 64-75 and 75+ are less likely to use their device for all eight activities.

Seven in ten adults say they use apps, and the majority use them on smartphones
While seven in ten adults (70%) use any device, the majority use them on smartphones (57%), while 27% use them on tablets, and 21% on laptops or netbooks. There is a clear preference among app users for accessing content through apps rather than browsers, unless they are making transactions or looking at news content, where browser use is more popular.

Digital media activities

<u>Watching video</u>

Just under half of internet users watch video clips online at least weekly
Four in five internet users (78%) have ever watched a short video clip online, with around half (48%) doing so weekly, an increase of nine percentage points since 2014. Watching video clips is most commonly undertaken on a smartphone, particularly among younger adults. Two-thirds (67%) of internet users have ever watched TV programmes or films online through broadcaster services, and just over a third (34%) say they do so at least weekly. Laptops/netbooks are the devices used most often for watching TV or films online.

<u>Listening to audio</u>

Internet users are more likely than in 2014 to listen to radio stations online
Just under half (47%) of internet users ever listen to radio stations online, while 22% do so at least weekly. Year on year, there has been a ten percentage point increase in those who say they ever listen to radio stations online (37% vs. 47%) and a nine percentage point increase in weekly use (22% vs. 13%). In comparison, half (50%) of internet users ever listen to streamed music online and three in ten (29%) do so at least weekly, with over half (56%) of those who ever stream music online using a smartphone to do so.

Over half of mobile phone users have ever listened to music stored on their phone
In 2015, 56% of mobile phone users have ever listened to music stored on their mobile phone, and four in ten (40%) mobile phone users do this at least weekly, both unchanged since 2014. The younger age groups are much more likely to say that they listen to music on their mobile at least weekly (78% of 16-24s and 61% of 25-34s compared to 15% of 55-64s, 2% of 65-74s and 1% of 75+). C1s are more likely than all internet users to listen to music on their phones, while men are more likely than women.

<u>Communicating or participating (including social media)</u>

The majority of internet users send or receive email, use instant messaging and look at social media sites or apps at least weekly
The most popular activities online are sending and receiving email (93%), using instant messaging (78%), looking at social media sites or apps (76%) and uploading or sharing videos or photos (70%). A majority of users do three of the activities at least weekly (sending or receiving email, using instant messaging and looking at social media sites or apps). Year on year, there has been a seven percentage point increase in the proportion of internet users who say they ever upload or share videos or photos (70% vs. 63%), while the proportion who say they do any of the other activities remains unchanged.

Younger age groups are more likely to undertake most of the communication activities
16-24s are more likely than all internet users to undertake six of the seven communication activities (the only exception is sending or receiving email), while over-55s tend to be less likely to undertake all of the activities. ABs and C1s are more likely than all internet users to send or receive email, while C2s and DEs are less likely. Men are more likely than women to send or receive email, but women are more likely to look at social media sites or apps, and to use instant messaging.

More than seven in ten internet users have a social media profile, which are more likely to be on Facebook than any other social media site
More than seven in ten (73%) internet users have a social media profile, unchanged since 2014. More than nine in ten (95%) social media users say they use Facebook, with 43%

saying they *only* use Facebook and 84% saying their main profile in on Facebook. However, there has been a two percentage point decrease since 2014 in the incidence of social media users who have a Facebook profile, while the proportion of social media users who say they have a profile on YouTube, Instagram or Snapchat has increased year on year.

Two-thirds of adults with a profile use social media more than once a day, and they are most likely to do so on a smartphone
Two-thirds (65%) of adults with a social media profile visit any social media site or app more than once a day, unchanged since 2014. This rises to 85% of 16-24s. Just under six in ten (57%) of those who ever go online to look at social media sites or apps say they mostly use a smartphone to do so; an increase of 11 percentage points since 2014. In comparison, two in ten (18%) say they use a laptop for this purpose (29% in 2014) and 16% say they use a tablet (11% in 2014).

Gaming

There has been little change since 2014 in our measures relating to gaming
Four in ten (41%) UK adults play games on any device, unchanged since 2014. Those aged 16-24 are more likely than all adults to play games on five of the six devices, with the only exception being tablets. Those aged 65-74 and 75+ are less likely than all adults to play games on all six devices. While there are no differences by socio-economic group, men are more likely than women to play games on games consoles connected to a TV, and handheld games consoles. And 16-24s and DEs record the highest volumes of weekly game playing (7.4 hours for 16-24s and 7.6 hours for DEs, vs. 5.5 hours for all adults).

Browsing, searching for content and accessing news

Search engines are by far the most popular source when looking for information online, and are the only source used by a majority of internet users
More than nine in ten (92%) internet users said they used search engines when looking for information online, a decrease of three percentage points since 2014. Just under half (48%) said they used websites with user reviews such as Amazon; an increase of nine percentage points since 2014. And fewer internet users said they used Wikipedia when looking for information online (44% vs. 54% in 2014). Where there are variations by demographic from the average internet user, 16-24s, 25-34s and ABs tend to be more likely to use any of the sources when looking for information online, whereas 55-64s, 65-74s, over-75s, C2s and DEs tend to be less likely. Men are more likely than women to use Wikipedia or YouTube, and to read reviews by critics/journalists in articles in the wider media. Search engines are the only online source that a majority of internet users consider to be 'very important' for finding information.

Reading online reviews is more popular than posting online comments
While more than three-quarters of internet users (78%) ever read reviews, only four in ten (39%) have ever written them. For each age and socio-economic group, reading online reviews is more likely than writing them. The incidence of reading and writing online reviews is unchanged since 2014.

Transacting

The majority of internet users say they have ever bought things, banked or paid bills online
Just over eight in ten (82%) internet users say they have ever bought something online, while almost seven in ten (67%) say they have ever banked or paid bills online. Four in ten (40%) say they bank and pay bills online at least weekly, compared to 30% who buy online at least weekly. There has been no change since 2014 in the incidence of ever having

conducted a transaction online. Laptops are the device 'mostly' used for buying things online; 37% adults who have ever bought something online say they have used this device. But smartphones are as likely as laptops to be used for online banking (both 32%). Among all adults who go online and who ever bank or pay bills online, 16-24s, 25-34s and DEs are all more likely than to use a smartphone for this purpose.

Accessing public or civic services

Internet users are more likely than in 2014 to say they go online to find out about news/ events in their local area, or to sign online petitions
Nearly three-quarters (73%) of internet users ever go online to find out about news/events in their local area; an increase of four percentage points since 2014. The percentage of internet users who say they have signed an online petition has also increased: from 35% in 2014 to 39% in 2015. Looking at political or campaigning websites has decreased by seven percentage points year on year.

16-24s, 65-74s, over-75s and DEs are less likely to access public or civic services online
Where there are demographic differences compared to the average, 16-24s, over-55s, C2s and DEs tend to be less likely to go online to access various public or civic services, while 25-54s and ABs are more likely to do so. For example, just over half of 16-24s (54%) and 65-74s (55%) and less than four in ten over-75s (37%) go online to look for public service information, compared to more than three-quarters of 25-34s (77%), 35-44s (79%) and 45-54s (76%).

A third of internet users have never completed any government processes online
The reasons for not carrying out government processes online are varied: a quarter (26%) say they don't complete government processes online because they prefer to fill in a form or use post. A similar proportion (22%) say they prefer to make a phone call, while 19% say they don't need to complete these government processes, and 18% prefer to talk to someone in person.

Media attitudes and critical understanding

Media concerns

Concerns about media are mostly unchanged since 2014, although concerns about mobile phones have increased
Mobile phone users are more likely than in 2014 to be concerned about mobile phones (28% vs. 24%). Half (49%) of internet users say they are concerned about what is on the internet, while 49% of those with a TV in the household have concerns about what is on television. Three in ten (30%) app users have concerns about apps, while 25% of adults who play games are concerned about gaming.

Media funding

Adults are more likely than in 2014 to be aware of how the BBC website is mainly funded
Eight in ten (79%) adults are aware of the main source of funding for BBC television programmes, unchanged since 2014. Similarly, 74% of adults gave the correct response when asked how commercial TV programmes are funded, on a par with 2014. Just over six in ten (63%) gave the correct response when asked how the BBC website was mainly funded, up by seven percentage points since 2014. There has been no change in the proportion of people who gave the correct response when asked how search engines are funded (46% in 2015 vs. 45% in 2014).

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Media regulation

Nine in ten adults are aware of TV regulation, the same as in 2014
In 2015, 89% of adults were aware that TV programmes are regulated, unchanged since 2014. This compares to 60% of adults who are aware that the content of computer games and online games is regulated. One in ten adults (11%) say that 'all' of what can be seen and read online is regulated, while 20% say 'most of it' is regulated and 44% say 'some' of it is. Less than one in ten (6%) say that none of what can be seen or read online is regulated.

Younger age groups and DEs are more likely to agree strongly that they should be free to say and do what they want online
While the majority of internet users agree (52% strongly, 26% slightly) that the internet needs to be regulated in terms of what can be shown and written online, 17% of internet users agree strongly that *they* should be free to say and do what they want online, and this rises to 23% for 16-24s, 25-34s and DEs.

Confidence in using the internet

More internet users now say they are confident in doing creative activities online, finding information they want online and staying safe online
Six in ten internet users (59%) say they are 'very confident' as an internet user, the same as in 2014. However, when internet users were asked to say how confident they were in using the internet to do creative things (like making blogs, sharing photos online or uploading short videos), 41% said they were 'very confident', an increase of seven percentage points year on year. Users were also more likely to say they were 'very confident' that they could find the information they wanted online (66% vs. 61%) and that they could stay safe online (48% vs. 42%).

Understanding search engine results

One in five users think that if a website is listed on a search engine results page, it must contain accurate and unbiased information
When asked about the links to websites that appear on a search engine's results pages, one in five search engine users (18%) say that if a website is listed by the search engine, it must be accurate/unbiased. The proportion of search engine users saying this has decreased since 2014 (18% vs. 23%), and this response is more likely to be given by 25-34s (25% vs. 18%). A majority (62%) of search engine users said that 'some of the websites returned will be accurate or unbiased while others will not be'. Just over one in ten (12%) say that they 'don't really think about whether to trust a site, and just use those they like the look of'.

Half of search engine users could not identify sponsored links in search engine results
When shown sponsored links on a search engine's results page, one in five (23%) said they were 'the best results/ the most relevant results'; 20% said they were 'the most popular results used by other people', and 12% said they were unsure. Compared to all adults, over-65s are more likely to say they are unsure. Over-65s and those in DE households are less likely to recognise the results as advertising, while ABs are more likely than all adults. Men are more likely than women to correctly identify the links as advertising (64% vs. 57%).

Online privacy

There has been no change since 2014 in the extent of internet users' willingness to enter personal details online
Two-thirds of adults, or more, say they are happy to provide various types of personal information online, or would do so despite having security concerns about it. Of the five

types of information we asked about, internet users are least relaxed about entering their credit or debit card payment details online. Since 2014, more users say they would never provide their home address details because of security concerns (21% vs. 17%).

Facebook and Instagram users are more likely than in 2014 to say they have made their profiles more private
Two-thirds (67%) of Facebook users said they had changed the settings of their Facebook account to make it more private; an increase of seven percentage points since 2014. The proportion of Instagram users who say they have made their account more private has risen by 11 percentage points (from 55% in 2014 to 66% in 2015).

One in four internet users give inaccurate or false details online to protect their personal identity, and the majority give as little personal information as possible
A quarter (25%) of internet users agree (either strongly or slightly) that they have ever given inaccurate or false details on some websites to protect their personal identity online. This is more likely among 25-34s (34%) and less likely among 65-74s (9%), over-75s (9%) and C2s (17%). More than eight in ten (82%) say they agree (either strongly or slightly) that they tend to give the minimum amount of personal information required online, with 60% agreeing strongly.

Online safety and security

Nearly half of all internet users say they are very confident in staying safe online, and the majority of home internet users have some security measures in place
Just under half (48%) of internet users were 'very confident' in staying safe online, while a further 35% said they were 'fairly confident'. Anti-virus software (74%) and firewalls (56%) are the most likely measures to be in place, unchanged since 2014.

Two in three internet users say they have experienced a negative online event in the past 12 months
Across all of the 'negative online events' asked about, two in three (65%) internet users had had any experience of them in the past 12 months. A negative experience is more likely among users aged 25-34 (73%) and ABs (73%), and less likely among over-65s (50% for 65-74s and 33% for 75+) and DEs (54%). One in eight internet users say they have seen something online that they considered nasty or offensive; this is more likely than in 2014 (13% vs. 10%).

Newer, narrow and non-users of the internet

Newer internet users

Just over one in ten who go online are 'newer' internet users
Across all UK adult internet users, just over one in ten (12%) are newer users[2], unchanged since 2014. Newer users have a lower estimated weekly volume of use than established users (12.4 hours vs. 23.5 hours) and are less likely to use a computer to go online. However, newer users are more likely to only use devices other than a computer to go online (39% vs. 15% for more established users).

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[2] Newer users are categorised as those who first went online less than five years ago.

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Newer users are more likely to use only those sites they've used before, and tend to be less confident in their use of the internet

The majority of newer users (65%) say they only use websites or apps that they've used before, compared to 39% of established users. Perhaps related to this, newer users are less likely than established users to say they are 'very confident' in all aspects of internet use.

Newer users are less likely than established users to make a judgement about whether a site is secure

Six in ten (62%) newer users would make a judgement about the security of a site before entering personal details, which is less than among established users (81%). However, newer users are more likely than established users not to trust any site to be secure (10% vs. 4%). In addition, awareness and use of online security measures/safety features are lower among newer internet users, perhaps linked to their tendency to stay with familiar websites or apps.

Newer users are less likely to have concerns about what is on the internet

Four in ten (41%) newer users have any concerns about what is on the internet, compared to half (51%) of more established users. This may be because a higher proportion of newer users believe that everything that can be seen or read online is regulated (18% vs. 11% of established users).

Narrow internet users

Older adults, DEs and newer users are more likely to be 'narrow' users

Narrow users[3] account for 11% of all internet users, unchanged since 2014. The incidence of narrow internet use is higher among 55-64s (23%), over-65s (36%), DEs (18%) and newer users (31%). Compared to all internet users, narrow users are less confident internet users, less likely to use search engines and to understand how they operate, and less likely to be able to correctly identify paid-for content/ advertising that appears in search results.

Narrow users are more likely to say they would never share personal information online

Narrow users are more likely not to trust websites to be secure (17% vs. 5% of all internet users) and less likely to say they would make a judgement about a website (51% vs. 78%). They are more likely to say they would never share personal information online. Awareness and use of online security measures/ safety features is lower among narrow internet users, although narrow users are as likely as all internet users to have concerns about what is on the internet.

Non-internet users

Thirteen per cent of adults are non-users of the internet

Thirteen per cent of adults in the UK do not use the internet. Just under six in ten (58%) of all non-users are aged 65 and over, and more than two in five (42%) are in DE households. However, a third (33%) of non-users have asked someone else to use the internet on their behalf in the past 12 months, unchanged since 2014. Non-users aged 16-64 are more likely than those aged 65+ to say they have made a proxy use of the internet in this way.

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[3] In order to assess breadth of use of the internet, 33 of the 35 individual internet activities referenced in 2015 have been grouped into 18 types of online use. Internet users have been categorised as narrow, medium or broad users of the internet, depending on how many of these 18 types of activity they ever do. 'Narrow' users are those who carry out one to six of the 18 types of activity, medium users ever carry out seven to ten types, and broad users carry out 11-18 types.

One in ten non-users say they will start to go online in the next 12 months
Nine per cent of non-users say they will go online in the next year, while 80% say they will not become an internet user and 10% are unsure. When asked what they considered the main advantages of being online, 42% of non-users stated at least one advantage. The most popular response was 'finding information quickly' (25%). However, 49% of non-users say that for them, there are no advantages in being online.

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Introduction

3.1   Ofcom's duties

The promotion of media literacy is a responsibility placed on Ofcom by Section 11 of the Communications Act 2003. Under Section 14 (6a) of the Act we have a duty to make arrangements for the carrying out of research into the matters mentioned in Section 11 (1). What is media literacy?

Media literacy enables people to have the skills, knowledge and understanding they need to make full use of the opportunities presented by communications services. Media literacy also helps people to manage content and communications, and to protect themselves and their families from the potential risks associated with using these services.

Ofcom's definition of media literacy is:

"The ability to use, understand and create media and communications in a variety of contexts".

The objectives of this research are:

- To provide a rich picture of the different elements of media literacy across the internet, television, radio, games and mobile phones.

- To identify emerging issues and skills gaps that help to target stakeholders' resources for the promotion of media literacy.

3.2   Research methodology and analysis

This report is designed to give a detailed but accessible overview of media literacy among adults aged 16 and over, with demographic analysis by age, gender and socio-economic group.

It draws on the data from the latest wave of the *Adults' Media Literacy Tracker* with adults aged 16 and over. The 2015 quantitative survey was conducted by Saville Rossiter-Base among 1,841 adults in-home using a CAPI (Computer Aided Personal Interviews) methodology between September and October 2015.

In this report comparisons are made between the 2015 data and the previous wave of research from 2014. In addition, trends are shown from previous waves of research in the charts for reference.

All previous reports can be found at www.ofcom.org.uk/medialiteracyresearch and the sample sizes and fieldwork periods are detailed as follows:

Report Published	Sample size Adults aged 16+	Fieldwork months (Year that data is reported on)
2014	1,642	1 wave: Oct-Nov **2013**
2013	1,805	1 wave Sep-Nov **2012**
2010	1,824	2 waves: Apr-May & Sep-Oct **2009**
2005	3,244	1 wave: Jun-Aug **2005**

Significance testing

Significance testing at the 95% confidence level was carried out, and any findings detailed in this report have been found to be significant to a 95% confidence level. This means that where findings are commented on, there is only a 5% or smaller probability that the difference between the samples is by chance.

Statistically significant findings between 2014 and 2015 are indicated by arrows in the figures in the report. In addition to reporting on differences over time, we look at adults in the different age groups and socio-economic groups, and compare these to all adults interviewed in 2015, to see if there are any significant differences within these sub-groups. We also report on differences between men and women.

Take-up figures

The take-up figures in this report give useful information to contextualise people's media literacy-related behaviour and attitudes. Official all-UK Ofcom take-up figures, based on a larger survey, can be found in the annual CMR (*Communications Market Report*) published each summer. The latest publication can be found here:
http://stakeholders.ofcom.org.uk/market-data-research/market-data/communications-market-reports/cmr15/

Digital media take-up and use

4.1 Section overview

This section looks at UK adults' access to, and personal use of, media devices in their home and elsewhere. It focuses on the devices used to go online, both at an overall level and by location, and then details volume of internet use. This is followed by a summary of activities undertaken online (this is expanded upon at category level in Section 5).

One of the core benefits of our media literacy tracker is its ability to show how different media (not just the internet) compare to each other in levels of consumption and use over time. Therefore, this section documents mobile phone use (smartphones in particular) at an overall level, and summarises the activities undertaken. It explores app use on app-enabled devices, and device preference for various online activities. Finally, it assesses which media/ devices are being used, and which devices adults would miss the most.

4.2 Key findings

- Compared to 2014, the overall incidence of internet use (on any type of device, in any location) among adults aged 16 and over is unchanged, at 87%.

- Use of a computer to go online has decreased since 2014 among all adults by ten percentage points (from 81% to 71%). This decrease is evident across several groups: adults aged 25-34,35-44 and 45-54 and those in the C1, C2 and DE socio-economic groups, and both men and women. At the same time, use of smartphones (65% vs. 61%), tablets (45% vs. 39%) and smart TVs (14% vs. 8%) to go online has increased.

- In previous years, use of these devices tended to supplement computer use, but for the first time it is starting to replace it. One in six (16%) of all adults now *only* use devices other than a computer to go online; an increase of ten percentage points since 2014 (from 6%). This incidence rises to one in four (24%) among DEs. This increase since 2014 is seen across all adult age groups, all socio-economic groups and for males and females.

- There has been no change in the self-reported volume of internet use per week, with UK adults spending on average 21.6 hours online. Internet users are now more likely to say that in most weeks they only use websites or apps that they have used before (42% vs. 31% in 2014).

- Mobile phone use has remained relatively stable since 2010, (91% in 2010 vs. 90% in 2015). However, mobile phones are now the most-missed device among all adults (38%) with this incidence rising to six in ten for 16-24s (64%) and 25-34s (61%).

- Seven in ten (70%) adults now use a smartphone; this is more likely than in 2014 (66%). Smartphones continue to influence how people go online, both at home and elsewhere. Six in ten adults use a smartphone to go online at home and to go online outside the home (both 59%). This is the only device used to go online in both locations by a majority of adults. Smartphones are also the device mostly used for social media.

- Seven in ten adults say they use apps (70%), with more than half using apps on a smartphone (57%). There is a clear preference among app users for accessing content through apps rather than browsers, for various types of content, unless they are making transactions or looking at news content, where browser use tends to prevail.

- TV sets are used by more than nine in ten adults (93%), but are no longer the most-missed device. In 2015, three in ten adults (30%) said they would miss a TV set the most, compared to 37% in 2014. This is likely to be the most-missed device among over-55s.

4.3   Internet take-up and use

Internet use, by location and device

Close to nine in ten use the internet anywhere, on any device.

As shown in Figure 1, two-thirds of adults (66%) use the internet both at home and elsewhere; around one in five (18%) use it at home but not elsewhere, and 4% only do so in places outside the home. Overall, in 2015 close to nine in ten (87%) of all UK adults said they used the internet (on any device), either at home or elsewhere.

While there has been no change in the overall proportion of adults who go online (87% vs. 86% in 2014), adults are more likely in 2015 to go online only outside the home (4% vs. 2%).

Figure 1: Where the internet is used by UK adults: 2005-2015

Derived from several questions - IN1/ IN2/ IN3 (See questionnaire)
Base: All adults aged 16+ (1841 in 2015).
Arrows show significant changes (95% level) between 2014 and 2015

Two-thirds of over-75s and a third of 65-74 year olds do not use the internet at all

As shown in Figure 2, those aged under 55 are more likely than all adults (66%) to use the internet both at home and elsewhere (89% of 16-24s, 87% of 25-34s, 76% of 35-44s and 78% of 45-54s). Use of the internet at home and elsewhere is less likely among 55-64s (51%) and 65-74s (28%) and over-75s (10%), with 55-64s (30%) and 65-74s (38%) more likely to say they use the internet only at home.

Those aged 16-24 (5%) and 25-34s (7%) are less likely than all adults (18%), to go online only at home. Over-65s are more likely than all adults (13%) to say that they do not use the internet on any device in any location (33% for 65-74 and 65% for over-75s). Adults aged 75 and over are also less likely to say they only go online outside the home (1% vs. 4%).

Compared to all adults (66%), those in the AB (79%) and C1 (74%) socio-economic groups are more likely to use the internet both at home and elsewhere, while C2s (54%) and DEs (52%) are less likely. One in five C2s (20%) and DEs (22%) don't use the internet at all, compared to less than one in ten AB (5%) and C1 (8%) adults. Compared to all adults (4%), those in DE households are more likely to only go online outside the home (6% vs. 4%).

There are no differences in location of internet use by gender.

There has been no change since 2014 in the overall incidence of going online on any device in any location for any of the seven age groups, or by socio-economic group or gender.

Figure 2: Where the internet is used by UK adults, by demographic group
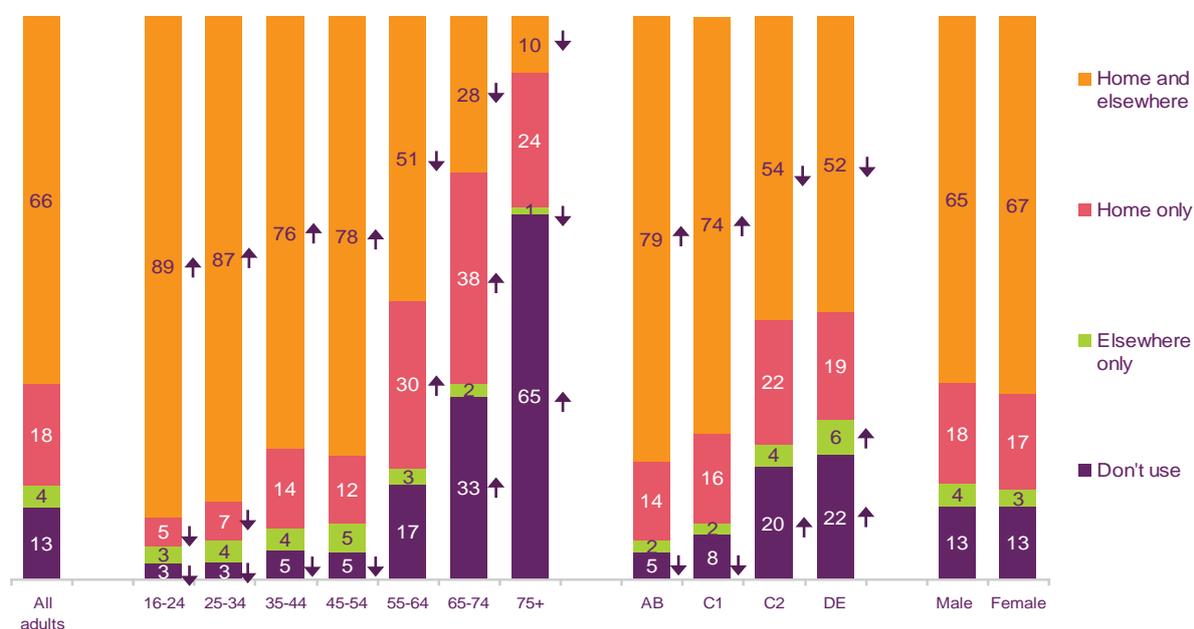
Derived from several questions - IN1/ IN2/ IN3 (See questionnaire)
Base: All adults aged 16+ (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+, 404 A B, 544 C1, 403 C2, 490 DE, 900 male, 941 female).
Arrows show significant differences (95% level) for age / socio-economic group compared to all adults

Adults are less likely than in 2014 to go online using computers and more likely to use smartphones and tablets

In addition to asking adults about their use of the internet via a computer at home (desktop, laptop or netbook), since 2009 we have asked about using various alternative devices to go online. These devices are:

- smartphone;

- tablet (such as an iPad or Kindle Fire, included since 2010);

- games console or hand-held games player;

- smart TV (included since 2013);

- e-book reader (such as a standard Kindle, included since 2012);

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- digital video recorder/ DVR (such as Sky+ HD, TiVo, added in 2015);

- streaming media player (such as Apple TV, Now TV, Amazon Fire, Chromecast or Roku , added in 2015);

- portable media player (such as an iPod Touch); and

- wearable technology (such as a smartwatch) - amended in 2015[4].

As shown in Figure 3, 71% of UK adults say they go online at home or elsewhere using a computer[5]. 65% of adults use a smartphone to go online, while 45% use a tablet. One in seven go online on either a fixed or portable games console (15%) or a smart TV (14%) with each of the other internet-enabled devices being used by around one in ten or fewer adults.

Since 2014, adults are less likely to go online using a computer (71% vs. 81% in 2014) and are more likely to use a smartphone (65% vs. 61%), a tablet (45% vs. 39%) or a smart TV (14% vs. 8%).

Figure 3: Devices used to go online: 2010-2015
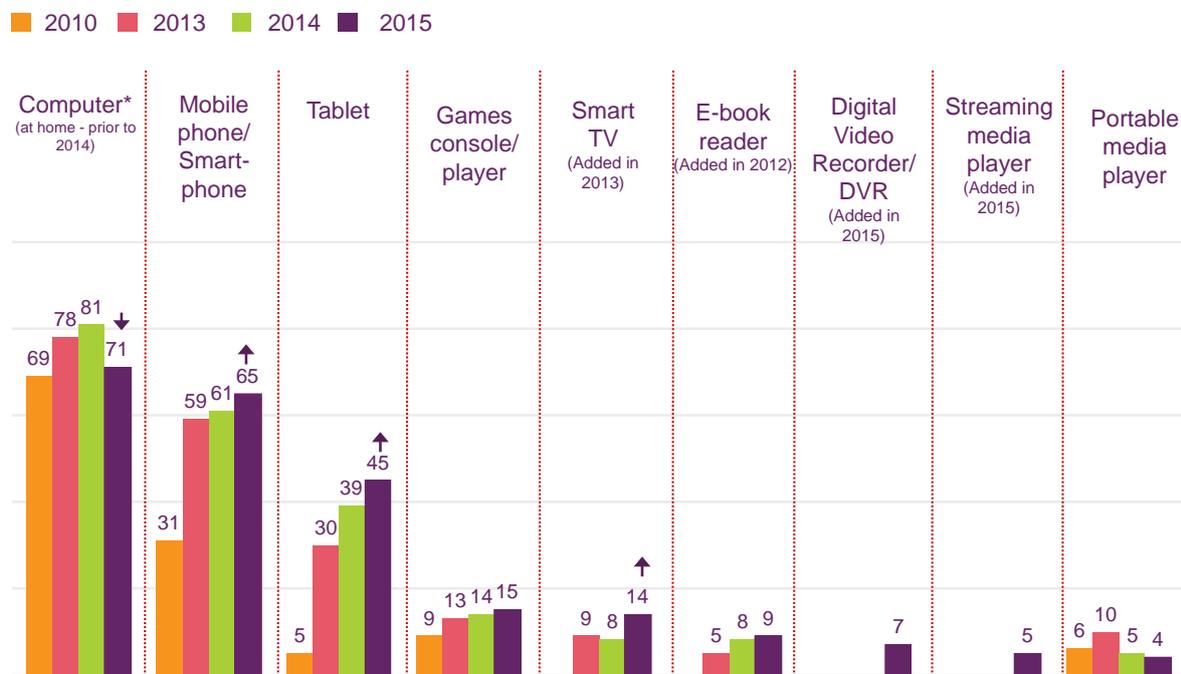
Derived from several questions - IN1/ IN2/ IN3 (See questionnaire)
Base: All adults aged 16+ (1841 in 2015).
Arrows show significant changes (95% level) between 2014 and 2015

As shown in Figure 4, use of any device to go online in any location is unchanged since 2014 (87% vs. 86% in 2014). Three in four adults (74%) use a device other than a computer (desktop/ laptop/ netbook) to go online; an increase of five percentage points since 2014 (69%).

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[4] In 2014, the definition provided to respondents was 'wearable technology like a smartwatch (e.g. Pebble, Samsung, Sony etc) or Google Glass. In 2015 the definition was amended to no longer reference Google Glass so 'wearable technology like a smartwatch (such as Apple Watch). Although not shown in Figure 3 in 2014 2% of adults said they went online using wearable technology, as did 1% of adults in 2015

[5] Before 2014, use of a computer to go online was only based on use within the home and not elsewhere. Although not shown in the chart, in 2014 the figure for use of a computer to go online at home was 77%, and 68% in 2015.

Sixteen per cent of UK adults now use one of these alternative devices, and do not use a computer to go online; a ten percentage point increase since 2014 (6%).

Figure 4: Use of alternative devices to go online: 2010- 2015
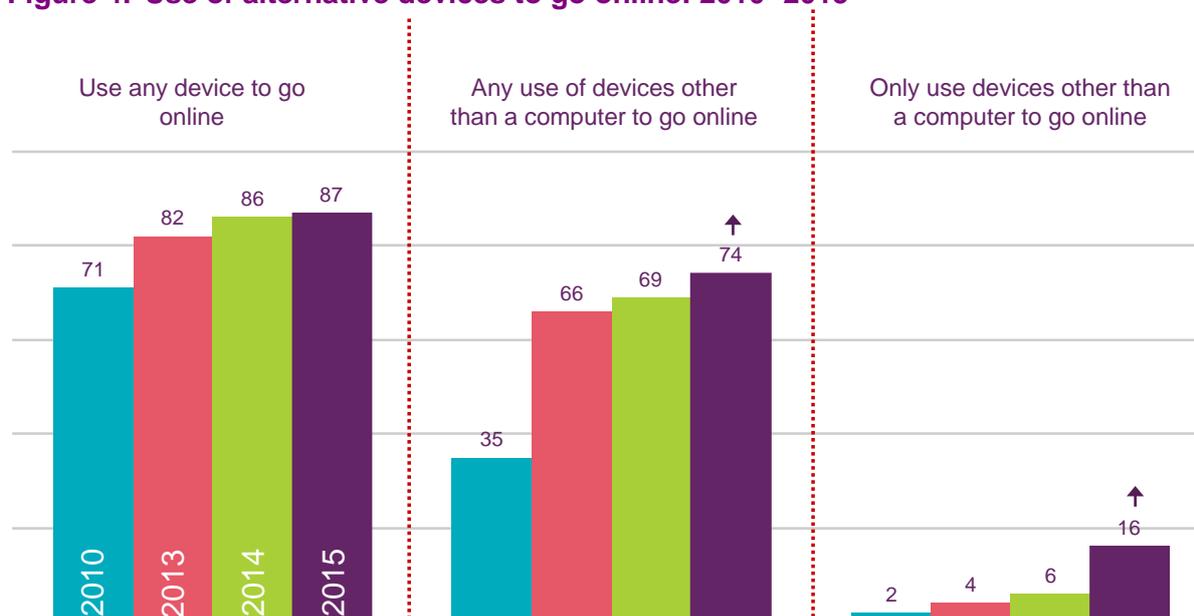
| Use any device to go online | Any use of devices other than a computer to go online | Only use devices other than a computer to go online |

Only using devices other than a computer to go online has increased since 2014, across all age groups.

Figure 5 and Figure 6 show the devices that can be used to go online, and that adults were asked about in 2015. Figure 5 breaks this out by age, and Figure 6 by socio-economic group and gender.

The significance testing shown in both these charts (indicated by the dotted arrows) shows any increases or decreases between 2014 and 2015 among the subgroups shown, where it is possible to make a comparison[6].

Before looking at these trends over time, by type of device, it is worth noting that in 2015, adults aged 16-24 (97%), 25-34 (97%), 35-44 (95%) and 45-54 (95%) were more likely than all adults (87%) to go online on any type of device in any location.

For every device shown in Figure 5, use is lower for 65-74s and over-75s compared to all adults. Those aged 25-34 are more likely to use a computer (78% vs. 71%) or an e-book reader (14% vs. 9%) to go online. Use of a smartphone is more likely among adults aged under 55 (91% for 16-24s, 90% for 25-34s, 78% for 35-44s and 74% for 45-54s).

Tablet use is higher among 35-44s (57% vs. 45%) while use of a games console (either connected to a TV or portable) is higher for 16-24s (56%) and 25-34s (28%). Wearable tech is more likely to be used to go online by adults aged 45-54 (3% vs. 1%).

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[6] Digital video recorders (DVRs) and streaming media players were included for the first time in 2015, so it is not possible to show any changes in use of these devices since 2014

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Only using a device other than a computer to go online is less likely for 55-64s (11%), 65-74s (9%) and over-75s (7%).

As shown by the significance testing in Figure 5, the overall growth or decline in the use of some devices to go online since 2014, among all adults, can be attributed to specific age groups:

- The overall decrease in use of a computer to go online (71% from 81%) is due to a decrease among 25-34s (78% from 89%), 35-44s (74% from 92%) and 45-54s (77% from 89%).

- The increase in use of a smartphone (65% from 61%) is attributable to higher use among 16-24s (91% from 81% in 2014).

- Use of a smart TV to go online has increased among 16-24s (17% from 10%), 25-34s (18% from 11%), 45-54s (15% from 8%) and 55-64s (14% from 2%).

- The increase in use of any alternative devices (those other than a computer) to go online is attributable to an increase among 16-24s (94% vs. 86%) and 55-64s (62% vs. 50%).

- The overall increase in only using a device other than a computer to go online is seen across each of the seven adult age groups.

Figure 5: Devices used to go online at home or elsewhere, by age of user

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1841	246	263	300	279	277	223	253
Computer	71% ↓	77%	78% ↓	74% ↓	77% ↓	73%	58%	28%
Smartphone	65% ↑	91% ↑	90%	78%	74%	46%	21%	6%
Tablet	45% ↑	49%	51%	57%	50%	38%	26%	14%
Games console	15%	32%	28%	17%	13%	6%	1%	0%
Smart TV	14% ↑	17% ↑	18% ↑	15%	15% ↑	14% ↑	5%	1%
E-book reader	9%	7%	14% ↑	10%	11%	9%	5%	2%
DVR/ Digital Video Recorder (added in 2015)	7%	8%	9%	8%	7%	10%	3%	1%
Streaming media player (added in 2015)	5%	6%	6%	7%	6%	4%	0%	0%
Portable media player	4%	7%	5%	5%	5%	4%	0% ↓	0%
Wearable tech	1% ↓	0%	1% ↓	2%	3%	0%	0%	0%
Use any device to go online in any location	87%	97%	97%	95%	95%	83%	67%	35%
Use of devices other than a computer to go online	74% ↑	94% ↑	94%	87%	82%	62% ↑	41%	17%
Only use devices other than a computer to go online	16% ↑	20% ↑	19% ↑	20% ↑	17% ↑	11% ↑	9% ↑	7% ↑

Derived from several questions - IN1/ IN2/ IN3 (See questionnaire)
Base: All adults aged 16+ (1841 in 2015).
Dotted arrows show significant changes (95% level) between 2014 and 2015

Adults in the DE socio-economic group are nearly four times as likely to use only an alternative device to go online, compared to those in AB households.

There are differences by socio-economic group in terms of the devices used to go online. Compared to all adults, eight in ten of the devices are more likely to be used by AB adults to go online, with the same eight devices less likely to be used by those in DE households. The two exceptions, where use does not vary by socio-economic group, are games consoles/ players and wearable tech.

Compared to all adults (74%), those in AB households are more likely to use any alternative device to a computer to go online (83%) while DEs are less likely (64%). However, DE adults are more likely to use *only* devices other than a computer to go online (24% vs. 16% for all adults), while AB adults are less likely (7% vs. 16%).

While men are as likely as women to go online using any device (both 87%), they are more likely to go online using six particular devices: a computer (75% vs. 68%), a games console or player (18% vs. 13%), a smart TV (16% vs. 11%), a DVR (10% vs. 5%), a streaming media player (6% vs. 4%) and wearable tech (2% vs. 0%). Women are more likely than men to go online via a smartphone (67% vs. 62%), to use devices other than a computer to go online (77% vs. 72%) and to use *only* devices other than a computer to go online (19% vs. 12%).

As shown by the significance testing in Figure 6, the overall growth or decline since 2014 in the use of some devices to go online, among all adults, can be attributed to particular subgroups:

- The overall decline in use of a computer to go online is attributable to a decrease among C1s (76% vs. 86% in 2014), C2s (63% vs. 78%), DEs (54% vs. 65%), men (75% vs. 81%), and women (68% vs 80% in 2014).

- The increase since 2014 in use of a smartphone is due specifically to increases among DEs (56% vs. 48%) and women (67% vs. 61%).

- The increase in use of a tablet is also evident among C1s (52% vs. 42%) and women (46% vs. 39%).

- The increase in use of a smart TV to go online is seen among ABs (21% vs. 13%), C1s (15% vs. 9%), men (16% vs. 1%) and women (11% vs. 6%).

- The increase in use of any alternative devices (those other than a computer) to go online is attributable to an increase among C1s (82% vs. 74%), DEs (64% vs. 57%) and women (77% vs. 70%).

- The overall increase in only using a device other than a computer to go online is seen across each of the four socio-economic groups, and for men and women.

Figure 6: Devices used to go online, by socio-economic group and gender

	All adults	AB	C1	C2	DE	Male	Female
Base	1841	404	544	403	490	900	941
Computer	71% ⬇	88%	76% ⬇	63% ⬇	54% ⬇	75% ⬇	68% ⬇
Smartphone	65% ⬆	74%	70%	57%	56% ⬆	62%	67% ⬆
Tablet	45% ⬆	61%	52% ⬆	37%	26%	43%	46% ⬆
Games console	15%	16%	19%	14%	13%	18%	13%
Smart TV	14% ⬆	21% ⬆	15% ⬆	10%	7%	16% ⬆	11% ⬆
E-book reader	9%	18%	10%	5%	3%	9%	10%
DVR/ digital video recorder (added in 2015)	7%	12%	8%	5%	3%	10%	5%
Streaming media player (added in 2015)	5%	9%	5%	3%	2%	6%	4%
Portable media player	4%	7%	5%	3%	1% ⬇	5%	3%
Wearable tech	1% ⬇	2%	1%	0%	0% ⬇	2%	0%
Use any device to go online in any location	87%	95%	92%	80%	78%	87%	87%
Use of devices other than a computer to go online	74% ⬆	83%	82% ⬆	67%	64% ⬆	72%	77% ⬆
Only use devices other than a computer to go online	16% ⬆	7% ⬆	16% ⬆	18% ⬆	24% ⬆	12% ⬆	19% ⬆

Among those who only use a device other than a computer to go online, more than three-quarters use a smartphone

As discussed above, nearly one in five adults (16%) only used devices other than a computer to go online in 2015. Figure 7 shows the devices that are used to go online among this particular audience, broken down, where base sizes allow, by age, gender and socio-economic group[7].

Over three-quarters of those who only use devices other than a computer go online using a smartphone (78%); this is more likely for 16-44s (88%) than for over-45s (62%).

More than half the adults who only access the internet through devices other than a computer use a tablet to go online (53%); this is more likely among women (58%) than men (44%) and more likely in ABC1 households (72%) than in C2DE households (41%).

Around one in ten (11%) adults who access the internet, but not through a computer, use a games console (connected to a TV) for going online. This is more likely among those aged 16-44 (15%) than among over-45s (5%). No other device is used to go online by more than 10% of adults who access the internet through devices other than a computer.

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[7] It is not possible to show all seven age groups and all four socio-economic groups due to low base sizes

Figure 7: Device use, among those who only access the internet through devices other than a computer
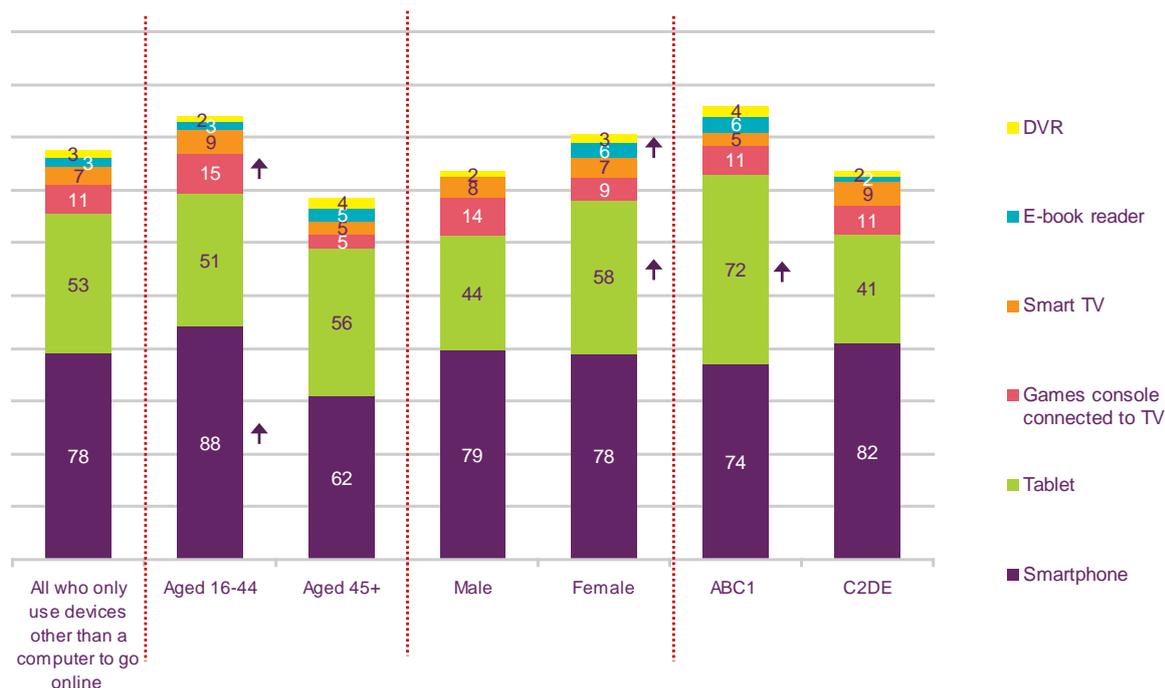
Smartphones are the only devices used to go online at home and elsewhere by a majority of adults

Adults were asked about their use of specific devices to go online when at home and when elsewhere[8]. It is therefore possible to make a direct comparison of devices used by location. Figure 8 shows that more than eight in ten adults go online at home using any device (83%) while seven in ten go online elsewhere (69%). Both these measures are unchanged since 2014.

- A majority of adults use a smartphone to go online at home (59%) and elsewhere (59%).

- A majority of adults go online at home through a laptop or netbook computer (56%), while less than one in five (18%) use the same type of device outside the home.

- While 43% go online at home on a tablet, less than half do so elsewhere (16%).

- One in four (27%) go online at home using a desktop computer, with one in ten using this device to go online outside the home (11%).

Since 2014, use of a laptop/ netbook at home has decreased (56% vs. 65%) while tablet use (43% vs. 37%) and use of a smart TV (13% vs. 8%) have increased. Use of a laptop/

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[8] More specifically, respondents were asked: 'Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about. Please think of any devices you may use to go online anywhere outside the home.'

netbook outside the home has also decreased (18% vs. 25%), as has use of a desktop computer (11% vs. 20%). Use of a smartphone outside the home has increased since 2014 (59% vs. 51%).

Figure 8: Devices used to go online: at home and elsewhere
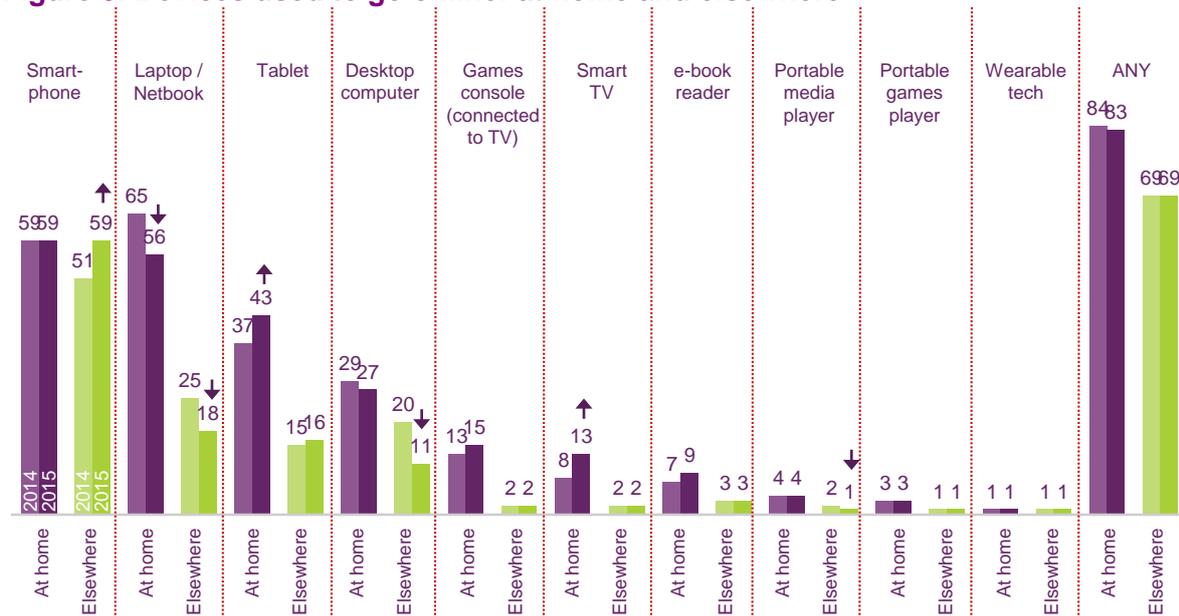
Derived from several questions - IN1/ IN2/ IN3 (See questionnaire)
Base: All adults aged 16+ (1841 in 2015). Arrows show significant changes (95% level) between 2014 and 2015

Figure 9 summarises the various measures of online access and use, by device and location, in 2015.

Figure 9: Key measures of internet access and use

	As a % of all adults
Home internet access	86%
Go online at home through any type of computer	68%
Go online at home through an alternative device to a computer	70%
Go online at home through a computer or an alternative device	83%
Go online outside the home	69%
Go online at all (on any device in any location)	87%

Derived from several questions - IN1/ IN2/ IN3 (See questionnaire)
Base: All adults aged 16+ (1841 in 2015).

<u>Volume of internet use</u>

Younger adults and ABs continue to record the highest weekly internet use.

Adults who go online at home or elsewhere were asked to estimate how many hours in a typical week they used the internet in each of three locations: at home, in the workplace or place of education, and anywhere else. Figure 10 compares the average among all internet users by year. Because these estimates are self-reported it is likely that there will be a degree of under- and over-reporting, and the results should be taken as indicative only.

The total average weekly hours spent online is unchanged since 2014 (21.6 vs. 20.5 hours in 2014) and there is no change in the hours spent online at home (13.4 vs 12.6 hours), in the workplace or place of education (6.0 vs 5.5 hours) or anywhere else (2.2 vs. 2.3 hours).

Although not shown in Figure 10, there are differences by demographic group, in terms of volume of internet use:

- Younger internet users have a higher weekly volume of use than all internet users (31.2 hours for 16-24s and 26.8 hours for 25-34s). Volumes are higher than average for 16-24s at home (20.6 vs. 13.4 hours) and in locations other than home or place of work, so anywhere else (4.6 hours vs. 2.2), whereas for 25-34s use is higher than average in all three locations.

- Internet users aged 35-44 have a higher than average volume of use in the workplace or place of education (8.3 vs. 6.0 hours).

- Those aged 45-54 have lower use at home (11.2 vs. 13.4 hours) , higher use at work/ place of study (7.4 vs. 6.0 hours) and lower use anywhere else (1.7 vs. 2.2 hours).

- Over-55s have a lower weekly volume of use compared to all internet users (14.1 hours for 55-64s, 9.6 hours for 65-74 and 7.9 hours for over-75s). This is the case across all three locations.

- Users in the AB socio-economic group have a higher overall weekly average (26.0 hours) than all internet users (21.6 hours), with more hours spent online in the workplace or place of education (10.0 hours). Adult users in the C1 socio-economic group have a similar overall average as all adults, but their use is higher in the workplace/ place of education (7.4 vs. 6.0 hours).

- Adults in the C2 socio-economic group have a lower overall volume of weekly use compared to all users (15.9 vs. 21.6 hours), due to lower use at home (11.0 vs. 13.4 hours) and in the workplace/ place of education (2.9 vs. 6.0 hours). Those in the DE socio-economic group have a higher volume of use at home (15.7 vs. 13.4 hours) and a lower volume of use in the workplace/ place of education (1.6 vs. 6.0 hours).

- The overall estimated weekly volume of use does not differ by gender. Men are, however, more likely than women to have higher use in the workplace/ place of education (7.2 vs. 4.8 hours).

Figure 10: Volume of internet use per week: 2005-2015
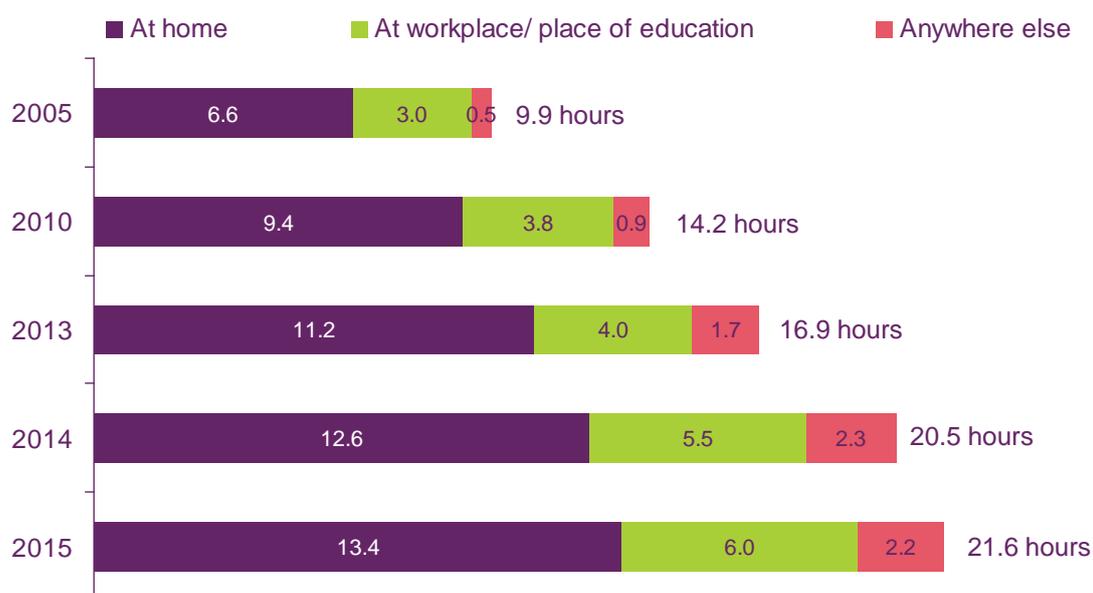
Legend: ■ At home ■ At workplace/ place of education ■ Anywhere else

Year	At home	At workplace/ place of education	Anywhere else	Total
2005	6.6	3.0	0.5	9.9 hours
2010	9.4	3.8	0.9	14.2 hours
2013	11.2	4.0	1.7	16.9 hours
2014	12.6	5.5	2.3	20.5 hours
2015	13.4	6.0	2.2	21.6 hours

IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else?
Base: All adults aged 16+ who go online at home or elsewhere (1458 in 2015)

More than four in ten internet users say that in most weeks they only use websites or apps that they have used before; an increase of 11 percentage points since 2014

As well as the volume of websites, it is important to understand the extent to which people are willing to explore online, as context for many of their attitudes and behaviours. In order to have a proxy for this willingness to move beyond what is familiar online, we ask whether or not they usually use websites that they haven't used before (in most weeks when they go online)[9].

One in five (21%) internet users say they use lots of websites or apps that they haven't used before. This is a decrease of four percentage points since 2014. More than one in three (37%) say they use 'maybe one or two' sites or apps that they haven't used before, which has also decreased (from 44% in 2014). More than four in ten (42%) say that they tend to use only websites or apps that they have used before (an increase of 11 percentage points since 2014).

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[9] Responses shown in the chart reflect those that expressed an opinion.

Figure 11: Use of websites or apps not used before: 2010-2015

As shown in Figure 12, internet users aged 65-74 (10%) and 75+ (13%) are less likely than average (21%) to say that they use lots of websites or apps they haven't used before. As a consequence, the proportion of adults in each of these age groups using only websites or apps that they have used before is higher (64% for 65-74s and 67% for 75+, vs. 42% of all internet users). In contrast, 16-24s are more likely to say they use lots of websites or apps they haven't used before (30% vs. 21%) and are less likely to say they use only sites or apps they've used before (33% vs. 42%)

Compared to all users, those in the C2 and DE socio-economic groups are more likely to say they only use websites or apps they have used before (50% for C2s and 54% for DEs vs. 42%), and are less likely to use lots of websites or apps (14% for C2s and 15% for DEs vs. 21%). Adults in AB households are more likely to use lots of websites or apps (29%) and men are also more likely than women to do so (25% vs. 17%).

Figure 12: Use of websites or apps not used before, by demographic group
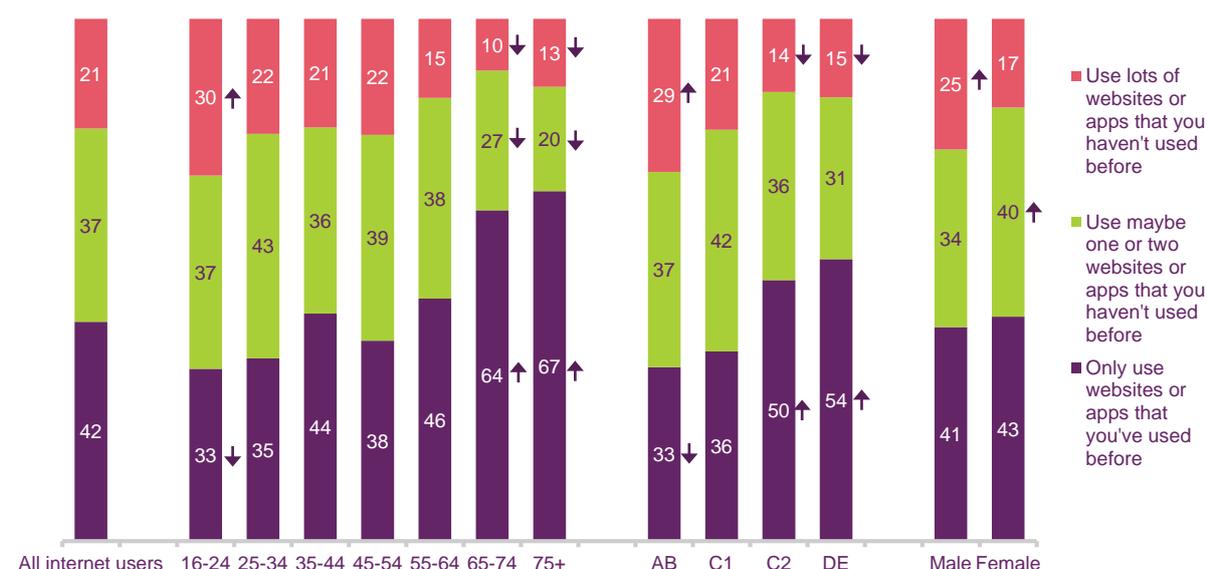
IN14 – In most weeks when you go online do you usually…
Base: All adults aged 16+ who go online at home or elsewhere (1423 in 2015, varies by demographic) - excludes 'don't know' responses.
Arrows show significant differences (95% level) for age / socio-economic group compared to all internet users, and males compared to females.

<u>Online activities undertaken regularly (at least once a week)</u>

Communication and general surfing/ browsing are the types of activity most likely to be undertaken regularly.

Another element of understanding online use is to look at the activities that people are undertaking. In 2015, internet users were prompted with 35 different internet activities and were asked to say how often, if at all, they did each of them[10].

In reporting these online activities, we focus initially on those undertaken at least weekly (as distinct from quarterly or less often), in order to draw out any differences in activities undertaken habitually/ regularly. Later on, in Section 5 of the report, we look in more detail at individual online activities by frequency of use.

For this initial analysis, the individual activities have been grouped into 12 types of use, to enable broader comparison,[11] and these are shown in Figure 13.

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[10] These activities in no way represent an exhaustive list of all the potential activities that can be undertaken online, but were chosen as representing the majority of activities for most people.

[11] 34 of the 35 individual uses are shown. For the purpose of this analysis, the activity: 'Accessing files through a cloud service, such as iCloud, Dropbox, Google Drive or One Drive' has not been included.

Figure 13: Categories of internet activity

Category	Individual activities included in category
Communication	• Send or receive emails • Use Instant Messaging services • Make or receive telephone or video calls using services like Skype or FaceTime
General surfing/ browsing	• General surfing/ browsing the internet
Social media	• Look at social media sites or apps • Upload or share videos or photos online • Share links to websites or online articles, perhaps on Twitter, Facebook, Reddit or Pinterest
Entertainment	• Play games online • Listen to radio stations online • Listen to streamed music online - such as Spotify or Apple Music • Watch short video clips online - such as YouTube • Watch TV programmes or films online (from broadcasters' websites) • Look at adult-only websites
Transactions	• Buy things online • Sell things online • Bank and pay bills online • Online gambling
News	• Look at news websites or apps
Work/ studies	• Find information online for your work/ job or for studies • Do an online course to achieve a qualification • Look at job opportunities • Fill in a job application online
Leisure information	• Find information for your leisure time such as cinema/ live music
Public/ civic	• Look for public services information on government sites such as gov.uk and HMRC • Look for information on public services provided by your local council • Complete government processes online such as registering for tax credits, renewing a driving licence, car tax or passport, completing a tax return • Look at political or campaigning websites • Sign an online petition • Contact a local councillor or your MP online • Look for news about, or events in your local area
Uploading/ adding content online	• Set up or maintain a website or blog • Contribute comments to a website or blog
Health	• Find information about health-related issues
Downloading software	• Download software

IN15/ 16 – When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Base: All adults aged 16+ who go online at home or elsewhere (1458 in 2015)

Younger internet users have a broader weekly internet use

Figure 14 shows the proportion of internet users who carry out each of the 12 categories of internet use at least weekly, at an overall level and by age. Generally, those under the age of 35 have a higher propensity than the average internet user to undertake a number of online activities at least weekly.

- Internet users aged 16-24 are more likely than average to do eight of the 12 types of use: communication (97% vs. 89%), general surfing / browsing (93% vs. 86%), social media (93% vs. 71%), entertainment (90% vs. 67%), work/ studies information (68% vs. 47%), leisure information (55% vs. 39%), uploading/ adding content online (38% vs. 27%) and downloading software (21% vs. 13%). Compared to all internet users, 16-24s are less likely to transact online (42% vs. 50%).

- 25-34s are more likely to use the internet at least weekly for seven of the 12 types of use: communication (97% vs. 89%), general surfing/ browsing (92% vs. 86%), social media (89% vs. 71%), entertainment (76% vs. 67%), transactions (63% vs. 50%), uploading/ adding content online (35% vs. 27%) and downloading software (19% vs. 13%).

- 35-44s are more likely to undertake three categories: social media (79% vs. 71%), transactions (59% vs. 50%) and work/ studies information (55% vs. 47%).

- 45-54s' use of the internet at least weekly does not differ to that of the average internet user for any of the 12 categories

- 55-64s score lower for eight of the activities: communication (77% vs. 89%), general surfing/ browsing (78% vs. 86%), social media (49% vs. 71%), entertainment (51% vs. 67%), work or studies information (32% vs. 47%), leisure information (31% vs. 39%), uploading/ adding content online (16% vs. 27%) and downloading software (4% vs. 13%).

- Internet users aged 65-74, and over-75s, are less likely to undertake 11 of the 12 types of activity at least weekly. For both groups the exception is 'looking for health-related information'.

Figure 14: Categories of weekly internet activity, by age

Legend (top to bottom):
- Downloading software
- Health
- Uploading/ adding content online
- Public/ civic
- Leisure information
- Work/ studies information
- News
- Transactions
- Entertainment
- Social media
- General surfing/ browsing
- Communication

Category	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Downloading software	13	21	19	13	16	15		16
Health	20	22	22	22	24	16	24	
Uploading/ adding content online	27	38	35	28	30	29	24	20
Public/ civic	35	34	39	36	41	31	34	
Leisure information	39	55	38	44	40	32	29	30
Work/ studies information	47	68	51	55	53	44	45	29
News	48	48	51	51	52	46	37	34
Transactions	50	42	63	59	50	51	65	26
Entertainment	67	90	76	67	63	49		71
Social media	71	93	89	79	67	78		
General surfing/ browsing	86	93	92	91	88		76	
Communication	89	97	97	93	91	77		63

IN15/ 16 When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Base: All adults who go online (1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 208 aged 55-64, 126 aged 65-74, 114 aged 75+).
Arrows show significant differences (95% level) by age compared to all internet users

Those in the AB socio-economic group have a broader weekly internet use

Where differences exist between the socio-economic groups, it tends to be the case that ABs are more likely than all internet users to do an activity weekly, and DEs are less likely.

Six of the 12 types of activity are more likely to be undertaken weekly by ABs: communication (95% vs. 89%), transactions (62% vs. 50%), news (61% vs. 48%), work/ studies information (60% vs. 47%), leisure information (49% vs. 39%), and public/ civic activities (45% vs. 35%).

In contrast to the above, DEs are less likely to use the internet at least weekly for these same six types of activity. The most sizeable differences are for work/ studies information (34% vs. 47% for all), transactions (38% vs. 50%) and news (36% vs. 48%).

Those in the C1 socio-economic group are also more likely to go online at least weekly for two types of activity: communication (95% vs. 89%) and work/ studies information (54% vs. 47%). Those in C2 socio-economic group are less likely to go online at least weekly for four types of activity: communication (80% vs. 89%), work/ studies information (30% vs. 47%), uploading/ adding content online (18% vs. 27%) and health (14% vs. 20%).

There are also differences by gender. Men are more likely than women to use the internet at least weekly for news (53% vs. 34%), leisure information (42% vs. 36%) and downloading software (18% vs. 9%). Women are more likely than men to use the internet at least weekly for social media (75% vs. 66%).

Figure 15: Categories of weekly internet activity, by socio-economic group and gender

IN15/ 16 – When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Base: All adults who go online at home or elsewhere (1458 in 2015, 367 AB, 471 C1, 289 C2, 331 DE, 712 male, 746 female)
Arrows show significant differences (95% level) by socio-economic group compared to all internet users, and males compared to females.

4.4   Media device take-up, use and affinity

Mobile phone use

Mobile phone use has remained relatively stable since 2010

As shown in Figure 16, nine in ten adults (90%) use a mobile phone, unchanged from 2014 (89%).

In 2015, those aged under 45 are more likely than all adults to use a mobile phone (100% for 16-24s, 96% for 25-34s, and 95% for 35-44s), while over-65s are less likely (83% for 65-74s and 50% for 75+ vs. 89% for all).

Since 2014, 16-24s are more likely to use a mobile phone (100% vs. 95%), although this increase followed a corresponding decrease between 2013 and 2014. There have been no other significant changes in mobile phone use by age since 2014.

Figure 16: Mobile phone take-up, by age: 2005-2015
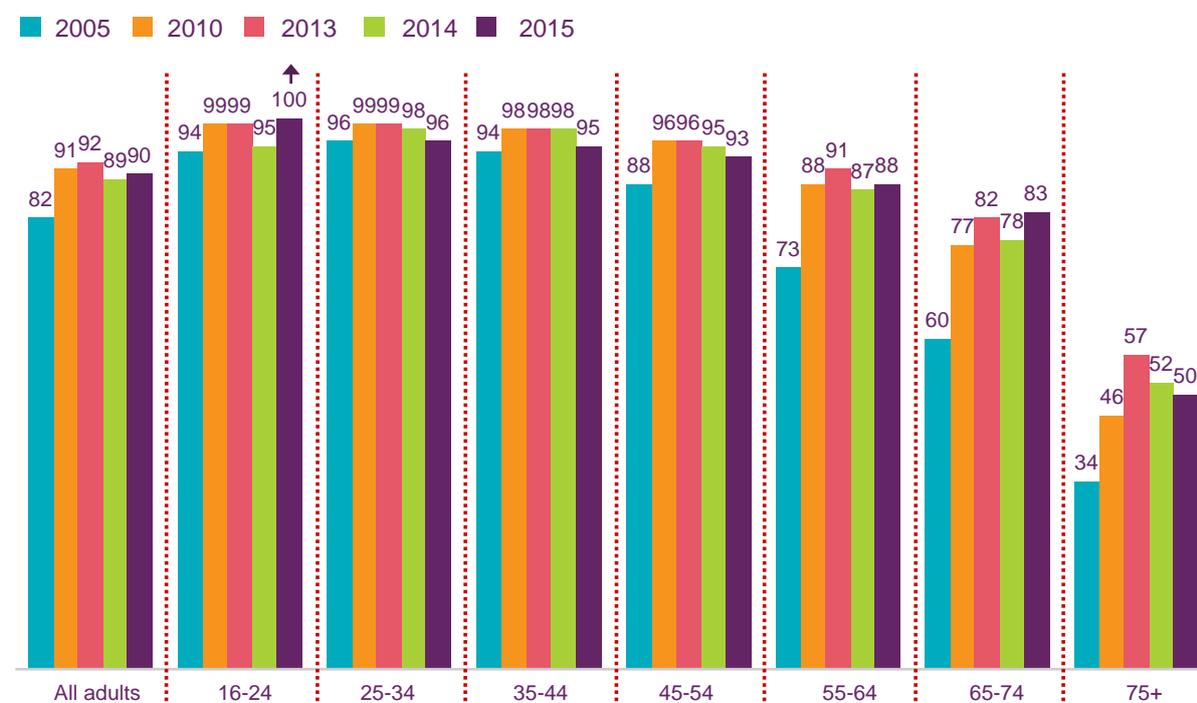
A2 – And which of the following do you personally use?
Base: All adults aged 16+ (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+).
Arrows show significant changes (95% level) between 2014 and 2015

As shown in Figure 17, compared to all adults , those in C1 households are more likely to use a mobile phone (94% vs. 90%). Use of a mobile phone is less likely than in 2014 among AB households (91% vs. 95%) and more likely in C1 households (94% vs. 90%).

In 2015, use of a mobile phone is more likely among women than men (92% vs. 88%). Both of these incidences are unchanged since 2014.

Figure 17: Mobile phone take-up, by socio-economic group and gender: 2005-2015

■ 2005 ■ 2010 ■ 2013 ■ 2014 ■ 2015

Seven in ten adults use a smartphone, up since 2014.

As shown in Figure 18, seven in ten adults (70%) use a smartphone, an increase since 2014 (66%).

Those under 55 are more likely than all adults (70%) to use a smartphone, ranging from 80% for 45-54s to 93% of 16-24s. More than half of 55-64s use a smartphone (56%), compared to 28% of 65-74 year olds and 8% of over-75s.

Smartphone use is more likely among ABs (77%) and C1s (77%) than among those in the C2 (63%) or DE (61%) socio-economic groups. There is no variation in smartphone use between men and women.

Since 2014, 16-24s (93% vs. 84%), C1s (77% vs. 69%) and women (72% vs. 66%) are more likely to use a smartphone.

Figure 18: Smartphone take-up, by demographic group: 2010-2015
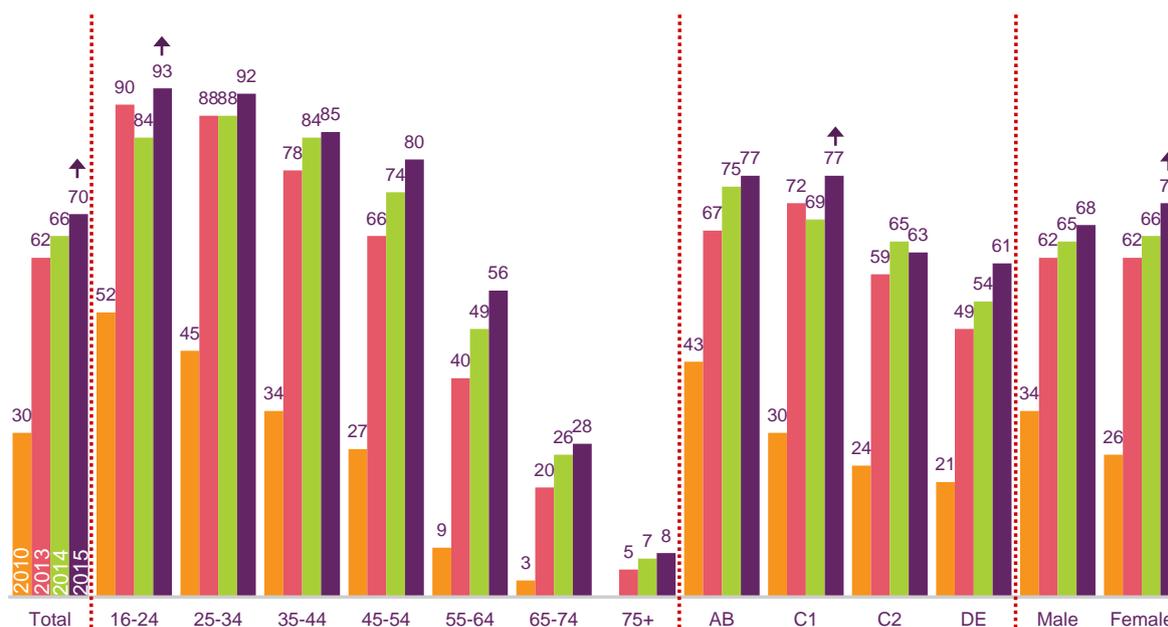
A4 You said you use a mobile phone. Which of these options best describes the type of mobile phone you use most frequently?
Base: All adults aged 16+ (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+, 404 AB, 544 C1, 403 C2, 490 DE, 900 male, 941 female)
Arrows show significant changes (95% level) between 2014 and 2015

Activities undertaken on a mobile phone

A majority of mobile phone users use their phone at least weekly for content creation as well as for communication

As well as capturing online use, we look at the mobile phone activities undertaken. Adults who use a mobile phone were prompted with 24 different activities and were asked to say which they ever did, and how often they did each activity[12].

As with the online activities reported on in this section, we focus initially on mobile phone activities undertaken at least weekly (as opposed to quarterly or less often), in order to draw out any differences in activities undertaken habitually/ regularly.

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[12]As with the earlier online activities, these do not represent an exhaustive list of all the potential activities that can be undertaken on a mobile phone, but were chosen as representing the majority of activities for most people.

Figure 19: Categories of mobile phone activity

Category	Individual activities included in category
Communication	• Make or receive calls • Send or receive text messages • Send or receive photo messages • Send or receive video clips • Look at social media sites or apps • Upload or share videos or photos online • Send tweets through Twitter • Send or receive emails • Make or receive telephone or video calls using services like Skype or FaceTime • Use Instant Messaging such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat
Content - creating	• Take photos • Take videos
Audio content	• Listen to music stored on the phone
Watching online video	• Watch short video clips online (such as on YouTube) • Watch TV programmes or films online through services such as BBC iPlayer, ITV Player or All 4
Transactions	• Bank online • Buy things online • Use your phone to make a payment in a shop by touching it against a contactless reader • Use your phone as a ticket or boarding pass or as an entry ticket to an event • Use an app on your phone to order taxis
Content - searching	• Use features such as Maps or satellite navigation to get to where you want to go/ plot a route to your destination
Playing games	• Play games that are loaded on the phone • Play games online using your phone
Downloading	• Download apps/ applications (including games)

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
Base: All adults aged 16+ who use a mobile phone (1520 in 2015)

Figure 20 shows the proportion of mobile users who carry out each of the eight categories of mobile phone use, at an overall level and by age. Among all mobile phone users, two of the eight types of use are undertaken at least weekly by a majority of users: communication (96%) and content creation (59%). There are, however, differences by demographic group:

- Those aged 16-24 and 25-34 are more likely than all mobile users to use their phone for all eight categories at least once a week. Four activity types are undertaken by a majority of mobile users aged 16-34: communication (100% for 16-24s and 99% for 25-34s), content creating (85% for 16-24s and 83% for 25-34s), audio content (78% for 16-24s and 61% for 25-34s) and watching online video (68% for 16-24s and 61% for 25-34s). A majority of 16-24s also use their mobile phone at least weekly for playing games (55%) and a majority of 25-34s use their phone for transactions (53%).

- Those aged 35-44 are more likely than all users to use their mobile at least weekly for two types of activity: communication (100% vs. 96% for all mobile users) and content creation (72% vs. 59%).

- Those aged 45-54 are more likely to use their phone for communication (99% vs. 96% for all).

- Mobile phone users aged 55-64 are less likely than all users to say they use their phone at least weekly for seven of the eight types of use. They are equally likely to use their phone for communication (94% vs. 96%).

- Users aged 64-75 and 75+ are much less likely to use their mobile phone for all eight types of activity, including communication (86% and 71%, vs. 96% for all mobile users).

Figure 20: Categories of weekly mobile phone activity, by age
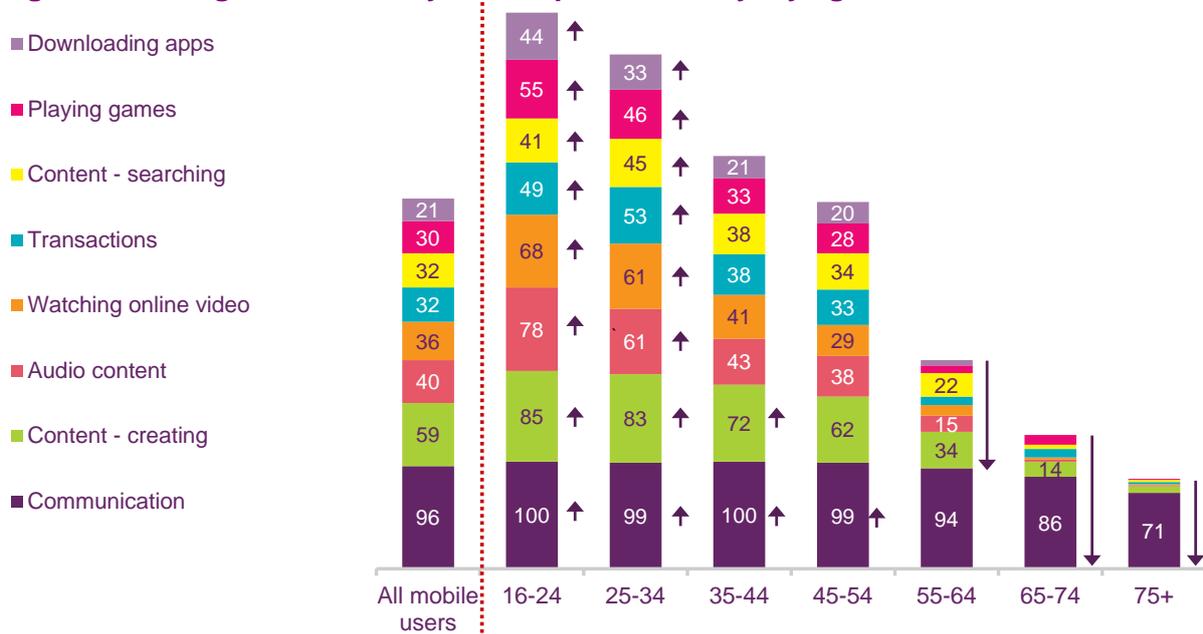
Legend:
- Downloading apps
- Playing games
- Content - searching
- Transactions
- Watching online video
- Audio content
- Content - creating
- Communication

Activity	All mobile users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Downloading apps	21	44	33	21	20			
Playing games	30	55	46	33	28			
Content - searching	32	41	45	38	34	22		
Transactions	32	49	53	38	33			
Watching online video	36	68	61	41	29	15		
Audio content	40	78	61	43	38		14	
Content - creating	59	85	83	72	62	34		
Communication	96	100	99	100	99	94	86	71

As shown in Figure 21, there is variation in the types of use undertaken weekly by users in different socio-economic groups, compared to all mobile users. Mobile users in AB households are more likely to use their phone for searching for content (42% vs. 32%), while DE users are less likely to use their mobiles for this purpose (18% vs. 32%). Mobile users in DE households are, however, more likely to use their mobile for playing games (38% vs. 30%).

Mobile users in C1 households are more likely to use their mobile at least weekly for four types of activity: content creation (66% vs. 59%), audio content (48% vs. 40%), transactions (38% vs. 32%) and content searching (38% vs. 32%). In contrast, those in C2 households are less likely, compared to all users, to use their mobiles for content creation (50% vs. 59%), watching online video (28% vs. 36%), content searching (24% vs. 32%) and downloading apps (14% vs. 21%).

Men are more likely than women to use their mobile phone at least weekly for three types of use: audio content (45% vs. 37%), content searching (39% vs. 25%) and downloading apps (26% vs. 17%), while women are more likely to use their phone for creating content (64% vs. 54%).

Figure 21: Categories of weekly mobile phone activity, by socio-economic group and gender
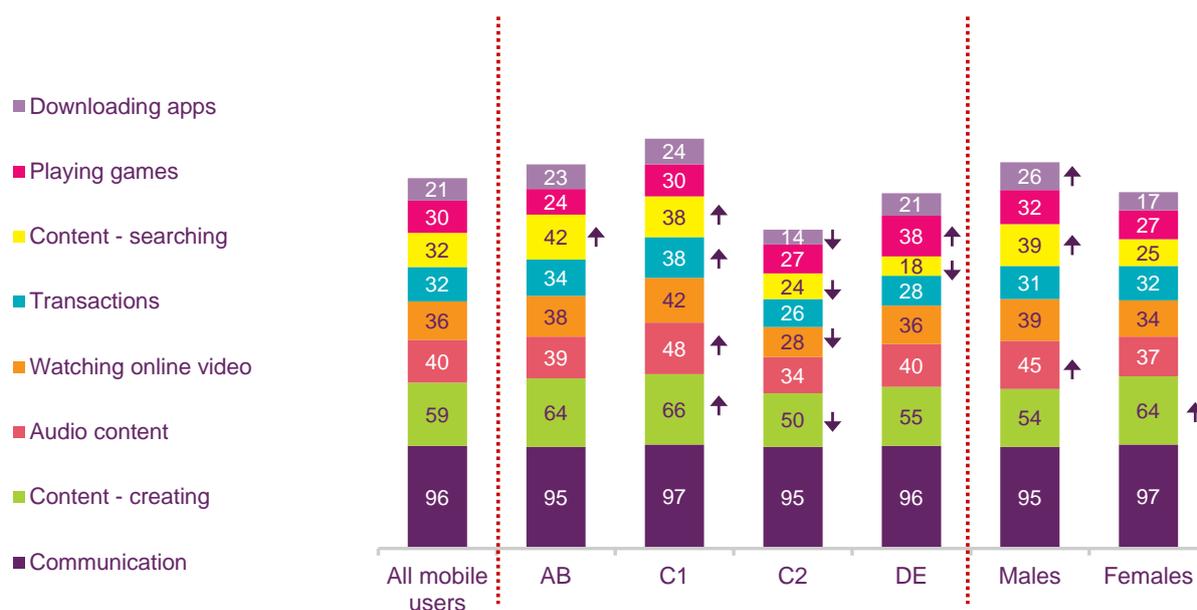
Legend:
- ■ Downloading apps
- ■ Playing games
- ■ Content - searching
- ■ Transactions
- ■ Watching online video
- ■ Audio content
- ■ Content - creating
- ■ Communication

	All mobile users	AB	C1	C2	DE	Males	Females
Downloading apps	21	23	24	14	21	26	17
Playing games	30	24	30	27	38	32	27
Content - searching	32	42	38	24	18	39	25
Transactions	32	34	38	26	28	31	32
Watching online video	36	38	42	28	36	39	34
Audio content	40	39	48	34	40	45	37
Content - creating	59	64	66	50	55	54	64
Communication	96	95	97	95	96	95	97

Use of apps

Seven in ten adults say they use apps

In 2015, adults were prompted with a list of seven media devices and asked on which of them, if any, they used apps.

As shown in Figure 22, seven in ten adults use apps on any of these devices, with a majority saying they use apps on a smartphone (57%). One in four adults use apps on a tablet computer (27%) and one in five (21%) on a laptop or netbook. Less than one in ten adults use apps on any other type of device.

Figure 22: Devices that apps are used on

Device	Value
Smartphone	57
Tablet computer	27
Laptop or netbook	21
Desktop computer	9
Smart TV	4
Games console or handheld games player	3
Streaming media player	1
Don't know	1
Any of these	72

Adults aged under 45 are more likely than all adults to use apps on a smartphone (87% of 16-24s, 84% of 25-34s and 72% of 35-44s, vs. 57% for all), while 25-34s (35%) and 35-44s (34%) are more likely than all adults (27%) to use apps on a tablet. Using apps on a games console or player is also more likely among 16-24s (6%) and 25-34s (7%). Compared to all adults, 45-54s are more likely to use apps on a desktop computer (13% vs. 9%) or on a smart TV (8% vs. 4%). Over-55s are less likely to use apps on any device (55% for 55-64s, 31% for 65-74s and 17% for over-75s, vs. 72% for all adults).

Adults in AB households (82%) and C1 households (80%) are more likely than all adults (72%) to use apps, while those in C2 (63%) and DE (62%) households are less likely.

Men are more likely than women to say they use apps on desktop computers (11% vs. 6%), on smart TVs (5% vs. 3%) and on games consoles/ players (4% vs. 1%).

There is a preference among app users for accessing most types of content through apps rather than browsers, unless they are looking at news or purchasing

In 2015, app users who had ever undertaken nine specific activities online were asked to say whether they preferred to do the particular activity through an app or a browser[13].

Figure 23 shows that there are two activities for which a majority of app users prefer to use an app rather than a browser: listening to streamed music online (61% vs. 19%) and looking at social media sites or apps (61% vs. 24%). More than four in ten app users prefer app rather than browser use for a further three activities: watching short video clips such as on

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[13] The following definition of a web browser was also made available to respondents, if required: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or favourites.

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YouTube (47% vs. 33%), watching TV programmes or films through broadcasters' websites (45% vs. 36%) and accessing files through a cloud service (44% vs. 31%).

A majority of app users say they prefer to use a browser for buying things online (55%). Four in ten app users prefer to use a browser when looking at news content (43%), while fewer opt to use an app (37%) for this activity.

There is less of a consensus regarding banking and paying bills online; similar proportions of app users prefer to use a browser (43%) compared to an app (41%). This is also the case for sending or receiving email; 41% prefer to use an app while 41% prefer to use a browser.

Figure 23: Apps versus browsers
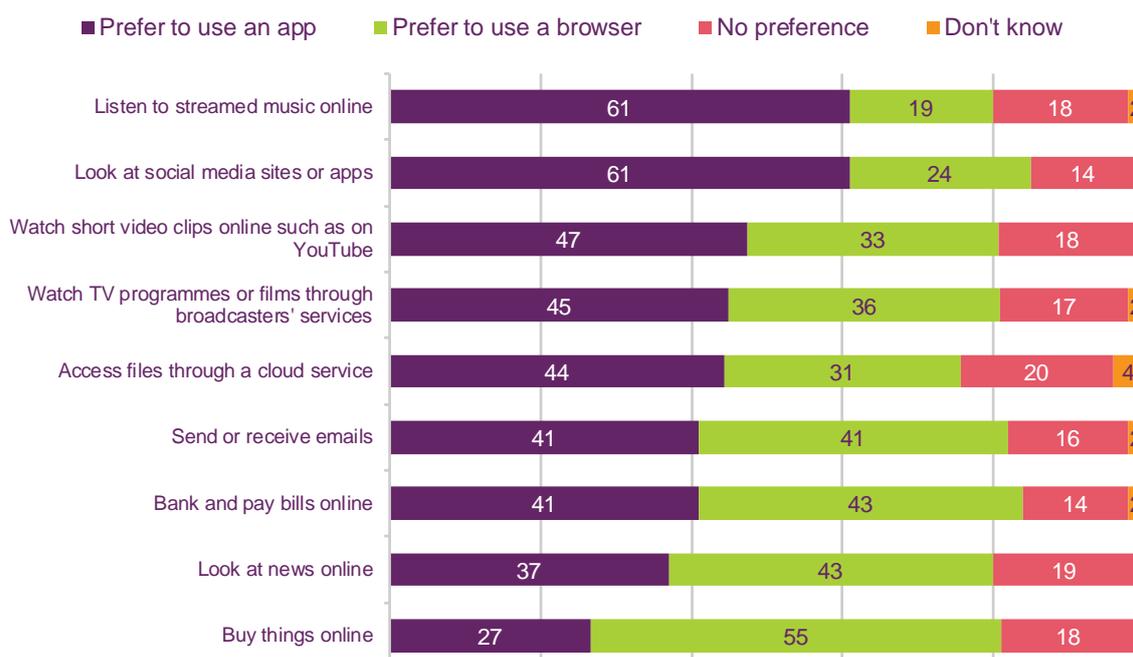
IN22A-H You said earlier you (undertake activity) online. Do you prefer to do this through an app or through a web browser?
Base: Adults aged 16+ who go online to undertake this activity and who use apps on any type of device (variable base).

Device used most often for specific online activities

Smartphones are the preferred device to use for social media and for streaming music online

Adults who go online at home or elsewhere, and have ever undertaken particular activities, were asked to say which single device they mostly used to undertake these activities, and the results are shown in Figure 24.

A majority of internet users who have ever gone online for social media say they mostly use a smartphone (57%), as do a majority who go online to listen to streamed music (56%). Adults who go online are also more likely to say they mostly use a smartphone (rather than any other device) for watching short video clips (43%), for looking at news websites or apps (41%) and for surfing or browsing (34%).

There is no specific preference for banking online; a third of internet users say they mostly use a smartphone (32%) and a third prefer to use a laptop or netbook (32%).

Three activities are more likely to be undertaken mostly via a laptop/ netbook rather than any other device: buying things online (37%), watching TV programmes or films online on broadcasters' services (30%) and completing government processes (45%).

Further information on how these preferences break down by demographic group for each activity can be found in the next section of the report (Section 5).

Figure 24: Device used most often for specific online activities
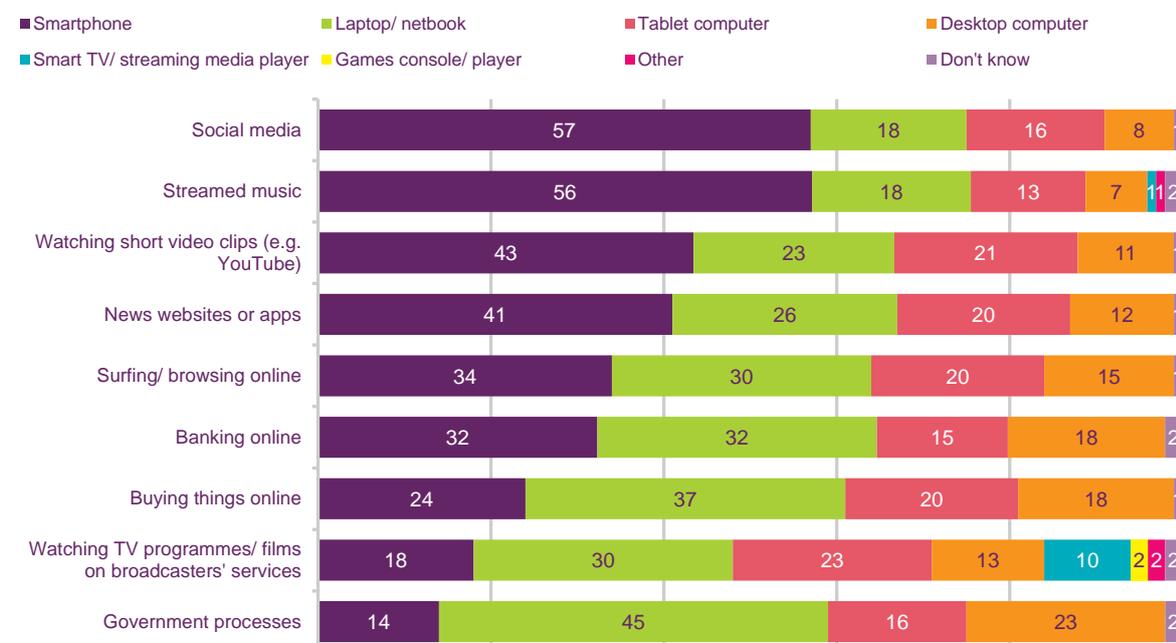
Legend: ■ Smartphone ■ Laptop/ netbook ■ Tablet computer ■ Desktop computer ■ Smart TV/ streaming media player ■ Games console/ player ■ Other ■ Don't know

Activity	Smartphone	Laptop/ netbook	Tablet computer	Desktop computer	Smart TV/ streaming media player	Games console/ player	Other	Don't know
Social media	57	18	16	8				1
Streamed music	56	18	13	7	1		1	2
Watching short video clips (e.g. YouTube)	43	23	21	11				1
News websites or apps	41	26	20	12				1
Surfing/ browsing online	34	30	20	15				1
Banking online	32	32	15	18				2
Buying things online	24	37	20	18				1
Watching TV programmes/ films on broadcasters' services	18	30	23	13	10	2	2	2
Government processes	14	45	16	23				2

Media platform/ device use

Younger adults are more likely to use mobiles, computers and games consoles, while older respondents are more likely to use traditional platforms such as TV or radio

We ask respondents about a range of possible media platforms/ devices to find out which, if any, they personally use. As shown in Figure 25, a majority of adults say they use three types of device: a TV set – either standard or smart (93%), mobile phone (90%), and laptop or netbook computer (63%). A majority (54%) also read (paper copies of) books/ magazines or newspapers. Around half use a tablet computer (50%) or a radio set (48%).

Compared to all adults, use of a mobile phone, and a laptop or netbook, is more likely among 16-24s, 25-34s and 35-44s, and less likely among 65-74s and over-75s. Overall, use of any type of TV set (standard or smart) does not vary by age, but use of a standard TV set is more likely among over-75s (90% vs. 73% of all adults).

Adults aged 16-24 are less likely than all adults (46% vs. 54%) to read (paper copies of) books/ magazines or newspapers.

Use of a tablet computer is more likely among 35-44s (66%), and less likely among 65-74s (31%) and over-75s (15%). This is also the case for smart TVs (38% of 35-44s and 16% of 65-74s and 4% of over-75s).

Use of a radio set is more likely among over-55s (59% of 55-64s, 64% of 65-74s and 59% of over-75s) and less likely among those aged 16-24s (27%) and 25-34s (34%).

Compared to all adults (25%), use of a games console/ games player is more likely for 16-24s (51%) and 25-34s (42%), and less likely among over-55s (8% of 55-64s, 4% of 65-74s and 1% of over-75s).

Figure 25: Media use, by age

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	**1841**	**246**	**263**	**300**	**279**	**277**	**223**	**253**
Mobile phone	90%	100%↑	97% ↑	95% ↑	94%	88%	83% ↓	50% ↓
Standard TV set	73%	67%	67%	74%	67%	77%	78%	90% ↑
Laptop or netbook computer	63%	73% ↑	70% ↑	73% ↑	68%	60%	43% ↓	20% ↓
Paper copies of books/ magazines/ newspapers	54%	46% ↓	56%	53%	49%	60%	55%	47%
Tablet computer	50%	55%	56%	66% ↑	55%	45%	31% ↓	15% ↓
Radio set (DAB or otherwise)	48%	27% ↓	34% ↓	48%	52%	59% ↑	64% ↑	59% ↑
DVD/ Blu ray player	41%	39%	42%	45%	43%	43%	36%	25% ↓
DVR/ Digital Video Recorder	37%	33%	37%	35%	43%	42%	36%	19% ↓
Desktop computer (PC or Mac)	33%	29%	30%	33%	40% ↑	39%	31%	15% ↓
Smart TV set	31%	32%	36%	38% ↑	36%	28%	16% ↓	4% ↓
Games console /games player	25%	51% ↑	42% ↑	29%	23%	8% ↓	4% ↓	1% ↓
E-book reader	17%	11% ↓	19%	17%	20%	22% ↑	12%	6% ↓
Portable media player	13%	20% ↑	15%	17%	15%	11%	3% ↓	0% ↓
Streaming media player	8%	9%	10%	10%	13% ↑	6%	1% ↓	0% ↓
ANY TV	93%	89%	93%	95%	93%	93%	91%	93%
ANY DESKTOP OR LAPTOP/ NETBOOK	73%	79%	81% ↑	79% ↑	78%	73%	58% ↓	29% ↓

A2 – Which of the following do you personally use?
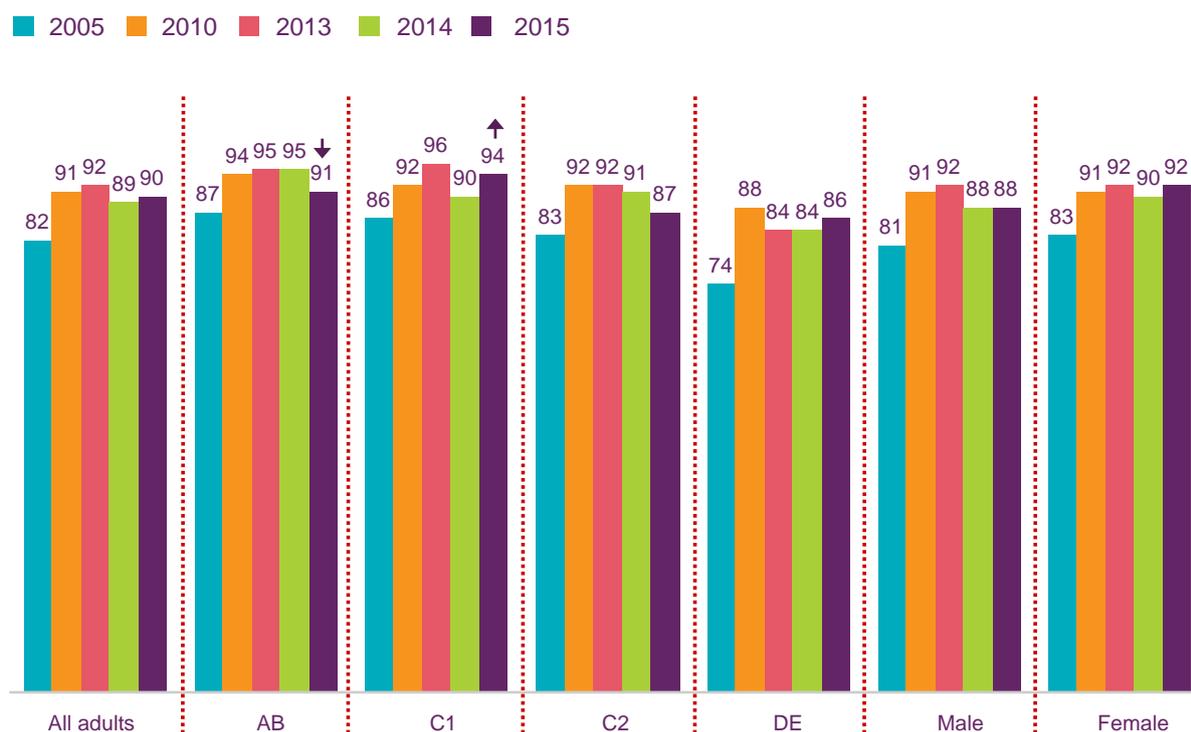Base: All adults aged 16+ (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+).– NB Showing responses by >2% of all adults.
Arrows show significant differences (95% level) for age groups compared to all adults.

Adults in DE households are less likely to use most media

As shown in Figure 26, 11 of the 14 devices are more likely to be used by adults in AB households, while the same 11 devices are less likely to be used by adults in DE households. The three devices for which there are no differences between AB and DE households are: mobile phone, standard TV set and games console/ player.

Compared to all adults, those in C1 households are more likely to use a mobile phone (94% vs. 90%), a laptop/ netbook computer (72% vs. 63%) and a tablet computer (59% vs. 50%). Adults in C2 households are less likely to use laptops/ netbooks (54% vs. 63%), tablet computers (42% vs. 50%), ebook readers (10% vs. 17%) and portable media players (9% vs. 13%).

Women (92%) are more likely than men (88%) to use a mobile phone or an ebook reader (19% vs. 14%) while men are more likely to use a radio set (53% vs. 44%), a desktop computer (39% vs. 28%), a smart TV set (34% vs. 27%), a games console/ player (29% vs. 22%), a portable media player (16% vs. 11%) or a streaming media player (10% vs. 6%).

Figure 26: Media use, by socio-economic group and gender

	All adults	AB	C1	C2	DE	Male	Female
Base	**1841**	**404**	**544**	**403**	**490**	**900**	**941**
Mobile phone	90%	91%	94% ↑	87%	86%	88%	92% ↑
Standard TV set	73%	73%	68%	75%	76%	72%	74%
Laptop or netbook computer	63%	76% ↑	72% ↑	54% ↓	46% ↓	64%	61%
Paper copies of books/ magazines/ newspapers	54%	60% ↑	57%	52%	46% ↓	55%	53%
Tablet computer	50%	66% ↑	59% ↑	42% ↓	32% ↓	48%	53%
Radio set (DAB or otherwise)	48%	59% ↑	48%	46%	40% ↓	53% ↑	44%
DVD/ Blu ray player	41%	48% ↑	42%	39%	32% ↓	42%	39%
DVR/ Digital Video Recorder	37%	47% ↑	40%	34%	25% ↓	39%	35%
Desktop computer (PC or Mac)	33%	48% ↑	31%	33%	19% ↓	39% ↑	28%
Smart TV set	31%	41% ↑	33%	27%	20% ↓	34% ↑	27%
Games console /games player	25%	24%	28%	22%	25%	29% ↑	22%
E-book reader	17%	28% ↑	18%	10% ↓	8% ↓	14%	19% ↑
Portable media player	13%	21% ↑	15%	9% ↓	6% ↓	16% ↑	11%
Streaming media player	8%	13% ↑	9%	6%	4% ↓	10% ↑	6%
ANY TV	93%	94%	92%	93%	92%	93%	93%
ANY DESKTOP OR LAPTOP/ NETBOOK	73%	88% ↑	79% ↑	67% ↓	55% ↓	76% ↑	70%

A2 – Which of the following do you personally use?
Base: All adults aged 16+ (1841 in 2015, 404 AB, 544 C1, 403 C2, 490 DE, 900 male, 941 female). – NB
Showing responses by >2% of all adults
Arrows show significant differences (95% level) for socio-economic group compared to all adults, and males
compared to females.

Most-missed media device

Mobile phones are the most-missed media device among all adults, particularly younger adults, but TV is still most missed among the over-55s.

To understand how much importance people attach to various media, we asked them to say, out of all the devices they use, which single device they would miss the most if it were taken away.

Figure 27 shows any differences in these responses, between 2014 and 2015, among all adults and by age.[14]

In 2015 adults were less likely to say they would miss their TV set most (30% vs. 37% in 2014) and more likely to miss their mobile phone (38% vs. 32%). There has also been an increase in the proportion of adults who say they would miss their tablet most (6% vs. 4%).

Three adult age groups in particular are less likely to say they would miss the TV set most: 25-34s (18% vs. 28% in 2014), 45-54s (25% vs. 38%) and 65-74s (48% vs. 63%). These

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[14] The trend over time should be treated as indicative only, due to changes made to the questionnaire in 2015 which may have affected the results. In 2015 respondents were prompted with 16 devices and asked which of these they personally used, and of those used, were asked to select which one they would miss the most. Previously, respondents had been prompted with only nine devices and asked which if any they used 'almost every day' from which they selected the device they would miss the most. In addition, in 2014, adults were only prompted with one option for a TV set, whereas in 2015 they were allowed to specify whether this was a smart TV or a standard TV set; the results of these two measureswere combined to get an overall measure for a TV set.

three age groups are also more likely to say they would miss their mobile phone most : 61%
vs. 50% for 25-34s, 39% vs. 30% for 45-54s and 10% vs. 3% for 65-74s.

Figure 27: Most-missed media device: 2014 vs. 2015
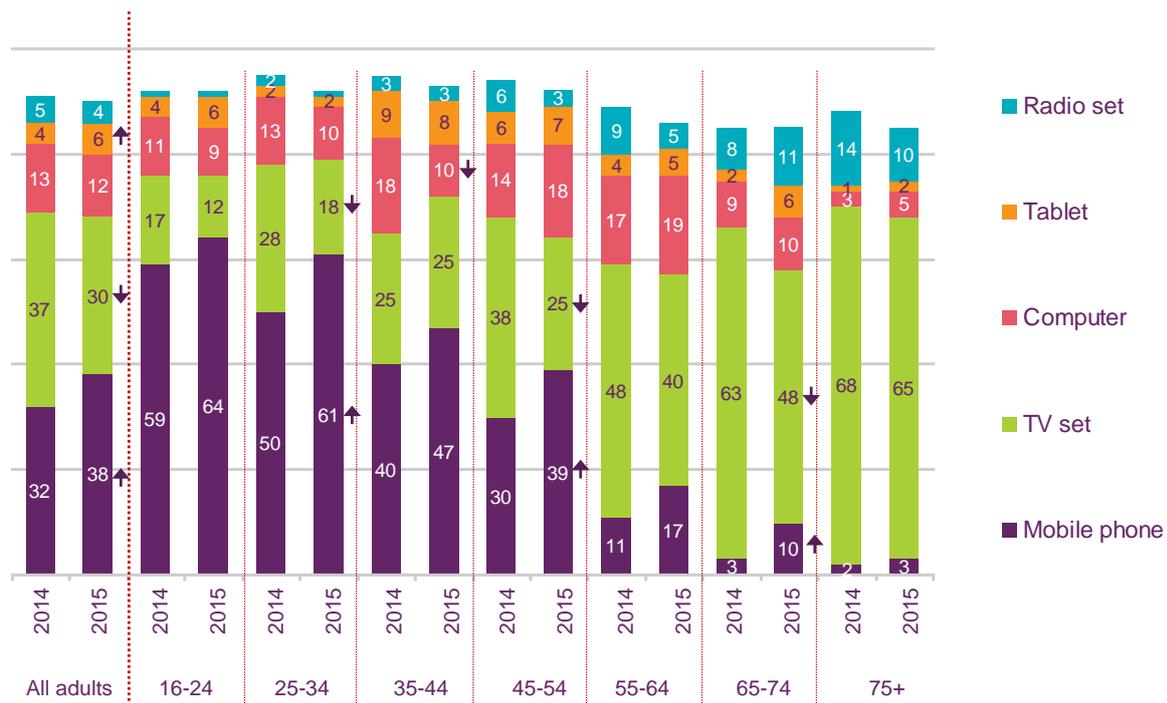
In 2015, among adults as a whole, the mobile phone was the device they said they would
miss the most, chosen by 38%. Three in ten adults said they would miss a TV set the most
(30%) and around one in eight said they would miss a computer (desktop top computer/
laptop/ netbook) the most (12%). Less than one in ten adults said they would miss either a
tablet (6%), radio set (4%), books/ magazines or newspapers (3%), or a DVR the most (2%).

As shown in Figure 28, there are a number of differences by demographic group:

- 16-24s (64%), 25-34s (61%) and 35-44s (47%) are more likely than all adults (38%)
  to say they would miss a mobile phone the most. 16-24s are more than five times as
  likely to miss a mobile phone as any other device. 16-24s (12%) and 25-34s (18%)
  also less likely to miss the TV set, compared to all adults (30%)

- Adults aged 45-54 are more likely than all adults to say they would most miss a
  computer (18% vs. 12%).

- There are two media devices that 55-64s are more likely to say they would miss the
  most: TV sets (40% vs. 30%) and computers (19% vs. 12%). Adults in this age group
  are less likely to say they would miss their mobile phone the most (17% vs. 38%).

- In terms of differences compared to all adults, nearly half of 65-74s say they would
  miss a TV set the most (48% vs. 30% for all adults), with one in ten missing a radio
  set the most (11% vs. 4%) or paper copies of books/ magazines or newspapers (9%
  vs. 3%). A similar proportion would miss a mobile phone the most: fewer than among
  all adults (10% vs. 38%).

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- Adults aged 75 and over are more likely than all adults to say they would most miss a TV set (65% vs. 30%), radio (10% vs. 4%) and paper copies of books/ magazines/ newspapers (8% vs. 3%). They are less likely to say they would miss a mobile phone (3% vs. 38%), a computer (5% vs. 12%) or a tablet (2% vs. 6%).

- ABs are more likely than all adults to say they would miss a computer (desktop/ laptop/ netbook) (21% vs. 12%). C1s are more likely to miss their mobile phone (44% vs. 38%) and less likely to miss a TV set (22% vs. 30%). Adults in the C2 and DE socio-economic groups are more likely to miss a TV set (37% for both C2s and Des, vs. 30%) and are less likely to miss a computer (7% for both C2s and Des, vs. 12%). Adults in DE households are less likely to miss a tablet (2% vs. 6%).

- Women are more likely than women to say they would miss a mobile phone (43% vs. 33%), while men are more likely to say they would miss a computer (17% vs. 8%).

Figure 28: Most-missed media device, by age
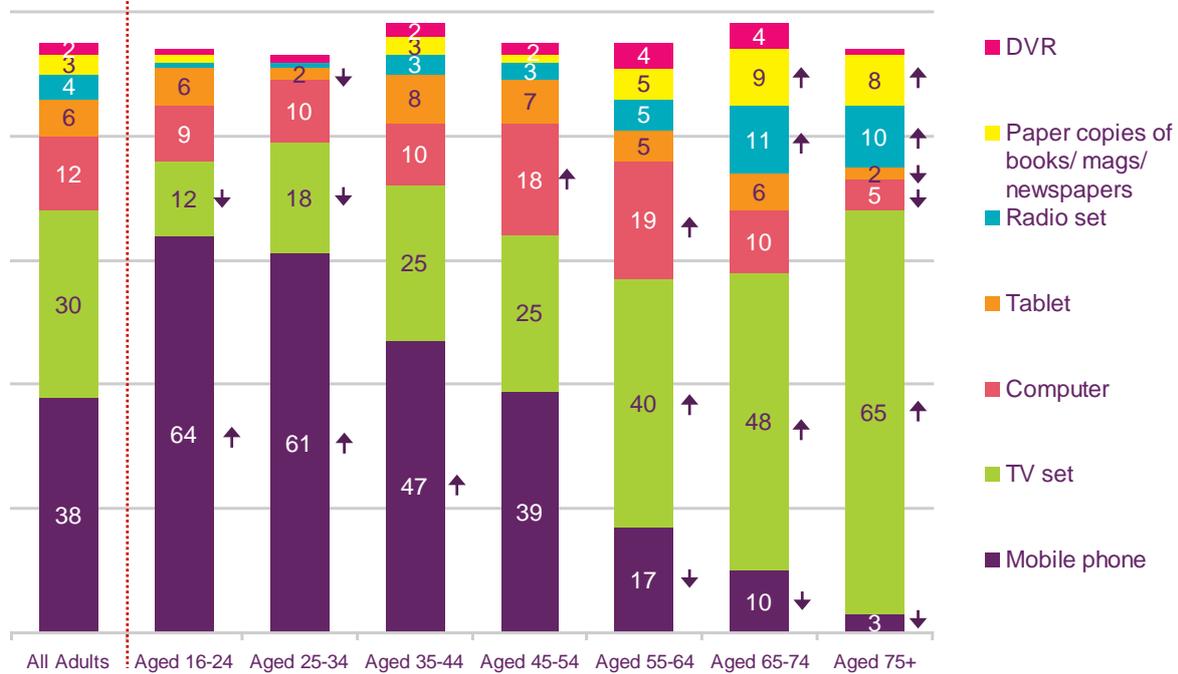
A3 – Which one of these things you use would you miss the most if it got taken away?
Base: All adults aged 16+ (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+) - NB Showing responses by >2% of all adults
Arrows show significant differences (95% level) by age compared to all adults

Figure 29: : Most-missed media device, by socio-economic group and gender
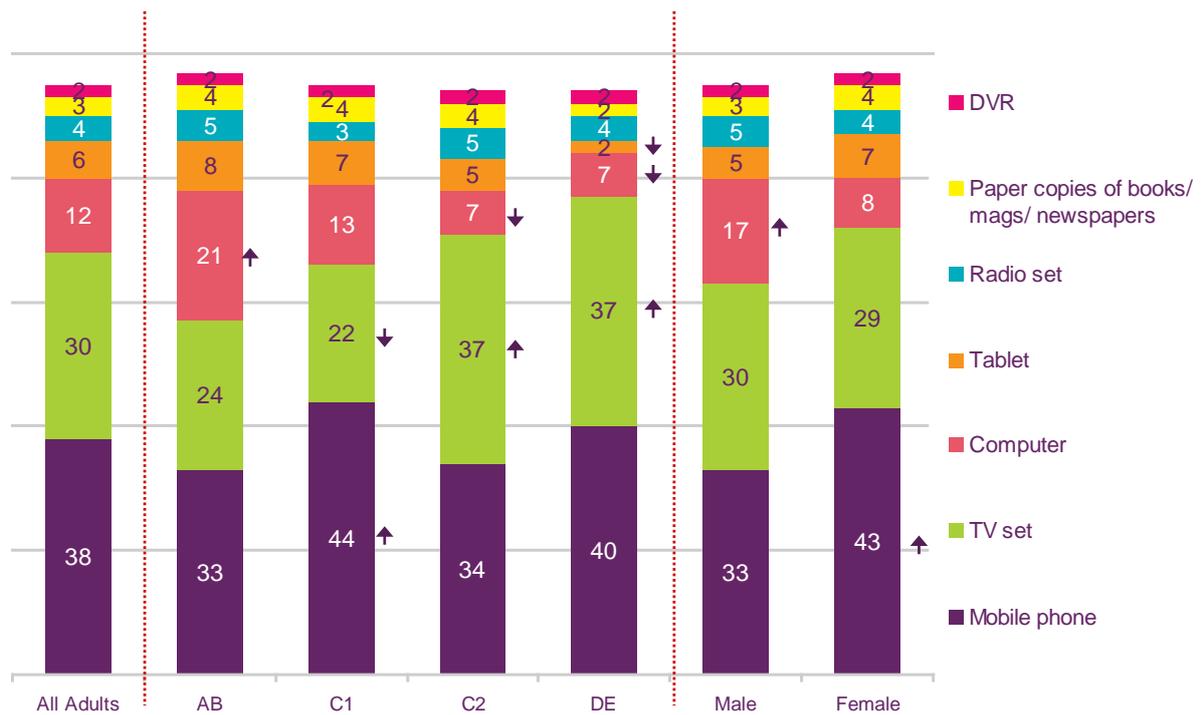
A3 – Which one of these things you use would you miss the most if it got taken away?
Base: All adults aged 16+ (1841 in 2015, 404 AB, 544 C1, 403 C2, 490 DE, 900 male, 941 female)- NB Showing responses by >2% of all adults
Arrows show significant differences (95% level) by socio-economic group compared to all adults and males compared to females

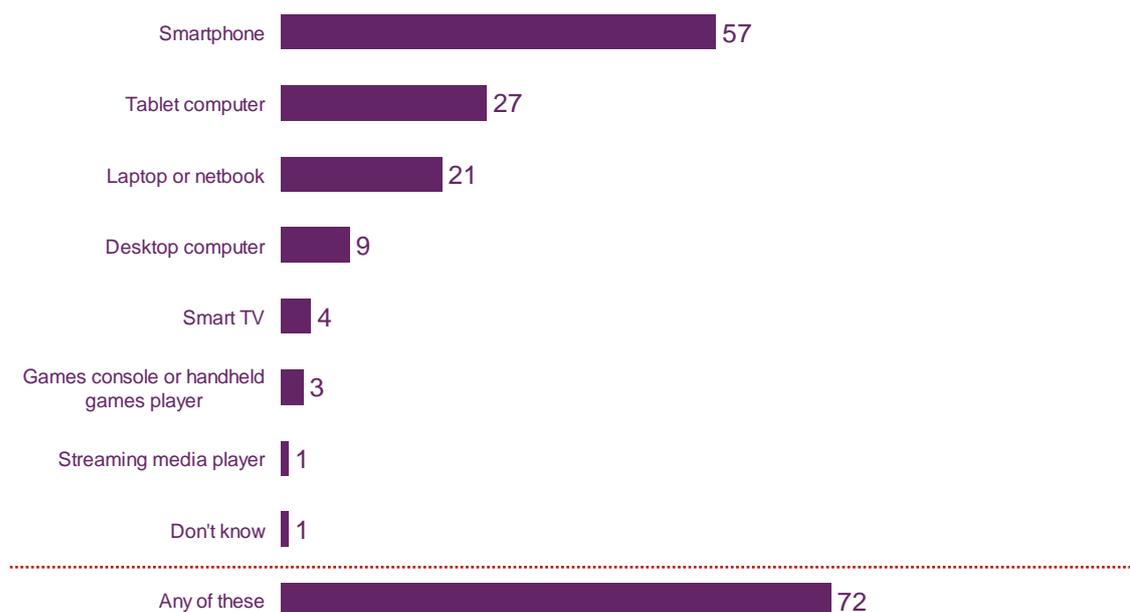# Digital media activities

5.1 Section overview

Expanding on our reporting of regular/ weekly use, covered in Section 4, this section explores in more detail the various activities conducted online on any device, and specifically on a mobile phone. Each subsection focuses on a specific area, e.g. watching video, and reports on its associated online and mobile activities.

5.2 Key findings

- Two in three internet users (67%) have ever watched or downloaded TV programmes or films online through broadcaster services (such as BBC iPlayer or All4) with 34% doing this at least once a week. Both these measures have increased since 2014. While the laptop is the device most often used by internet users to watch this type of online content, three in ten 16-24s (30%) and 37% of DEs say they mostly use a smartphone to do this.

- Seven in ten internet users (72%) say they ever watch videos on YouTube, with half of these users (51%) saying they watch clips of TV programmes or films, and (25% saying they watch full-length TV programmes or films.

- More than seven in ten (73%) internet users (equating to 63% of all adults) have a social media profile, unchanged since 2014. Although more than nine in ten adults with a profile have one on Facebook (95%), this is less likely than in 2014 (97%). At the same time, increases are seen for YouTube (22% vs. 17%), Instagram (22% vs. 16%) and Snapchat (12% vs. 9%). But Facebook is still considered the 'main' profile for 84% of adults with a social media profile, as in 2014 (85%).

- Close to two in three (65%) with a profile say they visit social media sites more than once a day, and more than half of social media users say they mostly use a smartphone for social media, up since 2014 (46%). This is more likely for 16-24s (77%) and 25-34s (73%).

- Since 2014 there has been no change in the overall incidence of gaming on any type of device (41%), or in the overall volume of gaming in terms of hours per week. In previous years there were increases in gaming on smartphones and tablets, and decreases in console-based gaming, but in 2015 each of these types of gaming was unchanged since 2014.

- When going online for general surfing or browsing, younger adults are more likely to 'mostly' use a smartphone whereas older adults 'mostly' use a computer.

- While the overall incidence of online purchasing is unchanged, three in ten internet users (30%) say they purchase online at least weekly; up from 25%. While laptops are still the device used most often to buy things online (37%), this figure is lower than in 2014 (50%). Smartphones are now more likely than in 2014 to be used 'most often' for online purchasing (24% vs. 15%). Laptops are also less likely to be the most-used device for banking online (32% vs. 44% in 2014), while smartphones are more likely (32% vs. 25%).

- One in seven mobile users (15%) say they have ever used their mobile phone to make a payment by touching it against a contactless reader, with around half of these (7%) saying they do this at least weekly.

- More than half of all adults say they have ever gone online to undertake any of four public / civic activities: to look for news about or events in their local area (73%), to look for public services information on government websites (68%), to complete government services online (66%) or to look for information on public services provided by their local council (62%).

5.3 Overview of online and mobile activities

Figure 30 displays the online activities covered in each subsection (highlighted in green), with the proportion of internet users who say they have ever undertaken each activity, in 2013, 2014 and 2015[15]

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[15] Where the question wording has changed between 2014 and 2015, these amends are also shown in the table. In 2015, the activity 'listening to streamed music online', previously referred to 'listening to or downloading music online'. As these are, in effect, different activities the differences seen between 2014 and 2015 are not flagged as statistically significant.

Figure 30: Online activities ever done by internet users: section groups

% of internet users	2013	2014	2015
Watch online video			
Watch online or download short video clips such as music videos or comedy clips (e.g. YouTube) (2013 & 2014)/ Watch short video clips online (such as on YouTube) (2015)	62%	73%	78% ↑
Watch online or download TV programmes or films (e.g. BBC iPlayer, 4OD, ITV Player, Sky Player etc.) (2013 and 2014) / Watch TV programmes or films online through services such as iPlayer, ITV Player or All4	54%	60%	67% ↑
Listen to audio content			
Listen to or download music online (2013 & 2014)/ Listen to streamed music online (such as Spotify or Apple Music (2015)**	52%	61%	50%
Listen to radio stations online	32%	37%	47% ↑
Communicate or participate			
Sending and receiving e-mails (2013 & 2014) / Send or receive emails (2015)	95%	94%	93%
Use Instant Messaging such as Facebook Messenger, Whats App, Windows Live Messenger or Skype Chat	69%	75%	78%
Look at social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest)	74%	75%	76%
Upload or share videos or photos online	NA	63%	70%
Make or receive telephone or video calls, using services like Skype or FaceTime	42%	56%	57%
Share links to websites or online articles – perhaps on Twitter, Facebook, Reddit or Pinterest	49%	57%	54%
Contribute comments to a website or blog	NA	47%	50%
Play games			
Play games online	39%	42%	41%
Browse, search for content and access news			
General surfing/ browsing the internet	94%	97%	95% ↓
Find information for your leisure time including cinema and live music	78%	83%	81%
Look at news websites or apps	70%	76%	77%
Find information about health related issues	70%	78%	76%
Find information for your work or your job or your studies	68%	71%	67% ↓
Look at job opportunities	49%	57%	52%
Fill in a job application online (added in 2015)	NA	NA	43%
Look at adult-only websites	13%	15%	14%
Transact			
Buy things online	84%	85%	82%
Bank and pay bills online	67%	68%	67%
Sell things online	38%	41%	41%
Online gambling	10%	NA	8%
Access public or civic services			
Looking at websites or apps for news about, or events in, your local area/ the local community (2013 & 2014)/ Look for news about, or events in your local area (2015)	56%	69%	73% ↑
Look for public services information on government sites such as gov.uk and HMRC (amended in 2015)	NA	NA	68%
Complete government processes online – such as register for tax credits, renew driving licence, car tax or passport, complete tax return	61%	69%	66%
Look for information on public services provided by your local council (amended in 2015)	NA	NA	62%
Sign an online petition	19%	35%	39% ↓
Look at political or campaign or issues websites (2013 & 2014)/ Look at political or campaigning websites (2015)	29%	44%	37% ↓
Contact a local councillor or your MP online	13%	19%	21%
Other activities			
Download software	55%	60%	61%
Access files through a cloud service such as iCloud, Dropbox, Google Drive or OneDrive (added in 2015)	NA	NA	48%
Set up or maintain a website or blog	24%	27%	29%
Do an online course to achieve a qualification	17%	27%	21% ↓

Similarly, Figure 31 lists the mobile phone activities covered, by sub-section, showing the proportion of mobile phone users who had ever done each of them, in 2013, 2014 and 2015[16].

In 2015 we designated 11 of these mobile activities as online-only activities. Mobile users who said they had ever gone online to do an activity were asked specifically whether they ever did it online using their phone. In order to compare the results with previous years, these 11 activities have been re-based on all mobile users. These activities are: watch short video clips online, watch TV programmes or films online using broadcaster services, send or receive emails, use instant messaging services, look at social media sites, upload or share videos or photos online, make or receive telephone or video calls using services like Skype or FaceTime, send tweets through Twitter, play games online, buy things online and bank online.

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[16] Where the question wording changed between 2014 and 2015, these amendments are also shown in the table. The 2015 activity 'send tweets through Twitter' was previously referred to as 'send or receive Twitter updates'. As these are, in effect, different activities, the differences between 2014 and 2015 are not flagged as statistically significant

Figure 31: Mobile activities ever done by mobile phone users: section groups

% of mobile users	2013	2014	2015
Watch online video			
Visit sites or apps like YouTube or Vine to look at videos or clips posted by other people (2013/ 2014)/ Watch short video clips online (such as on YouTube) (2015)	45%	58%	53% ↓
Watch TV programmes (2013/ 2014) / Watch TV programmes or films online through services such as BBC iPlayer, ITV player or All4 (2015)	22%	30%	30%
Listen to audio content			
Listening to music (2013/2014)/ Listen to music stored on the phone (2015)	48%	57%	56%
Communicate or participate			
Make or receive calls	99%	99%	100% ↑
Send or receive text messages	94%	95%	96%
Send or receive photo messages	67%	72%	73%
Send or receive emails	55%	63%	63%
Use Instant Messaging services	38%	55%	59% ↑
Visit social media sites or apps (2013/ 2014) / Look at social media sites or apps (2015)	53%	59%	59%
Send or receive video clips	48%	54%	58% ↑
Put photos or videos on sites (2013/ 2014) / Upload or share videos or photos online (2015)	38%	50%	50%
Make or receive telephone or video calls over the internet using service like Skype or FaceTime	27%	43%	36% ↓
Send or receive Twitter updates (2013/ 2014) / Send Tweets through Twitter (2015)	25%	31%	16%
Play games			
Play games loaded on the phone	46%	47%	46%
Play games online using the phone	25%	33%	26% ↓
Browse, search for content			
Use features such as Maps or satellite navigation to get to where you want to go/ plot a route to your destination	46%	57%	63% ↑
Transact			
Buy things from websites or apps using your phone/ Buy things online (2015)	33%	45%	46%
Bank online (added in 2015)	NA	NA	36%
Use your phone as a ticket or boarding pass or as an entry ticket to an event (added in 2015)	NA	NA	26%
Use an app on your phone to order taxis (added in 2015)	NA	NA	18%
Use your phone to make a payment in a shop by touching it against a contactless reader (added in 2015)	NA	NA	15%
Other activities			
Take photos	75%	81%	83%
Take videos	54%	62%	67% ↑
Download apps (including games)	48%	58%	62% ↑

M3/ M4 – Please tell me, from this list, the types of things you use your mobile phone for, and how often you do each.
Base: All adults aged 16+ who use a mobile phone (1465 in 2013, 1670 in 2014, 1520 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

Within this section we also report on the devices used most often for certain activities, and any other questions asked that have direct relevance (e.g. the reasons for not completing government processes online (Section 5.10)).

5.4 Watching video

Frequency of accessing video content online

Two in three internet users have ever watched or downloaded TV programmes or films online through broadcaster services

Adults who go online at home or elsewhere (87% of all adults) were asked about the frequency with which they undertook two specific activities relating to online video content:

- Watching short video clips online (such as on YouTube)

- Watching TV programmes or films online through services such as BBC iPlayer, ITV Player[17] or All4

Figure 32 shows the proportion of adult internet users in 2013, 2014 and in 2015 who said they ever undertook each online activity, broken out into: weekly use, less frequently than weekly but at least quarterly, and less frequent use.

In 2015, close to four in five internet users (78%) had ever watched short video clips online, with around half doing so weekly (48%). Both of these figures had increased since 2014, although use 'less frequently than quarterly' was less likely than in 2014 (10% vs. 13%).

Internet users are more likely to say they have ever watched short video clips online (78%), than to say they have ever watched TV programmes or films online through broadcaster websites (67%). Since 2014, internet users are more likely to say they have ever watched TV programmes or films online (67% vs. 60%). Weekly use has also increased (34% vs. 27% in 2014).

Figure 32: Watching online video, by activity type: 2013, 2014 and 2015
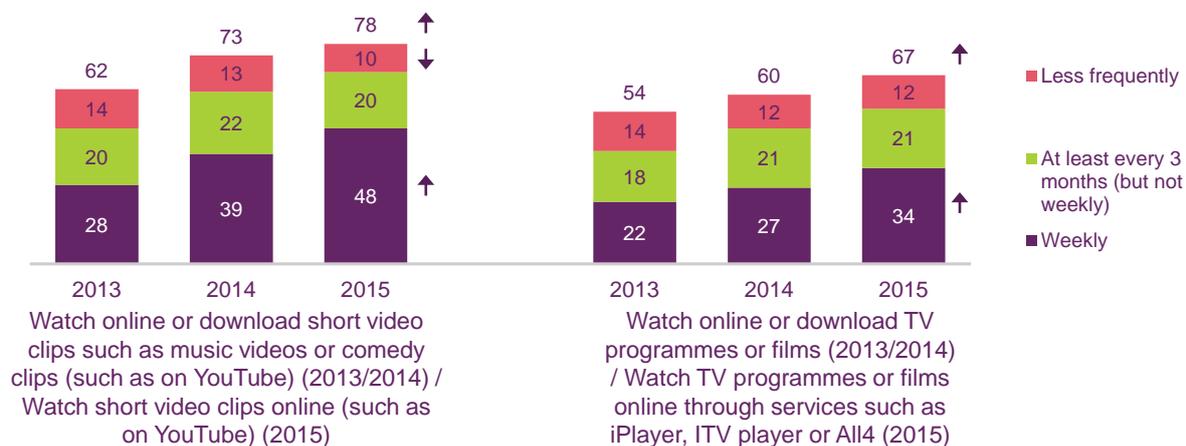
IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Base: All adults aged 16+ who go online (1272 in 2013, 1609 in 2014, 1458 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

Figure 33 shows any variations in the weekly incidence of undertaking each of these online activities, by age, socio-economic group and gender.

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[17] Since the fieldwork was conducted, this has rebranded as ITV Hub

Compared to all internet users (48%), 16-24s (73%) and 25-34s (63%) are more likely to watch short video clips online. In contrast, over-55s are less likely to do this, ranging from 9% of over-75s to 29% of 55-64s.

Differences by age are also apparent for watching TV programmes or films through broadcaster services; 16-34s are more likely to do this on a weekly basis (52% for 16-24s and 44% for 25-34s, vs. 34% for all) while those aged 55+ are less inclined (ranging from 11% to 21%).

Compared to all internet users aged 16 and over, those in DE households are less likely to watch TV programmes or films through broadcaster services at least weekly (25% vs. 34%), and men are more likely than women to do this (38% vs. 31%). Men are also more likely than women to watch short video clips online on a weekly basis (52% vs. 44%).

Figure 33: Watching online video at least weekly, by demographic group

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Watch short video clips online (such as on YouTube)	48%	73%	63%	49%	46%	29%	20%	9%
Watch TV programmes or films online through services such as iPlayer, ITV Player or All4	34%	52%	44%	36%	30%	21%	18%	11%

	All internet users	AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Watch short video clips online (such as on YouTube)	48%	47%	49%	44%	52%	52%	44%
Watch TV programmes or films online through services such as iPlayer, ITV Player or All4	34%	40%	39%	30%	25%	38%	31%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.

Device used most often for watching video content online

Watching video clips is most commonly undertaken on a smartphone, particularly among younger adults.

In the previous section of this report we showed how preferences for using internet-enabled devices varied by the online activity conducted. Figure 34 shows how device usage for watching short video clips varies by age, socio-economic group and gender among those who ever go online to watch short video clips.

More than four in ten (43%) of all internet users who ever go online to watch short video clips say they mostly use a smartphone to do so. This is more likely among 16-24s (64%) and 25-34s (58%) and less likely for those aged 55-64 (11%) and 65+ (3%). Similar proportions of internet users say they mostly use a laptop/ netbook (23%) or a tablet (21%) for this purpose. Use of either of these devices for watching video clips is less likely among 16-24s (16% for laptop/ netbook and 14% for tablet) while 55-64s (39%) and those aged 65+ (36%) are more likely to mostly use a laptop/ netbook. While one in ten (11%) of those who ever go online to watch short video clips say they mostly use a desktop computer for this purpose, this is more likely among 45-54s (16%), 55-64s (25%) and over-65s (27%) and less likely among 16-44s (4% for each of 16-24s, 25-34s and 35-44s).

Adults aged 16+ in AB households who watch short video clips online are less likely than all adults to use a smartphone to do this (34% vs. 43%), while those in DE households are more likely (55% vs. 43%). Adults in DE households are less likely to say they use a tablet (14% vs. 21%).

Women (24%) are more likely than men to say they use a tablet (18%), while men are more likely to say they mostly use a desktop computer (14% vs. 7%).

Figure 34: Device mostly used for watching short video clips online
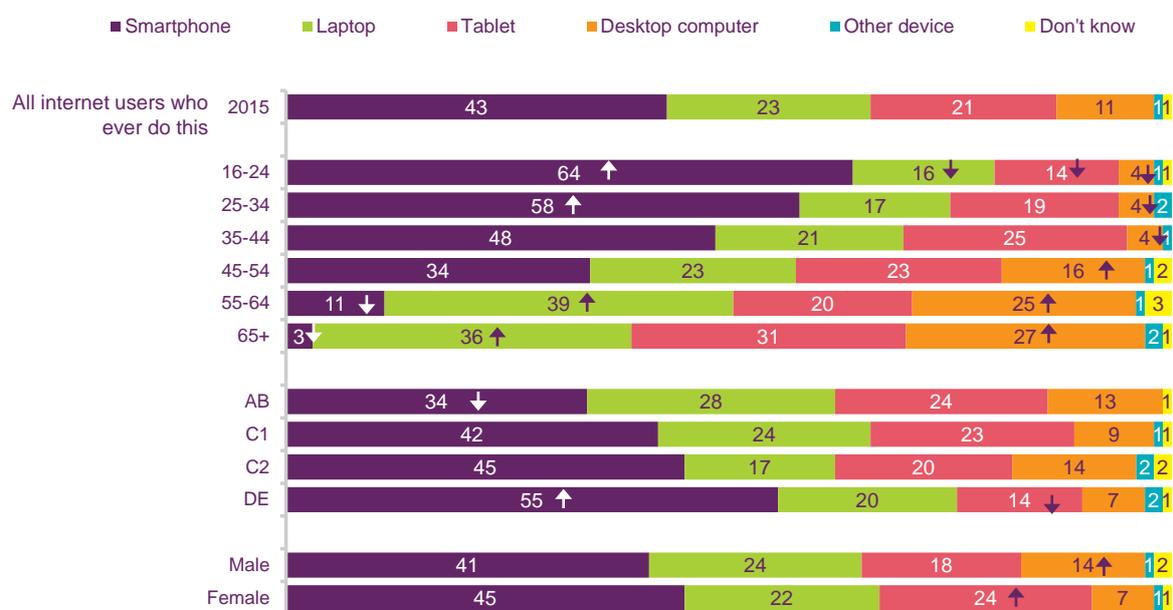
Nearly a quarter use a tablet, and one in five a smartphone, for watching TV or films online through broadcaster services - rising to 37% among DEs

Figure 35 shows how watching TV programmes or films online through broadcaster services varies by age, socio-economic group and gender.

Three in ten (30%) of all internet users who ever watch TV programmes or films through broadcaster services say they mostly use a laptop/ netbook to do so. This incidence does not vary by age, group or gender but is more likely among those in C1 households (37% vs. 30%). Nearly one in four who do this activity say they mostly use a tablet (23%), with no differences by age or socio-economic group. Women (28%) are more likely than men (19%) to 'mostly' use a tablet for this activity. Close to one in five adults who go online mostly use a smartphone to do this (18%); this is more likely for 16-24s (30%), and DEs (37%) and less likely for over-55s (1%) and ABs (12%).

Compared to all adults (13%), those aged 55+ (28%) are more likely to use a desktop computer, while 16-24s are less likely (6%). Using a desktop computer for this purpose is more likely among men (16%) than women (9%), and less likely for those in the C1 socio-economic group (7%). One in ten adults (10%) who go online to watch TV programmes or

films through broadcaster services say they mostly use a smart TV or streaming media player[18]. This incidence does not vary by age, gender or socio-economic group.

Figure 35: Device mostly used to watch TV programmes or films online
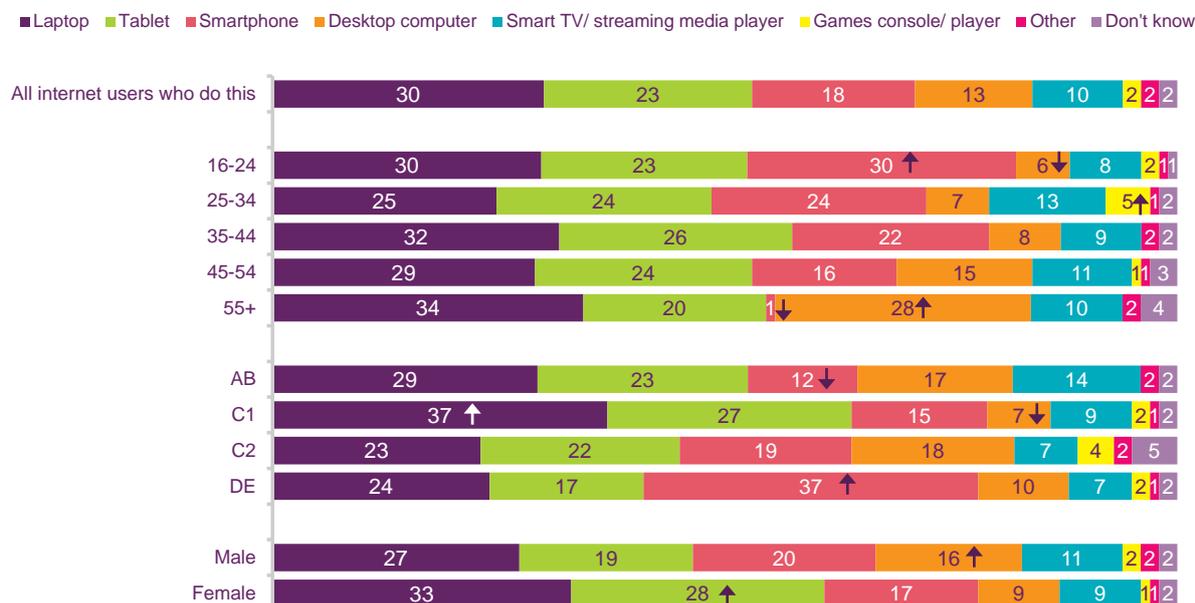
■ Laptop ■ Tablet ■ Smartphone ■ Desktop computer ■ Smart TV/ streaming media player ■ Games console/ player ■ Other ■ Don't know

Apps versus browsers – watching video content online

Those who watch video content online prefer to access this content through apps rather than through a web browser

As mentioned in Section 4 of this report, in 2015, adults who used apps on any type of device were asked to indicate whether they preferred to access various types of online content through an app or a browser[19]. Figure 36 shows the results for watching short video clips online, at an overall level and by age, socio-economic group and gender, among app users who access this type of content.

Close to half of app users who watch short video clips online say they prefer to use an app (47%) with one in three (33%) preferring to use a browser. Compared to all app users, preference for using an app is more likely among 16-24s (62% vs. 47%) with browser preference stronger among those aged 55+ (54% vs. 33%). Preference for either an app or a browser does not vary by socio-economic group or by gender.

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[18] Such as Apple TV, Now TV, Amazon Fire, Chromecast or Roku
[19] If required, respondents were also prompted with the following definition of a web browser: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or favourites

Figure 36: Using an app versus using a browser for watching short video clips online
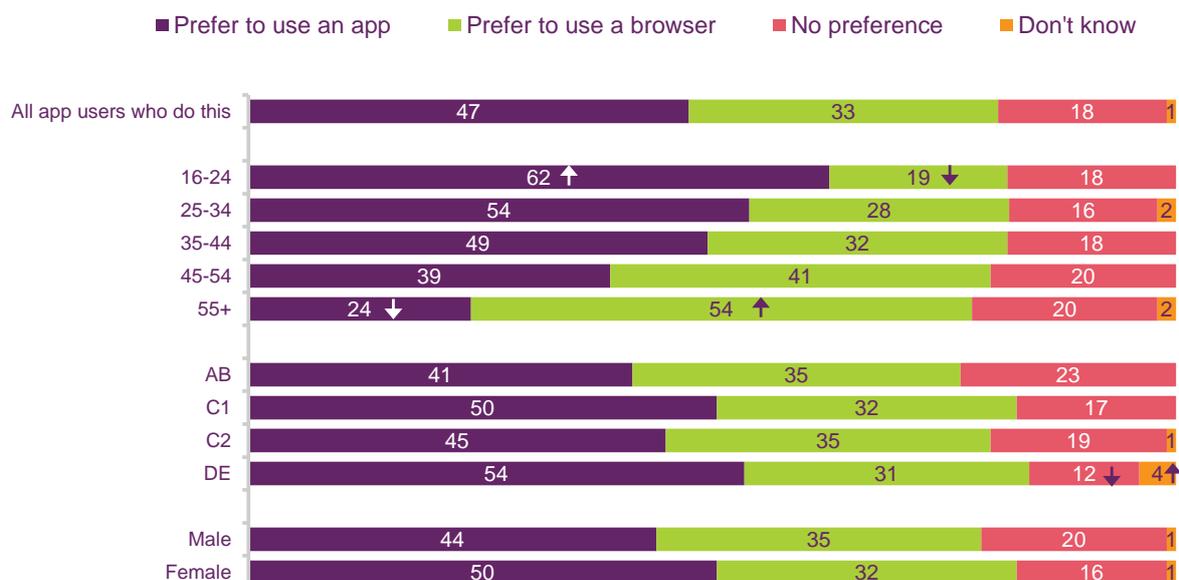
■ Prefer to use an app   ■ Prefer to use a browser   ■ No preference   ■ Don't know

	App	Browser	No pref	Don't know
All app users who do this	47	33	18	1
16-24	62 ↑	19 ↓	18	
25-34	54	28	16	2
35-44	49	32	18	
45-54	39	41	20	
55+	24 ↓	54 ↑	20	2
AB	41	35	23	
C1	50	32	17	
C2	45	35	19	1
DE	54	31	12 ↓	4 ↑
Male	44	35	20	1
Female	50	32	16	1

Figure 37 shows the results for watching TV programmes or films online through broadcaster services, at an overall level and by age, socio-economic group and gender, among app users who access this type of content. As with watching video clips, there is a preference for accessing broadcaster services content through an app (45%) rather than through a browser (36%). Compared to all users, those aged 16-24 (54% vs. 45%) and those in DE households (56% vs. 45%) are more likely to prefer to use an app, while over-55s are more likely to prefer to use a browser (57% vs. 36%).

Figure 37: Using an app versus using a browser for watching TV programmes or films online

■ Prefer to use an app　■ Prefer to use a browser　■ No preference　■ Don't know

	Prefer to use an app	Prefer to use a browser	No preference	Don't know
All app users who do this	45	36	17	2
16-24	54 ↑	30	16	
25-34	51	36	11	2
35-44	46	28 ↓	24 ↑	2
45-54	45	37	16	1
55+	24 ↓	57 ↑	15	4
AB	39	38	20	3
C1	43	38	19	
C2	51	33	14	2
DE	56 ↑	35	7 ↓	1
Male	45	38	15	1
Female	45	35	18	2
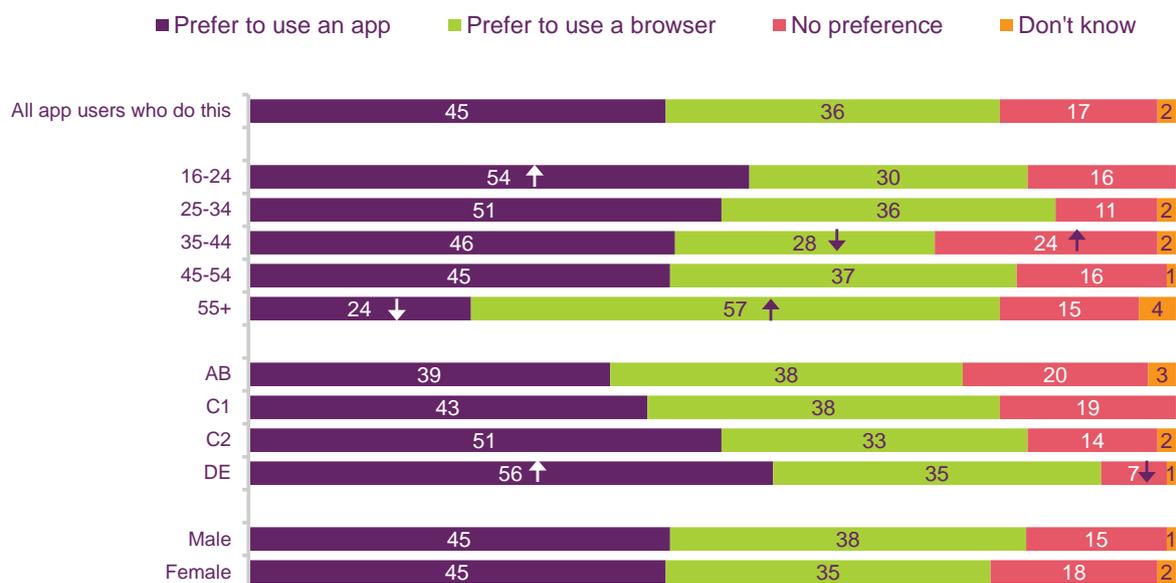
IN22C You said earlier you watch TV programmes or films online through services such as BBC iPlayer, ITV Player or All4. Do you prefer to do this through an app or through a web browser?
Base: All adults aged 16+ who use apps and go online to watch TV programmes or films online through broadcaster services (842 aged 16+, varies by demographic) . Arrows show significant differences (95% level) by age / socio-economic group compared to all app users, and males compared to females.

Content watched on YouTube

Half of YouTube users watch clips, while one in four watch full-length TV programmes or films

In 2015, adults who had ever gone online to watch short video clips (78% of all internet users; 68% of all adults) were asked specifically if they ever watched videos on YouTube. More than seven in ten internet users (72%, or 63% of all adults) said they ever watched videos on YouTube; this was more likely for 16-24s (91%) and 25-34s (89%) and less likely for 55-64s (56%), 65-74s (45%) over-75s (25%).

Adults in the C1 socio-economic group are also more likely than all adults to have ever watched videos on YouTube (78% vs. 72%).

Adults who had ever watched videos on YouTube were prompted with eight options and were asked to say which of these described the types of videos they tended to watch on YouTube. The results are shown in Figure 38. Three types of content are watched by a majority of adults on YouTube: music videos (64%), 'how-to' videos or tutorials (57%), and TV programme or film clips (51%). Around four in ten watch educational videos (43%) or product reviews (39%). One in four watch news content through YouTube (27%) or full-length programmes or films (25%). Less than one in ten (8%) watch vloggers or comedy clips/ funny things/ prank videos (3%)[20].

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[20] This option was not included in the prompted list of responses presented to respondents but was mentioned spontaneously

Figure 38:Type of content watched on YouTube
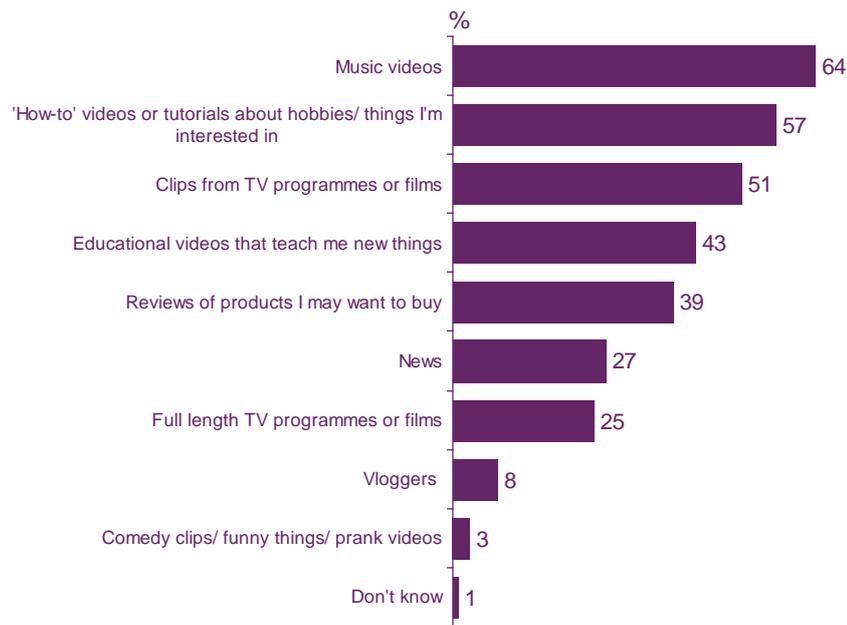
%

	%
Music videos	64
'How-to' videos or tutorials about hobbies/ things I'm interested in	57
Clips from TV programmes or films	51
Educational videos that teach me new things	43
Reviews of products I may want to buy	39
News	27
Full length TV programmes or films	25
Vloggers	8
Comedy clips/ funny things/ prank videos	3
Don't know	1

IN19 And which if any of these describe the types of YouTube videos that you tend to watch? – showing responses given by > 3% of all who watch videos on YouTube
Base: All who ever watch videos on YouTube (1014)

As shown in Figure 39, there are differences in these incidences by age. Compared to all who ever watch videos on YouTube, those aged 16-24 are more likely to watch music videos (81% vs. 64%) or vloggers (20% vs. 8%), while 25-34s are more likely to watch music videos (72% vs. 64%). Those aged 35-44 are less likely to watch vloggers (2%). Over-55s are less likely to watch four types of content: music videos (44% vs. 64%), clips from TV programmes or films (36% vs. 51%), full-length TV programmes or films (13% vs. 25%) and vloggers (1% vs. 8%).

Adults in AB households are less likely to watch music videos (55% vs. 64%) and are more likely to look at product reviews (46% vs. 39%). Adults in DE households are less likely to watch 'how-to' videos or tutorials (45% vs. 57%), product reviews (28% vs. 39%) or news content (18% vs. 27%). Men are more likely than women to watch news content on YouTube (32% vs. 22%).

Figure 39: Type of content watched on YouTube, by demographic group

All who ever watch videos on YouTube	16-24	25-34	35-44	45-54	55+
Base	1014	218	220	204	175	197
Music videos	64%	81%↑	72%↑	61%	58%	44% ↓
'How-to' videos or tutorials about hobbies/ things I'm interested in	57%	51%	56%	58%	60%	62%
Clips from TV programmes or films	51%	55%	57%	55%	51%	36% ↓
Educational videos that teach me new things	43%	42%	44%	47%	43%	37%
Reviews of products I may want to buy	39%	33%	42%	37%	40%	40%
News	27%	23%	26%	29%	35%	25%
Full length TV programmes or films	25%	31%	26%	25%	28%	13% ↓
Vloggers (like Zoella or PewDiePie)	8%	20%↑	12%	2% ↓	7%	1% ↓
Comedy clips/ funny things/ prank videos	3%	2%	3%	5%	3%	4%

All who ever watch videos on YouTube	AB	C1	C2	DE	Male	Female
Base	1014	256	349	193	216	498	516
Music videos	64%	55%↓	68%	65%	68%	65%	62%
'How-to' videos or tutorials about hobbies/ things I'm interested in	57%	63%	56%	64%	45%↓	60%	55%
Clips from TV programmes or films	51%	51%	51%	51%	52%	54%	48%
Educational videos that teach me new things	43%	48%	46%	36%	35%	45%	40%
Reviews of products I may want to buy	39%	46%↑	43%	32%	28%↓	41%	36%
News	27%	34%	29%	24%	18%↓	32% ↑	22%
Full length TV programmes or films	25%	25%	25%	22%	26%	27%	22%
Vloggers (like Zoella or PewDiePie)	8%	8%	9%	9%	9%	8%	9%
Comedy clips/ funny things/ prank videos	3%	3%	3%	6%	2%	3%	3%

IN19 And which if any of these describe the types of YouTube videos that you tend to watch?– showing responses given by > 3% of all who watch videos on YouTube
Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

Watching video content on a mobile phone

Three in ten adults use their mobile phone to watch TV programmes or films online through broadcaster services

Mobile phone users (90% of all adults) were specifically asked about their use of a mobile phone to watch video content.

Figure 40 shows that 53% of mobile phone users have ever used their phone to watch short video clips online (such as on YouTube); this is a decrease of five percentage points since 2014 (58%)[21], following a 13 percentage point increase between 2013 and 2014. One in three mobile users do this at least weekly (34%), also down since 2014 (from 40%).

Since 2014, weekly use of a mobile phone to watch TV programmes or films online through broadcaster services has increased[22] (15% vs. 12%) while use less frequently than quarterly has decreased (from 12% to 9%). As such, there has been no change in the overall proportion who have ever done this activity using their mobile phone (30% in both 2014 and 2015).

Figure 40: Watching video content on a mobile phone: 2013, 2014 and 2015
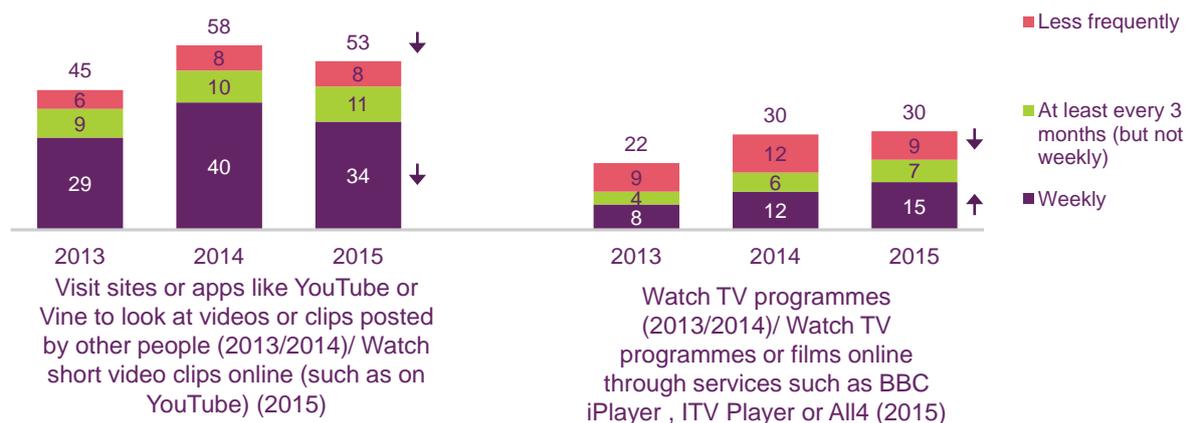
M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
Base: All adults aged 16+ who use a mobile phone (1465 in 2013, 1670 in 2014, 1520 in 2015).
Arrows show significant changes (95% level) between 2014 and 2015

Figure 41 shows any variation in the weekly incidence of undertaking each of these activities using a mobile phone, by age, socio-economic group and gender.

Compared to all mobile phone users, 16-34s are more likely to watch short video clips online at least weekly (67% for 16-24s and 58% for 25-34s, vs. 34%) and to watch TV programmes or films online through broadcaster services (28% for 16-24s and 24% for 25-34s, vs. 15%).

Compared to all users, mobile users aged 55 and over are less likely to do either of these types of activity, as are those in C2 households. Men are more likely than women to use

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[21] This decrease could be attributable to the amended question wording in 2015, so should be treated as indicative only
[22] This increase could also be attributable to the amended question wording in 2015, so should be treated as indicative only

their phone at least weekly to watch TV programmes or films via broadcaster services (18% vs. 11%).

Figure 41: Use of a mobile phone at least weekly for watching video content, by demographic group

	All mobile users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Watch short video clips online (such as on YouTube)	34%	67%↑	58%↑	38%	27%	9%↓	2%↓	0%↓
Watch TV programmes or films online through services such as BBC iPlayer , ITV Player or All4	15%	28%↑	24%↑	17%	13%	3%↓	0%↓	1%↓

	All mobile users	AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Watch short video clips online (such as on YouTube)	34%	36%	39%	27%↓	35%	36%	33%
Watch TV programmes or films online through services such as BBC iPlayer , ITV Player or All4	15%	17%	17%	8%↓	15%	18%↑	11%

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
Arrows show significant differences (95% level) by age / socio-economic group compared to all mobile users, and males compared to females.

5.5 Listening to audio

Frequency of accessing audio content online

Internet users are more likely than in 2014 to listen to radio stations online

Adults who go online were asked about the frequency with which they listen to streamed music online (using services such as Spotify or Apple Music), and listen to radio stations online.

Figure 42 shows that half of all internet users have ever listened to streamed music online (50%) with three in ten doing this at least weekly (29%). A further one in ten (10%) listen to streamed music online at least quarterly, and a similar proportion (11%) less frequently than that.

More than one in five (22%) internet users listen to radio stations online at least weekly, with close to half (47%) having ever done this. Both these measures have increased since 2014, by around ten percentage points.

Figure 42: Listening to audio content online: 2013, 2014 and 2015
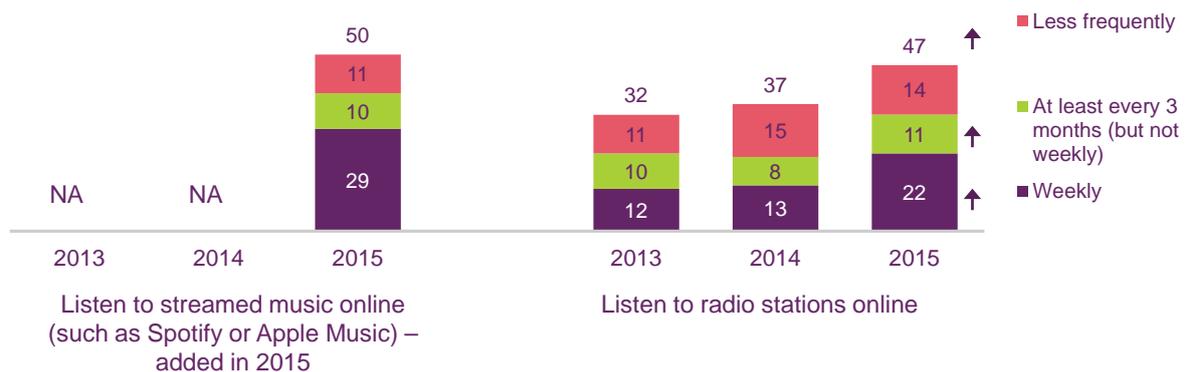
IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Base: All adults aged 16+ who go online (1272 in 2013, 1609 in 2014, 1458 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

As shown in Figure 43, those aged 16-34 (57% of 16-24s and 43% of 25-34s) are more likely, and over-55s are less likely (ranging from 3% of 75+ year olds to 11% of 55-64s) than all internet users (29%) to go online at least weekly to listen to streamed music. Over-65s (7% of 65-74s and 6% of those aged 75 and over) are the only age group less likely to listen to radio stations online at least weekly (22% for all adults).

Internet users in AB households are more likely than all adults to go online to listen to radio stations at least weekly (28% vs. 22%), while those in C1 households (35% vs. 29%) are more likely to listen to streamed music online.

Men are more likely than women to listen to radio stations online (27% vs. 17%).

Figure 43: Listening to audio content online at least weekly, by demographic group

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Listen to streamed music online (such as Spotify or Apple Music)	29%	57%↑	43%↑	28%	25%	11%↓	3%↓	3%↓
Listen to radio stations online	22%	23%	24%	27%	24%	17%	7%↓	6%↓

	All internet users	AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Listen to streamed music online (such as Spotify or Apple Music)	29%	28%	35%↑	27%	26%	31%	27%
Listen to radio stations online	22%	28%↑	21%	16%	19%	27%↑	17%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.

<u>Device used most often for listening to streamed music online</u>

A majority of internet users say they mostly use a smartphone to listen to streamed music online

In the previous section of this report we showed how device preferences varied according to the online activity conducted. Figure 44 shows how device preferences for listening to streamed music vary by age, socio-economic and gender, among those who ever go online to do this.

Over half of all internet users (56%) who listen to streamed music online say they mostly use a smartphone to do this, rising to 70% of 16-24s and 67% of 25-34s. Adults aged 45 and over are less likely than all internet users to say they mostly use a smartphone for this purpose (33%); they are more likely to use a desktop computer (19% vs. 7% for all internet users). Around one in five internet users who listen to streamed music say they mostly use a laptop (18%) while 13% use a tablet, and these incidences do not vary by age.

Internet users in AB households are less likely than all users to use a smartphone to listen to streamed music (44% vs. 56%), while those in DE households are more likely (68%). Men are four times more likely than women to say they mostly use a desktop computer to do this (12% vs. 3%).

Figure 44: Device mostly used for listening to streamed music online

■ Smartphone ■ Laptop ■ Tablet ■ Desktop computer ■ Smart TV/ streaming media player ■ Other device ■ Don't know
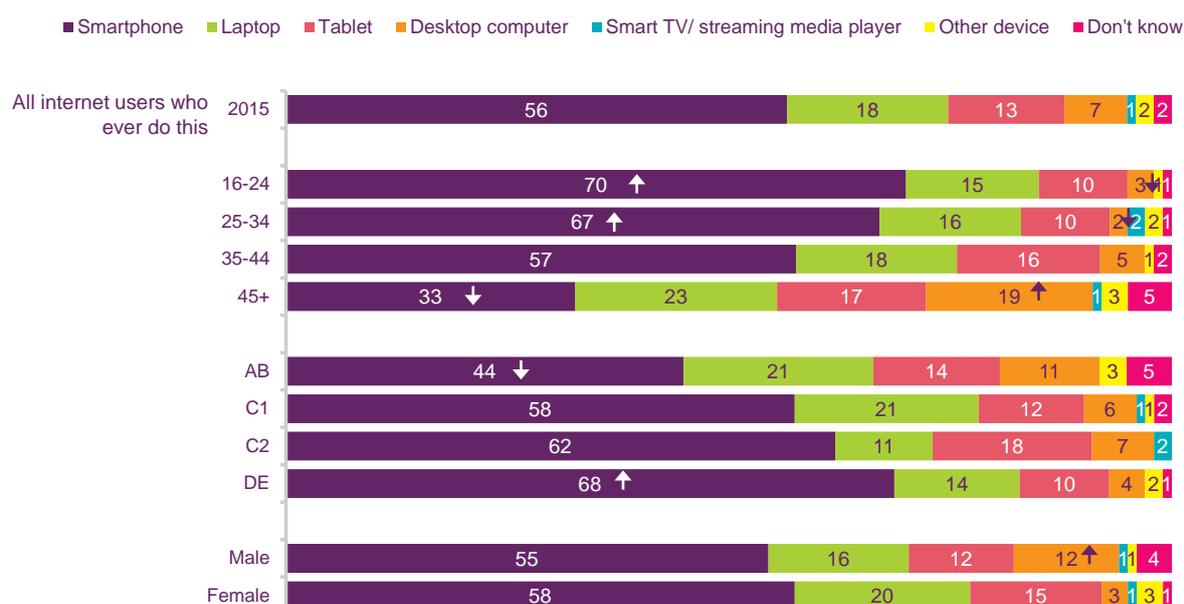
IN20H. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for listening to streamed music online (such as Spotify or Apple Music?) Base: All adults aged 16+ who go online at home or elsewhere and who listen to streamed music online (693 aged 16+, varies by demographic). Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.

Apps versus browsers – listening to streamed music online

Those who listen to streamed music are three times more likely to prefer to access it through apps rather than a browser

As mentioned in Section 4 of this report, in 2015, adults who used apps on any type of device were asked to indicate whether they preferred to access various types of online content through an app or a browser[23]. Figure 45 shows the results for listening to streamed music online, at an overall level and by age, socio-economic group and gender, among app users who access this type of content.

Six in ten app users who listen to streamed music say they prefer to use an app (61%), with 19% preferring to use a browser. App preference is no more likely among any of the age groups, or by socio-economic group or gender, but over-45s and those in the AB socio-economic group are less likely to prefer to use an app. Adults aged 45 and over are more likely to prefer to use a browser (30% vs. 19%).

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[23] If required, respondents were also prompted with the following definition of a web browser: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or Favourites

Figure 45: Using an app versus a browser for listening to streamed music

Legend: ■ Prefer to use an app ■ Prefer to use a browser ■ No preference ■ Don't know

	Prefer to use an app	Prefer to use a browser	No preference	Don't know
All app users who do this	61	19	18	2
16-24	70	15	15	
25-34	67	16	15	2
35-44	60	16	23	1
45+	48 ↓	30 ↑	19	4
AB	51 ↓	21	25	4
C1	61	22	16	1
C2	71	12	17	
DE	69	18	11	2
Male	59	19	18	3 ↑
Female	63	19	17	
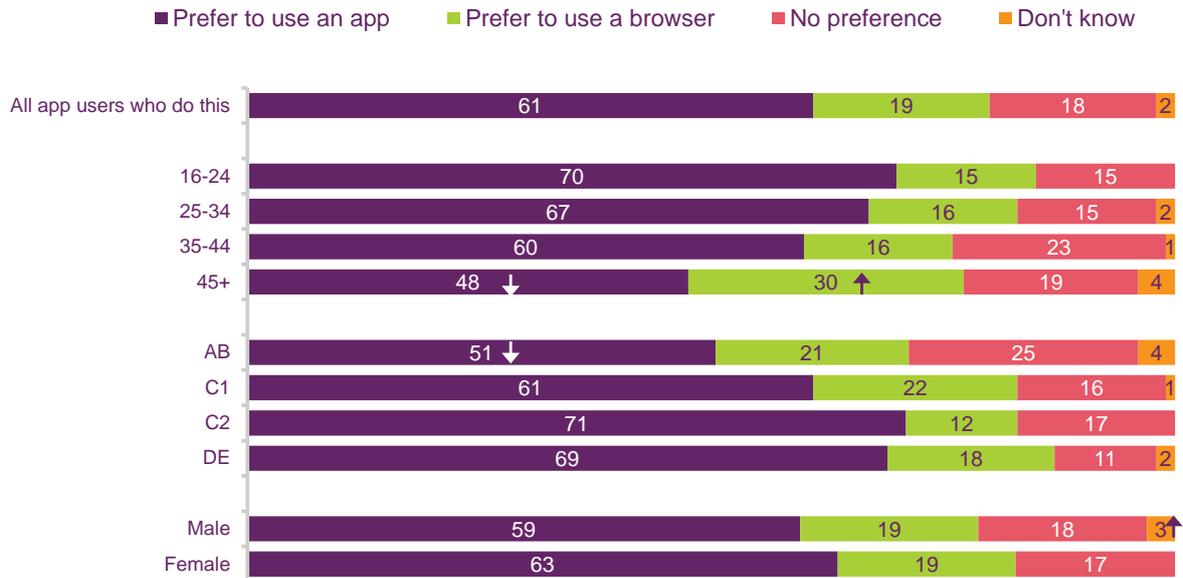
IN22A You said earlier you listen to streamed music online (such as Spotify or Apple Music). Do you prefer to do this through an app or through a web browser?
Base: All adults aged 16+ who use apps and go online to listen to streamed music (666 aged 16+, varies by demographic) . Arrows show significant differences (95% level) by age / socio-economic group compared to all app users, and males compared to females.

Listening to music on a mobile phone

Over half of all mobile phone users have ever listened to music stored on their phone

Figure 46 shows that a majority of mobile phone users have ever listened to music stored on their mobile phone (56%), unchanged since 2014. Four in ten mobile phone users (40%) do this at least weekly, also unchanged since 2014.

Figure 46: Use of a mobile for listening to music: 2013, 2014 and 2015

	2013	2014	2015
Total	48	57	56
Less frequently	8	8	8
At least every 3 months (but not weekly)	7	7	7
Weekly	34	41	40

Listen to music (2013/2014)/
Listen to music stored on the phone (2015)

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each
Base: All adults aged 16+ who use a mobile phone (1465 in 2013, 1670 in 2014, 1520 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

As shown in Figure 47, compared to all adults, nearly twice as many 16-24s (78%) say they listen to music on their mobile phone at least once a week. This is also more likely for 25-34s (61%). In contrast, only 15% of 55-64s (and less among older age groups), do this at least weekly.

Adults in C1 households are more likely than all adults to use a mobile phone to listen to music at least weekly (48% vs. 40%), and men are more likely than women (45% vs. 37%).

Figure 47: Use of a mobile to listen to music at least weekly, by demographic group

	All mobile users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Listen to music stored on the phone	40%	78% ↑	61% ↑	43%	38%	15% ↓	2% ↓	1% ↓

	All mobile users	AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Listen to music stored on the phone	40%	39%	48% ↑	34%	40%	45% ↑	37%

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
Arrows show significant differences (95% level) by age / socio-economic group compared to all mobile users, and males compared to females.

5.6 Communicating or participating (including social media)

Frequency of communicating through various methods online

Since 2014 there has been an increase in uploading videos and photos

Figure 48 shows the proportion of adult internet users in 2013, 2014 and in 2015 who said they had ever undertaken seven communication and participation activities, broken out into: weekly, less frequently than weekly but at least quarterly, and less frequent use.

- Send or receive emails.

- Use Instant messaging such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat.

- Look at social media sites or apps.

- Upload or share videos or photos online.[24]

- Make or receive telephone or video calls online using services like Skype or FaceTime.

- Share links to websites or online articles – perhaps on Twitter, Facebook, Reddit or Pinterest.

- Contribute comments to a website or blog.[10]

A majority of internet users have ever done six of the seven activities, apart from contributing comments to a website or blog (50%). A majority do three of the activities at least weekly –

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[24] These activities were not asked about in 2013

send or receive emails (79%), use Instant Messaging (68%) and look at social media sites or apps (68%).

Just over a third (35%) upload or share videos or photos at least weekly, while 28% make or receive telephone or video calls online i.e. use VoIP or share links to websites or online articles (28%). One in four contribute comments to a website or blog at least weekly (24%).

Internet users are more likely than in 2014 to say they have ever gone online to upload or share videos or photos (70% vs. 63%). Two of the seven activities have increased in weekly use by ten percentage points or more since 2014: uploading or sharing photos or videos online (35% vs. 22%) and using instant messaging (68% vs. 58%). Since 2014, looking at social media sites or apps at least weekly is up (68% vs. 64%), as is using VoIP services (28% vs. 22%) and contributing to a website or blog (24% vs. 19%).

Figure 48: Online communication and participation: 2013, 2014 and 2015
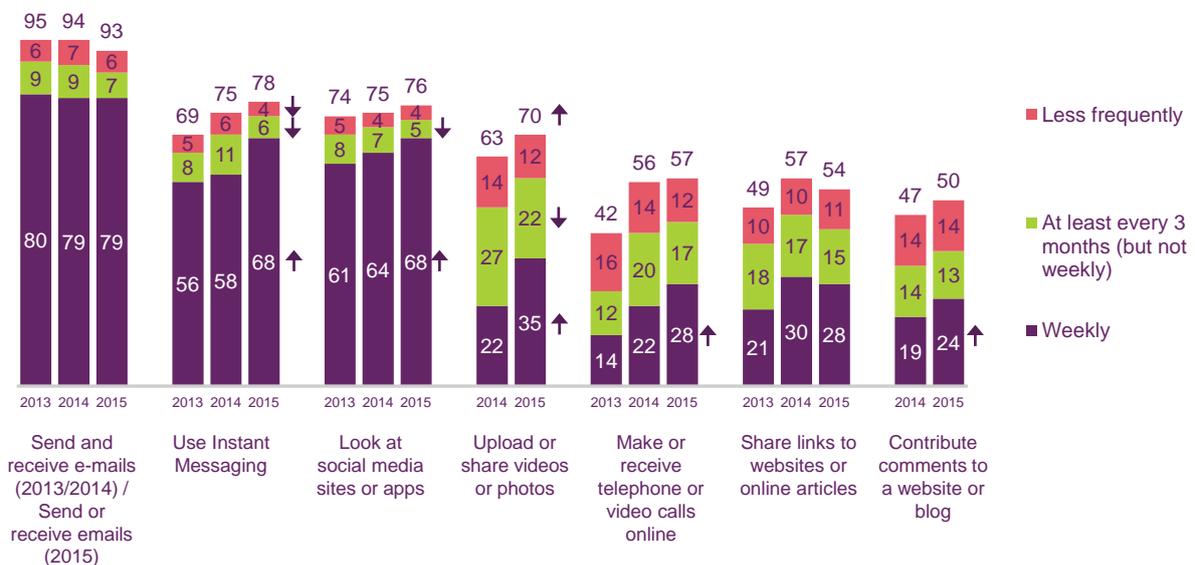
Figure 49 shows any variation in the weekly incidence of undertaking each of these online activities, by age, socio-economic group and gender.

Adult internet users aged 55-64 (69%) and 75+ (61%) are less likely than all internet users (79%) to send or receive email at least weekly.

For each of the remaining six online activities shown in Figure 49, internet users aged 16-24 are more likely than all users to undertake each of these activities at least weekly, while those aged 55-64, 65-74 and 75+ are less likely.

Adult internet users aged 25-34 are more likely than all internet users to go online at least weekly for four activities: to look at social media sites or apps (89% vs. 68%), to use instant messaging services (89% vs. 68%), to upload or share videos or photos (52% vs. 35%) and to share links to websites or online articles (40% vs. 28%). And 35-44s are more likely to go online at least weekly to use instant messaging services (76% vs. 68%), while 45-54s are less likely to upload or share videos or photos at least weekly (26% vs. 35%).

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There is less variation by socio-economic group. Internet users aged 16+ in AB and C1 households are more likely to go online at least weekly to send or receive email (91% for ABs and 87% for C1s, vs. 79% for all internet users), while those in C2 and DE households are less likely to do this at least weekly (70% for C2s and 63% for DEs, vs. 79%). Adult internet users in C2 households are less likely than all internet users to go online at least weekly to contribute comments to a website or blog (16% vs. 24% for all).

Women are more likely than men to go online at least weekly to look at social media sites or apps (73% vs. 63%) or to use instant messaging services (71% vs. 64%). Men are more likely to send or receive email on a weekly basis (82% vs. 77%).

Figure 49: Weekly online communication activities, by demographic group

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Send or receive emails	79%	82%	80%	85%	83%	69% ↓	72%	61% ↓
Look at social media sites or apps	68%	91% ↑	89% ↑	74%	64%	47% ↓	33% ↓	23% ↓
Use Instant Messaging such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat	68%	91% ↑	89% ↑	76% ↑	64%	43% ↓	30% ↓	14% ↓
Upload or share videos or photos online	35%	55% ↑	52% ↑	41%	26% ↓	17% ↓	13% ↓	7% ↓
Make or receive telephone or video calls, using services like Skype or FaceTime	28%	44% ↑	35%	30%	30%	12% ↓	11% ↓	11% ↓
Share links to websites or online articles – perhaps on Twitter, Facebook, Reddit or Pinterest	28%	39% ↑	40% ↑	28%	27%	17% ↓	6% ↓	3% ↓
Contribute comments to a website or blog	24%	35% ↑	30%	24%	26%	15% ↓	8% ↓	7% ↓

	All internet users	AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Send or receive emails	79%	91% ↑	87% ↑	70% ↓	63% ↓	82% ↑	77%
Look at social media sites or apps	68%	66%	71%	64%	72%	63%	73% ↑
Use Instant Messaging such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat	68%	63%	72%	67%	67%	64%	71% ↑
Upload or share videos or photos online	35%	33%	40%	33%	35%	33%	38%
Make or receive telephone or video calls, using services like Skype or FaceTime	28%	34%	31%	22%	24%	30%	26%
Share links to websites or online articles – perhaps on Twitter, Facebook, Reddit or Pinterest	28%	25%	32%	24%	28%	27%	28%
Contribute comments to a website or blog	24%	24%	28%	16% ↓	24%	23%	24%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.

Apps versus browsers – email

Among all app users there is no overall preference for app rather than browser use for sending emails, although younger respondents prefer to use an app

As mentioned in Section 1 of this report, in 2015, adults who use apps on any type of device were asked to indicate whether they preferred to access various types of online content through an app or a browser[25]. Figure 50 shows the results for sending or receiving email, at an overall level and by age, socio-economic group and gender, among app users who access this type of content.

Four in ten app users who send or receive email say they prefer to use an app (41%), with an identical proportion (41%) preferring to use a browser. The preference for using an app is higher among 16-24s (51% vs. 41%) and lower among 55-64s (29% vs. 41%) and over-65s (24% vs. 41%). There are no differences by socio-economic group or gender.

Figure 50: Using an app versus using a browser for email
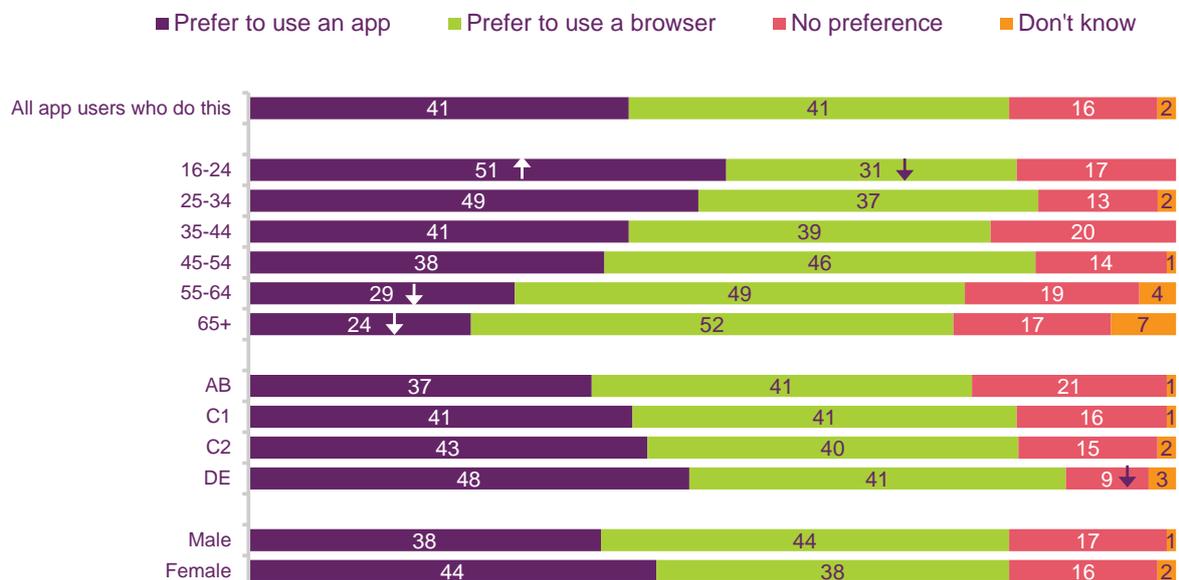
IN22E You said earlier you send or receive emails. Do you prefer to do this through an app (including Outlook or other software) or through a web browser?
Base: All adults aged 16+ who use apps and go online to send or receive emails (1138 aged 16+, varies by demographic) . Arrows show significant differences (95% level) by age / socio-economic group compared to all app users, and males compared to females.

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[25] If required, respondents were prompted with the following definition of a web browser: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or favourites

Communication and participation on a mobile phone

Use of a mobile phone for instant messaging and for sending/ receiving video clips has increased since 2014

Mobile phone users were asked about ten activities relating to mobile communication and participation. These activities are shown in Figure 51.

As was the case in 2013 and 2014, in 2015 nearly all mobile users had ever used their mobile phone for making/ receiving calls (100%) and for sending or receiving text messages (96%), with weekly use not much lower than this for either activity.

A further five activities have ever been undertaken by more than half of adults using their mobile phone: send or receive photo messages (73%), send or receive emails (63%), use Instant Messaging services (59%), look at social media sites or apps (59%) and send or receive video clips (58%). Social media is the only activity undertaken at least weekly by the majority of mobile users (51%).

While at least half of all mobile users ever send or receive video clips using their phone (58%), or upload or share videos or photos online (50%), considerably fewer do this at least weekly (25% and 26% respectively). Less than half of mobile users have ever used their device for telephone or video calls over the internet e.g. Skype (36%), or to send or receive Twitter updates/ send tweets through Twitter (16%).

Mobile users are more likely than in 2014 to have ever used their phone to make or receive calls (100% vs. 99%), for Instant Messaging (59% vs. 55%) or to send or receive video clips (58% vs. 54%). They are less likely to have used their phone to make or receive calls over the internet (36% vs. 43%). Weekly use is also more likely for sending or receiving photo messages (44% vs. 39%), using Instant Messaging services (47% vs. 42%) and sending or receiving video clips (25% vs. 21%).

Figure 51: Use of a mobile phone for communication and participation: 2013, 2014 and 2015

Legend:
- Less frequently
- At least every 3 months (but not weekly)
- Weekly

Top chart:

Make or receive calls
- 2013: 99 (95 Weekly, 3)
- 2014: 99 (94 Weekly, 4)
- 2015: 100 ↑ (94 Weekly, 3)

Send or receive text messages
- 2013: 94 (90 Weekly, 2)
- 2014: 95 (90 Weekly, 3)
- 2015: 96 (92 Weekly, 3)

Send or receive photo messages
- 2013: 67 (32 Weekly, 21, 14)
- 2014: 72 (39 Weekly, 19, 14)
- 2015: 73 (44 Weekly ↑, 15 ↓, 13)

Send or receive emails
- 2013: 55 (44 Weekly, 7, 4)
- 2014: 63 (52 Weekly, 7, 4)
- 2015: 63 ↑ (49 Weekly, 8, 7)

Use Instant Messaging services
- 2013: 38 (29 Weekly, 5, 4)
- 2014: 55 (42 Weekly, 7, 6)
- 2015: 59 ↑ (47 Weekly ↑, 7, 5)

Bottom chart:

Visit social media sites or apps (2013/2014)/ Look at social media sites or apps (2015)
- 2013: 53 (47 Weekly, 3, 3)
- 2014: 59 (53 Weekly, 3, 3)
- 2015: 59 (51 Weekly, 4, 4)

Send or receive video clips
- 2013: 48 (16 Weekly, 13, 19)
- 2014: 54 (21 Weekly, 17, 16)
- 2015: 58 ↑ (25 Weekly ↑, 16, 18)

Put photos or videos on sites (2013/ 2014)/ Upload or share videos or photos online (2015)
- 2013: 38 (21 Weekly, 10, 7)
- 2014: 50 (28 Weekly, 13, 9)
- 2015: 50 (26 Weekly, 14, 10)

Make or receive telephone or video calls over the internet
- 2013: 27 (14 Weekly, 6, 6)
- 2014: 43 (23 Weekly, 10, 9)
- 2015: 36 ↓ (20 Weekly, 8, 8)

Send or receive Twitter updates (2013/ 2014) / Send tweets through Twitter (2015)
- 2013: 25 (17 Weekly, 4, 4)
- 2014: 31 (18 Weekly, 6, 7)
- 2015: 16 (13 Weekly, 2, ...)

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each
Base: All adults aged 16+ who use a mobile phone (1465 in 2013, 1670 in 2014, 1520 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

79

Figure 52 shows how the activities vary by age:

- 16-24s and 25-34s are more likely than average to use their phone at least weekly for all ten activities.

- Those aged 35-44 are more likely than all users to use their phone at least weekly for six of the ten activities, but are as likely as all users to use their phone for uploading/ sharing videos or photos online, sending or receiving video clips, making or receiving telephone or video calls and sending tweets.

- Those aged 45-54 are more likely than all users to use their phone at least weekly for text messages (97% vs. 90% for all).

- 55-64 year olds are less likely to use their mobile phone at least weekly for eight of the ten activities, and are as likely as all users to use their phone for calls or text messages.

- Those aged 65-74 and 75+ are less likely than average to use their phone at least weekly for all ten activities.

Figure 52: Weekly use of a mobile phone for communication, by age

	All mobile users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Make or receive calls	94%	98% ↑	98% ↑	99% ↑	97%	92%	80% ↓	66% ↓
Send or receive text messages	92%	99% ↑	99% ↑	99% ↑	97% ↑	88%	72% ↓	43% ↓
Look at social media sites or apps	51%	80% ↑	81% ↑	60% ↑	47%	23% ↓	7% ↓	1% ↓
Send or receive emails	49%	65% ↑	70% ↑	60% ↑	50%	29% ↓	10% ↓	4% ↓
Use Instant Messaging services such as such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat	47%	78% ↑	73% ↑	54% ↑	42%	19% ↓	9% ↓	2% ↓
Send or receive photo messages	44%	66% ↑	67% ↑	53% ↑	38%	25% ↓	12% ↓	4% ↓
Upload or share videos or photos online	26%	52% ↑	47% ↑	27%	21%	3% ↓	3% ↓	0% ↓
Send or receive video clips	25%	42% ↑	41% ↑	28%	21%	9% ↓	5% ↓	1% ↓
Make or receive telephone or video calls over the internet, using services like Skype or FaceTime	20%	37% ↑	31% ↑	23%	18%	5% ↓	4% ↓	0% ↓
Send tweets through Twitter	13%	24% ↑	21% ↑	13%	12%	6% ↓	1% ↓	0% ↓

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
Arrows show significant differences (95% level) by age compared to all mobile users

As shown in Figure 53, there are fewer differences by socio-economic group than by age. However, where differences do exist, activities tend to be higher than average among ABs and C1s, and lower among C2s and DEs.

Adults in AB households are more likely than all adults to use their phone at least weekly for two activities: sending or receiving emails (61% vs. 49% for all) and sending tweets (18% vs. 13%). Those in C1 households are more likely to look at social media sites or apps (59% vs. 51%), to use Instant Messaging (55% vs. 47%) and to send or receive photo messages, (52% vs. 44%) at least weekly.

In contrast, adults in C2 households are less likely to use their phone at least weekly to send or receive emails (38% vs. 49%), to send or receive photo messages (35% vs. 44%) or to send or receive video clips (18% vs. 25%). Adults in DE households are also less likely to send or receive email (39% vs. 49%) and to send tweets (8% vs. 13%).

Women are more likely than men to use their mobile phone at least weekly for text messages (94% vs. 90%), to look at social media sites or apps (54% vs. 48%) and to use Instant Messaging services (50% vs. 43%).

Figure 53: Weekly use of a mobile phone for communication, by socio-economic group and gender

	All mobile users	AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Make or receive calls	94%	93%	95%	93%	93%	93%	94%
Send or receive text messages	92%	93%	94%	89%	90%	90%	94% ↑
Look at social media sites or apps	51%	50%	59% ↑	45%	49%	48%	54% ↑
Send or receive emails	49%	61% ↑	53%	38% ↓	39% ↓	50%	48%
Use Instant Messaging services such as such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat	47%	45%	55% ↑	41%	44%	43%	50% ↑
Send or receive photo messages	44%	48%	52% ↑	35% ↓	40%	42%	46%
Upload or share videos or photos online	26%	24%	29%	24%	25%	26%	25%
Send or receive video clips	25%	28%	28%	18% ↓	24%	26%	24%
Make or receive telephone or video calls over the internet, using services like Skype or FaceTime	20%	22%	24%	15%	18%	21%	19%
Send tweets through Twitter	13%	18% ↑	15%	9%	8% ↓	13%	12%

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
Arrows show significant differences (95% level) by socio-economic group compared to all mobile users, and males compared to females.

Social media profiles

More than seven in ten internet users have a social media profile

More than seven in ten (73%) internet users have a social media profile, unchanged since 2014. When expressed as a proportion of all adults (rather than all internet users) this figure falls to around six in ten (63%).

A majority of internet users aged 16-24 (91%), 25-34 (90%), 35-44 (81%) and 45-54 (74%) have a social media profile. This compares to half of 55-64s (51%) and 30% of over-65s. Since 2014, no particular age group has become more or less likely to have a social media profile.

Figure 54: Incidence of having a social media profile, by age: 2010-2015
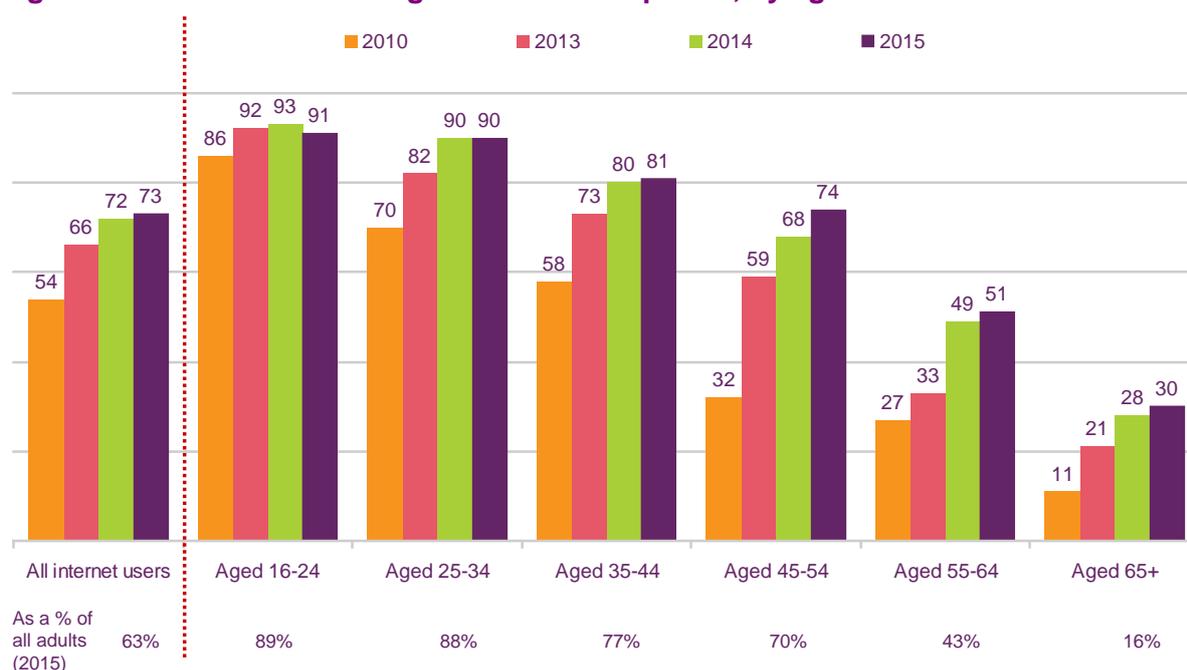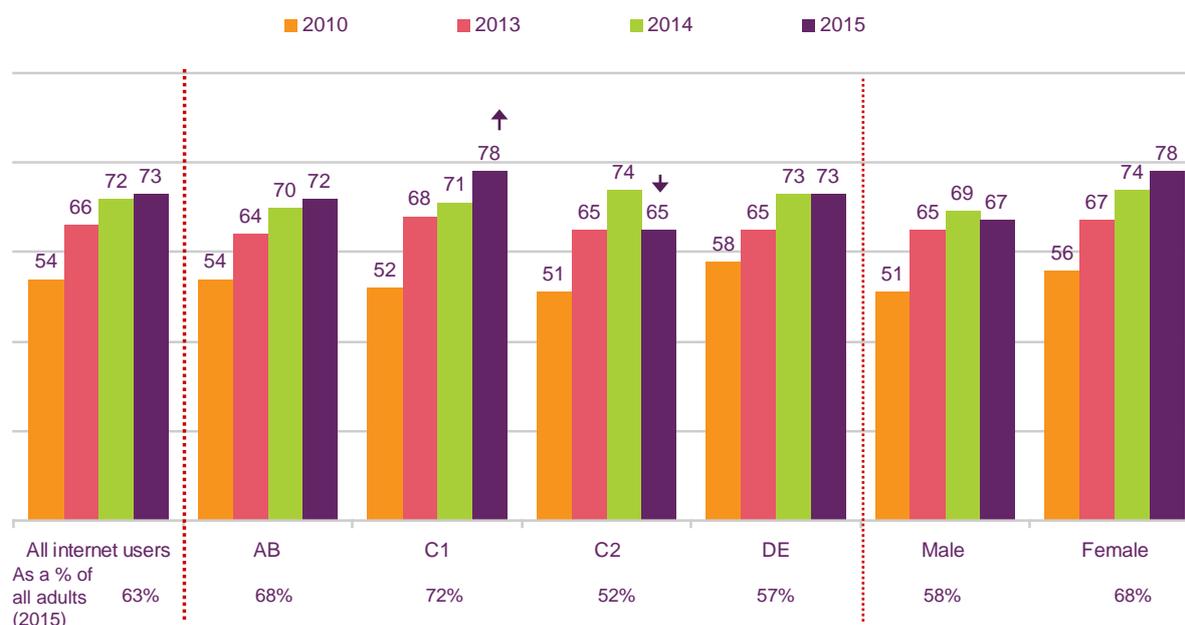
As shown in Figure 55, a majority of internet users in all four socio-economic groups have a social media profile. Adults in C1 households are more likely than in 2014 to have a profile (78% vs. 71%) while those in C2 households are less likely (65% vs. 74%).

There has been no change in the likelihood of having a profile since 2014 for either men or women, but women are more likely than men to have a social media profile (78% vs. 67%).

■ 2010 ■ 2013 ■ 2014 ■ 2015

	All internet users	AB	C1	C2	DE	Male	Female
As a % of all adults (2015)	63%	68%	72%	52%	57%	58%	68%

Social media users are more likely than in 2014 to have a profile on YouTube, Instagram or Snapchat

As shown in Figure 56, 95% of adults with a social media profile say they use Facebook. No other site/ service is used by a majority of those with a social media profile. More than four in ten (43%) of those with a profile say they *only* have one on Facebook, although this is a decrease of five percentage points since 2014, following a corresponding increase between 2013 and 2014.

More than a quarter of social media users have a profile on WhatsApp (28%) or Twitter (26%), with around one in five using YouTube (22%) or Instagram (22%). More than one in ten have a profile on LinkedIn (14%), Snapchat (12%) or Google+ (11%). All other social media sites are used by less than one in ten.

Since 2014, social media site users are less likely to say they have a profile on Facebook (95% vs. 97%) and are more likely to have a profile on YouTube (22% vs. 17%), Instagram (22% vs. 16%) or Snapchat (12% vs. 9%).

Figure 56: Social media sites used: 2013, 2014 and 2015
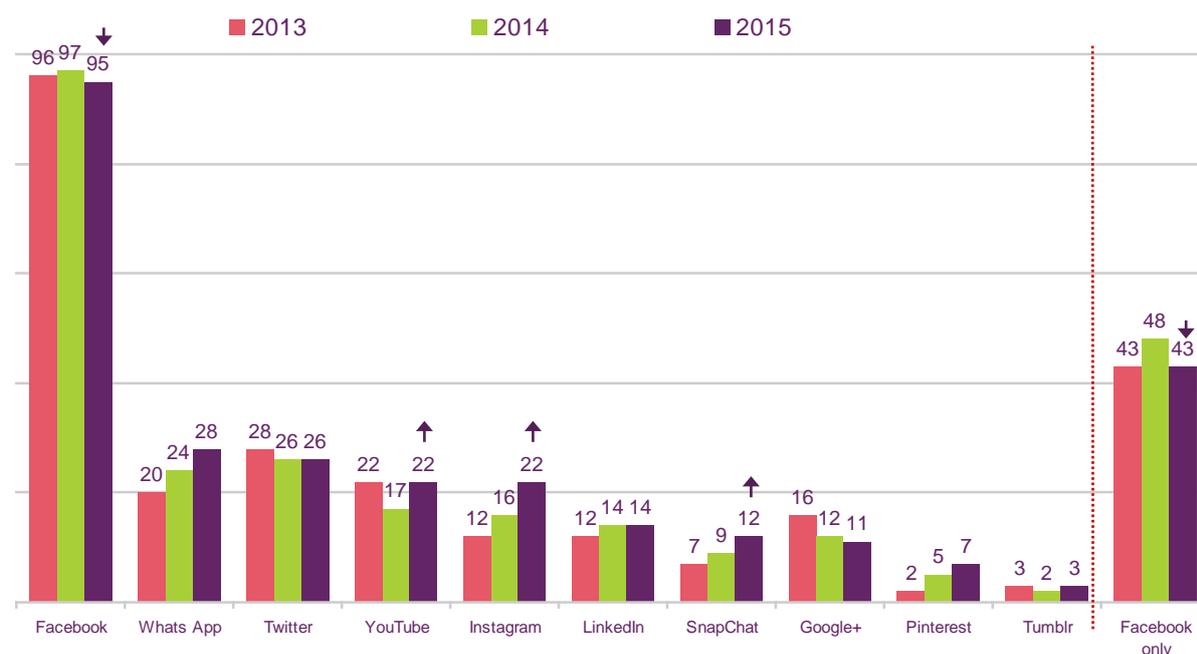
While not charted, there are differences by age:

- Compared to all adults with a profile, 16-24s are more likely to have a profile on five of the ten social media sites/ apps shown above: Instagram (47%), WhatsApp (39%), Twitter (38%), Snapchat (37%) and YouTube (36%). This age group are less likely to have a profile on LinkedIn (8% vs. 14%). Adults aged 25-34 are also more likely to have a profile on WhatsApp (39%) or Instagram (29%).

- Those aged 35-44 and 45-54 are less likely to have a profile on Instagram (14% for 35-44s and 11% for 45-54s) or Snapchat (5% and 2% respectively).

- Over-55s are less likely to have a profile on Twitter (15%) WhatsApp (12%), YouTube (10%), Instagram (4%), Google+ (3%), Pinterest (2%) and Snapchat (1%).

- There are differences by socio-economic group: AB adults are more likely to have a profile on Twitter (343%) and LinkedIn (28%), while those in DE households are more likely to have a profile on Facebook (99%) and less likely to have a profile on Twitter (19%) or LinkedIn (5%).

- Women are more likely than men to have a profile on Facebook (98% vs. 92%) or Pinterest (10% vs. 4%), while men are more likely than women to have a profile on LinkedIn (17% vs. 12%) or Google+ (14% vs. 9%).

- Having a profile only on Facebook (43%) is more likely among over-55s (65%) and C2s (55%). It is also more likely among women than men (50% vs. 36%).

More than eight in ten social media users consider their Facebook profile to be their main one

In addition to asking respondents about the social media sites or apps they had a profile on, they were asked to nominate which they considered to be their main one i.e. that they used most often. The results are shown in Figure 57.

More than eight in ten with a social media profile on any site or app considered Facebook to be their main profile (84%) with 5% nominating WhatsApp. Less than 5% nominated Twitter, Instagram, LinkedIn, YouTube or Snapchat. WhatsApp was more likely than in 2014 to be chosen (5% vs. 3%) as was Snapchat (1% vs. 0%).

There are some differences within these overall measures by age, socio-economic group and gender. Those aged 16-24 are more likely than all social media users to nominate Snapchat (3% vs. 1%) as their main profile. Adults in AB households are less likely to nominate Facebook (77% vs. 84%) and more likely to choose LinkedIn (5% vs. 2%), while DEs are more likely to nominate Facebook (91% vs. 84%). Facebook is more likely to be nominated by women than men (90% vs. 76%), whereas men are more likely than women to say that either Twitter (6% vs. 2%), LinkedIn (3% vs. 0%) or YouTube (2% vs. 0%) is their main profile.

Figure 57: Service considered as main social media profile, by year and demographic group
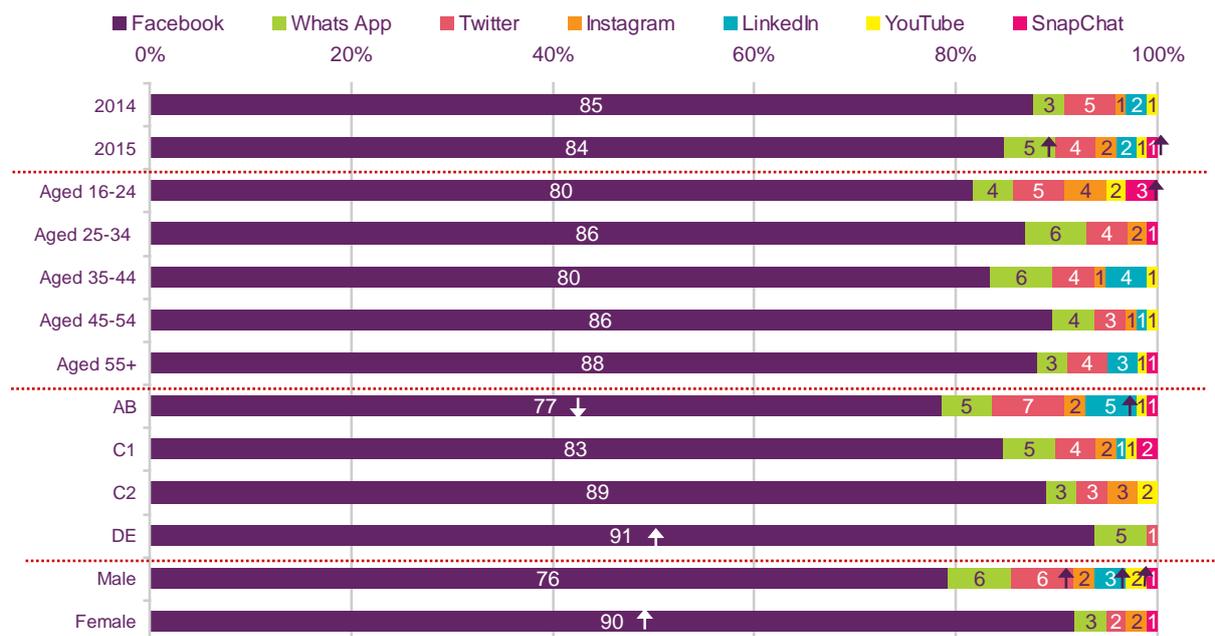
IN26 – And which one would you say is your main social media site or app – the one you use most often?
Base: All adults aged 16+ with a social media profile (1019 aged 16+,varies by demographic).
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all with a social media profile, and males compared to females.

Frequency of visiting social media sites or apps

Two-thirds of adults with a profile use social media more than once a day

As shown in Figure 58, one in four (23%) say they visit social media sites more than ten times a day. In total, eight in ten (82%) do so at least daily. Both these measures are unchanged since 2014.

More than two in five (44%) of those aged 16-24 with a social media profile visit the site more than ten times a day; more likely than the average (25%). Those aged 45-54 (73%) and 55+ (70%) are less likely to say they visit at least daily.

Adults with a social media profile in DE households are more likely to say they visit more than ten times a day (34% vs. 25%) while those in AB households are less likely to say they visit at least daily (75% vs. 82%).

Men (78%) are less likely than women (85%) to say they visit at least daily.

Figure 58: Frequency of visiting any social media sites or apps, by year and demographic group
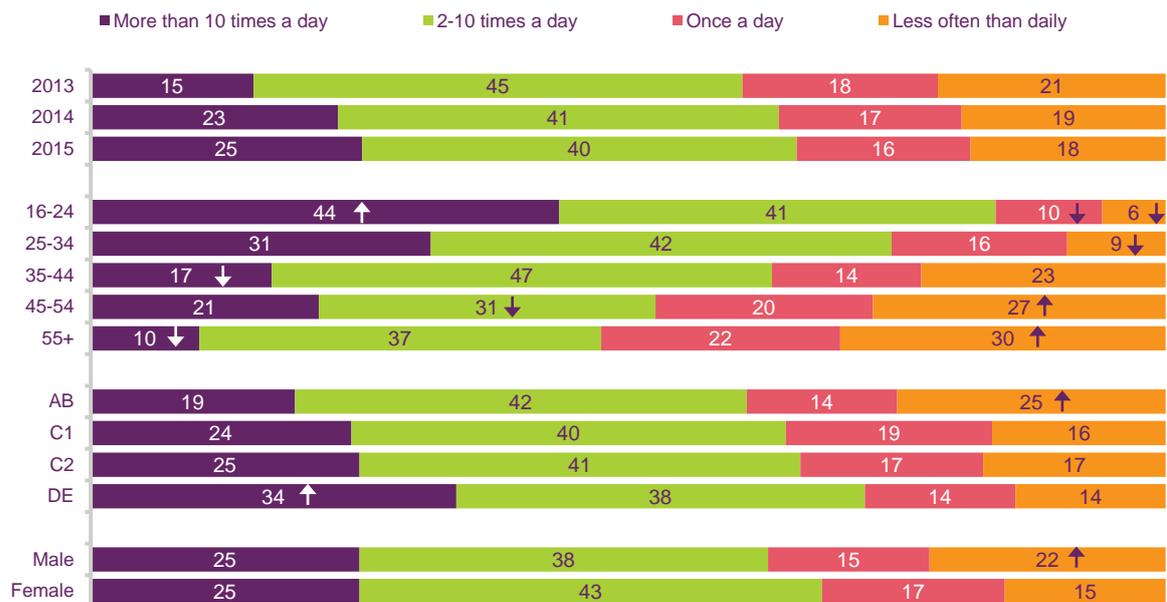
IN27– How often do you visit any social media sites or apps (like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest), using any device?
Base: All with social media profile (1093 in 2014, 1019 in 2015)
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all with a social media profile, and males compared to females.

Device used most often for social media

Social media sites are most commonly visited via a smartphone, particularly by younger adults.

In the previous section of this report we showed how preferences for using internet-enabled devices varied by the online activity being conducted. Figure 59 shows how choice of device for social media varies by age, socio-economic group and gender, among those who use social media sites or apps.

More than half (57%) of all internet users who ever go online to look at social media sites or apps say they 'mostly' use a smartphone. This has increased since 2014 (46%), and is more likely among 16-24s (77%) and 25-34s (73%) than among 45-54s (42%) and over-55s (20%).

Close to two in ten (18%) mostly use a laptop/ netbook for social media, a decrease since 2014 (29%), Over-55s are more likely to say they use a laptop/ netbook (33%); this is less likely among 16-24s (9%) and 25-34s (11%). Tablets are used for social media by a similar

proportion as use a laptop/ netbook (16%), and use of this device is more likely than in 2014 (11%). Use of a tablet for social media is more likely among those aged 55+ (23%).

Those who ever go online to look at social media sites or apps are less likely than in 2014 to say they mostly do this via a desktop computer, (8% vs. 13%). This is more likely than average for over-55s (22% vs. 8%) and less likely for those aged under 45.

'Mostly' using a desktop computer for social media is less likely than average for those in C1 households (4% vs. 8%) and women are less likely than women to use this device 6% vs. 11%).

Figure 59: Device mostly used for social media, by demographic group
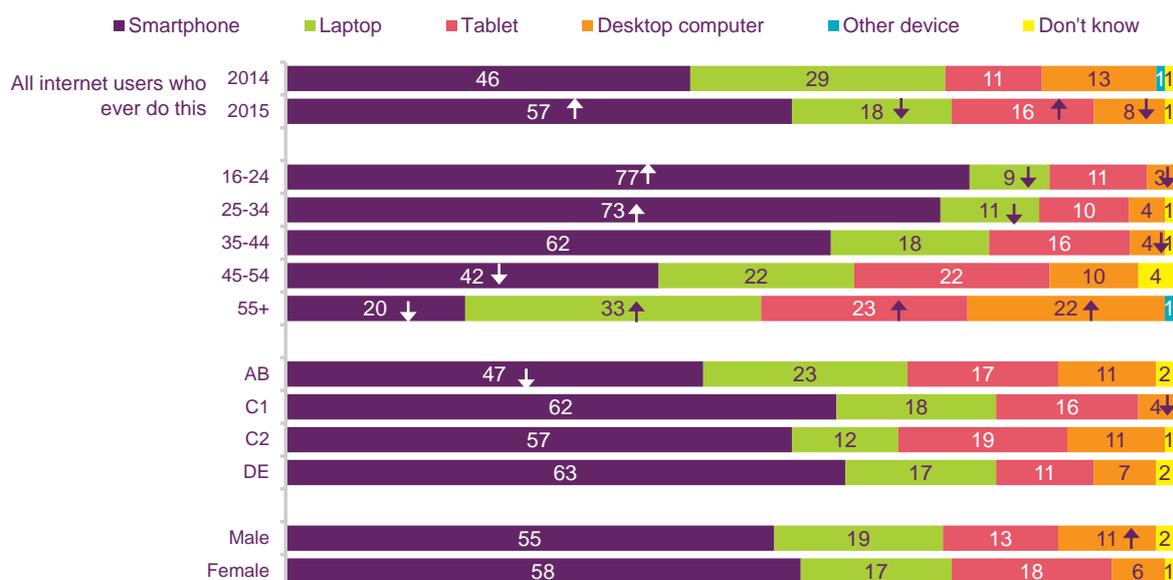
IN20C. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for social media?
Base: All adults aged 16+ who go online and who ever look at social media sites or apps (1077 in 2015, varies by demographic)
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females.

Apps versus browsers – social media

There is a preference for using social media through apps rather than through a web browser, among those who use apps.

As mentioned in Section 4 of this report, in 2015, adults who use apps on any type of device were asked to indicate whether they preferred to access various types of online content through an app or a browser[26].

Figure 60 shows the results for social media, at an overall level and by age, socio-economic group and gender, among app users who access this type of content.

Six in ten app users who use social media sites say they prefer to use an app (61%), with one in four (24%) preferring to use a browser. Preferring to use an app is more likely among

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[26] If required, respondents were prompted with the following definition of a web browser: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or favourites

16-24s (74% vs. 61%) and 25-34s (70% vs. 61%), with browser preference more likely among over-55s (43% vs. 24%). Preferring to use an app for social media is less likely in AB households compared to the average (51% vs. 61%).

Figure 60: Using an app versus using a browser for social media, by demographic group

Legend: ■ Prefer to use an app ■ Prefer to use a browser ■ No preference ■ Don't know

	Prefer to use an app	Prefer to use a browser	No preference	Don't know
All app users who do this	61	24	14	1
16-24	74 ↑	13 ↓	12	
25-34	70 ↑	17	12	1
35-44	59	27	14	
45-54	54	25	19	2
55+	36 ↓	43 ↑	17	4 ↑
AB	51 ↓	25	23 ↑	
C1	65	22	13	
C2	62	25	11	1
DE	67	23	8 ↓	3
Male	57	27	15	1
Female	64	21	14	1
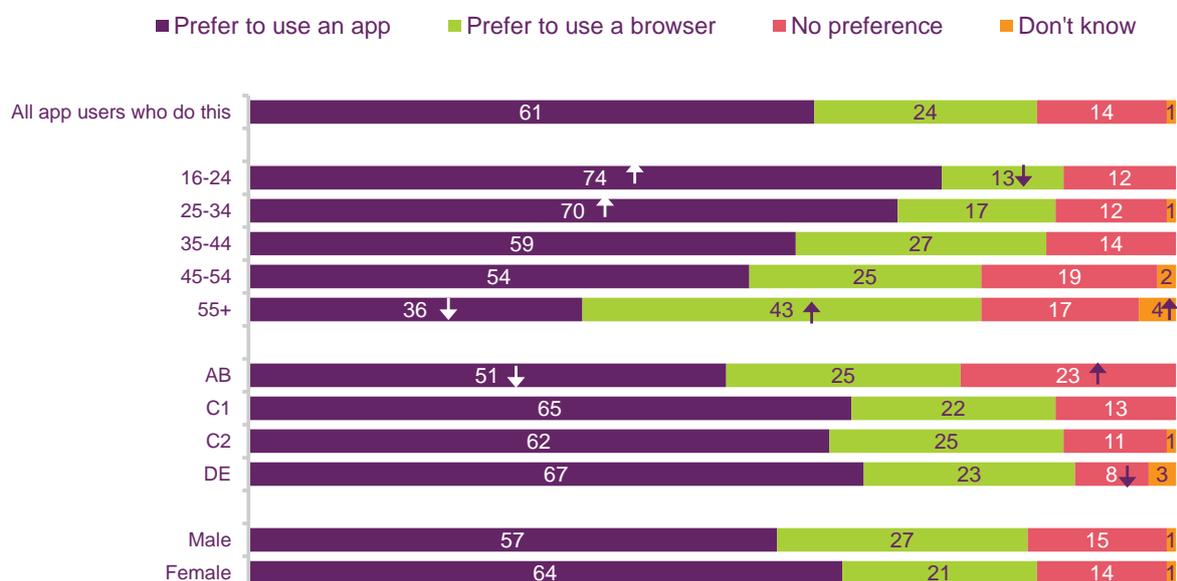
IN22D You said earlier you look at social media sites or apps. Do you prefer to do this through an app or through a web browser?
Base: Adults aged 16+ who use social media apps 992 aged 16+ (varies by demographic)
Arrows show significant differences (95% level) by age / socio-economic group compared to all app users, and males compared to females.

5.7 Gaming

<u>Gaming, across devices</u>

There has been no change since 2014 in the overall incidence of gaming, nor in the types of devices used for gaming

All adults were shown a list of devices that can be used for gaming, and were asked to say which they ever used to play games at home or elsewhere (see Figure 61). Four in ten (41%) UK adults use any of the devices we asked about for gaming.

One in four adults play games anywhere on a mobile phone (26%), with a similar proportion doing so on a games console connected to a TV (16%), on a desktop computer/ laptop/ netbook (14%), or on a tablet (13%). Less than one in ten adults (6%) say they play games on a handheld games console (such as a Sony PS Vita or Nintendo 3DS) or through a smart TV (1%).

There has been no change since 2014 in the overall incidence of gaming, nor in the types of devices used for gaming.

Figure 61: Devices used for gaming at home or elsewhere: 2010-2015

Any gaming on any device at home or elsewhere	Mobile phone/ Smartphone	Games console connected to a TV	Computer	Tablet (added in 2011)	Handheld games console	Smart TV (added in 2013)

Chart data values:

Any gaming on any device: 2010: 34, 2013: 42, 2014: 44, 2015: 41
Mobile phone/Smartphone: 2010: 9, 2013: 19, 2014: 26, 2015: 26
Games console connected to a TV: 2010: 24, 2013: 24, 2014: 17, 2015: 16
Computer: 2010: 11, 2013: 17, 2014: 16, 2015: 14
Tablet: 2013: 10, 2014: 15, 2015: 13
Handheld games console: 2010: 13, 2013: 12, 2014: 7, 2015: 6
Smart TV: 2013: 1, 2014: 1, 2015: 1

G1 – Do you ever play games at home or elsewhere in any of these ways?
Base: All adults aged 16+ (1890 in 2014,1841 in 2015).

As shown in Figure 62, in 2015, younger adults (aged 16-34) are more likely than all adults to use any of the devices for gaming (66% of 16-24s and 63% of 25-34s vs. 41% of all adults), while over-55s are less likely (25% of 55-64s, 17% of 65-74s, and 9% of over-75s. vs. 41% for all adults).

- 16-24s are more likely than all adults to play games on five of the six devices (the only exception being tablets). They are as likely as all adults to play games on a tablet (18% vs. 13% for all).

- 25-34s are more likely to game on mobile phones (47% vs. 26%) or on a games console connected to a TV (26% vs. 16%).

- The devices used for gaming by adults aged 35-44 and 45-54 does not differ from the average (among all adults).

- 55-64s are less likely to play games on a mobile phone (9% vs. 26%), on a games console connected to a TV (5% vs. 16%) or on a smart TV (0% vs. 1%).

- Adults aged 65-74 and 75+ are less likely than all adults to play games on each of the six devices shown.

In 2015 there were no differences by socio-economic group in the overall incidence of gaming, nor in the types of devices used for gaming.

Women are as likely as men to play games overall, but men are more likely to play games on a games console connected to a TV (22% vs. 10%) or on a handheld games console (7% vs. 4%). There are no differences in the devices used for gaming in any of the socio-economic groups, compared to the average for all adults.

Figure 62: Devices used for gaming at home or elsewhere, by demographic group

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1841	246	263	300	279	277	223	253
Any gaming in any location	41%	66% ↑	63% ↑	44%	42%	25% ↓	17% ↓	9% ↓
Mobile phone/ smartphone	26%	44% ↑	47% ↑	28%	27%	9% ↓	5% ↓	1% ↓
Games console connected to a TV	16%	40% ↑	26% ↑	15%	13%	5% ↓	2% ↓	0% ↓
Computer (Desktop / laptop/ netbook)	14%	20% ↑	16%	11%	13%	14%	9% ↓	4% ↓
Tablet	13%	18%	20%	14%	13%	11%	5% ↓	3% ↓
Handheld games console	6%	14% ↑	7%	7%	4%	2%	0% ↓	1% ↓
Smart TV	1%	4% ↑	1%	1%	2%	0% ↓	0% ↓	0% ↓

	All adults	AB	C1	C2	DE	Male	Female
Base	1841	404	544	403	490	900	941
Any gaming in any location	41%	36%	45%	39%	45%	44%	39%
Mobile phone/ smartphone	26%	21%	27%	26%	29%	26%	25%
Games console connected to a TV	16%	14%	18%	14%	18%	22% ↑	10%
Computer (Desktop / laptop/ netbook)	14%	16%	15%	10%	12%	14%	13%
Tablet	13%	14%	17%	11%	11%	12%	14%
Handheld games console	6%	6%	6%	6%	6%	7% ↑	4%
Smart TV	1%	1%	1%	2%	2%	1%	1%

G1 – Do you ever play games at home or elsewhere in any of these ways?
Arrows show significant differences (95% level) by age / socio-economic group compared to all adults, and males compared to females.

Volume of gaming per week

16-24s and DEs record the highest volumes of weekly game playing

Adults who use any of the devices for gaming at home or elsewhere were asked to estimate how many hours per week they spent doing it. Because these estimates are self-reported, it is likely that a degree of under- and over-reporting will be present, and the estimates shown should be taken as indicative only.

The average volume of gaming in 2015 was 5.5 hours per week, which had not changed since 2014 (5.6 hours). Adults aged 16-24 (7.4 hours) and those in DE socio-economic groups (7.6 hours) say they play for more hours per week than all adults (5.5 hours). In 2015 adults in C1 households played for fewer hours per week (4.3 hours). The average volume of gaming does not differ (in terms of statistically significance) between men and women.

Figure 63: Volume of gaming per week, by year and demographic group

2013	5.2
2014	5.6
2015	5.5
16-24	7.4 ↑
25-34	4.8
35-44	4.4
45-54	4.4
55+	6.6
AB	4.7
C1	4.3 ↓
C2	5.4
DE	7.6 ↑
Male	6.0
Female	4.9
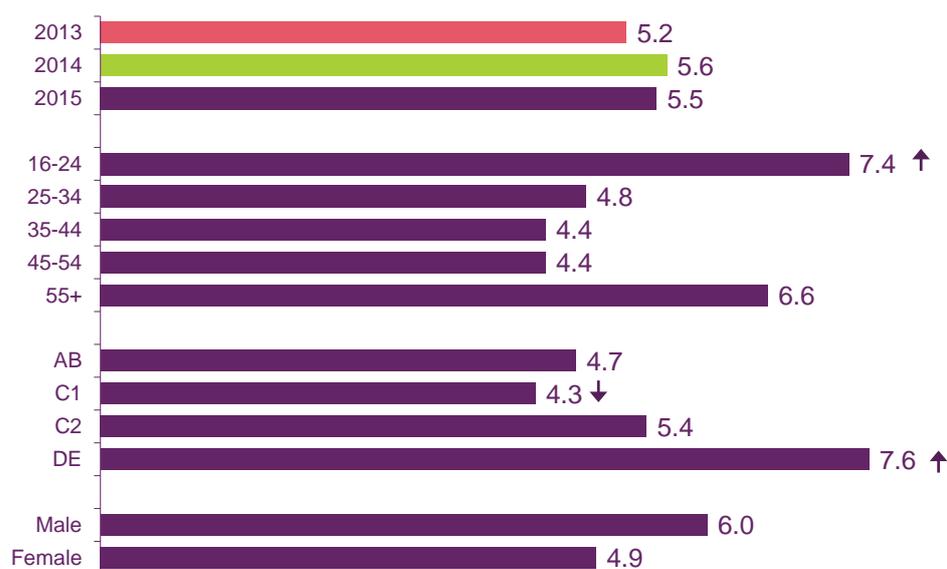
G2 – Please think about the hours that you spend game-playing in a typical week – so both weekdays and at the weekend... How many hours in a typical week would you say you play games?
Base: All adults aged 16+ who play games at home or elsewhere (654 in 2015, varies by demographic).
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all adults, and males compared to females.

Frequency of playing games online

Four in ten internet users play games online

Adults who go online at home or elsewhere were asked about the frequency with which they played games online.

Figure 64 shows the proportion of adult internet users in 2013, 2014 and 2015 who say they ever undertake this online activity, broken out into: weekly use, less frequently than weekly but at least quarterly, and less frequent use.

In 2015, four in ten internet users (41%) have ever played games online, with close to one in four internet users doing so weekly (23%). A further one in 12 (8%) do not play games weekly but do so at least quarterly. There has been no change in any of these measures since 2014.

Figure 64: Playing games online: 2013, 2014 and 2015
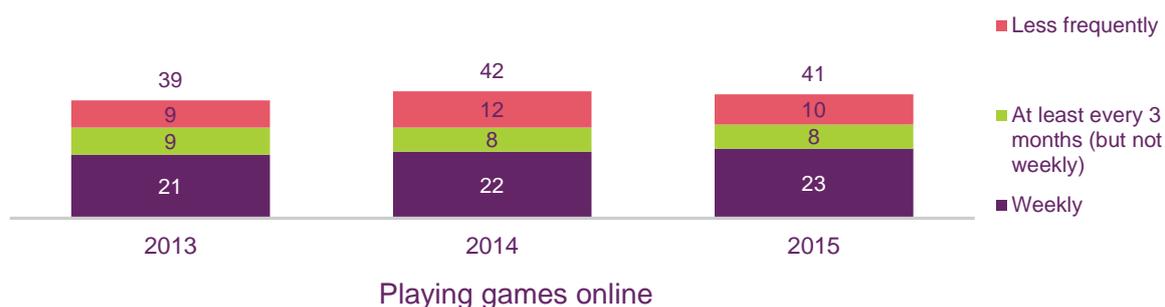
Playing games online

As shown in Figure 65, 16-24s are more likely to play games online at least weekly (39% vs. 23%) while 45-54s (16%), 55-64s (15%) and over-75s (15%) are less likely. Compared to the average, adults in DE households are more likely to play games online at least weekly (33% vs. 23%) while those in AB households are less likely (16% vs. 23%). There are no differences by gender.

Figure 65: Playing games online at least weekly, by demographic group

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Playing games online	23%	39% ↑	29%	21%	16% ↓	15% ↓	18%	15% ↓

	All internet users	AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Playing games online	23%	16% ↓	23%	23%	33% ↑	25%	21%

Gaming on a mobile phone

Playing games online using a mobile phone is less likely than in 2014

Mobile phone users were also asked about their use of a mobile phone for gaming. As shown in Figure 66, fewer mobile users say they have ever used their phone to play games over the internet (26%) than said they had ever played games loaded on their phone (46%).

Close to half of mobile phone users have ever played games loaded on the phone (46%) with more than one in four playing at least weekly (28%). These figures are unchanged since 2014.

Since 2014 adults are less likely to say they have ever played games online using their mobile phone (26% vs. 33%), partly explained by the decrease in those playing games less frequently than quarterly (6% vs. 10%). One in seven mobile users (15%) say they play games over the internet at least weekly using their mobile phone.

Figure 66: Use of a mobile phone for gaming: 2013, 2014 and 2015
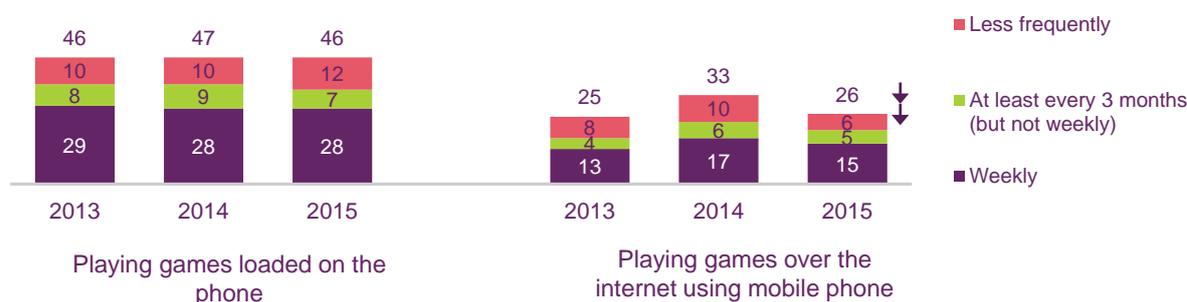
M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
Base: All adults aged 16+ who use a mobile phone (1465 in 2013, 1670 in 2014, 1520 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

Figure 67 shows any variation in the weekly incidence of undertaking each of these activities in 2015 using a mobile phone, by age, socio-economic group and gender.

Compared to all mobile phone users, 16-24s and 25-34s are more likely to play games loaded on their phone, or to play games over the internet using their phone, while 55-64s, 65-74s and over-75s are less likely to use their phone for each type of gaming. In addition, 45-54s are less likely to say they use their phone at least weekly for playing games online.

Compared to the average, mobile users in AB households are less likely to play games loaded on their phone at least weekly (21% vs. 28%) while those in DE households are more likely (37% vs. 28%).

Men (18%) are more likely than women (13%) to use their phone at least weekly for playing games online.

Figure 67: Use of a mobile phone at least weekly for gaming, by demographic group

	All mobile users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Playing games loaded on the phone	28%	52%↑	42%↑	30%	28%	7%↓	9%↓	0%↓
Playing games over the internet using mobile phone	15%	34%↑	25%↑	16%	9%↓	3%↓	1%↓	1%↓

	All mobile users	AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Playing games loaded on the phone	28%	21%↓	28%	26%	37%↑	30%	26%
Playing games over the internet using mobile phone	15%	13%	16%	11%	20%	18%↑	13%

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
Arrows show significant differences (95% level) by age / socio-economic group compared to all mobile users, and males compared to females.

5.8 Browsing, searching for content and accessing news

<u>Accessing online information sources</u>

Search engines are the most widely used online information source

Adults who go online were prompted with a list of seven possible sources of information and were asked which sources, if any, they had ever used to look for information online. Figure 68 shows the results for 2013, 2014 and 2015.

In 2015, a search engine (92%) was the only source used by a majority of internet users. Close to half had also used websites with user reviews such as Amazon, TripAdvisor or OpenTable (48%), while more than four in ten had used Wikipedia (44%) or YouTube (41%). A third had ever used online recommendations from friends (34%) and one in four had used reviews by critics or journalists in the wider media (24%). Twitter had been used as an information source by 14%.

There has been an increase since 2014 in use of one of the seven sources and a decrease in use of the other six sources. Internet users are more likely to say they have ever used websites with user reviews (48% vs. 39%)[27] and are less likely to say they have used search engines (92% vs. 95%), Wikipedia (44% vs. 54%), YouTube (41% vs. 47%), online recommendations from friends (34% vs. 40%), reviews by critics/ journalists in the wider media (24% vs. 30%) and Twitter (14%).

Figure 68: Sources ever used when looking for information online: 2013, 2014 and 2015
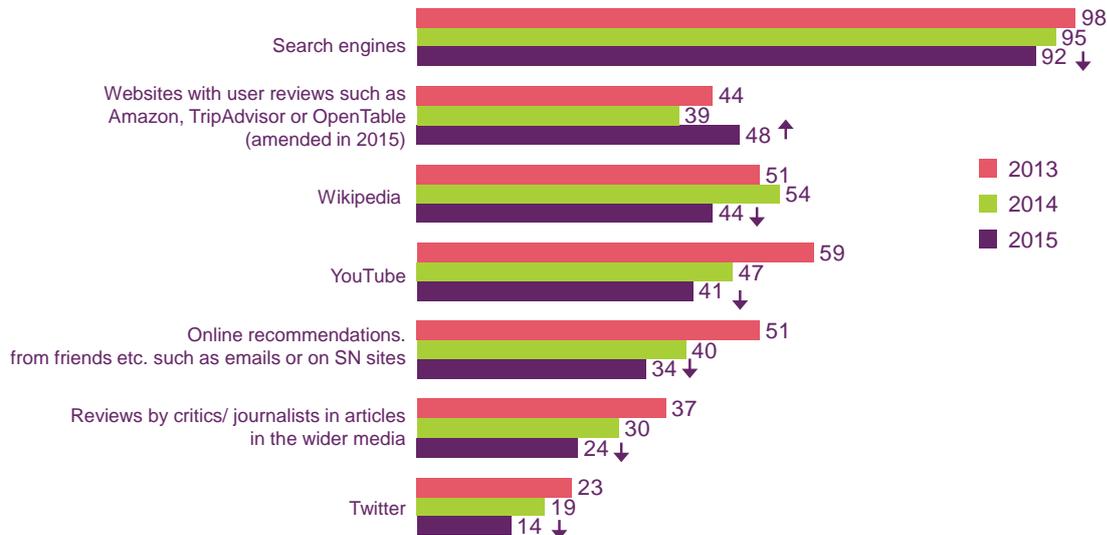
IN47 Please think about when you want to look for information about something online? Which if any of these sources have you ever used to look for information online?
Base: Adults aged 16+ who go online (1032 in 2013, 1609 in 2014, 1458 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

Compared to the average, the following differences by age are evident in 2015 (Figure 69):

- Those aged 16-24 are more likely than all adult internet users to have looked for information online using Twitter (23% vs. 14%).

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[27] This change could be partly attributable to a change in the way the question was worded. In 2014 respondents were asked about 'websites with user reviews, such as TripAdvisor or OpenTable'. Amazon was included in the definition in 2015.

- Adults aged 25-34 are more likely than all adults to use search engines (96% vs. 92%), YouTube (55% vs. 41%), online recommendations from friends (44% vs. 34%) and Twitter (20% vs. 14%).

- Wikipedia (33% vs. 44%) and YouTube (26% vs. 41%) are less likely to be used by 55-64s.

- 65-74 year olds are less likely to have used five of the seven sources for information: search engines (82% vs. 92%), websites with user reviews (37% vs. 48%), Wikipedia (27% vs. 44%), YouTube (21% vs. 41%) and Twitter (1% vs. 14%).

- Internet users aged 75+ are less likely to use all seven sources.

Figure 69: Sources ever used when looking for information online, by age

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Search engines	92%	94%	96% ↑	94%	92%	89%	82% ↓	80% ↓
Websites with user reviews	48%	48%	56%	52%	50%	44%	37% ↓	28% ↓
Wikipedia	44%	52%	51%	50%	45%	33% ↓	27% ↓	19% ↓
YouTube	41%	56%	55% ↑	44%	38%	26% ↓	21% ↓	6% ↓
Online recommendations from friends etc	34%	32%	44% ↑	39%	32%	27%	26%	10% ↓
Reviews by critics/ journalists in articles in the wider media	24%	24%	27%	25%	28%	20%	19%	13% ↓
Twitter	14%	23% ↑	20% ↑	16%	14%	6%	1% ↓	1% ↓

IN47 Please think about when you want to look for information about something online? Which if any of these sources have you ever used to look for information online?
Arrows show significant differences (95% level) by age compared to all internet users

There are also several differences by socio-economic group (compared to all internet users), as shown in Figure 70:

- AB households are more likely than average to have looked online for information using four of the seven sources: websites with user reviews (61% vs. 48%), Wikipedia (55% vs. 44%), online recommendations from friends (43% vs. 34%) and reviews by critics/ journalists (34% vs. 24%).

- Adults in C2 households are less likely to say they use websites with user reviews (37% vs. 48%).

- DEs are less likely to say they use websites with user reviews (39% vs. 48%), Wikipedia (35% vs. 44%) and reviews by critics/ journalists (13% vs. 24%).

- Three sources are more likely to be used by men than by women: Wikipedia (47% vs. 41%), YouTube (45% vs. 37%) and reviews by critics/ journalists (27% vs. 21%).

Figure 70: Sources used when looking for information online, by socio-economic group and gender

	All internet users		AB	C1	C2	DE	Male	Female
Base		1458	367	471	289	331	712	746
Search engines		92%	92%	94%	92%	88%	91%	93%
Websites with user reviews		48%	61% ↑	51%	37% ↓	39% ↓	46%	50%
Wikipedia		44%	55% ↑	44%	38%	35% ↓	47% ↑	41%
YouTube		41%	43%	42%	41%	38%	45% ↑	37%
Online recommendations from friends etc		34%	43% ↑	32%	28%	28%	34%	33%
Reviews by critics/ journalists in articles in the wider media		24%	34% ↑	25%	21%	13% ↓	27% ↑	21%
Twitter		14%	16%	17%	9%	12%	15%	13%

IN47 Please think about when you want to look for information about something online? Which if any of these sources have you ever used to look for information online? Arrows show significant differences (95% level) by socio-economic group compared to all internet users, and by males compared to females.

Given the changes in use of these information sources since 2014, it is worth looking at how these vary over time by age, socio-economic group and gender.

- Use of websites with user reviews is more likely than in 2014 among 16-24s (48% vs. 37%), 25-34s (56% vs. 42%), 45-54s (50% vs. 36%), C2s (37% vs. 28%), DEs (39% vs. 19%), men (46% vs. 40%) and women (50% vs. 38%).

- 16-24s are less likely than in 2014 to use online recommendations (32% vs. 46% in 2014) and reviews by critics/ journalists (24% vs. 35%). None of the information sources are less likely to be used by 25-34s.

- 35-44s are less likely to use YouTube (44% vs. 55% in 2014), online recommendations (39% vs. 49% in 2014) and reviews by critics/ journalists (25% vs. 35%). None of the information sources are less likely to be used by 45-54s.

- 55-64s are less likely to use Wikipedia (33% vs. 52% in 2014) and reviews by critics/ journalists (20% vs. 30%).

- 65-74s are less likely to use search engines (82% vs. 96% in 2014), Wikipedia (27% vs. 45%) and Twitter (1% vs. 6%) while over-75s are less likely to use online recommendations (10% vs. 26%).

- Men are less likely than in 2014 to use search engines (96% vs. 91%), Wikipedia (47% vs. 58%), online recommendations (34% vs. 42%), reviews by critics/ journalists (27% vs. 35%) and Twitter 15% vs. 23%). Women are less likely to use Wikipedia,(41% vs. 51%), YouTube (37% vs. 45%) and reviews by critics/ journalists (21% vs. 26%).

- Four of the sources are less likely than in 2014 to be used since 2014 by AB adults: search engines (92% vs. 96%), Wikipedia (55% vs. 69%), YouTube (43% vs. 53%) and Twitter (16% vs. 25%). And since 2014 four sources are less likely to be used by adults in C1 households: Wikipedia (44% vs. 59%), online recommendations (32% vs. 45%), reviews by critics/ journalists (25% vs. 35%) and Twitter (17% vs. 23%).

- Since 2014, no sources are less likely to be used by adults in C2 households, but those in DE households are less likely to use search engines (88% vs. 93%).

Search engines are considered the most important source, by far

Users of each online information source were asked to say how important they considered that source. The results are shown in Figure 71.

Only one source was considered to be 'very important' by a majority of users: search engines (67%). For each of the remaining sources, users were either as likely, or more likely, to consider them 'fairly important' rather than 'very important'.

Four sources were considered 'not important' by more than one in ten users: Twitter (21%), Wikipedia (15%), reviews by critics/ journalists (13%) and YouTube (12%).

Compared to 2014, users of websites with user reviews are more likely to say they consider this online information source to be 'very important' (41% vs. 31%). YouTube users are also more likely to say they consider it a 'very important' source of information (36% vs. 30%) . Wikipedia users are less likely to say it is a 'very important' source (31% vs. 38%) and are more likely to say it is 'not important' (15% vs. 8%). Since 2014, users of reviews by critics/ journalists are also more likely to say these are 'not important' (13% vs. 8%).

Figure 71: Importance of each information source used: 2013, 2014 and 2015
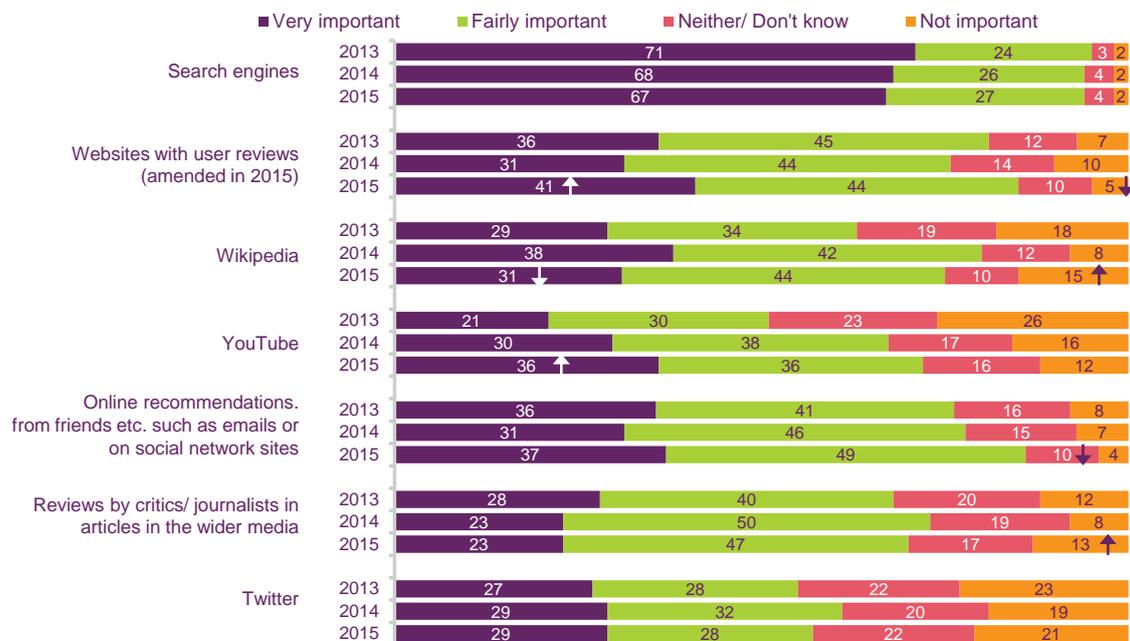
IN48A-G – Please use this card to say how important each of the following sources of information are to you, if at all
Base: All adults aged 16+ who go online and use each source (variable base).
Arrows show significant changes (95% level) between 2014 and 2015

Reading online reviews is more popular than posting online reviews

Internet users were asked whether (before deciding to buy a product or service) they read any online reviews about that product or service by members of the public. They were also asked whether they had ever written any online reviews for other people to read after they had purchased a product or service. The results for both these questions are shown at an overall level, and by age, socio-economic group and gender, in Figure 72.

While more than three-quarters of internet users (78%) ever read reviews, only four in ten (39%) have ever written them. For each of the age and socio-economic groups, reading online reviews is more likely than writing them. Adults aged 25-34 (85%) and 35-44 (86%) are more likely than all (78%) to read online reviews, while over-65s are less likely (60% of 65-74s and 67% of over-75s).

Internet users aged 25-34 (48%) are more likely than all internet users (39%) to have ever written online reviews about a product or service, while those aged 16-24 (28%) and 65+ are less likely (24% of 65-74s, and 21% of over-75s).

By socio-economic group, internet users in group DE are less likely than average to have read (69% vs. 78%) or posted (32% vs. 39%) reviews.

There are no significant differences by gender.

While not shown in Figure 72, the incidence of reading and writing online reviews is unchanged since 2014.

Figure 72: Reading and writing online reviews, by demographic group

Since 2010, internet users are less likely to say they have made very significant savings online

This section looks at another possible benefit of the internet: the extent to which it enables users to save money. Adults who go online were prompted with five internet activities and were asked to say whether they had saved money by doing any of these activities in the last six months.

The majority of internet users said they had made savings through buying something online rather than in the shops (59%) or by comparing prices online (51%). Slightly more than one in three said they had saved money by using a price comparison website (37%) or by booking travel online (36%), with a quarter saying they had saved money by using vouchers (27%). Overall, three in four internet users (75%) say they have made savings in any of these ways, and this is more likely among 25-34s (85%) and internet users in AB (84%) and C1 (80%) households. Those aged 55-64 (67%) and 75+ (47%) are less likely to say they have made savings in any of these ways, as are those in DE households (61%).

Where savings had been made, users were asked to use a scale to describe how significant the savings were. Figure 73 summarises the significance of the savings made for each of the five activities, from the 2009, 2010 and 2015 surveys, by comparing the extent of savings made, among those who said they had made any savings for each activity.

As shown in Figure 73, among those who say they have made savings, around one in three say they have made 'very significant' savings through booking travel online (33%) or by using a price comparison website (31%). One in four say they have made 'very significant' savings by buying something online rather than in the shops (26%), by comparing prices online (26%) or by using vouchers from websites, or emails that give money off at shops, restaurants or elsewhere (25%).

Since 2010, those adults who go online and say they have saved money in each of these ways are less likely to say they have made 'very significant' savings. This may be due to increased familiarity with and ubiquity of buying things online, and therefore people's perceptions about the extent to which being online saves them money are less foregrounded than they were.

Figure 73: Extent to which savings have been made by internet users in the past six months: 2009, 2010 and 2015

Legend: ■ 5 - Very significant savings made ■ 4 ■ 3 ■ 2 ■ 1 - Not at all significant savings made ■ Don't know

	Year	5	4	3	2	1	DK
Booking travel online	2009	42	32	17	5	2	1
	2010	40	34	16	5	4	
	2015	33↓	29	24↑	8↑	2↓	4↑
Using a price comparison website such as Go compare, Pricerunner or USwitch	2009	42	30	20	3	3	1
	2010	39	31	19	6	2	2
	2015	31↓	32	26↑	8	2	2
Buying something online rather than in the shops	2009	42	33	19	4	2	
	2010	41	31	20	4	4	1
	2015	26↓	32	29↑	7↑	3	3↑
Comparing prices online	2009	39	36	17	4	2	1
	2010	44	31	16	4	2	2
	2015	26↓	31	31↑	6	3	2
Using vouchers from websites or emails giving money off at shops, restaurants or other places	2009	38	17	27	9	6	3
	2010	35	28	19	7	6	5
	2015	25↓	31	27↑	12↑	3↑	1↑

IN45/ IN46A-E 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?/ Which of these best describes the savings you have made in the last six months by [action at IN45]?
Base: All adults aged 16+ who go online that have made savings (variable base).
Arrows show significant changes (95% level) between 2010 and 2015

Frequency of browsing and searching for content online

Since 2014, internet users are less likely to say they have ever gone online to find information for their work or studies, or to look at job opportunities

Of the 35 online activities that internet users were asked about, eight activities relate specifically to browsing or searching for information. These are:

- general surfing/ browsing the internet;

- find information for your leisure time including cinema and live music;

- look at news websites or apps;

- find information about health related issues;

- find information for your work or your job or your studies;

- looking at job opportunities;

- fill in a job application online; and

- looking at adult-only websites.

Figure 74 shows the proportion of adult internet users in 2013, 2014 and in 2015[28] who say they ever undertake each online activity, broken out into weekly use, less frequently than weekly but at least quarterly, and less frequent use.

Nearly all internet users (95%) say they have ever gone online for general surfing or browsing, with 86% saying they do this at least weekly. Around eight in ten have ever gone online to find information for leisure time (81%), while 77% have looked at news websites or apps and 76% have looked for information online about health related issues. However, unlike general browsing, the weekly measures are much lower: news has the highest weekly figure of these three types of information, at 48%, followed by leisure (39%) and health (20%).

A majority of internet users have ever gone online to find information for work/ job/ studies (67%), with 42% doing this at least weekly. More than half have ever looked at job opportunities online (52%), but considerably fewer do so at least weekly (14%). A minority of internet users (43%) have ever gone online to fill in a job application, with one in twenty (5%) doing this on a weekly basis.

A minority say they ever use adult-only[29] websites (14%), with less than one in ten (3%) saying they do so weekly.

Compared to 2014, three of the activities shown in Figure 74 are less likely to have ever been undertaken online: general surfing/ browsing the internet (95% vs. 97%), finding information for your work/ job/ studies (67% vs. 71%) and looking at job opportunities (52% vs. 57%). Two activities are less likely to be undertaken at least weekly: looking at job opportunities (14% vs. 17%) and looking at adult-only websites (3% vs. 5%).

Since 2014 weekly use of the internet has increased for: to look at news websites or apps (48% vs. 42%), to find information for leisure time (39% vs. 30%) and to find information for health related issues (20% vs. 16%).

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[28] It is not possible to show the trend for 'fill in a job application online' as this activity has only been included since 2015
[29] This activity is likely to be under-claimed by respondents, due to its nature.

Figure 74: Browsing/ searching for information: 2013, 2014 and 2015

Legend:
- Less frequently
- At least every 3 months (but not weekly)
- Weekly

General surfing or browsing the internet

Year	Weekly	At least every 3 months	Less frequently	Total
2013	81	10	3	94
2014	86	8	3	97
2015	86	7	2	95 ↓

Find information for your leisure time including cinema and live music

Year	Weekly	At least every 3 months	Less frequently	Total
2013	18	35	24	78
2014	30	38	14	83
2015	39 ↑	32 ↓	10	81 ↓

Look at news websites or apps

Year	Weekly	At least every 3 months	Less frequently	Total
2013	34	20	16	70
2014	42	21	14	76
2015	48 ↑	17 ↓	12	77

Find information about health related issues

Year	Weekly	At least every 3 months	Less frequently	Total
2013	9	28	33	70
2014	16	35	28	78
2015	20 ↑	32	24	76 ↓

Find information for your work or your job or your studies

Year	Weekly	At least every 3 months	Less frequently	Total
2013	42	15	11	68
2014	45	14	13	71
2015	42	16	9 ↓	67 ↓

Look at job opportunities

Year	Weekly	At least every 3 months	Less frequently	Total
2013	13	16	20	49
2014	17	19	21	57
2015	14 ↓	17	22	52 ↓

Fill in a job application online (added in 2015)

Year	Weekly	At least every 3 months	Less frequently	Total
2013	NA			
2014	NA			
2015	5	10	27	43

Look at adult-only websites

Year	Weekly	At least every 3 months	Less frequently	Total
2013	2	4	7	13
2014	5	5	7	15
2015	3	5	6	14 ↓

IN15/ IN16 When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Base: All adults aged 16+ who go online (1272 in 2013, 1609 in 2014, 1458 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

Figure 75 shows the weekly incidence of undertaking each of the eight activities by age, and how these compare to the average:

- 16-24 year old internet users are more likely to say they go online for five of the eight activities: general surfing (93% vs. 86%), to find information for work/job/studies (57% vs. 42%), to find information for leisure time (55% vs. 39%), to look at job opportunities (28% vs. 14%) and to fill in job applications (13% vs. 5%).

- Those aged 25-34 are more likely to go online at least weekly for general surfing (92% vs. 86%).

- 35-44s are more likely than average to go online at least weekly to find information for work/ job/ studies (51% vs. 42%).

- In contrast, 55-64s are less likely to go online for general surfing (78% vs. 86%), to find information for work/ job/ (30% vs. 42%), for leisure time information (31% vs. 39%) and for looking at job opportunities (6% vs. 14%).

- 65-74s are less likely to go online at least weekly to do six out of the eight activities and are as likely as all internet users to go online at least weekly to find information about health-related issues, and to look at adult-only websites.

- Over-75s are less likely to go online at least weekly for seven of the eight activities. They are as likely as all internet users to go online at least weekly to find information about health-related issues.

Figure 75: Browsing/ searching for information at least weekly, by age

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
General surfing/ browsing the internet	86%	93%↑	92%↑	91%	88%	78%↓	65%↓	71%↓
Look at news websites or apps	48%	48%	51%	51%	52%	46%	34%↓	30%↓
Find information for your work or your job or your studies	42%	57%↑	46%	51%↑	47%	30%↓	11%↓	5%↓
Find information for your leisure time including cinema and live music	39%	55%↑	38%	44%	40%	31%↓	24%↓	14%↓
Find information about health related issues	20%	22%	22%	22%	24%	15%	14%	16%
Look at job opportunities	14%	28%↑	16%	13%	17%	6%↓	0%↓	0%↓
Fill in a job application online	5%	13%↑	6%	4%	4%	3%	0%↓	0%↓
Look at adult-only websites	3%	5%	4%	3%	4%	2%	1%	0%↓

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Arrows show significant differences (95% level) by age compared to all internet users

Compared to the average, there are three activities that adults in AB households are more likely to undertake at least weekly: looking at news websites or apps (61% vs. 48%), finding information for work/ job/ studies (57% vs. 42%) and finding information for their leisure time (49% vs. 39%). The same three activities are less likely to be undertaken weekly by adult internet users in DE households. Adults in DE households are more likely to look at job opportunities (21% vs. 14%) and to fill in job applications online (11% vs. 5%).

Adults in C1 households are also more likely to look for information for work/ job/studies at least weekly (50%) while those in C2 households are less likely to do this (27%). Those in C2 households are less likely to look for health related information (14% vs. 20%) and to fill in a job application online (2% vs. 5%).

Men are more likely than women to say they go online at least weekly for four activities: to look at news websites/ apps (53% vs. 44%) to find information for leisure time (42% vs. 36%), to look at job opportunities (16% vs. 12%) and to look at adult-only websites (5% vs. 1%).

Figure 76: Browsing/ searching for information at least weekly, by socio-economic group and gender

	All internet users	AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
General surfing/ browsing the internet	86%	88%	87%	83%	83%	84%	87%
Look at news websites or apps	48%	61%↑	50%	41%	36%↓	53%↑	44%
Find information for your work or your job or your studies	42%	57%↑	50%↑	27%↓	25%↓	44%	40%
Find information for your leisure time including cinema and live music	39%	49%↑	40%	32%	31%↓	42%↑	36%
Find information about health related issues	20%	23%	23%	14%↓	20%	19%	22%
Look at job opportunities	14%	12%	13%	10%	21%↑	16%↑	12%
Fill in a job application online	5%	4%	4%	2%↓	11%↑	5%	5%
Look at adult-only websites	3%	3%	4%	4%	3%	5%↑	1%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Arrows show significant differences (95% level) by socio-economic group compared to all internet users, and males compared to females.

Device most often used for general surfing/ browsing the internet

For general browsing, younger internet users prefer to use a smartphone, while older users use a laptop/ netbook or desktop more often.

In the previous section of this report we showed how device preferences varied by the online activity being carried out.

As shown in Figure 77, one in three (34%) who ever go online to surf or browse the internet say they mostly use a smartphone for this activity, and this is more likely for 16-24s and 25-34s (both 53%), DEs (46%) and women compared to men (38% vs. 30%).

Three in ten internet users (30%) say they mostly use a laptop/ netbook for this purpose, and this is more likely for 55-64s (45%) and over-75s (43%).

One in five adults who surf or browse the internet mostly use a tablet (20%); this is more likely among women compared to men (24% vs. 16%).

One in seven (15%) mostly use a desktop computer; this is more likely among 45-54s (24%), 55-64s (24%) and over-75s (32%), and less likely for under-45s (6%-7%). Adults in C2 households (21%) and men (20% vs. 9% for women), are also more likely to mainly use this device.

Since 2014, among all who surf or browse the internet, there has been an increase in 'mostly' using a smartphone (34% vs. 25% in 2014) or a tablet (20% vs. 13%) and a decrease in using a computer, whether a laptop/ netbook (30% vs. 42%) or a desktop (15% vs. 19%).

	Smartphone	Laptop	Tablet	Desktop computer	Other device	Don't know

All internet users who ever do this
- 2014: 25 | 42 | 13 | 19 | | 1
- 2015: 34 ↑ | 30 ↓ | 20 ↑ | 15 ↓ | | 1

- 16-24: 53 ↑ | 26 | 14 | 6 ↓ | 1
- 25-34: 53 ↑ | 22 ↓ | 17 | 7 ↓ | 1
- 35-44: 41 | 28 | 23 | 7 ↓ | 1
- 45-54: 27 ↓ | 29 | 23 | 20 ↑ | 1
- 55-64: 11 ↓ | 45 ↑ | 16 | 24 ↑ | 2
- 65-74: 5 ↓ | 39 | 28 | 25 | 3
- 75+: 2 | 43 ↑ | 24 | 32 ↑

- AB: 24 ↓ | 36 | 22 | 17 | 1
- C1: 36 | 32 | 22 | 9 ↓ | 1
- C2: 34 | 22 ↓ | 21 | 21 ↑ | 1 2
- DE: 46 ↑ | 27 | 14 ↓ | 12 | 1

- Male: 30 | 33 | 16 | 20 ↑ | 1
- Female: 38 ↑ | 28 | 24 ↑ | 9

IN20F. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for surfing or browsing the internet?
Base: Adults aged 16+ who go online who ever surf/ browse the internet (1387 in 2015, varies by demographic) .
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females.

Device mostly used for looking at news websites or apps

Smartphones and tablets are more likely than in 2014 to be used for accessing news content online. Mobile users aged 65+ are more inclined than younger age groups to use tablets.

As shown in Figure 78, when asked which device they mostly used for looking at news websites or apps, four in ten said they used a smartphone (41%), with one in four mostly using a laptop/ netbook (26%), one in five a tablet (20%) and one in eight a desktop computer (12%). As with devices used for surfing /browsing, since 2014 there has been an increase in users saying they mostly use a smartphone for looking at news websites or apps (41% vs. 32% in 2014) or mostly use a tablet (20% vs. 14%), and a decrease in use of laptop/netbooks (26% vs. 36%) and desktop computers (12% vs. 16%).

In 2015, there were differences by age. Adults aged 16-24 (58%), 25-34 (59%) and 35-44 (49%) were more likely to say they mostly used a smartphone (41% for all), while those aged 55+ were more likely to say they mostly used a laptop/ netbook for this purpose (46% of 55-64s and 37% of those aged 65+, vs. 26% for all). Over-45s are more likely than all adults to say they mostly use a desktop computer (17% for 45-54s, 22% for 55-64s and 25% for 65+, vs. 12% for all). Over-65s are also more likely to say they mostly use a tablet for looking at news websites or apps (32% vs. 20%).

Adults in C2 households who look at news websites or apps are more likely to say they mostly use a desktop computer (19% vs. 12%). Those in DE households are more likely to say they use a smartphone (51% vs. 41% for all).

Men who look at news websites or apps are more likely than women to say they mostly use a desktop computer for this purpose (17% vs. 6%) and women are more likely to say they mostly use a smartphone (46% vs. 36%).

Figure 78: Device mostly used for looking at news websites/apps, by demographic group

Legend: ■ Smartphone ■ Laptop ■ Tablet ■ Desktop computer ■ Other device ■ Don't know

		Smartphone	Laptop	Tablet	Desktop computer	Other device	Don't know
All internet users who ever do this	2014	32	36	14	16		2
	2015	41 ↑	26 ↓	20 ↑	12 ↓	1	1
	16-24	58 ↑	20	15	5 ↓		2
	25-34	59 ↑	18 ↓	16	6 ↓		1
	35-44	49 ↑	25	22	4 ↓		1
	45-54	36	22	21	17 ↑	1	2
	55-64	14 ↓	46 ↑	18	22 ↑		2
	65+	6 ↓	37 ↑	32 ↑	25 ↑		1
	AB	35	32	20	13		
	C1	44	26	21	7 ↓		1
	C2	37	18 ↓	23	19 ↑	1	2
	DE	51 ↑	24	13	9		2
	Male	36	27	18	17 ↑	1	1
	Female	46 ↑	25	22	6		1

IN20G. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for looking at news websites or apps?
Base: All adult internet users aged 16+ who ever look at news websites or apps (1099 in 2015, varies by demographic). Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females.

Apps versus browsers – looking at news online

Among those who look at news online, there is a preference for accessing this content through browsers rather than apps, particularly among older adults

As mentioned in Section 4 of this report, in 2015, adults who used apps on any type of device were asked to say whether they preferred to access various types of online content through an app or a browser[30]. Figure 79 shows the results for looking at news online, at an overall level and by age, socio-economic group and gender, among app users who access this type of content.

More than four in ten app users who look at news online say they prefer to use a browser (43%), with less than four in ten (37%) preferring to use an app. Compared to all app users, preference for app use is more likely among 16-24s (48% vs. 37%), with browser preference more likely among those aged 55+ (56% vs. 43%). Preference for either an app or a browser does not vary by socio-economic group or by gender.

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[30] If required, respondents were prompted with the following definition of a web browser: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or favourites

Figure 79: Using an app versus using a browser for online news

Legend: ■ Prefer to use an app ■ Prefer to use a browser ■ No preference ■ Don't know

	Prefer to use an app	Prefer to use a browser	No preference	Don't know
All app users who do this	37	43	19	1
16-24	48 ↑	31 ↓	21	1
25-34	41	40	18	1
35-44	39	39	22	
45-54	31	49	19	1
55+	24 ↓	56 ↑	17	2
AB	39	41	18	1
C1	34	42	23	1
C2	38	43	18	
DE	37	45	17	1
Male	37	44	18	1
Female	37	41	21	1

Browsing or searching for content on a mobile phone

Use of maps/ satellite navigation on mobile phones has increased since 2014, with one in three now using these features at least weekly

Mobile phone users (90% of all adults) were asked specifically about browsing or searching for content on their mobile. Figure 80 shows that in 2015, more than three in five (63%) had ever used features on their phone such as maps or satellite navigation to get where they wanted to go, or to plot a route to a destination. This is more likely than in 2014 (63% vs. 57%). One in three do this on their phone at least weekly, higher than in 2014 (32% vs. 27%). A further 21% use this feature at least quarterly, unchanged since 2014.

Figure 80: Use of a mobile phone for browsing/ searching for content: 2013, 2014 and 2015
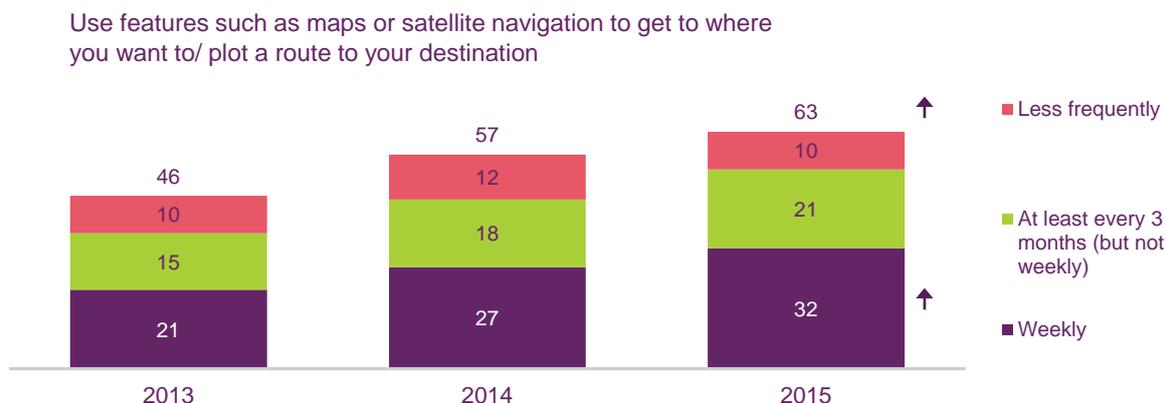
Use features such as maps or satellite navigation to get to where you want to/ plot a route to your destination

								Less frequently
								At least every 3 months (but not weekly)
								Weekly

Figure 81 shows any variation in the weekly incidence of using a mobile phone to undertake this activity by age, socio-economic group and by gender.

Compared to all mobile users (32%), those aged 16-24 (41%) or 25-34 (45%) and in the AB (42%) or C1 (38%) socio-economic groups are more likely to use features such as maps or satellite navigation on their phone at least weekly. In contrast, those aged 55-64 (22%) , 65-74 (4%) or 75+ (2%) and those in the C2 (24%) or DE (18%) socio-economic groups are less likely to do so.

Men are more likely than women to say they use features such as maps or satellite navigation on their mobile phone at least weekly (39% vs. 25%).

Figure 81: Use of a mobile phone at least weekly for browsing/ searching for content, by demographic group

	All mobile users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Use features such as maps or satellite navigation to get to where you want to/ plot a route to your destination	32%	41%↑	45%↑	38%	34%	22%↓	4%↓	2%↓

	All mobile users	AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Use features such as maps or satellite navigation to get to where you want to/ plot a route to your destination	32%	42%↑	38%↑	24%↓	18%↓	39%↑	25%

5.9   Online transactions

Frequency of using transactional services online

In 2015, three in ten internet users said they purchased online at least weekly, an increase since 2014

Of the 35 individual online activities that internet users were asked about, four activities relate specifically to using transactional service online. These are:

- buying things online;

- selling things online;

- banking and paying bills online; and

- online gambling.

Figure 82 shows the proportion of adult internet users in 2013, 2014 and in 2015[31] who say they ever undertake each online activity, broken out into weekly use, less frequently than weekly but at least quarterly, and less frequent use.

Unlike some of the other categories of online use discussed in this section, there has been no change since 2014 in the incidence of internet users ever having done any of these activities online.

More than four in five adult internet users (82%) say they have ever bought things online. Thirty per cent of these say they buy things online at least weekly; this is more likely than in 2014 (25%). Since 2014, internet users are less likely to say they buy things 'at least quarterly' (39% vs. 44% in 2014) and 'less frequently than quarterly' (13% vs. 16%).

Around half the number who say have ever bought things online have sold things online (41%) with less than one in ten saying they do this 'at least weekly' (8%).

Two in three internet users (67%) say they have ever gone online to bank or pay bills, with 40% saying they do this at least weekly. Both these measures are unchanged since 2014.

Around one in 12 internet users (8%) say they ever gamble online; 2% say they do this at least weekly.

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[31] It is not possible to show data in 2014 for 'online gambling' as this activity was not then included in the study

Figure 82: Using transactional services online, by activity type: 2013, 2014 and 2015
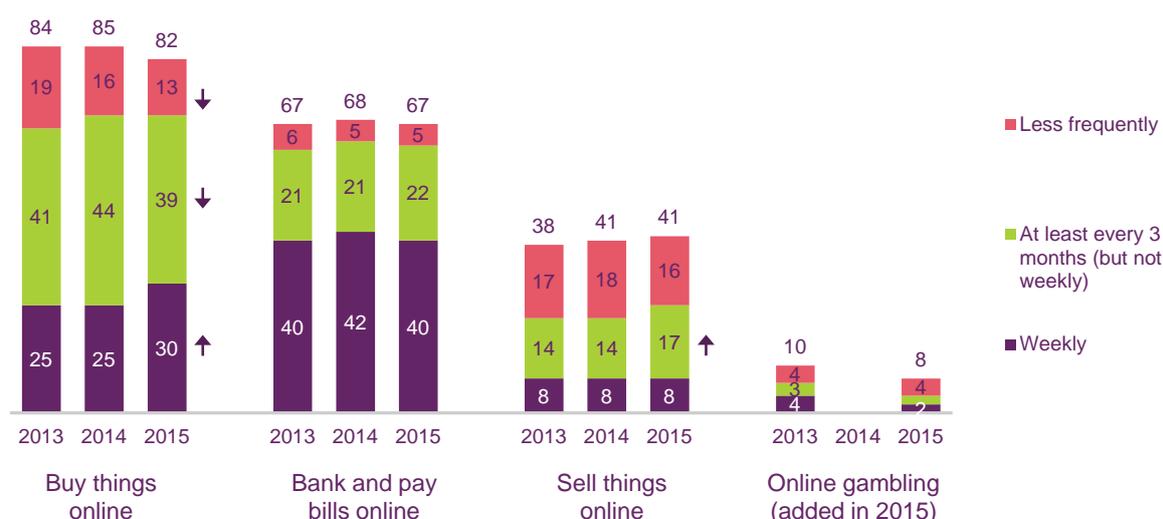
Legend:
- Less frequently
- At least every 3 months (but not weekly)
- Weekly

Buy things online:
- 2013: 84 (19 less frequently, 41 every 3 months, 25 weekly)
- 2014: 85 (16, 44, 25)
- 2015: 82 (13, 39, 30) ↑

Bank and pay bills online:
- 2013: 67 (6, 21, 40)
- 2014: 68 (5, 21, 42)
- 2015: 67 (5, 22, 40)

Sell things online:
- 2013: 38 (17, 14, 8)
- 2014: 41 (18, 14, 8)
- 2015: 41 (16, 17, 8) ↑

Online gambling (added in 2015):
- 2013: 10 (4, 3, 4)
- 2015: 8 (4, 2)

As shown in Figure 83, all four activities are less likely to be undertaken at least weekly among over-75s. Those aged 65-74 are also less likely to undertake three of the transactional activities, and are as likely to gamble online at least weekly (2% for 65-74s and for all internet users).

In contrast, those aged 25-34 are more likely than all internet users to bank and pay bills online at least weekly (50% vs. 40%), to buy things online (40% vs. 30%) and to sell things online (12% vs. 8%). Those aged 16-24 are less likely than average (40%) to bank and pay bills online (29%), while 35-44s are more likely (50%). Compared to the average (40%), ABs are more likely (50%) and DEs less likely (26%) to bank and pay bills online at least weekly. Adults in AB households are also more likely to buy things online (40% vs. 30%). There are no differences by gender.

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Figure 83: Weekly use of transactional services online, by demographic group

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Bank and pay bills online	40%	29%↓	50%↑	50%↑	42%	33%	22%↓	26%↓
Buy things online	30%	27%	40%↑	36%	29%	27%	15%↓	7%↓
Sell things online	8%	4%	12%↑	9%	11%	4%	2%↓	1%↓
Online gambling	2%	2%	4%	1%	2%	2%	2%	0%↓

	All internet users	AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Bank and pay bills online	40%	50%↑	40%	38%	26%↓	41%	39%
Buy things online	30%	40%↑	29%	25%	24%	30%	31%
Sell things online	8%	11%	8%	6%	6%	9%	7%
Online gambling	2%	2%	2%	1%	1%	3%	1%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.

Device mostly used for transacting online

Since 2014, use of a laptop to transact online has decreased, while smartphone use has increased. In the previous section of this report, we showed how preferences for using internet-enabled devices varied by the online activity being conducted. Figure 84 and Figure 85 show how device use varies by age, socio-economic group and gender, for buying things online and banking online.

More than one in three adults (37%) say the device they mostly use to buy things online is a laptop/ netbook. This doesn't vary by age, but it is less likely among those in C2 households (27% vs. 37% for all).

One in four adults (24%) say they mostly use a smartphone to buy things online; this is more likely for 16-24s (38%) and 25-34s (37%), and less likely among 55-64s (6%) and over-65s (4%). Those in DE households are more likely than average to say they mostly use a smartphone (40% vs. 24%).

One in five adults (20%) who go online to make purchases say they mostly use a tablet, and while this incidence does not vary by age, it is less likely for DEs (14% vs. 20%).

Around one in five internet users say they mostly use a desktop computer to buy things online (18%) with clear differences by age. Those aged between 16 and 44 are less likely than average (8% to 11%, vs. 18%), while those aged 55 and over are more likely (34% for 55-64s and 35% for 65+). ABs are also more likely to use this device (24%).

Women are more likely than men to say they mostly use a smartphone (27% vs. 20%) or a tablet (23% vs. 16%) to purchase online, while men are more likely to use a desktop computer (24% vs. 13%).

Internet users who purchase online are more likely than in 2014 to say they mostly use a smartphone (24% vs. 15%) or a tablet (20% vs. 12%). While a majority still purchase through either a laptop/ netbook or a desktop computer (55%) use of both these devices has decreased since 2014 (37% vs. 50% in 2014 for laptop/ netbook and 18% vs. 22% for desktop computer).

Figure 84: Device mostly used for buying things online, by demographic group

Legend: ■ Laptop ■ Smartphone ■ Tablet ■ Desktop computer ■ Other device ■ Don't know

		Laptop	Smartphone	Tablet	Desktop computer	Other / Don't know
All internet users who ever do this	2014	50	15	12	22	1 1
	2015	37 ↓	24 ↑	20 ↑	18 ↓	1
	16-24	34	38 ↑	20	8 ↓	
	25-34	35	37 ↑	18	8 ↓	2
	35-44	40	25	24	11 ↓	1
	45-54	33	20	23	23	1
	55-64	43	6 ↓	14	34 ↑	1 2
	65+	41	4 ↓	20	35 ↑	
	AB	42	15 ↓	19	24 ↑	
	C1	41	22	23	12 ↓	1 1
	C2	27 ↓	25	23	24	1
	DE	32	40 ↑	14 ↓	13	1
	Male	39	20	16	24 ↑	
	Female	35	27 ↑	23 ↑	13	1
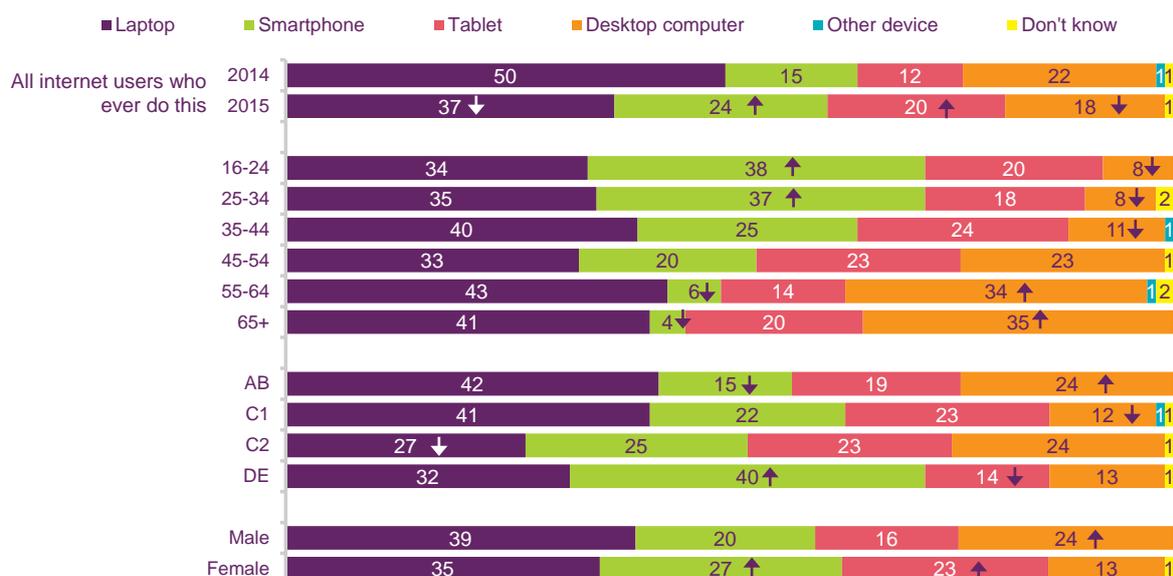
IN20A. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for buying things online?
Base: All adults aged 16+ who go online and who ever buy things online (1176 in 2015, varies by demographic)
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females.
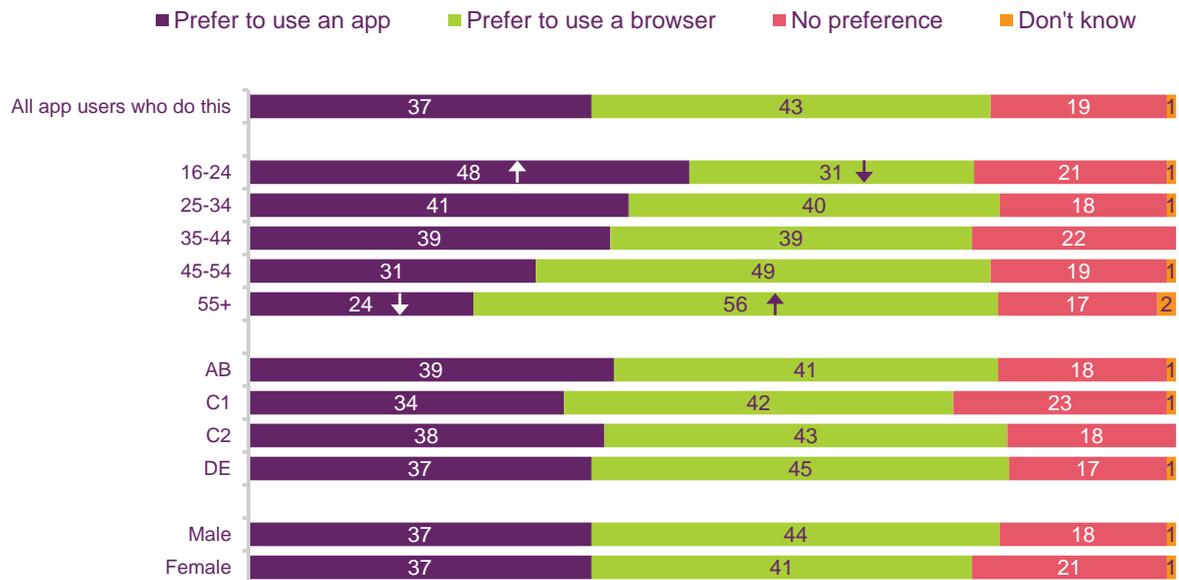
Among all internet users who have ever banked and paid bills online, one in three (32%) say they mostly use a smartphone for banking online, with an identical proportion (32%) mostly using a laptop/ netbook and around one in five (18%) a desktop computer. Fifteen per cent say they mostly use a tablet.

Since 2014, 'mostly' using a laptop/ netbook has decreased (from 44% to 32%), while use of a smartphone has increased (from 25% to 32%). Use of a tablet is also more likely (up from 8% to 15%).

In 2015, there are variations by age: banking online mostly through a smartphone is more likely among 16-24s (58%) and 25-34s (45%) than among all adults (32%), while 'mostly' using a desktop computer is more likely than average (18%) for 45-54s (27%), 55-64s (36%) and over-65s (30%).

Compared to all adults (32%), those in AB households are less likely to use a smartphone (22%) to bank online, while those in DE households are more likely (44%).

There are also differences by gender: women are more likely than men to say they mostly use a smartphone (38% vs. 26%) or a tablet (19% vs. 12%), while men are more likely to use a desktop computer (24% vs. 13%).

Figure 85: Device 'mostly' used for banking online, by demographic group

Legend: ■ Laptop ■ Smartphone ■ Desktop computer ■ Tablet ■ Other device ■ Don't know

		Laptop	Smartphone	Desktop computer	Tablet	Other device	Don't know
All internet users who ever do this	2014	44	25	20	8		2
	2015	32 ↓	32 ↑	18	15 ↑		2
	16-24	22 ↓	58 ↑	5 ↓	14		1
	25-34	29	45 ↑	9 ↓	14		2
	35-44	35	30	12 ↓	21		3
	45-54	29	24	27 ↑	17		3
	55-64	41	10 ↓	36 ↑	10	2	1
	65+	42	8 ↓	30 ↑	17	1	2
	AB	39	22 ↓	24	13	1	1
	C1	34	34	12	18		2
	C2	18	36	24	18		3
	DE	27	44 ↑	12	12		4
	Male	35	26	24 ↑	12	1	3
	Female	29	38 ↑	13	19 ↑		1

IN20B. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for banking online?
Base: All adults aged 16+ who go online and who ever bank or pay bills online (930 in 2015, varies by demographic)
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females.

Apps versus browsers – transacting online

Among those who buy things online, there is a preference for doing this through a web browser rather than an app

As mentioned in Section 4 of this report, in 2015, adults who used apps on any type of device were asked to indicate whether they preferred to access various types of online content through an app or a browser[32]. Figure 86 and Figure 87 show the results for buying things online, and banking and paying bills online, at an overall level and by age, socio-economic group and gender, among app users who access this type of content.

As shown in Figure 86, more than half of app users who buy things online say they prefer to use a browser (55%), with more than one in four (27%) preferring to use an app. This preference for browsers over apps for buying things online is consistent across all subgroups.

The preference for using a browser is more likely than average among those aged 55+ (71% vs. 55%) and less likely among 16-24s (44% vs. 55%) while the preference for using an app is more likely among DEs (38% vs. 27%) and less likely among ABs (20% vs. 27%).

Preferences for apps or browsers do not vary by gender.

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[32] If required, respondents were prompted with the following definition of a web browser: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or favourites.

Figure 86: Using an app versus a browser for buying things online
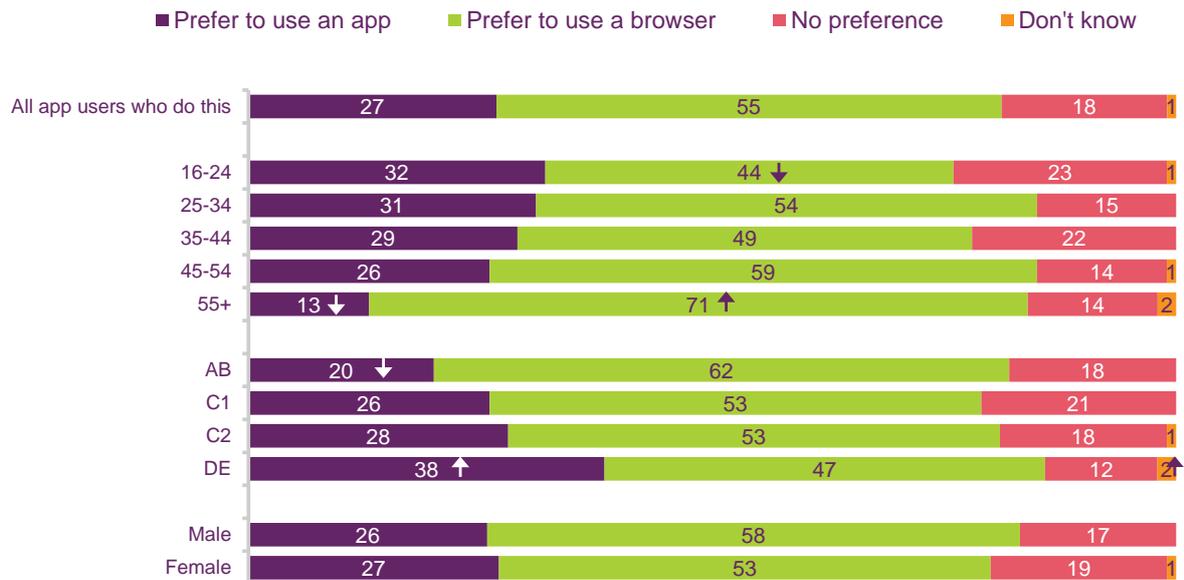
Legend: ■ Prefer to use an app ■ Prefer to use a browser ■ No preference ■ Don't know

	Prefer to use an app	Prefer to use a browser	No preference	Don't know
All app users who do this	27	55	18	1
16-24	32	44 ↓	23	1
25-34	31	54	15	
35-44	29	49	22	
45-54	26	59	14	1
55+	13 ↓	71 ↑	14	2
AB	20 ↓	62	18	
C1	26	53	21	
C2	28	53	18	1
DE	38 ↑	47	12	2 ↑
Male	26	58	17	
Female	27	53	19	1

More than four in ten app users who bank and pay bills online say they prefer to use a browser when accessing this content (43%) with a similar proportion saying they prefer to use an app (41%). Compared to all adults, app preference is more likely among 16-24s (54% vs. 41%), while over-55s are more likely than all to prefer to use a browser (63% vs. 43%).

Adults in AB households, while no more likely than all adults to prefer to use a browser, are less likely to say they prefer to use an app for banking and paying bills online (30% vs. 41%). Men are more likely than women to say they prefer to use a browser (48% vs. 38%).

Figure 87: Using an app versus using a browser for banking and paying bills online

Legend: ■ Prefer to use an app ■ Prefer to use a browser ■ No preference ■ Don't know

	Prefer to use an app	Prefer to use a browser	No preference	Don't know
All app users who do this	41	43	14	2
16-24	54 ↑	31 ↓	13	1
25-34	48	39	13	1
35-44	39	43	17	1
45-54	43	41	14	2
55+	19 ↓	63 ↑	12	5 ↑
AB	30 ↓	50	18	2
C1	46	39	13	1
C2	48	39	11	1
DE	46	41	9	4
Male	38	48 ↑	12	1
Female	43	38	16	2
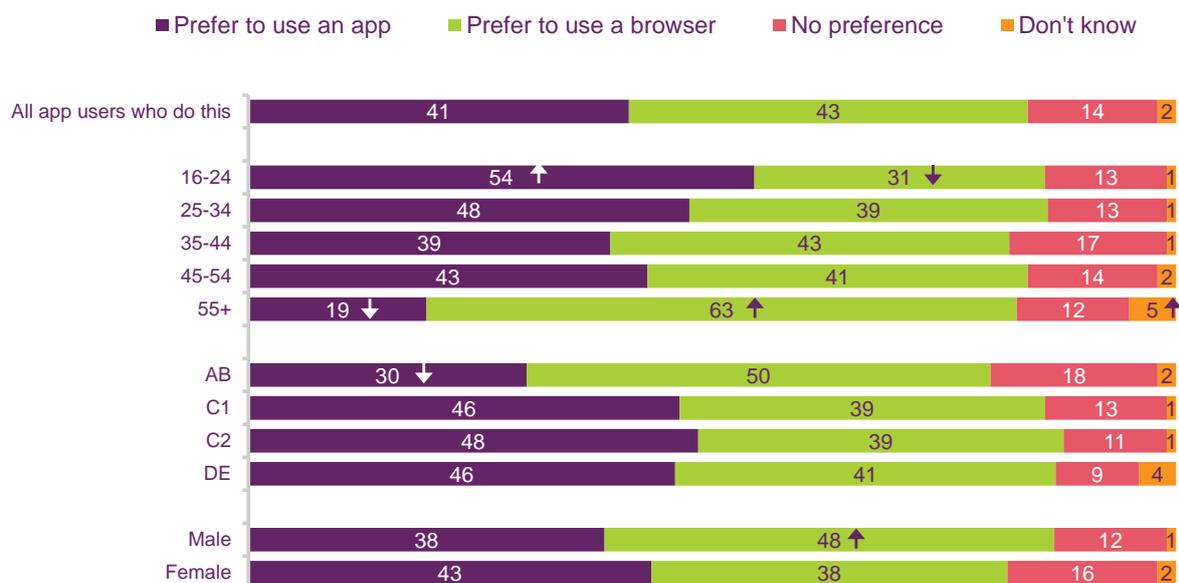
IN22G You said earlier you bank and pay bills online. Do you prefer to do this through an app or through a web Base: All adults aged 16+ who use apps and go online to bank and pay bills online (847 aged 16+, varies by demographic) . Arrows show significant differences (95% level) by age/ socio-economic group compared to all app users, and males compared to females.

Transactional activities on a mobile phone

One in seven mobile users say they have used their phone as a contactless payment device

Mobile phone users were asked specifically about their use of a mobile phone for five transactional activities. These are:

- buying things online;

- banking online;

- use of the phone as a ticket or boarding pass or as an entry ticket to an event, either by touching it against a reader or by scanning a code using the phone;

- to order taxis through an app such as Uber, Kabbee or Lyft; and

- use of the phone to make a payment in a shop by touching it against a contactless reader.

Figure 88 shows the proportion of adult mobile users in 2013, 2014[33] and 2015 (where applicable) who say they ever undertake each activity, broken out into weekly use, less frequently than weekly but at least quarterly, and less frequent use.

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[33] It is only possible to show data in 2013 and 2014 for 'buying things online' as the remaining four activities have only been included in the study since 2015

More than four in ten mobile phone users have ever used their mobile phone buy things online (46%) with one in six doing so at least weekly (16%). Both these measures are unchanged since 2014.

More than one in three mobile users (36%) say they have ever used their phone to bank online, with more than one in five doing so at least weekly (23%).

One in four mobile users (26%) have ever used their phone as a ticket or boarding pass or as an entry ticket to an event, around one in five (18%) have ever used an app on their phone to order taxis, and slightly fewer (15%) have ever used their phone to make a payment. For these three activities, weekly use is highest for using the phone to make a payment (7%). Relatively few (4%) use their phone weekly to order taxis or as a ticket/ boarding pass or as an entry ticket to an event.

Figure 88: Use of a mobile phone for transactional activities: 2013, 2014 and 2015
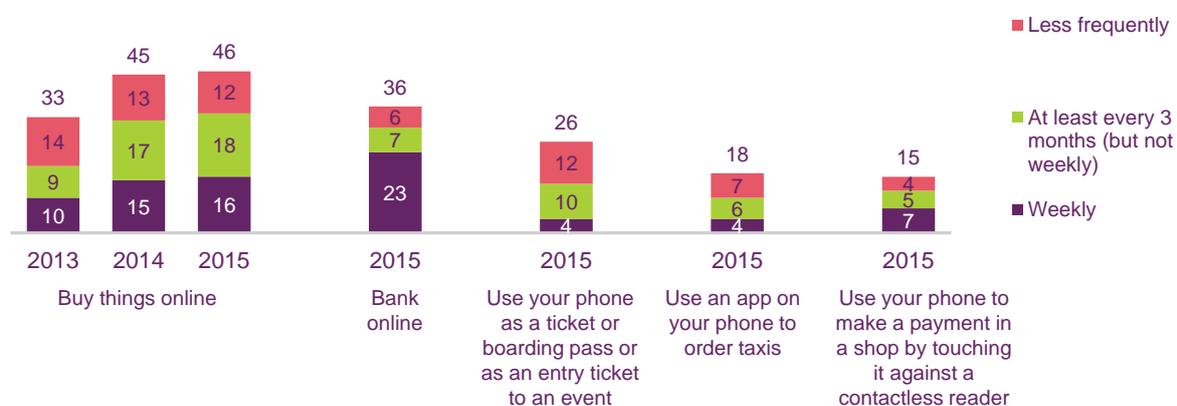
Figure 89 shows any variation in the weekly incidence of using a mobile phone to undertake any of these activities, by age, while Figure 90 shows any differences by socio-economic group and by gender.

Compared to all mobile users, those aged 55+ are less likely to undertake each of the five transactional activities at least weekly on a mobile phone. Adults aged 16-24 and 25-34 are more likely to undertake two activities weekly: banking online (30% for 16-24s and 41% for 25-34s vs. 23% for all) and buying things online (25% for 16-24s and 26% for 25-34s vs. 16% for all).

16-24s are also more likely to say they use an app on their phone at least weekly to order taxis (9% vs. 4%), while 25-34s are more likely to say they have used their phone as a ticket/ boarding pass or entry ticket to an event (7% vs. 4%). Adults aged 35-44 are also more likely than all adults to say they use their mobile phone at least weekly for banking online (29% vs. 23%).

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Figure 89: Use of a mobile phone at least weekly for transactional activities, by age

	All mobile users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Bank online	23%	30%↑	41%↑	29%↑	25%	4%↓	5%↓	2%↓
Buy things online	16%	25%↑	26%↑	20%	14%	3%↓	3%↓	0%↓
Use your phone to make a payment in a shop by touching it against a contactless reader	7%	9%	11%	8%	10%	3%↓	2%↓	0%↓
Use an app on your phone to order taxis (e.g. Uber, Kabbee or Lyft)	4%	9%↑	5%	5%	7%	1%↓	1%↓	0%↓
Use your phone as a ticket or boarding pass or as an entry ticket to an event either by touching it against a reader or by scanning a code using the phone	4%	5%	7%↑	4%	7%	1%↓	1%↓	0%↓

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
Arrows show significant differences (95% level) by age compared to all internet users

Compared to all mobile phone users (7%), those in AB households (12%) are more likely to say they use their mobile at least weekly to make a payment in a shop, while those in C2 households are less likely to do this (3%). Adult mobile users in C1 households are more likely than all users to use their phone to bank online at least weekly (29% vs. 23%) while those in DE households are less likely (18%).

Men are more likely than women to say they use their mobile phone on a weekly basis to make a payment in a shop (9% vs. 5%) or as a ticket/ boarding pass / entry ticket (5% vs. 3%).

Figure 90: Use of a mobile phone at least weekly for transactional activities, by socio-economic group and gender

	All mobile users	AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Bank online	23%	24%	29%↑	21%	18%↓	22%	24%
Buy things online	16%	19%	18%	13%	12%	15%	17%
Use your phone to make a payment in a shop by touching it against a contactless reader	7%	12%↑	7%	3%↓	5%	9%↑	5%
Use an app on your phone to order taxis (e.g. Uber, Kabbee or Lyft)	4%	5%	4%	2%	5%	5%	4%
Use your phone as a ticket or boarding pass or as an entry ticket to an event either by touching it against a reader or by scanning a code using the phone	4%	6%	4%	1%	3%	5%↑	3%

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
Arrows show significant differences (95% level) by socio-economic group compared to all internet users, and males compared to females.

5.10 Accessing public or civic services

Frequency of using public or civic services online

Since 2014, internet users are more likely to say they go online to find out about news/ events in their local area or for signing online petitions

Of the 35 online activities that internet users were asked about, seven activities can be grouped under the heading of public or civic services. These are:

1. look for news about or events in your local area;

2. look for public services on government sites such as gov.uk and HMRC;

3. completing government processes online – such as register for tax credits, renew driving licence, car tax or passport, complete tax return;

4. look for information on public services provided by your local council;

5. sign an online petition;

6. look at political or campaigning websites; and

7. contact a local councillor or your MP online.

Figure 91 shows the proportion of adult internet users in 2013, 2014 and in 2015[34] who say they ever undertake each online activity, broken out into weekly use, less frequently than weekly but at least quarterly, and less frequent use.

Four of the seven public or civic activities have been undertaken by a majority of internet users: looking for news about or events in your local area (73%), look for public services information on government sites such as gov.uk and HMRC (68%) complete government processes online (66%) and look for information on public services provided by your local council (62%).

About four in ten internet users say they have ever signed an online petition (39%) or have looked at political or campaigning websites (37%), while one in five say they have ever contacted a local councillor or their MP online (21%).

One in four internet users say they look for news about or events in their local area on a weekly basis (25%). The remaining activities are undertaken weekly by around one in ten or less.

Internet users are more likely than in 2014 to say they have ever looked for news about, or events in, their local area (73% vs. 69%) or have ever signed an online petition (39% vs. 35%) and are less likely to say they have ever looked at political or campaigning websites (37% vs. 44%). They are also more likely to say they have looked for news about, or events in their local area on a weekly basis (25% vs. 17%) and less likely to say they complete government processes online at least weekly (5% vs. 8%).

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[34] It is not possible to show trend data in 2013 and 2014 for 'look for public services information on government sites such as gov.uk and HMRC' or 'look for information on public services provided by your local council' as these activities were not previously asked about separately and have only been split out in this way since 2015

Legend:
- Less frequently
- At least every 3 months (but not weekly)
- Weekly

2013 / 2014 / 2015 — Looking at websites or apps for news about, or events in, your local area or the local community (2013/ 2014)/ Look for news about or events in your local area (2015)
56 (10, 22, 24) / 69 (17, 31, 22) / 73 (25, 32, 16)

2015 — Look for public services info on government sites such as gov.uk and HMRC
68 (11, 31, 26)

2013 / 2014 / 2015 — Complete government processes online
61 (6, 22, 33) / 69 (8, 27, 35) / 66 (5, 25, 36)

2015 — Look for info on public services provided by your local council
62 (9, 27, 26)

2013 / 2014 / 2015 — Sign an online petition
19 (2, 6, 12)... 35 (4, 10, 22) / 39 (4, 11, 23)

2013 / 2014 / 2015 — Look at political or campaign or issues websites (2013/ 2014)/ Look at political or campaigning websites (2015)
29 (6, 9, 14) / 44 (11, 15, 17) / 37 (10, 12, 15)

2013 / 2014 / 2015 — Contact a local councillor or your MP online
13 (9, 3) / 19 (4, 13) / 21 (4, 14)

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Base: All adults aged 16+ who go online (1272 in 2013, 1609 in 2014, 1458 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

Figure 92 shows any variation in the incidence of ever[35] undertaking each of these seven public or civic activities online, by age, while Figure 93 shows any variation by socio-economic group and by gender.

Compared to all internet users, those aged 16-24 are less likely to have ever undertaken four of the seven activities: looking for public services information on government sites such as gov.uk or HMRC (54% vs. 68%), completing government processes online (49% vs. 66%), looking for information on public services provided by the local council (44% vs. 62%), and contacting a local councillor or MP online (12% vs. 21%).

Adults aged 25-34s are more likely than all adults to have ever undertaken two activities: looking for public services information on government sites such as gov.uk or HMRC (77% vs. 68%) and signing an online petition (48% vs. 39%).

35-44s are more likely to have ever undertaken five of the seven activities: looking for news about or events in the local area (82% vs. 73%), looking for public services information on government sites such as gov.uk or HMRC (79% vs. 68%), completing government processes online (79% vs. 66%), looking for information on public services provided by the local council (73% vs. 62%) and looking at political or campaigning websites (45% vs. 37%). Three of these activities are also more likely to have been undertaken by adults aged 45-54: looking for public services information on government sites such as gov.uk or HMRC (76% vs. 68%), completing government processes online (74% vs. 66%) and looking for information on public services provided by the local council (72% vs. 62%).

Over-55s are less likely to have ever undertaken public/ civic activities online. Those aged 55-64 are less likely to have looked for news about or events in the local area (60% vs. 73%) or to have looked at political or campaigning websites (27% vs. 37%). Adults aged 65-74 are

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[35] Previous charts in this section show comparisons based on weekly use – however for public/ civic activities it is more appropriate to draw comparisons based on ever having undertaken the activity as some activities may not be required to be undertaken at least weekly or even quarterly.

less likely to have ever undertaken six of the seven activities, and are as likely as all adults to have ever contacted a local councillor or an MP online (25% vs. 21% for all). Over-75s are less likely to have ever done each of these seven public/ civic activities online.

Figure 92: Use of public or civic services online, by age

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Look for news about or events in your local area	73%	74%	78%	82%↑	77%	60%↓	57%↓	54%↓
Look for public services information on government sites such as gov.uk and HMRC	68%	54%↓	77%↑	79%↑	76%↑	61%	55%↓	37%↓
Complete government processes online such as register for tax credits, renew driving licence, car tax or passport, complete tax return	66%	49%↓	71%	79%↑	74%↑	60%	52%↓	45%↓
Look for information on public services provided by your local council	62%	44%↓	65%	73%↑	72%↑	58%	51%↓	50%↓
Sign an online petition	39%	39%	48%↑	37%	43%	37%	22%↓	19%↓
Look at political or campaigning websites	37%	37%	39%	45%↑	42%	27%↓	21%↓	18%↓
Contact a local councillor or your MP online	21%	12%↓	19%	22%	21%	26%	25%	12%↓

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Arrows show significant differences (95% level) by age compared to all internet users

Adults in AB households are more likely than average to have ever undertaken six of the seven public or civic activities online. They are as likely as all internet users to have ever looked for news about or events in their local area (78% vs. 73% for all).

Adults in C2 households are less likely to say they have ever undertaken three activities: signing an online petition (31% vs. 39%), looking at political or campaigning websites (28% vs. 37%) and contacting a local councillor or MP online (14% vs. 21%). Adults in DE households are less likely to have undertaken all seven activities.

Men are more likely than women to say they have ever looked at political or campaigning websites (40% vs. 34%) while women are more likely to say they have ever signed an online petition (42% vs. 36%).

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Figure 93: Use of public or civic services online, by socio-economic group and gender

	All internet users	AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Look for news about or events in your local area	73%	78%	77%	72%	61%↓	73%	72%
Look for public services information on government sites such as gov.uk and HMRC	68%	80%↑	73%	64%	51%↓	68%	68%
Complete government processes online such as register for tax credits, renew driving licence, car tax or passport, complete tax return	66%	79%↑	73%	60%	45%↓	67%	65%
Look for information on public services provided by your local council	62%	72%↑	66%	56%	50%↓	62%	63%
Sign an online petition	39%	48%↑	46%	31%↓	25%↓	36%	42%↑
Look at political or campaigning websites	37%	47%↑	42%	28%↓	24%↓	40%↑	34%
Contact a local councillor or your MP online	21%	33%↑	18%	14%↓	14%↓	21%	20%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Arrows show significant differences (95% level) by socio-economic group compared to all internet users, and males compared to females.

<u>Device mostly used for completing government processes online</u>

Laptops/ netbooks are the device most often used for completing government processes online

Figure 94 shows how device use for completing government processes online varies by age, socio-economic group and gender.

Less than half (45%) of all internet users who ever go online to complete government processes say they mostly use a laptop/ netbook for this purpose, with around one in four (23%) mainly using a desktop computer. Around one in six (16%) say they mostly use a tablet or smartphone (14%).

Those who go online to complete government processes are less likely than in 2014 to say they mostly use a laptop for this purpose (45% vs. 52%) and are more likely to say they use a tablet (16% vs. 9%) or a smartphone (14% vs. 9%).

Laptops/ netbooks are the device most commonly used to complete government processes among 16-64s. Those aged 65+ are as likely to say they use a laptop/ netbook (36%) as a desktop computer (37%).

Compared to all adults who go online to complete government processes, those aged 25-34 are more likely to mention mostly using smartphones (22% vs. 14% for all), while over-55s are more likely to mention mostly using a desktop computer (37% of 55-64s and over-65s, compared to 23% of all adults).

Compared to all adults (45%), those in C2 households (35%) and DE households (35%) who complete government processes online are less likely to say they mostly use a laptop/ netbook for this activity . Adults in DE households are more likely to 'mostly' use a smartphone (26% vs. 14%).

Men are more likely than women to say they mostly use a desktop computer to do this activity (30% vs. 16%), while women are more likely to say they mostly use a tablet (22% vs. 11%).

Figure 94: Device mostly used for completing government processes, by demographic group
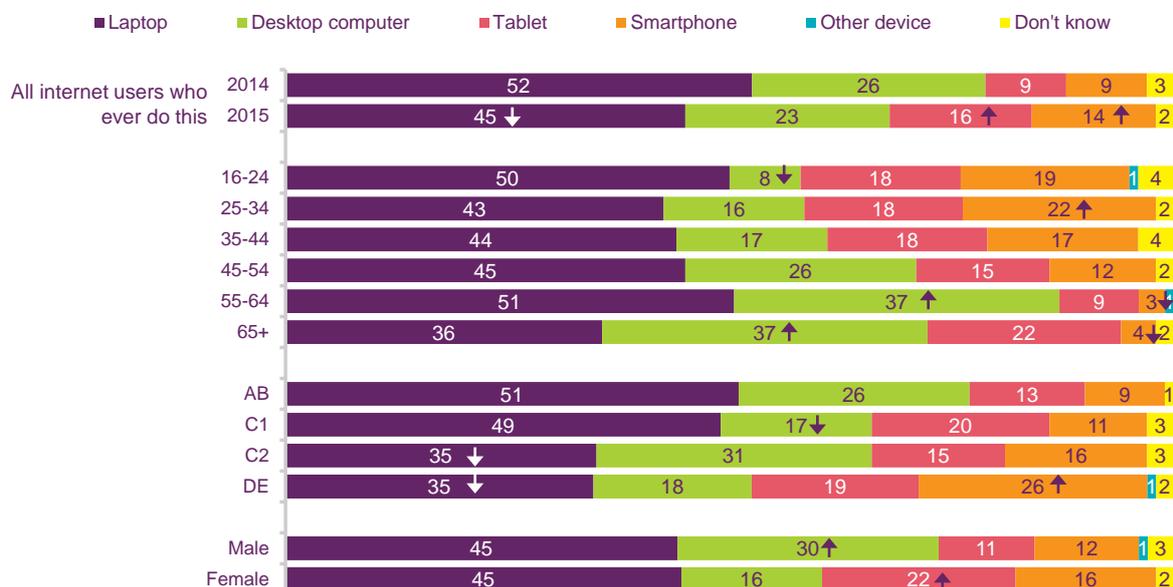
IN20E. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for completing government processes online?
Base: All adults aged 16+ who go online and who complete government processes online (922 aged 16+, varies by demographic).
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females.

Reasons for not completing government processes online

One in three who have never completed government processes online say it is because they prefer to speak to someone about these things

Internet users who have never completed any government processes online (such as register for tax credits, renew a driving licence, car tax or passport, or complete a tax return, accounting for 34% of all internet users) were prompted with nine reasons[36] for not doing this and were asked to say which applied to them.

As shown in Figure 95, one in four (26%) of this group say they don't complete any government processes online because they prefer to fill in a form and use the post. A similar proportion (22%) say it is because they prefer to make a phone call (22%). Around one in five say they don't need to complete these government processes (19%) or say it is because they prefer to talk with someone in person (18%). All other responses are given by less than one in ten.

Overall, a third of (34%) internet users who don't complete government processes online say that this is because they prefer some kind of verbal contact, either by phone or by talking to someone in person, or because they think the process cannot be done online.

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[36] As well as an option for stating some other reason or reasons.

As shown in Figure 95, internet users who have never completed any government processes online are more likely than in 2014 to say that this is because they prefer to make a phone call (22% vs. 16% in 2014).

Figure 95: Reasons for not completing government processes online

5.11 Other activities

From all the individual activities (online via any device, and via a mobile phone) that respondents are asked about, there are a number of activities that we have not reported so far, and these are covered in this section:

1. download software;

2. access files though a cloud service such as iCloud, Dropbox, Google Drive or OneDrive;

3. set up or maintain a website or blog;

4. do an online course to achieve a qualification;

5. downloading software or apps (including games);

6. take photos and videos (on a mobile phone); and

7. download apps (including games).

Download software

As shown in Figure 96, a majority of internet users (61%) say they have ever downloaded software, although relatively few (13%) say they do this at least weekly. Both of these measures are unchanged since 2014.

As shown in Figure 97, downloading software at least weekly is more likely among 16-24s (21%) and 25-34s (19%) compared to all internet users (13%), while over-55s are less likely to do this (ranging between 1% and 4%). There are no differences by socio-economic group. Men are more likely than women to say they do this activity on a weekly basis (18% vs. 9%).

Accessing files through a cloud service[37]

As shown in Figure 96, close to half (48%) of internet users say they have ever accessed files through a cloud service such as iCloud, Dropbox, Google Drive or OneDrive. One in five say they do this at least weekly (21%), with around a quarter (26%) doing this less often.

As with downloading software, accessing files though a cloud service at least weekly is more likely to be done by 12-24s (343%) and 25-34s (30%), compared to all internet users (21%), and less likely to be done by over-55s (ranging between 3% and 8%). There are no differences by socio-economic group, and men are more likely than women to say they do this on a weekly basis (25% vs. 18%).

Setting up or maintaining a website/ blog

Three in ten (29%) internet users say they have ever set up or maintained a website or blog, with one in ten (11%) saying they do this at least weekly. This activity is more likely than in 2014 to be undertaken at least weekly (11% vs. 8%)[38].

In 2015, those aged 25-34 (17%) were more likely to say they did this at least weekly, compared to all users (11%). Those in C2 households are less likely than all internet users to say they set up or maintain a website or blog (5% vs. 11%).

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[37] This activity has only been included since 2015 so it is not possible to show any trend data for this measure
[38] In 2013 respondents were asked about maintaining a website, blog or weblog and this was amended to setting up or maintaining a website, blog or weblog in 2014

Doing an online course to get a qualification

A minority of internet users say they have ever done an online course (21%) with less than one in 20 (2%) doing this activity at least weekly. Both these measures have decreased since 2014, from 27% and 7% respectively, following a corresponding increase between 2013 and 2014.

Figure 96: Undertaking other activities online, by activity type: 2013, 2014 and 2015
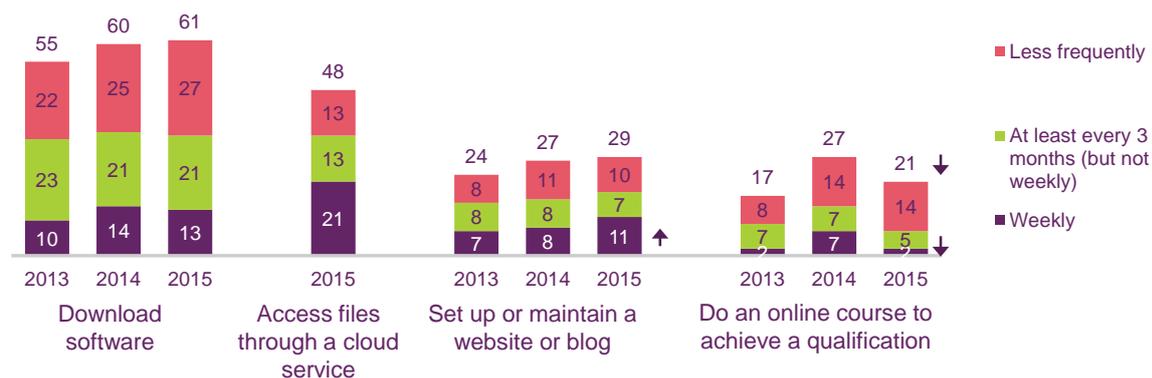
Figure 97: Other online activities, weekly incidence by demographic group

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Access files through a cloud service such as iCloud, Dropbox, Google Drive or OneDrive	21%	34%↑	30%↑	20%	27%	8% ↓	4% ↓	3%↓
Download software	13%	21%↑	19%↑	13%	16%	4% ↓	1% ↓	2%↓
Set up or maintain a website or blog	11%	13%	17%↑	12%	13%	5% ↓	3% ↓	1%↓
Do an online course to achieve a qualification	2%	3%	3%	3%	2%	0% ↓	0% ↓	1%

	All internet users	AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Access files through a cloud service such as iCloud, Dropbox, Google Drive or OneDrive	21%	25%	24%	18%	16%	25%↑	18%
Download software	13%	17%	13%	9%	12%	18%↑	9%
Set up or maintain a website or blog	11%	14%	12%	5%↓	11%	12%	10%
Do an online course to achieve a qualification	2%	2%	3%	1%	2%	1%	3%

Apps versus browsers – access files through a cloud service

There is a preference for accessing cloud services through apps rather than browsers

As mentioned in Section 4 of this report, in 2015, adults who use apps on any type of device were asked to indicate whether they preferred to access various types of online content through an app or a browser[39]. Figure 98 shows the results for accessing cloud services, at an overall level and by age, socio-economic group and gender, among app users who access this type of content.

More than two in five (44%) app users who access files through a cloud service say that they prefer to use an app (55%); higher than the three in ten (31%) who prefer to use a browser. This preference for apps over browsers for using cloud services is seen among 16-24s, 25-34s and 35-44s as well as those in the C1, C2 and DE socio-economic groups, and men and women. Compared to the average, however, preference for app or browser use does not vary by age, socio-economic group or gender.

Figure 98: Using an app versus using a browser to access files through a cloud service

■ Prefer to use an app ■ Prefer to use a browser ■ No preference ■ Don't know

	Prefer to use an app	Prefer to use a browser	No preference	Don't know
All app users who do this	44	31	20	4
16-24	45	29	22	4
25-34	54	25	18	3
35-44	41	32	23	4
45+	37	39	19	5
AB	38	37	21	4
C1	42	29	26	2
C2	50	29	15	6
DE	55	27	11 ↓	7
Male	46	33	16	5
Female	42	29	25 ↑	4
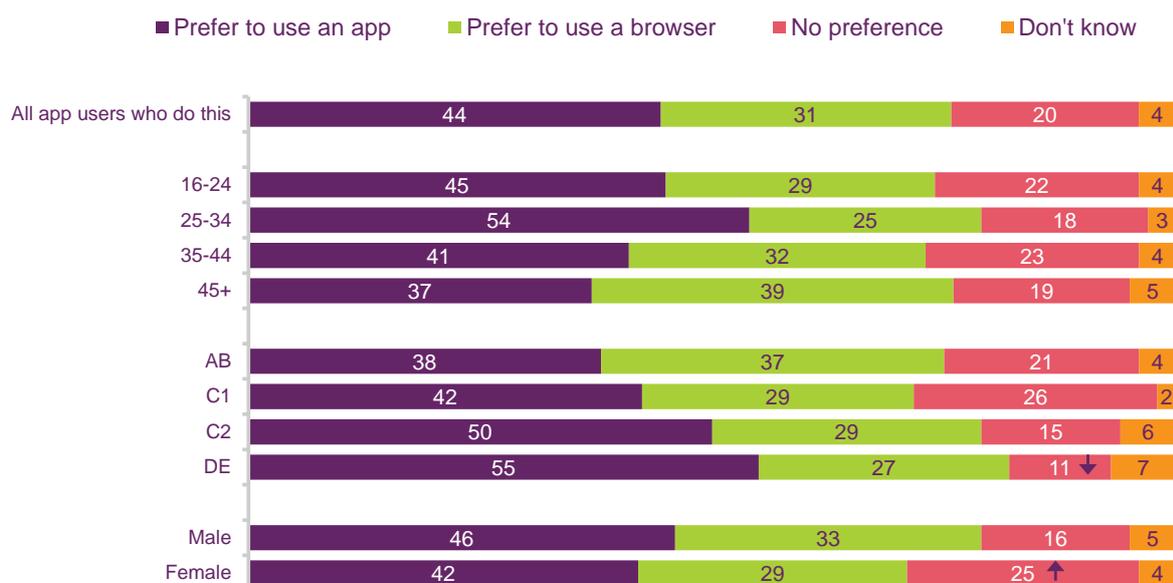
IN22H You said earlier you access files through a cloud service. Do you prefer to do this through an app or through a web browser? (prompted responses, single coded)
Base: All adults aged 16+ who use apps and go online to use cloud services (638 aged 16+, varies by demographic) . Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.

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[39] If required, respondents were prompted with the following definition of a web browser: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or favourites.

Other activities using a mobile phone

Mobile phone users are more likely than in 2014 to have ever used their phone for taking videos, and to use it weekly for taking photos

More than eight in ten mobile phone users (83%) have ever used their mobile phone for taking photos, with a majority doing this at least weekly (59%). Weekly use is more likely since 2014 (54%).

Two in three mobile users have ever used their phone for taking videos (67%); more likely than in 2014 (62%). Weekly use is unchanged since 2014, at 30%.

Six in ten mobile users (62%) say they have ever downloaded apps (including games) on their mobile phone, with 21% doing this at least weekly. Mobile users are more likely than in 2014 to say they have done this at least quarterly (25% vs. 21%) and to have ever downloaded apps (62% vs. 58%).

Figure 99: Use of a mobile phone for taking photos and videos and downloading apps: 2013, 2014 and 2015
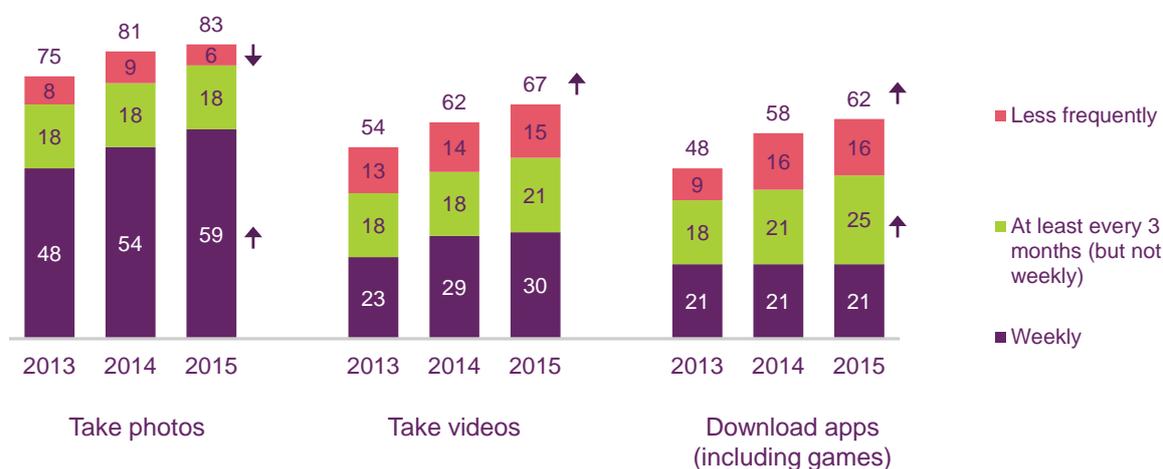
M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each?
Base: All adults aged 16+ who use a mobile phone (1465 in 2013, 1670 in 2014, 1520 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

As Figure 100 shows, weekly use of a mobile phone to do these activities varies by age. Compared to all adults (59%), those aged 16-24 (83%), 25-34 (82%) and 35-44 (72%) are more likely to take photos at least weekly, while 55-64s (33%), 65-74s (14%) and over-75s (6%) are less likely. For taking videos and downloading apps, adults aged under 35 are more likely to do these activities at least weekly, while over-55s are less likely.

Compared to all adults, those in C1 households are more likely to say they take photos and videos at least weekly, while those in C2 households are less likely to undertake all three activities (Figure 100).

Women are more likely than men to use their phone at least weekly to take photos (64% vs. 53%), while men are more likely than women to download apps (26% vs.17%).

Figure 100: Weekly use of a mobile phone for photos and videos and downloading apps, by demographic group

	All mobile users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Take photos	59%	83% ↑	82% ↑	72% ↑	61%	33% ↓	14% ↓	6% ↓
Take videos	30%	55% ↑	53% ↑	34%	23%	8% ↓	3% ↓	0% ↓
Download apps (including games)	21%	44% ↑	33% ↑	21%	20%	5% ↓	0% ↓	0% ↓

	All mobile users	AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Take photos	59%	64%	66% ↑	49% ↓	54%	53%	64% ↑
Take videos	30%	28%	37% ↑	24% ↓	30%	29%	32%
Download apps (including games)	21%	23%	24%	14% ↓	21%	26% ↑	17%

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.

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Media attitudes and critical understanding

6.1   Section overview

This section looks at adults' concerns about, attitudes towards, and levels of understanding of the media they engage with. It looks at awareness of the main sources of funding for TV programmes and websites (and specifically the main source of funding for BBC content and commercial operators, for each of these media) and also looks at perceptions about regulation of each of the communications platforms.

In this section we also report on questions relating to online data security and privacy, examining areas such as internet users' willingness to provide personal information online and the judgements made when providing such information. We also look at user attitudes towards website terms and conditions/ privacy statements, awareness and use of various online security measures and safety features, the incidence of any negative online experiences, attitudes towards user protection and understanding of search engines.

6.2   Key findings

- Mobile phone users are more likely than in 2014 to have concerns about mobile phones (28% vs. 24% in 2014). Half of all internet users are concerned about what is on the internet (49%), while four in ten of those with a TV in the household have concerns about what is on television (39%). Three in ten app users have concerns about apps (30%) while one in four adults who play games are concerned about gaming (25%). Concerns about each of these last four media are unchanged since 2014.

- Since 2014 there has been no change in the proportion of adults who are able to correctly state how BBC and commercial TV programmes are funded. However, more adults are now aware how the BBC website is funded (63% vs. 56%). Awareness of how search engines are funded is also unchanged.

- Nine in ten adults (89%) are aware of TV regulation, as in 2014. Most people (60%) think there are rules or regulations for game content, and about what age you have to be to buy games.

- A majority of internet users agree (52% strongly, 26% slightly) that the internet needs to be regulated, in terms of what can be shown and written online, and one in ten adults believe that 'all' of what can be seen or read online *is* regulated.

- As in 2014, there is no consensus among internet users as to whether users should be free to say and do what they want online; with younger users and DEs more likely to agree with this.

- Internet users are more likely than in 2014 to say they are 'very confident' they can find the information they want online (66% vs. 61%), that they can stay safe online (48% vs. 42%) and in going online to do creative things (41% vs. 34%).

- Six in ten (62%) search engine users feel that some of the websites returned by search engines will be accurate or unbiased while others will not be; in other words, a response that shows a level of critical understanding. While this measure is unchanged since 2014, users are less likely to say that if results are listed by a search engine then they *will* have accurate and unbiased information (18% vs. 23%).

- Although sponsored links are distinguished by an orange box with the word 'Ad' in it, only half of adults aged 16+ (49%) who use search engines identified sponsored links on Google as advertising.

- It remains the case that most internet users say they would be willing to provide various types of personal information online. However, since 2014 more users say they would never provide their home address details because of security concerns (21% vs. 17%).

- More than four in five (82%) internet users agree that they tend to give the minimum amount of personal information required, and one in four (25%) agree that they have given out inaccurate or false details on some websites to protect their personal identity online.

- Since 2014 Facebook and Instagram users are more likely to say they have changed the settings on these social media sites to make their profile more private.

6.3 Concerns about media

Concerns about media are mostly unchanged since 2014, although concerns about mobile phones have increased

An important area that we monitor is the extent to which people have concerns about the media they use, and what types of concern they have. We asked users if they had any concerns about what is on television, the internet and about mobile phones, gaming and apps. Figure 101 compares the overall mentions of any concerns among users of each of these platforms, since 2005[40].

Half of all internet users (49%) say they have any concerns about what is on the internet. This compares to 39% of those with a TV in the household who say that they have concerns about television content. Around three in ten app users (30%) say they have concerns about apps, and a similar proportion of mobile users (28%) say they have concerns about mobile phones. One in four (25%) of those who play games say they have concerns about gaming.

Concerns about mobile phones are more likely than in 2014 (28% vs. 24%).

Demographic variations are as follows:

- **Internet:** Users aged 16-24 (34%) are less likely than average (49%) to have concerns about what is online. No other age group of adult users are more likely to have concerns, but women (53%) are more likely than men (45%) to have concerns. Adults in AB households who go online are more likely than all internet users to have concerns (57% vs. 49%).

- **Television:** Users aged 55-64 (52%) and 75+ (59%) are more likely than all adult users (39%) to have concerns about what is on TV, while those aged 16-24 (18%)

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[40]Concerns about apps were not asked about prior to 2013

and 25-34 (29%) are less likely. Unlike the internet, women (40%) are no more likely than men (37%) to have concerns about television, and there are no differences by household socio-economic group.

- **Games:** Among those who play games, the overall incidence of having any concerns (25%) does not vary by age, gender or socio-economic group.

- **Mobile phones:** Compared to all users (28%), concerns about mobile phones are less likely among those aged 16-24 (20%) and 65-74 (20%) and higher for 45-54s (37%). Mobile users in AB households are more likely than average to have concerns about mobile phones (39% vs. 28%).

- **Apps:** Concerns about apps are less likely among app users aged 16-24 (21% vs. 30%) with no other differences by age, gender or socio-economic group.

Figure 101: Concerns about media among users: 2005-2015
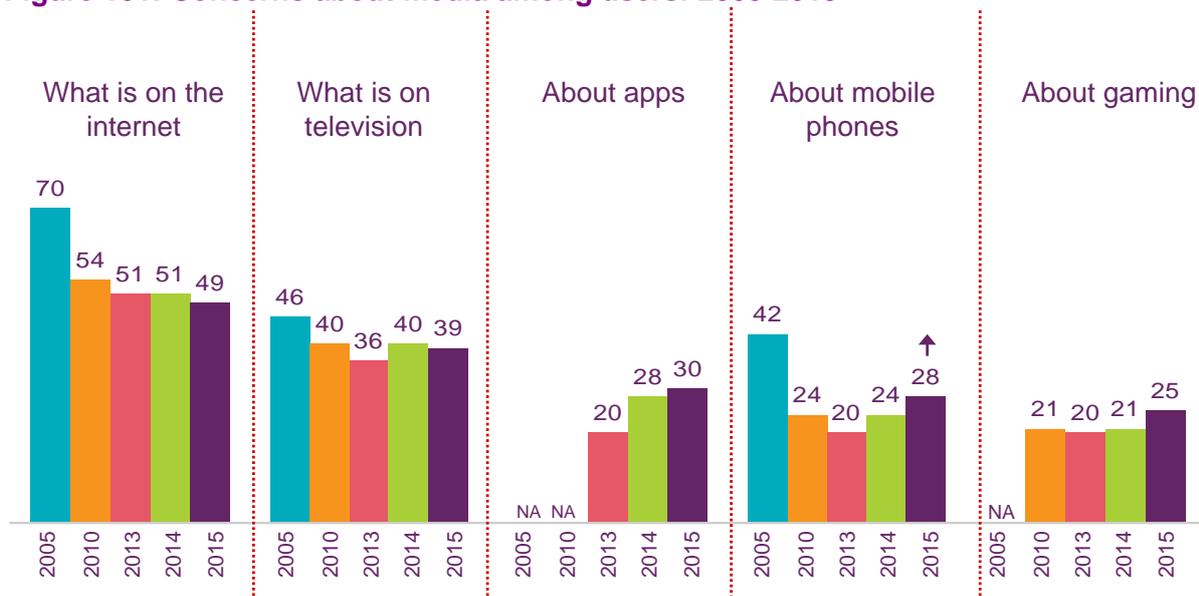
IN34/ T4/ G3/ M1/ IN23– Can you tell me if you have any concerns about what is on the internet/ TV. Do you have any concerns about gaming/ mobile phones/ apps?
Base: Adults aged 16+ who use each platform (variable base).
Arrows show significant changes (95% level) between 2014 and 2015.

Concerns about TV content

Specific concerns about television content are unchanged since 2014, with one in five mentioning offensive content or poor quality of content

When asked if they had any concerns about what is on television, four in ten adults with a TV in the household said they did. This is unchanged since 2014 (39% vs. 40%).

As shown in Figure 102, these concerns relate mainly to poor quality of content/ repeats (21%) or offensive content (20%)[41]; both of these are unchanged since 2014. As in 2014, less than one in ten have concerns about advertising/ sponsorship (7%), about diversity in content (6%) or about mistrusting content that they perceive to be fixed/ fake/ biased (2%).

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[41] The top three specific concerns about television are: too many repeats (11%), violence in general (9%), and offensive language (spoken or song lyrics) (9%) .

Adults aged 16-24 are less likely than all adults to have concerns about quality of content/ repeats (7% vs. 21%) or about offensive content (9% vs. 20%). Those aged 25-34 are also less likely to be concerned about offensive content on television (12% vs. 20%). Concerns relating to quality of content/ repeats and about offensive content are more likely among 55-64s (29% for both types of concern) and over-75s (42%). Compared to all adults (2%), those aged 45-54 (6%) are more likely to have concerns about mistrusting content that is perceived to be fixed/ fake/ biased.

Compared to all adults, those in AB households are more likely than average to be concerned about offensive content on television (26% vs. 20%) and women are more likely than men (25% vs. 16%) to be concerned about this type of content.

Figure 102: Concerns about television among users: 2010-2015
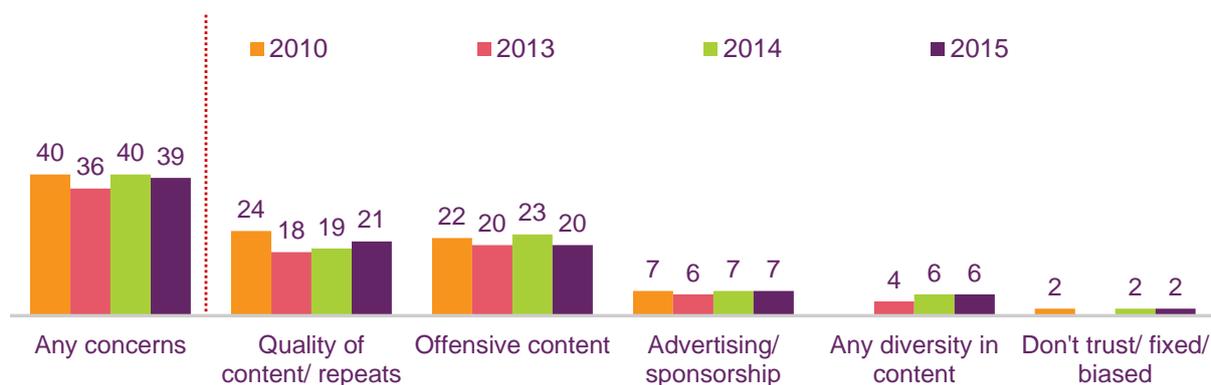
T4 – Can you tell me if you have any concerns about what is on TV? (spontaneous responses, multi-coded)
Base: Adults aged 16+ with any TVs in the household (1846 in 2014, 1800 in 2015).
Arrows show significant changes (95% level) between 2014 and 2015.

Concerns with internet content

Concerns about risks to others/ society have decreased since 2014

Half of all internet users told us that they had concerns about what is on the internet; unchanged since 2014 (49% vs. 51% in 2014). These concerns relate mainly to offensive/ illegal content (36%) or risks to others/ society (24%). While concerns about offensive/ illegal content are unchanged since 2014 (36% vs. 38% in 2014), concerns relating to risks to others/society have decreased (24% vs. 28% in 2014), following an increase between 2013 and 2014 (from 15% to 28%).

Although not shown on the chart, the top three specific[42] concerns about the internet, mentioned by adult internet users, are: content unsuitable for children (19%), sexual content/ pornography (17%), and strangers contacting children (16%).

Other concerns include security/ fraud (21%), personal privacy (8%) and advertising (6%). These are all unchanged since 2014.

In 2015, compared to all adult internet users, 16-24s are less likely to have concerns about offensive/ illegal content (20% vs. 36%), risks to others/ society (11% vs. 24%) and personal privacy (4% vs. 8%). Adults aged 45-54 are more likely to have concerns about offensive/ illegal content (45% vs. 36%) and about risks to others/ society (32% vs. 24%). Adults aged

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[42] These specific (unprompted) concerns are then placed into the categories described.

65-74 are less likely to be concerned about security/ fraud (10% vs. 21%) and about advertising (2% vs. 6%).

Adults in AB households are more likely to be concerned about offensive/ illegal content (44% vs. 36%) and women are more likely than men to be concerned about this type of content (40% vs. 33%).

Figure 103: Concerns about the internet among users: 2010-2015
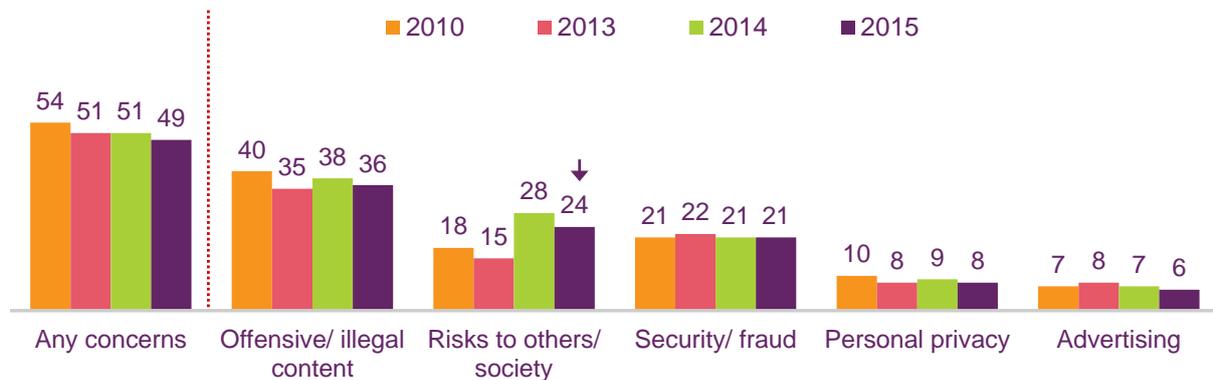
IN34 – Can you tell me if you have any concerns about what is on the internet? (spontaneous responses, multi-coded)
Base: Adults aged 16+ who go online at home or elsewhere (1609 in 2014,1841 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015.

Concerns about mobile phones

Concerns about mobile phones are higher since 2014

When asked if they had any concerns about mobile phones, nearly three in ten (28%) adults who personally used a mobile phone said they did. No single category of concern dominates, with one in eight mentioning concerns relating to affordability (12%), and one in ten, or fewer, adults mentioning concerns relating to risks to others or to society as a whole (10%), security/ fraud (8%), privacy (7%) and health concerns (5%). The incidence of any concerns among mobile users has increased since 2014 (28% vs. 24%) as have concerns about privacy (7% vs. 5% in 2014).

Mobile phone users aged 65-74 (4%) or 75 and over (2%) are less likely than all users (8%) to have concerns about security/ fraud. Those aged 75+ are also less likely to have concerns about affordability (6% vs. 12%). Adults aged 45-54 are more likely than all mobile users to have concerns about security/ fraud (13% vs. 8%). There are no differences by gender, but mobile users in AB households are more likely to have health-related concerns (10% vs. 5%).

Figure 104: Concerns about mobile phones among users: 2010-2015

Legend: 2010 | 2013 | 2014 | 2015

	Any concerns	Affordability	Risks to others/ society	Security/ fraud	Privacy	Health
2010	24	6	8	4	5	10
2013	20	7	6	5	4	3
2014	24	11	8	6	5	4
2015	28 ↑	12	10	8	7 ↑	5

Concerns about apps

Three in ten app users say they have concerns about apps

App users[43] were asked whether they had any concerns about apps, and three in ten (30%) indicated that they did have concerns, unchanged since 2014. Concerns are more likely to relate to security/ fraud or privacy issues (23%) than to offensive content (9%).

In 2015 there were no differences in the incidence of security /fraud/ privacy concerns, or in the incidence of concerns about offensive content, compared to the average, by age or socio-economic group. There were also no differences by gender.

Figure 105: Concerns about apps among users: 2013-2015

Legend: 2013 | 2014 | 2015

	Any concerns	Security/ fraud/ privacy	Offensive content
2013	20	14	5
2014	28	20	9
2015	30	23	9

Concerns about gaming

Concerns about gaming are unchanged since 2014

When asked if they had any concerns about gaming, around one in four adults who ever played games said they did (25%); unchanged since 2014 (21%). Concerns relate mainly to offensive content (14%), while others relate to health risks (8%), risks to others/ society (7%), and affordability (6%).

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[43] Defined as those who say they use apps on any of these devices: desktop/ laptop/ netbook computer, smartphone, tablet, games console or handheld games player, smart TV, streaming media player (Apple TV, Now TV, Amazon Fire stick etc) or any other app enabled device

In 2015, those aged 16-24 are less likely than all who ever played games to have concerns about offensive content (7% vs. 14%). Women are more likely than men to have health-related gaming concerns (10% vs. 6%).

Figure 106: Concerns about gaming among users: 2010-2015
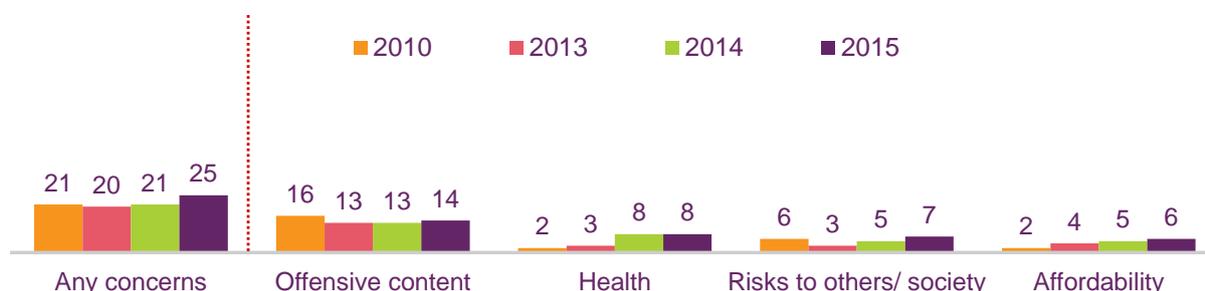
G3 – Can you tell me if you have any concerns about gaming? (spontaneous responses, multi-coded)
Base: Adults aged 16+ who play games (743 in 2014,654 in 2015).
Arrows show significant changes (95% level) between 2014 and 2015.

6.4   Media funding

Adults are more likely than in 2014 to be aware of how the BBC website is mainly funded; all other measures are unchanged

All adults were asked to say, without prompting, what they believed were the main sources of funding for television programmes and for websites. For each medium, questions were asked about the main source of funding for content on the BBC and for commercial operators.

As in previous years, unprompted awareness of the main source of funding was higher for television than for the internet. For both of these platforms, awareness of the main source of funding for the BBC was higher than for commercial operators.

TV funding

BBC television funding

As shown in Figure 107, awareness of the licence fee as the main source of funding for BBC television programmes has not changed since 2014 (79% in 2015 vs. 78% in 2014).

Adults aged 16-24 or 25-34 are less likely to give the correct response (52% for 16-24s and 70% for 25-34s vs. 79% for all adults). Adults aged 55-64 (93%) or 65-74 (90%) are more likely than all adults to be aware that the licence fee is the main source of funding (79%).

Those in AB households (86%) are more likely to give the correct response, while DE adults are less likely (70%). Men (84%) are more likely than women (74%) to give the correct response.

Figure 107: Awareness of how BBC TV programmes are mainly funded: 2005-2015

Commercial television funding

As shown in Figure 108, three in four adults are aware that advertising is the main source of funding for television programmes on the commercial stations (74%); this is unchanged since 2014 (72%).

As with awareness of how BBC programmes are mainly funded, 16-24s (53%), 25-34s (61%) and DEs (65%) are less likely to give the correct response (74%), while adults aged 55-64 (88%) or 65-74 (88%) are more likely. Men are more likely than women to be aware that advertising is the main source of funding (76% vs. 71%).

Figure 108: Awareness of how commercial TV programmes are funded: 2005-2015
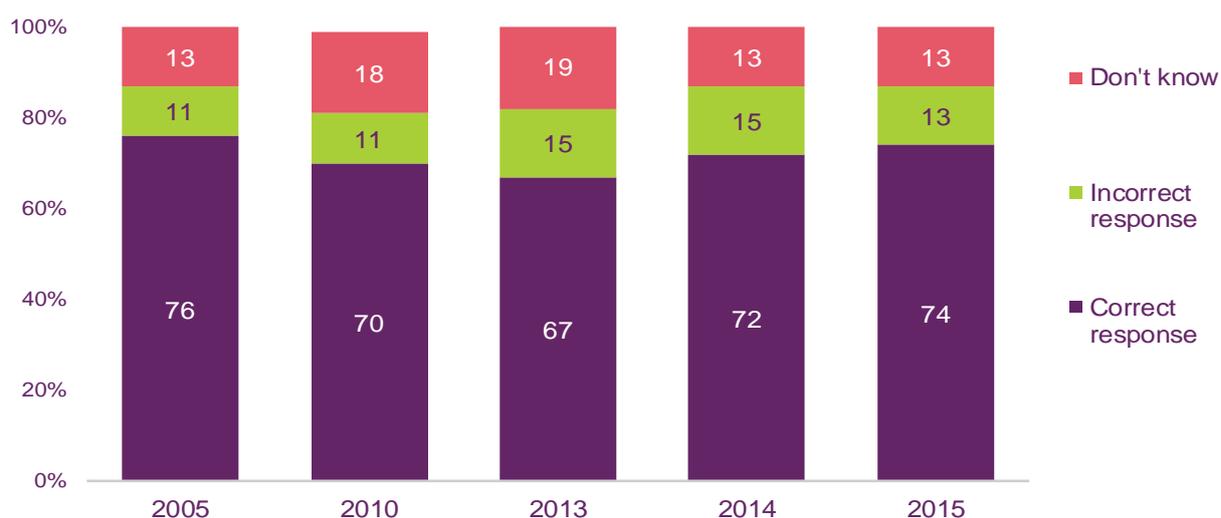
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<u>Website funding</u>

BBC website funding

More than six in ten adults correctly identified the licence fee as the main source of funding for the BBC website; this measure has increased since 2014 (63% vs. 56%).

Compared to all adults (63%), the correct response is more likely among 35-44s (72%), 45-54s (78%) and ABs (76%), and less likely among 16-24s (47%), over-75s (35%) and DEs (46%). Men are also more likely than women to give this response (70% vs. 56%).

Figure 109: Awareness of how BBC website is funded: 2005-2015

IN32 – How do you think the BBC's website is mainly funded?
Base: All adults aged 16+ (1890 in 2014,1841 in 2015).
Arrows show significant changes (95% level) between 2014 and 2015

Search engine funding

Close to half (46%) of adults were aware of how search engine websites are mainly funded, three in ten (32%) were unsure, and one in five (22%) gave an incorrect response. There has been no change in any of these measures since 2014.

No age group of adults was more likely to give the correct response[44], while 65-74s (38%) and over-75s (21%) were less likely, compared to all adults (46%).

Adults in AB households are more likely to be aware of how search engine websites are mainly funded (56% vs. 46% for all), while those in DE households are less likely (31%). Men (52%) are more likely than women (40%) to give the correct response.

While certain groups may be less likely to give a correct response, this tends to be because they are unsure rather than because they have given an incorrect response. Compared to the average (32%), adults aged 65-74 (46%), 75+ (68%), women (40%) and those in DE households (50%) are more likely to say they are unsure how search engine websites are mainly funded.

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[44] Awareness is taken from two coded responses deemed as correct - 1) 'Advertising on the website' and 2) 'Advertisers pay when users click through from sponsored links to their website'.

Figure 110: Awareness of how search engines are funded: 2005-2015

At an overall level, adults are more likely to agree than to disagree that: "as long as the internet provides good websites it doesn't really matter who owns them or how they are funded"

Internet users who go online at home or elsewhere were asked the extent to which they agree with the statement: "As long as the internet provides good websites it doesn't really matter who owns them or how they're funded".

Figure 111 shows that since 2014 agreement (either strongly, slightly or overall) is unchanged. Since 2014, internet users are less likely to strongly disagree (14% vs. 17% in 2014).

Although in 2014 there was no clear consensus as to whether internet users agreed overall (36%) or disagreed overall (35%) with this statement, in 2015 (as in 2013) they were more likely to agree (38%) than to disagree (33%).

Compared to all internet users (38%), those aged 75+ (23%) are less likely to agree, while men (42%) are more likely than women (35%) to agree with this statement.

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

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

Year	Strongly agree	Slightly agree	Neither/ Don't know	Slightly disagree	Strongly disagree
2013	22	26	25	15	12
2014	16	20	29	18	17
2015	18	20	28	19	14 ↓
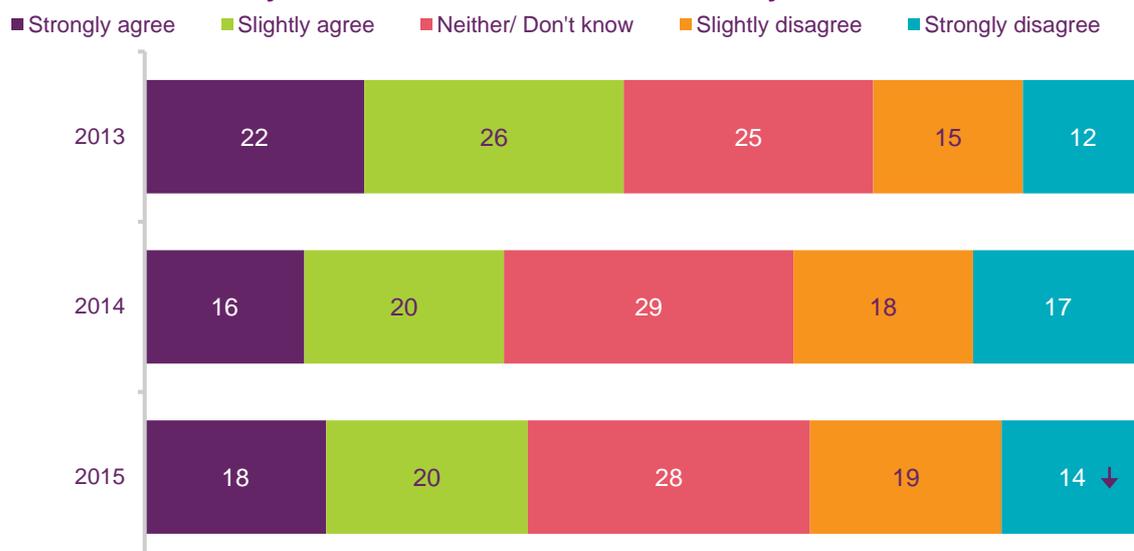
IN35F I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out .
Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

6.5   Media regulation

TV regulation

Nine in ten adults are aware of TV regulation

Adults were asked to say whether they believe that content is regulated[45], across a variety of platforms. As shown in Figure 112, nine in ten adults (89%) are aware that TV programmes are regulated; unchanged since 2014 (88%).

Although not shown in the chart, those aged 35-44 are more likely to be aware that television programmes are regulated (94% vs. 89%). Adults aged 16-24 (80%), 25-34 (84%), 75+ (77%) and in DE households (82%) are less likely to be aware of TV regulation, compared to all adults (89%).

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[45]The following definition was offered as an explanation of a regulator. "A regulator is often called a 'watchdog' – it sets rules or guidelines about content. People can also complain to the regulator if they feel something was inappropriate - perhaps because it was offensive, harmful, inaccurate or unfair."

Figure 112: Awareness of TV regulation: 2005-2015

Legend: ■ Yes, regulated ■ No, not regulated ■ Don't know

Year	Yes, regulated	No, not regulated	Don't know
2005	81	7	12
2010	84	4	11
2013	84	5	11
2014	88	5	8
2015	89	3▼	7

Gaming rules and regulation

Most adults, especially those aged 25-54, are aware that there are rules and regulations in place for gaming

Adults were asked the following question for the first time in 2014*: "*As far as you know, are there any rules or regulations in place about the content of computer games or online games and what age you have to be to buy them?" The results are shown in Figure 113.

Six in ten adults (60%, rising to 74% among those who ever play games) are aware that there are regulations in place, with 13% unaware. A quarter of adults (26%) are unsure whether such rules or regulations exist.

Compared to all adults (26%), 25-34s (17%) and 45-54s (18%) are less likely to say they are unsure whether such regulations are in place, while the figures are higher for 65-74s (45%) and over-75s (64%). As such, a minority of adults aged 65+ say they are aware of rules or regulations (37% of 65-74s and 21% of over-75s).

Those aged 25-34 (72%), 35-44 (69%) and 45-54 (69%) are more likely than all adults (60%) to say there are rules or regulations are in place (71%). There are no differences by socio-economic group or by gender.

Figure 113: Awareness of rules and regulations relating to the content of games, by age, gender and socio-economic group

Legend: ■ Yes ■ No ■ Don't know

	Yes	No	Don't know
2014	60	16	24
2015	60	13 ↓	26
16-24	66	11	23
25-34	72 ↑	11	17 ↓
35-44	69 ↑	10	20
45-54	69 ↑	13	18 ↓
55-64	56	17	27
65-74	37 ↓	18	45 ↑
75+	21 ↓	15	64 ↑
AB	63	12	25
C1	63	12	24
C2	56	14	30
DE	59	14	27
Male	60	14	26
Female	61	12	27
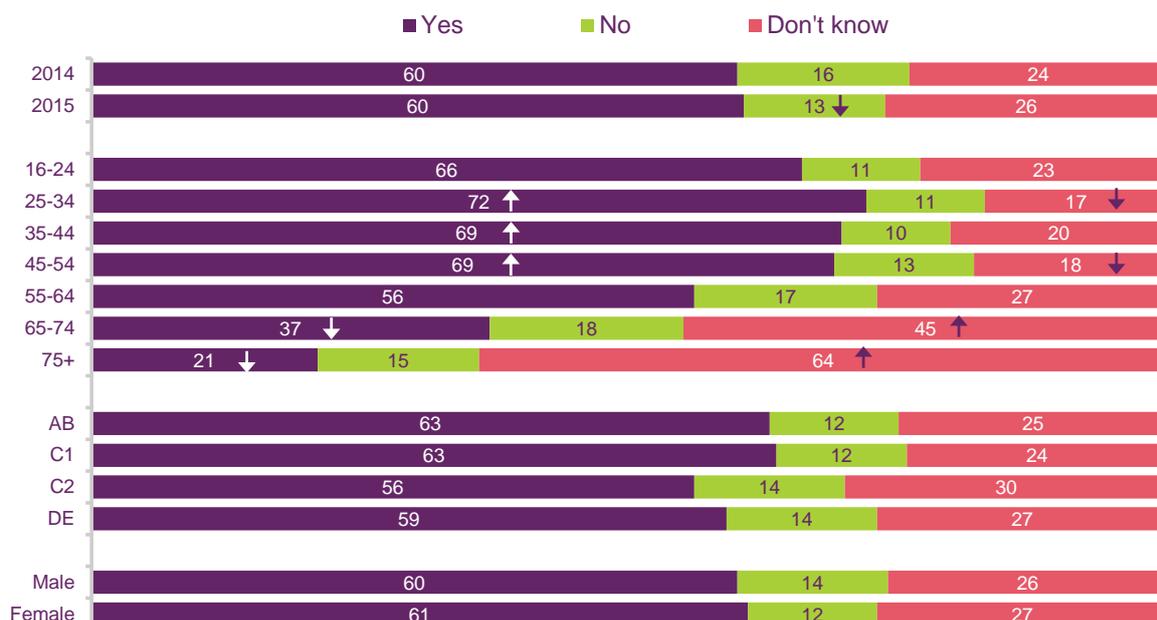
G4. As far as you know, are there any rules or regulations in place about the content of computer games or online games and what age you have to be to buy them?
Base: Adults aged 16+ (1890 in 2014, 1841 in 2015, varies by demographic)
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females.

Internet regulation

One in ten adults believe that all online content is regulated, and this is more likely among adults aged 35-44

Respondents were asked to say how much of what can be seen and read online is regulated. The results are shown in Figure 114.

One in ten adults[46] (11%) said that all of what can be seen and read online is regulated, with twice as many (20%) saying that most of it is regulated, and 44% saying that some of it is regulated. Less than one in ten (6%) said that none of what can be seen or read online is regulated, and 20% were unsure. Each of these figures is unchanged since 2014.

Those aged 35-44 are more likely to say that all of what can be seen and read online is regulated (18% vs. 11%) while 55-64s are less likely to give this response (6% vs. 11%). Although over-75s are also less likely to say that all online content is regulated (6%) they are also much more likely to also be unsure (55% vs. 20%).

There is no difference in the incidence of stating that all online content is regulated by household socio-economic group, or by gender.

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[46] These figures are similar among internet users (all=11, most=21, some=48, none=6, don't know=14

Figure 114: Opinions on extent to which online content is regulated, by age, gender and socio-economic group
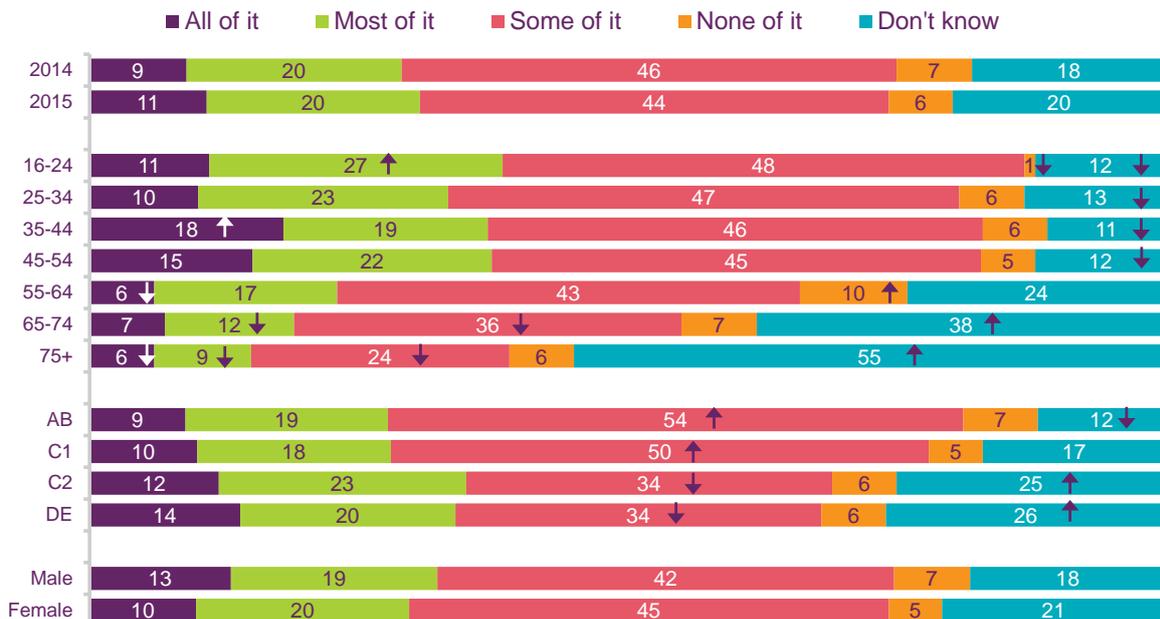
IN36 - As far as you know, how much of what can be seen or read online is regulated?
Base: Adults aged 16+ (1890 in 2014, 1841 in 2015, varies by demographic)
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females.

Internet users were also asked the extent to which they think the internet *needs to be* regulated, in terms of what can be shown and written online. As shown in Figure 115, a majority agree strongly (52%), with a further 26% agreeing slightly. One in ten (10%) disagreed overall (either strongly or slightly). Since 2014, although overall agreement is unchanged (78% vs. 79% in 2014), internet users are less likely to agree strongly (52% vs. 58% in 2014).

Those aged 16-24 are less likely than all users to agree strongly (41% vs. 52%), while women (58%) are more likely than men to do so (58% vs. 45%).

Figure 115: Extent of agreement that the internet needs to be regulated, by age, gender and socio-economic group

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

	Strongly agree	Slightly agree	Neither/ Don't know	Slightly disagree	Strongly disagree
2014	58	21	12	4	5
2015	52 ↓	26 ↑	12	5	5
16-24	41 ↓	27	19 ↑	7	7
25-34	48	30	11	6	5
35-44	53	23	13	5	6
45-54	51	32	9	4	4
55-64	56	24	13	4	3
65-74	61	20	13	4	2
75+	61	21	11	2	6
AB	49	30	11	6	4
C1	50	28	10	7	5
C2	52	26	15	2↓	4
DE	56	20 ↓	14	4	6
Male	45	27	16 ↑	6↑	6 ↑
Female	58 ↑	26	9	4	3
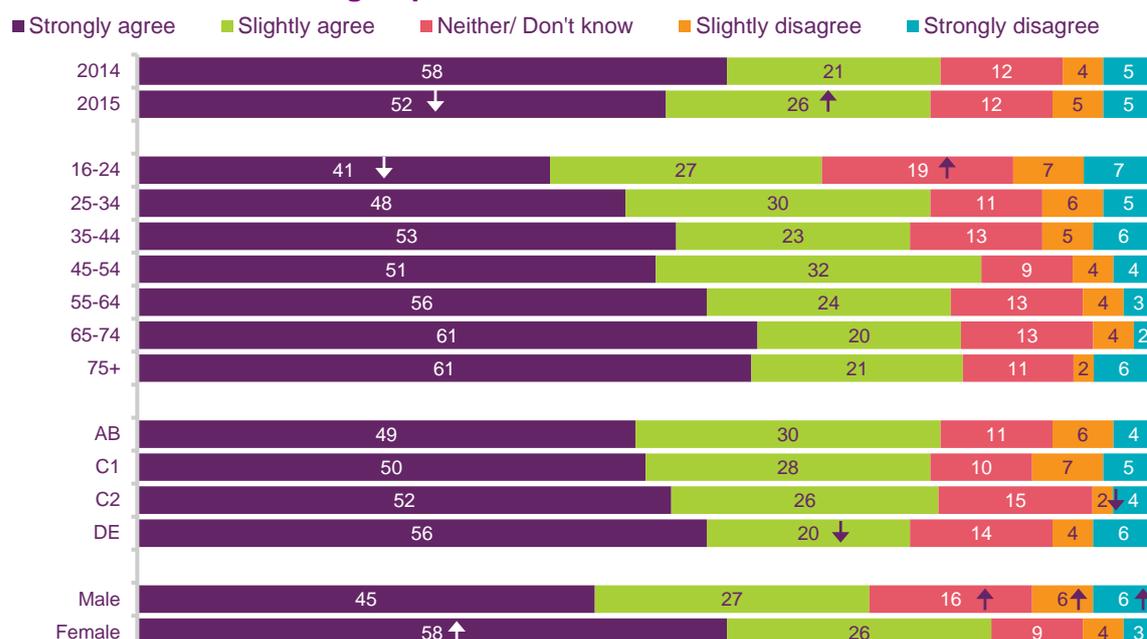
IN35C. I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out – "The internet needs to be regulated in terms of what can be shown and written online"
Base: Adults aged 16+ who go online at home or elsewhere (1609 in 2014,1458 in 2015 varies by demographic)
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females.

16-34s and DEs are more likely to agree strongly that they should be free to say and do what they want online

Adults who go online were asked the extent to which they agreed with the statement: "I should be free to say and do what I want online[47]".

As in 2014, a similar proportion of adults agree (42%) and disagree (41%) overall (i.e. either 'strongly' or 'slightly'). This is also the case for the proportions who strongly agree (17%) and strongly disagree (19%).

The only change since 2014 is in the proportion neither agreeing nor disagreeing, or giving a 'don't know' response: this is less likely (17% in 2015 vs. 21% in 2014). Agreement and disagreement is unchanged since 2014.

In 2015, those aged 16-24 (23%) and 25-34 (23%) were more likely than all adults (17%) to strongly agree, while 65-74s were more likely to strongly disagree (30% vs. 19% for all). Overall agreement among internet users in DE households does not differ from the average (42% for both), but adults in DE households are more likely than average to agree strongly (23% vs. 17%).

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[47] These questions were not asked in 2013.

Figure 116: Agreement with statement: "I should be free to say and do what I want online", by age, gender and socio-economic group

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

	Strongly agree	Slightly agree	Neither/ Don't know	Slightly disagree	Strongly disagree
2014	16	24	21	19	19
2015	17	25	17 ↓	22	19
16-24	23 ↑	29	22	16	10 ↓
25-34	23 ↑	29	16	23	9 ↓
35-44	11 ↓	25	16	25	22
45-54	16	26	18	20	20
55-64	14	18	18	24	25
65-74	16	17 ↓	14	23	30 ↑
75+	11	22	22	17	27
AB	14	27	14	21	25 ↑
C1	15	30	14	25	17
C2	18	24	22	21	16
DE	23 ↑	19 ↓	22	19	17
Male	19	27	17	19	17
Female	15	24	17	24	21

IN35A – I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out - "I should be free to say and do what I want online"
Base: Adults aged 16+ who go online at home or elsewhere (1609 in 2014,1458 in 2015 varies by demographic)
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females

Internet users were asked a similar question but with an emphasis on the collective: "*Everyone* should be free to say and do what they want online". These results are shown in Figure 117.

Unlike the personal freedom question, the proportion who slightly or strongly disagreed (47%) outweighed the proportion who agreed (37%).

Since 2014, the extent of agreement with this statement is unchanged.

Figure 117: Agreement with statement "Everyone should be free to say and do what they want online", by age, gender and socio-economic group

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

	Strongly agree	Slightly agree	Neither/ Don't know	Slightly disagree	Strongly disagree
2014	14	22	19	20	24
2015	14	23	16	22	26
16-24	19	30	19	20	12 ↓
25-34	17	30 ↑	15	22	16 ↓
35-44	12	20	19	23	26
45-54	12	27	14	21	27
55-64	9	16 ↓	16	22	37 ↑
65-74	13	13 ↓	12	20	42 ↑
75+	13	13 ↓	18	20	37 ↑
AB	11	23	12	20	33 ↑
C1	13	26	16	24	22
C2	13	24	18	23	22
DE	18	20	18	20	24
Male	16 ↑	26	17	19	23
Female	11	21	15	24 ↑	29 ↑

IN35B – Please use this card to tell me the extent to which you agree or disagree with each statement I read out – "Everyone should be free to say and do what they want online"
Base: Adults aged 16+ who go online at home or elsewhere (1609 in 2014,1458 in 2015 varies by demographic)
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females

Press regulation

In addition to television, gaming and internet regulation, we ask respondents whether they believe that the press is regulated. Seven in ten adults (71%) believe it is. One in eight (12%) say that it is not regulated and one in six are unsure (17%) . Since 2014, adults are more likely to be unsure (17% vs. 14%).

Although not shown in the chart, adults aged 35-44 are more likely to be believe that the press is regulated (77%) as are adults in AB households (78%).

Those aged 16-24 (55%), over 75 (63%) and adults in DE households, are less likely (76%) to say the press is regulated, and each of these groups are also more likely to be unsure (29% for 16-24s, 26% for 75+ and 22% for DEs vs. 17% for all).

Figure 118: Belief that the press is regulated: 2005-2015

Legend: ■ Yes, regulated ■ No, not regulated ■ Don't know

Year	Yes, regulated	No, not regulated	Don't know
2005	57	16	28
2010	69	11	20
2013	71	13	16
2014	74	12	14
2015	71	12	17 ⬆
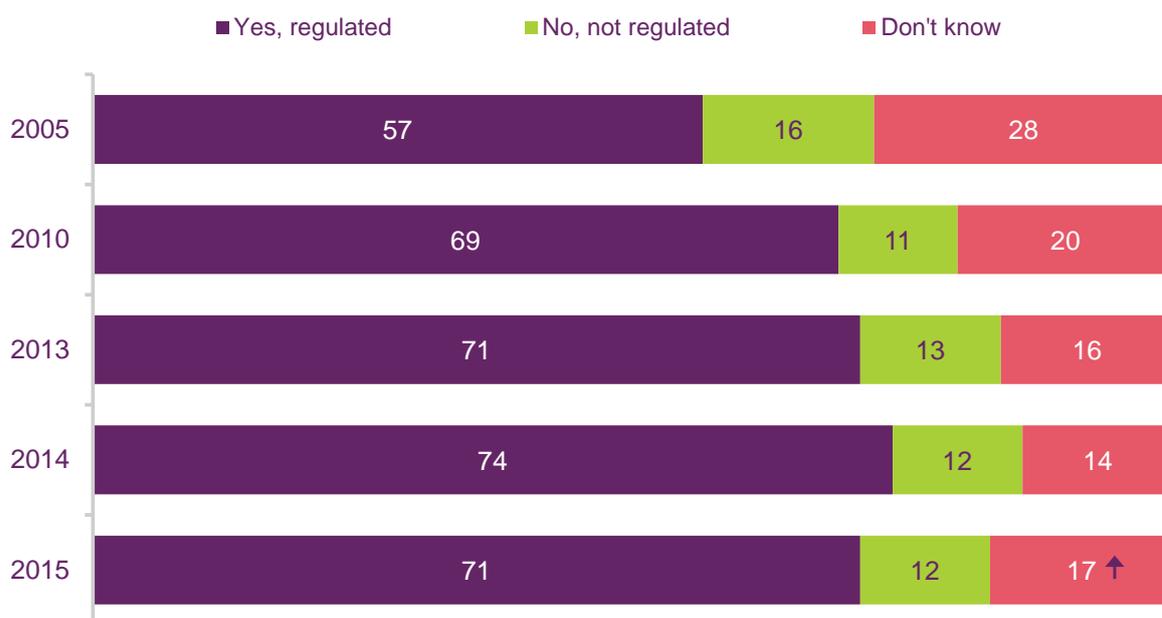
Z1 – As far as you know, is the press regulated in terms of what they show and write?
Base: All adults aged 16+ (1890 in 2014, 1841 in 2015).
Arrows show significant changes (95% level) between 2014 and 2015

6.6   Confidence in using the internet

More than half of those who go online say they are very confident users, and this is higher among younger age groups, males and ABs.

We ask internet users to rate their levels of confidence across several aspects of using the internet, and at an overall level as an internet user.

Overall levels of confidence

As shown in Figure 119, 59% of all UK adults who go online describe themselves as being 'very confident' as an internet user, and this hasn't changed since 2014 (56%). Close to nine in ten users are either 'very' or 'fairly' confident (88%) and this is also unchanged since 2014 (87%).

Internet users aged 16-34 are more likely to say they are 'very confident' than the average adult internet user (82% of 16-24s, 71% of 25-34s vs. 59% of all users), as are AB adults (71%); this is also the case for men compared to women (64% vs. 54%).

Over-55s are more likely than all internet users to describe themselves as 'not confident' (16% for 55-64s, 21% for 65-74s and 30% for over-75s, vs. 8% for all adults), as are DEs (13% vs. 8%).

Figure 119: Confidence as an internet user, by year

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

Year	Very confident	Fairly confident	Neither/Don't know	Not very confident	Not at all confident
2013	52	35	6	6	2
2014	56	32	5	6	2
2015	59	29	5	5	2
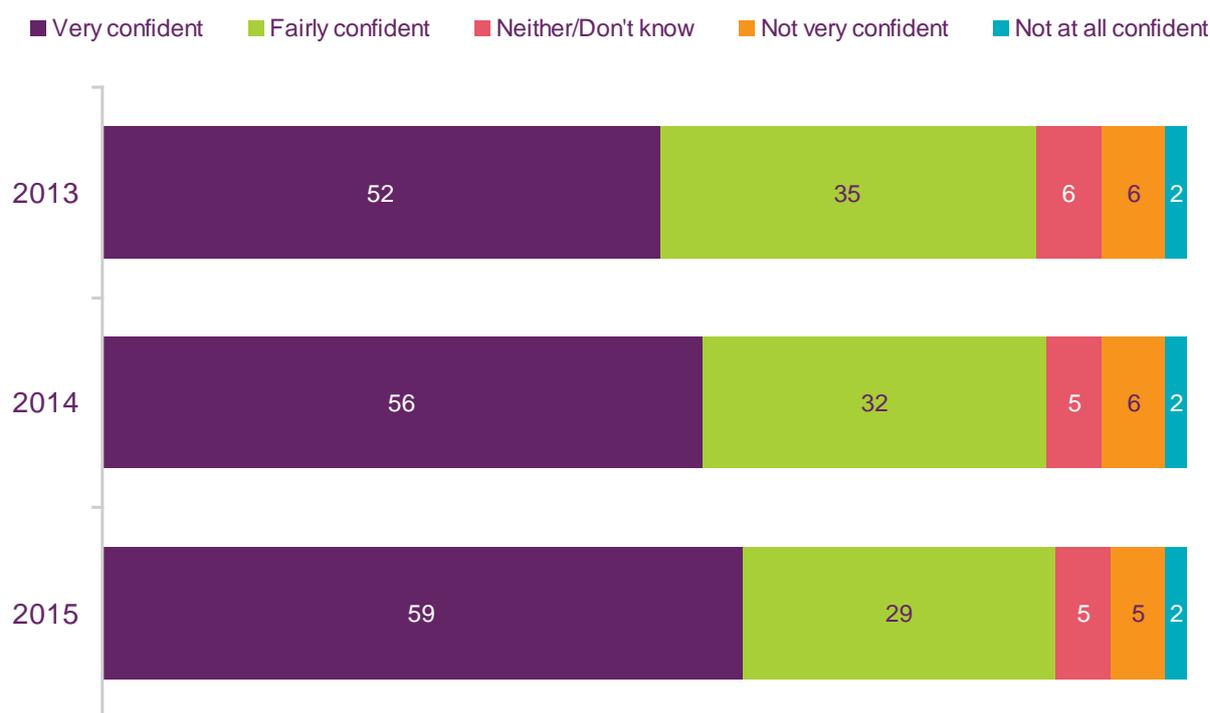
IN13A Overall, how confident are you as an internet user?
Base: Adults aged 16+ who use the internet at home or elsewhere (1609 in 2014, 1458 in 2015)

Confidence in using the internet for creative activities

More than six in ten (63%) internet users say they are either very, or quite, confident in using the internet to do creative things (like making blogs, sharing photos online, or uploading short videos). This has increased since 2014 from 59%, which is attributable to more internet users saying they are 'very confident' in doing this (41% vs. 34% in 2014). However, this increase followed a corresponding decrease between 2013 and 2014. Internet users are less likely than in 2014 to say they are 'not at all' confident (14% vs. 17%).

Although not shown in the chart, there are some differences by demographic group, similar to those seen for the earlier measure relating to overall confidence as an internet user:

- Younger internet users are more likely than all adults (41%) to say they are 'very confident' in using the internet to do creative things (64% for 16-24s and 56% for 25-34s).

- Those aged 55 and over are more likely to say they are either 'not very confident' or 'not confident at all' (42% for 55-64s, 53% for 65-74 and 55% for 75+ vs. 24% for all adults).

- Women are more likely than men to say they are 'not confident' (27% vs. 21%).

- AB adults are more likely to be 'very confident' (43% vs. 34% for all).

- Users in DE households are more likely to say they are 'not confident' in using the internet to do creative things (31% vs. 24% for all).

Figure 120: Confidence in doing creative activities online: 2010-2015

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

Year	Very confident	Fairly confident	Neither/Don't know	Not very confident	Not at all confident
2010	52	15	11	12	9
2013	44	28	7	11	9
2014	34	25	13	12	17
2015	41 ↑	23	13	10	14 ↓
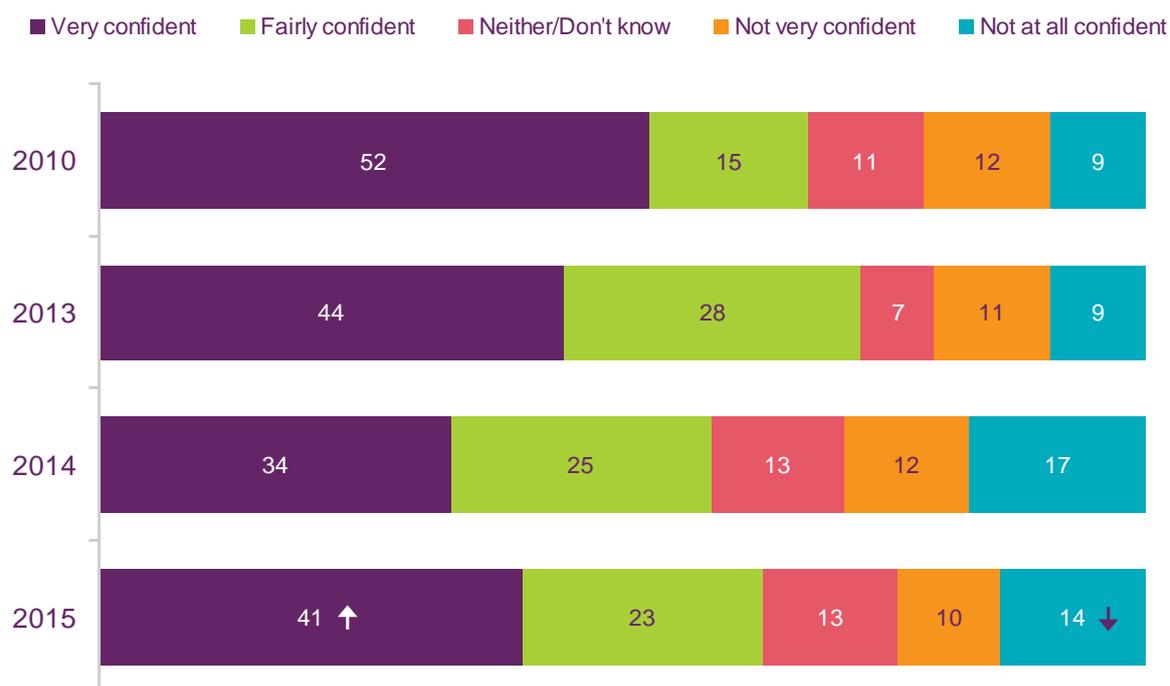
IN13B – How confident are you using the internet to do things like making blogs, sharing photos online, or uploading short videos?
Base: Adults aged 16+ who use the internet at home or elsewhere (1609 in 2014, 1458 in 2015)
Arrows show significant changes (95% level) between 2014 and 2015

Figure 121 reports on three measures that have been included in the study since 2014:

Confidence finding information online

Two in three internet users say they are 'very confident' that they can find the information they want online (66%), with only 4% saying they are not confident. Since 2014, overall confidence (very/ fairly combined) is unchanged (93% vs. 92% in 2014), but internet users are more likely to say they are 'very confident' (66% vs. 61%).

In 2015, those aged 16-24 (78%), 25-34 (75%) and in AB socio-economic group (75%) are more likely to be 'very confident' in this respect. In contrast, those aged 55-64 (11%) or over 75 (18%), and DEs (7%), are more likely to be 'not confident' that they can find the information they want online, compared to all users (4%). Men are more likely than women to say they are 'very confident' (70% vs. 62%).

Confidence knowing what is advertising and what is not when seeing or reading things online

A majority (83%) of internet users are either very or fairly confident that they know what is advertising and what isn't, online. However, less than half (47%) are 'very confident'. Around one in ten (8%) say they are not confident (either not very, or not at all). Each of these measures are unchanged since 2014.

Adults aged 16-24 (60%) and 25-34 (54%) are more likely to be 'very confident' in knowing what is online advertising. Internet users in DE households (12%) and those aged 55-64 (14%) or 75+ (21%) are more likely to say they are 'not confident'. Men are more likely than women to say they are 'very confident' (51% vs. 42%).

Confidence staying safe online

A majority of internet users are either very or fairly confident that they can stay safe online (82%). Around half (48%) are 'very confident' and one in ten (9%) say they are 'not confident' (either not very, or not at all).

Those aged 16-24 (64%) are more likely than average to be 'very confident' that they can stay safe online, while 55-64s (16%), 65-74s (17%) and over-75s (18%) are more likely than all (9%) to say they are not confident. Men are more likely than women to say they are 'very confident' (53% vs. 43%).

Figure 121: Confidence online: search, safety and advertising

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

		Very confident	Fairly confident	Neither/ Don't know	Not very confident	Not at all confident
How confident are you that you can find the information that you want online?	2014	61	31	4	2	2
	2015	66 ↑	27 ↓	3	3	2
When you see or read things online, how confident are you in knowing what is advertising and what is not?	2014	43	38	10	6	2
	2015	47	36	9	5	2
How confident are you that you can stay safe online?	2014	42	38	9	8	3
	2015	48 ↑	35	9	6	2

IN13C/D/E – I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you.
Base: Adults aged 16+ who use the internet at home or elsewhere (1609 in 2014, 1458 in 2015).
Arrows show significant changes (95% level) between 2014 and 2015

6.7 Understanding search engine results

Six in ten users understand how search engines operate

Users of search engines (92% of all internet users in 2015) were asked to say which of the following statements was closest to their own opinion:

- *"I think that if they have been listed by the search engine, these websites will have accurate and unbiased information."*

- *"I think that some of the websites will be accurate or unbiased and some won't be."*

- *"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."*

More than six in ten (62%) felt that some of the websites returned would be accurate or unbiased while others would not be; in other words, a response that shows a level of critical understanding or media "savviness" about the provenance of content. This measure is unchanged since 2014 (60%), as shown in Figure 122.

No particular age group stands out, but DEs are less likely to 'understand' search engine results (54% vs. 62%).

Less than one in five adults (18%) say that if results are listed by the search engine, the websites must be accurate/ unbiased. This response is less likely than in 2014 (18% vs. 23%) and is more likely to be given by 25-34s (25% vs. 18%).

Figure 122: Understanding of how search engines operate: 2010-2015
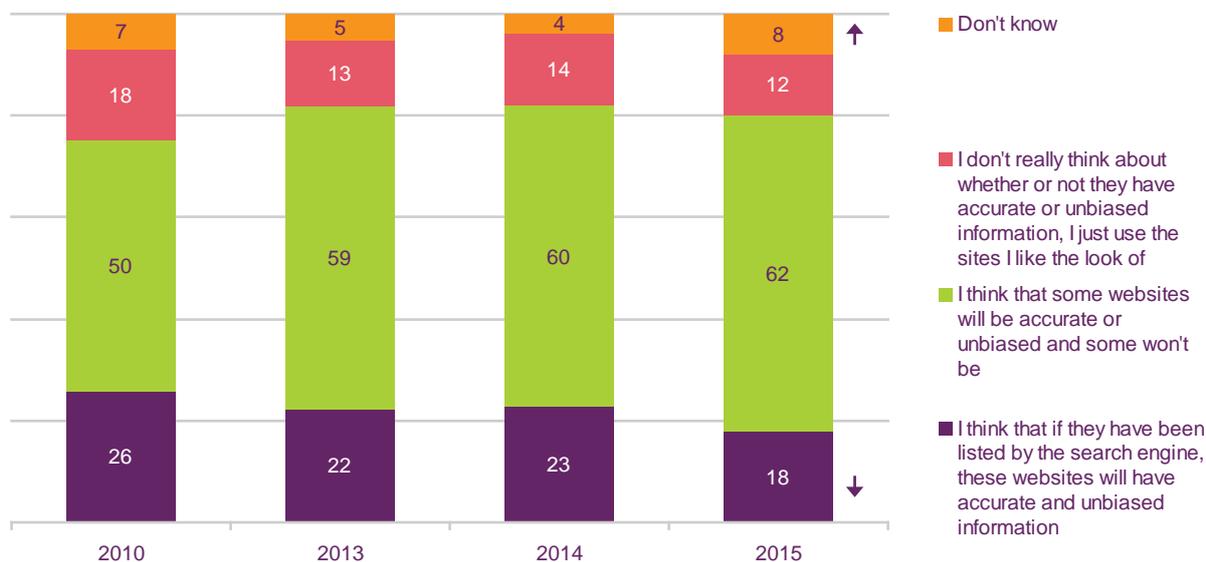
IN51 – When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? Base: All adults aged 16+ who ever use search engines (1516 in 2014, 1328 in 2015). Arrows show significant changes (95% level) between 2014 and 2015

Half of all search engine users can identify sponsored links in search engine results

In 2015, adults who use search engine websites were shown a picture of the results returned by Google for an online search for 'walking boots'. Their attention was drawn to the first three results at the top of the list, which were distinguished by an orange box with the word 'Ad' written in it. They were then prompted with three options and asked whether any of these applied to these first three results. These options were[48]:

- These are adverts/ sponsored links/ paid to appear here

- These are the best results/ the most relevant results

- These are the most popular results used by other people

The results are shown in Figure 123 below. Three in five adults who use search engines (60%) stated that the first three results were sponsored links/ advertising/ paid to appear there. Similar proportions gave incorrect responses, either saying that the results were the best or most relevant (23%), or that they were the most popular results used by other people (20%). Around one in eight (12%) said they were unsure.

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[48] They were also allowed to nominate some other reason, or say that they were unsure.

Compared to all adults, those aged 65+ were more likely to say they were unsure (28% vs. 12%) and less likely to say that the first three results are adverts (50% vs. 60%).

Adults in AB households (70%) are more likely than all adults (60%) to recognise the results as advertising, while those in DE households are less likely (47%). Men are more likely compared to women (64% vs. 57%).

Search engine users were allowed to select more than one response to this question, so it is also worthwhile looking at those who gave only the correct response and did not select either of the other options. Half of all adults (49%) only gave the correct response; that is, they stated that the results flagged were adverts. This incidence does not vary by age or by gender, but is more likely among search engine users in AB households (59% vs. 49%) and less likely among those in DE households (36%).

Adults who understand that some of the websites returned by search engines will show truthful information and some will not (62% of those who use search engine websites, as shown in Figure 122) are more likely to be aware that the results are sponsored links (65% vs. 60% for all) but are no more likely to give only the correct response (52% vs. 49%).

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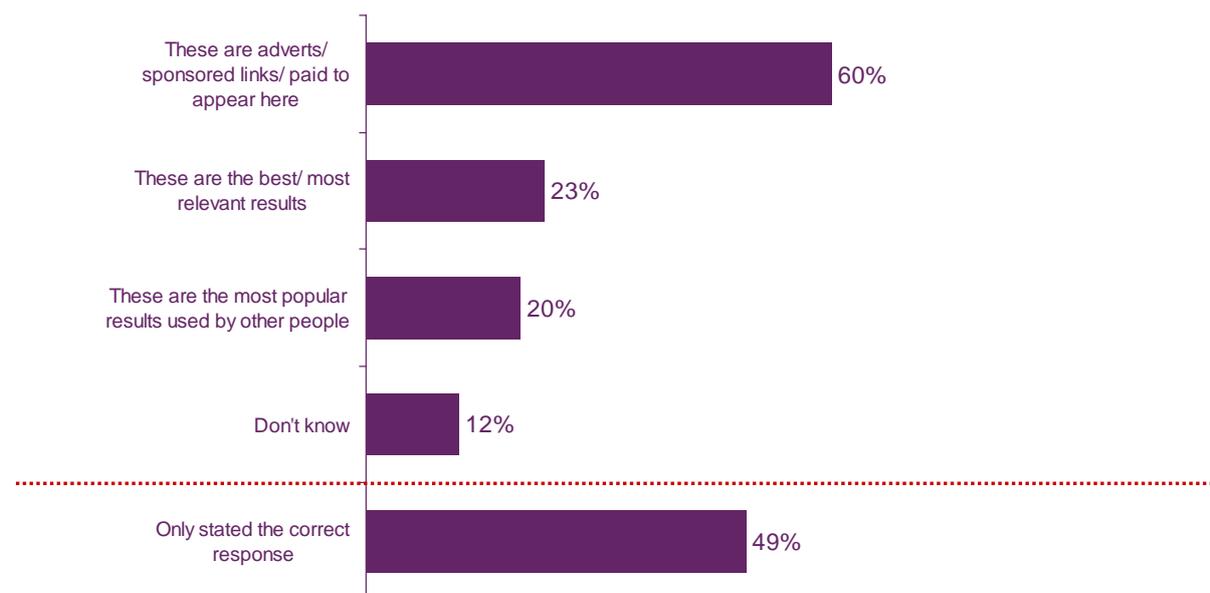
6.8   Online privacy

There has been no change since 2014 in the extent of internet users' willingness to enter personal details online

Internet users were asked how they felt about entering five types of personal information online, and Figure 124 and Figure 125 shows the responses given since 2005, where applicable.

Two-thirds of adults, or more, say they are either happy to provide each type of information, or would do so despite having some security concerns.

Of the five types of information, internet users are least relaxed about entering their credit or debit card payment details online. Less than one in five (17%) say they would be happy to do this, and one in five (20%) would never enter this information because of security concerns. The majority (56%) enter this information, albeit with concerns about security. There has also been no change in any of these measures since 2014.

One in five internet users are happy to provide their home phone number online (20%) with 28% saying they would never do this because of security concerns. Close to half (45%) say they would have concerns about doing it, but would enter this information online. Each of these measures is unchanged since 2014.

One in four internet users are happy to enter their mobile phone number online (23%) while 47% would enter this information despite having security concerns. One in four say they would never do this due to security concerns (25%). None of these measures has changed since 2014.

One in four internet users are happy to enter their home address details online (23%), with more than twice as many (54%) saying that although they would do it, they would have some security concerns about doing so. One in five say they would never provide this information because they have security concerns (21%). Since 2014, internet users are more likely to say they would never enter their home address details online due to security concerns (21% vs. 17%) and less likely to say they would do it despite having security concerns (54% vs. 60% in 2014).

Of the five types of information, internet users are most relaxed about providing their email address; with four in ten (39%) happy to do this. Slightly more (43%) have some security concerns but would still provide this information, while 12% say they would not provide their email address because of security concerns. These measures are all unchanged since 2014.

In 2015 some differences exist by demographics, summarised as follows:

- Adults aged 16-24 are more likely to say they would be happy to share each type of personal information online, except home address details, where they are equally likely as all internet users to share this information.

- Adults aged 35-44 are more likely than all users to say that although they have security concerns they would provide two types of information: home phone number (52% vs. 45%) and mobile phone number (56% vs. 47%).

- Those aged 55-64 are more likely to say they would never enter their home address details due to security concerns (28% vs. 21%).

- 65-74s are more likely to say they would never enter three types of information online due to security concerns: credit/ debit card details (32% vs. 20%), home address details (31% vs. 21%), and mobile phone number (40% vs. 25%).

- Over-75s are more likely to say they would never enter any of the five types if information because of security concerns.

- Men are more likely than women to say they would be happy to enter their home phone number (24% vs. 15%) or their mobile phone number (26% vs. 19%).

- Internet users in AB households are less likely to say they would never enter four types of information due to security concerns, with the exception of entering their home phone number, where they are equally likely as all internet users to say they would never do this (23% vs. 28%).

- Adults in DE households are more likely to say they would never enter four types of information due to security concerns. But they are equally as likely as all internet users to say they would never enter their mobile phone number due to security concerns (30% vs. 25% for all).

Internet users who have ever purchased online (82% of all internet users) are more likely than those who have never purchased online to be happy to enter their credit or debit card details (19% vs. 7%). Those who have never purchased online are more likely to say they would never do this because of security concerns (46% vs. 15%), and are also more likely to say they don't have a debit/ credit card (21% vs. 2%).

Figure 124: Security concerns with sharing personal information: 2005-2015
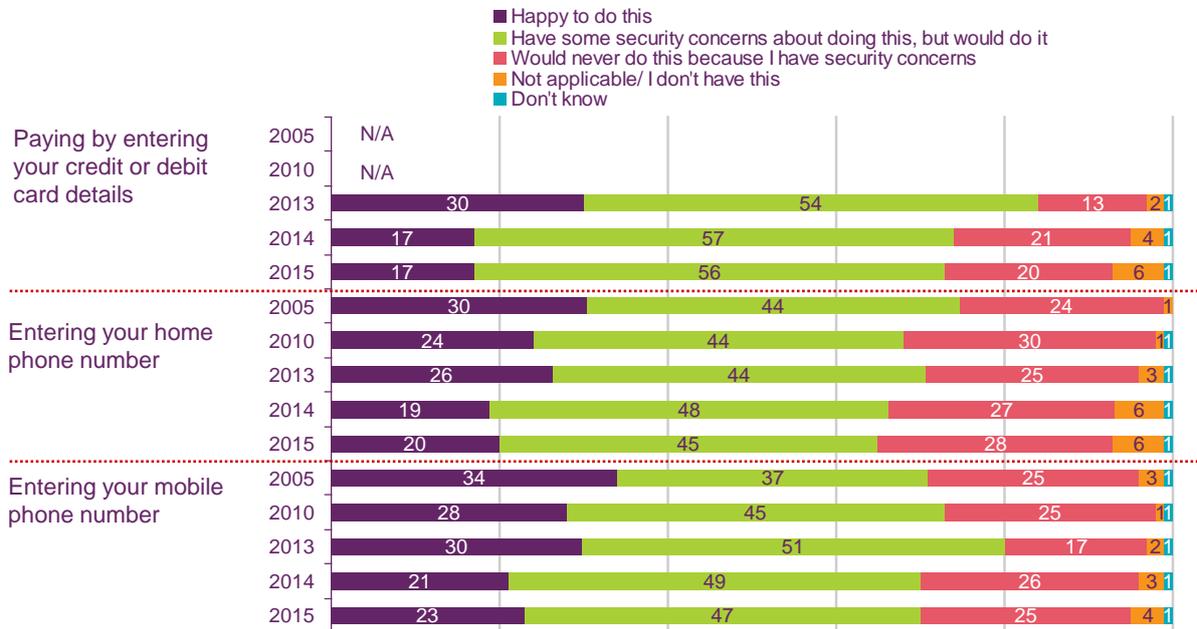
IN38A/C/D – I'm going to read out some types of information you could be asked to enter when you go online, and for each one I'd like you to say how you would feel about doing this in terms of any security concerns. Base: Adults aged 16+ who use the internet at home or elsewhere (1609 in 2014, 1458 in 2015). Arrows show significant changes (95% level) between 2014 and 2015

Figure 125: Security concerns with sharing personal information: 2005-2015

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

Entering your home address details

Year	Happy	Some concerns	Would never	N/A	Don't know
2005	36	46	16	1	1
2010	30	49	20		2
2013	32	52	15	1	
2014	21	60	17		2
2015	23	54 ↓	21 ↑		2

Entering your personal email address

Year	Happy	Some concerns	Would never	N/A	Don't know
2005	54	34	9	2	1
2010	41	44	13	1	1
2013	44	45	9	1	1
2014	39	46	12	2	1
2015	39	43	12	3	2

Four in five internet users say they would make a judgement about a website before entering personal information

Having asked internet users to tell us how they would feel about entering personal details online, we then ask them to say whether they would make a judgement about a website before entering these types of details. Figure 126 shows the extent to which internet users name a type of judgement they would make.

Four in five (78%) internet users say they would make a judgement about a website before entering any personal details, with no change since 2014. The most commonly mentioned judgements made are: 'a company I've heard of/ a company I trust' (45%), a 'padlock symbol in corner of the screen' (29%) and ' an approved site rating' (21%).

Seven per cent of internet users say they are unsure whether they would make a judgement before entering personal details; this is more likely than in 2014 (5%). Five per cent say they would not trust any site to be secure; this is also more likely than in 2014 (3%). One in ten say they would not make a judgement; less likely compared to 2014 (10% vs. 13% in 2014.

Over-65s are less likely to say they would make a judgement (68% for 65-74 and 66% for 75+ vs. 78% for all), and are more likely to be unsure (14% for 65-74 and 19% for 75+ vs. 7% for all). Over-75s are also more likely to say they would not trust any site to be secure (13% vs. 5%). Users aged 35-44 (85%) are more likely than all users (78%) to say they would make a judgement about a website before entering any personal details.

Compared to all, internet users in AB households are more likely to say they would make a judgement (84% vs. 78%). Those in DE households are less likely to make a judgement (70% vs. 78%), more likely to say they would not trust any site to be secure (9% vs. 5%), and more likely to be unsure whether they would make a judgement (11% vs. 7%).

A majority of 16-34s say they are happy to use apps on a mobile phone or tablet to make online purchases

In 2015, internet users were prompted with four options and were asked to say which option best applied to how they felt about using apps on a mobile phone or tablet to buy something online. The results are shown in Figure 127.

One in four internet users say they don't purchase through apps (24%) and this is more likely for those aged 55+ (48% for 55-64s, 61% for 65-74s, and 60% for those aged 75 and over). More than one in three (36%) say they would be happy to use apps to make purchases, while 31% would make an online purchase through an app despite having security concerns. The remaining 7% say they are prevented from purchasing through an app due to security concerns (7%).

Internet users aged 16-24 (54%) and 25-34 (51%) are more likely than all users (36%) to say they would be happy to do this activity. Those aged 35-44 are more likely to say they would purchase through an app, albeit with security concerns (39% vs. 31% for all). Users aged 45-54 are more likely than all users to say they would never purchase through apps due to security concerns (13% vs. 7%).

There are no differences by household socio-economic group in the incidence of those happy to purchase through an app. Those in C1 households are more likely to say they would have some security concerns while making a purchase (36% vs. 31%) while those in C2 households would be less likely (24% vs. 31%). Adults in DE households are more likely to say they don't purchase through apps (30% vs. 24%).

Figure 127: Security concerns about use of apps for making purchases

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

	Happy to do this	Have some security concerns	Would never do this	Not applicable	Don't know
All internet users	36	31	7	24	3
16-24	54 ↑	30	4	9 ↓	3
25-34	51 ↑	36	5	8 ↓	1
35-44	43	39 ↑	6	11 ↓	2
45-54	32	35	13 ↑	17 ↓	3
55-64	18 ↓	22 ↓	8	48 ↑	4
65-74	14 ↓	18 ↓	4	61 ↑	3
75+	6 ↓	16 ↓	12	60 ↑	6
AB	36	34 ↑	7	22 ↓	2
C1	36	36 ↑	6	18 ↓	4
C2	40	24 ↓	6	27	3
DE	33	26	9	30 ↑	3
Male	36	29	7	26	2
Female	36	33	6	21	3

IN40 - Can you please say which option best applies to how you feel in general about using apps on a mobile phone or tablet to buy something online?.
Base: Adults aged 16+ who go online (1458 in 2015, varies by demographic).
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females

Four in ten mobile users consider contactless mobile payments to be secure – and one in four consider them not at all secure

In 2015, mobile users were prompted with an explanation of how to use a smartphone to make contactless payments[49]. Regardless of whether they had ever used their phone in this way, they were asked how secure they felt such contactless mobile payments would be.

More than four in ten mobile users (42%) felt that contactless payments through a smartphone would not be secure (either not very, or not at all secure) while a similar proportion (40%) felt they would be secure (completely or fairly). However. mobile users are more likely to say that this activity is not at all secure (24%) than say it is completely secure (10%). Around one in five are unsure (19%).

Mobile users aged 25-34 are more likely than all users to consider such payments as completely or fairly secure (52% vs. 40%) while those aged 65-74 (32%) and 75+ (40%) are more likely to be unsure. Those aged 55-64 (34%) and 65-74 (33%) are more likely to say that such payments are not at all secure.

Mobile users in DE households are more likely than all users to consider that contactless payments through a smartphone are not at all secure (30% vs. 24%), while men are more likely than women to consider them completely secure (12% vs. 8%).

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[49] The description was: It has recently become possible to use some types of smartphones to make contactless payments to buy something in a shop or restaurant using services like Apple Pay. Users register a valid debit or credit card with the service and can then make a payment in places that offer this facility by touching their phone against a reader. The amount spent would then be debited from their debit or credit card.

Although not shown in Figure 128, smartphone users (46%) are more likely than mobile users with a non-smartphone (17%) to say they consider contactless mobile payments to be secure.   More than a quarter (27%) of smartphone users who have ever used their phone to make a contactless payment consider such payments to be completely secure, with 51% considering them fairly secure. As around one in five (22%) do not consider them secure or are unsure about how secure they are, this suggests that for some, at least, security concerns are not a barrier to trialling the use of mobile contactless payments.

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

One in four adults say they don't read website terms and conditions at all

We asked internet users the extent to which they are aware of, and read, website terms and conditions / privacy statements. More than nine in ten (93%) say they are aware of them, a slight decrease since 2014 (95%). One in five internet users (20%) say they read them thoroughly, 45% say they skim read them, while one in four say they are aware of them but don't read them. None of these responses has changed since 2014 and it remains the case that 'skim-reading terms and conditions' is the main response given (45%).

In 2015, internet users aged 25-34 were more likely to be aware of website terms and conditions (97% vs. 93% for all), while those aged 55-64 (89%) and 75+ (80%) were less likely. Adults in AB households were also more likely (97%) while those in DE households were less likely than all adults (86% vs. 93%).

No particular group of internet users is more likely to say they read website terms and conditions thoroughly, but 16-24s (12%) are less likely than all internet users (20%) to say this.

Figure 129: Attitudes towards website terms and conditions, by age, gender and socio-economic group

Legend:
- I read them thoroughly
- I skim through them without reading them thoroughly
- I'm aware of them but don't read them
- I read them but don't understand them
- I'm not aware of them
- Don't know

Category	Read thoroughly	Skim	Aware but don't read	Read but don't understand	Not aware	Don't know
2013	22	47	21	3	4	2
2014	23	43	26	3	3	2
2015	20	45	25	4	4	3
16-24	12 ↓	46	30	5	5	2
25-34	21	43	31	2	2	1
35-44	23	44	27	2	2	2
45-54	21	49	21	3	3	3
55-64	17	44	20	8 ↑	9 ↑	2
65-74	25	43	17 ↓	2	5	7
75+	32 ↑	33 ↓	12 ↓	3	12 ↑	8
AB	23	49	23	2	1	2
C1	18	46	27	4	3	2
C2	18	45	27	4	4	3
DE	21	37 ↓	22	5	10 ↑	4
Male	19	46	25	4	4	3
Female	22	43	25	4	4	2

IN43 There are a number of ways you can control who has access to and what is done with your personal information online. One way is to read the company's terms and conditions and/ or privacy statements to inform your decision about whether to use a website or service. Which of the following statements best describes what you do about website terms and conditions or privacy statements?
Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015, varies by demographic)
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females

Facebook and Instagram users are more likely than in 2014 to say they have made their profiles more private

Internet users with an active page or profile on any of four popular social media sites or apps (Facebook, Instagram, LinkedIn and Twitter) were asked to say, for each of these, whether they had changed the privacy settings from the original default setting to be more private.

Figure 130 shows the findings for these four social media sites or apps for 2014 and 2015.

Around two-thirds of Facebook users (67%) and Instagram users (66%) say they have changed their privacy settings to make them more private, but less than half of LinkedIn users (45%) and Twitter users have done this (47%). Since 2014, making a profile more private is more likely than average for Facebook (67% vs. 60%) and Instagram users (66% vs. 55%).

In 2015, among Facebook users[50], 25-34s are more likely to say they have changed their privacy settings to make them more private (76% vs. 67%). Adults aged 55+ (43%) and those in DE households (35%) are more likely than all users (26%) to say they have not changed their settings, and men are more likely than women to say this (31% vs. 22%).

A small minority of Facebook users say they don't know how to do this (2%), with those aged 55 and over more likely than all Facebook users to say this (5%).

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[50] Due to low base sizes it is not possible to conduct further analysis by demographic group among users of Instagram, LinkedIn or Twitter

Figure 130: Whether changed settings of specific social media sites to be more private: 2014-2015

Legend: ■Yes ■No ■Don't know if have changed settings ■Don't know how to change settings on this site/ app

		Yes	No	Don't know if have changed settings	Don't know how to change settings
LinkedIn	2014	50	48	2	
	2015	45	52	2	1
Twitter	2014	45	51	3	2
	2015	47	46	6	1
Instagram	2014	55	40	4	1
	2015	66 ↑	30	3	1
Facebook	2014	60	33	5	3
	2015	67 ↑	26 ↓	5	2
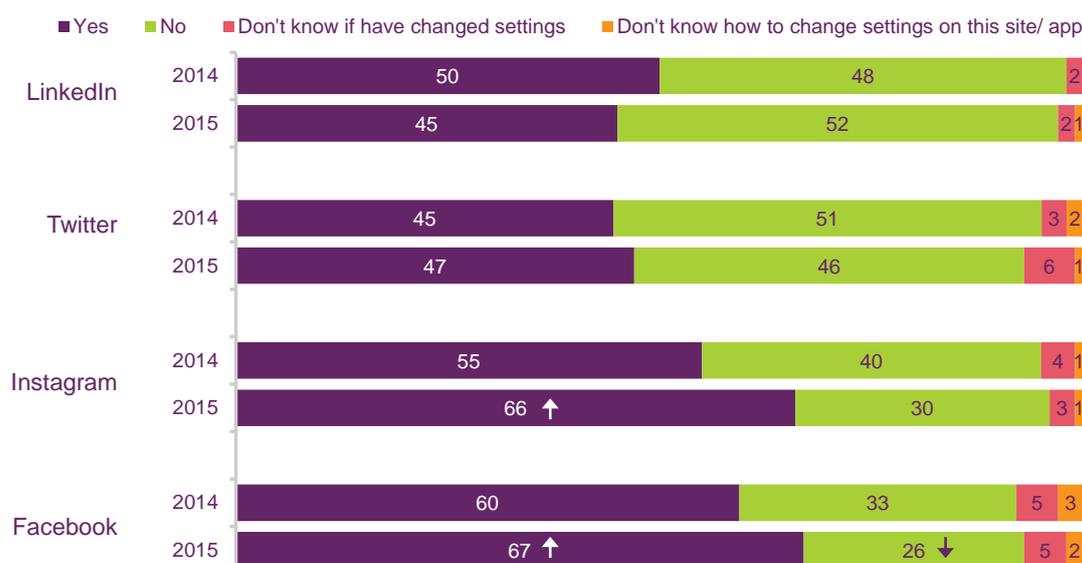
IN29A-D. Have you changed the privacy settings to be more private from the original default setting for your Facebook/ Instagram/ LinkedIn/ Twitter profile?
Base: Adult internet users aged 16+ with a social media profile on Facebook (972), Instagram (233), LinkedIn (125), Twitter (266)
Arrows show significant differences (95% level) between 2014 and 2015.

Facebook users are more likely to say they share certain information only with their friends

Facebook users were asked about four types of information, and with whom they share each type of information. As shown in Figure 131, a majority share each type of information only with friends, rather than with a wider group including friends of friends, or anyone.

Three in four say they share their photos (76%) or 'opinions about people, places or the latest news stores' (73%) only with friends. Sixty-five per cent share their real name (69%), and their current location (65%) only with friends.

Facebook users are more likely than in 2014 to say they share two of these types of information only with friends: their real name (69% vs. 64%), and opinions about people, places or the latest news stories (73% vs. 66%).

Facebook users continue to be most likely not to share their location with anyone (13%); this is unchanged since 2014.

Facebook users aged 55+ who share photos are more likely to say they share them only with friends (85% vs. 76%), while users aged 16-24 are less likely to say this information is private (2% vs. 5%).

In 2015, across each of these measures, there are consistent findings by gender. Men are more likely than women to share each type of information publicly, or among friends of friends, while women are more likely to share information only with friends. There are no differences by household socio-economic group.

Figure 131: Who shares what with whom on Facebook: 2013-2015

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

Your real name rather than a nickname or alias
- 2013: 15 | 8 | 72 | 3 | 2
- 2014: 20 | 9 | 64 | 5 | 2
- 2015: 15 ↓ | 10 | 69 ↑ | 6 | 1

Giving your opinions about people, places or the latest news stories
- 2013: 10 | 16 | 70 | 2 | 3
- 2014: 13 | 13 | 66 | 7 | 2
- 2015: 10 | 11 | 73 ↑ | 5 | 1

Showing your current location by 'checking-in'
- 2013: 6 | 8 | 72 | 9 | 6
- 2014: 10 | 10 | 64 | 11 | 5
- 2015: 9 | 10 | 65 | 13 | 3

Sharing photos of you, your friends or places you've been
- 2013: 5 | 11 | 80 | 2 | 2
- 2014: 9 | 12 | 72 | 6 | 2
- 2015: 7 | 10 | 76 | 5 | 1

IN28A-D I'm going to read out some things you may do on Facebook, please tell me which one of these options applies in terms of who you share this type of information with
Base: Adult internet users aged 16+ with a social networking site profile on Facebook – who say they undertake each activity (variable base)
Arrows show significant differences (95% level) between 2014 and 2015.

One in four internet users say they give out inaccurate or false details online to protect their personal identity

One in four (25%) internet users agree overall (either strongly or slightly) that they 'ever' give out inaccurate or false details on some websites to protect their personal identity online, as shown in Figure 132. This is more likely among 25-34s (34%) and less likely among internet users in C2 households (17%).

Six in ten (60%) internet users disagree overall' with 45% disagreeing strongly. Internet users aged 55-64 (57%), 65-74 (62%) and 75+ (64%) are more likely than all (45%) to disagree strongly. Internet users in C1 households are less likely to disagree strongly (39% vs. 45%).

Figure 132: Agreement with statement: "I give out inaccurate or false details on some websites to protect my personal identity online" by age, gender and socio-economic group

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

	Strongly agree	Slightly agree	Neither/ Don't know	Slightly disagree	Strongly disagree
All internet users	9	15	15	15	45
16-24	10	20	16	14	39
25-34	10	25 ↑	15	16	34 ↓
35-44	10	14	18	17	42
45-54	11	14	15	20	40
55-64	9	9	12	12	57 ↑
65-74	5	4 ↓	15	14	62 ↑
75+	5	4 ↓	17	9	64 ↑
AB	11	16	14	13	47
C1	10	18	16	17	39 ↓
C2	7	10 ↓	16	16	51
DE	9	16	15	15	45
Male	8	15	18	14	45
Female	10	16	12	17	45

IN44A. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I give out inaccurate or false details on some websites to protect my personal identity online
Base: Adults aged 16+ who go online (1458 aged 16+, varies by demographic)
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.
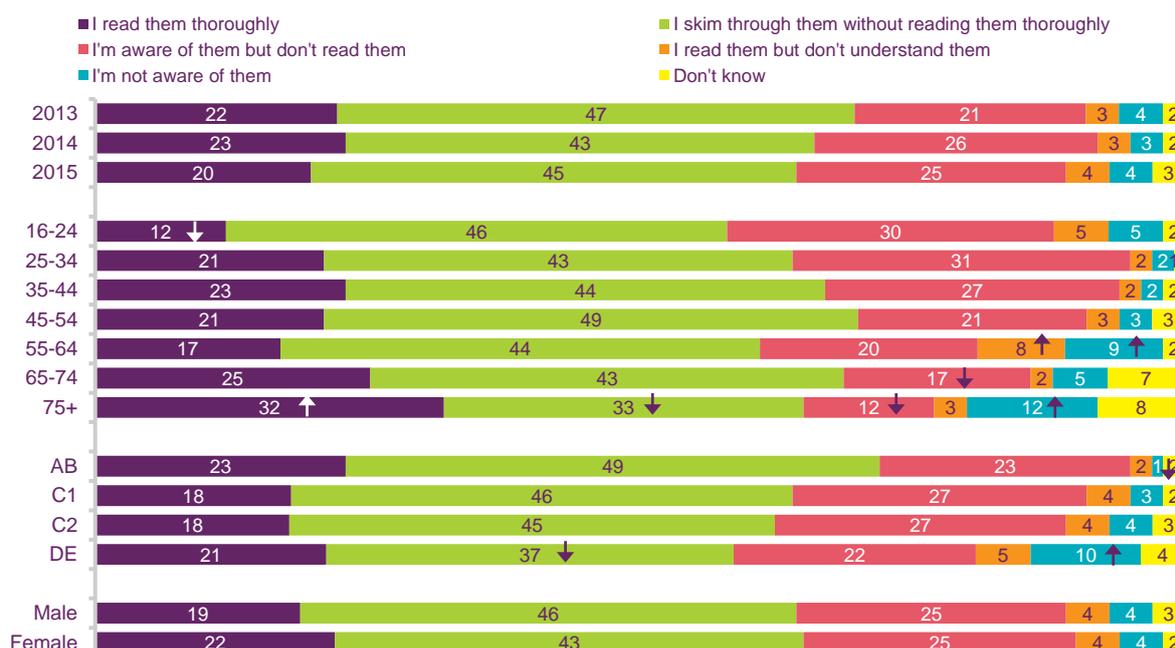
More than eight in ten say they tend to give the minimum amount of personal information required

More than four in five (82%) internet users say they agree (strongly or slightly) that they tend to give the minimum amount of personal information required online, with 60% agreeing strongly. Around one in twelve internet users disagree overall (8%) with this, split evenly between those who disagree slightly (3%) and strongly (4%).

As shown in Figure 133, compared to all users, those aged 55-64 are more likely to say they agree strongly (68% vs. 60%) while 16-24s are less likely to do so (50% vs. 60%).

Compared to all internet users (82%), those in DE households (76%) are less likely to agree overall (strongly/ slightly combined).

Women are more likely than men to agree overall (86% vs. 79%) as women are more likely to agree strongly (63% vs. 56%).

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

	Strongly agree	Slightly agree	Neither/ Don't know	Slightly disagree	Strongly disagree
All internet users	60	23	10	3	4
16-24	50 ↓	26	14	5	5
25-34	60	27	8	3	1
35-44	57	24	10	5	4
45-54	56	27	9	4	4
55-64	68 ↑	15 ↓	9	1	6
65-74	65	17	8	3	7
75+	60	16	18	3	3
AB	63	23	8	3	4
C1	59	26	8	4	3
C2	59	22	11	3	5
DE	56	19	15 ↑	4	5
Male	56	23	12 ↑	4	4
Female	63 ↑	22	8	3	4

IN44B. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I tend to give the minimum amount of personal information required
Base: Adults aged 16+ who go online (1458 aged 16+, varies by demographic)
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.

Two in five internet users say they are happy to provide their personal information online to get something they want; more likely among 16-24s

Thirty-nine per cent of internet users agree (strongly or slightly) that they are happy to provide personal information online to companies, as long as they get what they want, while a similar proportion (37%) disagree overall. However, as shown in Figure 134, users are twice as likely to disagree strongly (19%) than they are to agree strongly (9%).

Compared to all internet users (39%), those aged 16-24 (48%) are more likely to agree, and those aged 55-64 (49%) and 75+ (57%) are more likely to disagree (37%). While they are no more likely to disagree overall, internet users in DE households are more likely to disagree strongly (25% vs .19%). Women are equally likely to disagree overall, but compared to men, they are more likely to disagree strongly (22% vs. 16%).

Figure 134: Agreement with statement: "I am happy to provide personal information online to companies as long as I get what I want", by age, gender and socio-economic group

Legend: Strongly agree | Slightly agree | Neither/ Don't know | Slightly disagree | Strongly disagree

Group	Strongly agree	Slightly agree	Neither/ Don't know	Slightly disagree	Strongly disagree
All internet users	9	30	24	18	19
16-24	13	34	22	19	11 ↓
25-34	11	35	21	16	17
35-44	9	33	25	17	15
45-54	8	26	27	20	19
55-64	4 ↓	24	24	19	29 ↑
65-74	11	21 ↓	22	19	27
75+	7	17 ↓	19	18	39 ↑
AB	9	35	22	18	16
C1	8	32	25	21	15
C2	8	25	26	17	23
DE	12	24	24	14	25 ↑
Male	10	31	24	19	16
Female	8	28	24	17	22 ↑

IN44C. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I am happy to provide personal information online as long as I get what I want
Base: Adults aged 16+ who go online (1458 aged 16+, varies by demographic)
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.

Seven in ten (70%) internet users disagree that they 'don't really think about the personal information they are providing to companies online', with 45% disagreeing strongly. In contrast, 17% of internet users agree, with less than one in ten (7%) agreeing strongly.

As shown in Figure 135, 16-24s are less likely to than all users to disagree (61% vs. 70%), while 55-64s (59%) and over-75s (63%) are more likely to disagree strongly.

At an overall level (strongly and slightly combined), women are more likely than men to disagree (73% vs. 67%), but this is not attributable to their being more likely to disagree strongly or slightly.

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Figure 135: Agreement with statement: "I don't really think about the personal information I am providing to companies online", by age, gender and socio-economic group
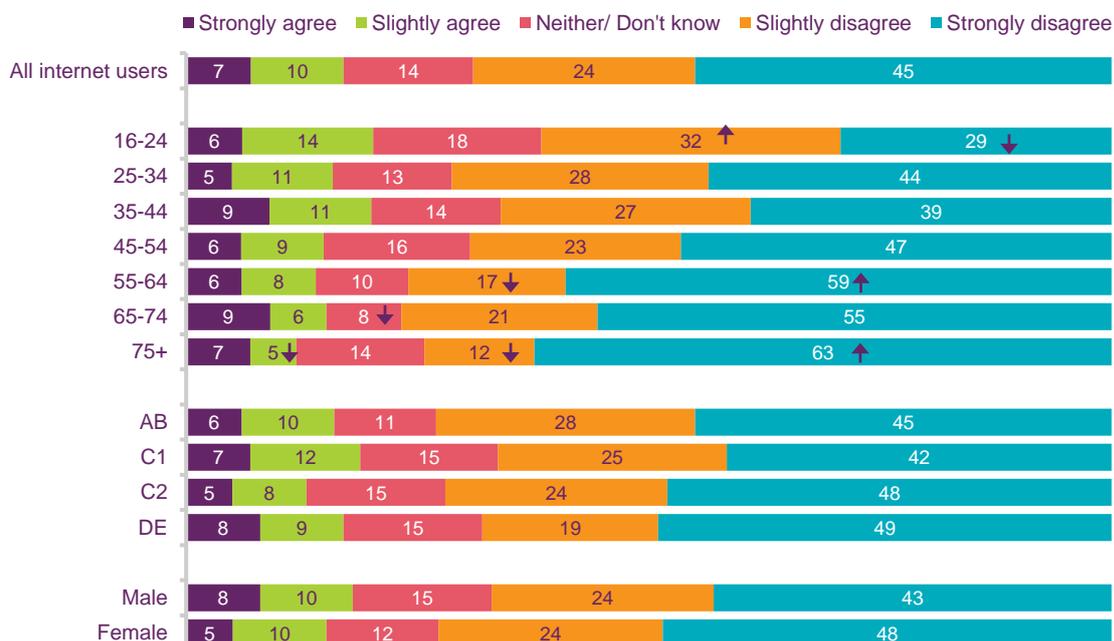
IN44D. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I don't really think about the personal information I am providing to companies online
Base: Adults aged 16+ who go online (1458 aged 16+, varies by demographic)
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.

6.9   Online safety and security

Before looking at the online safety and security measures used by adults, it is worth considering again the extent to which internet users feel confident in staying safe online. As discussed earlier (Section 6.6) a majority of internet users are either very, or fairly, confident that they can stay safe online (82%) while 9% say they are 'not confident' (either not very, or not at all).

The majority of home internet users have some security measures in place

As shown in Figure 136, the majority of internet users who go online at home were aware of each of the various measures and safety features that they were asked about. Use is higher for anti-virus software (74%) and firewalls (56%), and lower for home Wi-Fi protection (42%), email filters (41%), anti-spyware (36%), deleting cookies from browsers (34%) and ad–blocking software[51] (23%).

Each of the awareness and use measures are unchanged since 2014, where it is possible to make a comparison.

In 2015, there were differences in use for all seven security measures, by demographic group compared to all adults who go online at home using any device, summarised below:

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[51] This security feature was included in 2015

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- Home internet users aged 16-24 are less likely to use firewalls (45% vs. 56%) or email filters (29% vs. 41%).

- Those aged 45-54 are more likely to use anti-spyware (43% vs. 34%) or Wi-Fi connection protection (52% vs. 42%).

- Adults aged 55-64 are more likely to use firewalls (66% vs. 56%)

- With the exception of anti-virus software and firewalls, home internet users aged 65-74 are less likely to use the other five security features, and adults aged 75+ are less likely to use all seven.

- Adults in AB households are more likely to use all seven security features, and with the exception of firewalls, home internet users in DE households are less likely to use the other six features.

- Men are more likely than women to say they use six of the seven features, the exception being anti-virus software.

Figure 136: Awareness and use of seven online security measures/ features: 2014-2015
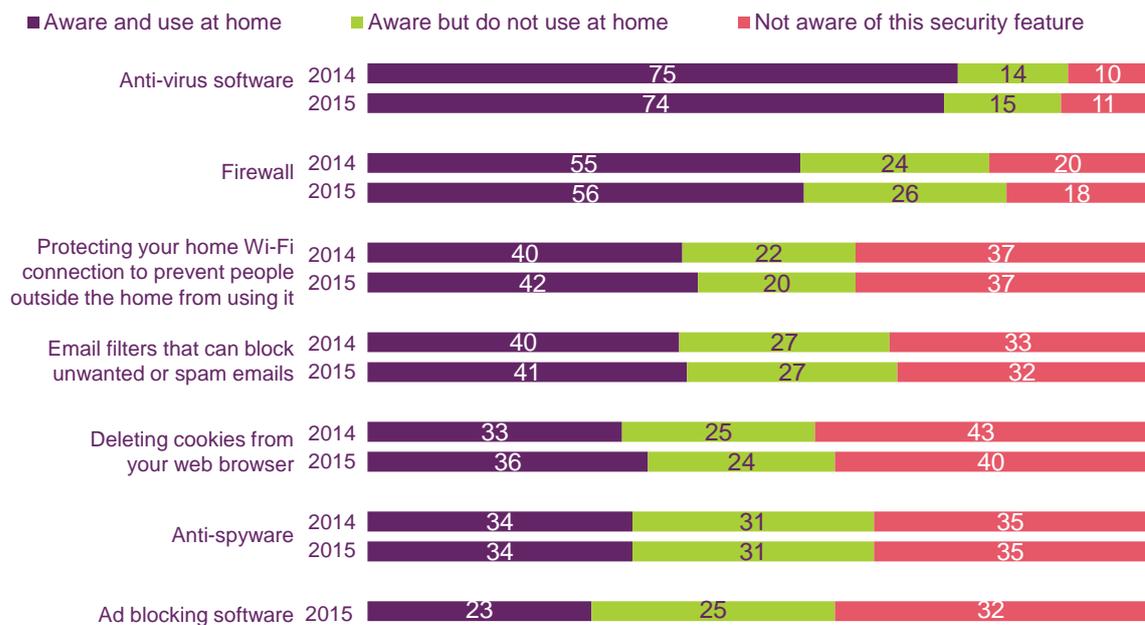
IN7/ IN8 Before today, which, if any, of the following online security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on any of the devices you use to go online at home that are owned by you or a member of your household?
Base: Adults aged 16+ who go online at home using any device (1573,1398 in 2015)

Around two in three internet users have experienced a negative online event in the last 12 months

All internet users were prompted with ten types of event and were asked to say which – if any – they had experienced in the past 12 months, as shown in Figure 137.

More than half of all adults who go online (53%) said they had received spam/ unwanted emails from companies trying to sell to them in the last 12 months; nearly three in ten had received email or instant messages sending them to a 'phishing' site (28%); and 20% had had a computer virus on a home PC, laptop or netbook. One in eight internet users said they

had seen something online that they considered nasty or offensive; this is more likely compared to 2014 (13% vs. 10%).

All other 'negative' online activities that we asked about had been experienced by around one in ten, or fewer, respondents.

For all the events shown in Figure 137, around two in three (65%) internet users had experienced of any of them in the last 12 months. Experience of any negative event is more likely among 25-34s (73%) and those in AB households (73%), and less likely among over-65s (50% for 65-74s and 33% for over-75s, vs. 65%) and those in DE households (54%). Overall experience does not vary by gender.

Figure 137: Experience of 'negative' online events in the past 12 months: 2014-2015

IN9 – Which, if any, of the following have you personally experienced in the last 12 months?
Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015).
Arrows show significant differences (95% level) between 2014 and 2015.

Awareness and use of reporting functions for inappropriate or offensive content is unchanged since 2014

The majority of internet users know how to report inappropriate or offensive content, and a minority have done so in the past 12 months. As shown in Figure 138, the majority of internet users (75%) are aware that they can report inappropriate or offensive content on many websites; this is unchanged since 2014 (73%). About one in five internet users (19%) have used the reporting function in the past 12 months, also unchanged since 2014.

Awareness of reporting functions is higher among those aged under 34, and lower among over-55s, with no variations by socio-economic group or gender. Use of reporting functions in the past 12 months is higher among younger internet users (27% of 16-24s, 29% 25-34s vs. 19% of all) and lower among older internet users (9% of 55-64s, 8% of 65-74s and 3% of over-75s, vs. 19% of all).

In 2015, use of reporting functions was more likely among adults in DE households (25% vs. 19%) and more likely among women (22%) than men (15%).

Figure 138: Awareness and use of reporting function: 2013-2015

■ Aware and used　　■ Aware but not used　　■ Not aware

Group	Aware and used	Aware but not used	Not aware
2013	10	52	37
2014	17	56	27
2015	19	56	25
16-24	27 ↑	63	10 ↓
25-34	29 ↑	62	9 ↓
35-44	19	60	21
45-54	16	63	21
55-64	9 ↓	45 ↓	46 ↑
65-74	8 ↓	38 ↓	54 ↑
75+	3 ↓	21 ↓	76 ↑
AB	15	59	25
C1	19	59	22
C2	16	54	31
DE	25 ↑	51	25
Male	15	57	28
Female	22 ↑	55	23
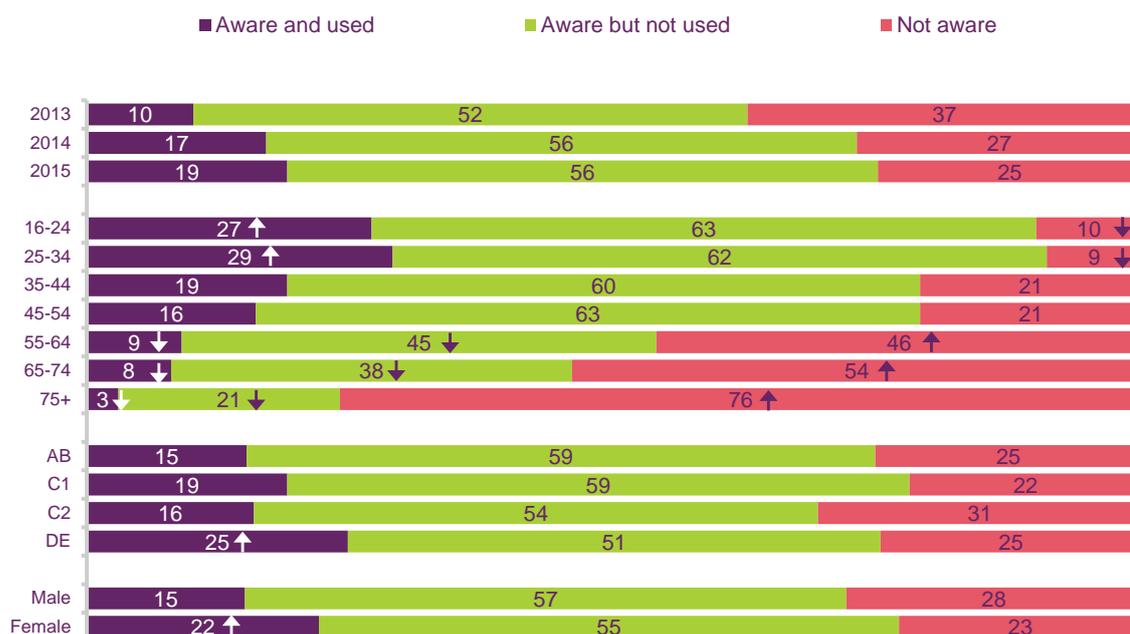
IN30/ IN31 – If you were to see something online that you found inappropriate or offensive, are you aware that many websites and apps have a function to report this to the website? Have you reported anything in this way on a website or app in the last 12 months?
Base: Adults aged 16+ who go online (1573 in 2014, 1398 in 2015, varies by demographic)
Arrows show significant differences (95% level) between 2014 and 2015 and by age / socio-economic group compared to all internet users, and males compared to females

Four in ten internet users say they tend to use the same passwords for most websites

Internet users were prompted with two statements about online passwords and were asked how far they agreed with each statement.

Figure 139 shows the results for the first statement: "I tend to use the same passwords online".

Four in ten internet users (42%) agree, and a comparable proportion disagree (43%) either strongly or slightly. Users are, however, more likely to disagree strongly (28%) than they are to agree strongly (23%).

A majority of 16-24s agree overall that they tend to use the same passwords online (55%) higher than all users (42%), with three in ten 16-24s (31%) agreeing strongly.

Compared to all users, internet users in AB households are more likely to disagree strongly (37% vs. 28%), while those in DE households are more likely to agree strongly (34% vs. 23%). Women are more likely than men to agree strongly (27% vs. 19%).

Figure 139: Extent of agreement with statement: "I tend to use the same passwords online", by age, gender and socio-economic group

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

	Strongly agree	Slightly agree	Neither/ Don't know	Slightly disagree	Strongly disagree
All internet users	23	19	15	15	28
16-24	31 ↑	24	15	18	12 ↓
25-34	20	21	11	13	35
35-44	19	19	17	17	28
45-54	22	19	15	16	29
55-64	22	14	14	14	35
65-74	20	21	17	12	30
75+	27	13	28 ↑	18	14 ↓
AB	15 ↓	21	12	15	37 ↑
C1	20	20	17	17	26
C2	26	16	16	15	27
DE	34 ↑	19	14	12	22 ↓
Male	19	20	17 ↑	15	30
Female	27 ↑	19	12	15	27

IN44E. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement – I tend to use the same passwords online
Base: Adults aged 16+ who go online (1458 aged 16+, varies by demographic)
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females.

Figure 140 shows the results for the second statement: "I tend to use easy-to-remember passwords like birthdays or names" - more than one in three internet users agree (36%) and half disagree (49%). Compared to these averages, 25-34s are more likely to disagree (57% vs. 49%), while over-75s are less likely to disagree (35% vs. 49%).

Adults in DE households are more likely to agree (47% vs. 36%), particularly to agree strongly (30% vs. 20%) while those in AB households are more likely to disagree (60% vs. 49%), particularly to disagree strongly (44% vs. 35%).

Women are more likely than men to agree strongly that they tend to use easy-to-remember passwords like birthdays or names (23% vs. 17%).

Figure 140: Extent of agreement with statement: "I tend to use easy-to-remember passwords like birthdays or names", by age, gender and socio-economic group

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

	Strongly agree	Slightly agree	Neither/ Don't know	Slightly disagree	Strongly disagree
All internet users	20	16	15	14	35
16-24	18	20	15	17	30
25-34	19	13	11	17	40
35-44	19	19	17	14	31
45-54	22	17	11	14	37
55-64	22	13	16	10	39
65-74	18	14	24 ↑	9	35
75+	21	22	21	15	21 ↓
AB	15	12	12	17	44 ↑
C1	16	19	17	16	32
C2	22	18	13	14	33
DE	30 ↑	17	16	8 ↓	30
Male	17	17	15	14	37
Female	23 ↑	16	14	14	34

IN44F. Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement - I tend to use easy to remember passwords like birthdays or names
Base: Adults aged 16+ who go online (1458 aged 16+, varies by demographic)
Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users, and males compared to females

Most internet users believe that people must be protected from seeing inappropriate or offensive content

As context for understanding more about the levels of concern people have about media, we ask about the extent to which they feel it is necessary for there to be protection against inappropriate or offensive content.

Figure 141 shows the overall levels of agreement and disagreement among internet users. The majority agree strongly that users should be protected from inappropriate or offensive content (59%), with this measure unchanged since 2014.

In 2015, compared to all internet users (59%), those aged 16-24 (48%) are less likely to agree strongly with this statement. Women (65%) are more likely than men (52%) to agree strongly.

Figure 141: Extent of agreement with statement: "Internet users must be protected from seeing inappropriate or offensive content": 2005-2015

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

Year	Strongly agree	Slightly agree	Neither/ Don't know	Slightly disagree	Strongly disagree
2005	56	25	13	3	3
2010	57	27	9	4	3
2013	51	31	11	4	4
2014	60	22	11	4	4
2015	59	22	12	4	3
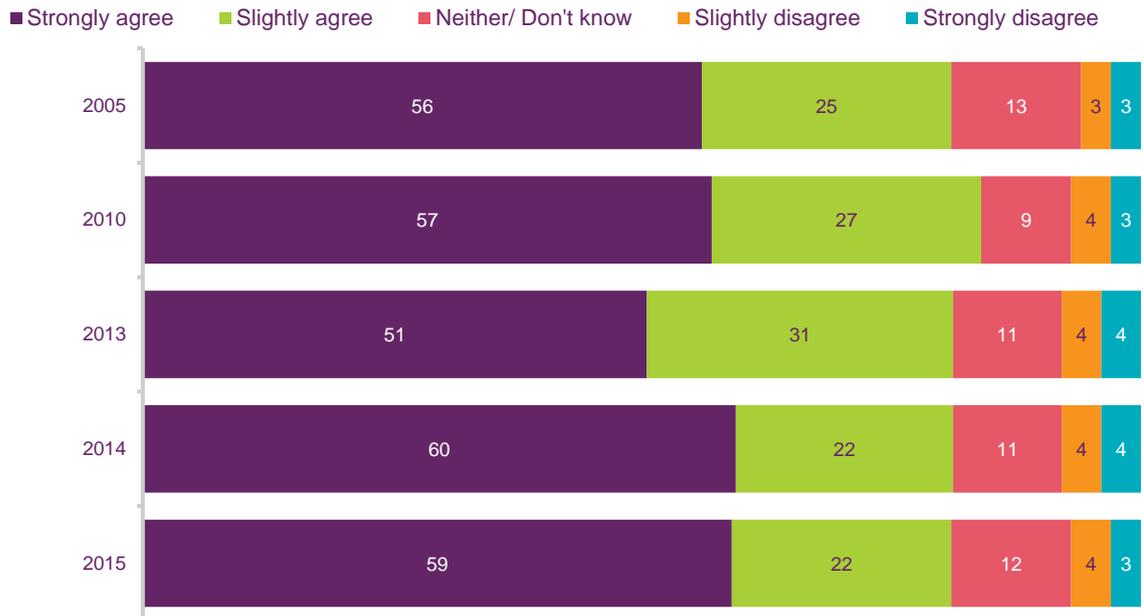
IN35E Here are some things people sometimes say about using the internet. Whether you use the internet or not can you please tell me to what extent you agree or disagree with each statement using the scale on the card.
Base: Adults aged 16+ who go online (1609 in 2014, 1458 in 2015)

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Newer, narrow and non-users of the internet

7.1 Section overview

This section explores in detail the behaviour and attitudes of adults who are less familiar with using the internet. In addition to those who do not personally use the internet at all (non-users), we categorise those who do use the internet, in two ways:

- **Recency of take-up** i.e. when they first started using the internet. In particular we focus on those who say they first started using the internet less than five years ago - *newer* users.

- **Breadth of use** i.e. the number of activities they do online. The main focus is on those who have done between one and six categories of internet activity, out of the 18 assessed. We term these *narrow* users.

We expand on the definitions used for each piece of analysis at the start of each sub-section, and then cover the following topics:

- The incidence of each activity within the overall population of internet users

- The volume and location of use, types of use, and people's experience of visiting websites that are new to them.

- Confidence in using the internet and undertaking particular functions, and understanding how search engines operate.

- The extent of any security concerns - whether people make a judgement about a website before entering personal information, attitudes towards sharing personal information online and experience of any negative events online in the past 12 months.

- Concerns about online content, and the extent to which people believe that such content is regulated.

For *non-users* of the internet we explore the following:

- Their distribution, and demographic profiles, within the overall adult population.

- The extent to which they have asked someone else to use the internet on their behalf (i.e. proxy use) in the past year.

- The extent to which they think they will start to go online in the future.

- Their perceived advantages of being online.

7.2 Key findings

Newer users

- 'Newer users' are defined as those who first went online less than five years ago. Just over a tenth (12%) of all internet users are in this category, but represent 22% of internet users in the DE socio-economic group.

- Newer users have a lower estimated weekly volume of use compared to established users (12.4 hours vs. 21.6 hours). This difference is due to lower volumes of use both at home and in the workplace/ place of education.

- Newer internet users are less likely than established users to use a computer (desktop computer/ laptop/ netbook) to go online (61% vs. 85%), and are more likely than established users to *only* use devices other than a computer to go online (39% vs. 15%).

- Newer users use the internet at least weekly for fewer activities; only four activities are undertaken weekly by more than half of newer users: general surfing/ browsing (69%), sending or receiving email (55%), using instant messaging (55%) and looking at social media sites or apps (54%).

- Compared to established users, newer users are more likely to use only those websites they have used before (65% vs. 39%), and they are less likely to say they are confident internet users (63% vs. 92%).

- Newer users are no less likely than established users to understand how search engines operate, in terms of the extent to which search results are accurate and unbiased. They are, however, less likely to be able to correctly identify paid-for content/ advertising that may appear in search engine results.

- Newer users are less likely to say they make judgements about whether a website is secure before entering personal details, and are less likely to enter personal details online due to security concerns. Awareness and use of online security measures/ safety features is lower among newer internet users.

- Concerns about what is on the internet are lower among newer users (41% vs. 51%) and they are more likely to believe that all online content is regulated (18% vs. 11%).

Narrow users

- There is a degree of overlap between newer and narrow internet users, with newer users likely to be narrow users of the internet. Narrow users are defined as those who carry out one to six of the 17 types of online activity. They comprise 11% of all internet users, unchanged since 2014[52].

- Given the definition of narrow users, it is understandable that they are less likely than all users to undertake certain activities online. They are, however, much less likely

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[52]While comparisons are made with 2014, these are indicative only, as before 2015, 17 types of use were used to segment internet users as either narrow users (one to six types) medium users (7-10 types) or broad users (11-18 types). The activity 'online gambling' was re-added to the 2015 study. The individual online activities that make up each type of use have also changed over time, although the types of use have remained constant as far as possible.

than all internet users to use the internet for uploading/ adding content to websites / blogs (10% vs. 75%), watching video clips (16% vs. 78%), or watching TV content (7% vs. 67%).

- Narrow users also have a lower volume of internet use per week than all internet users (6.4 vs 21.6 hours), with lower volume of use at home, at work/ place of education and elsewhere. They are less likely to say they use devices other than a computer to go online (57% vs. 86%) and more likely to say they only use websites they've used before (71% vs. 41%).

- Compared to all internet users, narrow users are less confident internet users, less likely to use and understand search engines, and less likely to be able to correctly identify paid-for content / advertising that may appear in search engine results.

- In terms of making judgements about websites, narrow users are more likely not to trust websites to be secure (17% vs. 5% for all internet users) and less likely to say they would make a judgement about a website (51% vs. 78%). They are more likely to say they would never share personal information online, and their awareness and use of online security measures/ safety features is lower than among narrow internet users.

- Narrow internet users are no more likely to have concerns about online content and are no more likely to say that 'all' online content is regulated.

Non-users

- Thirteen per cent of adults in the UK are non-users of the internet. Close to three in five (58%) of all non-users are aged 65 and over, and 42% of non-users are in DE households.

- As in 2014, one in three non-users (33%) have asked someone else to use the internet on their behalf in the last 12 months.

- One in ten non-users (9%) say they will start to go online in the next year or so.

- Half of non-users (49%) do not think there are any advantages to their being online – although two in five (42%) can see the benefit, and recognise at least one advantage to being online.

7.3 Newer internet users

This sub-section looks in detail at 'newer' users of the internet. Ideally, newer users of the internet are those who first started going online in the last couple of years. However, we need to ensure that any group of newer users is big enough (at least 100 respondents) in order to enable comparison with established internet users.

In 2015, 5% of internet users had first started going online in the last one to two years (69 respondents), with a further 7% first having gone online in the past three to four years (122 respondents). We therefore define 'newer internet users' as those who first started using the internet up to five years ago, and 'established users' as those who first started using it five or more years ago.

Incidence of newer users within the online population

One in eight who go online are newer internet users, rising to more than one in five in the DE socio-economic group

Across all UK adult internet users, 12% are newer users, with the remaining 88% established internet users. There has been no change in these levels since 2014. Although not shown in Figure 142, the majority of internet users (64%) say they first started using the internet ten or more years ago, higher than in 2014 (59%).

As shown in Figure 142, the incidence of newer internet users does not vary by age or gender.

Compared to all internet users, those in the DE socio-economic group are more likely to be newer users (22% vs. 12%) while ABs are less likely (5% vs. 12%).

Figure 142: Proportion of newer and established users, by year and age
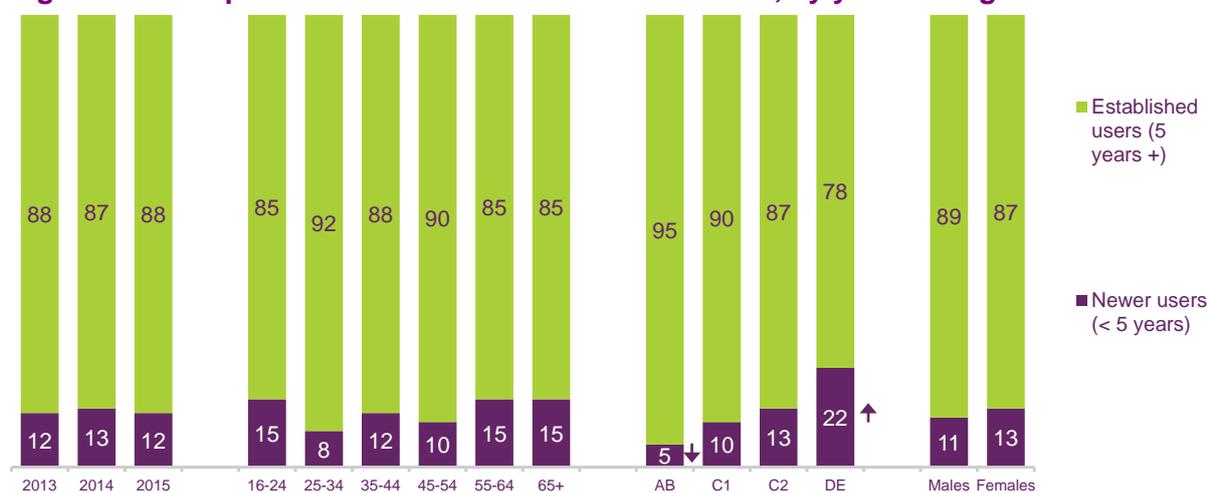
IN5 How long ago did you first start going online?
Base: All adults who go online at home or elsewhere (1458 aged 16+, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 208 aged 55-64, 150 aged 65+, 367 AB, 471 C1, 289 C2, 331 DE, 712 males, 746 females).
Arrows show significant differences (95% level) by socio-economic group compared to all internet users.

Newer users have a lower overall volume of internet consumption, and are more likely to use *only* a device other than a computer to go online

As shown in Figure 143, newer users have a lower estimated weekly volume of use compared to established users (12.4 hours vs. 23.5 hours). This difference is due to a lower volume of use at home (8.4 vs. 14.5 hours) and in the workplace or place of education (2.0 vs. 6.7 hours).

A third (33%) of newer users only use the internet at home and not anywhere else, compared to 18% of established users. Six in ten newer users use the internet both at home and elsewhere, whereas this applies to eight in ten established users (60% vs. 80%). While just 6% of newer users use the internet only outside the home, this is higher than the incidence among more established users (2%).

Newer users (61%) are less likely than established users to use a desktop computer, laptop or netbook to go online (85%) and more likely than established users to use *only* an alternative to a desktop computer, laptop or netbook to go online (39% vs. 15%).

Figure 143: Volume of internet use per week: newer vs. established users
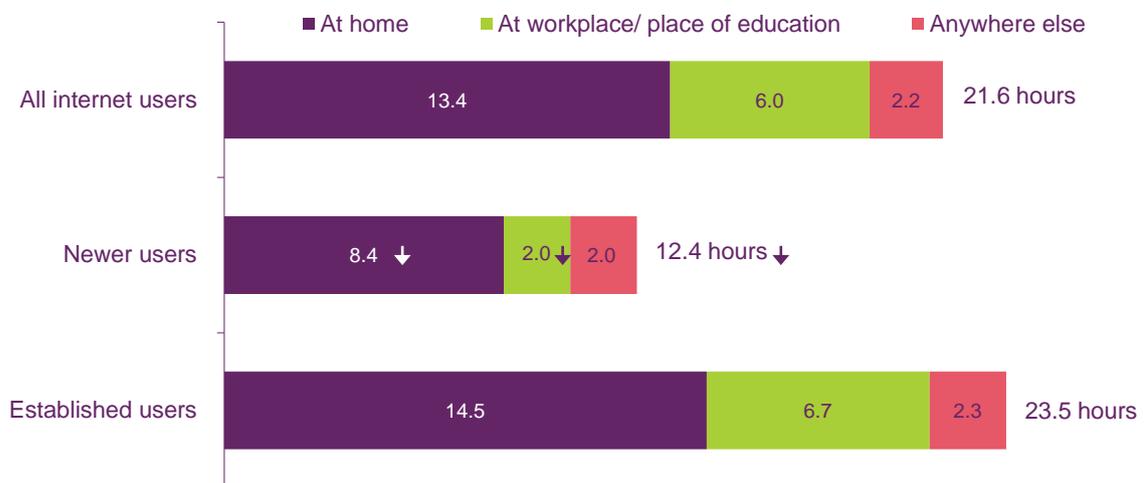
Newer users are less likely to use the internet at least once a week for the majority of activities

Figure 144 shows the percentages of newer and more established users who use the internet at least once a week for each of the 35 individual activities we asked about.

Compared to established internet users, newer internet users are less likely to go online at least weekly for 24 of the 35 activities. The greatest differences in percentage points (pp) between newer and established users are in:

- look at news websites or apps (29pp);
- bank or paying bills online (29pp); and
- send or receive emails (28pp).

The majority of newer users do four activities at least weekly:

- general surfing/ browsing (69%);
- send or receive emails (55%);
- using instant messaging (55%); and
- look at social media sites/ apps (54%).

Figure 144: Weekly internet activities: newer vs. established users

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

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

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Base: All adults aged 16+ who go online at home or elsewhere (1458), started using internet less than five years ago (191), 5+ years ago (1195).
Arrows show significant differences (95% level) between newer and established users.

Newer users are more likely to use only those sites they have used before

In most weeks when they go online, newer users (65%) are more likely than established users (39%) to say that they only use websites they have used before. Consequently, they are less likely than established users to say they 'use lots of websites they haven't used before' (9% vs. 22%).

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

Confidence as an internet user

Newer users are less confident in their use of the internet

Figure 146 shows the self-reported ratings of confidence, across the different aspects of using the internet, as given by newer users and established users. For each aspect, newer users are less likely to describe themselves as confident, and more likely to describe themselves as not confident (either not very, or not at all confident).

Less than half of newer users rate themselves as 'very confident' in finding the information that they want online (45% vs. 69%) with three in ten 'very confident' that they can stay safe online (30% vs. 50%). Around one in four newer users say they are very confident that they are aware of which online content is advertising (26% vs. 50%) and are very confident in 'going online to do creative things' (24% vs. 43%).

Compared to newer users, established users are much more likely to say they are 'very confident' internet users (63% vs. 37%).

Newer users are more likely than in 2014 to say they are very confident in finding the information they want online (45% vs. 30% in 2014) and to say that they are very confident as an internet user (37% vs. 25%).

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

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

Question	User	Very confident	Fairly confident	Neither/Don't know	Not very confident	Not at all confident	Confident
Overall how confident are you as an internet user?	Newer	37 ↓	26	9 ↑	18 ↑	10 ↑	63% ↓
	Established	63	29	4	3	1	92%
How confident are you that you can find the information you want online?	Newer	45 ↓	31	7 ↑	10 ↑	7 ↑	77% ↓
	Established	69	26	2	1	1	96%
When you see or read things online, how confident are you in knowing what is advertising and what is not?	Newer	26 ↓	38	16 ↑	12 ↑	8 ↑	64% ↓
	Established	50	37	8	5	1	86%
How confident are you that you can stay safe online?	Newer	30 ↓	52	19 ↑	12 ↑	7 ↑	62% ↓
	Established	50	36	7	6	1	86%
How confident are you using the internet to do creative things – like making blogs, sharing photos online or uploading short videos to the internet?	Newer	24 ↓	22	13	14	27 ↑	46% ↓
	Established	43	23	12	10	12	66%

IN13A-E – I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you.
Base: All adults aged 16+ who started using the internet less than five years ago (191), 5+ years ago (1195).
Arrows show significant differences (95% level) between newer and established users.

Understanding search engines results

Newer users are no less likely to understand how search engines work

Adults who ever use search engines (85% of newer users, 94% of established users) were asked to say which of the following statements was closest to their own opinion:

- "I think that if they have been listed by the search engine, these websites will have accurate and unbiased information."

- "I think that some of the websites will be accurate or unbiased and some won't be."

- "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."

Figure 147 shows that there are no differences between newer and established internet users in the responses given. One in five newer users (21%) and a similar proportion of established users (18%) feel that results returned by search engines will be accurate and unbiased.

Figure 147: Opinions on search engine accuracy: newer vs. established users

- Don't know
- 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
- I think that some websites will be accurate or unbiased and some won't be
- I think that if they have been listed by the search engine, these websites will have accurate and unbiased information

One in three newer users can identify advertising in search engine results

In 2015, adults who use search engine websites were shown a picture of the results returned by Google for an online search for 'walking boots'. Their attention was drawn to the first three results at the top of the list, which were distinguished by an orange box with the word 'Ad' written in it. They were then prompted with possible options and were asked whether any of these applied to these first three results. These options were[53]:

- These are adverts/ sponsored links/ paid to appear here

- These are the best results/ the most relevant results

- These are the most popular results used by other people

The results are shown in Figure 148 below. At least half of newer (52%) and established users (62%) who use search engines said that the first three results were 'sponsored links/ advertising/ paid to appear there'.

Newer users are more likely to nominate one of the incorrect responses; they are more likely to say that the results are 'the best/ most relevant' results (35% vs. 21%). Similar proportions of newer (22%) and established users (20%) said they were 'the most popular results used by other people'.

Search engine users were allowed to select more than one response at this question, so it is also worthwhile looking at those who gave only the correct response and did not select either of the other options. Half of the established users (51%) only gave the correct response; i.e. they stated that the results flagged were adverts. This was less likely for newer users (34%).

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[53] They were also allowed to nominate some other reason, or say that they were unsure

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

Legend:
- ■ Newer
- ■ Established

Response	Newer	Established
These are adverts/ sponsored links/ paid to appear here	52%	62%
These are the best/ most relevant results	35% ↑	21%
These are the most popular results used by other people	22%	20%
Don't know	17%	12%
Only stated the correct response	34% ↓	51%

Security concerns about providing personal information

Newer users are more likely to say they would never enter personal details online because they have security concerns

Figure 149 compares the responses from newer and more established users in terms of the extent to which they say they would have any security concerns about providing five types of personal information online, for example when making an online payment or registering online. In each case, newer users are more likely than more established users to say they would never provide that information online because of security concerns.

Compared to more established users, newer users are also less likely to say they would be happy to enter their credit or debit card details (7% vs. 19%) or their personal email address (28% vs. 41%).

Newer users are also less likely than more established users to use the internet for transactions at least weekly (29% vs. 57%), which might account for some of the differences shown in Figure 149. Newer users may be more likely to have concerns because they lack experience with online transactions, or they may be less inclined to transact online because they have these concerns.

Newer users are more likely than in 2014 to say they would never provide their home address details because of security concerns (45% vs. 33%).

Figure 149: Personal details prepared to enter online: newer vs. established users
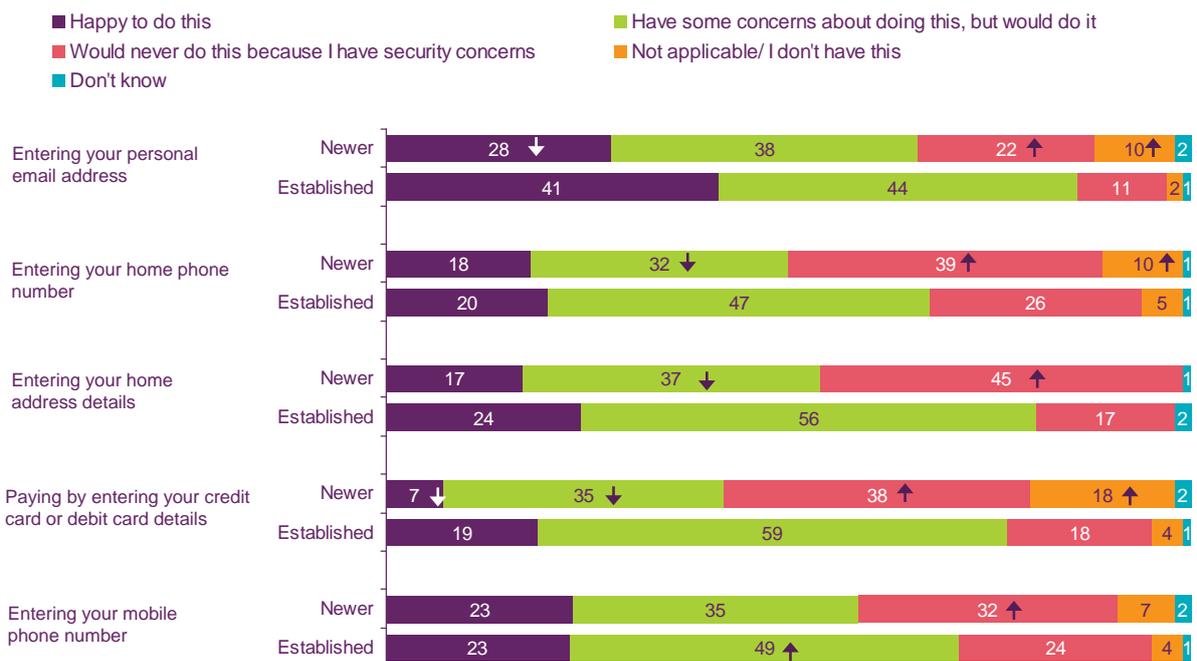
- Happy to do this
- Would never do this because I have security concerns
- Don't know
- Have some concerns about doing this, but would do it
- Not applicable/ I don't have this

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

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

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

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

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

IN38A-E – I'm going to read out some types of information you could be asked to enter when you go online, and for each one I'd like you to say how you would feel about doing this in terms of any security concerns.
Base: All adults aged 16+ who go online at home or elsewhere who started using the internet less than five years ago (191), 5+ years ago (1195).
Arrows show significant differences (95% level) between newer and established users.

Judgements made about websites

Newer users are less likely to make a judgement about whether a site is secure

Having asked internet users to tell us how they would feel about entering various types of personal details online, we ask whether they would make a judgement about a website before entering such details. They were not prompted with any types of checks that they might make.

Figure 150 shows that newer users (62%) are less likely than established users (81%) to say they would make a judgement about a website. They are also more likely than established users to say they would not trust any site to be secure (10% vs. 4%) and to say they are unsure whether they would make any checks (11% vs. 6%).

Legend:
- Don't know
- Would not trust any site to be secure
- Would not make a judgement
- Would make a judgement

	All internet users	Newer users	Established users
Don't know	7	11 ↑	6
Would not trust any site to be secure	5	10 ↑	4
Would not make a judgement	10	17 ↑	9
Would make a judgement	78	62 ↓	81

Online security measures and safety features

Awareness and use of online security measures, and safety features, is lower among newer internet users

Awareness and use of all the seven security measures and safety features that we asked about are lower among newer users than among established users.

Although the majority of established users are aware of all seven security measures or safety features, the majority of newer users are only aware of two features: anti-virus software (78%) and firewalls (57%).

Just one of the seven features - anti-virus software (54%) - is in use by the majority of newer users.

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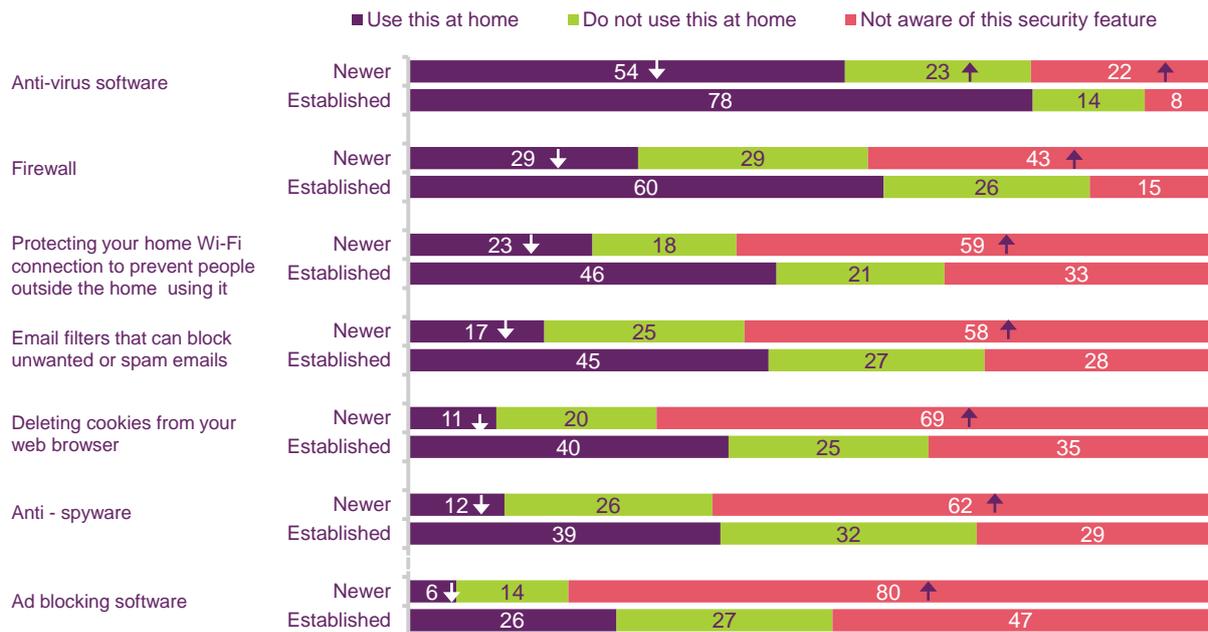
Legend: ■ Use this at home ■ Do not use this at home ■ Not aware of this security feature

Security measure	User type	Use this at home	Do not use this at home	Not aware of this security feature
Anti-virus software	Newer	54 ↓	23 ↑	22 ↑
	Established	78	14	8
Firewall	Newer	29 ↓	29	43 ↑
	Established	60	26	15
Protecting your home Wi-Fi connection to prevent people outside the home using it	Newer	23 ↓	18	59 ↑
	Established	46	21	33
Email filters that can block unwanted or spam emails	Newer	17 ↓	25	58 ↑
	Established	45	27	28
Deleting cookies from your web browser	Newer	11 ↓	20	69 ↑
	Established	40	25	35
Anti - spyware	Newer	12 ↓	26	62 ↑
	Established	39	32	29
Ad blocking software	Newer	6 ↓	14	80 ↑
	Established	26	27	47

IN7/ IN8 Before today, which, if any, of the following online security measures or safety features had you heard of? And which, if any, of those measures or features do you have or use on any of the devices you use to go online at home that are owned by you or a member of your household?
Base: Adults aged 16+ who go online at home who first used the internet less than five years ago (175), 5+ years ago (1155)
Arrows show significant differences (95% level) between newer and established users.

Experience of negative online events in the past 12 months

Newer users are less likely to say they have experienced negative events in the past 12 months

Figure 152 shows that newer users are less likely than more experienced users to say they have experienced five of the ten 'negative' events asked about, in the past 12 months. For example, they are much less likely to have experienced spam or unwanted email (35% vs. 57%), or to have received email or instant messages sending them to a 'phishing' site (13% vs. 31%). They are also less likely to say they have seen something online which they found nasty or offensive (8% vs. 14%).

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

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

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

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

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

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

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

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

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

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

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

■ Newer users
■ Established users

Concerns about the internet

Newer users are less likely to have concerns about what is on the internet

Figure 153 shows that newer users are less likely than established users to have any concerns about what is on the internet; this applies to four in ten newer users (41%), compared to half of more established users (51%).

Newer internet users are also less likely to have certain specific types of concern about online content. More than one in three established users (38%) have concerns about offensive or illegal content, compared to 26% of newer users. Newer users are also less likely to have concerns relating to security/ fraud (16% vs. 26%).

Figure 153: Concerns about the internet: newer vs. established users

■ Newer users   ■ Established users

Category	Newer users	Established users
Any concerns	41 ↓	51
Offensive/ illegal content	26 ↓	38
Risks to others/ society	19	21
Security/ fraud	16 ↓	26
Personal privacy	6	8
Advertising	6	6

Newer users are more likely to say that all of what can be seen or read online is regulated

Newer users are more likely than established users (18% vs. 11%) to say that all of what can be seen or read online is regulated, and they are also more likely to be unsure about this (20% vs. 12%) (Figure 154).

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

IN36. Thinking now about all the things that can be seen or read online. As far as you know, how much of what can be seen or read online is regulated? By regulation we mean rules and guidelines that must be followed when putting things online
Base: All adults aged 16+ who go online at home or elsewhere who started using the internet less than five years ago (191), 5+ years ago (1195).
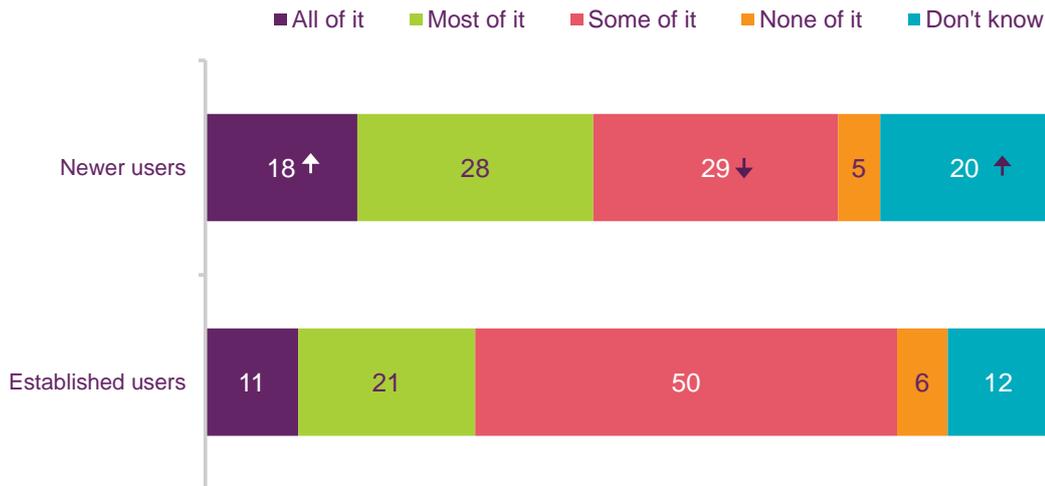Arrows show significant differences (95% level) between newer and established users.

7.4   Narrow internet users

In order to assess breadth of use of the internet, we grouped 33 of the 35[54] individual internet activities referenced in 2015 into 18 types of online use ever made by internet users. Internet users have been categorised as narrow, medium or broad users of the internet, depending on how many of these 18 types of use they ever make.

This division into narrow, medium and broad users is achieved by dividing equally the frequency counts for the 18 categories of use into the three 'breadth of use' groups. Narrow users are defined as those ever carrying out one to six of the 18 types of online use, medium users ever carry out seven to ten types, and broad users ever carry out 11-18 types.

The 18 types of use are:

1. **Information (personal)** – find information for leisure time, look at news websites or apps or adult-only websites, look for news about, or events in your local area.
2. **Email** – send or receive emails.
3. **Buying and selling** – buy things online, sell things online.
4. **Government sites –** complete government processes online (e.g. tax credits, driving licence, car tax, passport, tax return), look for public services information on government sites such as gov.uk and HMRC, or look for information on public services provided by the local council.
5. **Information (work / college / school) –** find information for work/ job/ studies, do an online course to achieve a qualification, looking at job opportunities or fill in a job application online.
6. **Health** – find information about health related issues.
7. **Banking/ paying bills** – bank and pay bills online.
8. **Social media** – look at social media sites or apps or share links to websites or online articles- perhaps on Facebook, Twitter, LinkedIn, Instagram etc.
9. **Download software.**
10. **Communications -** use Instant Messaging or make or receive telephone or video calls over the internet (e.g. Skype)
11. **Watching video clips –** watch short video clips online (such as on YouTube).
12. **Music –** listen to streamed music online (such as Spotify or Apple Music).
13. **Watching TV content –** watch TV programmes or films online through broadcaster services
14. **Radio –** listen to radio stations online.
15. **Civic involvement –** look at political or campaigning websites, sign an online petition or contact a local councillor or your MP online.
16. **Games –** play games online.
17. **Uploading/ adding content to the internet –** set up or maintaining a website or blog, upload or share videos or photos online or contribute comments to a website or blog.
18. **Online gambling**.

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[54] The activities 'General surfing/ browsing the internet' and 'access files through a cloud service' have not been included in the definition of breadth of use, as it does not give us an indication of what type of use is being made by the user.

Incidence of narrow users within the online population

Older adults, DE adults and newer users are more likely to be narrow users

Figure 155 compares the distribution of narrow, medium and broad users between 2013 and 2015, and across the different demographic groups (including newer and more established users).

Narrow users account for 11% of all internet users; unchanged since 2014. Medium users account for 17% of internet users, a decrease since 2014 (21%). Broad users have increased from 67% in 2014 to 71% of all internet users.

Those aged 55 and over are more likely than all internet users (11%) to be narrow users (23% for 55-64s and 36% for over-65s). Compared to all internet users, those in the DE socio-economic group are more likely to be narrow users (18% vs.11%), as are newer users compared to established users (31% vs. 8%).

Figure 155: Breadth of use of the internet, by demographic group and recency of first use
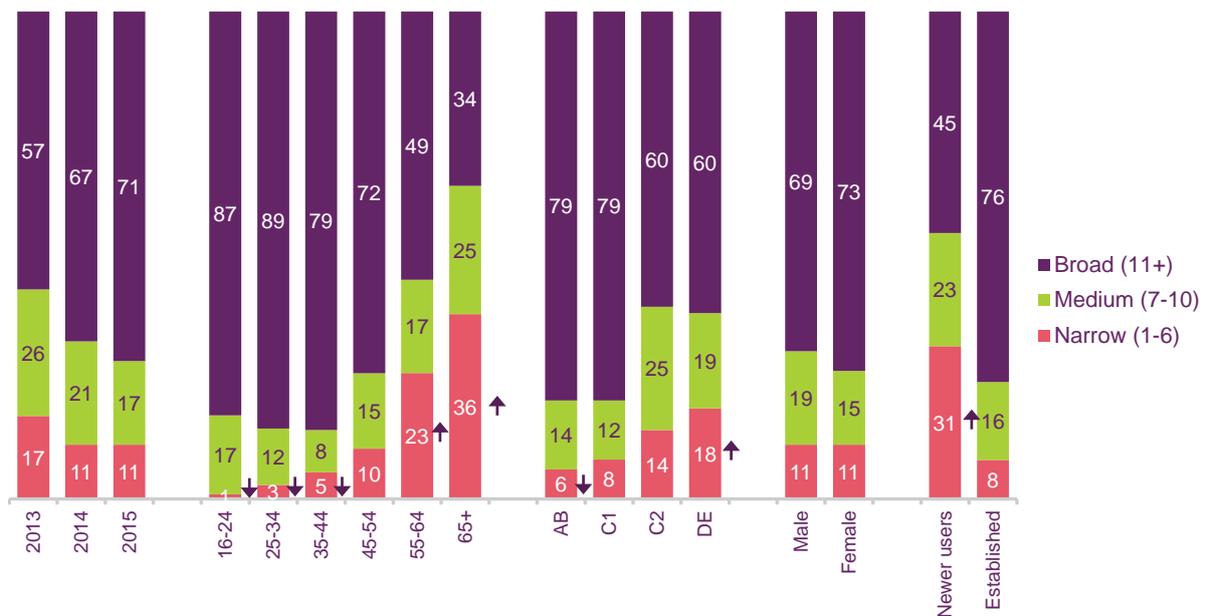
IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?
Base: All adults who go online at home or elsewhere (1458 aged 16+, varies by demographic).
Arrows show (for narrow users) significant differences (95% level) by age / socio-economic group compared to all internet users, males compared to females, and newer users (active for less than five years) compared to established internet users (more than five years)

Internet use

Narrow users have a lower overall volume of use

Both narrow and medium users of the internet have a lower estimated weekly volume of use compared to internet users as a whole (6.4 hours for narrow and 14.4 hours for medium, vs. 21.6 hours for all internet users). Narrow users have a lower volume of use at home (5.1 vs. 13.4 hours), in the workplace/ place of education (0.9 vs. 6.0 hours) and anywhere else (0.5 vs. 2.2 hours).

Nearly three times as many narrow users use the internet only at home and nowhere else, compared to all internet users (58% vs. 20%). One in three (32%) narrow users use the internet both at home and elsewhere, whereas this applies to three in four of all internet users (76%). While one in ten (11%) narrow users use the internet only outside the home, this is higher than the incidence among all users (4%).

Regarding the devices used to go online at home or elsewhere, narrow users (57%) are less likely than all internet users (86%) to access through an alternative device such as a mobile phone, games player, e-book reader, smart TV, streaming media player, tablet computer or wearable technology.

Figure 156: Volume of internet use per week: narrow, medium and broad users
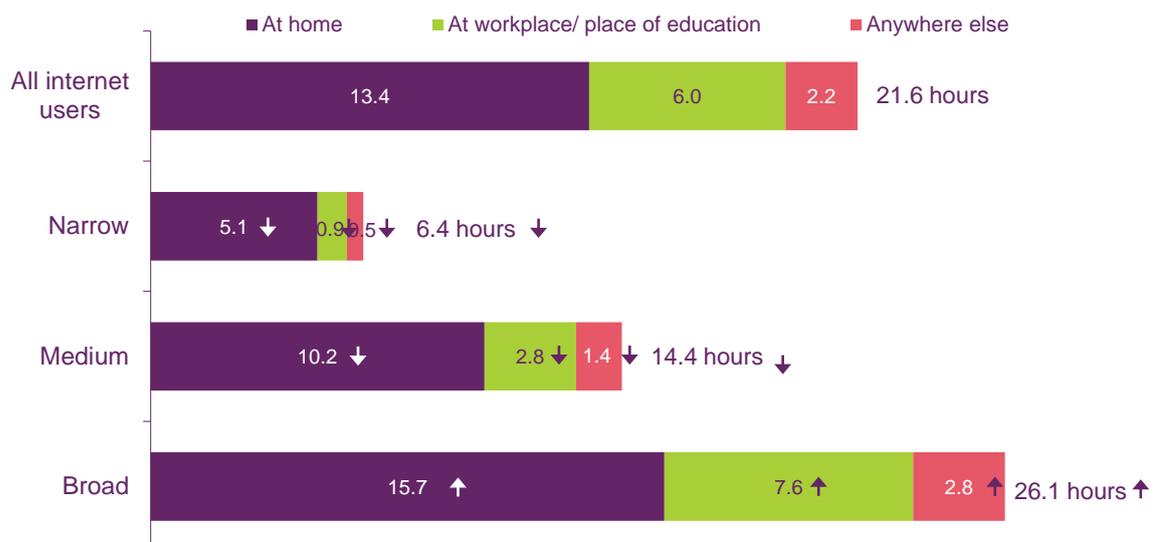
IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else?
Base: All adults aged 16+ who go online at home or elsewhere (1458 aged 16+), narrow (204), medium (267) and broad users (970).
Arrows show significant differences (95% level) between any of the breadth of user categories and all internet users

Narrow users are more likely to use only those sites they've used before

Naturally, compared to all internet users (41%), narrow users (71%) are more likely to say that (in most weeks when they go online) they only use websites they have used before, and less likely to say they use 'lots of websites they haven't used before' (4% vs. 20%) or 'one or two websites they haven't used before' (19% vs. 36%).

Figure 157: Use of websites not visited before: narrow, medium and broad users
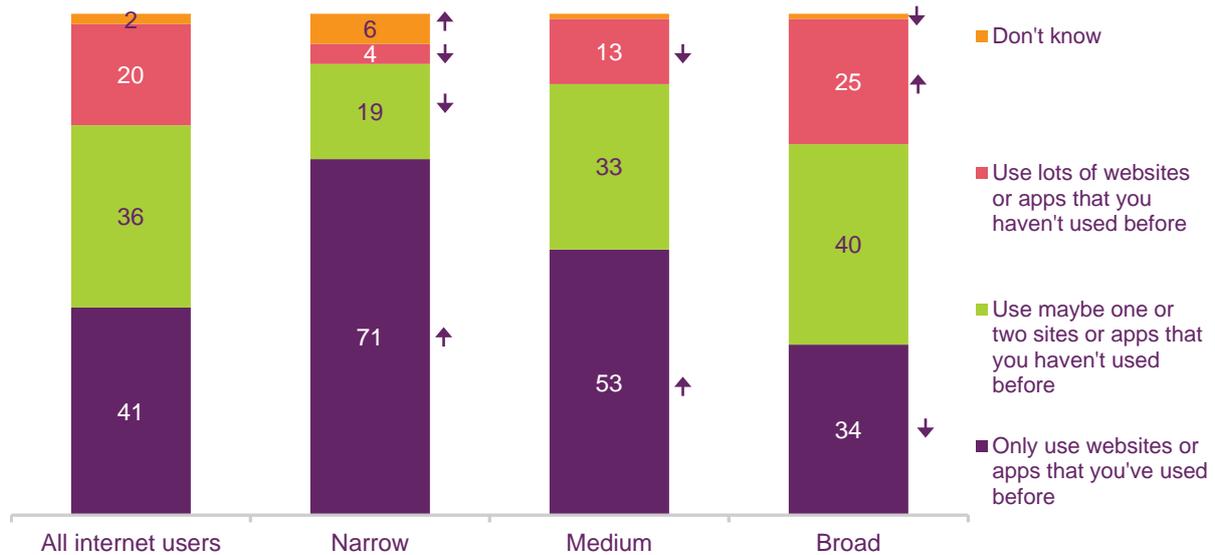
Legend:
- Don't know
- Use lots of websites or apps that you haven't used before
- Use maybe one or two sites or apps that you haven't used before
- Only use websites or apps that you've used before

Category	Only use	Use maybe one or two	Use lots	Don't know
All internet users	41	36	20	2
Narrow	71	19	4	6
Medium	53	33	13	
Broad	34	40	25	

Confidence as an internet user

Narrow internet users are less confident users

Figure 158 shows responses given by narrow users and by all internet users regarding different types of online confidence. For each aspect, narrow users are less likely to describe themselves as 'very confident' and more likely to describe themselves as not confident (either not very, or not at all confident).

Three in ten (29%) narrow users rate themselves as 'very confident' in finding the information that they want online (compared to 66% for all internet users). One in four narrow users (25%) are 'very confident' that they can distinguish between what is online advertising and what is not (47% for all) and that they can stay safe online (25% vs. 48%).

Five per cent of narrow users are 'very confident' in using the internet to do creative things, compared to 41% of all internet users.

Just one in five (21%) narrow users describe themselves as 'very confident' overall as an internet user, compared to 59% of all users.

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

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

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

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

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

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

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

IN13A-E – I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you.
Base: All adults aged 16+ who go online at home or elsewhere (1458), narrow users (204).
Arrows show significant differences (95% level) between narrow users and all internet users.

Understanding search engine results

Narrow users are less likely to use search engines, and are less likely to understand how search engines work

Although 80% of narrow users 'ever' use search engines, this is lower than the figure for all internet users (92%).

Those who ever use search engines were asked to say which of the following statements was closest to their own opinion:

- "I think that if they have been listed by the search engine, these websites will have accurate and unbiased information."

- "'I think that some of the websites will be accurate or unbiased and some won't be."

- "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."

As shown in Figure 159, narrow users are less likely than all internet users to say that 'some websites will be accurate or unbiased and some won't be' (41% vs. 62%). They are also much more likely to be uncertain (24% vs. 8%).

Figure 159: Opinions on search engine accuracy: narrow, medium and broad users

	All internet users	Narrow	Medium	Broad
Don't know	8	24 ↑	10	5 ↓
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	12	14	10	12
I think that some websites will be accurate or unbiased and some won't be	62	41 ↓	55	66
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	18	20	25 ↑	17

Narrow users are less likely than all users to be able to identify advertising in search engine results

In 2015, adults who used search engine websites were shown a picture of the results returned by Google for an online search for walking boots. Their attention was drawn to the first three results at the top of the list, which were distinguished by an orange box with the word 'Ad' in it. They were then prompted with possible options and were asked whether any of these applied to these first three results. These options were[55]:

- These are adverts/ sponsored links/ paid to appear here.

- These are the best results/ the most relevant results.

- These are the most popular results used by other people.

The results are shown below in Figure 160. Six in ten internet users (60%) who use search engines stated that the first three results were 'sponsored links/ advertising/ paid to appear there', and this is much less likely for narrow users (29%). While no more likely to nominate either of the incorrect responses, narrow users are more likely to say they are unsure (34% vs. 12% for all internet users).

Search engine users were allowed to select more than one response at this question, so it is also worthwhile looking at those who gave only the correct response, and did not select either of the other options. Half of all internet users gave only the correct response; that is, they said that the results flagged were adverts (49%), and this was less likely for narrow users (28%).

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[55] They were also allowed to nominate some other reason, or say that they were unsure

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

Legend: ■ All internet users ■ Narrow users

These are adverts/ sponsored links/ paid to appear here
- All internet users: 60%
- Narrow users: 29% ↓

These are the best/ most relevant results
- All internet users: 23%
- Narrow users: 19%

These are the most popular results used by other people
- All internet users: 20%
- Narrow users: 21%

Don't know
- All internet users: 12%
- Narrow users: 34% ↑

Only stated the correct response
- All internet users: 49%
- Narrow users: 28% ↓

IN52 Here's an image (show card of image) from a Google search for walking boots. Do any of these apply to the first three results that are listed?
Base: Adults aged 16+ who go online at home or elsewhere and use search engine websites or apps (1328), narrow users (165).
Arrows show significant differences (95% level) between narrow users and all internet users.

Security concerns about providing personal information

Narrow users are much more likely to say they would never share personal information online

Figure 161 compares the responses of narrow users and all internet users, in terms of the extent to which they would have any security concerns about providing five types of personal information online, for example when making an online payment or registering online.

In each case, narrow users are more likely than all internet users to say they would never provide that information online because of security concerns, and are less likely to say they would be happy to provide the information.

Three in five narrow internet users say they would not provide their home address details (60%) with 52% saying they would never provide credit or debit card details or a mobile phone number, or their home phone number (48%). One in three narrow users (35%) say they would never provide details of their personal email address.

Like newer users, narrow users are much less likely to say they use the internet for transactions at least weekly (12% vs. 53% for all internet users). This might account for some of the differences shown in Figure 161. Narrow users may be more likely to say they would not do transactions online because they lack experience in doing it, or they may be less likely to transact online because they have concerns about doing so.

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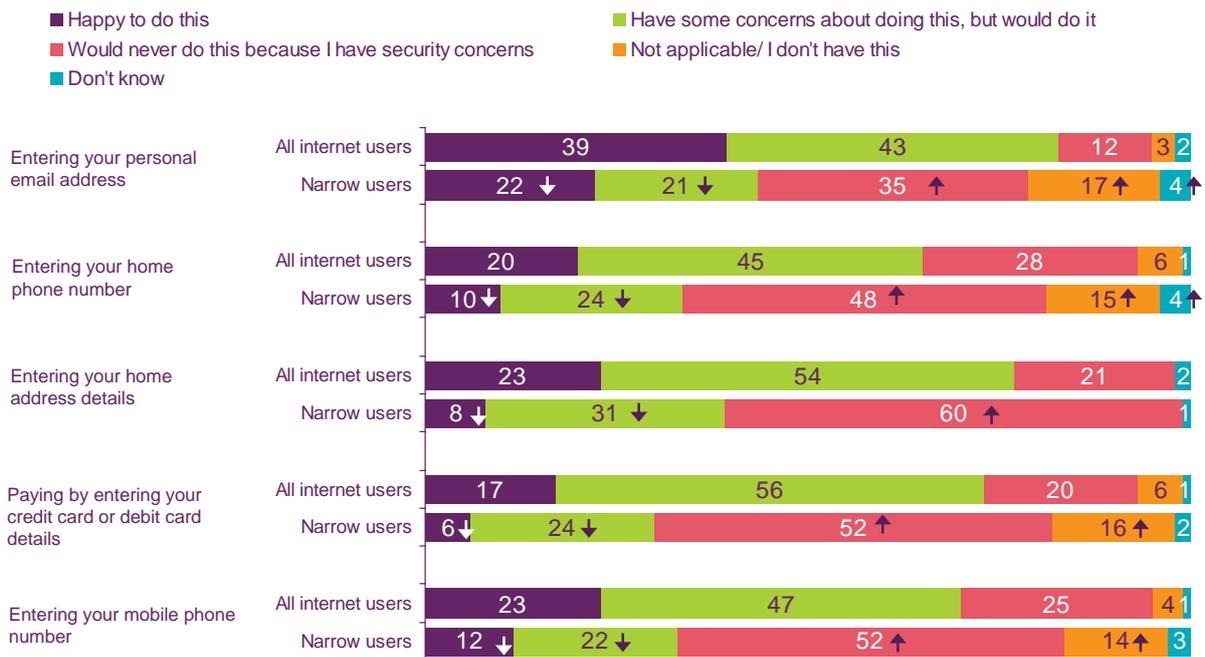
Legend:
- Happy to do this
- Have some concerns about doing this, but would do it
- Would never do this because I have security concerns
- Not applicable/ I don't have this
- Don't know

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

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

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

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

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

IN38A-E – I'm going to read out some types of information you could be asked to enter when you go online, and for each one I'd like you to say how you would feel about doing this in terms of any security concerns.
Base: All adults aged 16+ who go online at home or elsewhere (1458), narrow users (204).
Arrows show significant differences (95% level) between narrow users and all internet users.

Judgements made about websites

Narrow users are less likely to say they would make a judgement about a website before entering personal details

Having asked internet users to tell us how they would feel about entering personal details online, we then asked them to say whether they would make a judgement about a website before entering these types of details. Internet users were not prompted with any types of checks that they might make.

Four in five internet users (78%) say they would make a judgement about a website before entering any personal details, but this is less likely among narrow users (51%). Narrow users (10%) are as likely as all users (10%) to say they would not make a judgement, but more likely to say they would not trust any site to be secure (17% vs. 5%). Narrow users are also more likely to be unsure when asked whether they make a judgement about a website before entering personal details online (21% vs. 7%); perhaps because they have had less experience of doing this.

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

Legend:
- Don't know
- Would not trust any site to be secure
- Would not make a judgement
- Would make a judgement

Data values by category:

	All internet users	Narrow	Medium	Broad
Don't know	7	21 ↑	10	4 ↓
Would not trust any site to be secure	5	17 ↑	5	3 ↓
Would not make a judgement	10	10	12	9 ↑
Would make a judgement	78	51 ↓	73	84 ↑
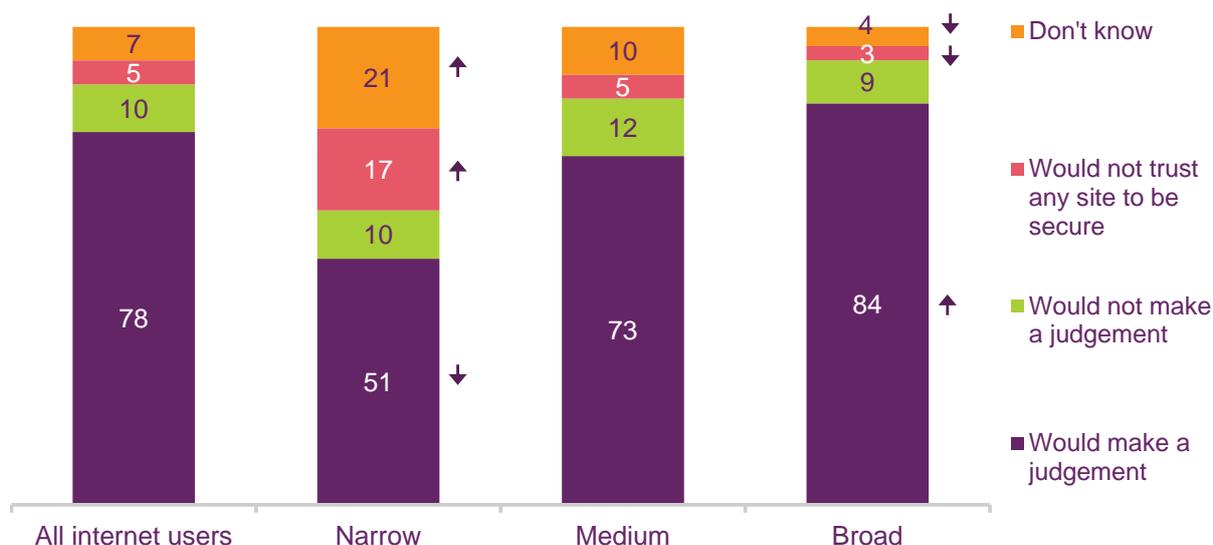
IN39 – Could you tell me whether you would make a judgement about a website before entering these types of details? (credit/ debit card details, home/ mobile number, home/ e-mail address) How would you judge whether a website is secure to enter these type of details?
Base: All adults aged 16+ who go online at home or elsewhere (1458 aged 16+), narrow (204), medium (267) and broad users (970).
Arrows show significant differences (95% level) between any of the breadth of user categories and all internet users

Online security measures and safety features

Narrow users are less likely to know about, or use, security measures and safety features

Awareness and use of each of the seven security measures and safety features that we asked about is lower for narrow users than for all internet users.

The majority of internet users were aware of six of the seven features, while a majority of narrow internet users were aware of only two features: anti-virus software (67%) and firewalls (59%). A similar proportion of narrow users, around three in ten, were aware of email filters that can block unwanted or spam emails (29%) and anti-spyware (28%) with one in four aware of protecting a home Wi-Fi connection (26%) or deleting cookies from a web browser (25%).

More than half of narrow users (52%) say they use anti-virus software, with more than a third (37%) of narrow users saying they use firewalls. The other five features are used by less than one in five narrow users.

Figure 163: Security measures/ safety features installed on devices: narrow vs. all home internet users
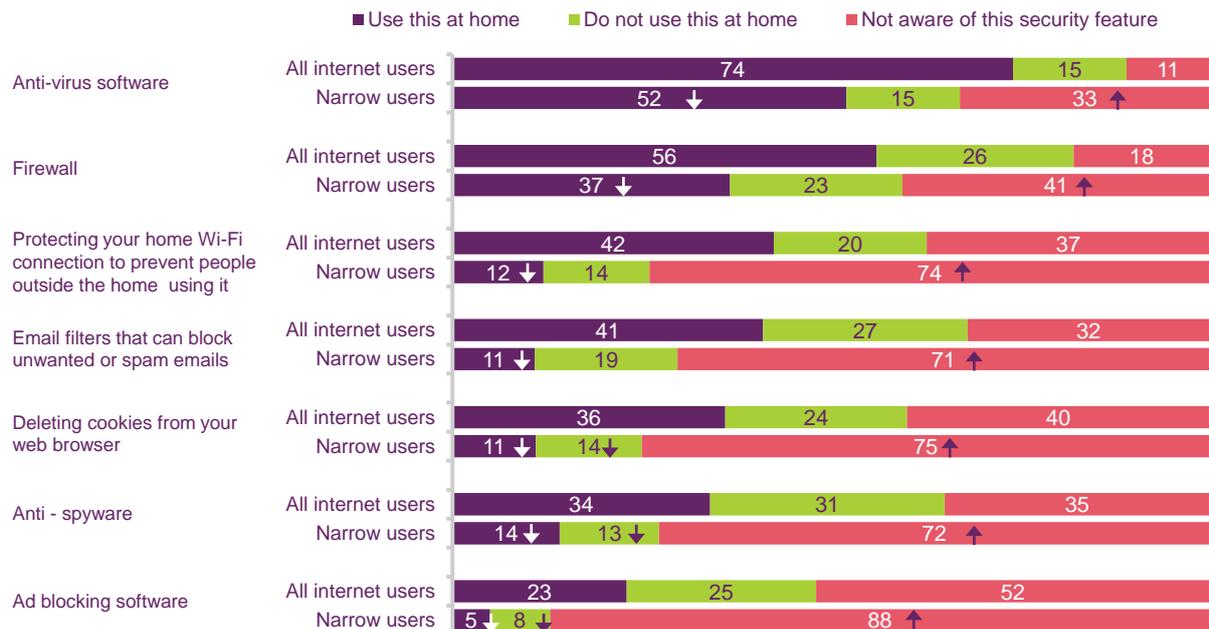
Legend: ■ Use this at home ■ Do not use this at home ■ Not aware of this security feature

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

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

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

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

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

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

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

IN7/ IN8 Before today, which, if any, of the following online security measures or safety features had you heard of? And which if any, of those measures or features do you have or use on any of the devices you use to go online at home that are owned by you or a member of your household?
Base: Adults aged 16+ who go online at home (1398 aged 16+), narrow users (181).
Arrows show significant differences (95% level) between narrow users and all internet users.
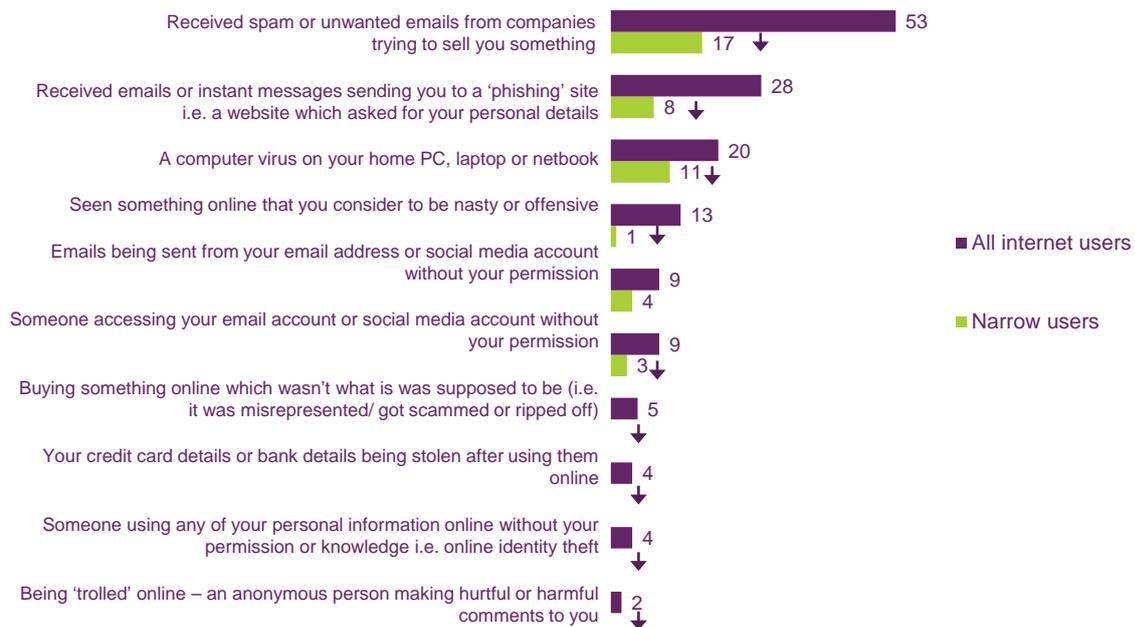
Experience of negative online events in the past 12 months

Narrow users are less likely to have experienced most of the negative events in the past 12 months

Respondents were prompted with a list of ten possible negative online events. Narrow users are less likely than all internet users to say they have experienced nine of these events in the past 12 months. For example, they are much less likely to say they have experienced spam or unwanted email (17% vs. 53%), email or instant messages sending them to a 'phishing' site (8% vs. 28%), or a computer virus (11% vs. 20%).

None of the events we asked about are more likely to have been experienced by narrow users.

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

Received spam or unwanted emails from companies trying to sell you something — 53 / 17 ↓
Received emails or instant messages sending you to a 'phishing' site i.e. a website which asked for your personal details — 28 / 8 ↓
A computer virus on your home PC, laptop or netbook — 20 / 11 ↓
Seen something online that you consider to be nasty or offensive — 13 / 1 ↓
Emails being sent from your email address or social media account without your permission — 9 / 4
Someone accessing your email account or social media account without your permission — 9 / 3 ↓
Buying something online which wasn't what is was supposed to be (i.e. it was misrepresented/ got scammed or ripped off) — 5 / ↓
Your credit card details or bank details being stolen after using them online — 4 / ↓
Someone using any of your personal information online without your permission or knowledge i.e. online identity theft — 4 / ↓
Being 'trolled' online – an anonymous person making hurtful or harmful comments to you — 2 / ↓

■ All internet users
■ Narrow users

Concerns about the internet

Narrow users are as likely as all internet users to have concerns about what is on the internet

As shown in Figure 165, narrow users (42%) are about as likely as all internet users (49%) to have concerns about what is on the internet. But they are less likely to have concerns relating to risks to others or to society (14% vs. 21%).

Figure 165: Concerns about the internet: narrow vs. all internet users

■ All internet users   ■ Narrow users

Any concerns — 49 / 42
Offensive/ illegal content — 36 / 28
Risks to others/ society — 24 ↓ / 14
Security/ fraud — 21 / 15
Personal privacy — 8 / 9
Advertising — 6 / 4

Narrow users are more likely to say they are unsure about how much online content is regulated

Narrow users are more likely than all internet users (26% vs. 10%) to be unsure about how much of what can be seen or read online is regulated (Figure 166).

They are no more likely than all internet users to say that all of it is regulated (11% vs. 10%).

Figure 166: Opinion on how much online content is regulated: narrow, medium and broad users
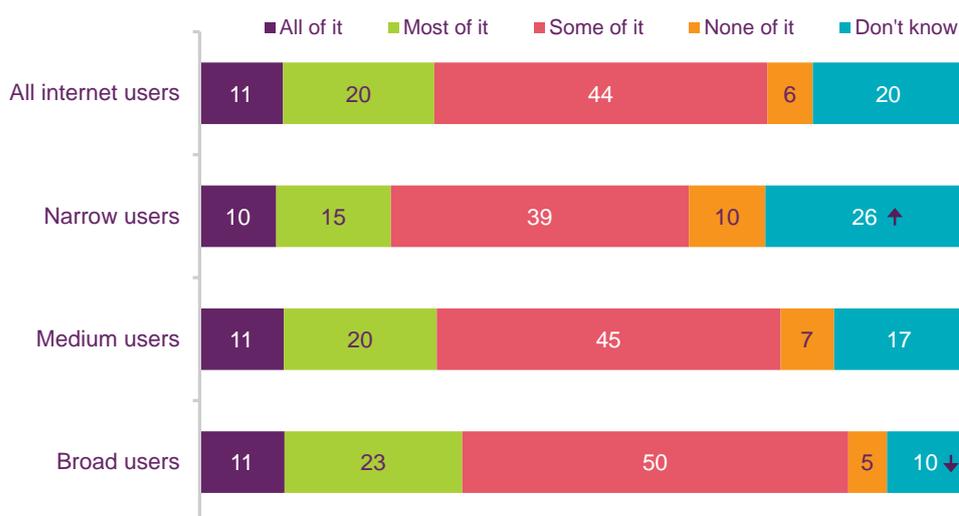
IN36. Thinking now about all the things that can be seen or read online. As far as you know, how much of what can be seen or read online is regulated? By regulation we mean rules and guidelines that must be followed when putting things online Base: All adults aged 16+ who go online at home or elsewhere (1458 aged 16+), narrow (204), medium (267) and broad users (970). Arrows show significant differences (95% level) between any of the breadth of user categories and all internet users.

7.5   Non-users of the internet

This section looks at the incidence of non-use of the internet i.e. those who do not use the internet at home or anywhere else, on any type of internet-enabled device[56]. It makes comparisons between the demographic profiles of internet users and non-users in 2015.
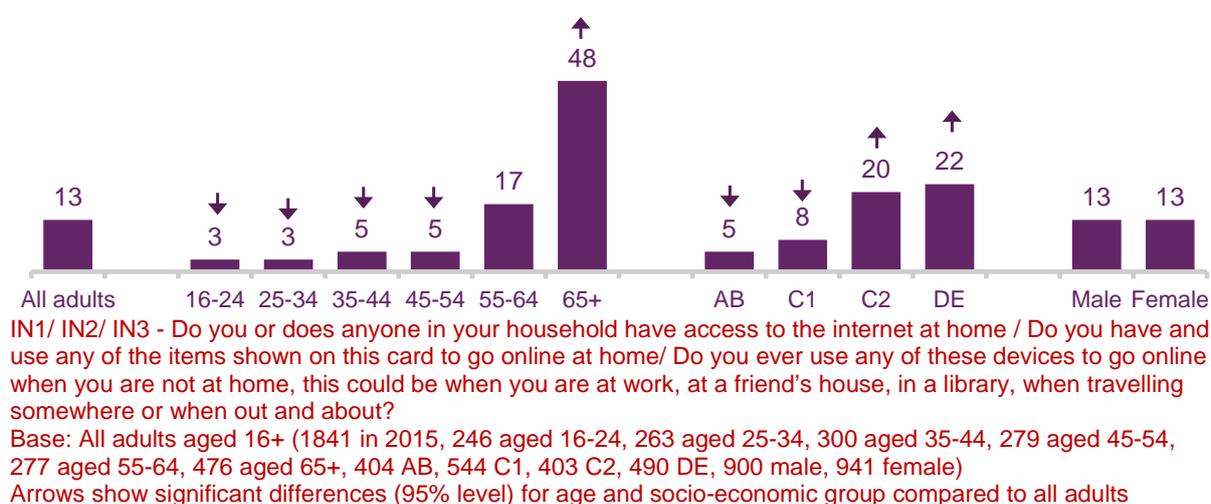
Incidence of non-users within the adult population

Around half of over-65s are non-users of the internet

Figure 167 shows that 13% of adults in the UK are non-users of the internet, and that this is more likely among over-65s (48%), C2s (20%) and DEs (22%).

While not shown in the chart, there has been no change in the incidence of non-users among all adults since 2013 (14% in 2014 vs. 13% in 2015).

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[56] This definition of non-users encompasses those adults who say they do not use any of the following devices to go online at home or anywhere else: desktop computer, laptop, netbook, smartphone, tablet computer, games console, games player, portable media player, smart TV, DVR, streaming media player, e-book reader or through wearable technology.

Figure 167: Incidence of non-use of the internet, by demographic group

IN1/ IN2/ IN3 - Do you or does anyone in your household have access to the internet at home / Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about?
Base: All adults aged 16+ (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 476 aged 65+, 404 AB, 544 C1, 403 C2, 490 DE, 900 male, 941 female)
Arrows show significant differences (95% level) for age and socio-economic group compared to all adults

Demographic profile of non-users versus internet users

More than half of non-users are aged 65 and over

Figure 168 compares the age, socio-economic group and gender profile of internet users and non-users (on any device, in any location).

The key differences in profile are that non-users are more likely than users to be aged 65 or over. Nearly three in five (58%) non-users are in this age bracket, compared to 12% for internet users, and 17% of the population as a whole. A third of non-users (33%) are in the C2 socio-economic group, compared to a fifth (20%) of all users, while 42% of non-users are in the DE socio-economic group (vs. 22% of all users).

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

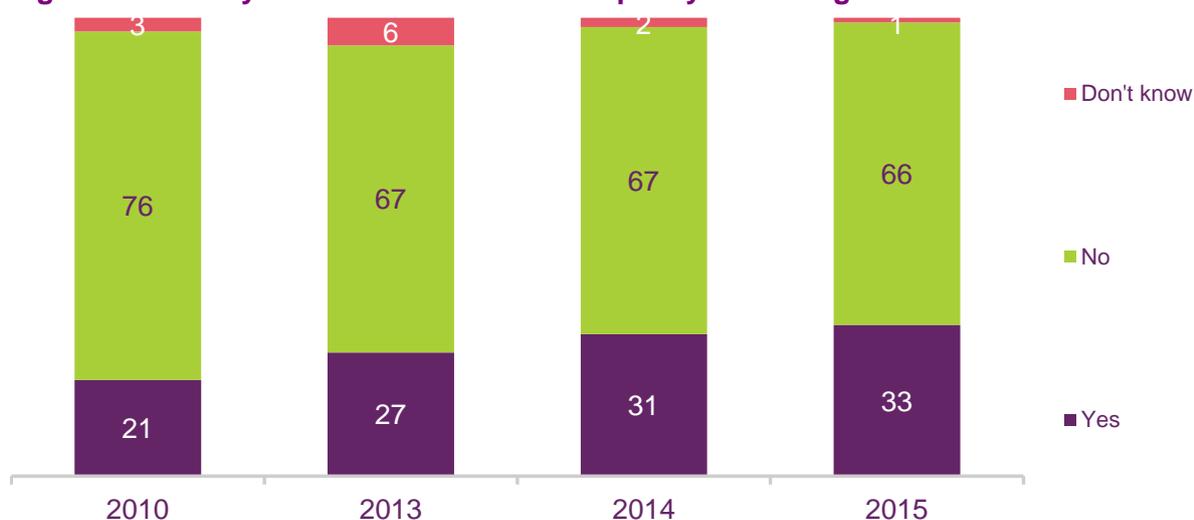| Demographic	All UK adults	Internet users	Non-users of the internet
Base	1841	1458	383
Aged 16-24	14%	15%	3%
Aged 25-34	18%	20%	3%
Aged 35-44	20%	20%	8%
Aged 45-54	14%	17%	6%
Aged 55-64	16%	16%	21%
Aged 65+	17%	12%	58%
AB	25%	29%	10%
C1	29%	28%	15%
C2	18%	20%	33%
DE	27%	22%	42%
Male	48%	49%	50%
Female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

Proxy use of the internet by non-users

One in three non-users have asked someone else to use the internet on their behalf

We asked non-users of the internet whether they had asked someone else to send an email, get information from the internet or make a purchase using the internet, on their behalf, in the past year. One in three (33%) non-users had made a proxy use of the internet in this way, as was the case in 2014 (31%).

Non-users aged 16-64 are more likely than those aged 65 and over[57] to say they have made a proxy use of the internet in this way (41% vs. 25%). There are no differences in proxy use by socio-economic group or by gender.

Figure 169: Proxy use of the internet in the past year among non-users: 2010-2015

Intention to go online

**One in ten non-users say they will start to use the internet in the next 12 months**

Non-users of the internet were asked whether they thought that "in the next year or so" they would start to go online on a regular basis. Figure 170 shows that one in ten non-users (9%) said they would start to go online in the next year, unchanged since 2014 (10%). Eight in ten non-users (80%) said this would not happen, and the remaining 11% of non-users were unsure.

Among non-users under 65, 15% say they will start to go online in the next year or so, with 22% unsure.

Non-users aged 65 and over are more likely to say they will not start to go online in the next year or so, compared to under-65s (93% vs. 63%).

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[57] The low base size of non-users prevents any further analysis by demographic sub group.

200

Figure 170: Whether non-users will become users in the next year, by age and gender
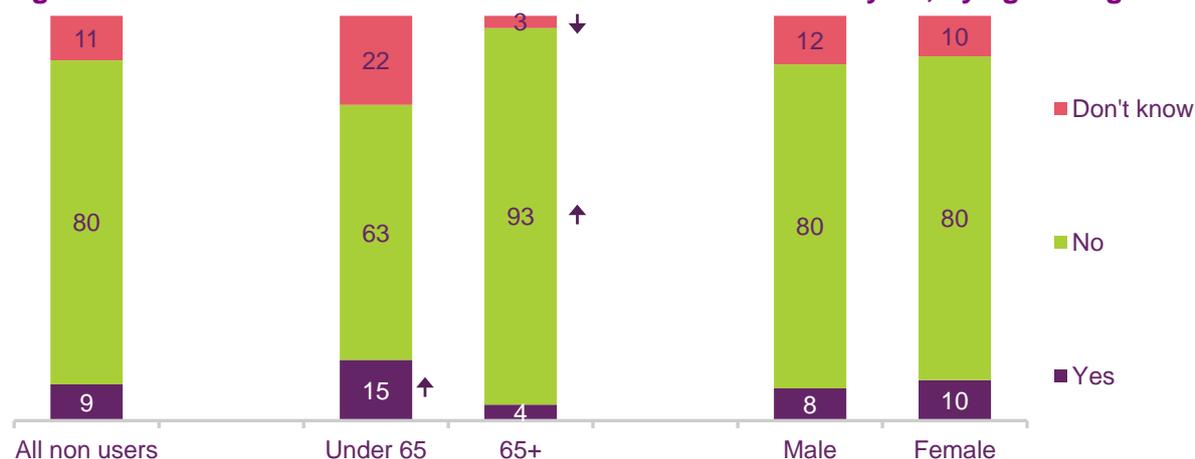
<u>Perceived advantages of being online</u>

Four in ten non-users recognise the advantages of being online, rising to more than half of non-users aged under 65
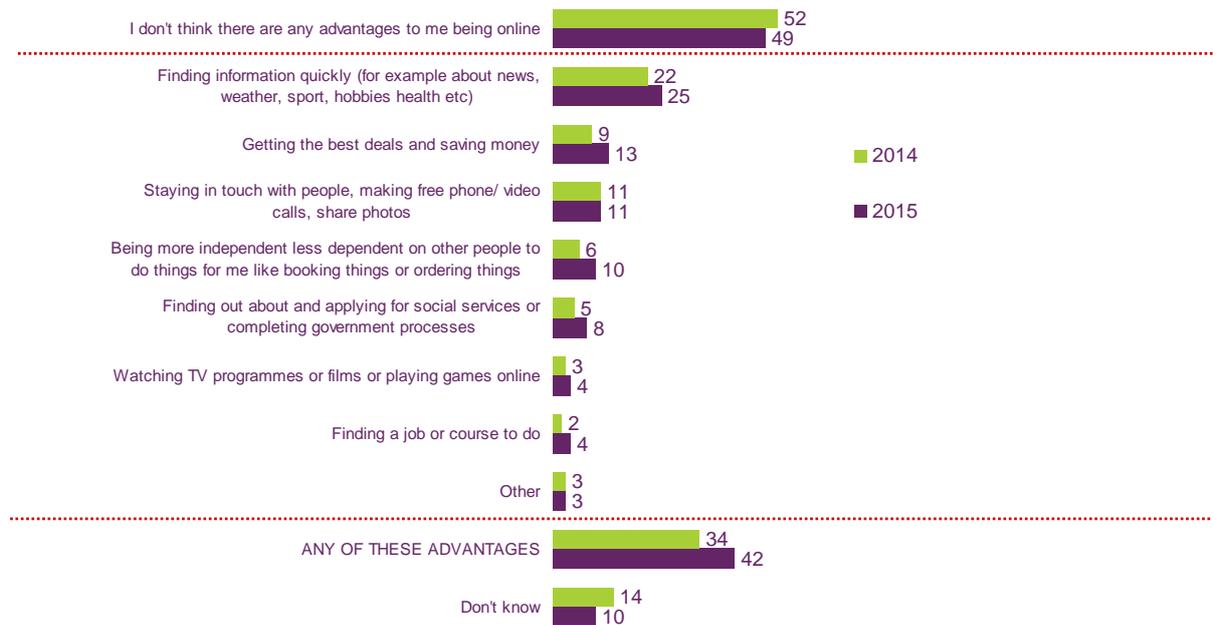
Non-users of the internet were prompted with seven possible benefits of being online, and were asked to say which, if any, they thought would be the main advantages to them personally of being online, and also to nominate any other advantages. The results are shown in Figure 171.

Half of all non-users (49%) do not feel that there are any advantages to being online, with 42% stating at least one advantage and the remaining 10% unsure. The most popular advantage to being online among non-users is 'finding information quickly' (25%). Around one in eight non-users (13%) named 'getting the best deals and saving money' as an advantage of being online. One in ten said that staying in touch with people by making free phone/ video calls and sharing photos (11%) or being less dependent on other people (10%) were benefits of being online.

All other potential aspects were considered an advantage by less than one in ten non-users. There are no differences in any of the incidences shown in Figure 171 compared to 2014.

Non-internet users aged 65 and over (57%) are more likely to say there are no advantages in being online, compared to under-65s(40%). Non-users aged under 65 are more likely than the over-65s to consider each of the seven aspects as potentially beneficial.

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

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

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