<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword</td>
<td>3</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>5</td>
</tr>
<tr>
<td>1 Introduction</td>
<td>8</td>
</tr>
<tr>
<td>2 Overview of media literacy</td>
<td>12</td>
</tr>
<tr>
<td>3 Television</td>
<td>21</td>
</tr>
<tr>
<td>4 Radio</td>
<td>26</td>
</tr>
<tr>
<td>5 Internet</td>
<td>30</td>
</tr>
<tr>
<td>6 Mobile phones</td>
<td>37</td>
</tr>
<tr>
<td>7 News</td>
<td>42</td>
</tr>
<tr>
<td>8 Attitudes and preferences</td>
<td>47</td>
</tr>
<tr>
<td>9 Looking forward</td>
<td>52</td>
</tr>
<tr>
<td>Annex</td>
<td></td>
</tr>
<tr>
<td>1 Research methodology</td>
<td>54</td>
</tr>
<tr>
<td>2 Technical appendix</td>
<td>56</td>
</tr>
</tbody>
</table>
Foreword

This report presents the results of detailed research undertaken by Ofcom to assess the extent of media literacy amongst minority ethnic groups within the UK.

Under Section 11 of the Communications Act 2003, Ofcom is required to bring about, or to encourage others to bring about, a better public understanding of the nature and characteristics of the material published by means of the electronic media and the processes and systems by which this is delivered.

Ofcom also has responsibilities towards minority ethnic groups. Section 3(4)(l) of the Communications Act requires Ofcom, in performing its general duties ‘to have regard to the different interests of the different ethnic communities within the UK’ as it deems relevant in the circumstances. To this end, as part of Ofcom’s Media Literacy Audit, it was important to ensure that the views and media habits of minority ethnic groups were fully represented.

Electronic communications networks play a central role in daily life. They underpin all businesses and are central to the workings of a modern democracy. Ofcom defines media literacy as the ability to access, understand and create communications in a variety of contexts. Without such skills, people’s ability to participate effectively in the workplace and in society may be greatly diminished.

The research programme as a whole examines the views and experiences of different groups within the UK. Other supplementary reports include those on children, older people, and those with a disability – as well as people in different parts of the UK. Our main report on adult media literacy is available at www.ofcom.org.uk/advice/media_literacy.

We draw no specific conclusions in this report, however we hope it will serve as a useful source of current public opinion amongst minority ethnic groups on a matter of increasing interest to many people.

David Currie
Chairman, Ofcom

Philip Graf
Deputy Chair, Ofcom
Chair, Ofcom Content Board
Executive Summary

The promotion of media literacy is a new responsibility placed on Ofcom arising from Section 11 of the Communications Act 2003.

Ofcom's definition of media literacy, developed after formal consultation with stakeholders, is ‘the ability to access, understand and create communications in a variety of contexts’. Media literacy gives people the confidence and knowledge to get the most out of the many media platforms that now exist.

The focus of this report is upon the media literacy of adults from minority ethnic groups across the UK. Its purpose is to provide stakeholders with an array of information about minority ethnic group opinions and habits in relation to media literacy and to examine the extent to which such views and habits differ or not from the UK population as a whole.

We recognise that each of the seven minority ethnic groups included in this research is different, not only from the UK population as a whole but also from each other in terms of their relationship to media and communications technologies. Whilst the findings for each of the groups can give an indication of these differences they must remain indicative given these sample sizes.

This report is a supplement to a report on the findings of the audit across all UK adults. That report, Ofcom's Media Literacy Audit: report on adult media literacy, is available at www.ofcom.org.uk/advice/media_literacy. The audit as a whole looks at how UK adults and children access, understand and create communications, with Ofcom's particular focus being on electronic communications. In this context, our definition of access is much wider than availability or take-up of the platforms. Rather, it focuses upon interest, awareness, usage and competence relating to each platform. Understanding relates to how content (such as television and radio programmes, internet websites, or mobile video and text services) is created, funded and regulated.

Some of the elements of this audit - such as attitudes towards the provision of news, or knowledge of content regulation – apply to traditional analogue television and radio as well as their newer digital counterparts. But for the most part, this audit focuses on the four main digital media platforms – not only digital television and digital radio, but also the internet and mobile phones - as these are the ones where there is most divergence between different groups within the UK in terms of understanding, take-up and usage.

Our main findings are:

Across all platforms

- Overall in terms of usage and general competence, minority ethnic groups have somewhat higher levels of media literacy compared to the UK as a whole across the digital platforms.

- Minority ethnic groups have mostly lower levels of knowledge about how platforms are funded and regulated, and slightly lower levels of trust in news media.

- Levels of concern about platforms are higher than the UK average, except for the internet.
Media Literacy Audit: Report on media literacy amongst adults from minority ethnic groups

- There are proportionally more young people in minority ethnic groups than in the UK as a whole. This explains in part the overall high levels of media literacy within minority ethnic groups, as those aged under 45 tend to have much higher levels of media literacy than those aged over 45.

**Television**
- There is higher ownership of digital TV among minority ethnic groups (70%) than for the overall UK population (62%) - although Freeview penetration is markedly lower.
- Minority ethnic groups watch less TV than all UK adults.
- Levels of competence related to TV are generally high, and generally higher than for all UK adults.
- Two-thirds of those from minority ethnic groups know how TV is funded and about its regulation. This figure is lower than that for UK adults overall (66% compared to 80% for all UK adults).

**Radio**
- Claimed penetration of digital radio services is higher among minority ethnic groups (54%) than the UK population overall (44%). Claimed listening to digital radio services is also higher.
- However, minority ethnic groups listen less to radio overall than all UK adults.
- Levels of concern about radio are twice as high as for the UK as a whole, although still low in comparison to other platforms.

**Internet**
- Home access to the internet is higher among minority ethnic groups (64%) than the UK population overall (54%).
- Minority ethnic groups use the internet more frequently (14.5 hours per week compared to 9.9 for the UK overall).
- Minority ethnic groups are slightly less concerned about the internet than all UK adults, and they are more likely to say they are happy to give out personal details online than UK adults as a whole.

**Mobile phones**
- 3G mobile phones are more prevalent among minority ethnic groups, with consequent higher levels of spend, and awareness of content control systems.
- Concerns about mobiles are dominated by affordability.

**Sources of news**
- One in ten thinks the BBC on TV, radio and online is funded by government, compared to 1% of UK adults as a whole.
- Amongst adults from minority ethnic groups levels of trust in news are somewhat lower for radio, the internet and the press than amongst all UK adults, although trust in UK-based TV news outlets is largely the same.
Attitudes and preferences

- People from minority ethnic groups are less likely to agree that content on TV and radio should be free to be expressive and creative than UK adults as a whole. They are as likely to think that internet should be so (at just over half, or 51%). They are slightly more likely to feel that mobile phone content should be free to be expressive and creative, perhaps because of their higher levels of access to such content.

- Around two in five adults from minority ethnic groups have experience of and interest in learning more about the media platforms. This compares with around one in five with experience of and two in five interested in learning amongst all UK adults. Interest and experience is more common amongst younger adults from minority ethnic groups.

- Indians, Black Caribbeans and Black Africans appear to be more interested than other minority ethnic groups in learning more, particularly about the internet and the creation of websites. In addition, for Black Caribbeans and Black Africans, community TV and radio appear to be of interest.
Section 1

Introduction

1.1 Focus of report

The promotion of media literacy is a new responsibility placed on Ofcom arising from Section 11 of the Communications Act 2003.

Ofcom also has responsibilities towards minority ethnic groups. Section 3(4)(l) of the Communications Act requires Ofcom, in performing its general duties ‘to have regard to the different interests of the different ethnic communities within the UK’ as it deems relevant in the circumstances. To this end, as part of the Media Literacy Audit, it was important to ensure that the views and media habits of minority ethnic groups were fully represented.

The focus of this supplementary report is upon the media literacy of adults from minority ethnic groups across the UK. Its purpose is to provide stakeholders with an array of information about minority ethnic group opinions and habits in relation to media literacy and to examine the extent to which such views and habits differ or not from the UK population as a whole.

We recognise that each of the minority ethnic groups included in the research is different, not only from the UK population as a whole but also from each other in terms of their relationship to media and communications technologies. Whilst the findings for each of the groups can give an indication of these differences they must remain indicative given these sample sizes (see research methodology below).

1.2 The definition of media literacy

Ofcom’s definition of media literacy, developed after formal consultation with stakeholders, is ‘the ability to access, understand and create communications in a variety of contexts’.

In order to gain an understanding of the extent of media literacy across the UK, Ofcom commissioned an ‘audit’ of how UK adults and children access, understand and create communications, with a particular focus on electronic communications. In this context, access has a much wider definition than take-up or accessibility issues: it includes understanding of what each platform and device is capable of and how to use its functions; while understanding relates to how content (such as television and radio programmes, internet websites, or mobile video and text services) is created, funded and regulated.

The purpose of this audit is to begin to track the media literacy of the UK population (both adults and children) and the different subgroups within the UK population as a whole. To do this, we needed to translate our definition into quantifiable elements and so have used the following as proxies for some of the key areas of media literacy. It is important to note that our definition of ‘access’ is much wider than simple availability or take-up of the platforms. Rather, it focuses upon interest, awareness, usage and competence.

‘ACCESS’

- Interest in and awareness of the digital features of the various media platforms
- Usage, volume of usage, breadth of usage of the platforms
- Competence in using the features available on each platform
The extent and level of concerns with each platform
Knowledge of and competence in using content controls, such as ability to block unwanted email messages

‘UNDERSTANDING’
Knowledge of regulation
Knowledge of how elements of each media platform are funded
Trust in news outlets on each medium
Trust in internet sites

‘CREATING’
The ability of individual users to create their own content
The ability of users to interact with the medium or with other users

This list indicates the core elements investigated in the study. However, we also asked a range of other questions about media habits and preferred media forms, which add a further context or background to the research.

More discussion of the ambit of the audit, plus detailed findings for UK adults as a whole as well as key findings for various sub-groups within the UK population, can be found in Ofcom’s Media Literacy Audit: report on adult media literacy, available at www.ofcom.org.uk/advice/media_literacy.

1.3 Research methodology

Of the total number of adult interviews conducted for the audit, 863 interviews were conducted with adults from minority ethnic groups. Seven minority ethnic groups were selected:

- Indian, Pakistani, Bangladeshi, Black Caribbean, Black African, Middle East & Arabic origin, Chinese

The majority of these interviews (703) were conducted by a specialist ethnic research agency, with interviews conducted in-home with adults aged 16 and over. Interviews were conducted in the mother tongue of each respondent, and targets were set to achieve a minimum of 100 interviews with adults from each of the groups.

The numbers of interviews conducted means that it is possible to report fully on minority ethnic groups as a whole in relation to all UK adults. Furthermore, it is possible to split this obviously diverse population group into the seven groups mentioned above, although sample sizes mean that findings at this level can only be used indicatively.

The size of these groups within the population as a whole is as follows, as a proportion of the UK’s minority ethnic group population: Indian (22.7%); Pakistani (16.1%); Bangladeshi (6.1%); Black Caribbean (12.2%); Black African (10.5%); Chinese (5.3%). People of Middle East or Arabic origin are included in the 2001 Census in an “other” category, and its population is 5%.

1 While interaction is not strictly an element of creativity (it could also for example be positioned under ‘access’), it has a connection to it. Interactivity is arguably a first step along the road to creativity, as people learn to (want to) manipulate the technology and develop their skills by interacting with the content. We report on interaction within each of the platform sections, while in our summary we keep to a more focused definition of ‘create’ meaning the active generation of content.
In terms of geographic location, nearly half (45%) of minority ethnic groups live in London, according to the Census. Minority ethnic groups make up 9% of the overall population in England, 2% in Scotland and in Wales, and 1% in Northern Ireland.

The 2001 Census indicates the adults from minority ethnic groups have a younger profile than white adults in the UK, with 74% of adults from minority ethnic groups aged from 16 to 50 compared with 56% of white adults. The younger profile of UK adults in minority ethnic groups is reflected in this audit. For example, the average age across all white adults interviewed is 46 years, compared to an average of 38 years amongst adults from minority ethnic groups.

Elsewhere, our main report on all UK adults underlines that age is a key indicator in terms of the presence of media literacy, and so this strong influence of age needs to be taken into account when considering the findings for minority ethnic groups. To enable a clearer understanding of the extent to which age is the key factor rather than ethnic origin, this supplementary report examines where pertinent findings for those aged under 45 and those aged over 45, in addition to looking at the minority ethnic group sample as a whole.

Details of the exact numbers of interviews conducted with adults from each of these minority ethnic groups are shown in Annex 1. In addition, full details of the research methodology can be found at Annexes 1 and 2. Copies of the survey are available from our website at www.ofcom.org.uk/advice/media_literacy. The main report on all UK adults provides details of the sampling and methodology for the main sample of UK adults.

1.4 Structure of report

This report focuses on media literacy amongst adults from minority ethnic groups. It includes information about UK adults as a comparison.

Section 2 provides an overview of the core elements of media literacy across each of the four main platforms – television, radio, the internet, and mobile phones. It places these elements within a wider, scene-setting context of take-up of the platforms across the UK.

Sections 3 – 6 then examine each platform in turn, providing further insights into the extent of media literacy for each.

Section 7 focuses on the topic of trust in news sources, as news is a key illustration of how people evaluate content (such as programmes or internet sites) across platforms.

Finally, section 8 provides details about people’s overall attitudes towards and preferences for key media platforms, and also indicates learning and educational preferences.
1.5 Further publications

This supplementary report provides the media literacy audit findings for adults from minority ethnic groups in the UK. A series of further reports are published separately focusing on:

a) All UK adults
b) Children (and their parents)
c) Nations and English regions
d) Disabled people aged under 65
e) Older people
Section 2

Overview of media literacy

This section sets out the results for the key parameters of media literacy used for this audit, through some aggregate measures which are further broken down in the following sections on each of the platforms.

It begins by placing these within a background, scene-setting context of overall take-up figures for the platforms under discussion as well as a range of other media devices.

Summary

People from minority ethnic groups are more likely to own the various media platforms than UK adults as a whole. While younger adults from minority ethnic groups (aged under 45) are most likely to own the platforms, it is also the case that those aged over 45 are just as likely as all UK adults if not more so to have digital TV, the internet and digital radio.

Ownership levels for media devices are broadly similar to all UK adults for the major household devices such as DVD and CD players, and significantly higher for ‘newer’ technologies such as MP3 players, digital camcorders, and PDAs. This is largely driven by those aged under 45.

Minority ethnic groups are slightly more interested in the digital features of each of the platforms than UK adults overall. This interest stems principally from younger adults from minority ethnic groups, but interest levels amongst those aged 45 and over are (with the exception of digital radio) higher than the equivalent age group for all UK adults.

When compared to UK adults as a whole, volume of use for TV and radio is considerably lower among minority ethnic groups. However, internet usage is considerably higher, and mobile usage somewhat higher. This comparison is true for adults from minority ethnic groups as a whole, as well as younger and older adults from minority ethnic groups.

Levels of concern are lowest for radio; around a quarter of the maximum potential for mobile phone; slightly higher than this for TV; and slightly higher again for internet at one-third of the maximum potential. Compared to all UK adults, those from minority ethnic groups appear to be more concerned by radio; slightly more by TV and mobile, and comparatively less by the internet.

Awareness levels for TV and radio funding/ regulation are lower amongst adults from minority ethnic groups compared to all UK adults, although awareness levels are slightly higher for the internet.

Amongst adults from minority ethnic groups levels of trust are somewhat lower for radio, the internet and the press than amongst all UK adults, while levels of trust in UK-based TV news are broadly the same.
2.1 Context: take-up of platforms and devices

This audit is not intended to report on the availability or take-up of different platforms and services. However, in order to set its findings in context, the audit begins by recording existing levels of take-up, as reported by those who took part in the survey. Figure 1 shows the extent of (self-reported) home take-up for the four key platforms. Please note that these questions were asked of our Media Literacy Audit respondents, who were interviewed between June and August 2005³.

Figure 1 Ownership of key platforms⁴

<table>
<thead>
<tr>
<th>Platform</th>
<th>All UK adults</th>
<th>All</th>
<th>Aged 16-44</th>
<th>Aged 45+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phone</td>
<td>82</td>
<td>87</td>
<td>94</td>
<td>74</td>
</tr>
<tr>
<td>Digital TV</td>
<td>62</td>
<td>70</td>
<td>72</td>
<td>68</td>
</tr>
<tr>
<td>Internet</td>
<td>54</td>
<td>64</td>
<td>74</td>
<td>55</td>
</tr>
<tr>
<td>Digital radio⁵</td>
<td>44</td>
<td>54</td>
<td>61</td>
<td>44</td>
</tr>
</tbody>
</table>

Ownership levels for each of the four platforms are higher amongst minority ethnic group adults compared to UK adults as a whole. This is most notable for internet access at home and access to digital radio, where ownership levels are 10% higher amongst adults from minority ethnic groups.

As shown in Figure 1, ownership levels for each of the four platforms are higher for younger adults from minority ethnic groups. With the exception of mobile phones, ownership levels are also equal to or higher than levels for UK adults as a whole amongst older adults from minority ethnic groups.

Broadband take-up stands at 61% of those with internet access at home, and 39% of all adults from minority ethnic groups. Broadband penetration amongst those with internet access is at a very similar level to that for all UK adults.

2.2 Ownership of media devices at home

As well as these core platforms, we wanted to build a picture of the levels of uptake of the range of other media devices currently available, in order to provide a further context for our investigation of media literacy. All adults were prompted with a list of media devices and were asked to say which they have in their household. Figure 2 below shows their responses⁶.

---
³ The figures for all UK adults are slightly different than the figures that Ofcom publishes in its Communications Market Review, due to question wording and timing of fieldwork. That said, there are no differences of statistical significance between these figures and those from Ofcom’s other penetration data from this period.
⁴ Base: All adults (3,244); all adults from minority ethnic groups (863). Questions T2, R1, I3, M2; prompted responses, single coded.
⁵ 'Digital radio' refers to access through a TV service, the internet, or via a DAB set.
⁶ The PVR figure is higher than industry estimates. This is often the case when asking respondents about PVRs, as there is likely to be some confusion with premium subscription Sky packages.
Half of the media devices listed are owned by a majority of adults from minority ethnic groups. As might be expected, newer technologies are more prevalent in the homes of younger adults. This is most marked for digital cameras and camcorders, games consoles, MP3 players and PDAs. Access to media devices is generally higher overall amongst adults from minority ethnic groups than for UK adults as a whole.

2.3 Overview of media literacy by platform

Interest and awareness

Our audit asked respondents whether they were interested in a variety of features of each of the media platforms, and also if they were aware of such features.

Figure 3 summarises the results of these questions for minority ethnic groups. The strength of each element is shown both as the shaded proportion of the ring and as a percentage.

---

‘Interest in (digital) features’

Of all the platforms, respondents were most interested in the features of digital TV (in addition to those features already available on analogue TV), with around three-fifths of the features of interest to adults from minority ethnic groups. Interest in the digital features of the other three platforms are at around half of the maximum potential.

Amongst the mobile phone features covered by the audit, three-quarters of adults from minority ethnic groups are interested in the voice and text features of mobile phones (such as making calls and sending text messages), with two-fifths interested in the newer information/entertainment features available (such as getting location information and watching live news and sport).

Similarly, for each of the other platforms the features of more interest are those which have been established for longer and which are integral to the use of the platform. For example, ‘a crystal clear picture’ is of interest to more adults (83%) than ‘channels where you can buy things directly through your TV’ (56%).

Compared to UK adults as a whole, there are slightly higher levels of interest in digital features among adults from minority ethnic groups for digital TV and digital radio, and more markedly higher levels of interest for mobile phones (at 55% of the maximum potential compared to 47% for all UK adults). Levels of interest for the internet match those for all UK adults.

These higher levels of interest generally are principally being driven by adults from minority ethnic groups aged under 45, but interest levels amongst those aged 45 and over are (with the exception of digital radio) higher than the equivalent age group for all UK adults.

‘Awareness of (digital) features of interest’

Figure 3 shows that amongst those interested in the digital features of each platform, awareness of those features is very high. Awareness and interest are closely linked. Levels of awareness of digital features amongst adults from minority ethnic groups do not differ substantially from those of all UK adults.

Usage, concern and competence

The next set of media literacy elements relate to usage, concern and competence (see Figure 4). The elements relating to volume of use and level of concern include both analogue as well as digital TV and radio platforms.

---

8 All adults were prompted with a list of features for each of the digital platforms and were asked to state whether each was of interest to them or not (questions T14, R14, I23, M17). The index measure is the proportion of features of interest to adults.

9 Features included ‘a crystal clear picture’, ‘more than five channels to choose programmes from’, ‘channels where you can buy things directly through your TV’, and ‘possible to select different viewing angles or different matches for sports events such as Wimbledon and the Olympics’.

10 The maximum potential being interest in all digital features for a platform.

11 Those interested in a feature for a given platform were asked to state whether they were already aware of this platform feature (questions T14, R14, I23, M17). The index measure is the proportion of features of interest that were already known to adults.
**Figure 4** Usage, concern and competence

<table>
<thead>
<tr>
<th>TV</th>
<th>Radio</th>
<th>Internet</th>
<th>Mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Volume of usage</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>per week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amongst owners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK adults</td>
<td>16.9 hrs (Live &amp; time-shifted broadcast TV)</td>
<td>9.3 hrs (Home, car out &amp; about, at work/ place of education)</td>
<td>14.5 hrs (Home, at work/ place of education, anywhere else)</td>
</tr>
<tr>
<td>Level of concern</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of maximum potential amongst all adults</td>
<td>31%</td>
<td>12%</td>
<td>35%</td>
</tr>
<tr>
<td>UK adults</td>
<td>27%</td>
<td>6%</td>
<td>38%</td>
</tr>
<tr>
<td><strong>Breadth of usage</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of maximum potential amongst owners</td>
<td>n/a</td>
<td>n/a</td>
<td>21%</td>
</tr>
<tr>
<td>UK adults</td>
<td>18%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td><strong>Competence with digital features</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of maximum potential amongst owners</td>
<td>78% (n/a for non-DAB owners)</td>
<td>79%</td>
<td>91%</td>
</tr>
<tr>
<td>UK adults</td>
<td>75%</td>
<td>76%</td>
<td>88%</td>
</tr>
<tr>
<td><strong>Knowledge of content controls</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amongst owners</td>
<td>n/a</td>
<td>n/a for DAB owners</td>
<td></td>
</tr>
<tr>
<td>% of maximum potential</td>
<td>73%</td>
<td>53%</td>
<td>27%</td>
</tr>
<tr>
<td>UK adults</td>
<td>81%</td>
<td>57%</td>
<td>17%</td>
</tr>
</tbody>
</table>

**‘Volume of usage’**

TV sees the highest volume of usage of the four platforms, at close to 17 hours per week, followed by internet and then radio (with usage outside the home taken into consideration for both of these platforms). The volume of mobile phone use is assessed in terms of calls made and texts sent by owners per week.

When compared to UK adults as a whole, volume of use for TV and radio is considerably lower among minority ethnic groups. However, internet and mobile usage is considerably higher. This comparison is true for adults from minority ethnic groups as a whole, as well as younger and older adults from minority ethnic groups.

**‘Level of concern’**

Levels of concern are:
- lowest for radio;
- around a quarter of the maximum potential for mobile phone;

---

12 This measure adds responses to a number of questions regarding nominating any concerns about the platform (questions T21, R19, I32, M20), and being ‘very concerned’ or ‘quite concerned’ about the platform (questions T22, R20, I33, M21). The index measure is a percentage of the maximum possible. The maximum possible being either ‘very concerned’ or ‘quite concerned’ about the platform, or nominating any concerns about the platform.
Media Literacy Audit: Report on media literacy amongst adults from minority ethnic groups

- slightly higher than this for TV; and
- slightly higher again for internet at one-third of the maximum potential.

Whilst concern about TV and the internet mostly relates to content, this is much less likely for mobile phones, where concern tends to relate to affordability.

Compared to all UK adults, those from minority ethnic groups appear to be more concerned by radio; slightly more by TV and mobile, and comparatively less by the internet.

‘Breadth of usage’

The overall index measures for breadth of usage are at the same level for the internet and mobile phone (at one-fifth of the maximum potential). The mobile phone breadth of use measure is more strongly skewed by the youngest adult users. In comparison, breadth of use of the internet is more consistent across all ages.

Both the breadth of usage index measures are slightly higher among adults from minority ethnic groups than for UK adults as a whole, in particular that for mobile phone usage.

‘Competence (with digital tasks)’

Figure 4 shows high levels of self-rated competence for tasks relating to digital TV, the internet and mobile phones. It should be noted that these measures of competence are based on tasks which are of stated interest to users of each platform.

Compared to UK adults as a whole, those from minority ethnic groups have slightly higher measures of competence. Younger adults from minority ethnic groups have higher levels of competence than those aged 45 and over.

‘Knowledge of content controls’

As shown in Figure 4, nearly three quarters of those from minority ethnic groups are aware of the 9 pm watershed (before which certain types of programme content, unsuitable for children, may not be shown).

Just over half of internet users from minority ethnic groups are knowledgeable about content controls on this platform. By contrast, only one in four mobile phone owners demonstrates knowledge of content controls.

The measures regarding knowledge of TV and mobile phone content controls differ from those for all UK adults. Adults from minority ethnic groups are rather less likely to be aware

---

13 Measures for breadth of usage are available for internet and mobile phone owners, who were prompted with an extensive list of possible uses and were asked to state the frequency with which they used the internet or their mobile phone for each.
14 The maximum potential being weekly use of all possible uses.
15 All in households with TV, multi-channel TV, internet and who owned mobile phones were prompted with a series of tasks and were asked to say for each whether the task was of interest to them and, if so, whether it was something they could do with confidence (questions T15, T17, R15, I24, M18). The index measure is based on a count of all tasks of interest which owners said they can do with confidence. It should be noted that these measures of competence are based on tasks which are of stated interest to users of each platform. No competence measures are shown for digital radio as these were mostly specific to DAB radio sets, whereas the majority listening to digital radio at present are doing so through their digital TV service or the internet. It should also be taken into consideration that the tasks used to assess mobile phone competence (for example ‘send a text message’ and ‘store a new contact on your mobile phone’) are considerably more straightforward (and everyday) than the tasks used to assess digital TV or internet competence.
16 Measures relating to content controls vary across the platforms. The TV measure shows awareness of the 9 pm watershed (question T25). The internet measure relates to an index across those with internet access who are interested and able to block computer viruses/ e-mail spam (question I24) and who use ‘professional signs’ (such as system message, padlock symbol, links to trusted sites) to judge website security (question I38). The mobile phone measure relates to an index across those with a mobile phone aware of age verification, security and filtering systems (question M12).
of the watershed and much more likely to be aware of mobile phone age verification systems and pre-installed security and filtering.

Understanding and creation

Figure 5 shows the elements of media literacy relating to understanding and creation, not all of which are applicable to each of the platforms. The elements relating to industry funding and regulation, and trust in news outlets, report on TV and radio generically rather than just their digital platforms.

Figure 5  Understanding and creation\(^1^7\)

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Radio</th>
<th>Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry funding/ regulation</td>
<td>66%</td>
<td>50%</td>
<td>38%</td>
</tr>
<tr>
<td>% of maximum potential amongst all adults</td>
<td>60%</td>
<td>55%</td>
<td>34%</td>
</tr>
<tr>
<td>UK adults</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trust in news outlets</td>
<td>75%</td>
<td>65%</td>
<td>55%</td>
</tr>
<tr>
<td>% of maximum potential amongst all adults</td>
<td>UK TV news outlets</td>
<td>radio news outlets</td>
<td>News websites</td>
</tr>
<tr>
<td>UK adults</td>
<td>76%</td>
<td>76%</td>
<td>63%</td>
</tr>
<tr>
<td>Creating content</td>
<td>n/a</td>
<td>n/a</td>
<td>15%</td>
</tr>
<tr>
<td>% of maximum potential amongst all adults</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK adults</td>
<td></td>
<td></td>
<td>13%</td>
</tr>
</tbody>
</table>

‘Knowledge of industry funding/ regulation’ \(^1^8\)

Two thirds of adults from a minority ethnic group know how TV is funded, and whether or not it is regulated. Awareness of these issues is lower for radio, and is relatively low for knowledge of how internet search-engine websites are funded.

Awareness levels for TV and radio funding/ regulation are lower amongst adults from minority ethnic groups compared to all UK adults, although awareness levels are slightly higher for the internet.

\(^1^7\) There are no applicable measures of understanding and creation in relation to mobile phones to report on in this section.

\(^1^8\) This measure adds responses to questions regarding awareness of commercial and non-commercial funding (questions T19, T20, R17, R18, I30, I31) and also regulation for TV and radio (T23 and R2). The index measure is a percentage of the maximum possible.
‘Trust in news outlets’ 19

Trust was assessed in respect of particular news outlets for each of TV, radio and the internet by asking respondents to indicate using a 5-point scale the extent to which they trusted or distrusted a variety of news media outlets. Trust in types of newspaper has been shown in Figure 5 for comparison.

Trust in TV and radio news outlets is highest, at three quarters and two-thirds of the maximum potential respectively. The measure for internet news websites is rather lower, at just over half of the maximum potential.

Trust for each of these three types is, however, higher than the measure for newspapers, which stands at two-fifths of the maximum potential.

Amongst adults from minority ethnic groups levels of trust are somewhat lower for each of the four news outlets than amongst all UK adults, although differences are minimal for UK-based TV news.

‘Creating content’ 21

As shown in Figure 5, the measures relating to content creation are internet- and PC-based. Current levels of content creation are low, at around one-sixth of the maximum potential.

2.4 Comparison of minority ethnic groups to all UK adults by age-group

In this section we highlight and compare some of the key elements of media literacy for minority ethnic group adults from younger (aged under 45) and older (aged 45 and over) age groups with those for all UK adults.

The extent of the variation from the overall UK adults measure is indicated as follows:

- Very high (Over 30% higher)
- High (16%-30% higher)
- Slightly high (5%-15% higher)
- Slightly low (5%-15% lower)
- Low (16%-30% lower)
- Very low (Over 30% lower)

Where no arrow is shown in Figure 6 this indicates little variation from the UK average for media literacy element in question.

It is important to note that the media literacy elements described in Figure 6 combine all four platforms, and so there will be some cases where higher or lower results than the UK average for a particular platform are not apparent. Such differences are reported on in the following platform-specific chapters.

---

19 All adults were asked to use a five point scale to indicate the extent to which they would trust or distrust particular TV, radio, internet and press news outlets (question 28). An index measure for each of the four types of media was calculated based on all giving a rating for each outlet from the list. For example, those giving a rating for two of the three news websites of which one was a ‘would trust’ rating and one was a ‘would not trust’ rating would have an index measure of 50% for extent of trust and 50% for extent of distrust. Neither/nor responses were not included.

20 The maximum potential being a ‘would trust’ rating for all news outlets rated.

21 Three measures have been used to create the index measure – those with internet access who say they have their own website, their own web-log, and who can edit and organise photos on a computer for viewing with confidence (questions 114, 124). The index measure is an average across these three.
The first row within Figure 6 shows a mostly higher presence of media literacy compared to UK adults as a whole. The media literacy audit amongst all UK adults established that age is the leading indicator for media literacy. As mentioned earlier, adults from the minority ethnic group as a whole have a younger profile to the UK as a whole (see Annex 1 for more details). It is therefore unsurprising that there are mostly higher levels of media literacy for minority ethnic group adults. There are, however, indications of lower awareness of funding and regulation and lower levels of trust in news outlets amongst adults from minority ethnic groups.

The impact of age on the presence of media literacy elements is also evident in the comparison of findings for younger and older adults from minority ethnic groups to UK adults overall. Whilst younger adults from minority ethnic groups show predominantly higher levels, all of the differences indicated for older adults from minority ethnic groups are lower than for the UK as a whole. This is also the case for all UK adults aged over 45 at this cross-platform overview level, although differences emerge between this group and those aged 45 and older from minority ethnic group adults in the following sections.
Section 3

Television

This section examines television in depth, taking each of the core elements of media literacy and comparing responses between minority ethnic groups and the overall UK population. Where possible, it also includes indications of the particular minority ethnic group responses. We asked questions about TV generally as well as focusing on the digital platform.

Summary

Adults from minority ethnic groups are significantly less likely to use Freeview as their source of digital TV (5% compared to 29% UK adults).

Hours of viewing per week are lower than for UK adults as a whole, and older people from minority ethnic groups are not more likely to view, unlike older adults across the UK population, where levels of viewing are significantly higher.

Levels of competence related to TV are generally high, and generally higher than for all UK adults.

Two-thirds of those from minority ethnic groups know how TV is funded and about its regulation. This figure is lower than that for UK adults overall (66% compared to 80% for all UK adults).

Levels of concern about TV are similar to those for the UK as a whole at just under half of respondents, with a slightly higher emphasis on offensive content. Differences between under- and over-45s are few, but concerns are more dominant for Pakistani and Middle Eastern groups.

Digital interaction with TV is lower for both younger and older minority ethnic group adults than for UK adults (22% compared to 34%).

3.1 Ownership of digital TV and method of access

As set out earlier, over two-thirds (70%) of adults from minority ethnic groups have digital TV at home according to our audit figures\(^{22}\) (compared to 62% for all UK adults). Across the particular minority ethnic groups, digital TV ownership appears to be more prevalent amongst Pakistani, Chinese, Indian and Middle Eastern adults.

Close to three-quarters (73%) of those with digital TV say they have satellite TV, and around one in five (21%) has digital cable. Very few (5%) adults from minority ethnic groups with digital TV have Freeview, with the comparable measure across all UK adults with digital TV using Freeview being 29% according to our audit figures. This much lower take-up of Freeview is perhaps an outcome of international/ specialist channels being more available on digital cable or satellite.

\(^{22}\) Given that the Media Literacy Audit fieldwork was conducted between June and August 2005, take-up figures will have changed. However, the purpose of including them in this report is to highlight the comparative differences between groups, which are likely to have remained.
Adults from minority ethnic groups are relatively long-term owners of digital TV, with just one in ten owners (11%) acquiring digital TV within the last year, compared to 21% of all UK adults.

Ownership of digital TV is at broadly similar levels for younger (aged under 45) and older (aged 45 and over) minority ethnic group adults (at 72% and 68% respectively).

### 3.2 Hours of TV viewing

Levels of self-reported TV viewing vary significantly between those from a minority ethnic group and all UK adults. Figure 7 shows the three main types of weekly viewing for all adults from minority ethnic groups with a TV at home, and for all UK adults with a TV at home.

**Figure 7**  
**Hours of self-reported TV viewing per week**

![Graph showing hours of self-reported TV viewing per week](image)

Across all adults from minority ethnic groups the average (self-reported) weekly live TV viewing stands at 13.9 hours, plus 3.0 hours time-shifted, and an average of 3.2 hours watching videos or DVDs (2.1 videos or DVDs watched, multiplied by an estimated 1.5 hours each).

This provides an estimate of 16.9 hours of TV viewing per week on average; considerably lower than the figure of 21.6 hours for UK adults as a whole. Amongst adults from minority ethnic groups, hours of TV viewing do not differ particularly amongst younger or older adults, whereas the findings for all UK adults showed much heavier TV viewing on average amongst older adults. Our sample indicates that Pakistani adults appear to watch more television than other groups.

We defined heavy TV users as watching 35 or more hours of TV (live or time-shifted) per week. This group accounts for just 8% of adults from minority ethnic groups, compared to 15% of all UK adults.

---

23 Three questions were asked to assess the volume of TV viewing: hours per week watching TV as it is broadcast (shown in Figure 7 as ‘live TV’), hours per week watching recorded TV programmes previously shown live (‘recorded TV’), and the number of pre-recorded DVDs or videos watched per week (with this number multiplied by 1.5 to estimate the number of hours per week).

24 Base: All minority ethnic group adults with a TV at home (845); all adults with a TV at home (3,197). Questions TSA-C, prompted responses, single coded.
3.3 Monthly spend

Amongst those with cable or satellite TV, the average self-reported monthly spend on the TV service received is £35. One in eight (12%) cable or satellite subscribers pays over £50 per month for their TV service. This figure is twice as high as for UK adults overall, where 6% of cable or satellite subscribers pays over £50 per month.

Spending more is more common amongst younger adults (aged under 45) from minority ethnic groups, and appears to be more common amongst Indian and Pakistani adults.

3.4 Competence with TV tasks

We wanted to understand more about the levels and types of skill people have in using the functions available on their television. All adults from minority ethnic groups with a TV at home (99% of all minority ethnic group adults) were prompted with a series of ‘tasks’ associated with television, and were asked for each one to choose from a list of possible responses to indicate if each task was of interest to them, and, if so, whether it was a task they could do with confidence. Those with digital TV were also presented with a series of digital TV-specific tasks and taken through the same options. Finally, those who said they had a PVR at home (Sky+/ TiVo) were prompted with a PVR-specific task. Figure 8 below summarises the responses for each task, with these ranked in ascending order in terms of the proportion saying they could do the task with confidence. The comparable measures for all UK adults are shown to the right hand side of Figure 8.

Figure 8 Competence with TV tasks

<table>
<thead>
<tr>
<th>Task</th>
<th>Can do with confidence</th>
<th>Interested, can't do with confidence</th>
<th>Not interested/ no need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Teletext/ Cefax for news etc.</td>
<td>79%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Find out more using interactive button*</td>
<td>72%</td>
<td>9%</td>
<td>19%</td>
</tr>
<tr>
<td>Pause live TV**</td>
<td>70%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Show subtitles on TV</td>
<td>64%</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>Set up one-off advance recording on VCR</td>
<td>62%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Set up menu of favourite channels*</td>
<td>57%</td>
<td>15%</td>
<td>28%</td>
</tr>
<tr>
<td>Change DVD language settings</td>
<td>57%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Select different viewing angles/ matches*</td>
<td>44%</td>
<td>29%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Interest in and competence in carrying out the various tasks shown in Figure 8 are generally high, with those who are competent outweighing the proportion who are interested in the task but don’t classify themselves as being able to do it with confidence.

Competencies related to digital TV are also generally at higher levels amongst adults from minority ethnic groups compared to all UK adults with digital TV.

---

25 Base: All minority ethnic group adults with a TV (845), *Base: All with digital TV (597), **Base: All with a PVR (139). Questions T15 and T17, prompted responses, single coded.
### 3.5 Awareness of TV regulation, funding and content controls

Turning to the elements of media literacy that relate to understanding of the platform, TV generates the highest levels of awareness of regulation and channel funding\(^\text{26}\), and also of the content control afforded by the 9pm watershed, when compared to other platforms.

#### Figure 9  
**Awareness of TV regulation, channel funding and watershed\(^\text{27}\)**

<table>
<thead>
<tr>
<th></th>
<th>Aware</th>
<th>Not aware</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware of 9pm watershed</td>
<td>73%</td>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>All UK adults</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware that TV is regulated</td>
<td>67%</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>All UK adults</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware of how commercial channels mainly funded</td>
<td>63%</td>
<td>13%</td>
<td>24%</td>
</tr>
<tr>
<td>All UK adults</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware of how BBC TV mainly funded</td>
<td>72%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>All UK adults</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Whilst a majority of adults from minority ethnic groups are aware of each of these elements, it is clear that there is a lack of awareness for a significant minority. There is not a consistent relationship with age and awareness, with lower awareness of commercial funding amongst younger adults, but lower awareness of TV regulation amongst older adults, and similar levels regarding awareness of the 9pm watershed. Overall awareness appears to be lowest amongst Pakistani and Indian adults.

These measures of awareness of TV regulation, funding and content controls are lower than those for UK adults as a whole. Whilst awareness as a percentage of the maximum potential stands at 66% for adults from minority ethnic groups, this figure across all UK adults is 80%.

### 3.6 Concerns about what is on TV

Just under half (48%) of all minority ethnic groups adults with a TV at home nominate (without prompting) any concerns ‘about what is on TV’.

Nominations are dominated by content concerns, as indicated in Figure 10, which shows the proportion of all adults from minority ethnic groups nominating any concerns, along with the top areas of concern mentioned.

---
\(^{26}\) The question asked respondents for ‘the main method’ of funding for ITV, Channel 4 and Five.  
\(^{27}\) Base: All adults from minority ethnic groups and all UK adults (863; 3,244). Questions T20, T23 and T25, spontaneous responses, single coded.
Nominations do not differ particularly by age, but appear to be higher in particular amongst Pakistani and Middle Eastern adults, whose nominations are dominated by those relating to offensive content.

Overall, one in eight (12%) adults from minority ethnic groups claim to be ‘very concerned’ about television. Almost all of these had nominated a concern relating to offensive content.

### 3.7 Interaction and personalisation

Finally, we turn to the issue of how people interact and personalise their TV. Although this is not (yet) creativity per se, it is useful to see it as a potential stepping stone to the creation of content, by enabling users to become familiar with the technology of the platform.

Amongst those with a television at home and either internet access, a mobile phone or digital TV (94% of all minority ethnic group adults), one in five (22%) has interacted having seen something on television using a mobile phone (to send a text message), the internet (to send and e-mail or visit a website) or the interactive button on their TV remote control. This measure is considerably higher (at 27%) amongst younger adults, with the measure for those aged 45 and over standing at 14%.

By contrast, however, the comparable measure for all UK adults is 34%, and so digital TV interaction is at a considerably lower level both overall and amongst younger adults from minority ethnic groups. There are indications that Black Caribbeans are more likely to interact with TV than other minority ethnic groups.

---

*Base: All adults from minority ethnic groups (863). Question T21, spontaneous responses, multi-coded.*
Section 4

Radio

This section examines radio in depth, taking each of the core elements of media literacy and comparing responses between minority ethnic groups and UK adults as a whole. It looks at the various types of digital radio access – digital audio broadcasting (DAB), internet and via digital TV – as well as including some questions relating to radio in general terms, in other words including analogue means of reception.

Summary

The amount of listening to the radio by minority ethnic groups is one third lower than all UK adults (a total of 9.7 hours per week compared to 15.2 hours).

Claimed penetration of digital radio services is higher than for all UK adults (54% compared to 44%). Adults from minority ethnic groups are more likely to listen more frequently once they have digital radio services than the UK population as a whole.

Adults from minority ethnic groups have slightly lower levels of knowledge of regulation and commercial funding than the UK population overall.

People from minority ethnic groups are twice as likely as the overall UK population to have any concerns about radio, although levels of concern are still low.

The overall measure of ‘digital interaction’ with radio amongst adults from minority ethnic groups is the same as that for all UK adults.

4.1 Ownership of digital radio and method of access

While just over half (54%) of all minority ethnic group adults claim they can listen to digital radio services at home - whether through their TV service, the internet, or a DAB set – this measure is a significant under-claim. The actual proportion with access to digital radio services at home is 83% - so 29% of adults from minority ethnic groups are unaware they already have access through their TV and/ or internet service

This lack of awareness is equally an issue for those with digital TV (with 32% unaware they have access to digital radio services) and those with internet access (with 31% of owners unaware they have access to digital radio services). This measure is higher amongst older (aged 45 and over) adults from minority ethnic groups, with 37% unaware they have access, compared to 26% of those aged under 45.

Whilst 54% of adults from minority ethnic groups are aware they have digital radio services, just 34% of all say they ever listen to digital radio services. However, close to nine in ten of these listeners (87%) say they now listen to more radio stations since listening to digital radio.

Listening to digital radio appears to be more common amongst Middle Eastern, Black Caribbean and Black African adults.

29 Given that the Media Literacy Audit fieldwork was conducted between June and August 2005, take-up figures will have changed. However, the purpose of including them in this report is to highlight the comparative differences between groups, which are likely to have remained.
Amongst adults from minority ethnic groups listening to digital radio services is more common through digital TV (21% of all minority ethnic group adults) than through a DAB digital radio set (14%) or over the internet (7%). Some 18% of digital radio listeners listen via more than one method.

### 4.2 Volume of radio listening per week

The volume of self-reported radio listening per week is broken down into hours per week listening at home, in the car, when out and about using a personal radio or a mobile phone (shown in Figure 11 as ‘out & about’), and at work/ school/ college. Figure 11 shows these volumes for all adults from minority ethnic groups and for all UK adults.

![Volume of radio listening per week](image)

Across all adults from minority ethnic groups the average (self-reported) weekly radio listening at home stands at 4.8 hours, plus 4.9 hours elsewhere. This provides an overall estimate of 9.7 hours listening per week on average. This figure is significantly lower than that for all UK adults, of 15.2 hours per week.

The volume of radio listening does not differ particularly by age, but appears higher than average amongst Black Caribbean and Indian adults.

We also looked at those who can be categorised as ‘heavy’ radio listeners, defined as those listening to 33 or more hours of radio (in any location) per week. This group accounts for just 4% of adults from minority ethnic groups, as distinct from 14% of all UK adults.

### 4.3 Awareness of radio regulation and commercial funding

Radio is second to TV in terms of minority ethnic group adults’ levels of awareness of regulation and how national commercial stations are mainly funded. However, half of all adults from minority ethnic groups are not aware of these elements, as indicated in Figure 12 below.

---

30 Base: All adults from minority ethnic groups (863). Questions R5A-E, prompted responses, single coded.
Awareness measures do not differ particularly by age, but appear to be lowest amongst Pakistani, Indian and Middle Eastern adults.

These measures of awareness of radio regulation, funding and content controls are rather lower than those for UK adults as a whole. Whilst awareness as a percentage of the maximum potential stands at 50% for adults from minority ethnic groups, this figure across all UK adults is 58%.

4.4 Concern about what is on radio

One in five (20%) adults from minority ethnic groups nominate (without prompting) any concerns ‘about what is on radio’.

Nominations are dominated by content concerns (in terms of bad language, whether spoken or song lyrics), as indicated in Figure 13, which shows the proportion of all adults from minority ethnic groups nominating any concerns, along with the top areas of concern mentioned.

Figure 13 Concerns about what is on radio

Whilst concerns about radio are low, this measure of concern amongst adults from minority ethnic groups is twice that for all UK adults (at 9%). Concern appears to be higher amongst Black Caribbean and Pakistani adults.

Overall, 3% of adults from minority ethnic groups claim to be ‘very concerned’ about what is on the radio, compared to 1% of all UK adults.

---

31 Base: All adults from minority ethnic groups; all UK adults (863; 3,244). Questions R17 and R21, spontaneous responses, single coded.
32 Base: All adults from minority ethnic groups (863). Question R19, spontaneous responses, multi-coded.
4.5 Interacting with radio

Amongst those who listen to the radio at all (84% of all adults from minority ethnic groups), around one in ten (13%) has interacted having heard something on radio using a mobile phone (to send a text message) or the internet (to send and e-mail or visit a website). This is considerably more common amongst younger (aged under 45) adults, at 19% compared to 3% of those aged 45 and over. The overall measure of ‘digital interaction’ with radio amongst adults from minority ethnic groups is the same as that for all UK adults.
Section 5

Internet

This section examines respondents’ access to, usage of and opinions about the internet, taking each of the core elements of media literacy and comparing responses between adults from minority ethnic groups and the UK population overall. It also details respondent views on issues such as internet security.

Summary

Minority ethnic groups have higher home internet access than UK adults as a whole (64% compared to 54%).

Minority ethnic groups use the internet more frequently, have almost twice as many heavy users (20% compared to 12% for the UK as a whole), and over twice as many have a higher average spend.

Competence in carrying out various tasks related to the internet amongst those interested in the tasks is fairly high. There is less interest in using the internet to listen to radio, however.

Competences related to the internet are also generally at slightly higher levels amongst adults from minority ethnic groups compared to all UK adults with the internet at home.

Knowledge of funding and content controls are similar to the UK as a whole, although slightly more people from minority ethnic groups know the main funding mechanism for website search engines, and slightly fewer know how the BBC website is funded. Some 9% of people from minority ethnic groups think that the BBC website is funded by government, compared to 1% of UK adults as a whole.

Adults from minority ethnic groups are more likely to say they are happy to give out personal details on the internet, especially those aged under 45.

Concern levels are highest amongst the platforms (at 57%) but this is lower than for all UK adults (70%).

5.1 Ownership of internet and broadband

Close to two-thirds (64%) of adults from minority ethnic groups have internet access at home according to our audit take-up figures\textsuperscript{32}. Amongst these, three in five (61%) have broadband access, or 39% of all adults from minority ethnic groups.

Broadband access is more common for younger (aged under 45) adults, at 66% compared to 43% of older adults. Both these figures are higher than for all UK adults, where take-up of internet is 54% and broadband 35%.

\textsuperscript{32} Given that the Media Literacy Audit fieldwork was conducted between June and August 2005, take-up figures will have changed. However, the purpose of including them in this report is to highlight the comparative differences between groups, which are likely to have remained.
5.2 Volume of internet use

While our focus is on internet users with home access, we were also keen to understand where else people access the internet. Three questions were asked to assess the volume of using the internet in different locations: hours per week used at home, at work / school / college, and anywhere else. Figure 14 shows the hours per week the internet is used in these three locations for all adults from minority ethnic groups who use the internet at all, and for all UK adults who use the internet at all.

Figure 14 Volume of internet use per week

Across all minority ethnic group adults the average selfreported weekly use of the internet stands at 14.5 hours across all locations, with over half of this average at home. This average weekly use is considerably higher than that for UK adults overall; at 9.9 hours per week, with higher volumes of use both at home and at work / place of education for adults from minority ethnic groups.

Usage is higher amongst younger (aged under 45) minority ethnic group adults, and appears to be higher than average amongst Indian and Pakistani adults. Usage levels for adults from minority ethnic groups aged 45 and over are at a very similar level as for all UK adults.

Heavy internet users were defined as those using the internet for 15 hours or more per week at any location. This group accounts for one in five (20%) of all adults from minority ethnic groups, compared to 12% of all UK adults.

5.3 Monthly spend

Amongst those with the internet at home, the average (self-reported) monthly spend on the internet service received is £25. One in five (21%) pays over £30 per month. These figures are considerably higher than for all UK adults internet owners, amongst whom the average spend is £19 and 8% pay over £30 per month.

Pakistani and Middle Eastern adults with the internet at home appear to be the heaviest spenders, although small base sizes mean these indications should be treated with caution.

5.4 Breadth of use of the internet

As well as volume of use, it is also important to understand the activities that people carry out online. In particular, we were interested in the range of activities displayed.

All minority ethnic group adults using the internet at all were prompted with 24 possible uses and were asked to say for each whether they used the internet for this, and how often. Figure 15 shows the top 10 uses made weekly or more often by adults from minority ethnic groups with the internet at home.

Figure 15 Top 10 types of use made of the internet at least weekly

<table>
<thead>
<tr>
<th>Activity</th>
<th>All adults</th>
<th>Minority ethnic group adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sending/receiving e-mails</td>
<td>70%</td>
<td>81%</td>
</tr>
<tr>
<td>Finding info. for work/studies</td>
<td>52%</td>
<td>58%</td>
</tr>
<tr>
<td>Using Instant Messaging</td>
<td>30%</td>
<td>34%</td>
</tr>
<tr>
<td>Finding info. for leisure/holidays</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td>Looking at news</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>Following scores/results</td>
<td>19%</td>
<td>26%</td>
</tr>
<tr>
<td>On-line chat rooms</td>
<td>10%</td>
<td>26%</td>
</tr>
<tr>
<td>Finding sports info.</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>Banking &amp; paying bills</td>
<td>24%</td>
<td>31%</td>
</tr>
<tr>
<td>Downloading music/video/software</td>
<td>19%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Adults from minority ethnic groups make more types of use of the internet compared to all adult users. There are some variations for the types of use made by minority ethnic groups, with much higher levels of use for communication – whether e-mail, Instant Messaging or chat rooms – and for work/ studies information.

By contrast, use of the internet for transactions (such as banking or shopping) is lower than the UK average amongst minority ethnic groups (at 36% overall compared to 45%). The greater breadth of use of the internet amongst minority ethnic groups is most evident amongst adults aged under 45.

5.5 Competence with internet tasks

A further way of investigating the types of skills people feel they possess online was to ask how confident they were in carrying out particular tasks. All minority ethnic group adults with the internet at home (64% of all) were prompted with a series of such tasks associated with the internet, and were asked for each one to choose from a list of possible responses to indicate if each task was of interest to them, and if so, whether it was a task they could do with confidence. Figure 16 below summarises the responses for each task, and comparable measures for all UK adults are shown in the right-hand column.

---

35 Base: All minority ethnic group adults who use the internet (545). Question I11A-X, prompted responses, single coded
Competence in carrying out various tasks related to the internet amongst those interested in the tasks is fairly high. There is less interest in using the internet to listen to radio, however.

Competences related to the internet are also generally at slightly higher levels amongst adults from minority ethnic groups compared to all UK adults with the internet at home.

The higher proportions of people not confident about blocking viruses or spam are discussed in the next section.

### 5.6 Awareness of internet funding and content controls

In order to find out how knowledgeable people were about some of the funding models for the internet, we asked about search engines – chosen as being a key tool or gatekeeper of the internet; and also about the BBC website. We also looked at how comfortable people felt about controlling the content they received.

Figure 17 sets out the gaps in people’s understanding of some areas of internet funding, and also gaps in levels of confidence about setting content controls.

---

36 Base: All with the internet at home (499). Question 124, prompted responses, single coded.
Figure 17  **Awareness of internet funding and content controls**

<table>
<thead>
<tr>
<th>Awareness</th>
<th>(All UK adults)</th>
<th>(All adults)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware how search engine websites mainly funded</td>
<td>36%</td>
<td>47%</td>
</tr>
<tr>
<td>Aware how BBC website mainly funded</td>
<td>42%</td>
<td>30%</td>
</tr>
<tr>
<td>Interested and confident in ability to block viruses/spam*</td>
<td>56%</td>
<td>10%</td>
</tr>
</tbody>
</table>

- **Aware or able**
- **Don’t know/not interested**
- **Not confident**

Over one third (36%) of adults from minority ethnic groups know how search engine websites are funded. Two in five adults from minority ethnic groups know the main way the BBC website is funded, with little variation between younger and older adults.

In terms of content controls, one third of home internet users say they cannot block viruses/spam with confidence (as seen in Figure 16). This measure is slightly higher amongst older adults (aged 45 and over), and is similar to the figure for all UK adults.

Those from minority ethnic groups are more likely than UK adults overall to know how search engines are funded, but slightly less likely to know how the BBC website is funded.

This lower level of knowledge relating to the BBC is in part an outcome of the fact that nearly one in 10 adults from minority ethnic groups (9%) thinks the BBC website is funded by government, compared to 1% of UK adults overall.

### 5.7 Security and the internet

In order to find out how comfortable internet users felt about the security of the internet in terms of personal details, those adults who use the internet at home were prompted with six types of personal details they could be asked to disclose when using the internet, and asked how likely they were to provide these details.

---

37 Base: All adults from minority ethnic groups; all UK adults (863; 3,244), *All who use the internet at home (adults from minority ethnic groups 499; UK adults 1,613). Questions I24, I31, spontaneous responses, single coded.

38 In response to the question ‘How do you think search engine websites such as Google or Ask Jeeves are funded?’ the ‘correct’ responses were judged to be ‘advertising on the website’ and ‘advertisers pay when users click through to their website’. Percentages do not tally to 100% as some people gave the wrong answer.
For each of the types of personal details shown in Figure 18, a higher proportion of internet users are ‘happy to’ enter these details than ‘would never’ enter these details. Whilst over one quarter ‘would never’ enter their credit or debit card details, fewer than one fifth say the same for their addresses and phone numbers.

Adults from minority ethnic groups stand out compared to all adults who use the internet at home in terms of high levels of willingness to enter personal details, in particular those aged under 45.

Elsewhere in the audit we asked adults to state the extent to which they agreed or disagreed with the statement ‘I am concerned about the personal information and details that companies or the government may hold about me’. Adults from minority ethnic groups are slightly less likely to agree than all adults although levels of agreement are still high (71% compared to 75% for all UK adults). It appears that Chinese people are most likely to be significantly more concerned by this than other minority ethnic groups.

5.8 Concerns about what is on the internet

As noted earlier, concerns about the internet are the highest of all the media platforms analysed in this audit. Just under three in five (57%) of all minority ethnic group adults with internet access at home nominate any concerns ‘about what is on the internet’. By comparison, two in five (37%) of those with no internet access at home nominate any concerns.

Nominations are dominated by content concerns, as indicated in Figure 19, which shows the proportion of all adults from minority ethnic groups with internet access nominating any concerns.

---

39 Base: All adults from minority ethnic groups who use the internet at home; all UK adults who use the internet at home (455; 1,468). Questions 37A-F, prompted responses, single coded.
Unlike TV and radio, adults from minority ethnic groups are comparatively less likely to be concerned by the internet than UK adults overall.

It is of note that minority ethnic groups are more likely to be concerned by risks to finances for the device that UK adults as a whole (for example, computer viruses, insecure site and so on).

One in five (19%) of all adults from minority ethnic groups claims to be ‘very concerned’ about the internet. Almost all of these nominate a concern relating to offensive content, followed by ‘risk to personal privacy’ for around half of those ‘very concerned’.

5.9 Creativity

Finally, we look at the issue of creativity as it relates to the internet.

Levels of creativity are not significant at present, with the extent of creativity at 15% of the potential maximum\(^4\). This is based on three measures: having own website, having own weblog, and ability to edit and organise photos on a computer for viewing.

The presence of creativity is slightly higher for adults from minority ethnic groups than for the UK adult population as a whole (at 13%). It appears to be higher among younger adults, those with broadband access, and those from Indian and Pakistani minority ethnic groups.

Amongst those who use the internet at all (69% of all minority ethnic group adults), 3% say they have their own website and 2% say they have their own web-log / blog / on-line diary.

The third element used to establish a measure of creativity was those with internet access at home responding that they can edit and organise photos on a computer for viewing with confidence. Amongst all those with internet access, around three-fifths (58%) gave this response, with this measure being higher amongst younger adults (at 66%).

\(^4\) Base: All adults from minority ethnic groups with internet access aged 16+; all UK adults with internet access aged 16+ (499; 1,613). Question I32, spontaneous responses, multi-coded.

\(^5\) The potential maximum being those who have their own website and their own weblog and edit/ organise photos on a computer for viewing.
Section 6

Mobile phones

This section examines respondents’ usage of and opinions about mobile phones, taking each of the core elements of media literacy and comparing responses between minority ethnic groups and the UK population as a whole.

Summary

Ownership of mobiles is slightly higher among minority ethnic groups, and considerably higher for third-generation (3G) phones, compared to the UK as a whole. This is in part a reflection of the younger age-profile of minority ethnic groups as a whole, with younger people more likely to own mobile phones, but is also the case amongst older adults from minority ethnic groups.

Minority ethnic groups make more calls, but send fewer texts, than the UK overall. In total, usage is slightly higher.

Minority ethnic groups spend more on mobile phones than the UK as a whole. This appears to be particularly the case for Black Caribbeans and Pakistanis.

Competence with mobile phones is very high, with few saying they are uninterested in the various tasks relating to mobile phone use. Those aged over 45 show somewhat less interest, with one quarter saying they are uninterested in sending text messages – a similar proportion to all UK adults aged over 45.

Minority ethnic groups have higher levels of awareness of age-verification (which is linked to higher ownership of 3G phones).

Minority ethnic groups are slightly more likely to be concerned about mobiles than UK adults – and much more likely to be concerned by affordability – again, an outcome of the fact that there is more 3G ownership among these groups.

6.1 Ownership of mobile phones and third generation (3G)

Close to nine in ten (87%) adults from minority ethnic groups own a mobile phone, and close to one-third (30%) of these mobile phone owners say theirs is a 3G phone. Both of these measures are higher than amongst the UK population as a whole (at 82% and 11% respectively).

3G ownership is considerably higher amongst younger (aged under 45) mobile phone owners from minority ethnic groups, at 35% compared to 13% of older mobile phone owners. 3G ownership also appears to be higher for Middle Eastern, Black Caribbean and Pakistani adults.

6.2 Volume of mobile phone use

Two questions were asked to assess the volume of mobile phone use: the number of calls made per week and the number of text messages sent per week. Figure 20 shows these two volumes of weekly use for all adults from minority ethnic groups with a mobile phone, and for all UK adults with a mobile phone.
Media Literacy Audit: Report on media literacy amongst adults from minority ethnic groups

Figure 20  Volume of mobile phone use per week

Across all minority ethnic group adults users the average (self-reported) weekly volume of calls made stands at 28, plus 23 text messages sent per week. Age has a significant impact on volume of use generally, and the volume of text messages sent in particular. Amongst younger (aged under 45) and older (aged 45 and over) mobile phone users the volumes of calls per week stand at 30 compared to 23, and the volume of texts per week stand at 27 compared to 10.

Figure 20 shows that call volumes are higher amongst minority ethnic group adults and text volumes are lower compared to all UK adult mobile phone owners. Across the individual minority ethnic groups it appears that call volumes are higher for Black Caribbean and Pakistani adults and text volumes are higher for Chinese, Indian and Pakistani adults.

We looked in more detail at those who are using their mobiles most. Two definitions are required: heavy callers and heavy texters. Heavy callers have been defined as those making over 30 calls per week. This group accounts for 23% of all adults from minority ethnic groups compared to 13% for all UK adults. Heavy texters have been defined as those sending over 35 texts per week. This group accounts for 14% of all adults from minority ethnic groups, compared to 19% of all UK adults.

6.3  Monthly spend

Amongst those with a mobile phone, the average monthly spend is £33. Two in five mobile phone owners (42%) spend over £30 per month. Both of these figures are considerably higher than for the UK population, at £22 and 20% respectively.

Monthly spend appears to be higher for Black Caribbean, Pakistani and Indian adults.

6.4  Breadth of use of mobile phones

In order to find out more about the types of activity people carry out on their mobiles, all adults with a mobile phone were prompted with 22 possible uses and were asked to say for each whether they used their mobile phone for this, and how often.

Figure 21 shows the top 10 uses made weekly by adults from minority ethnic groups who own a mobile phone.

---

42 Base: All minority ethnic group adults with a mobile phone (714). Questions M8 and M9, prompted responses, single coded.
Media Literacy Audit: Report on media literacy amongst adults from minority ethnic groups

Figure 21  Top 10 weekly uses made of mobile phones

- Making calls: 85% (All UK adults), 92% (Minority ethnic group adults)
- Sending texts: 70% (All UK adults), 60% (Minority ethnic group adults)
- Looking back at stored texts: 28% (All UK adults), 11% (Minority ethnic group adults)
- Taking photos: 24% (All UK adults), 27% (Minority ethnic group adults)
- Organising electronic diary/schedule: 9% (All UK adults), 23% (Minority ethnic group adults)
- Looking back at stored photos: 21% (All UK adults), 20% (Minority ethnic group adults)
- Playing games by yourself: 13% (All UK adults), 19% (Minority ethnic group adults)
- Taking moving pictures: 12% (All UK adults), 19% (Minority ethnic group adults)
- Sending photos: 12% (All UK adults), 17% (Minority ethnic group adults)
- Sending/receiving e-mail: 5% (All UK adults), 14% (Minority ethnic group adults)

Figure 21 shows that the only uses made by a majority of mobile phone owners are for basic communication; making calls and sending text messages. The relatively high level of 3G phone ownership is evident through a significant minority of all mobile phone owners using newer phone functions such as taking moving pictures, sending/receiving e-mail, accessing the internet, and so on.

Compared to all UK mobile phone owners, those from minority ethnic groups are more likely to use their phone as an archive or organiser, and also for entertainment, as well as the advanced communications detailed above.

6.5  Competence with mobile phone tasks

As well as range of usage, we investigated how confident people felt about a range of ‘tasks’ relating to mobile phone use. All minority ethnic group adults with a mobile phone were prompted with a series of such tasks, and were asked for each one to choose from a list of possible responses to indicate if each task was of interest to them, and if so, whether it was a task they could do with confidence. Figure 22 below summarises the responses for each task, with figures for UK adults as a whole shown in the right-hand column.

---

43 Base: All minority ethnic group adults with a mobile phone; all UK adults with a mobile phone (714, 2,550). Question M10, prompted responses, single coded.
Interest in and competence at the various tasks shown in Figure 22 are generally very high, with competence outweighing the proportion who are interested but can’t do with confidence by a significant margin in each case except ‘accessing mobile operator’s internet sites from your phone’, which elicits much higher ‘not interested/no need’ nominations (at 43%).

This is in part an outcome of the fact that these tasks are mostly related to the core functions of the device.

Competences related to mobile phones are at higher levels amongst adults from minority ethnic groups compared to all UK adults with a mobile phone.

As might be expected, there are differences across younger and older adults from minority ethnic groups. For example, one in four (25%) older mobile phone owners say they are not interested in or have no need for sending text messages.

6.6 Content controls

Around one in four (27%) mobile phone users from minority ethnic groups are aware of the possibility of age verification or filters on newer mobile phones. Awareness is rather higher amongst younger (aged under 45) mobile phone owners; at 32%.

By contrast, 17% of all UK adults with a mobile phone are aware of these content control measures.

6.7 Concerns about mobile phones

Just under half (48%) of all adults from minority ethnic groups with a mobile phone say they have any concerns ‘about mobile phones’, while two in five (39%) of those with no mobile phone nominate any concerns.

Nominations from mobile phone owners are dominated by affordability concerns, as indicated in Figure 23.

---

44 Base: All minority ethnic group adults with a mobile phone (714). Question M18, prompted responses, single coded.
While adults from minority ethnic groups with mobile phones are only slightly more likely to nominate any concerns compared to all UK adult mobile phone owners (48% compared to 42%), nominations regarding affordability are much higher (at 29% compared to 12%). By contrast, health concerns dominate for all UK mobile phone owners.

Concerns appear to be higher for the Chinese and Pakistani groups, again mainly around affordability.

### 6.8 Personalisation

Of all with a mobile phone (87% of all adults from minority ethnic groups), close to nine in ten (87%) say they can change the ringtone to another one available on their phone. This measure accounts for almost all younger owners (aged under 45) at 95%. Whilst a majority (58%) of older mobile phone owners also say they can do this, a significant minority (24%) say they are not interested in doing so.

---

45 Base: All minority ethnic groups adults with a mobile phone; all UK adults with a mobile phone (714; 2,551). Question M20, spontaneous responses, multi-coded.
Section 7

News

Opinions about news across the different platforms provide a useful indicator of the extent to which people evaluate content according to the platform it is received from. It is also, of course, a key factor in democratic engagement and understanding, and as such an important component of media literacy.

This section examines habits and perceptions about news provision through the use of different media for news provision, and the extent of trust that people say they have towards news outlets on the various platforms.

Summary

Slightly more minority ethnic groups use only one source of news (25% compared to 20% for all UK adults), and slightly more say they don’t follow news (5% compared to 2%).

Fewer people from a minority ethnic group use newspapers as a source of news (59% compared to 70% for all UK adults).

There are some differences compared to the UK overall in terms of levels of trust – while levels of trust in UK TV news are broadly the same as for all UK adults, there is lower trust for radio (65% compared to 76%); for the internet (55% compared to 62%) and for the press (41% compared to 46%).

Al Jazeera is more trusted by minority ethnic groups – 21% say they trust it compared to 8% of all UK adults.

7.1 Sources used for news

All adults from minority ethnic groups were prompted with a list of news sources and were asked to state which they use to keep up with national news, and which one of those sources they use the most for national news. Figure 24 shows the sources used at all and used most across all minority ethnic group adults and across all UK adults.
### Figure 24  Sources used at all and used most to keep up with national news

<table>
<thead>
<tr>
<th></th>
<th>All UK adults</th>
<th>Minority ethnic group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Use at all</td>
<td>Use the most</td>
</tr>
<tr>
<td>TV</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>90</td>
<td>65</td>
</tr>
<tr>
<td>Radio</td>
<td>70</td>
<td>19</td>
</tr>
<tr>
<td>Internet</td>
<td>43</td>
<td>10</td>
</tr>
<tr>
<td>Magazines</td>
<td>18</td>
<td>3</td>
</tr>
<tr>
<td>Teletext</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Mobile news alerts</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>WAP/mobile internet</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t follow national news</td>
<td>2</td>
<td>NA</td>
</tr>
</tbody>
</table>

Whilst most (70%) adults from minority ethnic groups use multiple sources for news, one quarter of adults (25%) use only one source. This is more common amongst older adults (aged 45 and over).

There are some differences in the use of particular news sources amongst adults from minority ethnic groups compared to all UK adults. Adults from minority ethnic groups (in particular those aged 45 and over) use fewer news sources generally, with the most marked difference shown for newspapers (at 59% compared to 70% for all UK adults). Use of magazines, however, is slightly higher amongst adults from minority ethnic groups (at 17% compared to 13%), this being more common amongst those aged under 45 (at 19%).

Use of the internet for news is also higher amongst adults from minority ethnic groups (at 25% compared to 18%), this again being more common amongst those aged under 45 (at 32%).

Trust in news sources is highest for those using the most (five or more) sources for news, and is lowest for the small proportion of UK adults who say they don’t tend to follow national news (shown at the bottom of Figure 24).

---

46 Base: All adults from minority ethnic groups (863); all adults aged 16+ (3,244). Questions Z6 and Z7, prompted responses, multi-coded for use at all, single coded for use most.
7.2 Summary of extent of trust in news outlets\

Figure 25 shows the index measures for extent of trust for the four media types, based on those giving ratings for any of the titles from an illustrative list within each media type. It should be noted that while we asked for views on Al Jazeera and Fox News, these outlets are not included in the "UK TV news" index measure, as they are not UK-based.

Figure 25 Extent of trust and distrust for news by media type

<table>
<thead>
<tr>
<th>Media Type</th>
<th>All Adults</th>
<th>Minority Ethnic Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK TV news</td>
<td>78%</td>
<td>75%</td>
</tr>
<tr>
<td>Radio news</td>
<td>76%</td>
<td>65%</td>
</tr>
<tr>
<td>News websites</td>
<td>63%</td>
<td>55%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>46%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Figure 25 shows that trust in TV news outlets stands at around three quarters of the maximum potential, with trust in radio news outlets at around two-thirds of the maximum potential, and trust in news websites at just over half of the maximum potential.

Levels of distrust are below 10% of the maximum potential for TV and radio news outlets, and slightly higher for internet news websites, at 12% of the maximum potential. It is clear that the extent of trust is much lower and the extent of distrust is much higher for newspapers compared to TV, radio and the internet news outlets.

There are notably lower levels of trust overall for three of the seven minority ethnic groups covered by the audit: Bangladeshi, Middle Eastern and Pakistani. This finding applies to each of the four media types shown above.

Amongst adults from minority ethnic groups as a whole we see somewhat lower levels of trust in news outlets compared to all UK adults, regardless of the media type concerned. Levels of distrust, however are not higher.

---

47 All adults were prompted with a list detailing particular TV, radio, internet and press news 'titles' in order to assess trust in news outlets. The titles were chosen to be as widely available as possible and to illustrate a range of titles for each of the four types of media. Adults were asked to use a five point scale to indicate the extent to which they would trust or distrust each news outlet. An index measure for each of the four types of media was calculated based on all giving a rating for each outlet from the list. For example, those giving a rating for two of the three news websites of which one was a 'would trust' rating and one was a 'would not trust' rating would have an index measure of 50% for extent of trust and 50% for extent of distrust.

49 Base: All adults from minority ethnic groups (863). Index measures used. Question 28, prompted responses, single coded.

50 The maximum potential being a 'would trust' rating for all news outlets rated.
7.3 Levels of trust and distrust in TV and radio news

This section looks in more depth at the individual news media outlets, to explore the extent of trust apportioned.

Figures 26 and 27 below show the proportion of UK adults and adults from minority ethnic groups stating that they trust or distrust each of the particular TV, radio and internet ‘titles’ used to assess trust in news outlets, starting with TV and radio below. Press outlets are summarised into categories\(^5\).

**Figure 26 Trust and distrust in TV and radio news outlets\(^5\)**

As Figure 26 shows, for the UK as a whole as well as for minority ethnic groups, levels of trust and distrust for BBC, ITV and Channel 4 news are at fairly similar levels. The two TV news outlets based outside the UK (Fox News and Al Jazeera) attract high levels of ‘don’t knows’, but also the highest levels of distrust.

However, Al Jazeera elicits different responses from all UK adults and adults from minority ethnic groups. Whilst 8% of all UK adults trust Al Jazeera, Figure 26 shows that this rises to 21% for adults from any minority ethnic group.

This higher level of trust appears to be particularly boosted by responses from Middle Eastern and Pakistani adults, although all of the minority ethnic groups indicate higher levels of trust than UK adults overall. Across all minority ethnic group adults, this measure of trust is higher amongst younger (aged under 45) adults (at 24% compared to 17% for those aged 45 and over).

---

\(^5\) The TV news outlets include the bulletins from the main channels, the major UK-based news channels, Teletext, and Fox News and Al-Jazeera for comparative purposes. The radio news outlets include the BBC’s Radio 4 and also the World Service. From the commercial radio sector, the national Virgin Radio was included plus generic ‘local/regional commercial stations’. Online news outlets were represented by bbc.co.uk, Yahoo and MSN, chosen because they were the sites of their type with most traffic during the period of research. Press outlets are divided into daily and weekly local and regional newspapers, national ‘broadsheets’ and national ‘tabloids’.

\(^5\) Base: All adults from minority ethnic groups (863). Question 28, prompted responses, single coded.
In comparison to TV and radio news outlets, internet news websites see little difference in the proportion of adults who would not trust these news outlets, but somewhat higher levels of ‘don’t knows’. It is of note that BBC online news is significantly more trusted than either Yahoo News or MSN News – quite possibly an outcome of the strength of its existing brand in this regard on TV and radio – but still much less trusted than BBC TV or radio news. Those without internet access are unlikely to give an opinion for this media source, and those with internet access do not differ from the UK average in terms of levels of distrust.

Newspapers have higher levels of distrust compared to UK TV, radio and news websites, with distrust levels at similar levels for the ‘broadsheets’ and local/regional newspapers and highest for the ‘tabloids’.

Compared to UK adults overall, those from minority ethnic groups are rather less likely to say they trust local/regional newspapers and more likely to say they neither trust nor mistrust them.

---

53 Base: All adults from minority ethnic groups (863). Question 28, prompted responses, single coded.
Section 8

Attitudes and preferences

In this final section of the report we consider the four main platforms together, and examine people’s attitudes and preferences to them. We look first at which media people are using, and which they are most attached to.

We look at attitudes towards technology generally, before focusing on the types of media education and training that people have had, and which they are most interested in.

Summary

Nearly half of adults (43%) from minority ethnic groups say that watching TV is the media activity they would miss the most, with 16% nominating using their mobile phone.

Compared to all UK adults, adults from minority ethnic groups are slightly more positive about technology in general, with higher levels of interest amongst younger adults in particular.

The preferred way to learn about digital services and products is through reading a manual or instructions (56%). This is preferred amongst adults from minority ethnic groups as a whole and younger adults in particular (60%). Older adults from minority ethnic groups are the most likely to nominate learning through friends and family. One in twelve adults from minority ethnic groups states a preference for formal learning in a class or group.

People from minority ethnic groups are less likely to agree that content on TV and radio should be free to be expressive and creative than UK adults as a whole. They are as likely to think that internet should be so (at just over half, or 51%). They are slightly more likely to feel that mobile phone content should be free to be expressive and creative, perhaps because of their higher levels of access to such content.

In terms of protection, minority ethnic group adults are more likely than adults across the UK as a whole to want TV viewers to be protected from inappropriate or offensive material, although for other platforms views are similar to the UK as a whole.

Around two in five adults from minority ethnic groups have experience of and interest in learning more about these media topics. This compares with around one in five with experience of and two in five interested in learning amongst all UK adults. Interest and experience is more common amongst younger adults from minority ethnic groups.

8.1 Media usage and attachment

A key theme for the media literacy audit is to understand media platforms in relation to each other, to see how the balance of usage is currently constituted and be in a position to track how this may change over time. All adults were asked to choose from a list of nine media activities to indicate which they regularly do, and which of these they would miss doing the most. Figure 28 shows the findings from these two questions with all percentages based on all UK adults and all adults from minority ethnic groups.

54 ‘Regularly do’ being defined by respondents themselves.
Seven of the nine activities listed are regular media activities for adults from minority ethnic groups, as is also the case for all UK adults. However, using a mobile phone appears in the top three ‘regularly do’ for adults from minority ethnic groups in the place of ‘read newspapers/ magazines’, due to higher nominations from younger adults.

Watching TV and using a mobile phone are the only ‘most preferred’ activities nominated by more than one in ten adults from minority ethnic groups.

### 8.2 Attitudes towards new technology

Respondents were prompted with four statements regarding attitudes towards new technology and were asked the extent to which they agreed or disagreed with each of them.

As Figure 29 illustrates, what emerges is a mixed, somewhat contradictory picture – people are both cautious about technology, yet also say they embrace it.

---

55 Base: All UK adults (3244); all adults from minority ethnic groups (863). Questions A4 and A5, prompted responses, multi-coded for regularly do, single coded for would miss doing the most.
Media Literacy Audit: Report on media literacy amongst adults from minority ethnic groups

Compared to all UK adults, adults from minority ethnic groups are slightly more enthusiastic, with higher levels of interest amongst younger adults in particular. Amongst the particular minority ethnic groups, the most positive attitudes appear to be amongst Indian and Pakistani adults, with Chinese and Bangladeshi adults appearing to be less interested in this respect.

We asked respondents whether they felt the platforms under discussion should be free to publish what content they like, and whether protection should exist. Responses are illustrated in Figure 30.

Figure 29  Attitudes towards technology

<table>
<thead>
<tr>
<th>Statement</th>
<th>Minority ethnic group</th>
<th>All adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>I prefer to wait until new technology products become cheaper and better before thinking about buying them</td>
<td>7% (11%)</td>
<td>30% (43%)</td>
</tr>
<tr>
<td>People rely too much on technology nowadays</td>
<td>7% (12%)</td>
<td>32% (35%)</td>
</tr>
<tr>
<td>I'm interested in new technology</td>
<td>9% (12%)</td>
<td>34% (34%)</td>
</tr>
<tr>
<td>I try to keep up with technology</td>
<td>7% (14%)</td>
<td>37% (29%)</td>
</tr>
</tbody>
</table>

Figure 30  Attitudes to platform content

[Platform content] must be free to be expressive and creative

<table>
<thead>
<tr>
<th>Platform</th>
<th>Agree</th>
<th>Neutral &amp; don't know</th>
<th>Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>83%</td>
<td>17%</td>
<td>0%</td>
<td>71%</td>
</tr>
<tr>
<td>Radio</td>
<td>84%</td>
<td>11%</td>
<td>0%</td>
<td>76%</td>
</tr>
<tr>
<td>Internet</td>
<td>81%</td>
<td>15%</td>
<td>0%</td>
<td>51%</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>89%</td>
<td>0%</td>
<td>15%</td>
<td>53%</td>
</tr>
</tbody>
</table>

[Platform users] must be protected from inappropriate or offensive [content]

<table>
<thead>
<tr>
<th>Platform</th>
<th>Agree</th>
<th>Neutral &amp; don't know</th>
<th>Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>88%</td>
<td>3%</td>
<td>0%</td>
<td>78%</td>
</tr>
<tr>
<td>Radio</td>
<td>78%</td>
<td>4%</td>
<td>0%</td>
<td>75%</td>
</tr>
<tr>
<td>Internet</td>
<td>79%</td>
<td>5%</td>
<td>0%</td>
<td>73%</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>81%</td>
<td>4%</td>
<td>0%</td>
<td>78%</td>
</tr>
</tbody>
</table>

56 Base: All minority ethnic group adults (863); all UK adults (3244). Questions A1A-E, prompted responses, single coded.
57 Base: All minority ethnic group adults (863); all UK adults (3244). Questions T27, R25, I42, M26.
People from minority ethnic groups are less likely to agree that content on TV and radio should be free to be expressive and creative than UK adults as a whole. They are as likely to think that internet should be so (at just over half, or 51%). They are slightly more likely to feel that mobile phone content should be free to be expressive and creative, perhaps because of their higher levels of access to such content.

In terms of protection, minority ethnic group adults are more likely than adults across the UK as a whole to want TV viewers to be protected from inappropriate or offensive material, although for other platforms their views are similar to the UK as a whole.

8.3 Media education and training

We asked people for their preferred methods of learning about digital technologies, and their interest in learning more.

We asked for people’s preferred methods of learning about ‘digital television and radio, the internet and mobile phones’. They were prompted with five ways to choose from\(^5\) (Figure 31).

**Figure 31 Preferred ways to learn about digital services and products\(^6\)**

Amongst each of the groups of adults detailed in Figure 31, the preferred way to learn about digital services and products is through reading a manual or instructions; clearly the most preferred amongst adults from minority ethnic groups as a whole and younger adults in particular. Older adults from minority ethnic groups are the most likely to nominate learning through friends and family. One in twelve adults from minority ethnic groups states a preference for formal learning in a class or group, with this being somewhat more popular for older adults from minority ethnic groups (12%) than for older adults across the UK as a whole (9%).

Within the different minority ethnic groups, Bangladeshis appear more likely to prefer to learn through trial and error, Black Caribbeans from finding out from the supplier or shop, and

---

\(^5\) Choosing as many of the five ways as applied to them.

\(^6\) Base: All minority ethnic group adults (985); all UK adults (3,244). Question Z4, prompted responses, multi-coded.
Indians and Chinese from following the manual, although findings are only indicative. Pakistanis and Chinese appear to be more likely to ask family and friends.

We further explored the prospect of training and education about the media by asking whether people had learnt about a variety of different media topics, ranging from skills to more creative applications, as well as some traditional ‘media studies’ topics such as how TV programmes are made. The results are shown in Figure 32.

**Figure 32 Experience of and interest in learning more about media**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Have learned through classes/training</th>
<th>Interested in learning more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using the internet</td>
<td>31%</td>
<td>61%</td>
</tr>
<tr>
<td>Creating a website</td>
<td>18%</td>
<td>66%</td>
</tr>
<tr>
<td>Editing digital pictures or digital video</td>
<td>8%</td>
<td>66%</td>
</tr>
<tr>
<td>How TV dramas are made</td>
<td>4%</td>
<td>66%</td>
</tr>
<tr>
<td>How news programmes are put together</td>
<td>4%</td>
<td>66%</td>
</tr>
<tr>
<td>Setting security controls/ filters on access to the internet</td>
<td>4%</td>
<td>66%</td>
</tr>
<tr>
<td>How TV services are funded</td>
<td>2%</td>
<td>66%</td>
</tr>
<tr>
<td>How newspapers/the press are funded</td>
<td>2%</td>
<td>66%</td>
</tr>
<tr>
<td>Community TV broadcasting</td>
<td>3%</td>
<td>66%</td>
</tr>
<tr>
<td>Sending photos using a mobile phone</td>
<td>3%</td>
<td>66%</td>
</tr>
<tr>
<td>Community radio broadcasting</td>
<td>3%</td>
<td>66%</td>
</tr>
<tr>
<td>Setting parental controls on mobile phones</td>
<td>2%</td>
<td>66%</td>
</tr>
<tr>
<td>Setting security controls/PIN numbers on your TV</td>
<td>2%</td>
<td>66%</td>
</tr>
<tr>
<td>None of these</td>
<td>61%</td>
<td>66%</td>
</tr>
</tbody>
</table>

Around two in five adults from minority ethnic groups have experience of and interest in learning more about these media topics. This compares with around one in five with experience of and two in five interested in learning amongst all UK adults. Interest and experience is more common amongst younger adults from minority ethnic groups; at around half for each.

Indians, Black Caribbeans and Black Africans appear to be more interested than other minority ethnic groups in learning more, particularly about the internet and the creation of websites. In addition, for Black Caribbeans and Black Africans, community TV and radio appear to be of interest.

---

60 Base: All adults from minority ethnic groups (863). Questions Z16 and Z17, prompted responses, multi-coded.
Looking forward

The key findings from this supplementary report on minority ethnic groups can be distilled as follows.

- There is higher ownership of digital TV among minority ethnic groups than the overall UK population (although Freeview penetration is markedly lower), but TV viewing in general is significantly lower for both younger and older adults. Knowledge of funding and regulation of television is lower than for the UK overall.

- Claimed penetration of digital radio services is higher among minority ethnic groups than the UK population overall. Claimed listening to digital radio services is also higher, although levels of listening to radio overall are significantly lower among minority ethnic groups. Levels of concern are twice as high as for the UK as a whole, although still low in comparison to other platforms.

- People from minority ethnic groups are more likely to make broader use of the internet and mobile, and to have and use 3G functionality. Levels of knowledge about funding and controls on the internet and mobiles, and levels of competence, are consequently higher than for UK adults, with some exceptions. Minority ethnic groups are more happy to give out personal details online than all UK adults.

- Minority ethnic groups are more likely than UK adults as a whole to be protectionist about content on TV and radio. They are slightly more likely to be less protectionist about mobile content. Levels of concern are higher than the UK average except for the internet.

- Around two in five adults from minority ethnic groups have experience of and interest in learning more about these media topics. This compares with around one in five with experience of and two in five interested in learning amongst all UK adults. Interest and experience is more common amongst younger adults from minority ethnic groups.

Because media literacy encompasses such a broad spectrum of issues and areas, it is impossible to reach an unqualified verdict on the present overall state of media literacy. Rather, the picture is mixed, with different elements of media literacy on different media platforms for different types of person and group showing different results.

The question that remains is whether, given the potential for harmful and offensive content on the newer platforms, the levels of understanding and ability to use the available functions is acceptable or whether users need to be encouraged to expand their platform ‘repertoire’ to include newer functions, building on their existing knowledge and skills.

This audit provides a significant first step in benchmarking a number of these key elements of media literacy, for both Ofcom and its stakeholders to digest and build upon.

Finally, it is worth turning to the future. We will conduct further research in this area, and repeat this audit in future years, to track how these elements evolve over time. Taking a five year timeframe, we may expect some of the core media literacy areas to look rather different from today:

- Wider usage of interactive and enhanced functions on DTV
• Growth in use of internet for access to public as well as commercial services
• Growth in validity and usage of user-generated content
• Growth in range of use of mobile and of internet

It is important to remind ourselves that the rate of change in digital communications is likely to continue apace. The media landscape will change considerably over the coming years.

In order that people can take full advantage of the potential civic, cultural and commercial benefits of such development – as well as arm themselves against the potential difficulties or drawbacks – the development and deepening of understanding and confidence needs to continue to grow. This audit has revealed a good beginning, with firm foundations to build upon.
Annex 1

Research methodology

‘Core’ interviews with adults

A total of 2,357 ‘core’ interviews were conducted in English with adults aged 16 and over. All interviews were conducted in the respondents’ homes by a team of interviewers across 303 locations in the UK. Minimum quotas were applied for these interviews based on the respondent’s age, gender and working status in order to achieve samples of interviews which were representative for each of the four UK nations. The count of ‘core’ interviews per nation is 1,078 in England, 414 in Scotland, 429 in Wales, and 436 in Northern Ireland.

Boost interviews were also conducted with a variety of population sub-groups, bringing the overall total of interviews with adults to 3,244.

Interviews with adults from minority ethnic groups

The ‘core’ interviews with adults detailed above would not fully represent adults from minority ethnic groups because interviews were conducted in English, and some respondents may feel more comfortable being approached to take part in the research by a researcher from the same ethnic background as them. A specialist ethnic research agency was therefore used to conduct 703 interviews in home with adults aged 16 and over from seven minority ethnic groups. Interviews were conducted in the mother tongue of each respondent, and targets were set to achieve a minimum of 100 interviews with adults from each of the following groups:

- Indian, Pakistani, Bangladeshi, Black Caribbean, Black African, Middle East & Arabic origin, Chinese

A total of 160 interviews were conducted with adults from minority ethnic groups as part of the ‘core’ study, thus an overall total of 863 interviews across the seven groups detailed above was conducted.

The 2001 Census indicates the adults from minority ethnic groups have a younger profile than white adults in the UK, with 74% of adults from minority ethnic groups aged from 16 to 50 compared with 56% of white adults. The younger profile of UK adults in minority ethnic groups is reflected in this research study. For example, the average age across all white adults interviewed is 46 years, compared to an average of 38 years amongst adults from minority ethnic groups. This report shows that age is a key indicator in terms of the presence of media literacy, and so this strong influence of age needs to be taken into consideration when reviewing the findings for minority ethnic groups. To this end, we have split our findings into two age-bands where appropriate – those aged under 45 and those aged over 45.

Interviews with adults

The data reported in this document has been weighted to match the profile for each of the four UK nations in respect of age, gender, working status and social economic grade.

Interviews with adults from the seven minority ethnic groups have also been weighted to the population quantity profiles indicated in the 2001 Census.
Figure 33 below shows the breakdown of the interviews conducted with adults from minority ethnic groups.

**Figure 33  Number of interviews conducted within each minority ethnic group**

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian</td>
<td>119</td>
</tr>
<tr>
<td>Pakistani</td>
<td>120</td>
</tr>
<tr>
<td>Bangladeshi</td>
<td>110</td>
</tr>
<tr>
<td>Black Caribbean</td>
<td>144</td>
</tr>
<tr>
<td>Black African</td>
<td>136</td>
</tr>
<tr>
<td>Middle Eastern, including Arabic origin/Iranian</td>
<td>102</td>
</tr>
<tr>
<td>Chinese</td>
<td>100</td>
</tr>
<tr>
<td>Other</td>
<td>32</td>
</tr>
</tbody>
</table>
Annex 2

Technical appendix

Sample design

For the ‘core’ interviews with adults, quotas were set to achieve a minimum of 1,000 interviews in England and 400 interviews in each of Scotland, Wales and Northern Ireland. Interviews were conducted across 303 sampling points: 138 in England and 55 in each of the other three nations. Quotas were set for each individual sampling point in terms of the age, gender and working status of the adults to be interviewed, with these quotas representing the demographic profile of the sampling point in question.

A specialist sampling agency (Business Geographics) was used to draw the sampling points and prepare the quotas for each sampling point, using Output Areas (OAs) as classified by the 2001 Census. Interviewers were then provided with specific addresses to approach regarding the research. The average OA contains around 130 households in England and Wales, around 160 households in Scotland, and around 150 households in Northern Ireland. This approach therefore affords tight control over the addresses an interviewer can call at. All interviews were conducted in respondents’ homes, using paper questionnaires and prompt material.

The OAs selected as sampling points for each nation were chosen to be representative of the nation in question in terms of urbanity. Each OA carried the Business Geographics Urbanity Indicator; comprising seven categories classified according to the size of the settlements they contained and the degree of isolation as determined by their proximity to larger settlements. The classification is defined in the following table.

<table>
<thead>
<tr>
<th>Category</th>
<th>Urbanity</th>
<th>Category Name</th>
<th>Definition</th>
<th>Residential addresses</th>
<th>Interviews achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Urban</td>
<td>Large City</td>
<td>The 9 largest cities in GB</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>2</td>
<td>Urban</td>
<td>City/Large Town</td>
<td>Other settlements over 100,000 population</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>3</td>
<td>Urban</td>
<td>Medium Town</td>
<td>Settlements 10,000-100,000 population</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>4</td>
<td>Urban</td>
<td>Small Satellite Town</td>
<td>Settlements 2,000-10,000 population and within 10 miles from a larger settlement</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>5</td>
<td>Urban</td>
<td>Isolated Small Town</td>
<td>Settlements 2,000-10,000 population and more than 10 miles from a larger settlement</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>6</td>
<td>Rural</td>
<td>Accessible Rural</td>
<td>Settlements less than 2,000 population and less than 10 miles from a larger settlement</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>7</td>
<td>Rural</td>
<td>Remote Rural</td>
<td>Settlements less than 2,000 population and more than 10 miles from a larger settlement</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>
The ‘core’ interviews with adults were supplemented with a series of boost interviews: broadband owners in Wales and Northern Ireland, adults aged under 65 with visual difficulties, adults aged under 65 with hearing difficulties, and adults from minority ethnic groups, as detailed in Annex 1.

**Weighting**

The ‘boost’ interviews detailed previously were weighted back to their natural incidence in a pre-weighting stage. All data was subsequently weighted to the profile for each of the four UK nations using target rim weights for age, gender, social grade, working status and region. The weighting figures are from the 2001 Census data, and are shown in Figure 34 below.

**Figure 34  Weighting profiles for UK nations and regions**

<table>
<thead>
<tr>
<th>Figures are based on household (except social grade which is based on those 16-64)</th>
<th>UK</th>
<th>England</th>
<th>Wales</th>
<th>Scotland</th>
<th>Northern Ireland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender – Male 15+</td>
<td>48%</td>
<td>48%</td>
<td>48%</td>
<td>47%</td>
<td>48%</td>
</tr>
<tr>
<td>Gender – Female 15+</td>
<td>52%</td>
<td>52%</td>
<td>52%</td>
<td>53%</td>
<td>52%</td>
</tr>
<tr>
<td>Age – 15-34</td>
<td>33%</td>
<td>33%</td>
<td>31%</td>
<td>32%</td>
<td>37%</td>
</tr>
<tr>
<td>Age – 35-54</td>
<td>35%</td>
<td>35%</td>
<td>34%</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Age – 55+</td>
<td>33%</td>
<td>33%</td>
<td>35%</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>Social Grade - AB</td>
<td>24%</td>
<td>26%</td>
<td>21%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Social Grade – C1</td>
<td>30%</td>
<td>30%</td>
<td>28%</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>Social Grade – C2</td>
<td>18%</td>
<td>18%</td>
<td>20%</td>
<td>18%</td>
<td>23%</td>
</tr>
<tr>
<td>Social Grade - DE</td>
<td>27%</td>
<td>26%</td>
<td>31%</td>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td>Working Status – working</td>
<td>57%</td>
<td>57%</td>
<td>51%</td>
<td>55%</td>
<td>51%</td>
</tr>
<tr>
<td>Working Status – not working</td>
<td>43%</td>
<td>43%</td>
<td>49%</td>
<td>44%</td>
<td>49%</td>
</tr>
<tr>
<td>Region - London</td>
<td>12%</td>
<td>15%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Region – South East</td>
<td>14%</td>
<td>16%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Region – South West</td>
<td>8%</td>
<td>10%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Region – Midlands/East</td>
<td>25%</td>
<td>30%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Region – North East</td>
<td>13%</td>
<td>15%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Region – North West</td>
<td>11%</td>
<td>14%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Region - Scotland</td>
<td>9%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Region - Wales</td>
<td>5%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Region – Northern Ireland</td>
<td>3%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

In addition to these target weights detailed above, additional weighting was applied for the interviews conducted in Northern Ireland in order to match data from the Ofcom Residential Communications Survey for ownership of the internet at home.