

# Adult Media Literacy Tracker 2023 – AOBA survey Wave 2

## Introduction

This study is being carried out with adults aged 16 and over for Ofcom, the regulator for the UK communications industry.

We are looking to understand people's use of and opinions about different sorts of media.

Critical Research is an independent market research agency established in 1991. Each year we conduct in the region of 300,000 interviews for a variety of client organisations. You can verify we are a bona fide market research agency by calling the MRS (Market Research Society) on Freephone 0500 396 999.

The survey is being conducted for research purposes only and we rely on your consent. You can refuse to participate or stop the survey at any point. To comply with the GDPR legislation we need to draw your attention to our Privacy Policy at the bottom right of the screen which explains your rights..

Please be assured this is genuine research being conducted for Ofcom. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part. We want to stress to you that your responses are treated in the strictest of confidence and will be reported in an anonymised format, so you will not be identified at any stage within this research.

The survey will take up to 20 minutes to complete.  
Could you please confirm you are happy to proceed?

Yes	1	CONTINUE
No	2	CLOSE

## ALL RESPONDENTS

**S1.** Please think about how much **time you spend online** across a typical week.

Please think about the time **you spend** using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online and doing schoolwork or working from home.

This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home, your workplace or place of education or anywhere else.

How many **hours** in a typical **week** would you say you spend online?

Please enter the number of hours per week \_\_\_\_\_

Don't know \_\_\_\_\_

*TYPE IN AND AUTO CODE AS:*

### IF DON'T KNOW AT S1:

Would you say your time spent online in a typical week would be...

**Please select one option**

None	1
Up to 2 hours	2
3 to 5 hours	3
6 to 8 hours	4
9 to 11 hours	5
12 to 15 hours	6
16 to 22 hours	7
23 to 30 hours	8
Over 30 hours	9
Don't know/ unsure	10

ALL RESPONDENTS

**S2. Which of these best describes the chief income earner in your household?**

If you/ they are retired and living on a private pension, please choose your description based on what you/ they did before you/ they retired.

If you/ they have been unemployed for six months or less, please choose your description based on your/ their most recent main job.

Please select one option

<b>Very senior management;</b> high managerial, administrative or professional (e.g. surgeon; partner in a law firm; company director of 50+ people; judge, school headmaster)	1
<b>Senior or middle management;</b> intermediate managerial, administrative or professional (e.g. junior doctor; lawyer; office manager; school teacher; police inspector; accountant; owner of small business with 20+ people)	2
<b>Junior management or professional or administrative;</b> (e.g. most office workers; accounts clerk; secretary; police sergeant; nurse; owner of small business with <20 people)	3
<b>Skilled manual worker;</b> (e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.)	4
<b>Semi-skilled or unskilled manual worker;</b> (e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.)	5
<b>Housewife/ househusband</b>	6
<b>Unemployed</b>	7
<b>Student</b>	8
<b>Retired <u>and</u> on state pension ONLY</b> (If retired but not only on state pension, please indicate the occupation just before retirement)	9
Don't know	10

ALL RESPONDENTS

**S3. What is your age?**

Please enter your age in years \_\_\_\_\_

TYPE IN AND AUTO CODE AS:

Under 16 (Close)	x
16-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	6
75 years or over	7

*ALL RESPONDENTS*

**S4.** Which of the following are you?

**Please select one option**

Man	1
Woman	2
Non-binary	3
Prefer to use another term (please specify - optional)	4
Prefer not to say	5

*ALL RESPONDENTS*

**S5.** And where do you normally live? By this we mean the place that you live for most of the year.

**Please select one option**

England	1
Wales	2
Scotland	3
Northern Ireland	4

*ALL RESPONDENTS*

**S6.** What is your postcode, please?

This will not be used to contact you or to identify you – it will simply be used to see which TV and radio stations are available in the area where you live and to classify your area as rural or urban.

TYPE IN:

ALLOW REFUSED

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ALL RESPONDENTS THAT LIVE IN ENGLAND AT S5 (CODE 1)

S7. Which region of England do you live in?

**Please select one option**

North East	1
Yorkshire and Humberside	2
North West	3
West Midlands	4
East Midlands	5
East of England	6
South West	7
South East	8
Greater London	9

ALL RESPONDENTS.

S8. Which one of these best describes where you live?

**Please select one option**

Large city	1
Smaller city or large town	2
Medium town	3
Small town	4
Rural area	5

ALL RESPONDENTS

S9. Which of these best describes your current situation?

**Please select one option**

In full-time employment	1
In part-time employment	2
Unemployed	3
A student	4
Full-time responsibility for home/ family	5
Retired	6
Other	7
Prefer not to say	8

*SHOWSCREEN*

Thank you very much for your answers so far. You qualify for the main survey.

*ALL RESPONDENTS*

**IN1.** Which of these devices do you use to go online?

**Please select all that apply**

Smartphone (like an iPhone or Samsung Galaxy)	1
Tablet (like an iPad or Amazon Fire)	2
Laptop or netbook	3
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	4
Games console or handheld games player	5
Other type of device used to go online - (please type in below)	6

*ALL RESPONDENTS*

**IN3A.** Overall, how confident are you as an internet user?

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

*ALL RESPONDENTS*

**IN4.** In the last month, when you have gone online, have you....

**Please select one option**

<b>Only used</b> websites or apps that you've used before	1
Used maybe <b>one or two</b> websites or apps that you haven't used before	2
Used <b>lots</b> of websites or apps that you haven't used before	3
Have not gone online in the last month	4
Don't know	5

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### SHOWSCREEN

Over the next few questions you will be shown lists of activities that some people say they do online.

### ALL RESPONDENTS

**IN5A.** Which, if any, of these activities do you do online?

**Please select all that apply**

<b>Online banking or paying bills online</b> (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	1
<b>Pay online for your council tax or for another local council service</b> (e.g. parking ticket, congestion charge etc.)	2
<b>Look online for public services information on government sites</b> (e.g. gov.uk/ ni.direct or HMRC)	3
<b>Finding/ downloading information</b> for work/ business/ school/ college/ university	4
<b>Look at job opportunities</b> or apply for a job online	5
<b>Find information for your leisure time</b> including cinema, live music, theatre, museums etc.	6
<b>Complete government processes online</b> (e.g. update Universal Credit, renew a driving licence or passport etc.)	7
<b>Sign an online petition or use a campaigning website</b> (e.g. change.org)	8
None of these	9

### ALL RESPONDENTS

**IN5B.** Which, if any, of these activities do you do online?

**Please select all that apply**

<b>Use streamed audio services</b> (e.g. Spotify, Deezer or Apple Music)	1
<b>Listen to live, catch-up or on-demand radio through a website or app</b> (e.g. BBC Sounds, RadioPlayer)	2
<b>Watch TV programmes/ films/ content online</b> (e.g. Netflix, BBC iPlayer, or Sky Go)	3
Buy things/ Online shopping (purchasing products or services etc.)	4
None of these	5

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## ALL RESPONDENTS

**IN6.** Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls?

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

Clubhouse	1
Discord	2
(Facebook) Messenger	3
FaceTime	4
Google Chat/ Google Meet	5
iMessage (by Apple)	6
Instagram (Direct)	7
Kik	8
Microsoft Teams	9
Signal	10
Skype	11
Slack	12
Snapchat	13
Telegram	14
Viber	15
WeChat	16
WhatsApp	17
Zoom	18
I send messages, chat or make video/ voice calls on other apps/ sites	19
I do not send messages, chat or make video or voice calls on ANY apps/ sites	20
Don't know	21



*ALL RESPONDENTS*

**IN7.** Which, **if any**, of these apps or sites do you **watch** videos or clips on?

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

BitChute	1
Dailymotion	2
Facebook (inc. Facebook Gaming)	3
Instagram	4
OnlyFans	5
Snapchat	6
TikTok	7
Twitch	8
Vimeo	9
YouTube	10
I watch videos/ clips on other apps/ sites	11
I do not watch videos/ clips on ANY apps/ sites	12
Don't know	13

*ALL RESPONDENTS*

**IN8.** Do you ever upload videos online that you have made yourself?

**Please select one option**

Yes	1
No	2
Don't know	3

## Adult Media Literacy Tracker 2023 – AOBA survey Wave 2

### ALL RESPONDENTS THAT SAY THEY UPLOAD CONTENT AT IN8 (CODE 1)

**IN9.** And which of these apps or sites do you use to **upload** your own videos (that you have made yourself)?

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

BitChute	1
Dailymotion	2
Facebook (inc Facebook Gaming)	3
Instagram	4
OnlyFans	5
Snapchat	6
TikTok	7
Twitch	8
Vimeo	9
YouTube	10
I upload videos I have made myself to other apps/ sites	11
Don't know	12

### ALL RESPONDENTS

**IN10. Moving on now to think about live streaming apps or sites.** These let you watch videos 'live' at exactly the same time as they are being made.

Which, **if any**, of these live streaming apps or sites do you use to **watch live stream videos**?

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

Facebook ( <u>Live</u> )	1
Instagram ( <u>Live</u> )	2
TikTok ( <u>LIVE</u> )	3
Twitch	4
YouNow	5
YouTube ( <u>Live</u> )	6
I watch live streamed videos on other apps/sites	7
I do not watch live streamed videos on ANY apps/ sites	8
Don't know	9

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## ALL RESPONDENTS

**IN11.** And do you ever live stream your own videos?

**Please select one option**

Yes	1
No	2
Don't know	3

## ALL RESPONDENTS THAT SAY THEY LIVE STREAM THEIR OWN VIDEOS AT IN11 (CODE 1)

**IN12.** And which of these apps or sites do you use to post or share your own **live streamed videos**?

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

Facebook ( <u>Live</u> )	1
Instagram ( <u>Live</u> )	2
TikTok ( <u>LIVE</u> )	3
Twitch	4
YouNow	5
YouTube ( <u>Live</u> )	6
I post or share my own live streamed videos to other apps/ sites	7
Don't know	8

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## ALL RESPONDENTS

**IN13.** [IF ANY CHOSEN AT PREVIOUS QUESTIONS - You have already said that you use some of the apps/ sites shown below for certain types of uses that we've asked about. Now we're interested in using apps for '**social media**' - so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc).].

IF NONE CHOSEN AT PREVIOUS QUESTIONS - Please now think about using apps/ sites for '**social media**' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc).

Which **if any**, of these social media apps/ sites do you use?

Please click the forward '>>' button to see the apps and sites.

**Please select all that apply**

BeReal	1
Facebook	2
Instagram	3
LinkedIn	4
Pinterest	5
Reddit	6
Snapchat	7
TikTok	8
Tumblr	9
X/ Twitter	10
Yubo	11
I use other social media apps or sites	12
None/ I do not use ANY social media apps or sites	13
Don't know	14

## Adult Media Literacy Tracker 2023 – AOBA survey Wave 2

ASK ALL WITH MORE THAN ONE SOCIAL MEDIA PROFILE AT IN13 (CODES 1-12)

**IN14.** And which **one** would you say is your **main** social media app or site – the one you **use most often**?

Please click the forward '>>' button to see the apps and sites.

**Please select one option**

BeReal	1
Facebook	2
Instagram	3
LinkedIn	4
Pinterest	5
Reddit	6
Snapchat	7
TikTok	8
Tumblr	9
X/ Twitter	10
Yubo	11
Other social media app or site	12
Don't know	13

ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN13 (CODE 1-12)

**IN15.** You said you used the following social media apps or sites. <<INSERT RESPONSES AT IN13>>.

Which **one** of these statements **best** describes your use of these social media apps or sites?

**Please select one option**

I often share, post or comment on social media sites or apps	1
I sometimes share, post or comment on social media sites or apps	2
I usually just 'like' things on social media sites or apps	3
I tend to only read things on these sites or apps and rarely like or post anything	4
Don't know	5

*ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN13 (CODE 1-12)*

**IN15C.** You said you used the following social media apps or sites. <<INSERT RESPONSES AT IN13>>. To what extent do you agree or disagree with the following statement?

**“I feel more creative when I use these social media apps or sites”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

*ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN13 (CODE 1-11) OR THAT WATCH OR POST CONTENT ON VSPTS (IN7 OR IN9 CODES 1-10) OR THAT WATCH OR POST LIVESTREAMS (IN10 OR IN12 CODES 1-6)*

**IN15B.** Moving on now, here is a list of some of the apps/ sites that you have said that you use. (FILTERED ACCORDINGLY).

Thinking specifically about when you use **these** apps or sites, which if any of the following do you do on them?

**Please select all that apply**

Follow friends	1
Follow celebrities or influencers	2
Follow journalists or particular news outlets	3
Follow companies or brands that I like	4
Find people that are like me/ that share my interests	5
Discuss/ debate things with people I know/ I have met in person	6
Discuss/ debate things with people I don't know/ I have not met in person	7
Sign petitions	8
Support causes or organisations by sharing or commenting on posts	9
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	10
None of these	11
Don't know	12

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ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN13 (CODE 1-11) OR THAT WATCH OR POST CONTENT ON VSPS (IN7 OR IN9 CODES 1-10) OR THAT WATCH OR POST LIVESTREAMS (IN10 OR IN12 CODES 1-6)

### IN16. Still thinking specifically about these apps or sites. (FILTERED ACCORDINGLY)

Some can be used by anyone, but for others you need to have a profile. This may involve choosing a user name, password and a picture for your profile.

Please click on those where you have a **profile** - even if you do not regularly use the app/ site to post or share content yourself.

Please click the forward '>>' button to see the apps and sites.

#### Please select all that apply

BitChute	1
DailyMotion	2
Facebook	3
Instagram	4
LinkedIn	5
OnlyFans	6
Pinterest	7
Reddit	8
Snapchat	9
TikTok	10
Tumblr	11
Twitch	12
X/ Twitter	13
Vimeo	14
YouNow	15
YouTube	16
Yubo	17
BeReal	18
I do not have a profile on ANY of these	19
Don't know	20

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ASK FOR EACH REGISTERED PROFILE MENTIONED AT IN16 (CODES 1-18)

**IN17.** Do you have more than one profile on any of these apps or sites, that you still use?

**Please select one option per row**

A.	BitChute	Use just one profile	Use more than one profile	Don't know
B.	DailyMotion	Use just one profile	Use more than one profile	Don't know
D.	Facebook	Use just one profile	Use more than one profile	Don't know
E.	Instagram	Use just one profile	Use more than one profile	Don't know
F.	LinkedIn	Use just one profile	Use more than one profile	Don't know
G.	OnlyFans	Use just one profile	Use more than one profile	Don't know
I.	Pinterest	Use just one profile	Use more than one profile	Don't know
J.	Reddit	Use just one profile	Use more than one profile	Don't know
K.	Snapchat	Use just one profile	Use more than one profile	Don't know
L.	TikTok	Use just one profile	Use more than one profile	Don't know
M.	Tumblr	Use just one profile	Use more than one profile	Don't know
N.	Twitch	Use just one profile	Use more than one profile	Don't know
O.	X/ Twitter	Use just one profile	Use more than one profile	Don't know
P.	Vimeo	Use just one profile	Use more than one profile	Don't know
Q.	YouNow	Use just one profile	Use more than one profile	Don't know
R.	YouTube	Use just one profile	Use more than one profile	Don't know
S.	Yubo	Use just one profile	Use more than one profile	Don't know
T.	BeReal	Use just one profile	Use more than one profile	Don't know



ASK THOSE THAT USE MORE THAN ONE PROFILE ON ANY OF THE SITES AT IN17 CODES A-T

**IN18.** Which of these are reasons why you use more than one profile on the same site or app?

**Please select all that apply**

I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	1
I have separate account(s) for business purposes/ for promoting my business	2
I have one account for my closest friends and another for my wider circle of friends	3
I have an account for my parents/ family to see	4
I have different accounts for sharing/ posting my own content and for following other people	5
I have a 'real' or authentic account and another that is my curated or photoshopped one	6
Some other reason – please type in below	7
Don't know	8

ASK ALL THAT UPLOAD THEIR OWN VIDEOS AT IN8 (CODE 1) OR THAT LIVESTREAM THEIR OWN CONTENT AT IN11 (CODE 1)

**IN15D.** You said earlier you used the following apps or sites <<INSERT RESPONSES AT IN9 AND/ OR AT IN12>> to upload your own content online.

Which, if any, of these are reasons why you do this?

**Please select all that apply**

I like to be seen and heard online	1
It's a good way to keep in touch with people	2
I like to broadcast to an audience	3
It's fun/ it helps pass the time	4
It helps me to feel creative	5
None of these	6
Don't know	7

ASK THOSE THAT USE SOCIAL MEDIA IN ITS BROADEST SENSE – ANY OF THE FILTERS SHOWN BELOW

Moving on now, for the next questions please think about your use of **ALL** the different sites or apps you've said you use for:

**Messaging, chat, making voice or video calls:** Insert responses as text from <<IN6 – codes 1-19>>

**Social media:** Insert responses as text from <<IN13 - codes 1-12>>

**Watching or uploading videos :** Insert responses as text from <<IN7 – codes 1-11 and any additional sites from, IN9– codes 1-11>>

**Watching or posting live streams:** Insert responses as text from <<IN10 – codes 1-7 and any additional sites from, IN12 – codes 1-7>>

ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-19) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-12) OR WHO WATCH OR UPLOAD VIDEOS ON VSPS AT IN7 OR IN9 (CODES 1-11) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-7)

**IN19A.** To what extent do you agree or disagree with the following statements?

**“I am confident in using the settings on these apps or sites to control who sees the photos and videos I share”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-19) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-12) OR WHO WATCH OR UPLOAD VIDEOS ON VSPS AT IN7 OR IN9 (CODES 1-11) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-7)

**IN19B.** To what extent do you agree or disagree with the following statements?

**“There is pressure to be popular on these apps or sites”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

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*ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-19) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-12) OR WHO WATCH OR UPLOAD VIDEOS ON VSPTS AT IN7 OR IN9 (CODES 1-11) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-7)*

**IN19C.** To what extent do you agree or disagree with the following statements?

**“Using these apps or sites helps me to keep in touch with my family or friends”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

*ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-19) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-12) OR WHO WATCH OR UPLOAD VIDEOS ON VSPTS AT IN7 OR IN9 (CODES 1-11) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-7)*

**IN19D.** To what extent do you agree or disagree with the following statements?

**“For me, the benefits of using these apps or sites outweigh the risks”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

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ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-19) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-12) OR WHO WATCH OR UPLOAD VIDEOS ON VSPTS AT IN7 OR IN9 (CODES 1-11) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-7)

**IN19E.** To what extent do you agree or disagree with the following statements?

**“Using these apps or sites is good for my mental health”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-19) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-12) OR WHO WATCH OR UPLOAD VIDEOS ON VSPTS AT IN7 OR IN9 (CODES 1-11) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-7)

**IN19F.** To what extent do you agree or disagree with the following statements?

**“Using these apps or sites makes me feel better about myself”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-19) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-12) OR WHO WATCH OR UPLOAD VIDEOS ON VSPTS AT IN7 OR IN9 (CODES 1-11) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-7)

**IN20.** When you use these types of apps or sites, which **one** of these best applies?

**Please select one option**

I often see views that I disagree with	1
I sometimes see views that I disagree with	2
I rarely see views that I disagree with	3
Don't know	4

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*ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-19) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-12) OR WHO WATCH OR UPLOAD VIDEOS ON VSPS AT IN7 OR IN9 (CODES 1-11) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-7)*

**IN20A.** Still thinking about your use of these types of apps or sites, which **one** of these answers best applies to the following statement:

**“People are cruel or unkind to each other on these apps or sites”**

**Please select one option**

All of the time	1
Most of the time	2
Sometimes	3
Never	4
Don't know	5

*ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-19) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-12) OR WHO WATCH OR UPLOAD VIDEOS ON VSPS AT IN7 OR IN9 (CODES 1-11) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-7)*

**IN23.** Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a **deliberately** untrue or misleading news story?

**Please select one option**

Yes	1
No	2
Don't know	3

*ASK ALL WHO HAVE SEEN AN UNTRUE OR MISLEADING NEW STORY AT IN23 (CODE 1)*

**IN24.** And what, if anything, did you do about this untrue or misleading news story?

**Please select all that apply**

I reported it to the site/ app	1
I commented on it to say it was incorrect/ misleading	2
I shared it online and said it was incorrect/ misleading	3
I did something else – please type in below	4
I didn't do anything/ I ignored it	5
Don't know	6

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ASK ALL WHO USE MESSAGING/ VIDEO/ VOICE APPS AT IN6 (CODES 1-19) OR SOCIAL MEDIA APPS AT IN13 (CODES 1-12) OR WHO WATCH OR UPLOAD VIDEOS ON VSPTS AT IN7 OR IN9 (CODES 1-11) OR WHO WATCH OR POST LIVESTREAMS AT IN10 OR IN12 (CODES 1-7)

**IN25.** You said you used the following sites or apps.

Aside from these, what other sites or apps have you started to use for watching or uploading short video clips, voice or video calls, chat or messaging, live streaming or for social media?

**ENTER 1**

**ENTER 2**

**ENTER 3**

**None/ Have not used any other sites/ apps**

*ALL RESPONDENTS*

**IN26.** Moving on now, which, if any, of the following things do you do online?

**Please select all that apply**

Add filters to or edit photos	1
Make a meme or gif	2
Make or modify a website/ app or game	3
Make or edit music online (such as editing/ cutting or mixing tracks)	4
Make a podcast	5
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	6
Write blogs or articles	7
Follow an online 'how to' tutorial to create or do something of your own	8
Create an online photo book or calendar	9
Set up/ manage your own website	10
Contribute to collaborative websites such as Wikipedia	11
Have an online dating profile	12
Create an online scrapbook of ideas, on sites like Pinterest	13
Create your own videos or reels	14
None of these	15
Don't know	16

## Adult Media Literacy Tracker 2023 – AOBA survey Wave 2

### ALL RESPONDENTS

**IN27F.** You're now going to see something that other people have said about **being online more generally**. To what extent do you agree or disagree with this statement?

**“For me, the benefits of being online outweigh the risks”**

**Please select one option**

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	6

### SHOWSCREEN

Now a couple of questions about playing games.

### ALL RESPONDENTS

**G1.** Do you play games at home or elsewhere in any of these ways?

**Please select all that apply**

On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1
On a laptop or netbook	2
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	3
On a mobile phone or smartphone	4
On a tablet	5
Through an app on a smart TV	6
On a virtual reality gaming headset / device (e.g. Oculus, Samsung Gear VR)	7
Using wearable technology like a smartwatch (such as an Apple Watch)	8
No, I never play games in these ways	9

## Adult Media Literacy Tracker 2023 – AOBA survey Wave 2

### ALL RESPONDENTS THAT PLAY GAMES AT G1 (CODES 1-8)

**G3A.** Do you play games **online**?

**Please select one option**

Yes	1
No	2
Don't know	3

### SHOWSCREEN

Now some questions about the time you spend using various media.

### ASK ALL RESPONDENTS THAT USE VSPs FOR WATCHING CONTENT AT IN7 (CODES 1-12)

**Q1.** Which one of these best describes how you feel about the time you spend **watching videos online** on apps or sites like <<responses at IN7>>

**Please select one option**

I spend <b>too much time</b> doing this	1
I am <b>comfortable</b> with the amount of time I spend doing this	2
I would like to spend <b>more time</b> doing this	3
Don't know	4

### ASK ALL RESPONDENTS THAT USE SOCIAL MEDIA AT IN13 (CODES 1-12)

**Q2.** Which one of these best describes how you feel about the time you spend **on social media apps or sites** like <<responses at IN13>>

**Please select one option**

I spend <b>too much time</b> doing this	1
I am <b>comfortable</b> with the amount of time I spend doing this	2
I would like to spend <b>more time</b> doing this	3
Don't know	4

### ASK ALL RESPONDENTS THAT PLAY GAMES AT G1 (CODES 1-8)

**Q3.** Which one of these best describes how you feel about the time you spend **playing games**?

**Please select one option**

I spend <b>too much</b> time doing this	1
I am <b>comfortable</b> with the amount of time I spend doing this	2
I would like to spend <b>more time</b> doing this	3
Don't know	4



ALL RESPONDENTS

**Q4.** Which one of these best describes how you feel about the time you spend **watching TV programmes or films**?

**Please select one option**

I spend <b>too much</b> time doing this	1
I am <b>comfortable</b> with the amount of time I spend doing this	2
I would like to spend <b>more time</b> doing this	3
Don't know	4

ALL RESPONDENTS

**Q5.** Do you use websites, apps or other online services to help you with any of the following things?

**Please select all that apply**

Relax	1
Sleep	2
Meditate	3
Improve your mood/ feel happy	4
Feel energised	5
Get support when feeling unhappy/ anxious/ worried	6
Healthy eating/ nutrition	7
Follow a fitness programme/ health tracker	8
Look up health symptoms	9
None of these	10
Don't know	11

*ALL RESPONDENTS*

**Q6.** Which, if any, of these things have you done in the last 12 months?

**Please select all that apply**

Deleted apps because you spend too much time on them	1
Deleted apps because they are bad for your mental health/ self-esteem	2
Taken a deliberate break from any <b>social media apps</b>	3
Taken a deliberate break from any <b>other apps</b>	4
Set aside time for yourself when you are not online	5
Used an app to help reduce your ‘screen time’/ time spent using devices	6
Disable notifications on devices or use ‘Do not Disturb’ settings	7
Chosen not to take devices such as phones or tablets to bed with you	8
None of these	9
Don’t know	10

*ALL RESPONDENTS THAT PURCHASE THINGS ONLINE AT IN5B (CODE 4)*

**IN70A.** You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online?

**Reviews of the item by experts or journalists?**

Please select one option

Very important	1
Fairly important	2
Neither important nor unimportant	3
Not very important	4
Not at all important	5
Don’t know	6

## Adult Media Literacy Tracker 2023 – AOBA survey Wave 2

### ALL RESPONDENTS THAT PURCHASE THINGS ONLINE AT IN5B (CODE 4)

**IN70B.** You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online?

#### Reviews of the item from your friends or family?

Please select one option

Very important	1
Fairly important	2
Neither important nor unimportant	3
Not very important	4
Not at all important	5
Don't know	6

### ALL RESPONDENTS THAT PURCHASE THINGS ONLINE AT IN5B (CODE 4)

**IN70C.** You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online?

#### Reviews of the item from celebrities or influencers?

Please select one option

Very important	1
Fairly important	2
Neither important nor unimportant	3
Not very important	4
Not at all important	5
Don't know	6

### ALL RESPONDENTS THAT PURCHASE THINGS ONLINE AT IN5B (CODE 4)

**IN70D** You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online?

#### Reviews from people who have bought the item?

Please select one option

Very important	1
Fairly important	2
Neither important nor unimportant	3
Not very important	4
Not at all important	5
Don't know	6

# Adult Media Literacy Tracker 2023 – AOBA survey Wave 2

## ALL RESPONDENTS

Now some questions about you and your household. These questions are used to help us to group the different people who respond to the survey from across the UK when we look at the results. You are, of course, free to choose not to answer each question.

**C1.** How many people are there in your household in total (including yourself)?

**Please type in below**

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## ASK IF MORE THAN 01 PERSON AT C1 – OTHERS SKIP TO A2

**C2.** Do you have any children aged under 18 who live at home with you – where you are their parent or guardian?

**Please select one option**

Yes	1
No	2
Prefer not to say	3

## ASK IF YES AT C2

**C3.** How many of your children aged under 18 live at home with you?

**Please type in below**

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## ASK IF ONE OR MORE CHILDREN AT HOME AT C3 – OTHERS SKIP TO A2

**C4.** IF C3 is >1: And what ages are these children?  
IF C3 is 1: And what age is this child?

0-2 years old	1
3-4 years old	2
5-7 years old	3
8-11 years old	4
12-15 years old	5
16-17 years old	6
Prefer not to say	7

ALL RESPONDENTS

A2. Which of these methods does your household use to connect to the internet **at home**?

Please select all that apply

Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	1
Access to the internet using a <b>mobile network</b> – using your phone’s <b>3G or 4G or 5G mobile network, or a device such as a dongle or USB stick</b>	2
Some other way of going online <b>at home</b> - (please type in below)	3
None of these – Do not connect to the internet at home	4
Don’t know	5

ALL RESPONDENTS

C5. Which one of these, if any, is the highest educational or professional qualification that **you** currently have?

Please choose the highest option on the list that applies to you.

Please select one option

I have no formal qualifications (and I am not still studying)	1
Entry level qualification such as ESOL, ELC or Skills for Life	2
GCSE/ O’ Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	3
GCSE/ O’ Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	4
Level 1-2 vocational qualification or intermediate apprenticeship	5
A’ level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	6
Level 3 vocational qualification or advanced apprenticeship	7
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	8
Level 4-5 vocational qualification or higher apprenticeship	9
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	10
Level 6 vocational qualification or degree apprenticeship	11
University higher degree (e.g. Masters, PhD or equivalent)	12
Still studying/ still at school	13
Don’t know	14
Prefer not to say	15

## Adult Media Literacy Tracker 2023 – AOBA survey Wave 2

### ALL RESPONDENTS

**C6.** Which of these options best describes how you feel about your ability to read and write?

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6
Prefer not to say	7

### ALL RESPONDENTS

**C7.** Do you consider English to be your first or main language?

**Please select one option**

Yes – (English is first/ main language)	1
No	2
Prefer not to say	3

### ALL RESPONDENTS

**C8.** Which one of these options applies to your home?

**Please select one option**

Being bought on mortgage	1
Owned outright by the household	2
Rented from Local Authority/ Housing Association/ Trust	3
Rented from private landlord	4
Something else – (please type in below)	5
Don't know	6
Prefer not to say	7

# Adult Media Literacy Tracker 2023 – AOBA survey Wave 2

## ALL RESPONDENTS

**C9.** Which of these, if any, impact or limit your daily activities or the work you can do?

**Please select all that apply**

Hearing? Poor hearing, partial hearing, or are deaf	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	3
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
Breathing? Breathlessness or chest pains	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	6
Difficulty with speech? e.g. due to stroke, stutter or stammer	7
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	8
Your mental health? Anxiety, depression, or trauma-related conditions, for example	9
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	10
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	11
Don't know	12
Prefer not to say	13

# Adult Media Literacy Tracker 2023 – AOBA survey Wave 2

## ALL RESPONDENTS

**C10.** Which one of these groups best describes your ethnic group or background?

**Please select one option**

<b>WHITE</b>	
English/ Welsh/ Scottish/ Northern Irish/ British	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other white background	4
<b>MIXED/ MULTIPLE ETHNIC GROUPS</b>	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other mixed/ multiple ethnic background	8
<b>ASIAN AND BRITISH ASIAN</b>	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
<b>BLACK AND BLACK BRITISH</b>	
Caribbean	14
African	15
Any other Black/ African/ Caribbean background	16
<b>OTHER ETHNIC GROUP</b>	
Arab	17
Any other ethnic background	18
Prefer not to say	19



ALL RESPONDENTS

**C11.** Do you or anyone in your household currently receive any of the following benefits?

**Please select all that apply**

Income Support	1
Income-based Jobseeker's Allowance	2
Pensions Credit (Guaranteed Credit)	3
Pensions Credit (no Guaranteed Credit)	4
Employment and Support Allowance (ESA)	5
Universal Credit (and household has other earnings)	6
Universal Credit (and household has no other earnings)	7
Personal Independence Payment (PIP)	8
Carer's allowance	9
Other - (please type in below)	10
None of these - Do not receive any of these benefits	11
Don't know	12
Prefer not to say	13

ALL RESPONDENTS

**C12.** Which one of these bands describes your total household income before tax or any other deductions are made?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

**Please select one option**

	Per week	Per Year
1	Up to £199	Up to £10,399
2	From £200 to £299	From £10,400 to £15,599
3	From £300 to £499	From £15,600 to £25,999
4	From £500 to £699	From £26,000 to £36,399
5	From £700 to £999	From £36,400 to £51,999
6	From £1,000 to £1,499	From £52,000 to £77,999
7	£1,500 and above	£78,000 and above
8	Don't know	
9	Prefer not to say	

## Adult Media Literacy Tracker 2023 – AOBA survey Wave 2

### ALL RESPONDENTS

**C13.** How well would you say your household is managing financially at the moment? Would you say you are....?

Doing well	1
Getting by	2
Struggling	3
Don't know	4
Prefer not to say	5

### *Thank and close*

That is the end of the survey now, thank you very much for your time and patience. We hope you found it interesting and enjoyable.