

6 Media literacy in Wales

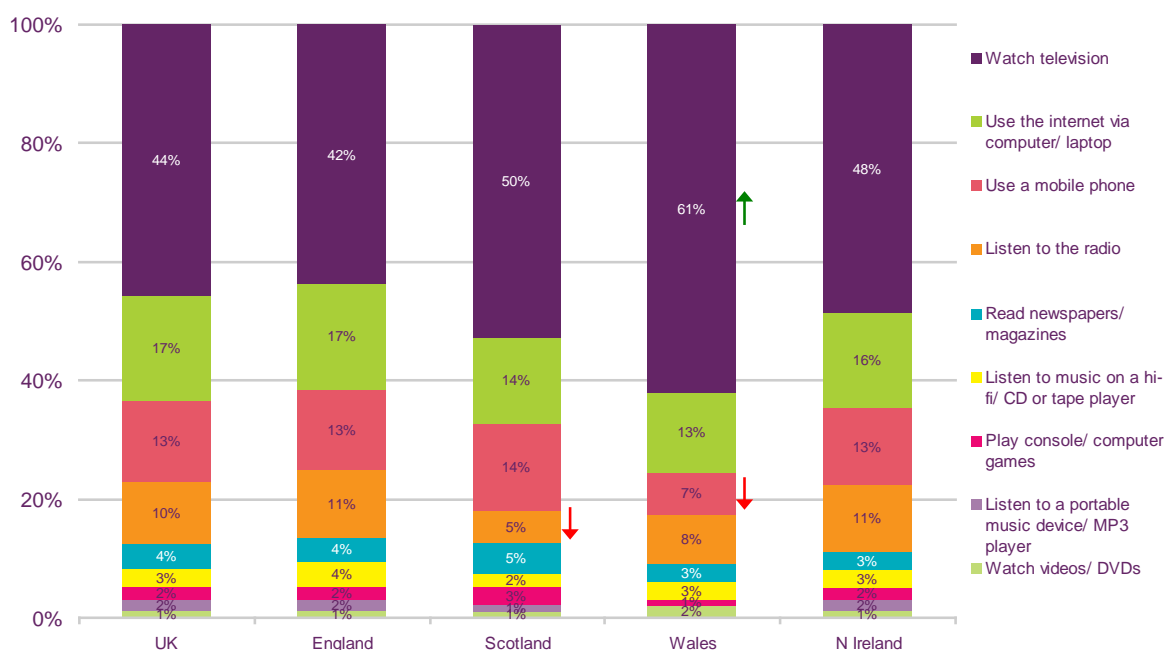
In July, Ofcom published its *Adults' Media Literacy in the Nations* report. A summary of the findings in Wales is reproduced below, providing an overview of some of the key measures of media literacy across Wales among adults aged 16 and over. The dataset comprises results from fieldwork conducted in spring and autumn 2010 among 240 adults in Wales. The full findings are available here: <http://www.ofcom.org.uk/medialiteracyresearch>

6.1 Media preferences

Adults in Wales are the most likely in the UK to select TV as the medium they would miss the most

When asked which medium they would miss the most, adults in Wales are more likely than all UK adults to nominate television (61% vs. 44%) and less likely to say they would miss using a mobile phone (7% vs. 13%). Preferred media activities among adults in Wales mostly remain at similar levels to those found in 2009, but with an increase in nominations for the internet (13%).

Figure 6.1 Most-missed media activity



Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Base: All adults aged 16+ (2117 UK, 1382 England, 256 Scotland, 240 Wales, 239 Northern Ireland).

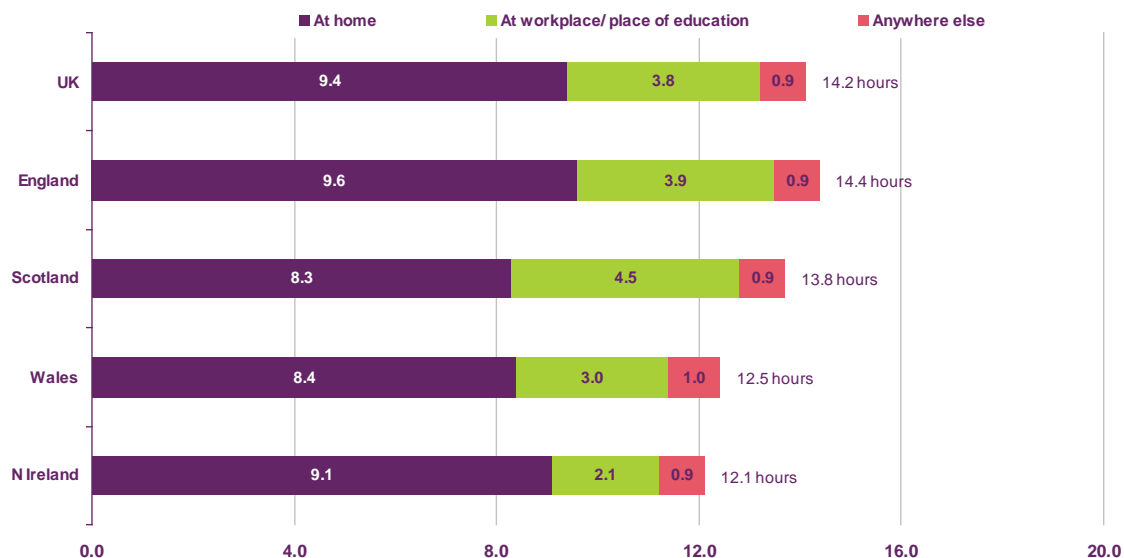
A2 – Which one of these would you miss doing the most? (Prompted responses, single coded)

Arrow indicates a significant difference between any nation and the UK.

6.2 Media use

The overall claimed volume of internet use per week among users in Wales is similar to that for all UK adults who use the internet at home or elsewhere (12.5 hours vs. 14.2 hours).

Figure 6.2 Claimed volume of internet use per week



Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Base: All adults aged 16+ who use the internet at home or elsewhere (1489 UK, 1004 England, 162 Scotland, 156 Wales, 167 Northern Ireland). Significance testing shows any difference between any nation and the UK.

IN7A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)

6.3 Understanding of and attitudes towards the internet

Adults in Wales are becoming more cautious about providing personal details online

Whereas UK internet users' attitudes to providing personal details online are largely unchanged since 2009, those in Wales are now less likely to say they are happy to provide their home address (34%) or home phone number (30%) and are now less happy to pay by entering their credit card details (32%). In 2010, internet users in Wales had similar attitudes to users across the UK regarding providing each of the types of personal details online that we asked about.

Almost three-quarters of internet users in Wales say they have made savings by buying online

The majority of internet users in Wales say they have made savings through activities such as buying something online rather than in the shops (73%), comparing prices online (71%), or booking travel online (58%). Users in Wales are as likely as those in the UK as a whole to have experience of saving money through any of the online activities we asked about (87% vs. 82%), and more likely to have saved by buying online (73% vs. 63%) or by booking travel online (58% vs. 48%).

6.4 Trust and concerns about media

The majority of people in Wales who use each medium say that they tend to trust the news output from TV and from news websites. Adults in Wales are more likely than those in the UK as a whole to say they trust news websites (75% vs. 59%).

Among those who use search engines, adults in Wales are more likely than those in the UK as a whole to believe that the results returned will have accurate and unbiased information (35% vs. 26%), and less likely to respond that some will and some won't be accurate or unbiased (33% vs. 50%).

Figure 6.3 Search engine users attitudes towards the accuracy or bias of the websites returned by a search



NIN46 – When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (Prompted responses, single coded)

Base: All adults aged 16+ who ever use search engines (1090 UK, 738 England, 114 Scotland, 120 Wales, 118 Northern Ireland). Significance testing shows any difference between a nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010.

Over half of internet users in Wales have concerns about what is on the internet

The proportion of users in Wales mentioning any concerns is similar to the 2009 measures for television, mobile phones and radio, with a decrease in concerns about the internet since 2009. As with the UK as a whole, over half of all internet users in Wales have concerns about what is on the internet (both 54%), four in ten with any TVs have concerns about what is on TV (41% vs. 40%), around two in ten mobile phone users have concerns about mobile phones (18% vs. 24%) and around one in ten listeners has concerns about what is on radio (7% vs. 9%). As with all UK internet users, concern about what is on the internet mostly relates to offensive or illegal content.