Media Literacy Audit:
Report on media literacy amongst older people

3 April 2006
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Foreword

This report presents the results of detailed research undertaken by Ofcom to assess the extent of media literacy amongst older people (aged 65 and over) within the UK. Under Section 3 of the Communications Act 2003, Ofcom is required to have regard to the needs of older people when carrying out its functions.

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.

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 minority ethnic groups, children, and disabled people – 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 older people on a matter of increasing interest to many people.

David Currie
Chairman, Ofcom

Philip Graf
Deputy Chair, Ofcom
Chair, Ofcom Content Board
Media Literacy Audit: Report on media literacy amongst older people
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.

Ofcom has carried out an audit of media literacy across the UK and in March 2006 published its first report, which details the audit’s findings 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.

This report focuses on adults aged 65 and over across the UK. Its purpose is to provide stakeholders with a source of information about older people’s levels of media literacy. It also examines the extent to which older people differ from the UK population as a whole in this respect.

We recognise that the population aged 65 and over is diverse. Therefore, we have examined where possible a range of sub-groups: those on a low income, those living alone, those living with others, those with a disability and those without, those aged 65 to 74 and those aged over 75.

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

- Nearly half of those surveyed aged 65 and over have digital TV (44%) and almost half have a mobile phone (49%). One in five has the internet at home, and nearly one quarter say they have access to digital radio. All these figures are significantly lower than for UK adults overall, although there is less of a difference for digital TV than for the other platforms.

- Nearly three quarters of those aged 65 and over have a VCR, and nearly 70% have a CD player. One in five has a digital camera.
• In comparison to all UK adults, older people watch more TV, and listen in equal amounts to the radio. Mobile phone use is considerably lower than that for all UK adults – on average, adults with a mobile phone aged 65 and over make five calls per week, and send two text messages, compared to 20 calls and 28 text messages for the UK as a whole.

• Amongst older internet users, weekly use at home is broadly the same as that for all UK adults (at 6.1 versus 6.5 hours), although use outside the home is negligible.

• Concerns about TV are more common amongst older people than amongst UK adults as a whole, with concerns about radio at a similar level to the overall average. Concerns about the internet and mobile phones are lower than among UK adults as a whole.

• Older people rate their competence for using the internet higher than their competence for using both mobile phones and digital TV. However, levels of competence overall are lower than for UK adults as a whole, as higher numbers of older people state that they aren’t interested or have no perceived need.

• Knowledge of industry funding and regulation is high for TV and radio, and the same as that of UK adults overall. Knowledge of internet funding amongst all over-65s is lower than that of the UK overall, although internet users aged 65 and over are just as likely as internet users generally to know about funding.

**Television**

• Around half of those aged 65 – 74 have digital TV (51%) compared to 62% of all UK adults surveyed, although this drops to 36% of those aged over 75.

• Around half of those aged 65 and over say they can use Teletext/Ceefax, and can set up a recording on the VCR. Over one third of those with DTV say they can use the interactive button. Levels of competence are, however, lower than for the UK adult average. Between one quarter and one half of all those aged 65 and over say they are not interested in or have no need for the various features relating to TV.

• Compared to all UK adults, older people are more likely to be aware of how the BBC is funded, although somewhat less likely to be aware of the 9pm watershed.

• Three in five (59%) older people say they have any concerns ‘about what is on TV’; considerably higher than amongst all adults (46%). Nominations are dominated by concerns over content.

• One in seven (15%) older people with the relevant technologies have interacted having seen something on television either by mobile phone, the internet or with the interactive button on their TV remote control. This compares to one in three (34%) of all UK adults.

**Radio**

• Nearly one quarter of those aged 65 and over say they have access to digital radio services, compared to 44% of all UK adults.

• Self-reported hours of radio listening are similar to those of all UK adults at around 15 hours per week.
- Half of people aged 65 and over are aware that radio is regulated and are aware of how commercial stations are mainly funded.

- Concerns about radio are low. Just one in ten (10%) older adults says they have any concerns ‘about what is on radio’; a similar figure to all UK adults.

Internet

- Just over two thirds (68%) of internet users aged 65 and over use it for communication on a weekly basis, only slightly less than all UK adult internet users (72%). Nearly one-third use the internet for transactions (for example banking, or shopping) on a weekly basis. Over one quarter use it to look at news. Overall breadth of use however is narrower than that of all UK adults.

- Some 34% of older people know how the BBC website is mainly funded, compared to 46% of all UK adults. One in ten older people knows the main way of funding for search engine websites, compared to 25% of all UK adults. This reflects the lower penetration of the internet amongst older people.

- Nearly half of older internet owners (44%) say they are confident about blocking viruses and spam, compared to 58% of all UK adults with the internet at home.

- The proportion of older people saying that ‘someone else tends to’ block computer viruses or e-mail spam or unwanted e-mail messages is no different than that for all UK adults (around one in five of both groups).

Mobile phones

- Most older people with a mobile phone (82%) claim to make one or more calls per week, but just one quarter (24%) say they send any texts.

- Older people consequently spend an average of £8 per month compared to £22 for all UK adults with a mobile phone.

- Older people use their mobile phone for a much narrower range of services than UK adults as a whole. Two in five older people with a mobile phone make no use of it in a typical week.

- Over half of older people with a mobile phone say they are confident about locking their phone, and storing a new contact on it (58% and 51% respectively). Nearly half can listen back to voicemail messages with confidence (44%). Three in ten say they can send a text message with confidence. Nearly half of older people say they are uninterested in sending a text message, or changing the ringtone on their phone.

- Similar numbers of all adults and older adults say they have concerns about mobile phones – at around 4 in 10. The two main areas of concern for older people are risks to health and risks to society, standards or values.

Sources of news

- As with all adults, almost all older people use TV for news and TV is also the most used source. One quarter of those aged 65 and over say that they use newspapers most, compared to 19% of all UK adults. The radio is used as a source of news by slightly fewer older people. Few people aged 65 and over use Teletext as a source of news (4%), compared to 11% of all UK adults.
• Focusing on respondents who expressed an opinion either way, older people are more likely to trust radio news than are all UK adults, while levels of trust in TV news, news websites and newspapers do not differ between the two age-groups.

• Levels of distrust in news websites are, however, significantly higher amongst older people.

**Attitudes and preferences**

• Over half of those aged 65 and over say they would miss television the most out of an array of media activities. One in five says they would miss the radio most, and one in 10 newspapers. The figures for both radio and newspapers are higher than for the UK adults as a whole.

• Nearly two in five (37%) of people aged 65 and over spend ‘all or nearly all’ of their leisure time at home, compared to 17% of all UK adults. Those with a disability, those aged 75+, and those living alone are more likely to do so.

• Some 40% of those aged 65 or over say that they try to keep up with new technology, and 43% say they are interested in it (compared to 66% and 68% for all UK adults). Nearly 70% of older people say that they like technology to be simple and straightforward, compared to 59% of all UK adults.

• One in eight (13%) older people says they would like to learn more about various elements of media, compared to 32% of all adults. Some 7% of older people say they are interested in learning about the internet, and 7% say they have already learned about it through classes or training. Those aged over 75, and those living alone, are significantly less likely to express interest in, or say that they have learned already, about aspects of the media.
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 a remit, under Section 3 of the Communications Act 2003, to have regard to the needs of older people when carrying out its functions. To this end, as part of the Media Literacy Audit, it was important to ensure that the views and media habits of older people were fully represented.

This report focuses on older adults, defined as those aged 65 and over. The purpose of this separate supplementary report is to provide stakeholders with an array of information about the media opinions and habits of older people, which together form an overview of the levels of media literacy. Its purpose is also to examine the extent to which such views and habits differ or not from the UK population as a whole.

In order to better understand the extent of media literacy amongst older people, we have examined where possible a number of different groups within the overall 65 and over age-group. We have looked at age, disability, income and living situation, as follows:

- those aged 65 – 74
- those aged 75 and over
- those with a disability
- those without a disability
- those living alone
- those living with another adult
- those on a low income

It should be noted that some of these groups are linked: for example, two-thirds of those living alone are aged 75 and over, whereas two-thirds of those living with another adult are aged 65 – 74.

This audit is the most comprehensive survey ever carried out by Ofcom or the legacy regulators in relation to older people. It is the first time that views and opinions within this group – for example, those living alone compared to those living with others; those with a disability compared to those without a disability – have been published, albeit at an indicative level.

The data enables Ofcom and its stakeholders to understand the extent of difference of opinion and habit between older people and the UK population as a whole, and to be able to target resources appropriately.
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 initial picture 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 the audit as a whole is to begin to track the media literacy of the UK population (both adults and children). 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

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.
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

Across the whole study, over 3,200 adults (aged 16+) were interviewed, of whom 480 were older people aged 65 and over. The study was conducted for Ofcom by the research agency saville rossiter-base, and fieldwork took place from 8 June to 5 August 2005.

Full details of the research methodology can be found at Annexes 1 and 2, and also in our main report Media Literacy Audit: report on adult media literacy. Copies of the survey are available from our website at www.ofcom.org.uk/advice/media_literacy.

1.4 Structure of report

This report focuses on media literacy amongst older people aged 65 and over. Where relevant, comparisons are made with the findings for all UK adults. There is also some opportunity to look in more detail at some of the groups of adults within the overall sample of older people.

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 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 core report provides the media literacy audit findings for older adults (aged over 65). 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) Minority ethnic groups
**Section 2**

**Overview of media literacy**

This section sets out the results for the key parameters of media literacy, using 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.

The majority of this section examines how the responses of those aged 65 and over differ to the UK as a whole. Differences between the sub-groups of those aged 65 and over are compared in the final part of the chapter.

**Summary**

Nearly half of those aged 65 and over have digital TV (44%) or a mobile phone (49%). One in five has the internet at home, and nearly one quarter say they have access to digital radio services. All these figures are significantly lower than for UK adults overall, although there is less of a difference for digital TV than for the other platforms.

Nearly three quarters of those aged 65 and over have a VCR, and nearly 70% have a CD player. 45% have a DVD player, and one in five has a digital camera.

In comparison to all UK adults, older people watch more TV, and listen to similar amounts of radio. Volume of internet use is around two-thirds of that for all UK adults, and mobile phone use is considerably lower than that for all UK adults.

Concerns about TV are higher amongst older people than amongst UK adults as a whole, with concerns about radio at a similar level. Concerns about the internet and mobile phones are lower than amongst UK adults as a whole.

There are relatively high levels of self-rated competence amongst older owners for tasks relating to the internet, with competence for tasks related to mobile phones and digital TV at rather lower levels.

Knowledge of industry funding and regulation is high for TV and radio, and the same as that of UK adults overall. Knowledge of internet funding amongst all over-65s is lower than that of the UK overall, although internet users aged 65 and over are just as likely as internet users generally to know about funding.

The measures for trust in TV news, news websites and newspapers for older people are at very similar levels for UK adults as a whole, with a higher measure for trust in radio amongst older adults compared to all adults.
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 surveyed between June and August 2005.

Figure 1 Ownership of key platforms across all UK adults and those aged 65 and over from Audit survey

<table>
<thead>
<tr>
<th>Platform</th>
<th>All UK adults</th>
<th>Aged 65 and over</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phone</td>
<td>82%</td>
<td>49%</td>
</tr>
<tr>
<td>Digital TV</td>
<td>62%</td>
<td>44%</td>
</tr>
<tr>
<td>Internet</td>
<td>54%</td>
<td>21%</td>
</tr>
<tr>
<td>Digital radio</td>
<td>44%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Broadband take-up stands at 48% of those aged 65 and over with internet access at home, and 10% of all aged 65 and over. The comparable figures for all UK adults are 64% of those with internet access at home, and 35% of all.

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 useful 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 the responses from all adults alongside those aged 65 and over, with the devices shown in ranked order according to the proportion of all adults owning each device.

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2 The figures 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.

3 Base: All UK adults and those aged 65 and over (3,244; 480). Questions T2, R1, I3, M2, prompted responses, single coded.

4 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.
Whilst a clear majority of those aged 65 and over have a CD player and a video cassette recorder at home, fewer than half own any of the other media devices, which tend to be the newer technologies. One in seven older adults does not own any of the media devices listed.

We now turn to how these platforms and devices are used and thought about – in other words the core elements of media literacy.

### 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 adults aged 65 and over. The strength of each element is shown both as the shaded proportion of the ring and as a percentage.

#### Figure 3 Interest and awareness

<table>
<thead>
<tr>
<th>Interest in features</th>
<th>Digital TV</th>
<th>Digital Radio</th>
<th>Internet</th>
<th>Mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amongst all adults</strong></td>
<td><img src="image" alt="Diagram" /></td>
<td><img src="image" alt="Diagram" /></td>
<td><img src="image" alt="Diagram" /></td>
<td><img src="image" alt="Diagram" /></td>
</tr>
<tr>
<td>% of maximum potential</td>
<td>38%</td>
<td>29%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>UK adults</strong></td>
<td>59%</td>
<td>47%</td>
<td>48%</td>
<td>47%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Digital TV</th>
<th>Digital Radio</th>
<th>Internet</th>
<th>Mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amongst those interested</strong></td>
<td><img src="image" alt="Diagram" /></td>
<td><img src="image" alt="Diagram" /></td>
<td><img src="image" alt="Diagram" /></td>
<td><img src="image" alt="Diagram" /></td>
</tr>
<tr>
<td>% of maximum potential</td>
<td>83%</td>
<td>68%</td>
<td>78%</td>
<td>91%</td>
</tr>
<tr>
<td><strong>UK adults</strong></td>
<td>89%</td>
<td>78%</td>
<td>91%</td>
<td>93%</td>
</tr>
</tbody>
</table>

*Base: All UK adults and those aged 65 and over (3,244; 480). Questions A8A-J, prompted responses, multi-coded.*
‘Interest in (digital) features’

Of all the platforms, older respondents were most interested in the features of digital TV (in addition to those features already available on analogue TV), with around two-fifths of the features of interest to all adults aged 65 and over. Interest in the digital features of the other three platforms is considerably lower; at around one-third of the maximum potential for digital radio, one-fifth for the internet and just 15% of the maximum potential for mobile phone features.

For each of the 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 older people (63%) than ‘channels where you can buy things directly through your TV’ (27%).

In other words, people appear to be most interested in that which is already familiar to them.

Levels of interest in the features of each of the digital platforms are markedly lower for older people than for UK adults as a whole, in particular interest in mobile phone features.

‘Awareness of (digital) features of interest’

Figure 3 shows that amongst those aged 65 and over who are interested in the digital features of each platform, awareness of those features is generally high. Awareness is rather lower for digital radio features, however. Awareness and interest are closely linked.

Whilst interest in digital features is lower for older people than UK adults as a whole, as detailed previously, there is less of a gap in terms of awareness of the features of interest for digital TV and mobile phones. Awareness of the digital features of digital radio and the internet amongst those interested is, however, lower for older people than for 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.

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6 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.

7 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’.

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

9 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></th>
<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>
<td></td>
</tr>
<tr>
<td><strong>per week</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Amongst owners</strong></td>
<td>28.8 hrs</td>
<td>15.2 hrs</td>
<td>6.3 hrs</td>
<td>5 calls 2 texts</td>
</tr>
<tr>
<td><strong>Volume of usage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>per week</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>UK adults</strong></td>
<td>21.6 hrs</td>
<td>15.2 hrs</td>
<td>9.9 hrs</td>
<td>20 calls/28 texts</td>
</tr>
<tr>
<td><strong>Level of concern</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>% of maximum potential amongst all adults</strong></td>
<td>37%</td>
<td>5%</td>
<td>30%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>UK adults</strong></td>
<td>27%</td>
<td>6%</td>
<td>38%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>Breadth of usage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>% of maximum potential amongst owners</strong></td>
<td>n/a</td>
<td>n/a</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>UK adults</strong></td>
<td></td>
<td></td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Competence with digital features</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>% of maximum potential amongst owners</strong></td>
<td>60%</td>
<td>n/a for non-DAB owners</td>
<td>71%</td>
<td>64%</td>
</tr>
<tr>
<td><strong>UK adults</strong></td>
<td>75%</td>
<td>76%</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td><strong>Knowledge of content controls</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Amongst owners</strong></td>
<td>69%</td>
<td>n/a</td>
<td>43%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>% of maximum potential</strong></td>
<td>Aware watershed</td>
<td>Judgement of website security/can block viruses/spam</td>
<td>Aware age verification/pre-installed filters</td>
<td></td>
</tr>
<tr>
<td><strong>UK adults</strong></td>
<td>81%</td>
<td>57%</td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>

**‘Volume of usage’**

Across the four platforms, TV sees the highest volume of self-reported, being watched for an average of 29 hours per week, followed by radio and then internet (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.

In comparison to all UK adults, older people have a higher volume of TV viewing, and an identical volume of radio listening. Volume of internet use is around two-thirds of that for all UK adults, and mobile phone use is considerably lower than that for all UK adults.

**‘Level of concern’**

Levels of concern are:

- negligible for radio;
- around one-fifth of the maximum potential for mobile phones;
- around one-third for the internet; and

---

10 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.
• highest for TV at two-fifths 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 health issues (resulting from usage of the phones themselves or from mobile phone masts) or risks to society’s standards and values.

Concerns about TV are higher amongst older people than amongst UK adults as a whole, with concerns about radio at a similar level. Concerns about the internet and mobile phones are lower than amongst UK adults as a whole.

‘Breadth of usage’ 11

Amongst older adult owners, breadth of usage for the internet is around one-tenth of the maximum potential12, with breadth of usage for mobile phones at less than half this level (at 4%). Breadth of usage for the internet is around half that for all UK adults with internet access, and breadth of use of mobile phones is at one quarter of the UK adult measure.

While there is one main weekly use for the internet amongst older people (sending and receiving emails – 68%), and one main weekly use for mobile phones (making calls - 58%, with 17% sending texts weekly), the internet has a greater breadth of use. Half (53%) of all older mobile phone users only make calls or send texts in a typical week, but relatively few (13%) older internet users only send e-mails in a typical week.

‘Competence (with digital tasks)’ 13

Figure 4 shows relatively high levels of self-rated competence amongst older owners for tasks relating to the internet, with competence for tasks related to mobile phones and digital TV at rather lower levels.

The measure for competence relating to internet tasks is only slightly less than that for all UK adults owners, related to the fact that this index of competence is based on people who say they are interested in carrying out the tasks, and doesn’t include those who say they aren’t interested. However, there is more of a gap between self-rated competence regarding digital TV and mobile phone tasks compared to all UK adult owners.

More detail on the specific types of tasks, and the extent to which people are interested in carrying them out, can be found in the platform sections that follow.

---

11 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.

12 The maximum potential being weekly use of all possible uses.

13 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.
‘Knowledge of content controls’

As shown in Figure 4, two-thirds of older adults are aware of the 9 pm watershed (before which certain types of programme content, unsuitable for children, may not be shown). Awareness amongst all UK adults stands at 81%.

For the internet, the measure is related to the extent that internet users say they carry out various checks or say they are confident about blocking computer viruses or email spam. According to this index measure, under half (43%) of older internet users can control content. Amongst all owners this measure stands at 57%.

By contrast, very few mobile phone owners aged 65 and over – 6% - demonstrate knowledge of the content controls available on the most recent mobile phones. This measure is higher amongst all mobile phone owners, but still only 17% are aware of the availability of these relatively new controls.

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

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Radio</th>
<th>Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry funding/regulated</td>
<td>80%</td>
<td>56%</td>
<td>22%</td>
</tr>
<tr>
<td>% of maximum potential amongst all adults</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK adults</td>
<td>80%</td>
<td>58%</td>
<td>34%</td>
</tr>
<tr>
<td>Trust in news outlets</td>
<td>UK TV news outlets</td>
<td>77%</td>
<td>83%</td>
</tr>
<tr>
<td>% of maximum potential amongst all adults</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK adults</td>
<td>78%</td>
<td>76%</td>
<td>63%</td>
</tr>
<tr>
<td>Creating content</td>
<td>% of maximum potential amongst owners</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Have own blog/ website/edit &amp; organise photos on a computer</td>
<td></td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>UK adults</td>
<td></td>
<td></td>
<td>13%</td>
</tr>
</tbody>
</table>

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).

There are no applicable measures of understanding and creation in relation to mobile phones to report on in this section.
‘Knowledge of industry funding/regulation’ 16

Knowledge of how TV is funded, and whether or not it is regulated, is fairly high, at an index level of 80%. This matches the measure for all UK adults.

Levels of knowledge about industry funding and regulation for radio are not as high. The overall index measure is 56%; very similar to the measure of 58% for all UK adults.

Knowledge about internet funding is lower still, at an overall index of 22%. Awareness of how internet search-engine websites are funded is low; at 10% of older adults, although awareness of how the BBC website is mainly funded is higher: 34% of older adults think that the BBC website is mainly funded by the licence fee. These measures are rather lower than for UK adults as a whole, at least in part due to lower take-up of the internet amongst older adults.

Amongst those with internet access, however, awareness of funding does not differ significantly between adults as whole and older adults.

‘Trust in news outlets’ 17

Trust was assessed in respect of particular news outlets for each of TV, radio and the internet. Trust in types of newspapers has been shown in Figure 5 for comparison. It should be noted that this overall index measure excludes respondents who did not express an opinion.

Trust in radio and TV news outlets is highest, at over three quarters of the maximum potential18. The measure for internet news websites is rather lower, at around two-thirds of the maximum potential.

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

The measures for trust in TV news, news websites and newspapers for older people are at very similar levels for UK adults as a whole, with a higher measure for trust in radio amongst older adults compared to all adults.

‘Creating content’ 19

As shown in Figure 5, the measures relating to content creation are internet- and PC-based. Current levels of content creation amongst older people with internet access are very low, at 4% of the maximum potential, compared to 13% across all UK adults with internet access.

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16 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.

17 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 Z8). 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.

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

19 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 I14, I24). The index measure is an average across these three.
2.4 Comparison to all UK adults, and by groups of older people

We have so far shown the presence of the media literacy elements for older people and for UK adults as a whole in order to build an overall picture. In this section we also compare the presence of media literacy elements for some groups of older people: those in low income households, those living alone, those living with another adult, those with any disability and those with no disability. The extent of the variation from the overall UK adults measure is indicated as higher or lower than the UK average 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 overall UK average.

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 compared to the UK average for a particular platform are not apparent. Such differences are reported on in the platform-specific chapters later in this report.

### Figure 6 Media literacy elements for older people compared to all UK adults

<table>
<thead>
<tr>
<th>Compare with</th>
<th>Interest in features</th>
<th>Aware of features of interest</th>
<th>Volume of usage</th>
<th>Breadth of usage</th>
<th>Competence</th>
<th>Concern</th>
<th>Funding/ regulation</th>
<th>Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>All aged 65 plus</td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>Low income households</td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>Living alone</td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>Living with another adult</td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>With any disability</td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>With no disability</td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>All aged 65-74</td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
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<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
</tr>
<tr>
<td>All aged 75 plus</td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
</tr>
</tbody>
</table>

---

20 Defined as households with an income below £11,500 per year.
21 Either from a list of possible physical difficulties, or nominated by respondents.
Figure 6 shows generally much lower levels of media literacy amongst older people compared to all UK adults as a whole, with this being most evident regarding interest in the digital features of the platforms, volume of usage, breadth of usage amongst those with the internet and/or a mobile phone, and competence at digital tasks amongst those with digital TV, the internet or a mobile phone.

A comparison of all older people in the first row with the groups of older people in the subsequent rows throws up relatively few differences at this overall level, although differences emerge when examined according to each platform.

The following sections of this report provide more detail on each of these media literacy elements.
Section 3

Television

This section examines television in depth, taking the core elements of media literacy and comparing older people with the adult population as a whole. Where possible, it also includes indications of the particular sub-group responses. We asked questions about TV generally as well as focusing on the digital platform.

Summary

A majority (51%) of those aged 65 – 74 have digital TV compared to 62% of the UK population overall, although this drops to 36% of those aged over 75.

Volume of viewing is high, particularly for those living alone and those with a disability.

Around half of those aged 65 and over say they can use Teletext/Ceefax, and can set up a recording on the VCR. Over one third with digital TV say they can use the interactive button. That said, levels of competence are lower than for the UK overall. Between one quarter and one half of all those aged 65 and over say they are not interested in or have no need for the various features relating to TV.

Compared to all UK adults, older people are more likely to be aware of how the BBC is funded, although somewhat less likely to be aware of the 9pm watershed.

Three in five (59%) older people say they have any concerns ‘about what is on TV’; considerably higher than amongst all adults (46%). Nominations are dominated by concerns over content.

One in seven (15%) of older people with the relevant technologies have 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 compares to one in three (34%) of all UK adults.

3.1 Take-up of digital TV

As set out earlier, just under half (44%) of older people say they have digital TV at home, compared to three in five (62%) of all adults. Ownership levels for various groups of older people are also shown below.

<table>
<thead>
<tr>
<th>Digital TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>All UK adults</td>
</tr>
<tr>
<td>All older people</td>
</tr>
</tbody>
</table>

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.
3.2 Reasons for having digital TV

Those with digital TV were asked to nominate (without prompting) their reasons for getting a digital TV service at home. Figure 7 below compares the reasons given by those aged 65 and over and all UK adults.

There are very few differences between the two groups, with additional channels being the key reason for getting digital TV. Unsurprisingly, very few older people say they got digital TV ‘for the children’. There is slightly more likelihood of older people having digital TV as a result of recommendations from family and friends.

Figure 7 Reasons for having digital TV

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23 All adults with digital TV, all aged 65+ with digital TV (1,998; 201). Question T10, spontaneous responses, multi-coded.
3.3 Hours of TV viewing

Levels of self-reported TV viewing show considerable variation. Figure 8 shows the three main types\(^\text{24}\) of weekly viewing for all adults with a TV at home, for those aged 65 and over, and for groups of older people.

**Figure 8** Hours of TV viewing per week\(^\text{25}\)

Across all adults the average (self-reported) weekly live TV viewing stands at 19.4 hours, plus 2.2 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 21.6 hours of TV viewing per week on average for all UK adults\(^\text{26}\), with this figure rising to 28.8 hours for all older people, and 34.2 hours for older people with any disability.

This discrepancy between groups is partly explained by the extent to which ‘all or most leisure time’ is spent at home. We asked respondents how much of their leisure time is spent at home in a typical week (by selecting from a prompted list of time-periods). 17% overall said ‘all/almost all’ of their leisure time is spent at home. This rose to 37% for those aged over 65, and 44% for older people with a disability.

We also examined who were most likely to be heavy TV viewers. We defined heavy TV users as watching 35 or more hours of TV (live or time-shifted) per week. This group accounts for 15% of all UK adults, 25% of all older people, and 38% of older people with a disability.

3.4 Monthly spend

Amongst those with cable or satellite TV, the average self-reported monthly spend on the TV service received is £33 across all adults and £29 amongst older people. Whilst 6% of all cable or satellite subscribers pay over £50 per month for their TV service, this level of spending is not found amongst older people.

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\(^{24}\) Three questions were asked to assess the volume of TV viewing: hours per week watching TV as it is broadcast (shown in Figure 8 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).

\(^{25}\) Base: All adults with a TV at home, those aged over 65 (3,197; 476). Questions T5A-C, prompted responses, single coded.

\(^{26}\) This figure is lower than the official BARB television viewing figure for 2004 (27.7 hours for adults aged 16+), although this discrepancy is to be expected given the difference in methodologies and the likelihood of self-reported estimates being lower.
3.5 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 older adults with a TV at home (99% of all adults aged 65 and over) 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 (44% of older people) were also presented with a series of digital TV-specific tasks and taken through the same options. Figure 9 below summarises the responses for each task.

**Figure 9  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/ Ceefax for news etc.</td>
<td>56%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Set up one-off advance recording on VCR</td>
<td>48%</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Find out more using interactive button*</td>
<td>36%</td>
<td>20%</td>
<td>44%</td>
</tr>
<tr>
<td>Show subtitles on TV</td>
<td>27%</td>
<td>29%</td>
<td>44%</td>
</tr>
<tr>
<td>Set up menu of favourite channels*</td>
<td>24%</td>
<td>32%</td>
<td>44%</td>
</tr>
<tr>
<td>Select different viewing angles/ matches*</td>
<td>19%</td>
<td>36%</td>
<td>45%</td>
</tr>
<tr>
<td>Change DVD language settings</td>
<td>15%</td>
<td>34%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Around half of those aged 65 and over say they can use Teletext/Ceefax, and can set up a recording on the VCR. Over one third of older people with digital TV say they can use the interactive button. That said, levels of competence are lower than for the UK overall.

Between one quarter and one half of all those aged 65 and over say they are not interested in or have no need for the various features relating to TV.

3.6 Awareness of TV regulation, channel funding and watershed

In comparison to the other platforms, TV stands out as generating the highest levels of awareness of regulation and channel funding\(^{28}\), and also of the content control afforded by the 9pm watershed.

\(^{27}\) Base: All older people with a TV (476). \(^{*}\) Base: All older people with digital TV (201). Questions T15 and T17, prompted responses, single coded.

\(^{28}\) The question asked respondents for ‘the main method’ of funding for ITV, Channel 4 and Five.
Compared to all UK adults, older people are less aware of the 9pm watershed (69% versus 81%); this perhaps being less of an issue through it being less likely there would be young children in the household. Awareness of BBC funding, by contrast, is higher than amongst adults as a whole.

### 3.7 Concerns about what is on TV

Three in five (59%) older people nominate (without prompting) any concerns ‘about what is on TV’; considerably higher than amongst all adults (46%).

Nominations are dominated by content concerns, as indicated in Figure 11, which shows the proportion of all older adults nominating any concerns, along with the top areas of concern mentioned.

Overall, one in seven (14%) older adults claims to be ‘very concerned’ about television, compared to 8% of all UK adults. Almost all of these had nominated a concern relating to offensive content.

### 3.8 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 (90% of all UK adults, 64% of older adults), one in three (34%) of all UK adults and one in seven (15%) of older adults have 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.

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29 Base: All aged 65+ (480). Questions T20, T23 and T25, spontaneous responses, single coded.
30 Base: All UK adults aged 65+ (480). 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 older people and all UK adults.

Summary

Nearly one quarter of those aged 65 and over say they have access to digital radio services, compared to 44% of all UK adults.

Volume of radio listening is similar to that of all UK adults at around 15 hours per week, although those aged over 65 are more likely to listen at home.

Half of people aged 65 and over are aware that radio is regulated, and aware of how commercial stations are mainly funded.

Concerns about radio are low. Just one in ten (10%) older adults nominates (without prompting) any concerns ‘about what is on radio’, a similar figure to all UK adults.

As detailed earlier, 44% of all UK adults and 23% of adults aged 65 and over are aware they have access to digital radio services at home (digital radio can be received on a DAB digital radio set, or via digital television or the internet). Claimed access levels for various groups of older people are also shown below31.

<table>
<thead>
<tr>
<th></th>
<th>Digital radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>All UK adults</td>
<td>44%</td>
</tr>
<tr>
<td>All older people</td>
<td>23%</td>
</tr>
<tr>
<td>- Low income</td>
<td>20%</td>
</tr>
<tr>
<td>- Live alone</td>
<td>16%</td>
</tr>
<tr>
<td>- Live with another adult</td>
<td>30%</td>
</tr>
<tr>
<td>- Any disability</td>
<td>21%</td>
</tr>
<tr>
<td>- No disability</td>
<td>25%</td>
</tr>
<tr>
<td>- Aged 65-74</td>
<td>28%</td>
</tr>
<tr>
<td>- Aged 75+</td>
<td>17%</td>
</tr>
</tbody>
</table>

4.1 Volume of radio listening per week

The volume of 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, and at work/ school/ college. Figure 12 shows these volumes of weekly listening for all adults, all older adults, and particular groups of older adults.

31 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.
Figure 12  Volume of radio listening per week

Across all UK adults the average (self-reported) weekly radio listening at home stands at 8.6 hours, plus 6.6 hours elsewhere. This provides an overall estimate of 15.2 hours listening per week on average. For older adults aged 65 and over weekly radio listening at home is much higher at 13.0 hours, plus 2.3 hours elsewhere, thus an almost identical overall estimate of 15.3 hours listening per week on average.

Figure 12 shows relatively few differences in terms of total listening volumes across the groups of older people detailed, although in-car radio listening is higher generally amongst those living with another adult and those with no disability. The most significant difference is between those aged under and over 75, with those aged 75+ much less likely to listen.

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 14% of all UK adults and also of all adults aged 65 and over.

4.2 Awareness of radio regulation and commercial funding

Radio is second to TV in terms of people’s levels of awareness of regulation and how national commercial stations are mainly funded. Half of all older adults are aware of these elements, as indicated in Figure 13. These measures are similar to those for all UK adults, but a lower proportion of older adults are aware that radio is regulated (at 51% versus 59%).

---

Base: All UK adults, all aged 65 and over (3,244; 480). Questions R5A-E, prompted responses, single coded.

This figure is lower than the RAJAR figure for Q2 2005 of 21.6 hours, with this discrepancy to be expected given the difference in methodologies (RAJAR being based on diary prompts) and the likelihood of self-reported estimates being lower.
Figure 13  Awareness of radio regulation and funding

<table>
<thead>
<tr>
<th>Aware</th>
<th>Not aware</th>
<th>Don’t know</th>
<th>Aware, all UK adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>33%</td>
<td>16%</td>
<td>59%</td>
</tr>
<tr>
<td>51%</td>
<td>32%</td>
<td>17%</td>
<td>52%</td>
</tr>
<tr>
<td>68%</td>
<td>26%</td>
<td>9%</td>
<td>65%</td>
</tr>
</tbody>
</table>

4.3 Concerns about what is on radio

Concerns about radio are low. Just one in ten (10%) older adults nominates (without prompting) any concerns ‘about what is on radio’. This measure is matched across all UK adults (9%). Nominations from adults, whilst low, mostly relate to content in terms of bad language (whether spoken or song lyrics) and poor quality content (in terms of advertising breaks, and content being ratings-driven).

Overall, just 1% of all UK adults and of older adults claim to be ‘very concerned’ about what is on the radio.

4.4 Interacting with radio

Finally, we wanted to assess the extent of interactivity taking place with radio content.

Amongst those who listen to the radio at all (91% of all UK adults), around one in ten (13%) overall have 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).

Amongst the 83% of older adults who listen to the radio, the equivalent measure for ‘digital interaction’ is just 4%, with this being slightly more common amongst those living with another adult and those with no disability.

---

34 Base: All UK adults, all aged 65 and over (3,244; 480). Questions R17 and R21, spontaneous responses, single coded.
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 all adults and older people.

As detailed previously, 54% of all UK adults and 21% of adults aged 65 and over have access to the internet at home. This relatively low proportion of older adults with home internet access means that our base for those older people using the internet is 75. This means that proportions are indicative only. The low base also means it is not possible to look at responses for the sub-groups of older people detailed elsewhere in this report.

Summary

Amongst older internet users, it appears that weekly use at home is broadly the same as that for all UK adults (at 6.1 versus 6.5 hours), but use outside the home is negligible, leading to an average weekly use of 6.3 hours compared to 9.9 hours for all UK adults.

Just over two thirds of internet users aged 65 and over appear to use it for communication on a weekly basis, a similar level to all UK adult internet users (68% and 70% respectively). Nearly one-third use the internet for transactions (for example banking, or shopping) on a weekly basis. Over one quarter use it to look at news. Overall breadth of use however is narrower than that of UK adults.

Nearly three-quarters of older people say they are confident about emailing friends and relatives, and over half that they can visit websites to find out the latest news. Apart from these two areas, other elements of internet use can be done with confidence by a minority of those aged 65 and over.

It appears that 34% of older people know how the BBC website is mainly funded, compared to 46% of all UK adults. One in ten older people knows the main way of funding for search engine websites, compared to 25% of all UK adults. This reflects the lower penetration of the internet amongst older people. Among internet users, however, levels of knowledge are the same for older and all-UK adults.

Turning to content controls, it seems that nearly half of older internet owners (44%) say they are interested in, and confident about, blocking viruses/spam, compared to 58% of all UK adults with the internet at home.

The proportion of older people saying that ‘someone else tends to’ block computer viruses or e-mail spam or unwanted e-mail messages is no different than that for all UK adults (around one in five of both groups).

There are indications that older people may use the internet more firmly for communications than for other functions, as evidenced by the high numbers using it for email.
Home internet access for various groups of older people is shown below:

<table>
<thead>
<tr>
<th>Internet at home</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>All UK adults</td>
<td>54%</td>
</tr>
<tr>
<td>All older people</td>
<td>21%</td>
</tr>
<tr>
<td>Low income</td>
<td>19%</td>
</tr>
<tr>
<td>Live alone</td>
<td>8%</td>
</tr>
<tr>
<td>Live with another adult</td>
<td>33%</td>
</tr>
<tr>
<td>Any disability</td>
<td>15%</td>
</tr>
<tr>
<td>No disability</td>
<td>27%</td>
</tr>
<tr>
<td>Aged 65-74</td>
<td>31%</td>
</tr>
<tr>
<td>Aged 75+</td>
<td>10%</td>
</tr>
</tbody>
</table>

5.1 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, as Figure 14 shows:

Figure 14 Volume of internet use per week

Across all UK adults the average (self-reported) weekly use of the internet stands at 9.9 hours across all locations, with this average very broadly split two-thirds at home and one-third anywhere else. Amongst older internet users, it appears that weekly use at home is not dissimilar to that for all UK adults (at 6.1 versus 6.5 hours), but use outside the home is negligible, leading to an average weekly use of 6.3 hours.

Heavy internet users were defined as those using the internet for 15 hours or more per week at any location. This group accounts for 12% of all UK adults, but just 2% of all older adults.

35 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.

36 Base: Those who use the internet at all, all those aged 65 and over who use the internet (1746; 75). Questions H10A-C, prompted responses, single coded.
Heavy usage is much more common amongst those with broadband access at home. Older internet users are much less likely to have broadband access to the internet from home than internet users as a whole, at 48% versus 64%.

5.2 Monthly spend

Amongst those with the internet at home, the average (self-reported) monthly spend on the internet service received is £19 across all adults with home access, and £15 across older adults with home access.

5.3 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 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. The long list of types of use have been grouped into the eight broad types for ease of comparison\(^{37}\), and are shown in Figure 15 below. Each band indicates the proportion of internet users making each type of use at least weekly, with these bands stacked on top of each other to give an indication of breadth of use amongst the different types of internet users.

**Figure 15** Key types of use made of the internet at least weekly\(^{38}\)

![Key types of use made of the internet at least weekly](image)

Adults aged 65 and over appear to be less likely to make each of the uses shown in Figure 15. The largest gaps are, perhaps unsurprisingly, use of the internet for work/studies information, but also for leisure information (both 21% below the UK average for weekly use).

\(^{37}\) The uses shown in Figure 15 under ‘Communication’ are ‘Sending & receiving e-mails’, ‘Using on-line chat rooms’, ‘Using Instant Messaging/ MSN Messenger/ AOL Messenger etc.’. The uses shown under ‘Work/ studies information’ are ‘Finding information for your work/ job/ your studies/ homework’. The uses shown under ‘Leisure information’ are ‘Following latest scores/ sports results as they happen’, ‘Finding information for your leisure time or holidays’, ‘Finding information about cinema/ theatre/ live music’. The uses shown under ‘Transactions’ are ‘Making bookings – travel, accommodation, concert tickets etc.’, ‘Shopping’, ‘Banking and paying bills’, ‘Gambling’, ‘Buying and selling on auction sites – eBay, QXL, etc.’, ‘Renting DVDs’. The uses shown under ‘Entertainment’ are ‘Gaming’, ‘Downloading music/ videos/ software’, ‘Listening to radio stations’, ‘Looking at adult-only websites’. The uses shown under ‘News’ are ‘Looking at local/ regional/ national/ international news’. The uses shown under ‘Public/ civic’ are ‘Finding out about public services’, ‘Looking at political/ campaign/ issues websites’, ‘Looking at local community websites’. The uses shown under ‘Creativity’ are ‘Maintaining a website or weblog/ blog’.

\(^{38}\) Base: Those who use the internet at all, those aged 65+ who use the internet (1746; 75). Question 111, prompted responses, single coded.
Turning to the individual uses of the internet rather than the grouped areas, a similar picture emerges. Figure 16 below shows the top 10 individual uses made using the internet on at least a weekly basis for all older people with the internet.

**Figure 16  Top 10 weekly uses made of the internet by older people**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Aged 65+</th>
<th>All UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sending/ receiving e-mails</td>
<td>68%</td>
<td>70%</td>
</tr>
<tr>
<td>Finding information for work/studies</td>
<td>31%</td>
<td>52%</td>
</tr>
<tr>
<td>Looking at news</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>Banking &amp; paying bills</td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td>Finding information for leisure/holidays</td>
<td>19%</td>
<td>34%</td>
</tr>
<tr>
<td>Shopping</td>
<td>13%</td>
<td>19%</td>
</tr>
<tr>
<td>Listening to radio stations</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Using Instant Messaging</td>
<td>12%</td>
<td>30%</td>
</tr>
<tr>
<td>Finding information on health issues</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Finding out about public services</td>
<td>10%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**5.4 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 adults with the internet at home (54% of all, 21% of older people) 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 17 summarises the responses for each task for older people with the internet at home.

---

39 Base: All adults aged 65+ who use the internet (75). Question 111, prompted responses, single coded.
Interest in and competence in carrying out the various tasks shown in Figure 17 varies considerably across the individual tasks. That said, competence outweighs the proportion who are interested but say they cannot do with confidence in each case. Interest in using the internet to listen to radio is notably lower, as is also the case across all UK adults with the internet at home. The high proportions of people not able to block viruses or spam are discussed in the next section.

Nearly three-quarters of older internet users say they are confident about emailing friends and relatives, and over half that they can visit websites to find out the latest news. Apart from these two areas, other elements of internet use can be done with confidence by a minority of those aged 65 and over.

### 5.5 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 - as being a key tool or gatekeeper of the internet; and about the BBC website. We also looked at how comfortable people felt about controlling the content they received.

Figure 18 sets out the gaps in people’s understanding of some areas of internet funding, and also levels of confidence about setting content controls.

---

**Figure 17 Competence with internet 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 e-mail to contact friends &amp; relatives</td>
<td>73%</td>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>Visit websites to find the latest news</td>
<td>55%</td>
<td>14%</td>
<td>31%</td>
</tr>
<tr>
<td>Block e-mail spam/ unwanted e-mail messages</td>
<td>43%</td>
<td>34%</td>
<td>23%</td>
</tr>
<tr>
<td>Edit &amp; organise photos on a computer for viewing</td>
<td>45%</td>
<td>24%</td>
<td>31%</td>
</tr>
<tr>
<td>Block computer viruses</td>
<td>45%</td>
<td>34%</td>
<td>21%</td>
</tr>
<tr>
<td>Listen to live radio over a computer</td>
<td>33%</td>
<td>13%</td>
<td>54%</td>
</tr>
<tr>
<td>Listen at a later date to a radio programme already broadcast</td>
<td>26%</td>
<td>17%</td>
<td>57%</td>
</tr>
</tbody>
</table>

---

*Base: All older people with the internet at home (86). Question 124, prompted responses, single coded.*
Figure 18  Awareness of internet funding and content controls

<table>
<thead>
<tr>
<th>Aware or able</th>
<th>Don’t know/not interested</th>
<th>Not confident</th>
<th>Aware, all UK adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware how search engine websites mainly funded</td>
<td>10%</td>
<td>61%</td>
<td>25%</td>
</tr>
<tr>
<td>Aware how BBC website mainly funded</td>
<td>34%</td>
<td>49%</td>
<td>46%</td>
</tr>
<tr>
<td>Interested and confident in ability to block viruses/spam*</td>
<td>44%</td>
<td>22%</td>
<td>34%</td>
</tr>
</tbody>
</table>

34% of older people know how the BBC website is mainly funded, compared to 46% of all UK adults. One in ten older people knows the main way of funding for search engine websites, compared to 25% of all UK adults. This reflects the lower penetration of the internet amongst older people: knowledge levels rise with home internet ownership.

Turning to content controls, nearly half of older internet owners (44%) say they are interested in, and confident about, blocking viruses/spam (as also shown in Figure 17), compared to 58% of all UK adults with the internet at home.

Around one in five of both all adults and older people with internet access at home states that ‘someone else tends to’ block computer viruses, and/or block e-mail spam / unwanted e-mail messages.

5.6  Concerns about what is on the internet

As noted earlier, whereas concerns about the internet are the highest of all the platforms analysed for all UK adults, this is not the case for older adults – almost certainly because of lower levels of internet access, and so lower exposure to the internet. Levels of concern about the internet are connected to exposure to it.

Whilst three-fifths (59%) of all adults nominate any concerns, the comparable figure amongst all older adults is two in five (40%).

Nominations from older adults with the internet (as with all UK adults with the internet) appear to be dominated by content concerns, as indicated in Figure 19:

---

41 Base: All adults aged 65+ (480), *All with the internet at home (86). Questions I24, I31, spontaneous responses, single coded.

42 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’.
Figure 19  Concerns about what is on the internet

<table>
<thead>
<tr>
<th>ANY NOMINATIONS</th>
<th>All UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content offensive</td>
<td>61%</td>
</tr>
<tr>
<td>Risk to society/standards/values</td>
<td>36%</td>
</tr>
<tr>
<td>Risk to finances/device</td>
<td>29%</td>
</tr>
<tr>
<td>Risk to personal privacy</td>
<td>17%</td>
</tr>
</tbody>
</table>

One in five (17%) of all UK adults claim to be ‘very concerned’ about the internet, with the same proportion of older adults giving this response. Almost all of these nominate a concern relating to offensive content, plus ‘risk to society’ for a majority.

5.7 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 13% of the potential maximum for all UK adults, and just 4% for those aged 65 and over. This is based on three measures: having own website, having own weblog, and ability to edit and organise photos on a computer for viewing.

Amongst older people who use the internet at all, 4% say they have their own website and 4% say their have their own web-log / blog / on-line diary. This compares to 3% of all UK internet users. It should be noted that while the base size of internet users aged 65 and over is relatively small, there are indications that older people may use the internet more firmly for communications than for other functions, as evidenced by the high numbers using it for email.

Elsewhere in the audit, all internet users were asked whether they maintained a website or weblog / blog. Overall, 8% of older internet users claim to do this at least weekly, and the discrepancy between this figure and the lower figure claiming to have their own weblog suggests that the former represents those who contribute to weblogs.

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 older people with internet access, just under half (45%) gave this response.

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43 Base: All adults aged 65+ with the internet (86). Question 132, spontaneous responses, multi-coded.
44 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 older people and UK adults as a whole.

Summary

On average, adults with a mobile phone aged 65 and over say they make 5 calls per week, and send 2 text messages. This is significantly lower than the average for all UK adults with a mobile phone, who say they make 20 calls and send 28 text messages.

Most older people with a mobile phone (82%) claim to make one or more calls per week, but just one quarter (24%) send any texts in a typical week.

Older people consequently spend far less than the average for all UK adults - £8 per month compared to £22 for all UK adults with a mobile phone.

Breadth of use for the mobile phone is minimal for older people compared to all UK adults. Two in five older people with a mobile phone make no use of it in a typical week.

Over half of older people with a mobile phone say they are confident about locking their phone, and storing a new contact on it (58% and 51% respectively). Nearly half can listen back to voicemail messages with confidence (44%). Three in 10 say they can send a text message with confidence. Nearly half of older people say they are uninterested in sending a text message, or changing the ringtone on their phone.

Similar numbers of all adults and older adults say they have concerns about mobile phones – at around 4 in 10. The two main areas of concern for older people are risks to health and risks to society, standards or values.

As detailed previously, 82% of all UK adults and 49% of adults aged 65 and over have a mobile phone.

Ownership levels for various groups of older people are as follows:

<table>
<thead>
<tr>
<th>Figure 20</th>
<th>Ownership of mobile phones among older people45</th>
</tr>
</thead>
<tbody>
<tr>
<td>All UK adults</td>
<td>82%</td>
</tr>
<tr>
<td>All older people</td>
<td>49%</td>
</tr>
</tbody>
</table>

45 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.
6.1 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 21 shows these two volumes of weekly use for all adults and for older people with a mobile phone.

Across all adults users the average (self-reported) weekly volume of calls made stands at 20, plus 28 text messages sent per week. Age has a great impact on volume of use generally, and the volume of text messages sent in particular. Amongst older people with a mobile phone, the weekly volume of calls made stands at 5, plus 2 text messages sent per week. Most older people with a mobile phone (82%) claim to make one or more calls per week, but just one quarter (24%) send any texts in a typical week.

By far the majority (82%) of older people with a mobile phone had acquired their phone ‘for emergencies’, compared to 56% of all adults with a mobile phone.

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 13% of all UK adults, but no older people qualify as heavy callers.

Heavy texters have been defined as those sending over 35 texts per week. This group accounts for 19% of all UK adults, but no older people in our sample qualify as heavy texters.

---

Footnote: Base: All UK adults and all older people with a mobile phone (2,550; 179). Questions M8 and M9, prompted responses, single coded.
6.2 Monthly spend

Amongst all those with a mobile phone, the average monthly spend is £22, with the average for older people being £8.

6.3 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. The long list of types of use have been grouped into the six broad types shown in Figure 22 below. Each band indicates the proportion of mobile phone owners in each group making each type of use at least weekly, with these bands stacked on top of each other to indicate the breadth of use amongst all users and older users.

**Figure 22  Key types of use made of mobile phones at least weekly\(^{47}\)**

![Diagram of mobile phone use](image)

Mobile phone owners aged 65 and over differ considerably from the average in terms of types of use made on a weekly basis. This is principally because two in five (40%) of these older users do not make any use of their phone in a typical week.

Figure 23 below shows the top five individual uses made using mobile phones on at least a weekly basis for all older with a mobile phone.

---

\(^{47}\) Base: All UK adults and older people with a mobile phone (2,550; 179). Questions M10, prompted responses, single coded.
Figure 23  Top five weekly uses made of mobile phones by older people

<table>
<thead>
<tr>
<th>Activity</th>
<th>Aged 65+</th>
<th>All UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making personal/ business calls</td>
<td>58%</td>
<td>85%</td>
</tr>
<tr>
<td>Sending personal/ business text messages</td>
<td>17%</td>
<td>70%</td>
</tr>
<tr>
<td>Looking back at stored text messages on your phone</td>
<td>4%</td>
<td>28%</td>
</tr>
<tr>
<td>Taking photos using the phone</td>
<td>2%</td>
<td>24%</td>
</tr>
<tr>
<td>Getting sports/ team news/ score alerts</td>
<td>1%</td>
<td>5%</td>
</tr>
</tbody>
</table>

It is clear from Figure 23 that only a minority of older mobile phone owners use their phone on a weekly basis for anything other than to make calls.

6.4  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 older 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 24 below summarises the responses for each task.

Figure 24  Competence with mobile phone tasks

Amongst older mobile phone owners, claimed competence outweighs 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’. However, between one fifth and one quarter of older mobile phone owners indicate that these tasks are of interest to them yet (for various reasons) they are not able to do them with confidence.

---

48 Base: All older with a mobile phone (179). Question M10, prompted responses, single coded.
49 Base: All adults aged 65+ with a mobile phone (179). Question M18, prompted responses, single coded.
In comparison to all mobile phone owners, there are considerably higher levels of older mobile phone owners stating the tasks are not of interest to them; which is consistent with the earlier finding that older mobile phone owners are likely to have their phone for emergency use only.

### 6.5 Concerns about mobile phones

Two-fifths of all adults (42%) and of older adults (40%) nominate (without prompting) any concerns ‘about mobile phones’. The two main areas of concern for older people relate to health and a risk to society/ standards/ values (for example, intrusion, paedophiles contacting children, mis-use of camera phones), as indicated in Figure 25.

**Figure 25** Concerns about mobile phones

<table>
<thead>
<tr>
<th>Risk to health</th>
<th>Risk to society/ standards/ values</th>
<th>Affordability</th>
<th>Risk to personal safety</th>
<th>Risk to personal privacy</th>
<th>All UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>16%</td>
<td>15%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>42%</td>
</tr>
<tr>
<td>20%</td>
<td>14%</td>
<td>12%</td>
<td>5%</td>
<td>7%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Five per cent of all adults and of older people claim to be ‘very concerned’. Amongst those very concerned there are equal nominations relating to ‘health’ and ‘risk to society’.

---

50 Base: All adults aged 65+ (480). 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

As with all adults, almost all older people use TV for news and TV is also the most used source. One quarter (26%) of those aged 65 and over say that they use newspapers most, compared to 19% of all UK adults. The radio is used as a source of news by slightly fewer older people. Few people aged 65 and over use Teletext as a source of news (4%), compared to 11% of all UK adults.

Focusing on respondents who expressed an opinion either way, older people are more likely to trust radio news than are all UK adults, while levels of trust in TV news, news websites and newspapers do not differ between the two age-groups.

Levels of distrust in news websites are, however, significantly higher amongst older people.

7.1 Sources used for news

All adults 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 26 shows the sources used at all and used most across all adults and older adults.
## Figure 26 Sources used at all and used most to keep up with national news

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

* Less than 0.5%

As with all adults, almost all older people use TV for news and TV is also the most used source.

One quarter (26%) of those aged 65 and over say that they use newspapers most, compared to 19% of all UK adults. The radio is used as a source of news by slightly fewer older people.

Few people aged 65 and over use Teletext as a source of news (4%), compared to 11% of all UK adults.

Whilst older adults are as likely as adults as a whole to use multiple sources for news, using three or more sources is less common amongst older people.

### 7.2 Summary of extent of trust in news outlets

Figure 27 shows the index measures for the extent of trust and extent of distrust for the four media types, based on those giving ratings for any of the titles from an illustrative list within each media type – in other words, excluding ‘don’t knows’. Please note that the measure for ‘UK TV news’ does not include Al Jazeera or Fox News, as these are not UK-based outlets.

---

51 Base: All UK adults and older adults (3,244; 480). Questions Z6 and Z7, prompted responses, multi-coded for use at all, single coded for use most.

52 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.
Figure 27 shows very similar levels of trust and distrust in TV amongst all adults and older adults, with trust at around three quarters of the maximum potential\textsuperscript{53}. Older people have a higher level of trust in radio, but again very similar levels of trust to all adults with regard to news websites and newspapers. Levels of distrust in news websites are, however, significantly higher amongst older people.

7.3 Detail of levels of trust in news outlets

This section looks in more depth at the individual news media outlets, to explore the extent of trust apportioned, and includes respondents who said they ‘don’t know’.

Figures 28 and 29 below show the proportion of UK adults and older adults stating that they trust or distrust each of the particular TV, radio, and internet news ‘titles’ used to assess trust in news outlets, starting with TV and radio below. Press outlets are summarised into categories.

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’.

\textsuperscript{53} Base: All UK adults, all aged 65+ (3,244; 480). Index measures used. Question Z8, prompted responses, single coded.

\textsuperscript{54} The maximum potential being a ‘would trust’ rating for all news outlets rated.
As Figure 28 shows, levels of trust for BBC and ITV news are almost identical to each other, and are also at very similar levels for all adults and older adults.

Amongst older people, while there are lower levels of trust for the 24-hour TV news services, Five News, and local/regional commercial radio stations, these are largely explained by higher levels of ‘don’t know’ responses for these outlets.

As with all adults, the two TV news outlets examined which are based outside the UK (Fox News and Al Jazeera) attract the highest levels of ‘don’t knows’ amongst older adults, but also the highest levels of distrust.

---

55 Base: All UK adults and older adults (3,244; 480). Question 28, prompted responses, single coded.
Again, internet news websites have much higher levels of ‘don’t knows’ amongst older people, which if removed from the calculation results in older people mistrusting news websites more than the UK population as a whole (see Figure 27). It is of note that BBC online news is significantly more trusted amongst both groups 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.

Newspapers have the highest levels of distrust compared to UK TV, radio and news websites, with distrust levels increasing through local and regional newspapers, ‘broadsheets’, to the ‘tabloids’. Levels of distrust do not differ for older adults, but again we see somewhat higher levels of ‘don’t knows’ for newspapers.

---

56 Base: All UK adults and older adults (3,244; 480). 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 then look at attitudes towards technology generally, and attitudes towards the need for protection on different platforms, before focusing on the types of media education and training that people have had, and which they are most interested in.

Summary

Over half of those aged 65 and over say they would miss television the most out of an array of media activities. One in five says they would miss the radio most, and one in 10 newspapers. Both these latter figures are significantly higher than for the UK adults as a whole.

Older people are significantly more likely to spend all or almost all of their leisure time at home compared to adults as a whole (37% compared to 17%). Older adults with any disability, those aged 75 and over, and those who live alone are the most likely to respond in this way.

Some 40% of those aged 65 or over say that they try to keep up with new technology, and 43% say they are interested in it (compared to 66% and 68% for all UK adults). Nearly 70% of older people say that they like technology to be simple and straightforward, compared to 59% of all UK adults.

One in eight (13%) older people says they would like to learn more about various elements of media, compared to 32% of all adults. Some 7% of older people say they are interested in learning about the internet, and a similar percentage say they have already learned about it through classes or training. Those aged over 75, and those living alone, are significantly less likely to express interest in, or say that they have learned already, about aspects of the media.

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 do57, and which of these they would miss doing the most. Figure 30 shows the findings from these two questions for all adults alongside older adults.

57 ‘Regularly do’ being defined by respondents themselves.
Media Literacy Audit: Report on media literacy amongst older people

### Figure 30  Preferred media activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>All UK adults</th>
<th>Older people</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regularly do</td>
<td>Would miss the most</td>
</tr>
<tr>
<td>Watch television</td>
<td>95%</td>
<td>44%</td>
</tr>
<tr>
<td>Read newspapers/magazines</td>
<td>78%</td>
<td>6%</td>
</tr>
<tr>
<td>Listen to the radio</td>
<td>77%</td>
<td>12%</td>
</tr>
<tr>
<td>Use a mobile phone</td>
<td>73%</td>
<td>10%</td>
</tr>
<tr>
<td>Listen to music on hi-fi etc.</td>
<td>71%</td>
<td>13%</td>
</tr>
<tr>
<td>Watch videos/DVDS</td>
<td>66%</td>
<td>2%</td>
</tr>
<tr>
<td>Use the internet via a</td>
<td>50%</td>
<td>8%</td>
</tr>
<tr>
<td>computer/laptop</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Play console/computer games</td>
<td>21%</td>
<td>1%</td>
</tr>
<tr>
<td>Listen to a portable</td>
<td>18%</td>
<td>2%</td>
</tr>
<tr>
<td>music device/MP3 player</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Four of the nine activities listed are regular media activities for older adults, compared to seven for all adults. The top three ‘regularly do’ are the same for both groups, but with a higher proportion of older adults nominating ‘read newspapers/magazines’. Each of the other six activities are significantly less likely to be regular media activities for older people compared to all adults, however.

Whilst the proportion who ‘regularly watch television’ increases amongst older people aged 75 and over, compared to those aged 65–74, all of the other media activities listed are less likely to be nominated by this oldest group of adults. For example, amongst those aged 65–74 43% say they regularly use a mobile phone and 24% use the internet via a computer/laptop. Amongst those aged 75 and over these media activities are significantly lower, with 21% saying they use a mobile phone and 8% saying they use the internet via a computer/laptop. A similar pattern is evident for those with any disability compared to those with no disability: other than watching television, each of the other media activities is less likely to be nominated by those with any disability.

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58 Base: All UK adults and older people (3244: 480). Questions A4 and A5, prompted responses, multi-coded for regularly do, single coded for would miss doing the most.
8.2 Amount of leisure time spent at home

Opportunities to use the various media devices and platforms features in the audit will clearly be impacted by the amount of time spent at home, and this is something we might expect to vary by the age of the individual. Figure 31 below indicates the proportion of all adults, all older adults, and sub-groups of older adults who spend all or nearly all of their leisure time at home.

Figure 31  Spend all/ almost all leisure time at home

Older people are significantly more likely to spend all or almost all of their leisure time at home compared to adults as a whole (37% compared to 17%). Figure 31 suggests that older adults with any disability, those aged 75 and over, and those who live alone are the most likely to respond in this way.

8.3 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.

---

59 Base: All UK adults and older adults (3,244; 480). Questions A1A-E, prompted responses, single coded.
Across all adults what emerges is a mixed, somewhat contradictory picture – people are both cautious about technology, yet also say they embrace it. Amongst older adults, however, it is evident that there are higher levels of caution and lower levels of interest in technology. Around two thirds as many older adults agree they are interested in and/or try to keep up with technology compared to adults as a whole.

Amongst older people, those aged 65-74 are more likely to say they are interested in new technology and try to keep up with technology than the oldest adults aged 75 and over. The same is true for older people who live with others compared to those who live alone.

This ambivalence amongst adults as a whole is also manifest in people’s views about whether the media platforms under discussion should be free to publish what content they like, and whether protection should exist. Figure 33 details responses from older people to these questions.

---

60 Base: All UK adults and older adults (3,244, 480). Questions A1A-E, prompted responses, single coded.
Responses from older people regarding TV and radio are similar to those from adults generally, in that they feel simultaneously that content should be free to be expressive, and also that users should be protected. Older people are, however, considerably less likely to voice an opinion regarding content on the internet and on mobile phones, with a significant proportion appearing in the ‘neutral/ don’t know’ bars shown in Figure 33, and similar levels of disagreement to adults as a whole.

We also asked respondents for their levels of agreement with the statement as long as TV/ radio provides good programmes it doesn’t matter who owns the channels/ stations or how they’re funded. Responses from older people are shown in Figure 34.

Responses from older people (as shown in Figure 34) are almost identical to those from adults as a whole, with the majority agreeing with the statement that the ownership and funding of TV and radio is immaterial if the content is good. However, 1 in 5 disagrees with it, and a further 1 in 5 is unsure.

---

62 Base: All adults aged 65+ (480) T27C R25C.
8.4 Media education and training

We asked people to agree or disagree with a series of statements about their knowledge of digital TV, mobile and the internet, and their interest in learning more. Figure 35 illustrates the opinions of older people and of all UK adults.

Figure 35 Attitudes to television, radio, the internet and mobile phones

Compared to all adults, older people show rather less interest in learning more about these technologies, and are more likely to want the technologies to be simple and straightforward.

We also 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. Figure 36 shows the responses for each of the five ways of learning amongst all UK adults, older people as a group, plus various groups of older people.

---

64 Choosing as many of the five ways as applied to them.
As shown in Figure 36, learning through friends and family is the most popular amongst older people aged 65 and over; in particular those who live alone. The proportion claiming they have no interest in learning about digital services and products is significantly higher for older people as a whole, and higher still for those aged 75 and over.

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 for older people are shown in Figure 37.

Whereas one third of all UK adults (32%) say they are interested in learning more about these elements, this applies to around one in eight (13%) older people. Interest in learning

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65 Base: All UK adults and those 65+ (3,244; 480). Question Z4, prompted responses, multi-coded.
66 Base: All adults aged 65+ (480). Questions Z16 and Z17, prompted responses, multi-coded.
about anything other than using the internet (7%) is negligible. Similarly, around one in ten (9%) older people have experience of learning about any of these media topics (again dominated by using the internet (7%), compared to one in five (22%) of all UK adults.

Experience of learning is higher for those aged 65-74 compared to those aged 75 and over (at 13% compared to 3%), although this is still significantly below the level for all UK adults. Similarly, those aged 65-74 are significantly more likely to say they are interested in learning more than those aged 75 and over (at 17% compared to 7%), but again this level of interest is significantly lower than for adults overall.

A similar pattern emerges for older people who live with others in comparison to those who live alone, where experience of or an interest in learning about media topics is significantly higher amongst the former group, although still at significantly lower levels than for UK adults as a whole.
Looking forward

The key findings from this supplementary report on older people can be distilled as follows:

- Interest in and perceived need for various aspects of digital technology are lower among older people than for the UK as a whole.
- Levels of ownership are significantly lower for older people than for the UK as a whole. Amongst owners, levels of usage are higher for TV, the same for radio, and much lower for mobile. Internet usage at home is at similar levels, however.
- Older people with internet access are less confident about carrying out a range of tasks than the UK as a whole, although there are signs that abilities relating to communications online are at similar levels.
- Knowledge of industry funding and regulation is high for TV and radio, and the same as that of UK adults overall. Knowledge of internet funding is lower than that of all UK adults.
- Levels of concern about TV are more common amongst older people than amongst UK adults a whole, with concerns about radio at a similar level to the average. Concerns about the internet and about mobile phones are lower than amongst UK adults as a whole.
- Appetite and experience of learning about digital technologies is lower than for the UK as a whole, although two in five say they try to keep up with new technology and that they are interested in it. The preference is for learning from friends and family.

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 across the UK. Rather, the picture is mixed, with different elements of media literacy on different media platforms for different types of person 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 with visual or hearing difficulties

The ‘core’ interviews with adults were boosted with an additional 50 interviews with adults aged 16-65 with visual difficulties and an additional 53 interviews with adults aged 16-65 with hearing difficulties. In both cases these difficulties were self-defined by respondents, with all adults taking part in the research indicating which, if any, types of physical difficulties they have (question S4)\(^\text{67}\). These boost interviews were mostly achieved through interviewers visiting blind centres and deaf clubs in order to approach potential research respondents, with qualified British Sign Language users assisting the interviewer where necessary. Amongst those with visual difficulties there were no requests for a Braille version of the questionnaire, instead the prompt material and self-completion elements of the questionnaire were read out to respondents by the interviewers.

Interviews with adults in low income households

For the purposes of this audit, low income households have been defined as those with a total annual household income of under £11,500 before tax and deductions.

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. The boost interviews conducted have been corrected ahead of this weighting in order not to skew the overall profiles. Figure 38 below shows the breakdown of the 480 interviews conducted with adults aged 65 and over for this study overall.

\(^{67}\) The questionnaire is available at [www.ofcom.org.uk/advice/media_literacy](http://www.ofcom.org.uk/advice/media_literacy).
### Figure 38  Number of interviews conducted within each group

<table>
<thead>
<tr>
<th>Group</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Older people aged 65 and over</td>
<td>480</td>
</tr>
<tr>
<td>- Low income</td>
<td>111</td>
</tr>
<tr>
<td>- Live alone</td>
<td>193</td>
</tr>
<tr>
<td>- Live with another adult</td>
<td>243</td>
</tr>
<tr>
<td>- Any disability</td>
<td>279</td>
</tr>
<tr>
<td>- No disability</td>
<td>201</td>
</tr>
<tr>
<td>- Aged 65-74</td>
<td>281</td>
</tr>
<tr>
<td>- Aged 75+</td>
<td>199</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.

Figure 39  Classification of urbanity indicators

<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 40 below.

<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>
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