

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

NATION .....	1
Base : All respondents	
NATION/ REGION .....	4
Base : All respondents	
URBANITY .....	10
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP .....	13
Base : All respondents	
RESPONDENT'S AGE .....	16
Base : All respondents	
RESPONDENT'S GENDER .....	19
Base : All respondents	
RESPONDENT'S WORKING STATUS .....	22
Base : All respondents	
S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE) .....	28
Base : All respondents	
C1. How many people are there in your household in total (including yourself)? (SINGLE CODE) .....	34
Base : All respondents	
C2. Do you have any children aged under 18 who live at home with you – where you are their parent or guardian? (SINGLE CODE) .....	37
Base : All respondents	
C3. How many of your children aged under 18 live at home with you? (SINGLE CODE) .....	40
Base : All respondents	
AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD .....	43
Base : All respondents	
QO8. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE) .....	49
Base : All respondents with children in the household	
QO9. To what extent does the child/ do the children in your household at primary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE) .....	58
Base : All respondents with children of primary school age	
QO10. To what extent does the child/ do the children in your household at secondary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE) .....	61
Base : All respondents with children of secondary school age	
SUMMARY OF ACCESS TO APPROPRIATE DEVICES AT HOME ACROSS PRIMARY AND SECONDARY SCHOOL CHILDREN .....	64
Base : All respondents with children of primary and/or secondary school age	
QO11. And when the children in your household need access to an appropriate device to enable them to do any school work online at home, how is this currently managed? (MULTI CODE) .....	67
Base : All respondents with children of primary and/or secondary school age that do not have access to appropriate devices all of the time	
A1A. Do you personally use a mobile phone? (SINGLE CODE) .....	70
Base : All respondents	

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

A1B. Is this a smartphone? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. (SINGLE CODE) .....	73
Base : All respondents who use a mobile phone	
SUMMARY OF MOBILE PHONE OWNERSHIP .....	76
Base : All respondents	
AC1. Do you or does anyone in your household have access to the internet at home (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE) .....	79
Base : All respondents	
A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE) .....	82
Base : All respondents that have internet access at home	
A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE) .....	85
Base : All respondents	
AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE) .....	88
Base : All respondents	
AC3. In the past year, have you asked someone else to do something for you on the internet? (SINGLE CODE) .....	97
Base : All respondents that do not use the internet at home	
AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE) .....	100
Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year	
AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE) .....	106
Base : All respondents that do not use the internet at home	
AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE) .....	112
Base : All respondents that do not have internet access at home	
AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE) .....	121
Base : All respondents that do not use the internet at home	
IN1. Which of these devices do you use to go online? (MULTI CODE) .....	130
Base : All respondents that go online (at home or elsewhere)	
M6D. You said that you only go online using a smartphone. Which one of these statements best applies to how frequently, if at all, you feel disadvantaged by relying only on a smartphone to go online? (SINGLE CODE) .....	136
Base : All respondents that go online (at home or elsewhere) that only use a smartphone to go online	
IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE) .....	139
Base : All respondents that go online (at home or elsewhere)	
IN61. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves? For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis. (SINGLE CODE) .....	148
Base : All respondents that go online (at home or elsewhere)	
IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE) .....	151
Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online	
IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE) .....	154
Base : All respondents that go online (at home or elsewhere)	
IN3A. Overall, how confident are you as an internet user? (SINGLE CODE) .....	160
Base : All respondents that go online (at home or elsewhere)	
IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE) .....	163
Base : All respondents that go online (at home or elsewhere)	

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE) .....	167
Base : All respondents that go online (at home or elsewhere)	
IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE) .....	171
Base : All respondents that go online (at home or elsewhere)	
IN3E. How confident are you in judging whether an email, text or online message you receive is potentially suspicious or a scam? (SINGLE CODE) .....	174
Base : All respondents that go online (at home or elsewhere)	
IN5A. Which, if any, of these activities do you do online? (MULTI CODE) .....	177
Base : All respondents that go online (at home or elsewhere)	
IN5B. Which if any of these activities do you do online? (MULTI CODE) .....	183
Base : All respondents that go online (at home or elsewhere)	
SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN .....	186
Base : All respondents that go online (at home or elsewhere)	
BREADTH OF USE OF THE INTERNET - OUT OF 13 TYPES OF ACTIVITY .....	198
Base : All respondents that go online (at home or elsewhere)	
IN27A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE) .....	201
Base : All respondents that go online (at home or elsewhere)	
IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE) .....	204
Base : All respondents that go online (at home or elsewhere)	
IN27C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE) .....	208
Base : All respondents that go online (at home or elsewhere)	
IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE) .....	211
Base : All respondents that go online (at home or elsewhere)	
IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE) .....	214
Base : All respondents that go online (at home or elsewhere)	
IN27F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: For me, the benefits of being online outweigh the risks. (SINGLE CODE) .....	217
Base : All respondents that go online (at home or elsewhere)	
IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE) .....	220
Base : All respondents that go online (at home or elsewhere)	
IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me broaden my understanding or view of the world. (SINGLE CODE) .....	223
Base : All respondents that go online (at home or elsewhere)	
A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE) .....	226
Base : All respondents	
A6. Now some questions about Artificial Intelligence or AI. Before today, had you heard of Artificial Intelligence or AI models such as ChatGPT or Bard? (SINGLE CODE) .....	232
Base : All respondents	
A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE) .....	235
Base : All respondents aware of artificial intelligence (AI) models	
A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE) .....	238
Base : All respondents	

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

A8. Have you ever used AI models such as ChatGPT or Bard? (SINGLE CODE) .....	241
Base : All respondents aware of artificial intelligence (AI) models	
SUMMARY OF AWARENESS AND USE OF ARTIFICIAL INTELLIGENCE .....	244
Base : All respondents	
A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE) .....	247
Base : All respondents that have ever used artificial intelligence (AI) models	
A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE) .....	253
Base : All respondents aware of artificial intelligence (AI) models	
A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE) .....	259
Base : All respondents	
A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE) .....	265
Base : All respondents aware of artificial intelligence (AI) models that go online	
A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE) .....	271
Base : All respondents that have ever used artificial intelligence (AI) models that go online	
A11. Thinking generally, when you read something online do you ever think about whether it may have been generated or written by Artificial Intelligence (AI)? (SINGLE CODE) .....	276
Base : All respondents aware of artificial intelligence (AI) models that go online	
A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE) .....	279
Base : All respondents aware of artificial intelligence (AI) models that go online that consider whether online content is generated by AI	
A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE) .....	282
Base : All respondents aware of artificial intelligence (AI) models that go online	
A13. How confident, are you in recognising whether something you read online is produced by a person or by Artificial Intelligence (AI)? (SINGLE CODE) .....	285
Base : All respondents aware of artificial intelligence (AI) models that go online	
B1A. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust most people? (SINGLE CODE) .....	288
Base : All respondents	
B1B. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust politicians? (SINGLE CODE) .....	294
Base : All respondents	
B1C. In general, to what extent do you trust a news video clip that includes a first-hand eyewitness view? (SINGLE CODE) .....	300
Base : All respondents	
B2A. Please take a look at this list. Did you...? (MULTI CODE) .....	303
Base : All respondents	
B2B. Which, if any, of these have you done in the last year? (MULTI CODE) .....	306
Base : All respondents	
M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE) .....	312
Base : All respondents who use a smartphone	
M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE) .....	315
Base : All respondents who use a smartphone	
M6C. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Comparing products or services online is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE) .....	319
Base : All respondents who use a smartphone	

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE) .....	322
Base : All respondents who use a smartphone	
G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE) .....	327
Base : All respondents	
G2. Which of the following types of games do you play? (MULTI CODE) .....	333
Base : All respondents who play games	
G2. Which of the following types of games do you play? (MULTI CODE) .....	339
Base : All respondents	
G3A. Do you play games online? (SINGLE CODE) .....	345
Base : All respondents who play games	
G3A. Do you play games online? (SINGLE CODE) .....	348
Base : All respondents	
G3B. When you play games online, which of these describe how you play? (MULTI CODE) .....	351
Base : All respondents who play games online	
G3B. When you play games online, which of these describe how you play? (MULTI CODE) .....	357
Base : All respondents who play games	
G3B. When you play games online, which of these describe how you play? (MULTI CODE) .....	363
Base : All respondents	
A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE) .....	370
Base : 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. (SINGLE CODE) .....	376
Base : All respondents	
C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE) .....	385
Base : All respondents	
C7. Do you consider English to be your first or main language? (SINGLE CODE) .....	391
Base : All respondents	
C8. Which one of these options applies to your home? (SINGLE CODE) .....	394
Base : All respondents	
C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE) .....	397
Base : All respondents	
C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE) .....	406
Base : All respondents	
C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE) .....	415
Base : 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. (SINGLE CODE) .....	421
Base : All respondents	
C13. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE) .....	427
Base : All respondents	

FINANCIAL VULNERABILITY ..... 430

Base : Those where it is possible to calculate the Financial Vulnerability Index

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 1**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
England	3076	331	525	472	529	480	739	3076	1477	1592	884	889	571	730	1773	1302	3076
	84%	83%	85%	82%	86%	83%	85%	84%	84%	84%	86%	84%	82%	83%	85%	83%	84%
Scotland	307	35	46	60	43	56	67	307	143	164	77	90	64	76	167	140	307
	8%	9%	7%	10%	7%	10%	8%	8%	8%	9%	8%	9%	9%	9%	8%	9%	8%
Wales	172	20	30	30	27	25	41	172	82	89	39	53	34	46	92	80	172
	5%	5%	5%	5%	4%	4%	5%	5%	5%	5%	4%	5%	5%	5%	4%	5%	5%
Northern Ireland	102	13	15	17	17	18	22	102	49	54	24	27	25	26	51	51	102
	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	3%	4%	3%	2%	3%	3%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 1**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
England	3076	3076	-	-	-	3076	2725	351	506	2571	737	1107	927	3076	304	920	806
	84%	100%	-%	-%	-%	84%	85%	75%	84%	84%	82%	84%	86%	84%	83%	83%	88%
		bcde				bcd	b										b
Scotland	307	-	307	-	-	307	260	48	43	264	91	109	76	307	28	89	59
	8%	-%	100%	-%	-%	8%	8%	10%	7%	9%	10%	8%	7%	8%	8%	8%	6%
			acde			acd											
Wales	172	-	-	172	-	172	135	37	36	136	44	69	40	172	21	55	29
	5%	-%	-%	100%	-%	5%	4%	8%	6%	4%	5%	5%	4%	5%	6%	5%	3%
				abde		abd		a									
Northern Ireland	102	-	-	-	102	102	70	33	16	86	22	39	32	102	11	43	23
	3%	-%	-%	-%	100%	3%	2%	7%	3%	3%	2%	3%	3%	3%	3%	4%	3%
					abce	abc		a									

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 1**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
England	3076	817	1563	603	3076	912	1920	2121	922
	84%	84%	84%	86%	84%	85%	83%	84%	85%
Scotland	307	82	169	46	307	77	216	221	86
	8%	8%	9%	7%	8%	7%	9%	9%	8%
Wales	172	45	87	37	172	54	108	122	49
	5%	5%	5%	5%	5%	5%	5%	5%	5%
Northern Ireland	102	33	49	18	102	30	67	71	31
	3%	3%	3%	2%	3%	3%	3%	3%	3%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 2**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION/ REGION**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
North East	152	21	33	20	21	22	36	152	76	76	42	42	31	37	84	68	152
	4%	5%	5%	3%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Yorkshire and Humberside	311	38	54	41	49	44	86	311	145	166	69	80	66	95	149	160	311
	9%	10%	9%	7%	8%	8%	10%	9%	8%	9%	7%	8%	9%	11%	7%	10%	9%
														ae		ae	
North West	447	43	79	54	87	82	102	447	217	228	112	140	75	119	253	194	447
	12%	11%	13%	9%	14%	14%	12%	12%	12%	12%	11%	13%	11%	14%	12%	12%	12%
West Midlands	347	41	51	57	55	52	90	347	158	187	87	89	75	96	176	171	347
	9%	10%	8%	10%	9%	9%	10%	9%	9%	10%	8%	8%	11%	11%	8%	11%	9%
East Midlands	267	26	39	42	52	46	61	267	132	135	58	78	51	80	136	131	267
	7%	7%	6%	7%	8%	8%	7%	7%	8%	7%	6%	7%	7%	9%	7%	8%	7%
														a			
East of England	305	25	40	48	56	53	83	305	152	152	103	95	55	52	197	108	305
	8%	6%	7%	8%	9%	9%	10%	8%	9%	8%	10%	9%	8%	6%	9%	7%	8%
											df				df		
South West	311	26	55	34	47	50	98	311	148	161	85	90	67	69	175	136	311
	8%	7%	9%	6%	8%	9%	11%	8%	8%	8%	8%	8%	10%	8%	8%	9%	8%
							c										
South East	475	41	73	74	85	81	122	475	211	263	158	129	98	91	286	189	475
	13%	10%	12%	13%	14%	14%	14%	13%	12%	14%	15%	12%	14%	10%	14%	12%	13%
											d						
London	462	70	101	103	78	48	61	462	239	223	170	147	54	91	317	145	462
	13%	18%	16%	18%	13%	8%	7%	13%	14%	12%	17%	14%	8%	10%	15%	9%	13%
		efg	ef	efg	f			ef			cdfg	cf			cdf		cf
Scotland	307	35	46	60	43	56	67	307	143	164	77	90	64	76	167	140	307
	8%	9%	7%	10%	7%	10%	8%	8%	8%	9%	8%	9%	9%	9%	8%	9%	8%
Wales	172	20	30	30	27	25	41	172	82	89	39	53	34	46	92	80	172
	5%	5%	5%	5%	4%	4%	5%	5%	5%	5%	4%	5%	5%	5%	4%	5%	5%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 2**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION/ REGION**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Northern Ireland	102	13	15	17	17	18	22	102	49	54	24	27	25	26	51	51	102
	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	3%	4%	3%	2%	3%	3%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 2**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION/ REGION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
North East	152	152	-	-	-	152	131	21	23	129	38	62	42	152	15	59	32
	4%	5%	-%	-%	-%	4%	4%	5%	4%	4%	4%	5%	4%	4%	4%	5%	3%
		bcd				bcd											
Yorkshire and Humberside	311	311	-	-	-	311	277	34	62	249	83	87	88	311	41	111	48
	9%	10%	-%	-%	-%	9%	9%	7%	10%	8%	9%	7%	8%	9%	11%	10%	5%
		bcd				bcd									c	c	
North West	447	447	-	-	-	447	409	38	75	372	109	179	109	447	45	129	115
	12%	15%	-%	-%	-%	12%	13%	8%	12%	12%	12%	14%	10%	12%	12%	12%	13%
		bcd				bcd	b										
West Midlands	347	347	-	-	-	347	308	39	47	300	99	120	63	347	33	75	47
	9%	11%	-%	-%	-%	9%	10%	8%	8%	10%	11%	9%	6%	9%	9%	7%	5%
		bcd				bcd					c	c		c			
East Midlands	267	267	-	-	-	267	229	37	61	205	80	117	51	267	38	86	73
	7%	9%	-%	-%	-%	7%	7%	8%	10%	7%	9%	9%	5%	7%	11%	8%	8%
		bcd				bcd			b		c	c		c			
East of England	305	305	-	-	-	305	254	52	35	270	93	111	86	305	24	112	106
	8%	10%	-%	-%	-%	8%	8%	11%	6%	9%	10%	8%	8%	8%	7%	10%	12%
		bcd				bcd											
South West	311	311	-	-	-	311	250	61	56	255	58	116	107	311	35	82	99
	8%	10%	-%	-%	-%	8%	8%	13%	9%	8%	7%	9%	10%	8%	10%	7%	11%
		bcd				bcd		a					a				
South East	475	475	-	-	-	475	408	67	55	420	104	151	187	475	39	152	131
	13%	15%	-%	-%	-%	13%	13%	14%	9%	14%	12%	11%	17%	13%	11%	14%	14%
		bcde				bcd			a				abd				
London	462	462	-	-	-	462	461	1	92	370	72	164	194	462	32	113	156
	13%	15%	-%	-%	-%	13%	14%	*%	15%	12%	8%	12%	18%	13%	9%	10%	17%
		bcde				bcd	b					a	abd	a			ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 2**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION/ REGION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Scotland	307	-	307	-	-	307	260	48	43	264	91	109	76	307	28	89	59
	8%	-%	100%	-%	-%	8%	8%	10%	7%	9%	10%	8%	7%	8%	8%	8%	6%
			acde			acd											
Wales	172	-	-	172	-	172	135	37	36	136	44	69	40	172	21	55	29
	5%	-%	-%	100%	-%	5%	4%	8%	6%	4%	5%	5%	4%	5%	6%	5%	3%
			abde			abd		a									
Northern Ireland	102	-	-	-	102	102	70	33	16	86	22	39	32	102	11	43	23
	3%	-%	-%	-%	100%	3%	2%	7%	3%	3%	2%	3%	3%	3%	3%	4%	3%
					abce	abc		a									

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 2**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION/ REGION**

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL	GETTING BY	STRUGGLING	ALL	DOES NOT REPORT	NONE	ANY	
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
<b>Total</b>	<b>3658</b>	<b>977</b>	<b>1868</b>	<b>704</b>	<b>3658</b>	<b>1073</b>	<b>2311</b>	<b>2535</b>	<b>1089</b>
North East	152 4%	39 4%	76 4%	33 5%	152 4%	53 5%	93 4%	92 4%	59 5%
Yorkshire and Humberside	311 9%	66 7%	161 9%	73 10%	311 9%	132 12% b	155 7%	221 9%	89 8%
North West	447 12%	144 15%	213 11%	72 10%	447 12%	161 15%	269 12%	324 13%	119 11%
West Midlands	347 9%	56 6%	200 11% a	78 11% a	347 9% a	115 11%	197 9%	235 9%	104 10%
East Midlands	267 7%	65 7%	154 8%	44 6%	267 7%	59 6%	187 8%	175 7%	87 8%
East of England	305 8%	97 10% b	126 7%	75 11% b	305 8%	85 8%	193 8%	217 9%	85 8%
South West	311 8%	77 8%	168 9%	55 8%	311 8%	92 9%	169 7%	235 9%	74 7%
South East	475 13%	113 12%	243 13%	106 15%	475 13%	131 12%	313 14%	327 13%	143 13%
London	462 13%	161 17% bcd	221 12%	67 9%	462 13%	84 8%	345 15% a	295 12%	162 15%
Scotland	307 8%	82 8%	169 9%	46 7%	307 8%	77 7%	216 9%	221 9%	86 8%
Wales	172 5%	45 5%	87 5%	37 5%	172 5%	54 5%	108 5%	122 5%	49 5%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION/ REGION**

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Northern Ireland	102	33	49	18	102	30	67	71	31
	3%	3%	3%	2%	3%	3%	3%	3%	3%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 3**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**URBANITY**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
URBAN	3190	361	564	522	538	490	715	3190	1528	1653	893	922	604	771	1815	1374	3190
	87%	91%	92%	90%	87%	85%	82%	87%	87%	87%	87%	87%	87%	88%	87%	87%	87%
		ef	efg	ef				f									
RURAL	468	38	52	58	78	89	154	468	222	246	131	137	91	107	269	199	468
	13%	9%	8%	10%	13%	15%	18%	13%	13%	13%	13%	13%	13%	12%	13%	13%	13%
						abc	abcg	b									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 3**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**URBANITY**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
URBAN	3190	2725	260	135	70	3190	3190	-	531	2659	784	1146	943	3190	321	969	800
	87%	89%	85%	79%	68%	87%	100%	-%	88%	87%	88%	87%	88%	87%	88%	88%	87%
		cd	d	d		cd	b										
RURAL	468	351	48	37	33	468	-	468	70	398	110	178	131	468	43	138	118
	13%	11%	15%	21%	32%	13%	-%	100%	12%	13%	12%	13%	12%	13%	12%	12%	13%
				ae	abce			a									

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**URBANITY**

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
URBAN	3190	856	1606	627	3190	941	2009	2198	960
	87%	88%	86%	89%	87%	88%	87%	87%	88%
RURAL	468	122	262	76	468	131	303	337	129
	13%	12%	14%	11%	13%	12%	13%	13%	12%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 4**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
AB	1024	74	220	193	181	134	222	1024	563	456	1024	-	-	-	1024	-	1024
	28%	19%	36%	33%	29%	23%	26%	28%	32%	24%	100%	-%	-%	-%	49%	-%	28%
			aefg	aefg	a		a	a	b		bcdefg				bcdfg		bcdf
C1	1059	156	164	189	164	168	217	1059	461	597	-	1059	-	-	1059	-	1059
	29%	39%	27%	33%	27%	29%	25%	29%	26%	31%	-%	100%	-%	-%	51%	-%	29%
		bdefg		f					a			acdefg			acdfg		acdf
C2	695	66	117	102	138	121	150	695	357	337	-	-	695	-	-	695	695
	19%	17%	19%	18%	22%	21%	17%	19%	20%	18%	-%	-%	100%	-%	-%	44%	19%
													abdefg			abdeg	abde
DE	878	101	114	95	132	156	280	878	368	508	-	-	-	878	-	878	878
	24%	25%	18%	16%	21%	27%	32%	24%	21%	27%	-%	-%	-%	100%	-%	56%	24%
		c				bc	bcdg	bc		a				abcefg		abceg	abce
Don't Know	2	1	-	1	-	-	-	2	1	1	-	-	-	-	-	-	2
	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	-%	*%
<b>SUMMARY CODES</b>																	
C1C2	1754	222	282	291	303	290	367	1754	818	934	-	1059	695	-	1059	695	1754
	48%	56%	46%	50%	49%	50%	42%	48%	47%	49%	-%	100%	100%	-%	51%	44%	48%
		bfg		f		f		f				adefg	adefg		adf	ad	ad

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 4**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
AB	1024	884	77	39	24	1024	893	131	87	937	169	375	441	1024	38	209	500
	28%	29%	25%	23%	24%	28%	28%	28%	15%	31%	19%	28%	41%	28%	11%	19%	54%
										a		a	abd	a		a	ab
C1	1059	889	90	53	27	1059	922	137	156	903	248	377	373	1059	79	325	272
	29%	29%	29%	31%	26%	29%	29%	29%	26%	30%	28%	28%	35%	29%	22%	29%	30%
													abd			a	a
C2	695	571	64	34	25	695	604	91	135	560	175	284	151	695	72	270	105
	19%	19%	21%	20%	25%	19%	19%	20%	22%	18%	20%	21%	14%	19%	20%	24%	11%
					a						c	c		c	c	c	
DE	878	730	76	46	26	878	771	107	222	656	300	287	110	878	175	302	42
	24%	24%	25%	27%	25%	24%	24%	23%	37%	21%	34%	22%	10%	24%	48%	27%	5%
									b		bcd	c		c	bc	c	
Don't Know	2	2	-	-	-	2	1	1	-	2	2	-	-	2	-	1	-
	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%	-%
<b>SUMMARY CODES</b>																	
C1C2	1754	1460	155	87	52	1754	1526	229	291	1463	424	661	524	1754	151	594	377
	48%	47%	50%	51%	51%	48%	48%	49%	48%	48%	47%	50%	49%	48%	41%	54%	41%
																ac	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 4**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
AB	1024	453	450	92	1024	230	729	617	399
	28%	46%	24%	13%	28%	21%	32%	24%	37%
		bcd	c		bc		a		a
C1	1059	284	566	168	1059	227	741	774	272
	29%	29%	30%	24%	29%	21%	32%	31%	25%
			c				a	b	
C2	695	144	404	134	695	215	434	471	220
	19%	15%	22%	19%	19%	20%	19%	19%	20%
			a		a				
DE	878	95	446	309	878	399	408	671	197
	24%	10%	24%	44%	24%	37%	18%	26%	18%
			a	abd	a	b		b	
Don't Know	2	-	2	-	2	2	-	2	-
	*%	-%	*%	-%	*%	*%	-%	*%	-%
<b>SUMMARY CODES</b>									
C1C2	1754	429	970	303	1754	442	1175	1246	492
	48%	44%	52%	43%	48%	41%	51%	49%	45%
			acd				a		

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 5**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S AGE**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
16 to 24 years	398	398	-	-	-	-	-	398	208	188	74	156	66	101	230	168	398
	11%	100%	-%	-%	-%	-%	-%	11%	12%	10%	7%	15%	10%	12%	11%	11%	11%
		bcdefg						bcdef				acefg		a	a	a	a
25 to 34 years	616	-	616	-	-	-	-	616	277	337	220	164	117	114	385	231	616
	17%	-%	100%	-%	-%	-%	-%	17%	16%	18%	22%	16%	17%	13%	18%	15%	17%
			acdefg					acdef			bdfg				df		d
35 to 44 years	579	-	-	579	-	-	-	579	267	312	193	189	102	95	382	197	579
	16%	-%	-%	100%	-%	-%	-%	16%	15%	16%	19%	18%	15%	11%	18%	12%	16%
				abdefg				abdef			df	df			df		df
45 to 54 years	616	-	-	-	616	-	-	616	284	330	181	164	138	132	345	270	616
	17%	-%	-%	-%	100%	-%	-%	17%	16%	17%	18%	16%	20%	15%	17%	17%	17%
					abcefg			abcef									
55 to 64 years	579	-	-	-	-	579	-	579	275	303	134	168	121	156	302	278	579
	16%	-%	-%	-%	-%	100%	-%	16%	16%	16%	13%	16%	17%	18%	14%	18%	16%
						abcdfg		abcdf					a			a	
65+ years	869	-	-	-	-	-	869	869	440	429	222	217	150	280	439	430	869
	24%	-%	-%	-%	-%	-%	100%	24%	25%	23%	22%	21%	22%	32%	21%	27%	24%
							abcdeg	abcde					abceg			abce	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 5**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S AGE**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
16 to 24 years	398	331	35	20	13	398	361	38	73	325	88	183	125	398	71	86	52
	11%	11%	11%	12%	12%	11%	11%	8%	12%	11%	10%	14%	12%	11%	19%	8%	6%
												ad			bc		
25 to 34 years	616	525	46	30	15	616	564	52	122	494	117	222	268	616	77	153	203
	17%	17%	15%	17%	15%	17%	18%	11%	20%	16%	13%	17%	25%	17%	21%	14%	22%
							b						abd	a	b		b
35 to 44 years	579	472	60	30	17	579	522	58	99	481	120	203	244	579	68	157	185
	16%	15%	20%	18%	16%	16%	16%	12%	16%	16%	13%	15%	23%	16%	19%	14%	20%
													abd				b
45 to 54 years	616	529	43	27	17	616	538	78	130	486	152	234	223	616	57	216	174
	17%	17%	14%	15%	17%	17%	17%	17%	22%	16%	17%	18%	21%	17%	16%	19%	19%
									b				d				
55 to 64 years	579	480	56	25	18	579	490	89	105	475	166	216	137	579	48	170	145
	16%	16%	18%	14%	18%	16%	15%	19%	17%	16%	19%	16%	13%	16%	13%	15%	16%
											c						
65+ years	869	739	67	41	22	869	715	154	72	797	252	266	77	869	43	326	159
	24%	24%	22%	24%	22%	24%	22%	33%	12%	26%	28%	20%	7%	24%	12%	29%	17%
								a		a	bcd	c		bc		ac	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 5**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S AGE**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
16 to 24 years	398	98	201	74	398	115	244	329	65
	11%	10%	11%	11%	11%	11%	11%	13%	6%
								b	
25 to 34 years	616	202	286	112	616	145	423	285	322
	17%	21%	15%	16%	17%	14%	18%	11%	30%
		bd					a		a
35 to 44 years	579	153	292	120	579	109	425	190	379
	16%	16%	16%	17%	16%	10%	18%	7%	35%
							a		a
45 to 54 years	616	121	315	163	616	162	407	356	251
	17%	12%	17%	23%	17%	15%	18%	14%	23%
			a	abd	a				a
55 to 64 years	579	167	282	113	579	173	371	517	61
	16%	17%	15%	16%	16%	16%	16%	20%	6%
								b	
65+ years	869	237	492	122	869	368	442	858	10
	24%	24%	26%	17%	24%	34%	19%	34%	1%
		c	c		c	b		b	

Columns Tested: a,b,c,d - a,b - a,b



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 6**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S GENDER**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Man	1750	208	277	267	284	275	440	1750	1750	-	563	461	357	368	1024	725	1750
	48%	52%	45%	46%	46%	47%	51%	48%	100%	-%	55%	44%	51%	42%	49%	46%	48%
									b		bdefg		bd	bd		d	
Woman	1899	188	337	312	330	303	429	1899	-	1899	456	597	337	508	1053	845	1899
	52%	47%	55%	54%	54%	52%	49%	52%	-%	100%	45%	56%	49%	58%	51%	54%	52%
										a		ace		aceg	a	a	a
Non-binary	4	1	1	1	-	1	-	4	-	-	1	1	1	1	3	1	4
	*%	*%	*%	*%	-%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%
Prefer to use another term	2	1	-	-	-	-	*	2	-	-	-	-	-	2	-	2	2
	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%
Prefer not to say	3	-	1	-	2	-	*	3	-	-	3	-	-	-	3	-	3
	*%	-%	*%	-%	*%	-%	*%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 6**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S GENDER**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Man	1750	1477	143	82	49	1750	1528	222	230	1520	426	612	546	1750	150	538	491
	48%	48%	46%	48%	47%	48%	48%	47%	38%	50%	48%	46%	51%	48%	41%	49%	54%
									a								a
Woman	1899	1592	164	89	54	1899	1653	246	369	1530	468	705	527	1899	211	568	423
	52%	52%	53%	52%	52%	52%	52%	53%	61%	50%	52%	53%	49%	52%	58%	51%	46%
									b						c		
Non-binary	4	3	1	-	-	4	4	-	1	2	1	1	2	4	1	1	2
	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer to use another term	2	1	-	*	-	2	2	-	-	2	-	2	-	2	1	*	-
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%	-%
Prefer not to say	3	3	-	-	*	3	3	-	*	3	-	3	-	3	-	-	2
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	-%	-%	*%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S GENDER**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Man	1750	531	866	300	1750	491	1138	1227	503
	48%	54%	46%	43%	48%	46%	49%	48%	46%
		bcd							
Woman	1899	446	999	400	1899	576	1173	1300	584
	52%	46%	53%	57%	52%	54%	51%	51%	54%
			a	a	a				
Non-binary	4	-	2	2	4	3	1	2	1
	*%	-%	*%	*%	*%	*%	*%	*%	*%
Prefer to use another term	2	-	1	*	2	1	*	2	-
	*%	-%	*%	*%	*%	*%	*%	*%	-%
Prefer not to say	3	-	*	2	3	2	-	3	-
	*%	-%	*%	*%	*%	*%	-%	*%	-%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 7**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
In full-time employment	1626	118	423	414	384	238	50	1626	928	695	639	534	301	153	1172	454	1626
	44%	30%	69%	71%	62%	41%	6%	44%	53%	37%	62%	50%	43%	17%	56%	29%	44%
		f	aefg	adefg	aefg	af		af	b		bcdefg	cdfg	df		bcdfg	d	df
In part-time employment	495	65	86	74	109	127	35	495	130	365	95	133	143	123	229	267	495
	14%	16%	14%	13%	18%	22%	4%	14%	7%	19%	9%	13%	21%	14%	11%	17%	14%
		f	f	f	f	bcfg		f		a			abdeg	a		abeg	ae
Retired	884	-	-	1	10	109	764	884	446	437	230	229	152	273	459	425	884
	24%	-%	-%	*%	2%	19%	88%	24%	25%	23%	22%	22%	22%	31%	22%	27%	24%
				b	abcd	abcdeg	abcde						abceg		be		
Unemployed	212	45	58	32	40	31	5	212	103	104	8	12	25	165	20	190	212
	6%	11%	9%	6%	7%	5%	1%	6%	6%	5%	1%	1%	4%	19%	1%	12%	6%
		cefg	fg	f	f	f		f					abe	abcefg		abceg	abe
Full-time responsibility for home/family	184	10	29	38	52	47	9	184	15	167	15	27	40	102	42	142	184
	5%	2%	5%	7%	8%	8%	1%	5%	1%	9%	1%	3%	6%	12%	2%	9%	5%
			f	af	afg	afg		f		a			abe	abceg		abeg	abe
A student	181	157	12	8	4	-	-	181	97	84	29	111	21	19	140	40	181
	5%	39%	2%	1%	1%	-%	-%	5%	6%	4%	3%	11%	3%	2%	7%	3%	5%
		bcdefg	ef	ef				bcdef				acdefg			acdfg		adf
Other	73	4	5	12	18	26	6	73	29	44	7	12	11	43	19	53	73
	2%	1%	1%	2%	3%	5%	1%	2%	2%	2%	1%	1%	2%	5%	1%	3%	2%
				f	abfg									abceg		abeg	e
Prefer not to say	4	-	3	-	-	1	-	4	2	2	2	-	1	1	2	2	4
	*%	-%	*%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%

**SUMMARY CODES**

WORKING	2122	183	509	488	492	365	85	2122	1058	1060	734	667	444	276	1401	721	2122
	58%	46%	83%	84%	80%	63%	10%	58%	60%	56%	72%	63%	64%	31%	67%	46%	58%
		f	aefg	aefg	aefg	af		af	b		bcdfg	dfg	dfg		dfg	d	df

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 7**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	AGE							GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658	
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169	
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658	
NOT WORKING	1532	216	104	92	123	214	784	1532	690	836	288	392	249	601	681	850	1532	
	42%	54%	17%	16%	20%	37%	90%	42%	39%	44%	28%	37%	36%	68%	33%	54%	42%	
		bcdeg				bcd		abcdeg	bcd			a		abcefg		abceg		abce

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 7**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
In full-time employment	1626	1368	137	73	48	1626	1444	183	230	1396	314	602	690	1626	102	449	635
	44%	44%	45%	43%	47%	44%	45%	39%	38%	46%	35%	45%	64%	44%	28%	41%	69%
									a	a		a	abd	a		a	ab
In part-time employment	495	423	40	18	14	495	427	68	107	388	122	206	148	495	78	165	80
	14%	14%	13%	11%	13%	14%	13%	15%	18%	13%	14%	16%	14%	14%	21%	15%	9%
									b						bc	c	
Retired	884	750	70	43	22	884	737	146	85	798	248	270	86	884	44	330	152
	24%	24%	23%	25%	21%	24%	23%	31%	14%	26%	28%	20%	8%	24%	12%	30%	17%
								a	a		bc	c		bc		ac	
Unemployed	212	177	22	7	6	212	194	18	75	136	76	78	44	212	65	61	11
	6%	6%	7%	4%	6%	6%	6%	4%	13%	4%	8%	6%	4%	6%	18%	5%	1%
									b		cd				bc	c	
Full-time responsibility for home/family	184	149	16	12	6	184	160	24	55	128	63	66	36	184	36	53	14
	5%	5%	5%	7%	6%	5%	5%	5%	9%	4%	7%	5%	3%	5%	10%	5%	2%
									b		c				bc	c	
A student	181	146	18	12	6	181	157	23	24	157	39	81	60	181	28	28	20
	5%	5%	6%	7%	5%	5%	5%	5%	4%	5%	4%	6%	6%	5%	8%	2%	2%
															bc		
Other	73	61	4	5	2	73	66	6	22	51	31	18	10	73	11	21	5
	2%	2%	1%	3%	2%	2%	2%	1%	4%	2%	3%	1%	1%	2%	3%	2%	1%
									b		bc				c		
Prefer not to say	4	3	-	1	-	4	4	-	1	2	2	2	1	4	-	1	-
	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	-%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 7**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
<b>SUMMARY CODES</b>																	
WORKING	2122	1791	178	92	62	2122	1871	251	337	1784	436	808	838	2122	179	614	715
	58%	58%	58%	53%	60%	58%	59%	54%	56%	58%	49%	61%	78%	58%	49%	55%	78%
												a	abd	a		ab	
NOT WORKING	1532	1283	130	79	41	1532	1315	218	262	1270	457	514	236	1532	185	492	203
	42%	42%	42%	46%	40%	42%	41%	46%	44%	42%	51%	39%	22%	42%	51%	44%	22%
											bcd	c		c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 7**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
In full-time employment	1626	532	817	241	1626	287	1222	883	719
	44%	54%	44%	34%	44%	27%	53%	35%	66%
		bcd	c		c		a		a
In part-time employment	495	99	244	140	495	152	313	331	163
	14%	10%	13%	20%	14%	14%	14%	13%	15%
				abd	a				
Retired	884	254	490	115	884	380	444	873	9
	24%	26%	26%	16%	24%	35%	19%	34%	1%
		c	c		c	b		b	
Unemployed	212	16	85	97	212	105	86	157	52
	6%	2%	5%	14%	6%	10%	4%	6%	5%
			a	abd	a	b			
Full-time responsibility for home/ family	184	25	99	57	184	60	110	80	102
	5%	3%	5%	8%	5%	6%	5%	3%	9%
			a	ad	a				a
A student	181	42	95	27	181	38	124	153	24
	5%	4%	5%	4%	5%	4%	5%	6%	2%
								b	
Other	73	8	37	27	73	52	12	56	17
	2%	1%	2%	4%	2%	5%	1%	2%	2%
				abd		b			
Prefer not to say	4	-	2	1	4	-	*	1	3
	*%	-%	*%	*%	*%	-%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
<b>SUMMARY CODES</b>									
WORKING	2122	631	1061	381	2122	438	1535	1215	882
	58%	65%	57%	54%	58%	41%	66%	48%	81%
		bcd					a		a
NOT WORKING	1532	346	806	323	1532	634	776	1319	203
	42%	35%	43%	46%	42%	59%	34%	52%	19%
			a	a	a	b		b	

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 8**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
None	307	1	6	4	3	54	240	307	140	167	29	50	69	159	79	228	307
	8%	*%	1%	1%	*%	9%	28%	8%	8%	9%	3%	5%	10%	18%	4%	15%	8%
						abcd	abcdeg	abcd					abe	abceg		abceg	abe
Up to 2 hours	68	5	6	4	10	12	31	68	28	40	24	11	8	24	36	32	68
	2%	1%	1%	1%	2%	2%	4%	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%
							bcg						b				
3 to 5 hours	188	17	28	27	29	29	59	188	84	104	40	39	43	65	79	109	188
	5%	4%	5%	5%	5%	5%	7%	5%	5%	6%	4%	4%	6%	7%	4%	7%	5%
													e	abe		abe	
6 to 8 hours	200	15	33	32	38	32	52	200	83	117	49	55	50	46	104	96	200
	5%	4%	5%	6%	6%	5%	6%	5%	5%	6%	5%	5%	7%	5%	5%	6%	5%
9 to 11 hours	255	18	34	40	52	41	69	255	136	118	52	76	67	59	129	126	255
	7%	5%	5%	7%	9%	7%	8%	7%	8%	6%	5%	7%	10%	7%	6%	8%	7%
													ae				
12 to 15 hours	386	28	64	60	69	76	88	386	160	226	115	97	79	95	211	174	386
	11%	7%	10%	10%	11%	13%	10%	11%	9%	12%	11%	9%	11%	11%	10%	11%	11%
						a											
16 to 22 hours	559	78	92	75	106	89	119	559	265	294	147	179	114	119	325	234	559
	15%	19%	15%	13%	17%	15%	14%	15%	15%	16%	14%	17%	16%	14%	16%	15%	15%
		c															
23 to 30 hours	646	76	120	124	116	105	105	646	317	328	217	202	112	114	420	226	646
	18%	19%	19%	21%	19%	18%	12%	18%	18%	17%	21%	19%	16%	13%	20%	14%	18%
		f	f	f	f	f		f			df	df			df		df
Over 30 hours	1027	160	231	212	185	137	102	1027	533	487	346	348	148	185	694	333	1027
	28%	40%	38%	37%	30%	24%	12%	28%	30%	26%	34%	33%	21%	21%	33%	21%	28%
		defg	efg	efg	f	f		f	b		cdfg	cdfg			cdfg		cd
Don't know/ unsure	22	1	3	1	8	5	4	22	4	17	4	2	5	10	7	15	22
	1%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
													e				

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 8**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
<b>SUMMARY CODES</b>																	
0 to 8 hours	764	37	73	67	79	126	382	764	336	428	143	155	171	294	298	465	764
	21%	9%	12%	12%	13%	22%	44%	21%	19%	23%	14%	15%	25%	34%	14%	30%	21%
						abcd	abcdeg	abcd					abe	abceg		abeg	abe
9 to 22 hours	1200	124	190	175	228	207	276	1200	561	639	314	352	260	274	665	534	1200
	33%	31%	31%	30%	37%	36%	32%	33%	32%	34%	31%	33%	37%	31%	32%	34%	33%
												a					
23+ hours	1673	236	351	336	300	242	207	1673	849	815	563	550	259	300	1114	559	1673
	46%	59%	57%	58%	49%	42%	24%	46%	49%	43%	55%	52%	37%	34%	53%	36%	46%
		defg	efg	defg	f	f		f	b		cdfg	cdfg			cdfg		cdf

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 8**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
None	307	257	29	14	7	307	265	42	3	304	7	2	-	307	33	64	12
	8%	8%	9%	8%	7%	8%	8%	9%	1%	10%	1%	0%	-	8%	9%	6%	1%
										a	c	*	-	abc	c	c	
Up to 2 hours	68	54	8	4	2	68	64	4	23	45	37	13	7	68	8	22	8
	2%	2%	3%	2%	2%	2%	2%	1%	4%	1%	4%	1%	1%	2%	2%	2%	1%
									b		bcd			c			
3 to 5 hours	188	163	12	8	5	188	167	21	57	132	96	61	15	188	23	62	23
	5%	5%	4%	5%	5%	5%	5%	5%	9%	4%	11%	5%	1%	5%	6%	6%	2%
									b		bcd	c		c	c	c	
6 to 8 hours	200	174	13	10	3	200	172	28	55	146	82	76	31	200	25	64	38
	5%	6%	4%	6%	3%	5%	5%	6%	9%	5%	9%	6%	3%	5%	7%	6%	4%
									b		bcd	c		c			
9 to 11 hours	255	217	21	9	8	255	230	25	60	195	107	102	40	255	33	97	55
	7%	7%	7%	5%	8%	7%	7%	5%	10%	6%	12%	8%	4%	7%	9%	9%	6%
									b		bcd	c		c			
12 to 15 hours	386	328	27	20	11	386	320	66	77	309	117	164	100	386	22	121	118
	11%	11%	9%	12%	11%	11%	10%	14%	13%	10%	13%	12%	9%	11%	6%	11%	13%
								a									a
16 to 22 hours	559	477	43	22	17	559	501	58	89	470	158	230	167	559	53	185	151
	15%	16%	14%	13%	16%	15%	16%	12%	15%	15%	18%	17%	16%	15%	15%	17%	16%
23 to 30 hours	646	535	58	33	20	646	550	95	103	543	122	284	236	646	59	213	188
	18%	17%	19%	19%	20%	18%	17%	20%	17%	18%	14%	21%	22%	18%	16%	19%	21%
												ad	ad	a			
Over 30 hours	1027	852	95	51	28	1027	904	124	128	899	156	384	479	1027	102	273	320
	28%	28%	31%	30%	28%	28%	28%	26%	21%	29%	17%	29%	45%	28%	28%	25%	35%
									a			a	abd	a		b	
Don't know/ unsure	22	20	2	*	-	22	17	5	6	16	12	7	2	22	6	6	5
	1%	1%	1%	0%	-	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%
													*	1%	2%	1%	1%
																	c

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 8**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
<b>SUMMARY CODES</b>																	
0 to 8 hours	764	648	62	36	18	764	669	95	138	626	223	153	52	764	89	213	81
	21%	21%	20%	21%	17%	21%	21%	20%	23%	20%	25%	12%	5%	21%	24%	19%	9%
											bc	c		bc	c	c	
9 to 22 hours	1200	1022	91	51	36	1200	1050	150	227	973	382	496	307	1200	108	403	323
	33%	33%	30%	30%	35%	33%	33%	32%	38%	32%	43%	37%	29%	33%	30%	36%	35%
									b		cd	cd					
23+ hours	1673	1387	153	84	49	1673	1454	219	231	1442	279	668	714	1673	161	485	509
	46%	45%	50%	49%	48%	46%	46%	47%	38%	47%	31%	50%	66%	46%	44%	44%	55%
									a			ad	abd	a			ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 8**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
None	307	45	175	77	307	192	86	298	9
	8%	5%	9%	11%	8%	18%	4%	12%	1%
		a	a	a	a	b	b	b	
Up to 2 hours	68	22	29	12	68	30	31	64	3
	2%	2%	2%	2%	2%	3%	1%	3%	*%
						b		b	
3 to 5 hours	188	58	88	36	188	60	101	128	57
	5%	6%	5%	5%	5%	6%	4%	5%	5%
6 to 8 hours	200	40	112	37	200	48	138	134	66
	5%	4%	6%	5%	5%	5%	6%	5%	6%
9 to 11 hours	255	54	139	58	255	56	173	165	84
	7%	6%	7%	8%	7%	5%	7%	7%	8%
12 to 15 hours	386	104	193	80	386	93	268	258	127
	11%	11%	10%	11%	11%	9%	12%	10%	12%
16 to 22 hours	559	165	295	87	559	138	383	397	156
	15%	17%	16%	12%	15%	13%	17%	16%	14%
							a		
23 to 30 hours	646	168	340	123	646	166	446	428	208
	18%	17%	18%	17%	18%	15%	19%	17%	19%
Over 30 hours	1027	319	489	185	1027	284	676	648	371
	28%	33%	26%	26%	28%	26%	29%	26%	34%
		bcd							a
Don't know/ unsure	22	2	8	9	22	7	10	14	8
	1%	*%	*%	1%	1%	1%	*%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
<b>SUMMARY CODES</b>									
0 to 8 hours	764	165	404	162	764	330	355	625	136
	21%	17%	22%	23%	21%	31%	15%	25%	12%
		a	a	a		b		b	
9 to 22 hours	1200	323	626	225	1200	286	824	820	367
	33%	33%	34%	32%	33%	27%	36%	32%	34%
							a		
23+ hours	1673	487	829	307	1673	450	1123	1076	579
	46%	50%	44%	44%	46%	42%	49%	42%	53%
		b					a		a

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 9**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
1	591	19	44	47	73	99	310	591	277	312	96	161	87	247	256	334	591
	16%	5%	7%	8%	12%	17%	36%	16%	16%	16%	9%	15%	13%	28%	12%	21%	16%
				a	abc	abcdeg	abc					a	abcefg		abcefg	ae	
2	1344	71	167	121	178	326	481	1344	650	692	374	410	253	307	784	560	1344
	37%	18%	27%	21%	29%	56%	55%	37%	37%	36%	37%	39%	36%	35%	38%	36%	37%
			a		ac	abcdg	abcdg	abcd									
3	760	131	164	158	167	91	48	760	339	418	214	222	167	156	436	324	760
	21%	33%	27%	27%	27%	16%	6%	21%	19%	22%	21%	21%	24%	18%	21%	21%	21%
		efg	efg	efg	efg	f		ef					d				
4	666	106	162	176	154	47	21	666	356	308	264	187	125	90	451	215	666
	18%	27%	26%	30%	25%	8%	2%	18%	20%	16%	26%	18%	18%	10%	22%	14%	18%
		efg	efg	efg	efg	f		ef	b		bcdfg	df	d		dfg		df
5 to 6	269	56	74	73	45	14	7	269	111	158	72	70	58	68	142	126	269
	7%	14%	12%	13%	7%	2%	1%	7%	6%	8%	7%	7%	8%	8%	7%	8%	7%
		defg	efg	defg	ef			ef									
7 to 9	26	13	4	5	-	3	2	26	15	11	4	9	4	9	13	13	26
	1%	3%	1%	1%	-%	*%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		bcdefg															
10 or more	3	1	1	-	-	-	-	3	3	-	-	1	-	1	1	1	3
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 9**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%																	
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
1	591 16%	489 16%	55 18%	32 18%	15 15%	591 16%	526 17%	65 14%	95 16%	496 16%	158 18% bc	157 12%	98 9%	591 16% bc	60 16%	188 17% c	111 12%
2	1344 37%	1129 37%	117 38%	61 35%	36 36%	1344 37%	1139 36%	205 44% a	192 32%	1152 38%	375 42% bcd	476 36%	338 31%	1344 37% c	45 12%	446 40% a	388 42% a
3	760 21%	635 21%	73 24%	33 19%	20 19%	760 21%	663 21%	96 21%	129 21%	631 21%	173 19%	314 24%	260 24%	760 21%	64 18%	284 26% ac	158 17%
4	666 18%	567 18%	50 16%	29 17%	19 19%	666 18%	598 19%	68 15%	117 19%	549 18%	121 14%	256 19% a	271 25% abd	666 18% a	92 25% b	167 15% b	194 21% b
5 to 6	269 7%	232 8% b	11 3%	16 9% b	10 10% b	269 7% b	237 7%	31 7%	66 11% b	203 7%	63 7%	106 8%	97 9%	269 7%	95 26% bc	21 2% b	63 7% b
7 to 9	26 1%	22 1%	1 *% b	1 1%	1 1%	26 1%	23 1%	3 1%	1 *% b	25 1%	3 *% b	15 1%	8 1%	26 1%	8 2% b	- -% b	4 *% b
10 or more	3 *% b	3 *% b	- -% b	- -% b	- -% b	3 *% b	3 *% b	- -% b	1 *% b	1 *% b	- -% b	- -% b	3 *% b	3 *% b	1 *% b	- -% b	- -% b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
1	591 16%	114 12%	311 17%	146 21%	591 16%	279 26%	265 11%	591 23%	- -%
			a	ad	a	b		b	
2	1344 37%	411 42%	664 36%	234 33%	1344 37%	397 37%	859 37%	1279 50%	58 5%
		bcd						b	
3	760 21%	190 19%	404 22%	145 21%	760 21%	198 18%	506 22%	371 15%	377 35%
								a	a
4	666 18%	196 20%	330 18%	120 17%	666 18%	125 12%	487 21%	201 8%	454 42%
							a		a
5 to 6	269 7%	58 6%	148 8%	52 7%	269 7%	58 5%	182 8%	78 3%	188 17%
								a	a
7 to 9	26 1%	7 1%	10 1%	7 1%	26 1%	14 1%	11 *%	13 1%	12 1%
10 or more	3 *%	1 *%	- -%	- -%	3 *%	1 *%	1 *%	3 *%	- -%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 10**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Yes	1115	67	328	387	259	63	12	1115	521	592	408	282	223	203	689	426	1115
	30%	17%	53%	67%	42%	11%	1%	30%	30%	31%	40%	27%	32%	23%	33%	27%	30%
		ef	adefg	abdefg	aefg	f		aef			bcdefg		d		bdf		d
No	2535	329	285	190	356	517	858	2535	1227	1300	617	774	471	671	1391	1142	2535
	69%	83%	46%	33%	58%	89%	99%	69%	70%	68%	60%	73%	68%	76%	67%	73%	69%
		bcdg	c		bc	abcdg	abcdeg	bcd				ae	a	aceg	a	ae	a
Prefer not to say	8	3	3	2	-	-	-	8	1	7	-	3	1	4	3	5	8
	*%	1%	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Yes	1115	948	86	50	32	1115	984	131	215	900	216	417	464	1115	159	341	315
	30%	31%	28%	29%	31%	30%	31%	28%	36%	29%	24%	31%	43%	30%	44%	31%	34%
									b			a	abd	a	bc		
No	2535	2121	221	122	71	2535	2198	337	385	2150	673	907	609	2535	205	766	602
	69%	69%	72%	71%	69%	69%	69%	72%	64%	70%	75%	69%	57%	69%	56%	69%	66%
									a		bcd	c		c		a	a
Prefer not to say	8	8	-	-	-	8	8	-	2	7	6	-	2	8	-	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	1%	-%	*%	*%	-%	-%	*%
											b						

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Yes	1115	305	554	231	1115	238	794	-	1089
	30%	31%	30%	33%	30%	22%	34%	-%	100%
							a		a
No	2535	671	1308	472	2535	832	1516	2535	-
	69%	69%	70%	67%	69%	78%	66%	100%	-%
						b		b	
Prefer not to say	8	2	5	1	8	3	1	-	-
	*%	*%	*%	*%	*%	*%	*%	-%	-%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 11**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
None/ no children aged under 18 living at home	2535	329	285	190	356	517	858	2535	1227	1300	617	774	471	671	1391	1142	2535
	69%	83%	46%	33%	58%	89%	99%	69%	70%	68%	60%	73%	68%	76%	67%	73%	69%
		bcdg	c		bc	abcdg	abcdeg	bcd				ae	a	aceg	a	ae	a
1	535	48	126	154	155	50	3	535	242	291	176	139	117	102	315	219	535
	15%	12%	20%	27%	25%	9%	*%	15%	14%	15%	17%	13%	17%	12%	15%	14%	15%
		f	aefg	aefg	aefg	f		ef			d		d				
2	444	16	153	173	87	10	4	444	223	221	195	109	77	63	304	140	444
	12%	4%	25%	30%	14%	2%	1%	12%	13%	12%	19%	10%	11%	7%	15%	9%	12%
		f	adefg	adefg	aef			aef			bcdefg				bdf		df
3	107	2	36	47	16	3	2	107	37	70	31	28	22	26	59	48	107
	3%	1%	6%	8%	3%	*%	*%	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%
			aefg	adefg	ef			aef		a							
4	19	1	10	7	1	-	-	19	12	7	4	2	6	7	5	14	19
	1%	*%	2%	1%	*%	-%	-%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%
			defg	ef													
5 or more	4	-	1	3	-	-	-	4	2	2	1	2	1	1	2	2	4
	*%	-%	*%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	15	3	4	5	1	-	1	15	7	8	1	5	1	7	7	8	15
	*%	1%	1%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.

Table 11

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
None/ no children aged under 18 living at home	2535	2121	221	122	71	2535	2198	337	385	2150	673	907	609	2535	205	766	602
	69%	69%	72%	71%	69%	69%	69%	72%	64%	70%	75%	69%	57%	69%	56%	69%	66%
										a	bcd	c		c	a	a	
1	535	452	43	25	14	535	459	76	109	426	124	203	198	535	54	215	133
	15%	15%	14%	15%	13%	15%	14%	16%	18%	14%	14%	15%	18%	15%	15%	19%	15%
													ad			c	
2	444	376	39	16	12	444	405	39	79	365	56	170	210	444	63	109	148
	12%	12%	13%	10%	12%	12%	13%	8%	13%	12%	6%	13%	20%	12%	17%	10%	16%
							b					a	abd	a	b	b	
3	107	94	2	6	4	107	94	13	20	87	29	32	45	107	28	17	30
	3%	3%	1%	4%	4%	3%	3%	3%	3%	3%	3%	2%	4%	3%	8%	2%	3%
					b										bc		
4	19	15	1	2	1	19	18	2	5	14	3	8	8	19	12	-	3
	1%	*%	*%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%	1%	3%	-%	*%
															bc		
5 or more	4	3	-	-	1	4	3	1	1	3	-	2	2	4	3	-	1
	*%	*%	-%	-%	1%	*%	*%	*%	*%	*%	-%	*%	*%	*%	1%	-%	*%
															b		
Prefer not to say	15	15	-	-	-	15	13	1	3	12	10	1	3	15	-	-	1
	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	-%	-%	*%
											b						

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
None/ no children aged under 18 living at home	2535 69%	671 69%	1308 70%	472 67%	2535 69%	832 78%	1516 66%	2535 100%	- -%
1	535 15%	146 15%	253 14%	123 17%	535 15%	135 13%	363 16%	- -%	523 48%
									a
2	444 12%	136 14%	220 12%	78 11%	444 12%	70 7%	337 15%	- -%	437 40%
							a		a
3	107 3%	20 2%	64 3%	21 3%	107 3%	20 2%	78 3%	- -%	106 10%
									a
4	19 1%	2 *%	11 1%	6 1%	19 1%	6 1%	13 1%	- -%	19 2%
									a
5 or more	4 *%	1 *%	1 *%	1 *%	4 *%	1 *%	3 *%	- -%	4 *%
									a
Prefer not to say	15 *%	2 *%	9 *%	3 *%	15 *%	8 1%	2 *%	- -%	- -%
						b			

Columns Tested: a,b,c,d - a,b - a,b



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 12**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
None/ no children aged under 18 living at home	2535	329	285	190	356	517	858	2535	1227	1300	617	774	471	671	1391	1142	2535
	69%	83%	46%	33%	58%	89%	99%	69%	70%	68%	60%	73%	68%	76%	67%	73%	69%
		bcdg	c		bc	abcdg	abcdeg	bcd				ae	a	aceg	a	ae	a
0 to 2 years old	203	25	112	52	4	10	-	203	91	112	70	46	38	49	116	87	203
	6%	6%	18%	9%	1%	2%	-%	6%	5%	6%	7%	4%	5%	6%	6%	6%	6%
		def	acdefg	defg		f		def									
3 to 5 years old	267	13	134	95	22	*	3	267	118	148	108	68	41	49	177	90	267
	7%	3%	22%	16%	4%	*%	*%	7%	7%	8%	11%	6%	6%	6%	8%	6%	7%
		ef	adefg	adefg	ef			adef			bcdg				f		
6 to 7 years old	229	3	97	101	22	4	1	229	107	122	84	59	42	44	143	86	229
	6%	1%	16%	18%	4%	1%	*%	6%	6%	6%	8%	6%	6%	5%	7%	5%	6%
			adefg	adefg	aef			aef									
8 to 9 years old	201	8	62	95	31	2	3	201	93	108	74	43	45	40	117	85	201
	5%	2%	10%	16%	5%	*%	*%	5%	5%	6%	7%	4%	6%	5%	6%	5%	5%
		f	adefg	abdefg	ef			aef			b						
10 to 12 years old	293	8	73	124	75	9	5	293	139	153	110	69	67	47	179	114	293
	8%	2%	12%	21%	12%	2%	1%	8%	8%	8%	11%	6%	10%	5%	9%	7%	8%
			aefg	abdefg	aefg			aef			bdf		d		d		
13 to 15 years old	308	14	37	111	125	19	2	308	147	160	117	74	65	52	190	117	308
	8%	4%	6%	19%	20%	3%	*%	8%	8%	8%	11%	7%	9%	6%	9%	7%	8%
		f	f	abefg	abefg	f		aef			bdfg				d		
16 to 17 years old	180	12	10	54	73	29	2	180	84	96	60	48	38	34	108	72	180
	5%	3%	2%	9%	12%	5%	*%	5%	5%	5%	6%	5%	6%	4%	5%	5%	5%
		f	f	abefg	abefg	bf		bf									
Prefer not to say	34	4	9	10	8	1	2	34	20	15	8	12	4	10	21	14	34
	1%	1%	1%	2%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				ef													

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
ANY CHILDREN IN THE HOUSEHOLD - WHERE AGE IS PROVIDED	1089	65	322	379	251	61	10	1089	503	584	399	272	220	197	672	417	1089
	30%	16%	52%	65%	41%	11%	1%	30%	29%	31%	39%	26%	32%	22%	32%	27%	30%
		ef	adefg	abdefg	aefg	f		aef			bcdefg		bd		bdf		d

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 12**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
None/ no children aged under 18 living at home	2535	2121	221	122	71	2535	2198	337	385	2150	673	907	609	2535	205	766	602
	69%	69%	72%	71%	69%	69%	69%	72%	64%	70%	75%	69%	57%	69%	56%	69%	66%
									a	a	bcd	c	c	c	a	a	a
0 to 2 years old	203	173	13	7	10	203	175	28	45	158	40	68	86	203	45	57	49
	6%	6%	4%	4%	10%	6%	5%	6%	7%	5%	5%	5%	8%	6%	12%	5%	5%
					abce								abd		bc		
3 to 5 years old	267	230	20	11	6	267	242	25	55	211	42	97	121	267	53	54	91
	7%	7%	6%	6%	6%	7%	8%	5%	9%	7%	5%	7%	11%	7%	14%	5%	10%
													abd	a	b		b
6 to 7 years old	229	190	22	11	6	229	206	22	44	184	42	87	96	229	39	59	68
	6%	6%	7%	6%	6%	6%	6%	5%	7%	6%	5%	7%	9%	6%	11%	5%	7%
													ad		b		
8 to 9 years old	201	175	14	5	7	201	182	19	32	169	29	75	93	201	36	51	57
	5%	6%	5%	3%	7%	5%	6%	4%	5%	6%	3%	6%	9%	5%	10%	5%	6%
													abd	a	b		
10 to 12 years old	293	255	15	16	6	293	265	28	52	241	47	112	131	293	49	84	84
	8%	8%	5%	9%	6%	8%	8%	6%	9%	8%	5%	8%	12%	8%	13%	8%	9%
												a	abd	a	b		
13 to 15 years old	308	257	27	13	10	308	275	33	61	246	67	116	124	308	42	100	90
	8%	8%	9%	8%	9%	8%	9%	7%	10%	8%	8%	9%	12%	8%	11%	9%	10%
													ad				
16 to 17 years old	180	147	16	14	4	180	149	32	30	150	43	62	75	180	24	57	44
	5%	5%	5%	8%	4%	5%	5%	7%	5%	5%	5%	5%	7%	5%	7%	5%	5%
Prefer not to say	34	34	-	1	*	34	32	3	5	30	15	9	11	34	2	1	9
	1%	1%	-%	*%	*%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*%	1%
																	b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
ANY CHILDREN IN THE HOUSEHOLD - WHERE AGE IS PROVIDED	1089	922	86	49	31	1089	960	129	211	877	207	408	455	1089	157	340	307
	30%	30%	28%	29%	31%	30%	30%	27%	35%	29%	23%	31%	42%	30%	43%	31%	33%
									b			a	abd	a	bc		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 12**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
None/ no children aged under 18 living at home	2535 69%	671 69%	1308 70%	472 67%	2535 69%	832 78% b	1516 66%	2535 100% b	- -%
0 to 2 years old	203 6%	47 5%	98 5%	55 8%	203 6%	50 5%	141 6%	- -%	203 19% a
3 to 5 years old	267 7%	74 8%	139 7%	49 7%	267 7%	49 5%	201 9% a	- -%	267 24% a
6 to 7 years old	229 6%	69 7%	105 6%	49 7%	229 6%	41 4%	167 7% a	- -%	229 21% a
8 to 9 years old	201 5%	63 6%	101 5%	33 5%	201 5%	44 4%	142 6%	- -%	201 18% a
10 to 12 years old	293 8%	67 7%	165 9%	55 8%	293 8%	49 5%	221 10% a	- -%	293 27% a
13 to 15 years old	308 8%	73 7%	159 9%	68 10%	308 8%	68 6%	220 10% a	- -%	308 28% a
16 to 17 years old	180 5%	46 5%	87 5%	43 6%	180 5%	34 3%	132 6% a	- -%	180 17% a
Prefer not to say	34 1%	9 1%	20 1%	3 *%	34 1%	13 1%	15 1%	- -%	- -%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
ANY CHILDREN IN THE HOUSEHOLD - WHERE AGE IS PROVIDED	1089	297	540	229	1089	227	781	-	1089
	30%	30%	29%	33%	30%	21%	34%	-%	100%
							a		a

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 13**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)**

Base : All respondents with children in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1048	69	273	427	207	64	8	1048	463	584	332	288	230	198	620	428	1048
Effective Weighted Sample	928	62	246	385	187	59	8	928	418	509	309	256	204	166	559	369	928
Total	1089	65	322	379	251	61	10	1089	503	584	399	272	220	197	672	417	1089
<b>EARLY CHILDCARE OR NOT YET AT SCHOOL</b>																	
ANY	306	**	158	93	11	**	**	306	129	177	120	70	53	64	190	116	306
	28%	**	49%	25%	4%	**	**	28%	26%	30%	30%	26%	24%	32%	28%	28%	28%
			cdg	d				d									
1	262	**	127	82	10	**	**	262	108	153	105	58	47	52	163	99	262
	24%	**	40%	22%	4%	**	**	24%	21%	26%	26%	21%	21%	26%	24%	24%	24%
			cdg	d				d									
2	43	**	30	9	*	**	**	43	20	23	15	10	6	12	25	18	43
	4%	**	9%	2%	*%	**	**	4%	4%	4%	4%	4%	3%	6%	4%	4%	4%
			cdg					d									
3	2	**	-	2	-	**	**	2	1	1	-	2	-	-	2	-	2
	*%	**	-%	1%	-%	**	**	*%	*%	*%	-%	1%	-%	-%	*%	-%	*%
<b>PRIMARY</b>																	
ANY	551	**	208	235	74	**	**	551	253	297	219	129	106	98	348	203	551
	51%	**	65%	62%	29%	**	**	51%	50%	51%	55%	47%	48%	50%	52%	49%	51%
			dg	dg				d									
1	383	**	127	166	60	**	**	383	171	210	166	83	70	64	249	134	383
	35%	**	39%	44%	24%	**	**	35%	34%	36%	42%	31%	32%	32%	37%	32%	35%
			d	dg				d			b						
2	152	**	75	61	13	**	**	152	74	78	50	43	30	28	94	58	152
	14%	**	23%	16%	5%	**	**	14%	15%	13%	13%	16%	14%	14%	14%	14%	14%
			dg	d				d									
3	16	**	7	8	1	**	**	16	8	9	3	2	5	6	5	11	16
	1%	**	2%	2%	1%	**	**	1%	1%	1%	1%	1%	2%	3%	1%	3%	1%
<b>SECONDARY/ SIXTH FORM</b>																	
ANY	510	**	63	182	197	**	**	510	239	271	193	125	111	81	318	192	510
	47%	**	19%	48%	78%	**	**	47%	47%	46%	48%	46%	50%	41%	47%	46%	47%
				b	bcg			b									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 13**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)**

Base : All respondents with children in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1048	69	273	427	207	64	8	1048	463	584	332	288	230	198	620	428	1048
Effective Weighted Sample	928	62	246	385	187	59	8	928	418	509	309	256	204	166	559	369	928
Total	1089	65	322	379	251	61	10	1089	503	584	399	272	220	197	672	417	1089
1	354	**	41	121	141	**	**	354	160	195	135	85	80	55	219	135	354
	33%	**	13%	32%	56%	**	**	33%	32%	33%	34%	31%	36%	28%	33%	32%	33%
				b	bcg			b									
2	138	**	13	57	52	**	**	138	68	70	57	34	26	22	91	47	138
	13%	**	4%	15%	21%	**	**	13%	13%	12%	14%	12%	12%	11%	13%	11%	13%
				b	bg			b									
3	17	**	8	3	5	**	**	17	10	6	1	6	5	4	7	9	17
	2%	**	3%	1%	2%	**	**	2%	2%	1%	*%	2%	2%	2%	1%	2%	2%
4	1	**	-	1	-	**	**	1	1	-	-	1	-	-	1	-	1
	*%	**	-%	*%	-%	**	**	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
<b>NO LONGER AT SCHOOL</b>																	
ANY	38	**	1	15	11	**	**	38	18	19	4	12	7	15	16	22	38
	3%	**	*%	4%	4%	**	**	3%	4%	3%	1%	4%	3%	7%	2%	5%	3%
				b	b							a		ae		a	
1	36	**	1	13	11	**	**	36	17	19	3	12	6	15	15	21	36
	3%	**	*%	4%	4%	**	**	3%	3%	3%	1%	4%	3%	7%	2%	5%	3%
					b							a		ae		a	
2	2	**	-	2	-	**	**	2	1	1	1	-	1	-	1	1	2
	*%	**	-%	*%	-%	**	**	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
<b>TOTAL AT PRIMARY OR SECONDARY</b>																	
ANY	903	**	236	337	240	**	**	903	421	480	344	218	186	154	562	340	903
	83%	**	73%	89%	95%	**	**	83%	84%	82%	86%	80%	85%	78%	84%	82%	83%
				bg	bg			b									
1	479	**	112	158	149	**	**	479	210	268	181	111	105	81	292	187	479
	44%	**	35%	42%	59%	**	**	44%	42%	46%	45%	41%	48%	41%	44%	45%	44%
					bcg			b									
2	343	**	101	143	75	**	**	343	180	163	142	87	61	54	228	115	343
	32%	**	31%	38%	30%	**	**	32%	36%	28%	35%	32%	28%	27%	34%	28%	32%
									b								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)**

Base : All respondents with children in the household

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 b	35-44 c	45-54 d	55-64 ~e	65+ ~f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	1048	69	273	427	207	64	8	1048	463	584	332	288	230	198	620	428	1048
Effective Weighted Sample	928	62	246	385	187	59	8	928	418	509	309	256	204	166	559	369	928
Total	1089	65	322	379	251	61	10	1089	503	584	399	272	220	197	672	417	1089
3	70 6%	** **	18 6%	30 8%	16 6%	** **	** **	70 6%	23 5%	47 8%	21 5%	19 7%	14 6%	17 8%	39 6%	31 7%	70 6%
4	8 1%	** **	5 1%	3 1%	- -%	** **	** **	8 1%	6 1%	2 *%	- -%	1 *%	6 3%	1 1%	1 *%	7 2%	8 1%
5	2 *%	** **	1 *%	2 *%	- -%	** **	** **	2 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	2 *%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)**

Base : All respondents with children in the household

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%																	
Unweighted total	1048	781	85	79	103	1048	900	148	206	842	201	399	433	1048	159	342	271
Effective Weighted Sample	928	747	79	67	92	928	803	128	181	747	176	354	386	928	135	300	249
Total	1089	922	86	49	31	1089	960	129	211	877	207	408	455	1089	157	340	307
<b>EARLY CHILDCARE OR NOT YET AT SCHOOL</b>																	
ANY	306 28%	263 28%	** **	** **	12 40%	306 28%	268 28%	38 29%	67 31%	240 27%	54 26%	108 26%	133 29%	306 28%	64 41%	80 24%	86 28%
1	262 24%	223 24%	** **	** **	10 31%	262 24%	235 24%	27 21%	55 26%	207 24%	47 23%	92 22%	114 25%	262 24%	53 34%	71 21%	76 25%
2	43 4%	38 4%	** **	** **	3 9%	43 4%	32 3%	11 8% a	11 5%	32 4%	6 3%	16 4%	18 4%	43 4%	10 6%	9 3%	10 3%
3	2 *0%	2 *0%	** **	** **	- -0%	2 *0%	2 *0%	- -0%	1 *0%	1 *0%	1 *0%	- -0%	- -0%	2 *0%	1 1%	- -0%	- -0%
<b>PRIMARY</b>																	
ANY	551 51%	470 51%	** **	** **	16 51%	551 51%	498 52%	53 41%	99 47%	453 52%	85 41%	209 51%	251 55% a	551 51%	97 62% b	148 43%	173 56% b
1	383 35%	329 36%	** **	** **	11 37%	383 35%	344 36%	39 30%	76 36%	307 35%	61 30%	141 35%	177 39%	383 35%	66 42%	119 35%	119 39%
2	152 14%	127 14%	** **	** **	4 11%	152 14%	141 15%	11 9%	19 9%	133 15%	19 9%	61 15%	69 15%	152 14%	25 16% b	27 8%	50 16% b
3	16 1%	13 1%	** **	** **	1 3%	16 1%	14 1%	3 2%	4 2%	13 1%	5 2%	6 2%	6 1%	16 1%	5 3%	2 1%	4 1%
<b>SECONDARY/ SIXTH FORM</b>																	
ANY	510 47%	430 47%	** **	** **	15 46%	510 47%	447 47%	63 49%	98 46%	412 47%	111 54%	192 47%	205 45%	510 47%	66 42%	167 49%	145 47%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.

Table 13

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)

Base : All respondents with children in the household

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%																	
Unweighted total	1048	781	85	79	103	1048	900	148	206	842	201	399	433	1048	159	342	271
Effective Weighted Sample	928	747	79	67	92	928	803	128	181	747	176	354	386	928	135	300	249
Total	1089	922	86	49	31	1089	960	129	211	877	207	408	455	1089	157	340	307
1	354 33%	298 32%	** **	** **	10 32%	354 33%	305 32%	50 39%	66 31%	288 33%	84 41% c	139 34%	131 29%	354 33%	35 22%	134 39% a	100 32%
2	138 13%	117 13%	** **	** **	4 13%	138 13%	125 13%	13 10%	28 13%	110 13%	22 11%	48 12%	67 15%	138 13%	25 16%	31 9%	43 14%
3	17 2%	14 2%	** **	** **	* 1%	17 2%	17 2%	- -%	4 2%	13 1%	5 3%	4 1%	7 2%	17 2%	5 3%	2 1%	3 1%
4	1 *%	1 *%	** **	** **	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	1 1%	- -%	- -%
<b>NO LONGER AT SCHOOL</b>																	
ANY	38 3%	30 3%	** **	** **	2 5%	38 3%	30 3%	7 6%	8 4%	29 3%	11 5%	12 3%	14 3%	38 3%	8 5% c	13 4% c	1 *%
1	36 3%	29 3%	** **	** **	2 5%	36 3%	29 3%	7 6%	8 4%	27 3%	10 5%	12 3%	14 3%	36 3%	7 4% c	13 4% c	1 *%
2	2 *%	1 *%	** **	** **	- -%	2 *%	2 *%	- -%	- -%	2 *%	1 1%	- -%	1 *%	2 *%	1 1%	- -%	- -%
<b>TOTAL AT PRIMARY OR SECONDARY</b>																	
ANY	903 83%	767 83%	** **	** **	23 73%	903 83%	802 84%	101 78%	171 81%	731 83%	168 81%	346 85%	381 84%	903 83%	129 82%	277 81%	270 88%
1	479 44%	409 44%	** **	** **	10 33%	479 44%	415 43%	64 50%	106 50%	373 43%	102 49%	188 46%	186 41%	479 44%	57 36%	180 53% a	138 45%
2	343 32%	291 32%	** **	** **	9 27%	343 32%	313 33%	30 23%	49 23%	294 33%	47 23%	133 33%	159 35%	343 32%	44 28%	90 26%	110 36%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)

Base : All respondents with children in the household

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	~b	~c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1048	781	85	79	103	1048	900	148	206	842	201	399	433	1048	159	342	271
Effective Weighted Sample	928	747	79	67	92	928	803	128	181	747	176	354	386	928	135	300	249
Total	1089	922	86	49	31	1089	960	129	211	877	207	408	455	1089	157	340	307
3	70 6%	60 7%	** **	** **	4 11%	70 6%	65 7%	5 4%	12 6%	58 7%	18 9%	21 5%	31 7%	70 6%	21 13% b	7 2%	20 7% b
4	8 1%	5 1%	** **	** **	- -%	8 1%	7 1%	1 1%	4 2%	4 1%	1 1%	2 1%	4 1%	8 1%	5 3% b	- -%	1 *% b
5	2 *%	2 *%	** **	** **	1 2%	2 *%	2 *%	1 *%	1 *%	2 *%	- -%	1 *%	1 *%	2 *%	2 1%	- -%	1 *%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)**

Base : All respondents with children in the household

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD ANY
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	
Significance Level: 99%								
Unweighted total	1048	280	515	230	1048	218	754	1048
Effective Weighted Sample	928	248	462	198	928	191	668	928
Total	1089	297	540	229	1089	227	781	1089
<b>EARLY CHILDCARE OR NOT YET AT SCHOOL</b>								
ANY	306	81	146	75	306	73	213	306
	28%	27%	27%	33%	28%	32%	27%	28%
1	262	73	128	57	262	65	179	262
	24%	25%	24%	25%	24%	28%	23%	24%
2	43	8	19	16	43	8	32	43
	4%	3%	3%	7%	4%	4%	4%	4%
3	2	-	-	2	2	-	2	2
	*%	-%	-%	1%	*%	-%	*%	*%
<b>PRIMARY</b>								
ANY	551	156	285	101	551	102	408	551
	51%	52%	53%	44%	51%	45%	52%	51%
1	383	103	199	72	383	74	281	383
	35%	35%	37%	31%	35%	33%	36%	35%
2	152	50	76	25	152	25	115	152
	14%	17%	14%	11%	14%	11%	15%	14%
3	16	3	10	3	16	3	13	16
	1%	1%	2%	1%	1%	2%	2%	1%
<b>SECONDARY/ SIXTH FORM</b>								
ANY	510	131	261	100	510	102	365	510
	47%	44%	48%	44%	47%	45%	47%	47%
1	354	96	174	72	354	78	248	354
	33%	32%	32%	31%	33%	35%	32%	33%

Columns Tested: a,b,c,d - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)**

Base : All respondents with children in the household

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD ANY
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	DOES NOT REPORT b	
Significance Level: 99%								
Unweighted total	1048	280	515	230	1048	218	754	1048
Effective Weighted Sample	928	248	462	198	928	191	668	928
Total	1089	297	540	229	1089	227	781	1089
2	138 13%	31 10%	80 15%	23 10%	138 13%	21 9%	103 13%	138 13%
3	17 2%	3 1%	8 2%	5 2%	17 2%	2 1%	13 2%	17 2%
4	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%
<b>NO LONGER AT SCHOOL</b>								
ANY	38 3%	8 3%	18 3%	12 5%	38 3%	14 6%	22 3%	38 3%
1	36 3%	8 3%	16 3%	12 5%	36 3%	13 6%	22 3%	36 3%
2	2 *%	- -%	2 *%	- -%	2 *%	1 1%	1 *%	2 *%
<b>TOTAL AT PRIMARY OR SECONDARY</b>								
ANY	903 83%	247 83%	457 85%	177 77%	903 83%	173 76%	660 85% a	903 83%
1	479 44%	129 43%	233 43%	106 46%	479 44%	102 45%	343 44%	479 44%
2	343 32%	105 35%	173 32%	55 24%	343 32%	57 25%	258 33%	343 32%
3	70 6%	13 4%	45 8%	12 5%	70 6%	13 6%	50 6%	70 6%
4	8 1%	- -%	5 1%	3 1%	8 1%	1 *%	7 1%	8 1%

Columns Tested: a,b,c,d - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q08. And how many children in your household are currently in each of the following stages of their education? (MULTI CODE)**

Base : All respondents with children in the household

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD ANY
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	
Significance Level: 99%								
Unweighted total	1048	280	515	230	1048	218	754	1048
Effective Weighted Sample	928	248	462	198	928	191	668	928
Total	1089	297	540	229	1089	227	781	1089
5	2	1	1	1	2	1	1	2
	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q09. To what extent does the child/ do the children in your household at primary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)**

Base : All respondents with children of primary school age

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	538	18	177	265	60	13	5	538	235	302	182	139	114	103	321	217	538
Effective Weighted Sample	475	16	160	238	55	12	5	475	212	262	171	123	100	85	290	185	475
Total	551	17	208	235	74	12	6	551	253	297	219	129	106	98	348	203	551
All of the time	310	**	119	130	**	**	**	310	144	166	117	75	61	58	191	119	310
	56%	**	57%	55%	**	**	**	56%	57%	56%	53%	58%	58%	59%	55%	59%	56%
Some of the time	187	**	67	81	**	**	**	187	85	101	87	43	35	22	130	57	187
	34%	**	32%	35%	**	**	**	34%	33%	34%	40%	33%	33%	22%	37%	28%	34%
											d						
Rarely	19	**	11	7	**	**	**	19	8	11	7	2	5	7	8	11	19
	4%	**	5%	3%	**	**	**	4%	3%	4%	3%	1%	4%	7%	2%	5%	4%
Never	10	**	3	4	**	**	**	10	8	1	7	2	-	1	9	1	10
	2%	**	1%	2%	**	**	**	2%	3%	*%	3%	1%	-%	1%	2%	1%	2%
Not applicable – my child/ my children at primary school do not need to do any school work at home online	25	**	9	12	**	**	**	25	8	17	2	8	5	10	10	15	25
	5%	**	4%	5%	**	**	**	5%	3%	6%	1%	6%	5%	10%	3%	8%	5%
														ae		a	
<b>SUMMARY</b>																	
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	216	**	81	93	**	**	**	216	101	113	101	46	39	30	147	69	216
	39%	**	39%	39%	**	**	**	39%	40%	38%	46%	36%	37%	30%	42%	34%	39%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q09. To what extent does the child/ do the children in your household at primary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)**

Base : All respondents with children of primary school age

	Total	NATION				N	LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY
Significance Level: 99%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	~a	b	c
Unweighted total	538	400	42	40	56	538	476	62	96	442	87	205	241	538	99	150	153
Effective Weighted Sample	475	383	40	35	53	475	421	55	86	389	74	182	215	475	84	133	140
Total	551	470	41	25	16	551	498	53	99	453	85	209	251	551	97	148	173
All of the time	310	250	**	**	**	310	276	**	**	266	**	119	147	310	**	84	95
	56%	53%	**	**	**	56%	55%	**	**	59%	**	57%	58%	56%	**	57%	55%
Some of the time	187	168	**	**	**	187	172	**	**	148	**	74	79	187	**	51	67
	34%	36%	**	**	**	34%	35%	**	**	33%	**	35%	31%	34%	**	34%	39%
Rarely	19	19	**	**	**	19	18	**	**	15	**	6	8	19	**	5	3
	4%	4%	**	**	**	4%	4%	**	**	3%	**	3%	3%	4%	**	3%	2%
Never	10	10	**	**	**	10	9	**	**	9	**	3	7	10	**	1	5
	2%	2%	**	**	**	2%	2%	**	**	2%	**	1%	3%	2%	**	1%	3%
Not applicable – my child/ my children at primary school do not need to do any school work at home online	25	23	**	**	**	25	22	**	**	15	**	8	10	25	**	7	4
	5%	5%	**	**	**	5%	4%	**	**	3%	**	4%	4%	5%	**	5%	2%
<b>SUMMARY</b>																	
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	216	197	**	**	**	216	200	**	**	172	**	82	94	216	**	57	75
	39%	42%	**	**	**	39%	40%	**	**	38%	**	39%	38%	39%	**	38%	43%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q09. To what extent does the child/ do the children in your household at primary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)**

Base : All respondents with children of primary school age

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD ANY
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	
Significance Level: 99%								
Unweighted total	538	146	279	102	538	101	400	538
Effective Weighted Sample	475	129	249	88	475	88	353	475
Total	551	156	285	101	551	102	408	551
All of the time	310	88	163	56	310	60	233	310
	56%	57%	57%	55%	56%	58%	57%	56%
Some of the time	187	56	94	33	187	35	135	187
	34%	36%	33%	32%	34%	34%	33%	34%
Rarely	19	4	12	4	19	4	14	19
	4%	2%	4%	4%	4%	4%	3%	4%
Never	10	3	5	1	10	1	9	10
	2%	2%	2%	1%	2%	1%	2%	2%
Not applicable – my child/ my children at primary school do not need to do any school work at home online	25	5	11	8	25	3	18	25
	5%	3%	4%	7%	5%	3%	4%	5%
<b>SUMMARY</b>								
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	216	63	111	38	216	40	158	216
	39%	41%	39%	37%	39%	39%	39%	39%

Columns Tested: a,b,c,d - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**QO10. To what extent does the child/ do the children in your household at secondary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)**

Base : All respondents with children of secondary school age

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	c	d	~e	~f	g	a	b	a	b	c	~d	e	f	g
Unweighted total	493	24	51	210	161	43	4	493	224	269	163	136	118	76	299	194	493
Effective Weighted Sample	435	22	47	188	146	39	4	435	200	235	150	121	103	65	268	167	435
Total	510	24	63	182	197	40	5	510	239	271	193	125	111	81	318	192	510
All of the time	415	**	**	144	164	**	**	415	191	224	161	102	84	**	263	152	415
	81%	**	**	80%	83%	**	**	81%	80%	83%	83%	82%	76%	**	83%	79%	81%
Some of the time	86	**	**	33	29	**	**	86	47	39	32	21	23	**	53	33	86
	17%	**	**	18%	15%	**	**	17%	20%	14%	17%	17%	21%	**	17%	17%	17%
Rarely	4	**	**	3	1	**	**	4	1	3	1	2	1	**	2	2	4
	1%	**	**	1%	1%	**	**	1%	*%	1%	*%	2%	1%	**	1%	1%	1%
Not applicable – my child/ my children at secondary school do not need to do any school work at home online	5	**	**	1	3	**	**	5	-	5	-	-	2	**	-	5	5
	1%	**	**	1%	1%	**	**	1%	-%	2%	-%	-%	2%	**	-%	3%	1%
<b>SUMMARY</b>																	
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	90	**	**	36	30	**	**	90	48	42	32	23	24	**	55	35	90
	18%	**	**	20%	15%	**	**	18%	20%	16%	17%	18%	22%	**	17%	18%	18%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.

Table 15

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QO10. To what extent does the child/ do the children in your household at secondary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)

Base : All respondents with children of secondary school age

	Total	NATION				N	LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY
Significance Level: 99%		a	~b	~c	~d	e	a	~b	~a	b	a	b	c	d	~a	b	c
Unweighted total	493	365	40	38	50	493	424	69	93	400	101	188	202	493	69	167	130
Effective Weighted Sample	435	349	37	31	48	435	376	60	81	354	90	168	176	435	59	146	119
Total	510	430	40	25	15	510	447	63	98	412	111	192	205	510	66	167	145
All of the time	415	347	**	**	**	415	362	**	**	341	78	150	185	415	**	129	130
	81%	81%	**	**	**	81%	81%	**	**	83%	70%	78%	90%	81%	**	77%	90%
													abd				b
Some of the time	86	75	**	**	**	86	76	**	**	67	28	37	20	86	**	38	15
	17%	18%	**	**	**	17%	17%	**	**	16%	26%	19%	10%	17%	**	22%	10%
											c					c	
Rarely	4	3	**	**	**	4	4	**	**	2	2	3	-	4	**	1	1
	1%	1%	**	**	**	1%	1%	**	**	*%	2%	1%	-%	1%	**	1%	*%
Not applicable – my child/ my children at secondary school do not need to do any school work at home online	5	5	**	**	**	5	5	**	**	2	3	2	-	5	**	-	-
	1%	1%	**	**	**	1%	1%	**	**	1%	2%	1%	-%	1%	**	-%	-%
<b>SUMMARY</b>																	
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	90	78	**	**	**	90	80	**	**	69	30	39	20	90	**	39	15
	18%	18%	**	**	**	18%	18%	**	**	17%	27%	21%	10%	18%	**	23%	10%
											c	c				c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q010. To what extent does the child/ do the children in your household at secondary school have access to appropriate devices at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework? (SINGLE CODE)**

Base : All respondents with children of secondary school age

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD ANY
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS ~a	DOES NOT REPORT b	
Significance Level: 99%								
Unweighted total	493	127	244	105	493	99	354	493
Effective Weighted Sample	435	112	221	88	435	86	312	435
Total	510	131	261	100	510	102	365	510
All of the time	415	118	206	80	415	**	307	415
	81%	90%	79%	80%	81%	**	84%	81%
Some of the time	86	13	52	16	86	**	55	86
	17%	10%	20%	16%	17%	**	15%	17%
Rarely	4	-	1	3	4	**	1	4
	1%	-%	*%	3%	1%	**	*%	1%
Not applicable – my child/ my children at secondary school do not need to do any school work at home online	5	-	2	2	5	**	2	5
	1%	-%	1%	2%	1%	**	1%	1%
<b>SUMMARY</b>								
NOT ALL OF THE TIME (EXCLUDING NOT APPLICABLE)	90	13	53	19	90	**	56	90
	18%	10%	20%	19%	18%	**	15%	18%

Columns Tested: a,b,c,d - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ACCESS TO APPROPRIATE DEVICES AT HOME ACROSS PRIMARY AND SECONDARY SCHOOL CHILDREN**

Base : All respondents with children of primary and/or secondary school age

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	868	36	198	383	194	50	7	868	388	479	282	235	197	154	517	351	868
Effective Weighted Sample	769	32	180	344	177	46	7	769	351	418	264	209	174	129	468	302	769
Total	903	35	236	337	240	47	8	903	421	480	344	218	186	154	562	340	903
ANY CHILDREN WITHOUT ACCESS ALL OF THE TIME	274	**	89	113	52	**	**	274	135	137	120	63	55	37	182	92	274
	30%	**	38%	34%	22%	**	**	30%	32%	29%	35%	29%	29%	24%	32%	27%	30%
			d	d													
ALL CHILDREN WITH ACCESS ALL OF THE TIME	604	**	140	211	185	**	**	604	279	325	223	148	126	107	371	233	604
	67%	**	59%	63%	77%	**	**	67%	66%	68%	65%	68%	68%	70%	66%	68%	67%
					bcd												
ALL CHILDREN NOT APPLICABLE - NO NEED TO DO SCHOOL WORK AT HOME ONLINE	25	**	7	12	3	**	**	25	7	18	1	8	6	10	9	16	25
	3%	**	3%	4%	1%	**	**	3%	2%	4%	*%	4%	3%	7%	2%	5%	3%
														ae		a	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ACCESS TO APPROPRIATE DEVICES AT HOME ACROSS PRIMARY AND SECONDARY SCHOOL CHILDREN**

Base : All respondents with children of primary and/or secondary school age

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	868	650	71	66	81	868	756	112	165	703	163	336	362	868	131	276	236
Effective Weighted Sample	769	623	66	55	77	769	673	98	145	624	142	300	322	769	111	243	218
Total	903	767	71	41	23	903	802	101	171	731	168	346	381	903	129	277	270
ANY CHILDREN WITHOUT ACCESS ALL OF THE TIME	274	245	**	**	**	274	250	24	59	215	60	108	105	274	49	88	84
	30%	32%	**	**	**	30%	31%	24%	34%	29%	35%	31%	28%	30%	38%	32%	31%
ALL CHILDREN WITH ACCESS ALL OF THE TIME	604	499	**	**	**	604	529	75	103	501	101	231	266	604	74	182	182
	67%	65%	**	**	**	67%	66%	74%	60%	69%	60%	67%	70%	67%	58%	66%	68%
ALL CHILDREN NOT APPLICABLE - NO NEED TO DO SCHOOL WORK AT HOME ONLINE	25	23	**	**	**	25	22	2	10	15	7	7	9	25	5	7	3
	3%	3%	**	**	**	3%	3%	2%	6%	2%	4%	2%	2%	3%	4%	2%	1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ACCESS TO APPROPRIATE DEVICES AT HOME ACROSS PRIMARY AND SECONDARY SCHOOL CHILDREN**

Base : All respondents with children of primary and/or secondary school age

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	
Significance Level: 99%		a	b	c	d	a	b	ANY
Unweighted total	868	231	437	178	868	168	635	868
Effective Weighted Sample	769	206	392	153	769	146	564	769
Total	903	247	457	177	903	173	660	903
ANY CHILDREN WITHOUT ACCESS ALL OF THE TIME	274	73	144	51	274	54	191	274
	30%	29%	31%	29%	30%	31%	29%	30%
ALL CHILDREN WITH ACCESS ALL OF THE TIME	604	171	301	118	604	115	451	604
	67%	69%	66%	67%	67%	66%	68%	67%
ALL CHILDREN NOT APPLICABLE - NO NEED TO DO SCHOOL WORK AT HOME ONLINE	25	3	12	8	25	4	18	25
	3%	1%	3%	4%	3%	3%	3%	3%

Columns Tested: a,b,c,d - a,b



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q011. And when the children in your household need access to an appropriate device to enable them to do any school work online at home, how is this currently managed? (MULTI CODE)**

Base : All respondents with children of primary and/or secondary school age that do not have access to appropriate devices all of the time

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN a	WOMAN b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL UK g
Significance Level: 99%																	
Unweighted total	254	7	71	123	42	9	2	254	126	127	97	67	56	34	164	90	254
Effective Weighted Sample	229	6	66	112	38	9	2	229	114	114	92	58	51	30	149	80	229
Total	274	7	89	113	52	10	3	274	135	137	120	63	55	37	182	92	274
Device access is shared with others in the household	168 61%	** **	** **	72 63%	** **	** **	** **	168 61%	76 56%	92 67%	** **	** **	** **	** **	113 62%	** **	168 61%
An alternative education activity is carried out (e.g. watching an educational programme)	58 21%	** **	** **	17 15%	** **	** **	** **	58 21%	36 27%	22 16%	** **	** **	** **	** **	42 23%	** **	58 21%
School work/ online learning is not possible/ is not done	38 14%	** **	** **	18 16%	** **	** **	** **	38 14%	22 16%	16 11%	** **	** **	** **	** **	33 18%	** **	38 14%
School work is postponed until a device is available	37 13%	** **	** **	12 11%	** **	** **	** **	37 13%	18 14%	17 13%	** **	** **	** **	** **	27 15%	** **	37 13%
A less appropriate device is used	33 12%	** **	** **	15 13%	** **	** **	** **	33 12%	20 15%	13 9%	** **	** **	** **	** **	22 12%	** **	33 12%
Device is borrowed from school or another organisation	18 7%	** **	** **	5 5%	** **	** **	** **	18 7%	10 7%	8 6%	** **	** **	** **	** **	12 6%	** **	18 7%
Some other way	1 *0%	** **	** **	- -0%	** **	** **	** **	1 *0%	1 1%	- -0%	** **	** **	** **	** **	- -0%	** **	1 *0%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**QQ11. And when the children in your household need access to an appropriate device to enable them to do any school work online at home, how is this currently managed? (MULTI CODE)**

Base : All respondents with children of primary and/or secondary school age that do not have access to appropriate devices all of the time

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	~c	d	~a	~b	~c
Unweighted total	254	206	12	11	25	254	226	28	59	195	57	99	96	254	46	85	72
Effective Weighted Sample	229	198	12	11	24	229	206	24	52	177	50	90	87	229	42	75	67
Total	274	245	13	7	8	274	250	24	59	215	60	108	105	274	49	88	84
Device access is shared with others in the household	168 61%	149 61%	**	**	**	168 61%	151 60%	**	**	139 64%	**	**	**	168 61%	**	**	**
An alternative education activity is carried out (e.g. watching an educational programme)	58 21%	53 22%	**	**	**	58 21%	55 22%	**	**	50 23%	**	**	**	58 21%	**	**	**
School work/ online learning is not possible/ is not done	38 14%	34 14%	**	**	**	38 14%	36 14%	**	**	28 13%	**	**	**	38 14%	**	**	**
School work is postponed until a device is available	37 13%	35 14%	**	**	**	37 13%	35 14%	**	**	29 13%	**	**	**	37 13%	**	**	**
A less appropriate device is used	33 12%	32 13%	**	**	**	33 12%	31 12%	**	**	25 11%	**	**	**	33 12%	**	**	**
Device is borrowed from school or another organisation	18 7%	16 7%	**	**	**	18 7%	15 6%	**	**	12 6%	**	**	**	18 7%	**	**	**
Some other way	1 *%	- -%	**	**	**	1 *%	1 *%	**	**	1 *%	**	**	**	1 *%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**QQ11. And when the children in your household need access to an appropriate device to enable them to do any school work online at home, how is this currently managed? (MULTI CODE)**

Base : All respondents with children of primary and/or secondary school age that do not have access to appropriate devices all of the time

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD ANY
		DOING WELL ~a	GETTING BY b	STRUGGLING ~c		REPORTS ~a	DOES NOT REPORT b	
Significance Level: 99%								
Unweighted total	254	64	134	50	254	52	177	254
Effective Weighted Sample	229	58	122	44	229	45	161	229
Total	274	73	144	51	274	54	191	274
Device access is shared with others in the household	168 61%	** **	88 61%	** **	168 61%	** **	125 66%	168 61%
An alternative education activity is carried out (e.g. watching an educational programme)	58 21%	** **	35 25%	** **	58 21%	** **	42 22%	58 21%
School work/ online learning is not possible/ is not done	38 14%	** **	20 14%	** **	38 14%	** **	21 11%	38 14%
School work is postponed until a device is available	37 13%	** **	18 12%	** **	37 13%	** **	16 8%	37 13%
A less appropriate device is used	33 12%	** **	16 11%	** **	33 12%	** **	24 13%	33 12%
Device is borrowed from school or another organisation	18 7%	** **	10 7%	** **	18 7%	** **	11 6%	18 7%
Some other way	1 *%	** **	1 *%	** **	1 *%	** **	- -%	1 *%

Columns Tested: a,b,c,d - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A1A. Do you personally use a mobile phone? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Yes	3508	395	612	575	608	557	762	3508	1688	1810	1003	1031	666	806	2034	1472	3508
	96%	99%	99%	99%	99%	96%	88%	96%	96%	95%	98%	97%	96%	92%	98%	94%	96%
		efg	efg	efg	efg	f		f			dfg	df	d		dfg		df
No	149	4	4	3	8	23	108	149	62	87	21	28	28	72	49	100	149
	4%	1%	1%	1%	1%	4%	12%	4%	4%	5%	2%	3%	4%	8%	2%	6%	4%
						abcd	abcdeg	abcd						abceg		abeg	ae
Don't know	1	-	-	1	-	-	-	1	-	1	-	-	1	-	-	1	1
	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	*%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A1A. Do you personally use a mobile phone? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Yes	3508	2954	285	168	101	3508	3065	442	597	2911	872	1320	1070	3508	350	1079	912
	96%	96%	93%	98%	98%	96%	96%	94%	99%	95%	97%	100%	100%	96%	96%	97%	99%
		b		b	b				b			ad	ad				ab
No	149	121	22	4	2	149	123	26	4	145	21	3	5	149	14	28	5
	4%	4%	7%	2%	2%	4%	4%	6%	1%	5%	2%	*%	*%	4%	4%	3%	1%
			acde							a	bc			bc	c	c	
Don't know	1	1	-	-	-	1	1	-	-	1	1	-	-	1	-	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	-%	-%	-%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A1A. Do you personally use a mobile phone? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Yes	3508	949	1784	673	3508	1001	2253	2395	1080
	96%	97%	96%	96%	96%	93%	97%	94%	99%
							a		a
No	149	28	82	31	149	71	57	140	8
	4%	3%	4%	4%	4%	7%	2%	6%	1%
						b		b	
Don't know	1	-	1	-	1	-	1	-	1
	*%	-%	*%	-%	*%	-%	*%	-%	*%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A1B. Is this a smartphone? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. (SINGLE CODE)**

Base : All respondents who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3543	428	534	658	531	614	778	3543	1695	1839	882	1097	724	838	1979	1562	3543
Effective Weighted Sample	3076	379	474	593	469	532	666	3076	1475	1594	798	968	628	695	1754	1321	3076
Total	3508	395	612	575	608	557	762	3508	1688	1810	1003	1031	666	806	2034	1472	3508
Yes	3260	394	604	567	593	519	583	3260	1557	1694	970	982	608	699	1953	1307	3260
	93%	100%	99%	99%	98%	93%	77%	93%	92%	94%	97%	95%	91%	87%	96%	89%	93%
		defg	efg	efg	efg	f	f	f			cdg	cdf			cdg		df
No	238	1	6	7	14	36	174	238	128	111	33	47	54	104	80	158	238
	7%	*%	1%	1%	2%	7%	23%	7%	8%	6%	3%	5%	8%	13%	4%	11%	7%
						abcd	abcdeg	abcd					abe	abceg		abeg	ae
Don't know	9	-	1	1	1	2	5	9	3	6	-	2	5	3	2	7	9
	*%	-%	*%	*%	*%	*%	1%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%
													e				

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A1B. Is this a smartphone? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. (SINGLE CODE)**

Base : All respondents who use a mobile phone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3543	2563	320	331	329	3543	3021	522	623	2920	908	1366	1065	3543	368	1141	877
Effective Weighted Sample	3076	2427	295	294	304	3076	2639	445	537	2539	793	1193	935	3076	310	975	781
Total	3508	2954	285	168	101	3508	3065	442	597	2911	872	1320	1070	3508	350	1079	912
Yes	3260	2741	271	154	94	3260	2851	409	593	2668	809	1291	1061	3260	326	1004	884
	93%	93%	95%	92%	94%	93%	93%	93%	99%	92%	93%	98%	99%	93%	93%	93%	97%
									b			ad	abd				ab
No	238	206	14	12	6	238	206	33	3	235	61	28	9	238	22	72	27
	7%	7%	5%	7%	6%	7%	7%	7%	1%	8%	7%	2%	1%	7%	6%	7%	3%
									a		bc			bc		c	
Don't know	9	8	-	1	-	9	8	1	1	8	2	1	-	9	3	3	1
	*%	*%	-%	1%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A1B. Is this a smartphone? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. (SINGLE CODE)**

Base : All respondents who use a mobile phone

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3543	945	1809	688	3543	1007	2291	2474	1041
Effective Weighted Sample	3076	826	1576	586	3076	859	2001	2130	921
Total	3508	949	1784	673	3508	1001	2253	2395	1080
Yes	3260	903	1652	613	3260	855	2174	2158	1069
	93%	95%	93%	91%	93%	85%	96%	90%	99%
		c					a		a
No	238	43	127	59	238	142	76	230	8
	7%	5%	7%	9%	7%	14%	3%	10%	1%
				a		b		b	
Don't know	9	3	5	1	9	5	3	6	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 20**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF MOBILE PHONE OWNERSHIP**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
SMARTPHONE	3260	394	604	567	593	519	583	3260	1557	1694	970	982	608	699	1953	1307	3260
	89%	99%	98%	98%	96%	89%	67%	89%	89%	89%	95%	93%	87%	80%	94%	83%	89%
		efg	efg	efg	efg	f		f			cdgf	cdgf	d		cdgf		df
NOT A SMARTPHONE	238	1	6	7	14	36	174	238	128	111	33	47	54	104	80	158	238
	7%	*%	1%	1%	2%	6%	20%	7%	7%	6%	3%	4%	8%	12%	4%	10%	7%
						abcd	abcdeg	abcd					abe	abeg		abeg	ae
UNSURE WHETHER SMARTPHONE	9	-	1	1	1	2	5	9	3	6	-	2	5	3	2	7	9
	*%	-%	*%	*%	*%	*%	1%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%
													e				
USES A MOBILE PHONE	3508	395	612	575	608	557	762	3508	1688	1810	1003	1031	666	806	2034	1472	3508
	96%	99%	99%	99%	99%	96%	88%	96%	96%	95%	98%	97%	96%	92%	98%	94%	96%
		efg	efg	efg	efg	f		f			dfg	df	d		dfg		df
DOES NOT USE/ UNSURE WHETHER USES A MOBILE PHONE	150	4	4	4	8	23	108	150	62	88	21	28	29	72	49	101	150
	4%	1%	1%	1%	1%	4%	12%	4%	4%	5%	2%	3%	4%	8%	2%	6%	4%
						abcd	abcdeg	abcd						abceg		abeg	ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 20**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF MOBILE PHONE OWNERSHIP**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
SMARTPHONE	3260	2741	271	154	94	3260	2851	409	593	2668	809	1291	1061	3260	326	1004	884
	89%	89%	88%	90%	92%	89%	89%	87%	99%	87%	90%	98%	99%	89%	89%	91%	96%
									b			ad	ad				ab
NOT A SMARTPHONE	238	206	14	12	6	238	206	33	3	235	61	28	9	238	22	72	27
	7%	7%	5%	7%	6%	7%	6%	7%	1%	8%	7%	2%	1%	7%	6%	6%	3%
									a		bc			bc		c	
UNSURE WHETHER SMARTPHONE	9	8	-	1	-	9	8	1	1	8	2	1	-	9	3	3	1
	*%	*%	-%	1%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%	*%	*%
USES A MOBILE PHONE	3508	2954	285	168	101	3508	3065	442	597	2911	872	1320	1070	3508	350	1079	912
	96%	96%	93%	98%	98%	96%	96%	94%	99%	95%	97%	100%	100%	96%	96%	97%	99%
		b		b	b				b			ad	ad				ab
DOES NOT USE/ UNSURE WHETHER USES A MOBILE PHONE	150	122	22	4	2	150	124	26	4	146	22	3	5	150	14	28	5
	4%	4%	7%	2%	2%	4%	4%	6%	1%	5%	3%	*%	*%	4%	4%	3%	1%
			acd						a		bc			bc	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF MOBILE PHONE OWNERSHIP**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
SMARTPHONE	3260	903	1652	613	3260	855	2174	2158	1069
	89%	92%	88%	87%	89%	80%	94%	85%	98%
		bcd					a		a
NOT A SMARTPHONE	238	43	127	59	238	142	76	230	8
	7%	4%	7%	8%	7%	13%	3%	9%	1%
				a		b		b	
UNSURE WHETHER SMARTPHONE	9	3	5	1	9	5	3	6	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%
USES A MOBILE PHONE	3508	949	1784	673	3508	1001	2253	2395	1080
	96%	97%	96%	96%	96%	93%	97%	94%	99%
							a		a
DOES NOT USE/ UNSURE WHETHER USES A MOBILE PHONE	150	28	84	31	150	71	58	140	9
	4%	3%	4%	4%	4%	7%	3%	6%	1%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 21**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC1. Do you or does anyone in your household have access to the internet at home (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
I have access to the internet and use it at home	3319	389	598	567	607	525	632	3319	1598	1712	987	1001	616	715	1987	1330	3319
	91%	98%	97%	98%	99%	91%	73%	91%	91%	90%	96%	94%	89%	81%	95%	85%	91%
		efg	efg	efg	efg	f		f			cdfg	cdfg	d		cdfg		df
I have access to the internet, but I don't use it at home	100	7	8	4	4	25	52	100	45	56	18	26	25	31	44	56	100
	3%	2%	1%	1%	1%	4%	6%	3%	3%	3%	2%	2%	4%	4%	2%	4%	3%
						bcd	abcdg	cd									
I do not have internet access at home	237	3	8	8	4	29	186	237	107	130	20	31	54	132	51	187	237
	6%	1%	1%	1%	1%	5%	21%	6%	6%	7%	2%	3%	8%	15%	2%	12%	6%
						abcd	abcdeg	abcd					abe	abceg		abceg	abe
Don't know	1	-	1	-	-	-	-	1	-	1	-	1	-	-	1	-	1
	*%	-%	*%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
<b>INTERNET ACCESS AT HOME</b>																	
YES	3419	396	607	571	612	551	683	3419	1643	1768	1005	1027	641	745	2031	1386	3419
	93%	99%	99%	99%	99%	95%	79%	93%	94%	93%	98%	97%	92%	85%	98%	88%	93%
		efg	efg	efg	efg	f		f			cdfg	cdfg	df		cdfg		df
NO	237	3	8	8	4	29	186	237	107	130	20	31	54	132	51	187	237
	6%	1%	1%	1%	1%	5%	21%	6%	6%	7%	2%	3%	8%	15%	2%	12%	6%
						abcd	abcdeg	abcd					abe	abceg		abceg	abe

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.

Table 21

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC1. Do you or does anyone in your household have access to the internet at home (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
I have access to the internet and use it at home	3319 91%	2792 91%	277 90%	156 91%	94 92%	3319 91%	2893 91%	426 91%	584 97% b	2735 89%	869 97% d	1313 99% ad	1073 100% ad	3319 91%	322 89%	1036 94% a	900 98% ab
I have access to the internet, but I don't use it at home	100 3%	83 3%	9 3%	6 3%	2 2%	100 3%	94 3%	7 1%	6 1%	95 3% a	14 2% c	8 1%	1 *% bc	100 3% bc	16 5% c	22 2% c	9 1%
I do not have internet access at home	237 6%	199 6%	22 7%	10 6%	6 6%	237 6%	202 6%	36 8%	11 2%	226 7% a	12 1% bc	2 *% ad	- -% ad	237 6% abc	25 7% c	49 4% c	8 1%
Don't know	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%
<b>INTERNET ACCESS AT HOME</b>																	
YES	3419 93%	2875 93%	286 93%	162 94%	97 94%	3419 93%	2987 94%	433 92%	590 98% b	2830 93%	883 99% d	1321 100% ad	1075 100% ad	3419 93%	339 93%	1058 96%	910 99% ab
NO	237 6%	199 6%	22 7%	10 6%	6 6%	237 6%	202 6%	36 8%	11 2%	226 7% a	12 1% bc	2 *% ad	- -% ad	237 6% abc	25 7% c	49 4% c	8 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC1. Do you or does anyone in your household have access to the internet at home (via any device, e.g. PC, mobile phone etc)? IF YES - And do you personally use the internet at home? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
I have access to the internet and use it at home	3319	928	1670	623	3319	870	2214	2225	1063
	91%	95%	89%	89%	91%	81%	96%	88%	98%
		bcd					a		a
I have access to the internet, but I don't use it at home	100	22	58	21	100	51	38	84	16
	3%	2%	3%	3%	3%	5%	2%	3%	1%
						b		b	
I do not have internet access at home	237	28	140	60	237	151	60	225	10
	6%	3%	7%	8%	6%	14%	3%	9%	1%
			a	a	a	b		b	
Don't know	1	-	-	-	1	-	-	1	-
	*%	-%	-%	-%	*%	-%	-%	*%	-%
<b>INTERNET ACCESS AT HOME</b>									
YES	3419	949	1728	644	3419	922	2251	2308	1078
	93%	97%	93%	92%	93%	86%	97%	91%	99%
		bcd					a		a
NO	237	28	140	60	237	151	60	225	10
	6%	3%	7%	8%	6%	14%	3%	9%	1%
			a	a	a	b		b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents that have internet access at home

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3478	428	532	654	535	608	721	3478	1663	1806	885	1096	705	790	1981	1495	3478
Effective Weighted Sample	3031	380	472	590	472	528	626	3031	1455	1568	802	969	615	661	1758	1274	3031
Total	3419	396	607	571	612	551	683	3419	1643	1768	1005	1027	641	745	2031	1386	3419
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3122	343	529	516	571	514	649	3122	1490	1625	938	956	583	644	1894	1228	3122
	91%	87%	87%	90%	93%	93%	95%	91%	91%	92%	93%	93%	91%	86%	93%	89%	91%
				ab	ab	ab	ab	ab			df	df			df		df
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1571	219	357	292	285	215	204	1571	788	782	483	479	278	330	962	608	1571
	46%	55%	59%	51%	47%	39%	30%	46%	48%	44%	48%	47%	43%	44%	47%	44%	46%
		efg	defg	ef	f	f		ef									
Some other way of going online at home	6	-	2	1	-	2	1	6	3	3	-	4	1	-	4	1	6
	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%
Don't know	21	4	3	4	-	6	3	21	8	12	2	4	3	12	5	15	21
	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	*%	*%	*%	2%	*%	1%	1%
														abeg		e	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents that have internet access at home

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3478	2518	319	320	321	3478	2963	515	615	2863	918	1367	1069	3478	358	1124	875
Effective Weighted Sample	3031	2392	293	284	301	3031	2597	442	530	2501	802	1195	939	3031	304	966	780
Total	3419	2875	286	162	97	3419	2987	433	590	2830	883	1321	1075	3419	339	1058	910
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3122 91%	2613 91%	270 95%	150 93%	90 93%	3122 91%	2714 91%	408 94%	472 80%	2650 94%	768 87%	1215 92%	1020 95%	3122 91%	282 83%	955 90%	847 93%
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1571 46%	1337 47%	127 45%	53 33%	53 55%	1571 46%	1367 46%	204 47%	274 46%	1297 46%	342 39%	611 46%	575 54%	1571 46%	149 44%	449 42%	461 51%
Some other way of going online at home	6 *%	3 *%	2 1%	1 1%	- -%	6 *%	4 *%	2 *%	1 *%	5 *%	1 *%	4 *%	1 *%	6 *%	- -%	1 *%	4 *%
Don't know	21 1%	19 1%	1 *%	1 1%	1 1%	21 1%	19 1%	2 *%	3 *%	18 1%	12 1%	3 *%	- -%	21 1%	5 2%	4 *%	3 *%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents that have internet access at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3478	946	1764	669	3478	947	2290	2409	1041
Effective Weighted Sample	3031	827	1544	574	3031	815	2002	2084	922
Total	3419	949	1728	644	3419	922	2251	2308	1078
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3122	891	1581	562	3122	815	2105	2119	979
	91%	94%	92%	87%	91%	88%	93%	92%	91%
		c	c		c		a		
Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1571	443	789	298	1571	404	1071	1002	553
	46%	47%	46%	46%	46%	44%	48%	43%	51%
									a
Some other way of going online at home	6	2	4	1	6	2	4	4	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	21	2	10	6	21	11	7	16	2
	1%	*%	1%	1%	1%	1%	*%	1%	*%
						b			

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 23**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3122	343	529	516	571	514	649	3122	1490	1625	938	956	583	644	1894	1228	3122
	85%	86%	86%	89%	93%	89%	75%	85%	85%	86%	92%	90%	84%	73%	91%	78%	85%
		f	f	f	abfg	f		f			cdfg	cdfg	df		cdfg		df
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1571	219	357	292	285	215	204	1571	788	782	483	479	278	330	962	608	1571
	43%	55%	58%	50%	46%	37%	23%	43%	45%	41%	47%	45%	40%	38%	46%	39%	43%
		efg	defg	efg	ef	f		f			cdf	df			cdf		df
Some other way of going online at home	6	-	2	1	-	2	1	6	3	3	-	4	1	-	4	1	6
	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%
NO INTERNET ACCESS AT HOME	237	3	8	8	4	29	186	237	107	130	20	31	54	132	51	187	237
	6%	1%	1%	1%	1%	5%	21%	6%	6%	7%	2%	3%	8%	15%	2%	12%	6%
						abcd	abcdeg	abcd					abe	abceg		abceg	abe
Don't know	22	4	4	4	-	6	3	22	8	14	2	5	3	12	7	15	22
	1%	1%	1%	1%	-%	1%	*%	1%	*%	1%	*%	*%	*%	1%	*%	1%	1%
														ae			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 23**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3122 85%	2613 85%	270 88%	150 87%	90 87%	3122 85%	2714 85%	408 87%	472 79%	2650 87%	768 86%	1215 92%	1020 95%	3122 85%	282 77%	955 86%	847 92%
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1571 43%	1337 43%	127 41%	53 31%	53 52%	1571 43%	1367 43%	204 44%	274 46%	1297 42%	342 38%	611 46%	575 54%	1571 43%	149 41%	449 41%	461 50%
Some other way of going online at home	6 *%	3 *%	2 1%	1 *%	- -%	6 *%	4 *%	2 *%	1 *%	5 *%	1 *%	4 *%	1 *%	6 *%	- -%	1 *%	4 *%
NO INTERNET ACCESS AT HOME	237 6%	199 6%	22 7%	10 6%	6 6%	237 6%	202 6%	36 8%	11 2%	226 7%	12 1%	2 *%	- -%	237 6%	25 7%	49 4%	8 1%
Don't know	22 1%	20 1%	1 *%	1 1%	1 1%	22 1%	20 1%	2 *%	3 *%	20 1%	12 1%	3 *%	- -%	22 1%	5 1%	4 *%	3 *%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3122	891	1581	562	3122	815	2105	2119	979
	85%	91%	85%	80%	85%	76%	91%	84%	90%
		bcd	c		c		a		a
Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1571	443	789	298	1571	404	1071	1002	553
	43%	45%	42%	42%	43%	38%	46%	40%	51%
							a		a
Some other way of going online at home	6	2	4	1	6	2	4	4	2
	%	%	%	%	%	%	%	%	%
NO INTERNET ACCESS AT HOME	237	28	140	60	237	151	60	225	10
	6%	3%	7%	8%	6%	14%	3%	9%	1%
			a	a	a	b		b	
Don't know	22	2	10	6	22	11	7	17	2
	1%	%	1%	1%	1%	1%	%	1%	%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 24**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Your Workplace	1586	147	418	402	343	224	52	1586	794	790	599	532	289	167	1130	456	1586
	43%	37%	68%	69%	56%	39%	6%	43%	45%	42%	58%	50%	42%	19%	54%	29%	43%
		f	defg	defg	aefg	f		f			bcdfg	cdfg	df		cdfg	d	df
While travelling	1567	184	302	260	311	262	249	1567	759	803	555	469	288	253	1024	541	1567
	43%	46%	49%	45%	50%	45%	29%	43%	43%	42%	54%	44%	41%	29%	49%	34%	43%
		f	f	f	fg	f		f			bcdfg	df	df		cdfg	d	df
In someone else's home	1417	203	282	239	237	217	239	1417	623	787	425	439	262	290	864	552	1417
	39%	51%	46%	41%	39%	37%	28%	39%	36%	41%	42%	41%	38%	33%	41%	35%	39%
		cdefg	efg	f	f	f		f		a	df	df			df		d
In cafes/ restaurants/ pubs/ bars	1376	189	250	243	269	214	211	1376	651	721	458	440	245	232	898	477	1376
	38%	47%	41%	42%	44%	37%	24%	38%	37%	38%	45%	42%	35%	26%	43%	30%	38%
		efg	f	f	f	f		f			cdfg	df	d		cdfg		df
In shops or shopping centres	1169	177	235	202	215	180	160	1169	510	658	376	354	206	233	729	439	1169
	32%	44%	38%	35%	35%	31%	18%	32%	29%	35%	37%	33%	30%	27%	35%	28%	32%
		cdefg	fg	f	f	f		f		a	cdf	df			df		df
On public transport	1026	165	226	187	184	137	128	1026	513	508	351	309	176	188	660	364	1026
	28%	41%	37%	32%	30%	24%	15%	28%	29%	27%	34%	29%	25%	21%	32%	23%	28%
		cdefg	efg	ef	f	f		f			cdfg	df			cdfg		df
Outdoor areas such as parks	839	110	183	145	146	136	120	839	396	442	273	249	149	168	522	317	839
	23%	28%	30%	25%	24%	23%	14%	23%	23%	23%	27%	23%	21%	19%	25%	20%	23%
		f	fg	f	f	f		f			df				df		
In leisure centres/ gyms/ sports grounds	647	121	175	137	103	63	48	647	336	309	243	191	117	97	434	214	647
	18%	30%	28%	24%	17%	11%	5%	18%	19%	16%	24%	18%	17%	11%	21%	14%	18%
		defg	defg	defg	ef	f		ef			bcdfg	df	d		dfg		df
Library	404	93	114	69	63	38	27	404	202	201	161	139	53	51	300	104	404
	11%	23%	19%	12%	10%	6%	3%	11%	12%	11%	16%	13%	8%	6%	14%	7%	11%
		cdefg	cdefg	ef	f	f		ef			cdfg	cdf			cdfg		df

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 24**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Internet café	372	72	110	71	64	29	26	372	213	157	153	100	56	62	253	118	372
	10%	18%	18%	12%	10%	5%	3%	10%	12%	8%	15%	9%	8%	7%	12%	8%	10%
		defg	defg	ef	ef			ef	b		bcdfg				cdf		df
School/ College/ University	364	204	74	41	28	13	4	364	177	186	112	152	55	44	264	99	364
	10%	51%	12%	7%	4%	2%	*%	10%	10%	10%	11%	14%	8%	5%	13%	6%	10%
		bcdefg	cdef	ef	f	f		def			df	cdfg			cdfg		df
UK culture centre/ Learn Direct/ Other online learning centres	192	27	60	35	28	24	18	192	102	90	77	49	36	30	126	66	192
	5%	7%	10%	6%	5%	4%	2%	5%	6%	5%	8%	5%	5%	3%	6%	4%	5%
		f	defg	f				f			bdf				d		
Some other way	31	4	6	4	3	5	9	31	16	15	4	9	6	11	14	17	31
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
No - I do not access the internet away from home	774	21	39	52	74	142	446	774	354	419	99	168	155	351	267	507	774
	21%	5%	6%	9%	12%	24%	51%	21%	20%	22%	10%	16%	22%	40%	13%	32%	21%
				ab	abcd	abcdeg		abcd				a	abe	abcefg		abceg	abe
<b>SUMMARY WHERE THE INTERNET IS USED</b>																	
USE AT HOME AND USE ELSEWHERE	2836	368	566	519	536	434	414	2836	1375	1453	917	882	525	510	1799	1036	2836
	78%	92%	92%	90%	87%	75%	48%	78%	79%	77%	90%	83%	76%	58%	86%	66%	78%
		efg	efg	efg	efg	f		f			bcdfg	cdfg	df		cdfg	d	df
USE ELSEWHERE BUT NOT AT HOME	48	9	11	9	6	4	9	48	21	27	9	9	14	16	18	30	48
	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
																e	
USE AT HOME BUT NOT ELSEWHERE	483	21	33	48	71	92	218	483	223	259	70	118	90	204	188	295	483
	13%	5%	5%	8%	12%	16%	25%	13%	13%	14%	7%	11%	13%	23%	9%	19%	13%
					ab	abc	abcdeg	abc				a	ae	abceg		abceg	ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
TOTAL USE AT HOME OR USE ELSEWHERE	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
	92%	100%	99%	99%	100%	91%	74%	92%	93%	92%	97%	95%	91%	83%	96%	87%	92%
		efg	efg	efg	efg	f	f	f			cdfg	cdfg	df		cdfg		df
DO NOT USE AT HOME OR ELSEWHERE	291	-	6	4	3	50	228	291	131	160	29	49	65	147	79	212	291
	8%	-%	1%	1%	*%	9%	26%	8%	7%	8%	3%	5%	9%	17%	4%	13%	8%
						abcd	abcd	abcd					abe	abceg		abceg	abe
ANY USE OUTSIDE THE HOME	2884	377	577	527	542	438	423	2884	1396	1480	925	891	540	526	1816	1066	2884
	79%	95%	94%	91%	88%	76%	49%	79%	80%	78%	90%	84%	78%	60%	87%	68%	79%
		defg	defg	efg	efg	f	f	f			bcdfg	cdfg	df		cdfg	d	df

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 24**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%																	
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Your Workplace	1586	1323	149	66	48	1586	1400	186	231	1355	256	604	721	1586	112	431	577
	43%	43%	48%	38%	47%	43%	44%	40%	38%	44%	29%	46%	67%	43%	31%	39%	63%
												a	abd	a		a	ab
While travelling	1567	1299	126	88	53	1567	1362	205	224	1342	230	639	691	1567	105	480	506
	43%	42%	41%	51%	52%	43%	43%	44%	37%	44%	26%	48%	64%	43%	29%	43%	55%
				abe	abe					a		ad	abd	a		a	ab
In someone else's home	1417	1169	124	69	55	1417	1236	181	204	1213	225	591	588	1417	115	447	429
	39%	38%	40%	40%	54%	39%	39%	39%	34%	40%	25%	45%	55%	39%	32%	40%	47%
					abce							ad	abd	a		a	ab
In cafes/ restaurants/ pubs/ bars	1376	1130	120	68	57	1376	1174	202	206	1170	210	579	583	1376	96	424	457
	38%	37%	39%	39%	56%	38%	37%	43%	34%	38%	23%	44%	54%	38%	26%	38%	50%
					abce							ad	abd	a		a	ab
In shops or shopping centres	1169	973	96	52	48	1169	1023	146	171	998	151	493	522	1169	88	380	370
	32%	32%	31%	30%	47%	32%	32%	31%	28%	33%	17%	37%	49%	32%	24%	34%	40%
					abce							ad	abd	a		a	ab
On public transport	1026	866	75	52	34	1026	911	115	151	876	150	383	491	1026	95	321	349
	28%	28%	24%	30%	33%	28%	29%	25%	25%	29%	17%	29%	46%	28%	26%	29%	38%
												a	abd	a			ab
Outdoor areas such as parks	839	699	64	45	32	839	717	122	120	719	95	340	400	839	60	258	273
	23%	23%	21%	26%	31%	23%	22%	26%	20%	24%	11%	26%	37%	23%	17%	23%	30%
					abe							a	abd	a			ab
In leisure centres/ gyms/ sports grounds	647	544	45	31	27	647	567	80	84	564	68	236	342	647	43	180	222
	18%	18%	15%	18%	26%	18%	18%	17%	14%	18%	8%	18%	32%	18%	12%	16%	24%
					abe							a	abd	a			ab
Library	404	338	30	24	11	404	379	25	38	365	51	144	206	404	45	133	134
	11%	11%	10%	14%	11%	11%	12%	5%	6%	12%	6%	11%	19%	11%	12%	12%	15%
							b			a		a	abd	a			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 24**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Internet café	372	328	18	14	12	372	338	34	49	323	60	126	185	372	40	108	138
	10%	11%	6%	8%	11%	10%	11%	7%	8%	11%	7%	10%	17%	10%	11%	10%	15%
		b											abd	a			b
School/ College/ University	364	300	30	22	12	364	330	33	42	321	74	157	131	364	67	87	76
	10%	10%	10%	13%	12%	10%	10%	7%	7%	11%	8%	12%	12%	10%	18%	8%	8%
													a		bc		
UK culture centre/ Learn Direct/ Other online learning centres	192	172	9	7	5	192	172	20	14	178	49	59	83	192	18	73	76
	5%	6%	3%	4%	5%	5%	5%	4%	2%	6%	5%	4%	8%	5%	5%	7%	8%
										a			bd				
Some other way	31	26	3	1	1	31	29	2	7	24	10	14	7	31	2	12	7
	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%
No - I do not access the internet away from home	774	662	60	36	16	774	666	108	123	651	243	147	42	774	93	225	68
	21%	22%	19%	21%	16%	21%	21%	23%	20%	21%	27%	11%	4%	21%	26%	20%	7%
											bcd	c		bc	c	c	
<b>SUMMARY WHERE THE INTERNET IS USED</b>																	
USE AT HOME AND USE ELSEWHERE	2836	2374	245	133	84	2836	2478	358	461	2375	626	1166	1032	2836	260	868	842
	78%	77%	80%	78%	82%	78%	78%	76%	77%	78%	70%	88%	96%	78%	71%	78%	92%
												ad	abd	a			ab
USE ELSEWHERE BUT NOT AT HOME	48	41	2	3	2	48	45	2	17	31	25	10	1	48	10	13	7
	1%	1%	1%	2%	2%	1%	1%	1%	3%	1%	3%	1%	*%	1%	3%	1%	1%
									b		bcd			c	c		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
USE AT HOME BUT NOT ELSEWHERE	483	418	32	22	11	483	415	68	123	360	243	147	42	483	62	168	58
	13%	14%	10%	13%	10%	13%	13%	15%	20%	12%	27%	11%	4%	13%	17%	15%	6%
									b		bcd	c		c	c	c	
TOTAL USE AT HOME OR USE ELSEWHERE	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
	92%	92%	91%	92%	95%	92%	92%	91%	100%	90%	100%	100%	100%	92%	91%	95%	99%
									b		d	d	d				ab
DO NOT USE AT HOME OR ELSEWHERE	291	244	28	13	6	291	251	40	-	291	-	-	-	291	31	58	10
	8%	8%	9%	8%	5%	8%	8%	9%	-%	10%	-%	-%	-%	8%	9%	5%	1%
									a					abc	c	c	
ANY USE OUTSIDE THE HOME	2884	2414	248	136	86	2884	2524	360	478	2406	651	1176	1033	2884	271	882	849
	79%	78%	81%	79%	84%	79%	79%	77%	80%	79%	73%	89%	96%	79%	74%	80%	93%
												ad	abd	a			ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Your Workplace	1586	523	784	248	1586	287	1200	865	701
	43%	53%	42%	35%	43%	27%	52%	34%	64%
		bcd	c		c		a		a
While travelling	1567	507	791	230	1567	346	1144	1043	513
	43%	52%	42%	33%	43%	32%	49%	41%	47%
		bcd	c		c		a		a
In someone else's home	1417	393	720	272	1417	381	973	954	453
	39%	40%	39%	39%	39%	35%	42%	38%	42%
							a		
In cafes/ restaurants/ pubs/ bars	1376	395	717	229	1376	350	961	928	437
	38%	40%	38%	33%	38%	33%	42%	37%	40%
		c					a		
In shops or shopping centres	1169	339	601	199	1169	301	808	749	410
	32%	35%	32%	28%	32%	28%	35%	30%	38%
							a		a
On public transport	1026	293	516	192	1026	280	696	667	348
	28%	30%	28%	27%	28%	26%	30%	26%	32%
									a
Outdoor areas such as parks	839	257	429	125	839	187	608	542	291
	23%	26%	23%	18%	23%	17%	26%	21%	27%
		c	c		c		a		a
In leisure centres/ gyms/ sports grounds	647	215	312	97	647	135	476	367	275
	18%	22%	17%	14%	18%	13%	21%	14%	25%
		bcd					a		a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Library	404	102	211	81	404	116	267	227	172
	11%	10%	11%	12%	11%	11%	12%	9%	16%
									a
Internet café	372	105	188	73	372	101	236	198	171
	10%	11%	10%	10%	10%	9%	10%	8%	16%
									a
School/ College/ University	364	91	193	62	364	101	227	241	118
	10%	9%	10%	9%	10%	9%	10%	10%	11%
UK culture centre/ Learn Direct/ Other online learning centres	192	46	96	49	192	50	125	104	86
	5%	5%	5%	7%	5%	5%	5%	4%	8%
									a
Some other way	31	12	12	6	31	19	9	22	7
	1%	1%	1%	1%	1%	2%	*%	1%	1%
						b			
No - I do not access the internet away from home	774	157	407	183	774	361	340	668	104
	21%	16%	22%	26%	21%	34%	15%	26%	10%
			a	ad	a	b		b	
<b>SUMMARY WHERE THE INTERNET IS USED</b>									
USE AT HOME AND USE ELSEWHERE	2836	811	1433	511	2836	691	1956	1838	968
	78%	83%	77%	73%	78%	64%	85%	73%	89%
		bcd			c		a		a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC2. Do you ever access the internet anywhere other than in your home at all? IF YES - Where is that? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
USE ELSEWHERE BUT NOT AT HOME	48 1%	9 1%	27 1%	10 1%	48 1%	21 2% b	16 1%	28 1%	17 2%
USE AT HOME BUT NOT ELSEWHERE	483 13%	117 12%	237 13%	112 16%	483 13%	179 17% b	258 11%	387 15% b	95 9%
TOTAL USE AT HOME OR USE ELSEWHERE	3367 92%	937 96% bcd	1697 91%	633 90%	3367 92%	891 83%	2229 96% a	2253 89%	1079 99% a
DO NOT USE AT HOME OR ELSEWHERE	291 8%	40 4%	170 9% a	71 10% a	291 8% a	182 17% b	82 4% b	282 11% b	9 1%
ANY USE OUTSIDE THE HOME	2884 79%	820 84% bcd	1460 78%	521 74%	2884 79% c	711 66%	1971 85% a	1866 74%	984 90% a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC3. In the past year, have you asked someone else to do something for you on the internet? (SINGLE CODE)**

Base : All respondents that do not use the internet at home

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN a	WOMAN b	AB ~a	C1 ~b	C2 ~c	DE d	ABC1 ~e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	255	10	12	14	8	37	174	255	115	140	27	43	60	125	70	185	255
Effective Weighted Sample	220	8	10	12	7	32	153	220	98	121	25	38	53	105	62	157	220
Total	337	9	16	12	8	54	238	337	152	186	38	57	79	163	95	243	337
Yes	145	**	**	**	**	**	97	145	69	76	**	**	**	65	**	103	145
	43%	**	**	**	**	**	41%	43%	46%	41%	**	**	**	40%	**	42%	43%
No	192	**	**	**	**	**	141	192	83	109	**	**	**	98	**	140	192
	57%	**	**	**	**	**	59%	57%	54%	59%	**	**	**	60%	**	58%	57%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC3. In the past year, have you asked someone else to do something for you on the internet? (SINGLE CODE)**

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	~c	d	~a	~b	~c
Unweighted total	255	177	30	30	18	255	218	37	21	234	30	10	1	255	35	60	13
Effective Weighted Sample	220	170	29	28	14	220	190	31	17	205	24	9	1	220	28	47	12
Total	337	283	30	16	8	337	295	42	17	321	25	10	1	337	41	71	18
Yes	145	126	**	**	**	145	130	**	**	139	**	**	**	145	**	**	**
	43%	45%	**	**	**	43%	44%	**	**	43%	**	**	**	43%	**	**	**
No	192	157	**	**	**	192	165	**	**	181	**	**	**	192	**	**	**
	57%	55%	**	**	**	57%	56%	**	**	57%	**	**	**	57%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC3. In the past year, have you asked someone else to do something for you on the internet? (SINGLE CODE)**

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	~c	d	a	~b	a	~b
Unweighted total	255	41	150	58	255	153	75	231	22
Effective Weighted Sample	220	34	131	50	220	130	65	199	19
Total	337	50	198	81	337	203	98	309	26
Yes	145	**	81	**	145	102	**	130	**
	43%	**	41%	**	43%	50%	**	42%	**
No	192	**	117	**	192	100	**	179	**
	57%	**	59%	**	57%	50%	**	58%	**

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)**

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	~c	~d	~e	~f	g	~a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	113	8	4	7	7	16	71	113	55	58	16	16	28	53	32	81	113
Effective Weighted Sample	95	6	3	6	6	14	62	95	46	49	15	14	24	43	28	67	95
Total	145	8	4	5	7	24	97	145	69	76	22	21	38	65	43	103	145
To buy something/ for shopping	81	**	**	**	**	**	**	81	**	**	**	**	**	**	**	**	81
	56%	**	**	**	**	**	**	56%	**	**	**	**	**	**	**	**	56%
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	45	**	**	**	**	**	**	45	**	**	**	**	**	**	**	**	45
	31%	**	**	**	**	**	**	31%	**	**	**	**	**	**	**	**	31%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	32	**	**	**	**	**	**	32	**	**	**	**	**	**	**	**	32
	22%	**	**	**	**	**	**	22%	**	**	**	**	**	**	**	**	22%
To access other information	31	**	**	**	**	**	**	31	**	**	**	**	**	**	**	**	31
	22%	**	**	**	**	**	**	22%	**	**	**	**	**	**	**	**	22%
To get help with banking/ access to finance or money	26	**	**	**	**	**	**	26	**	**	**	**	**	**	**	**	26
	18%	**	**	**	**	**	**	18%	**	**	**	**	**	**	**	**	18%
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	23	**	**	**	**	**	**	23	**	**	**	**	**	**	**	**	23
	16%	**	**	**	**	**	**	16%	**	**	**	**	**	**	**	**	16%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)**

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK g
Significance Level: 99%																	
Unweighted total	113	8	4	7	7	16	71	113	55	58	16	16	28	53	32	81	113
Effective Weighted Sample	95	6	3	6	6	14	62	95	46	49	15	14	24	43	28	67	95
Total	145	8	4	5	7	24	97	145	69	76	22	21	38	65	43	103	145
To get in touch with someone	16	**	**	**	**	**	**	16	**	**	**	**	**	**	**	**	16
	11%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	**	11%
Don't know	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**	2
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)**

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN ~a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	ALL c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 99%																
Unweighted total	113	81	7	10	15	113	98	15	8	105	19	7	113	13	33	9
Effective Weighted Sample	95	77	7	9	11	95	84	12	7	90	15	7	95	11	26	8
Total	145	126	7	6	7	145	130	16	6	139	15	8	145	17	39	12
To buy something/ for shopping	81 56%	** **	** **	** **	** **	81 56%	** **	** **	** **	77 55%	** **	** **	81 56%	** **	** **	** **
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	45 31%	** **	** **	** **	** **	45 31%	** **	** **	** **	41 30%	** **	** **	45 31%	** **	** **	** **
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	32 22%	** **	** **	** **	** **	32 22%	** **	** **	** **	28 20%	** **	** **	32 22%	** **	** **	** **
To access other information	31 22%	** **	** **	** **	** **	31 22%	** **	** **	** **	30 22%	** **	** **	31 22%	** **	** **	** **
To get help with banking/ access to finance or money	26 18%	** **	** **	** **	** **	26 18%	** **	** **	** **	24 17%	** **	** **	26 18%	** **	** **	** **
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	23 16%	** **	** **	** **	** **	23 16%	** **	** **	** **	23 16%	** **	** **	23 16%	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)**

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~a	b	~a	~b	c	~a	~b	~c
Unweighted total	113	81	7	10	15	113	98	15	8	105	19	7	113	13	33	9
Effective Weighted Sample	95	77	7	9	11	95	84	12	7	90	15	7	95	11	26	8
Total	145	126	7	6	7	145	130	16	6	139	15	8	145	17	39	12
To get in touch with someone	16	**	**	**	**	16	**	**	**	16	**	**	16	**	**	**
	11%	**	**	**	**	11%	**	**	**	12%	**	**	11%	**	**	**
Don't know	2	**	**	**	**	2	**	**	**	2	**	**	2	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	1%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)**

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	~b	~c	d	~a	~b	~a	~b
Unweighted total	113	25	63	22	113	76	27	98	15
Effective Weighted Sample	95	21	53	18	95	64	23	84	12
Total	145	30	81	29	145	102	31	130	15
To buy something/ for shopping	81	**	**	**	81	**	**	**	**
	56%	**	**	**	56%	**	**	**	**
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	45	**	**	**	45	**	**	**	**
	31%	**	**	**	31%	**	**	**	**
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	32	**	**	**	32	**	**	**	**
	22%	**	**	**	22%	**	**	**	**
To access other information	31	**	**	**	31	**	**	**	**
	22%	**	**	**	22%	**	**	**	**
To get help with banking/ access to finance or money	26	**	**	**	26	**	**	**	**
	18%	**	**	**	18%	**	**	**	**
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	23	**	**	**	23	**	**	**	**
	16%	**	**	**	16%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)**

Base : All respondents that do not use the internet at home that have asked someone to do something for them online in the past year

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	~b	~c	d	~a	~b	~a	~b
Unweighted total	113	25	63	22	113	76	27	98	15
Effective Weighted Sample	95	21	53	18	95	64	23	84	12
Total	145	30	81	29	145	102	31	130	15
To get in touch with someone	16	**	**	**	16	**	**	**	**
	11%	**	**	**	11%	**	**	**	**
Don't know	2	**	**	**	2	**	**	**	**
	1%	**	**	**	1%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 27**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN a	WOMAN b	AB ~a	C1 ~b	C2 ~c	DE d	ABC1 ~e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	255	10	12	14	8	37	174	255	115	140	27	43	60	125	70	185	255
Effective Weighted Sample	220	8	10	12	7	32	153	220	98	121	25	38	53	105	62	157	220
Total	337	9	16	12	8	54	238	337	152	186	38	57	79	163	95	243	337
To buy something/ for shopping	81 24%	** **	** **	** **	** **	** **	52 22%	81 24%	38 25%	43 23%	** **	** **	** **	35 22%	** **	62 26%	81 24%
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	45 13%	** **	** **	** **	** **	** **	31 13%	45 13%	25 17%	19 10%	** **	** **	** **	25 15%	** **	36 15%	45 13%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	32 10%	** **	** **	** **	** **	** **	16 7%	32 10%	17 11%	15 8%	** **	** **	** **	16 10%	** **	21 9%	32 10%
To access other information	31 9%	** **	** **	** **	** **	** **	20 8%	31 9%	15 10%	17 9%	** **	** **	** **	13 8%	** **	21 8%	31 9%
To get help with banking/ access to finance or money	26 8%	** **	** **	** **	** **	** **	13 5%	26 8%	10 7%	16 9%	** **	** **	** **	14 9%	** **	21 9%	26 8%
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	23 7%	** **	** **	** **	** **	** **	13 5%	23 7%	12 8%	11 6%	** **	** **	** **	7 5%	** **	14 6%	23 7%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN a	WOMAN b	AB ~a	C1 ~b	C2 ~c	DE d	ABC1 ~e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	255	10	12	14	8	37	174	255	115	140	27	43	60	125	70	185	255
Effective Weighted Sample	220	8	10	12	7	32	153	220	98	121	25	38	53	105	62	157	220
Total	337	9	16	12	8	54	238	337	152	186	38	57	79	163	95	243	337
To get in touch with someone	16	**	**	**	**	**	11	16	7	10	**	**	**	10	**	11	16
	5%	**	**	**	**	**	5%	5%	4%	5%	**	**	**	6%	**	5%	5%
Don't know	2	**	**	**	**	**	2	2	2	-	**	**	**	-	**	-	2
	1%	**	**	**	**	**	1%	1%	1%	-%	**	**	**	-%	**	-%	1%
HAVE NOT ASKED SOMEONE TO DO SOMETHING FOR THEM ONLINE	192	**	**	**	**	**	141	192	83	109	**	**	**	98	**	140	192
	57%	**	**	**	**	**	59%	57%	54%	59%	**	**	**	60%	**	58%	57%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	~c	d	~a	~b	~c
Unweighted total	255	177	30	30	18	255	218	37	21	234	30	10	1	255	35	60	13
Effective Weighted Sample	220	170	29	28	14	220	190	31	17	205	24	9	1	220	28	47	12
Total	337	283	30	16	8	337	295	42	17	321	25	10	1	337	41	71	18
To buy something/ for shopping	81 24%	71 25%	**	**	**	81 24%	73 25%	**	**	77 24%	**	**	**	81 24%	**	**	**
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	45 13%	36 13%	**	**	**	45 13%	41 14%	**	**	41 13%	**	**	**	45 13%	**	**	**
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	32 10%	28 10%	**	**	**	32 10%	29 10%	**	**	28 9%	**	**	**	32 10%	**	**	**
To access other information	31 9%	27 10%	**	**	**	31 9%	26 9%	**	**	30 9%	**	**	**	31 9%	**	**	**
To get help with banking/ access to finance or money	26 8%	24 8%	**	**	**	26 8%	25 8%	**	**	24 8%	**	**	**	26 8%	**	**	**
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	23 7%	22 8%	**	**	**	23 7%	21 7%	**	**	23 7%	**	**	**	23 7%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	~c	d	~a	~b	~c
Unweighted total	255	177	30	30	18	255	218	37	21	234	30	10	1	255	35	60	13
Effective Weighted Sample	220	170	29	28	14	220	190	31	17	205	24	9	1	220	28	47	12
Total	337	283	30	16	8	337	295	42	17	321	25	10	1	337	41	71	18
To get in touch with someone	16	15	**	**	**	16	16	**	**	16	**	**	**	16	**	**	**
	5%	5%	**	**	**	5%	5%	**	**	5%	**	**	**	5%	**	**	**
Don't know	2	2	**	**	**	2	2	**	**	2	**	**	**	2	**	**	**
	1%	1%	**	**	**	1%	1%	**	**	1%	**	**	**	1%	**	**	**
HAVE NOT ASKED SOMEONE TO DO SOMETHING FOR THEM ONLINE	192	157	**	**	**	192	165	**	**	181	**	**	**	192	**	**	**
	57%	55%	**	**	**	57%	56%	**	**	57%	**	**	**	57%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	~c	d	a	~b	a	~b
Unweighted total	255	41	150	58	255	153	75	231	22
Effective Weighted Sample	220	34	131	50	220	130	65	199	19
Total	337	50	198	81	337	203	98	309	26
To buy something/ for shopping	81	**	42	**	81	52	**	79	**
	24%	**	21%	**	24%	26%	**	25%	**
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	45	**	24	**	45	27	**	42	**
	13%	**	12%	**	13%	14%	**	14%	**
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	32	**	14	**	32	20	**	29	**
	10%	**	7%	**	10%	10%	**	9%	**
To access other information	31	**	11	**	31	20	**	27	**
	9%	**	6%	**	9%	10%	**	9%	**
To get help with banking/ access to finance or money	26	**	13	**	26	18	**	23	**
	8%	**	7%	**	8%	9%	**	7%	**
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	23	**	20	**	23	16	**	17	**
	7%	**	10%	**	7%	8%	**	5%	**

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	~c	d	a	~b	a	~b
Unweighted total	255	41	150	58	255	153	75	231	22
Effective Weighted Sample	220	34	131	50	220	130	65	199	19
Total	337	50	198	81	337	203	98	309	26
To get in touch with someone	16	**	7	**	16	14	**	16	**
	5%	**	4%	**	5%	7%	**	5%	**
Don't know	2	**	2	**	2	2	**	-	**
	1%	**	1%	**	1%	1%	**	-%	**
HAVE NOT ASKED SOMEONE TO DO DO SOMETHING FOR THEM ONLINE	192	**	117	**	192	100	**	179	**
	57%	**	59%	**	57%	50%	**	58%	**

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 28**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)**

Base : All respondents that do not have internet access at home

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	~c	~d	~e	f	g	~a	~b	~a	~b	~c	d	~e	f	g
Unweighted total	179	3	5	8	3	21	139	179	82	97	13	23	42	101	36	143	179
Effective Weighted Sample	155	3	5	7	3	18	121	155	70	85	12	21	37	86	33	123	155
Total	237	3	8	8	4	29	186	237	107	130	20	31	54	132	51	187	237
No need to go online/ not interested	192	**	**	**	**	**	163	192	**	**	**	**	**	101	**	148	192
	81%	**	**	**	**	**	88%	81%	**	**	**	**	**	77%	**	79%	81%
Someone else can go online for me if necessary	37	**	**	**	**	**	30	37	**	**	**	**	**	20	**	26	37
	16%	**	**	**	**	**	16%	16%	**	**	**	**	**	15%	**	14%	16%
Using the internet is too complicated	36	**	**	**	**	**	29	36	**	**	**	**	**	18	**	28	36
	15%	**	**	**	**	**	16%	15%	**	**	**	**	**	14%	**	15%	15%
Concerned about security/ fraud / privacy	30	**	**	**	**	**	23	30	**	**	**	**	**	19	**	25	30
	12%	**	**	**	**	**	12%	12%	**	**	**	**	**	14%	**	13%	12%
Getting online/ getting connected to the internet is too complicated	26	**	**	**	**	**	22	26	**	**	**	**	**	13	**	19	26
	11%	**	**	**	**	**	12%	11%	**	**	**	**	**	9%	**	10%	11%
Monthly cost of a fixed broadband service is too high	20	**	**	**	**	**	5	20	**	**	**	**	**	12	**	18	20
	9%	**	**	**	**	**	3%	9%	**	**	**	**	**	9%	**	10%	9%
Broadband set up costs are too high	16	**	**	**	**	**	6	16	**	**	**	**	**	12	**	13	16
	7%	**	**	**	**	**	3%	7%	**	**	**	**	**	9%	**	7%	7%
Poor eyesight	15	**	**	**	**	**	11	15	**	**	**	**	**	6	**	10	15
	6%	**	**	**	**	**	6%	6%	**	**	**	**	**	5%	**	5%	6%
Concerned about harmful/ offensive content	10	**	**	**	**	**	7	10	**	**	**	**	**	4	**	7	10
	4%	**	**	**	**	**	4%	4%	**	**	**	**	**	3%	**	4%	4%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)**

Base : All respondents that do not have internet access at home

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	~c	~d	~e	f	g	~a	~b	~a	~b	~c	d	~e	f	g
Unweighted total	179	3	5	8	3	21	139	179	82	97	13	23	42	101	36	143	179
Effective Weighted Sample	155	3	5	7	3	18	121	155	70	85	12	21	37	86	33	123	155
Total	237	3	8	8	4	29	186	237	107	130	20	31	54	132	51	187	237
Monthly cost of a mobile phone service is too high	9 4%	** **	** **	** **	** **	** **	4 2%	9 4%	** **	** **	** **	** **	** **	8 6%	** **	9 5%	9 4%
Cost of a desktop, tablet or laptop computer to use the internet is too high	7 3%	** **	** **	** **	** **	** **	4 2%	7 3%	** **	** **	** **	** **	** **	7 5%	** **	7 4%	7 3%
Happy to use the internet at work/elsewhere	4 2%	** **	** **	** **	** **	** **	- -%	4 2%	** **	** **	** **	** **	** **	3 2%	** **	4 2%	4 2%
Cost of a mobile phone handset to use the internet is too high	3 1%	** **	** **	** **	** **	** **	- -%	3 1%	** **	** **	** **	** **	** **	2 2%	** **	3 2%	3 1%
Don't have broadband where I live	2 1%	** **	** **	** **	** **	** **	2 1%	2 1%	** **	** **	** **	** **	** **	2 1%	** **	2 1%	2 1%
Some other reason	5 2%	** **	** **	** **	** **	** **	3 1%	5 2%	** **	** **	** **	** **	** **	3 3%	** **	5 3%	5 2%
Don't know	1 1%	** **	** **	** **	** **	** **	- -%	1 1%	** **	** **	** **	** **	** **	1 1%	** **	1 1%	1 1%
<b>SUMMARY</b>																	
ANY REASON RELATING TO COST	33 14%	** **	** **	** **	** **	** **	13 7%	33 14%	** **	** **	** **	** **	** **	21 16%	** **	28 15%	33 14%
ANY REASON RELATING TO BEING TOO COMPLICATED	50 21%	** **	** **	** **	** **	** **	43 23%	50 21%	** **	** **	** **	** **	** **	27 20%	** **	39 21%	50 21%
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g																	

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)**

Base : All respondents that do not have internet access at home

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE d	ABC1 ~e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	179	3	5	8	3	21	139	179	82	97	13	23	42	101	36	143	179
Effective Weighted Sample	155	3	5	7	3	18	121	155	70	85	12	21	37	86	33	123	155
Total	237	3	8	8	4	29	186	237	107	130	20	31	54	132	51	187	237
ANY REASON RELATING TO CONCERNS ABOUT BEING ONLINE	33	**	**	**	**	**	25	33	**	**	**	**	**	20	**	26	33
	14%	**	**	**	**	**	14%	14%	**	**	**	**	**	15%	**	14%	14%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)**

Base : All respondents that do not have internet access at home

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	ALL c	MOST ~a	POTEN- TIALY ~b	LEAST ~c	
Significance Level: 99%																	
Unweighted total	179	125	22	20	12	179	150	29	13	166	14	2	179	22	41	6	
Effective Weighted Sample	155	120	22	18	10	155	131	25	11	146	12	2	155	18	33	5	
Total	237	199	22	10	6	237	202	36	11	226	12	2	237	25	49	8	
No need to go online/ not interested	192 81%	161 81%	** **	** **	** **	192 81%	162 80%	** **	** **	190 84%	** **	** **	192 81%	** **	** **	** **	
Someone else can go online for me if necessary	37 16%	31 16%	** **	** **	** **	37 16%	35 17%	** **	** **	36 16%	** **	** **	37 16%	** **	** **	** **	
Using the internet is too complicated	36 15%	27 14%	** **	** **	** **	36 15%	34 17%	** **	** **	35 15%	** **	** **	36 15%	** **	** **	** **	
Concerned about security/ fraud / privacy	30 12%	27 13%	** **	** **	** **	30 12%	28 14%	** **	** **	29 13%	** **	** **	30 12%	** **	** **	** **	
Getting online/ getting connected to the internet is too complicated	26 11%	24 12%	** **	** **	** **	26 11%	24 12%	** **	** **	25 11%	** **	** **	26 11%	** **	** **	** **	
Monthly cost of a fixed broadband service is too high	20 9%	19 10%	** **	** **	** **	20 9%	18 9%	** **	** **	16 7%	** **	** **	20 9%	** **	** **	** **	
Broadband set up costs are too high	16 7%	13 7%	** **	** **	** **	16 7%	14 7%	** **	** **	13 6%	** **	** **	16 7%	** **	** **	** **	
Poor eyesight	15 6%	12 6%	** **	** **	** **	15 6%	14 7%	** **	** **	15 7%	** **	** **	15 6%	** **	** **	** **	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)**

Base : All respondents that do not have internet access at home

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	ALL c	MOST ~a	POTEN- TIALY ~b	LEAST ~c	
Significance Level: 99%																	
Unweighted total	179	125	22	20	12	179	150	29	13	166	14	2	179	22	41	6	
Effective Weighted Sample	155	120	22	18	10	155	131	25	11	146	12	2	155	18	33	5	
Total	237	199	22	10	6	237	202	36	11	226	12	2	237	25	49	8	
Concerned about harmful/ offensive content	10 4%	8 4%	** **	** **	** **	10 4%	10 5%	** **	** **	10 4%	** **	** **	10 4%	** **	** **	** **	
Monthly cost of a mobile phone service is too high	9 4%	8 4%	** **	** **	** **	9 4%	7 3%	** **	** **	9 4%	** **	** **	9 4%	** **	** **	** **	
Cost of a desktop, tablet or laptop computer to use the internet is too high	7 3%	7 3%	** **	** **	** **	7 3%	7 4%	** **	** **	7 3%	** **	** **	7 3%	** **	** **	** **	
Happy to use the internet at work/ elsewhere	4 2%	4 2%	** **	** **	** **	4 2%	4 2%	** **	** **	2 1%	** **	** **	4 2%	** **	** **	** **	
Cost of a mobile phone handset to use the internet is too high	3 1%	2 1%	** **	** **	** **	3 1%	3 1%	** **	** **	3 1%	** **	** **	3 1%	** **	** **	** **	
Don't have broadband where I live	2 1%	2 1%	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	** **	** **	2 1%	** **	** **	** **	
Some other reason	5 2%	4 2%	** **	** **	** **	5 2%	5 2%	** **	** **	4 2%	** **	** **	5 2%	** **	** **	** **	
Don't know	1 1%	1 1%	** **	** **	** **	1 1%	1 1%	** **	** **	- -%	** **	** **	1 1%	** **	** **	** **	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)**

Base : All respondents that do not have internet access at home

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	ALL c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 99%																
Unweighted total	179	125	22	20	12	179	150	29	13	166	14	2	179	22	41	6
Effective Weighted Sample	155	120	22	18	10	155	131	25	11	146	12	2	155	18	33	5
Total	237	199	22	10	6	237	202	36	11	226	12	2	237	25	49	8
<b>SUMMARY</b>																
ANY REASON RELATING TO COST	33 14%	29 15%	**	**	**	33 14%	29 14%	**	**	27 12%	**	**	33 14%	**	**	**
ANY REASON RELATING TO BEING TOO COMPLICATED	50 21%	39 20%	**	**	**	50 21%	46 23%	**	**	48 21%	**	**	50 21%	**	**	**
ANY REASON RELATING TO CONCERNS ABOUT BEING ONLINE	33 14%	30 15%	**	**	**	33 14%	31 15%	**	**	32 14%	**	**	33 14%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)**

Base : All respondents that do not have internet access at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	~c	d	a	~b	a	~b
Unweighted total	179	23	107	43	179	117	44	171	7
Effective Weighted Sample	155	19	93	38	155	99	40	148	7
Total	237	28	140	60	237	151	60	225	10
No need to go online/ not interested	192	**	112	**	192	122	**	190	**
	81%	**	80%	**	81%	81%	**	84%	**
Someone else can go online for me if necessary	37	**	24	**	37	33	**	37	**
	16%	**	17%	**	16%	22%	**	16%	**
Using the internet is too complicated	36	**	21	**	36	29	**	36	**
	15%	**	15%	**	15%	19%	**	16%	**
Concerned about security/ fraud / privacy	30	**	14	**	30	22	**	30	**
	12%	**	10%	**	12%	14%	**	13%	**
Getting online/ getting connected to the internet is too complicated	26	**	17	**	26	21	**	26	**
	11%	**	12%	**	11%	14%	**	12%	**
Monthly cost of a fixed broadband service is too high	20	**	14	**	20	9	**	13	**
	9%	**	10%	**	9%	6%	**	6%	**
Broadband set up costs are too high	16	**	5	**	16	11	**	14	**
	7%	**	3%	**	7%	7%	**	6%	**
Poor eyesight	15	**	11	**	15	13	**	15	**
	6%	**	8%	**	6%	9%	**	7%	**

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)**

Base : All respondents that do not have internet access at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY b	STRUGGLING ~c		REPORTS a	DOES NOT REPORT ~b	NONE a	ANY ~b
Significance Level: 99%									
Unweighted total	179	23	107	43	179	117	44	171	7
Effective Weighted Sample	155	19	93	38	155	99	40	148	7
Total	237	28	140	60	237	151	60	225	10
Concerned about harmful/ offensive content	10 4%	** **	4 3%	** **	10 4%	9 6%	** **	9 4%	** **
Monthly cost of a mobile phone service is too high	9 4%	** **	6 4%	** **	9 4%	6 4%	** **	9 4%	** **
Cost of a desktop, tablet or laptop computer to use the internet is too high	7 3%	** **	* *%	** **	7 3%	6 4%	** **	7 3%	** **
Happy to use the internet at work/ elsewhere	4 2%	** **	2 1%	** **	4 2%	1 1%	** **	2 1%	** **
Cost of a mobile phone handset to use the internet is too high	3 1%	** **	- -%	** **	3 1%	2 1%	** **	3 1%	** **
Don't have broadband where I live	2 1%	** **	- -%	** **	2 1%	2 1%	** **	2 1%	** **
Some other reason	5 2%	** **	3 2%	** **	5 2%	4 3%	** **	5 2%	** **
Don't know	1 1%	** **	1 1%	** **	1 1%	- -%	** **	- -%	** **

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC5. Which of these are reasons that you don't have internet access at home? (MULTI CODE)**

Base : All respondents that do not have internet access at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	~c	d	a	~b	a	~b
Unweighted total	179	23	107	43	179	117	44	171	7
Effective Weighted Sample	155	19	93	38	155	99	40	148	7
Total	237	28	140	60	237	151	60	225	10
<b>SUMMARY</b>									
ANY REASON RELATING TO COST	33	**	18	**	33	19	**	26	**
	14%	**	13%	**	14%	13%	**	11%	**
ANY REASON RELATING TO BEING TOO COMPLICATED	50	**	30	**	50	39	**	50	**
	21%	**	21%	**	21%	25%	**	22%	**
ANY REASON RELATING TO CONCERNS ABOUT BEING ONLINE	33	**	15	**	33	24	**	32	**
	14%	**	10%	**	14%	16%	**	14%	**

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN a	WOMAN b	AB ~a	C1 ~b	C2 ~c	DE d	ABC1 ~e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	255	10	12	14	8	37	174	255	115	140	27	43	60	125	70	185	255
Effective Weighted Sample	220	8	10	12	7	32	153	220	98	121	25	38	53	105	62	157	220
Total	337	9	16	12	8	54	238	337	152	186	38	57	79	163	95	243	337
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	28 8%	**	**	**	**	**	10 4%	28 8%	11 7%	17 9%	**	**	**	15 9%	**	20 8%	28 8%
To buy something/ for shopping	24 7%	**	**	**	**	**	8 3%	24 7%	8 5%	16 9%	**	**	**	8 5%	**	17 7%	24 7%
If I no longer had someone I could ask to do things online for me	14 4%	**	**	**	**	**	6 3%	14 4%	6 4%	8 4%	**	**	**	5 3%	**	8 3%	14 4%
If I had someone to help me or to show me how to do it	14 4%	**	**	**	**	**	6 2%	14 4%	2 1%	12 7%	**	**	**	7 4%	**	10 4%	14 4%
To get in touch with someone / to use social media or messaging apps like Facebook, WhatsApp, X/ Twitter, Snapchat etc.	12 4%	**	**	**	**	**	2 1%	12 4%	3 2%	9 5%	**	**	**	1 *	**	8 3%	12 4%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	10 3%	**	**	**	**	**	1 *	10 3%	8 5%	3 2%	**	**	**	5 3%	**	6 3%	10 3%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	~e	f	g
Unweighted total	255	10	12	14	8	37	174	255	115	140	27	43	60	125	70	185	255
Effective Weighted Sample	220	8	10	12	7	32	153	220	98	121	25	38	53	105	62	157	220
Total	337	9	16	12	8	54	238	337	152	186	38	57	79	163	95	243	337
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	9 3%	** **	** **	** **	** **	** **	4 2%	9 3%	4 3%	5 3%	** **	** **	** **	1 1%	** **	5 2%	9 3%
To watch TV shows on catch up or on demand services like Netflix, NOW, BBC iPlayer, or ITVX	8 2%	** **	** **	** **	** **	** **	3 1%	8 2%	4 3%	4 2%	** **	** **	** **	1 1%	** **	7 3%	8 2%
If my job required me to go online	6 2%	** **	** **	** **	** **	** **	- -%	6 2%	3 2%	3 2%	** **	** **	** **	- -%	** **	3 1%	6 2%
To get help with banking/ access to finance or money	6 2%	** **	** **	** **	** **	** **	2 1%	6 2%	3 2%	3 2%	** **	** **	** **	2 1%	** **	3 1%	6 2%
If I had better equipment or better access to the internet	5 2%	** **	** **	** **	** **	** **	- -%	5 2%	3 2%	3 1%	** **	** **	** **	1 1%	** **	3 1%	5 2%
Some other reason	2 1%	** **	** **	** **	** **	** **	- -%	2 1%	- -%	2 1%	** **	** **	** **	1 1%	** **	1 *%	2 1%
ANY OF THESE REASONS WOULD PROMPT ME TO GO ONLINE	78 23%	** **	** **	** **	** **	** **	33 14%	78 23%	30 20%	47 26%	** **	** **	** **	34 21%	** **	54 22%	78 23%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN a	WOMAN b	AB ~a	C1 ~b	C2 ~c	DE d	ABC1 ~e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	255	10	12	14	8	37	174	255	115	140	27	43	60	125	70	185	255
Effective Weighted Sample	220	8	10	12	7	32	153	220	98	121	25	38	53	105	62	157	220
Total	337	9	16	12	8	54	238	337	152	186	38	57	79	163	95	243	337
Nothing would prompt me to go online in the next 12 months	257 76%	**	**	**	**	**	202 85%	257 76%	119 79%	137 74%	**	**	**	127 78%	**	186 77%	257 76%
Don't know	3 1%	**	**	**	**	**	3 1%	3 1%	2 2%	1 *%	**	**	**	2 1%	**	3 1%	3 1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	~c	d	~a	~b	~c
Significance Level: 99%																	
Unweighted total	255	177	30	30	18	255	218	37	21	234	30	10	1	255	35	60	13
Effective Weighted Sample	220	170	29	28	14	220	190	31	17	205	24	9	1	220	28	47	12
Total	337	283	30	16	8	337	295	42	17	321	25	10	1	337	41	71	18
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	28 8%	27 10%	** **	** **	** **	28 8%	23 8%	** **	** **	24 7%	** **	** **	** **	28 8%	** **	** **	** **
To buy something/ for shopping	24 7%	19 7%	** **	** **	** **	24 7%	23 8%	** **	** **	19 6%	** **	** **	** **	24 7%	** **	** **	** **
If I no longer had someone I could ask to do things online for me	14 4%	12 4%	** **	** **	** **	14 4%	12 4%	** **	** **	13 4%	** **	** **	** **	14 4%	** **	** **	** **
If I had someone to help me or to show me how to do it	14 4%	13 5%	** **	** **	** **	14 4%	13 4%	** **	** **	13 4%	** **	** **	** **	14 4%	** **	** **	** **
To get in touch with someone / to use social media or messaging apps like Facebook, WhatsApp, X/ Twitter, Snapchat etc.	12 4%	10 3%	** **	** **	** **	12 4%	12 4%	** **	** **	10 3%	** **	** **	** **	12 4%	** **	** **	** **
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	10 3%	9 3%	** **	** **	** **	10 3%	8 3%	** **	** **	9 3%	** **	** **	** **	10 3%	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	BROAD (9-13) ~c	ALL d	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 99%																	
Unweighted total	255	177	30	30	18	255	218	37	21	234	30	10	1	255	35	60	13
Effective Weighted Sample	220	170	29	28	14	220	190	31	17	205	24	9	1	220	28	47	12
Total	337	283	30	16	8	337	295	42	17	321	25	10	1	337	41	71	18
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	9 3%	8 3%	** **	** **	** **	9 3%	8 3%	** **	** **	7 2%	** **	** **	** **	9 3%	** **	** **	** **
To watch TV shows on catch up or on demand services like Netflix, NOW, BBC iPlayer, or ITVX	8 2%	6 2%	** **	** **	** **	8 2%	8 3%	** **	** **	6 2%	** **	** **	** **	8 2%	** **	** **	** **
If my job required me to go online	6 2%	5 2%	** **	** **	** **	6 2%	6 2%	** **	** **	6 2%	** **	** **	** **	6 2%	** **	** **	** **
To get help with banking/ access to finance or money	6 2%	5 2%	** **	** **	** **	6 2%	6 2%	** **	** **	5 2%	** **	** **	** **	6 2%	** **	** **	** **
If I had better equipment or better access to the internet	5 2%	5 2%	** **	** **	** **	5 2%	5 2%	** **	** **	4 1%	** **	** **	** **	5 2%	** **	** **	** **
Some other reason	2 1%	1 *%	** **	** **	** **	2 1%	1 *%	** **	** **	1 *%	** **	** **	** **	2 1%	** **	** **	** **
ANY OF THESE REASONS WOULD PROMPT ME TO GO ONLINE	78 23%	67 24%	** **	** **	** **	78 23%	71 24%	** **	** **	66 21%	** **	** **	** **	78 23%	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	~c	d	~a	~b	~c
Unweighted total	255	177	30	30	18	255	218	37	21	234	30	10	1	255	35	60	13
Effective Weighted Sample	220	170	29	28	14	220	190	31	17	205	24	9	1	220	28	47	12
Total	337	283	30	16	8	337	295	42	17	321	25	10	1	337	41	71	18
Nothing would prompt me to go online in the next 12 months	257	216	**	**	**	257	221	**	**	251	**	**	**	257	**	**	**
	76%	76%	**	**	**	76%	75%	**	**	78%	**	**	**	76%	**	**	**
Don't know	3	-	**	**	**	3	3	**	**	3	**	**	**	3	**	**	**
	1%	-%	**	**	**	1%	1%	**	**	1%	**	**	**	1%	**	**	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	~c	d	a	~b	a	~b
Unweighted total	255	41	150	58	255	153	75	231	22
Effective Weighted Sample	220	34	131	50	220	130	65	199	19
Total	337	50	198	81	337	203	98	309	26
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	28	**	13	**	28	14	**	21	**
	8%	**	6%	**	8%	7%	**	7%	**
To buy something/ for shopping	24	**	13	**	24	9	**	19	**
	7%	**	7%	**	7%	4%	**	6%	**
If I no longer had someone I could ask to do things online for me	14	**	6	**	14	8	**	9	**
	4%	**	3%	**	4%	4%	**	3%	**
If I had someone to help me or to show me how to do it	14	**	6	**	14	9	**	8	**
	4%	**	3%	**	4%	4%	**	3%	**
To get in touch with someone / to use social media or messaging apps like Facebook, WhatsApp, X/Twitter, Snapchat etc.	12	**	9	**	12	5	**	8	**
	4%	**	5%	**	4%	3%	**	3%	**

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL ~a	GETTING BY b	STRUGGLING ~c		REPORTS a	DOES NOT REPORT ~b	NONE a	ANY ~b
Significance Level: 99%									
Unweighted total	255	41	150	58	255	153	75	231	22
Effective Weighted Sample	220	34	131	50	220	130	65	199	19
Total	337	50	198	81	337	203	98	309	26
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	10 3%	** **	3 1%	** **	10 3%	6 3%	** **	8 2%	** **
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	9 3%	** **	8 4%	** **	9 3%	2 1%	** **	6 2%	** **
To watch TV shows on catch up or on demand services like Netflix, NOW, BBC iPlayer, or ITVX	8 2%	** **	6 3%	** **	8 2%	2 1%	** **	4 1%	** **
If my job required me to go online	6 2%	** **	5 2%	** **	6 2%	1 1%	** **	3 1%	** **
To get help with banking/ access to finance or money	6 2%	** **	1 1%	** **	6 2%	3 2%	** **	4 1%	** **
If I had better equipment or better access to the internet	5 2%	** **	2 1%	** **	5 2%	3 2%	** **	2 1%	** **

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**AC6. Would any of these reasons prompt you to go online at home in the next 12 months? (MULTI CODE)**

Base : All respondents that do not use the internet at home

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		~a	b	~c	d	a	~b	a	~b
Unweighted total	255	41	150	58	255	153	75	231	22
Effective Weighted Sample	220	34	131	50	220	130	65	199	19
Total	337	50	198	81	337	203	98	309	26
Some other reason	2	**	1	**	2	-	**	1	**
	1%	**	1%	**	1%	-%	**	*%	**
ANY OF THESE REASONS WOULD PROMPT ME TO GO ONLINE	78	**	38	**	78	45	**	60	**
	23%	**	19%	**	23%	22%	**	19%	**
Nothing would prompt me to go online in the next 12 months	257	**	159	**	257	155	**	246	**
	76%	**	81%	**	76%	76%	**	80%	**
Don't know	3	**	1	**	3	2	**	3	**
	1%	**	*%	**	1%	1%	**	1%	**

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 30**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Smartphone (like an iPhone or Samsung Galaxy)	3033	367	577	541	577	476	496	3033	1434	1590	903	926	560	642	1829	1202	3033
	90%	92%	95%	94%	94%	90%	77%	90%	89%	91%	91%	92%	89%	88%	91%	88%	90%
		f	efg	fg	fg	f	f	f	a	a	a	df	df	df	f	f	f
Laptop or netbook	1883	219	366	369	346	258	324	1883	957	921	699	602	310	271	1300	581	1883
	56%	55%	60%	64%	56%	49%	51%	56%	59%	53%	70%	60%	49%	37%	65%	43%	56%
			ef	aefg			e	e	b	b	bcdefg	cdf	df	df	bcdefg	cdf	cdf
Tablet (like an iPad or Amazon Fire)	1494	140	247	252	287	244	324	1494	712	781	538	445	258	252	983	511	1494
	44%	35%	40%	44%	47%	46%	51%	44%	44%	45%	54%	44%	41%	35%	49%	38%	44%
				a	a	a	abg	a	a	a	bcdefg	df	df	df	cdfg	df	df
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	956	114	192	171	174	131	173	956	567	387	380	312	145	119	692	264	956
	28%	29%	32%	30%	28%	25%	27%	28%	35%	22%	38%	31%	23%	16%	34%	19%	28%
									b	b	bcdefg	cdf	d	d	cdfg	cdf	cdf
Games console or handheld games player	587	133	183	131	101	25	15	587	376	209	201	170	113	102	372	215	587
	17%	33%	30%	23%	16%	5%	2%	17%	23%	12%	20%	17%	18%	14%	19%	16%	17%
		cdefg	cdefg	efg	ef			ef	b	b	df	df	df	df	d	d	d
Other type of device used to go online	34	2	5	5	3	8	11	34	14	19	9	6	7	12	15	19	34
	1%	1%	1%	1%	3%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%

**SUMMARY**

ANY USE OF A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	2246	268	417	406	407	322	427	2246	1170	1070	806	720	377	342	1527	719	2246
	67%	67%	68%	70%	66%	61%	67%	67%	72%	62%	81%	71%	60%	47%	76%	53%	67%
				e			e	e	b	b	bcdefg	cdfg	df	df	bcdefg	cdf	cdf

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 30**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	3206	386	598	557	595	507	563	3206	1526	1671	959	964	595	686	1923	1281	3206
	95%	97%	98%	97%	97%	96%	88%	95%	94%	96%	96%	95%	94%	94%	96%	94%	95%
		f	fg	f	f	f		f									
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1121	130	193	170	206	207	214	1121	450	669	189	289	253	389	478	642	1121
	33%	33%	32%	30%	34%	39%	33%	33%	28%	38%	19%	29%	40%	53%	24%	47%	33%
						cg				a		ae	abeg	abceg	a	abceg	abe
ONLY USE A SMARTPHONE TO GO ONLINE	601	73	122	99	130	105	72	601	230	369	87	156	135	222	244	357	601
	18%	18%	20%	17%	21%	20%	11%	18%	14%	21%	9%	15%	21%	30%	12%	26%	18%
		f	f	f	f	f		f		a		a	abe	abceg		abeg	ae
ONLY USE A TABLET TO GO ONLINE	62	1	3	4	8	14	32	62	30	32	20	11	11	19	32	30	62
	2%	*%	*%	1%	1%	3%	5%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%
						abc	abcdg										
ONLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	161	12	11	19	19	22	78	161	93	68	36	46	35	44	81	80	161
	5%	3%	2%	3%	3%	4%	12%	5%	6%	4%	4%	5%	6%	6%	4%	6%	5%
							abcdg	b									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 30**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Smartphone (like an iPhone or Samsung Galaxy)	3033	2549	251	143	90	3033	2647	386	601	2432	692	1237	1060	3033	288	911	843
	90%	90%	90%	90%	93%	90%	90%	90%	100%	88%	77%	93%	99%	90%	87%	87%	93%
									b		ad	abd	a			ab	
Laptop or netbook	1883	1597	146	83	56	1883	1658	225	-	1883	329	716	817	1883	141	540	647
	56%	56%	52%	53%	58%	56%	56%	53%	-	68%	37%	54%	76%	56%	42%	51%	71%
									a		a	abd	a		a	ab	
Tablet (like an iPad or Amazon Fire)	1494	1249	133	67	46	1494	1297	197	-	1494	298	585	595	1494	101	508	474
	44%	44%	47%	42%	47%	44%	44%	46%	-	54%	33%	44%	55%	44%	30%	48%	52%
									a		a	abd	a		a	a	
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	956	838	59	34	26	956	822	135	-	956	198	321	420	956	62	306	342
	28%	30%	21%	21%	27%	28%	28%	31%	-	35%	22%	24%	39%	28%	19%	29%	38%
		bc				b			a			abd	ab		a	ab	
Games console or handheld games player	587	501	35	32	18	587	534	53	-	587	68	200	317	587	74	173	199
	17%	18%	13%	20%	19%	17%	18%	12%	-	21%	8%	15%	29%	17%	22%	16%	22%
							b		a		a	abd	a			b	
Other type of device used to go online	34	27	4	1	1	34	28	5	-	34	7	9	12	34	3	7	13
	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
									a								

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 30**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
<b>SUMMARY</b>																	
ANY USE OF A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	2246	1917	170	95	64	2246	1961	285	-	2246	462	865	886	2246	170	689	739
	67%	68%	61%	60%	66%	67%	67%	67%	-%	81%	52%	65%	82%	67%	51%	66%	81%
										a		a	abd	a		a	ab
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	3206	2693	267	153	94	3206	2802	404	601	2605	799	1282	1068	3206	311	981	882
	95%	95%	96%	96%	97%	95%	95%	94%	100%	94%	89%	97%	99%	95%	94%	93%	97%
									b			a	abd	a			ab
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1121	916	109	63	32	1121	977	143	601	520	432	458	189	1121	163	360	169
	33%	32%	39%	40%	34%	33%	33%	33%	100%	19%	48%	35%	18%	33%	49%	34%	19%
									b		bcd	c	18%	c	bc	c	
ONLY USE A SMARTPHONE TO GO ONLINE	601	506	43	36	16	601	531	70	601	-	258	222	98	601	101	173	86
	18%	18%	15%	23%	17%	18%	18%	16%	100%	-%	29%	17%	9%	18%	30%	16%	9%
									b		bcd	c	9%	c	bc	c	
ONLY USE A TABLET TO GO ONLINE	62	46	13	3	1	62	54	8	-	62	43	13	-	62	5	21	9
	2%	2%	4%	2%	1%	2%	2%	2%	-%	2%	5%	1%	-%	2%	1%	2%	1%
			ae							a	bcd	c		c			
ONLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	161	140	12	6	3	161	137	24	-	161	95	41	7	161	22	69	25
	5%	5%	4%	4%	3%	5%	5%	6%	-%	6%	11%	3%	1%	5%	6%	7%	3%
										a	bcd	c		c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Smartphone (like an iPhone or Samsung Galaxy)	3033	856	1531	562	3033	760	2070	1983	1023
	90%	91%	90%	89%	90%	85%	93%	88%	95%
							a		a
Laptop or netbook	1883	590	963	279	1883	426	1356	1209	653
	56%	63%	57%	44%	56%	48%	61%	54%	61%
		bcd	c		c		a		a
Tablet (like an iPad or Amazon Fire)	1494	435	779	239	1494	368	1032	984	493
	44%	46%	46%	38%	44%	41%	46%	44%	46%
		c	c		c				
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	956	332	443	155	956	229	667	614	331
	28%	35%	26%	24%	28%	26%	30%	27%	31%
		bcd							
Games console or handheld games player	587	162	287	123	587	176	368	298	282
	17%	17%	17%	19%	17%	20%	17%	13%	26%
									a
Other type of device used to go online	34	6	15	9	34	14	18	28	6
	1%	1%	1%	1%	1%	2%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
<b>SUMMARY</b>									
ANY USE OF A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	2246	687	1131	368	2246	543	1570	1488	734
	67%	73%	67%	58%	67%	61%	70%	66%	68%
		bcd	c		c		a		
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	3206	893	1621	602	3206	822	2150	2117	1058
	95%	95%	96%	95%	95%	92%	96%	94%	98%
							a		a
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1121	250	567	265	1121	348	659	765	345
	33%	27%	33%	42%	33%	39%	30%	34%	32%
			a	abd	a	b			
ONLY USE A SMARTPHONE TO GO ONLINE	601	128	297	157	601	185	337	385	211
	18%	14%	18%	25%	18%	21%	15%	17%	20%
				abd	a	b			
ONLY USE A TABLET TO GO ONLINE	62	14	37	5	62	20	30	51	10
	2%	2%	2%	1%	2%	2%	1%	2%	1%
								b	
ONLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	161	44	76	31	161	69	80	136	21
	5%	5%	4%	5%	5%	8%	4%	6%	2%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6D. You said that you only go online using a smartphone. Which one of these statements best applies to how frequently, if at all, you feel disadvantaged by relying only on a smartphone to go online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that only use a smartphone to go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	d	e	~f	g	a	b	~a	b	c	d	e	f	g
Unweighted total	628	79	109	117	114	122	87	628	252	374	77	163	145	243	240	388	628
Effective Weighted Sample	541	71	96	104	100	107	73	541	215	325	69	145	127	201	213	329	541
Total	601	73	122	99	130	105	72	601	230	369	87	156	135	222	244	357	601
I never feel disadvantaged by this	443	**	103	74	93	71	**	443	164	279	**	117	103	160	181	263	443
	74%	**	85%	75%	71%	68%	**	74%	71%	75%	**	75%	76%	72%	74%	74%	74%
			e														
I sometimes feel disadvantaged by this	103	**	14	20	24	19	**	103	44	58	**	25	26	29	47	56	103
	17%	**	12%	21%	18%	18%	**	17%	19%	16%	**	16%	20%	13%	19%	16%	17%
I often feel disadvantaged by this	22	**	2	3	4	6	**	22	12	10	**	8	1	12	8	14	22
	4%	**	2%	3%	3%	5%	**	4%	5%	3%	**	5%	1%	6%	3%	4%	4%
I always feel disadvantaged by this	8	**	-	1	1	3	**	8	4	4	**	2	1	5	3	5	8
	1%	**	-%	1%	1%	3%	**	1%	2%	1%	**	1%	1%	2%	1%	2%	1%
Don't know	24	**	2	1	8	6	**	24	5	19	**	4	4	16	4	20	24
	4%	**	2%	1%	6%	6%	**	4%	2%	5%	**	2%	3%	7%	2%	6%	4%
														e			
<b>SUMMARY</b>																	
EVER FEEL DISADVANTAGED	133	**	16	24	29	28	**	133	60	72	**	35	29	46	59	75	133
	22%	**	13%	24%	22%	26%	**	22%	26%	19%	**	22%	21%	21%	24%	21%	22%
ALWAYS OR OFTEN FEEL DISADVANTAGED	30	**	2	3	5	8	**	30	16	14	**	10	2	17	11	19	30
	5%	**	2%	3%	4%	8%	**	5%	7%	4%	**	7%	2%	8%	5%	5%	5%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6D. You said that you only go online using a smartphone. Which one of these statements best applies to how frequently, if at all, you feel disadvantaged by relying only on a smartphone to go online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that only use a smartphone to go online

	Total	NATION				LOCATION			ONLY GOES ONLINE ON A SMARTPHONE	BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 99%		a	~b	~c	~d	e	a	~b		a	b	c	d	a	b	~c
Unweighted total	628	449	48	75	56	628	540	88	628	268	228	102	628	104	193	85
Effective Weighted Sample	541	426	43	68	53	541	470	72	541	230	199	87	541	91	160	75
Total	601	506	43	36	16	601	531	70	601	258	222	98	601	101	173	86
I never feel disadvantaged by this	443	377	**	**	**	443	391	**	443	186	169	71	443	64	124	**
	74%	75%	**	**	**	74%	74%	**	74%	72%	76%	73%	74%	63%	72%	**
I sometimes feel disadvantaged by this	103	85	**	**	**	103	93	**	103	37	40	25	103	22	34	**
	17%	17%	**	**	**	17%	17%	**	17%	14%	18%	25%	17%	22%	20%	**
I often feel disadvantaged by this	22	16	**	**	**	22	19	**	22	13	6	1	22	6	9	**
	4%	3%	**	**	**	4%	4%	**	4%	5%	3%	1%	4%	6%	5%	**
I always feel disadvantaged by this	8	5	**	**	**	8	6	**	8	4	4	1	8	2	2	**
	1%	1%	**	**	**	1%	1%	**	1%	2%	2%	1%	1%	2%	1%	**
Don't know	24	23	**	**	**	24	23	**	24	17	3	-	24	7	3	**
	4%	4%	**	**	**	4%	4%	**	4%	7%	1%	-%	4%	7%	2%	**
										b						
<b>SUMMARY</b>																
EVER FEEL DISADVANTAGED	133	106	**	**	**	133	118	**	133	54	49	26	133	31	46	**
	22%	21%	**	**	**	22%	22%	**	22%	21%	22%	27%	22%	30%	26%	**
ALWAYS OR OFTEN FEEL DISADVANTAGED	30	21	**	**	**	30	25	**	30	17	9	2	30	8	11	**
	5%	4%	**	**	**	5%	5%	**	5%	7%	4%	2%	5%	8%	7%	**

Columns Tested: a,b,c,d,e - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6D. You said that you only go online using a smartphone. Which one of these statements best applies to how frequently, if at all, you feel disadvantaged by relying only on a smartphone to go online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that only use a smartphone to go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	628	131	310	167	628	205	345	418	206
Effective Weighted Sample	541	115	269	141	541	173	300	357	181
Total	601	128	297	157	601	185	337	385	211
I never feel disadvantaged by this	443 74%	111 86% cd	225 76% c	95 60%	443 74% c	123 66%	264 78% a	278 72%	162 77%
I sometimes feel disadvantaged by this	103 17%	12 9%	53 18%	34 21% a	103 17%	35 19%	56 17%	63 16%	39 18%
I often feel disadvantaged by this	22 4%	3 2%	8 3%	11 7%	22 4%	9 5%	9 3%	20 5%	2 1%
I always feel disadvantaged by this	8 1%	1 1%	4 1%	3 2%	8 1%	5 3%	2 1%	7 2%	1 *%
Don't know	24 4%	1 1%	8 3%	14 9% ab	24 4%	14 8% b	6 2%	16 4%	8 4%
<b>SUMMARY</b>									
EVER FEEL DISADVANTAGED	133 22%	16 13%	64 22%	48 31% a	133 22%	49 26%	67 20%	90 23%	42 20%
ALWAYS OR OFTEN FEEL DISADVANTAGED	30 5%	5 4%	11 4%	15 9%	30 5%	14 8%	11 3%	27 7% b	3 1%

Columns Tested: a,b,c,d - a,b - a,b



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 32**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Look online for help / "Google it"	1744	214	361	324	328	240	277	1744	835	905	599	537	308	299	1135	607	1744
	52%	54%	59%	56%	54%	45%	43%	52%	52%	52%	60%	53%	49%	41%	57%	45%	52%
		f	efg	ef	ef			ef			bcdg	df	d		cdg		df
Ask a friend or family member to help	1626	161	261	230	288	292	394	1626	664	958	443	478	328	377	920	705	1626
	48%	40%	43%	40%	47%	55%	62%	48%	41%	55%	44%	47%	52%	52%	46%	52%	48%
					abcg	abcdg	ac			a			ae	a	ae		
Figure it out myself	1125	142	220	183	207	163	211	1125	581	543	387	342	195	201	729	396	1125
	33%	36%	36%	32%	34%	31%	33%	33%	36%	31%	39%	34%	31%	28%	36%	29%	33%
									b		cdg	d		df		df	
Watch 'how to' videos on websites like YouTube or the BBC	820	103	174	138	155	124	127	820	416	402	308	234	148	130	542	277	820
	24%	26%	29%	24%	25%	23%	20%	24%	26%	23%	31%	23%	23%	18%	27%	20%	24%
			f								bcdg	d		df		df	
Ask a colleague/ someone at work	404	55	121	86	73	55	14	404	183	219	173	130	61	40	303	101	404
	12%	14%	20%	15%	12%	10%	2%	12%	11%	13%	17%	13%	10%	5%	15%	7%	12%
		f	defg	f	f	f		f			bcdg	df	d		cdg		df
Get someone else to do it for me	325	41	83	50	51	41	59	325	120	203	108	87	62	68	195	130	325
	10%	10%	14%	9%	8%	8%	9%	10%	7%	12%	11%	9%	10%	9%	10%	10%	10%
			deg							a							
Phone a helpline to get someone to talk me through it	217	25	48	40	39	29	37	217	96	121	94	67	27	29	161	56	217
	6%	6%	8%	7%	6%	5%	6%	6%	6%	7%	9%	7%	4%	4%	8%	4%	6%
											cdg	f		cd		f	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 32**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	216 6%	30 7%	72 12%	31 5%	33 5%	31 6%	19 3%	216 6%	121 7%	94 5%	99 10%	54 5%	33 5%	29 4%	153 8%	62 5%	216 6%
		f	cdefg				f				bcdgf			df			
Go to the local library for help	127 4%	20 5%	43 7%	18 3%	16 3%	19 4%	12 2%	127 4%	61 4%	66 4%	42 4%	39 4%	21 3%	26 4%	81 4%	47 3%	127 4%
		f	cdgf														
Go to my bank branch for help	110 3%	17 4%	27 4%	20 3%	18 3%	14 3%	15 2%	110 3%	57 4%	51 3%	48 5%	25 2%	21 3%	17 2%	73 4%	37 3%	110 3%
											bd						
Go to an adult learning venue or local community centre for help	89 3%	16 4%	30 5%	20 4%	11 2%	8 1%	4 1%	89 3%	45 3%	45 3%	41 4%	19 2%	16 2%	13 2%	60 3%	28 2%	89 3%
		f	defg	f			f				bdf						
Something else	25 1%	3 1%	- -%	4 1%	3 *%	5 1%	10 2%	25 1%	14 1%	11 1%	2 *%	12 1%	6 1%	4 1%	15 1%	10 1%	25 1%
							b										
WOULD TAKE SOME ACTION IF STUCK ONLINE	3062 91%	351 88%	561 92%	507 88%	565 92%	485 92%	593 93%	3062 91%	1448 89%	1607 92%	924 93%	902 89%	581 92%	653 89%	1825 91%	1235 91%	3062 91%
							c			a							
I would just give up	32 1%	2 1%	3 *%	5 1%	9 1%	6 1%	8 1%	32 1%	16 1%	15 1%	5 *%	8 1%	4 1%	16 2%	13 1%	20 1%	32 1%
														aeg			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
None of these/ I don't tend to get stuck when online	240	37	45	57	34	34	34	240	145	95	64	98	40	39	162	78	240
	7%	9%	7%	10%	5%	7%	5%	7%	9%	5%	6%	10%	6%	5%	8%	6%	7%
				df					b			dfg					
Don't know	32	8	1	7	6	4	6	32	9	23	2	2	5	23	5	28	32
	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	3%	*%	2%	1%
		b											abceg		abeg		e

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.

Table 32

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Look online for help / "Google it"	1744	1463	143	92	46	1744	1528	217	242	1502	278	696	760	1744	136	521	587
	52%	52%	51%	58%	48%	52%	52%	51%	40%	54%	31%	53%	71%	52%	41%	50%	65%
									a	a		a	abd	a		a	ab
Ask a friend or family member to help	1626	1353	157	67	49	1626	1398	228	257	1369	447	635	501	1626	138	522	405
	48%	48%	56%	42%	51%	48%	48%	53%	43%	49%	50%	48%	47%	48%	42%	50%	45%
			ac						a	a							
Figure it out myself	1125	934	111	50	31	1125	985	141	134	992	206	465	449	1125	89	399	348
	33%	33%	40%	31%	32%	33%	34%	33%	22%	36%	23%	35%	42%	33%	27%	38%	38%
									a	a		a	abd	a		a	a
Watch 'how to' videos on websites like YouTube or the BBC	820	707	50	35	28	820	723	97	76	745	137	308	375	820	72	308	309
	24%	25%	18%	22%	29%	24%	25%	23%	13%	27%	15%	23%	35%	24%	22%	29%	34%
		b			b				a	a		a	abd	a		a	a
Ask a colleague/ someone at work	404	328	42	19	14	404	362	42	41	363	44	148	212	404	47	115	155
	12%	12%	15%	12%	15%	12%	12%	10%	7%	13%	5%	11%	20%	12%	14%	11%	17%
									a	a		a	abd	a		b	b
Get someone else to do it for me	325	264	35	15	11	325	284	41	49	276	79	123	119	325	32	125	97
	10%	9%	13%	9%	11%	10%	10%	10%	8%	10%	9%	9%	11%	10%	10%	12%	11%
Phone a helpline to get someone to talk me through it	217	191	11	6	8	217	192	25	28	189	41	76	99	217	22	68	87
	6%	7%	4%	4%	8%	6%	7%	6%	5%	7%	5%	6%	9%	6%	7%	6%	10%
													abd				

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 32**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 99%																	
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	216 6%	193 7%	11 4%	8 5%	4 4%	216 6%	196 7%	20 5%	19 3%	197 7% a	52 6%	73 6%	90 8% b	216 6%	23 7%	88 8%	79 9%
Go to the local library for help	127 4%	106 4%	12 4%	6 4%	4 4%	127 4%	117 4%	10 2%	17 3%	110 4%	28 3%	58 4%	40 4%	127 4%	22 7%	49 5%	37 4%
Go to my bank branch for help	110 3%	91 3%	8 3%	7 4%	4 4%	110 3%	99 3%	11 2%	11 2%	99 4%	22 2%	46 3%	42 4%	110 3%	20 6%	40 4%	37 4%
Go to an adult learning venue or local community centre for help	89 3%	76 3%	7 2%	3 2%	3 3%	89 3%	86 3% b	3 1%	10 2%	79 3%	18 2%	45 3%	26 2%	89 3%	14 4%	28 3%	34 4%
Something else	25 1%	19 1%	5 2%	1 1%	* *%	25 1%	17 1%	8 2% a	4 1%	22 1%	6 1%	11 1%	8 1%	25 1%	4 1%	8 1%	4 *%
WOULD TAKE SOME ACTION IF STUCK ONLINE	3062 91%	2573 91%	263 94% c	136 86%	89 92%	3062 91% c	2663 91%	399 93%	514 86%	2548 92% a	792 89%	1214 92%	1000 93% a	3062 91%	297 89%	970 92%	834 92%
I would just give up	32 1%	27 1%	2 1%	1 1%	2 2%	32 1%	27 1%	5 1%	12 2% b	20 1%	19 2% bcd	7 1%	2 *%	32 1%	5 2%	12 1%	3 *%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
None of these/ I don't tend to get stuck when online	240	202	13	19	5	240	218	23	63	178	62	98	72	240	26	57	68
	7%	7%	5%	12%	6%	7%	7%	5%	10%	6%	7%	7%	7%	7%	8%	5%	7%
				abde					b								
Don't know	32	30	1	1	*	32	31	2	12	21	21	4	1	32	5	10	3
	1%	1%	*%	1%	*%	1%	1%	*%	2%	1%	2%	*%	*%	1%	1%	1%	*%
									b		bcd			c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Look online for help / "Google it"	1744	541	889	274	1744	412	1232	1132	595
	52%	58%	52%	43%	52%	46%	55%	50%	55%
		cd	c		c		a		
Ask a friend or family member to help	1626	417	882	292	1626	450	1069	1130	477
	48%	44%	52%	46%	48%	50%	48%	50%	44%
			a					b	
Figure it out myself	1125	325	583	186	1125	303	753	741	377
	33%	35%	34%	29%	33%	34%	34%	33%	35%
Watch 'how to' videos on websites like YouTube or the BBC	820	216	424	169	820	227	553	530	285
	24%	23%	25%	27%	24%	25%	25%	24%	26%
Ask a colleague/ someone at work	404	115	217	59	404	101	283	223	177
	12%	12%	13%	9%	12%	11%	13%	10%	16%
									a
Get someone else to do it for me	325	82	187	51	325	114	190	208	113
	10%	9%	11%	8%	10%	13%	9%	9%	11%
						b			
Phone a helpline to get someone to talk me through it	217	70	110	32	217	70	134	120	93
	6%	7%	6%	5%	6%	8%	6%	5%	9%
									a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	216 6%	61 6%	96 6%	59 9% b	216 6%	62 7%	126 6%	118 5%	92 9% a
Go to the local library for help	127 4%	39 4%	55 3%	31 5%	127 4%	53 6% b	57 3%	71 3%	54 5%
Go to my bank branch for help	110 3%	29 3%	56 3%	24 4%	110 3%	44 5% b	59 3%	59 3%	48 4% a
Go to an adult learning venue or local community centre for help	89 3%	23 2%	51 3%	13 2%	89 3%	30 3%	51 2%	30 1%	56 5% a
Something else	25 1%	10 1%	8 *%	6 1%	25 1%	10 1%	11 1%	19 1%	6 1%
WOULD TAKE SOME ACTION IF STUCK ONLINE	3062 91%	853 91%	1558 92%	569 90%	3062 91%	809 91%	2022 91%	2029 90%	998 92%
I would just give up	32 1%	4 *%	16 1%	12 2% a	32 1%	15 2%	15 1%	25 1%	8 1%

Columns Tested: a,b,c,d - a,b - a,b



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
None of these/ I don't tend to get stuck when online	240	78	108	40	240	52	179	172	69
	7%	8%	6%	6%	7%	6%	8%	8%	6%
Don't know	32	3	15	12	32	15	13	28	5
	1%	*%	1%	2%	1%	2%	1%	1%	*%
				a		b			

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN61. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves? For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Yes	1807	268	405	366	346	217	205	1807	892	907	655	545	304	302	1200	605	1807
	54%	67%	66%	64%	56%	41%	32%	54%	55%	52%	66%	54%	48%	41%	60%	44%	54%
		defg	defg	efg	ef	f		ef			bcdefg	df			bcdfg		df
No	1509	119	192	201	259	305	432	1509	702	806	331	445	315	417	777	732	1509
	45%	30%	32%	35%	42%	58%	67%	45%	43%	46%	33%	44%	50%	57%	39%	54%	45%
				ab	abcdg	abcdeg	abc				ae	ae	abeg	a	abeg	ae	
Don't know	52	12	12	8	8	7	5	52	25	26	9	19	11	13	28	24	52
	2%	3%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%
		f															

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 33**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN61. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves? For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Yes	1807	1529	125	92	61	1807	1585	222	270	1536	305	706	792	1807	188	582	564
	54%	54%	45%	58%	63%	54%	54%	52%	45%	56%	34%	53%	74%	54%	57%	55%	62%
		b		b	abe	b				a		a	abd	a			b
No	1509	1258	149	66	36	1509	1310	198	322	1187	575	596	272	1509	133	456	334
	45%	44%	54%	41%	37%	45%	45%	46%	54%	43%	64%	45%	25%	45%	40%	43%	37%
			acde			d			b		bcd	c		c		c	
Don't know	52	46	5	1	*	52	44	8	9	43	14	21	11	52	11	12	10
	2%	2%	2%	1%	*%	2%	2%	2%	1%	2%	2%	2%	1%	2%	3%	1%	1%
															b		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN61. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves? For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Yes	1807	543	903	316	1807	489	1202	1062	722
	54%	58%	53%	50%	54%	55%	54%	47%	67%
		c						a	
No	1509	388	775	300	1509	386	1002	1158	338
	45%	41%	46%	47%	45%	43%	45%	51%	31%
								b	
Don't know	52	6	19	18	52	16	26	33	19
	2%	1%	1%	3%	2%	2%	1%	1%	2%
				ab					

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 34**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1841	294	352	423	301	245	226	1841	900	934	581	587	341	330	1168	671	1841
Effective Weighted Sample	1598	256	313	377	266	214	197	1598	787	806	524	516	296	271	1033	566	1598
Total	1807	268	405	366	346	217	205	1807	892	907	655	545	304	302	1200	605	1807
Daily	131	25	45	32	16	9	4	131	74	57	63	34	20	14	97	34	131
	7%	9%	11%	9%	5%	4%	2%	7%	8%	6%	10%	6%	7%	5%	8%	6%	7%
		f	def	f				f									
2-3 times a week	288	53	105	51	35	27	18	288	146	142	132	78	38	40	210	78	288
	16%	20%	26%	14%	10%	12%	9%	16%	16%	16%	20%	14%	13%	13%	18%	13%	16%
		df	cdefg					f			cf						
Once a week	291	43	75	66	62	29	16	291	152	138	100	89	50	51	189	101	291
	16%	16%	18%	18%	18%	13%	8%	16%	17%	15%	15%	16%	17%	17%	16%	17%	16%
		f	f	f	f			f									
2-3 times a month	343	50	57	78	79	40	39	343	165	178	127	104	53	59	231	112	343
	19%	19%	14%	21%	23%	18%	19%	19%	18%	20%	19%	19%	18%	19%	19%	19%	19%
					b												
Monthly	307	47	55	73	45	39	48	307	149	155	101	103	61	42	204	103	307
	17%	18%	13%	20%	13%	18%	24%	17%	17%	17%	15%	19%	20%	14%	17%	17%	17%
							bd										
2-3 times a year	311	25	49	49	71	59	58	311	144	166	96	92	58	64	188	122	311
	17%	9%	12%	13%	20%	27%	28%	17%	16%	18%	15%	17%	19%	21%	16%	20%	17%
					ab	abcb	abcb	a									
Only once	75	14	11	9	17	7	17	75	36	39	21	25	14	16	46	30	75
	4%	5%	3%	2%	5%	3%	9%	4%	4%	4%	3%	5%	4%	5%	4%	5%	4%
							bcb										
Don't know	61	11	9	9	22	6	3	61	27	32	15	19	9	16	35	25	61
	3%	4%	2%	3%	6%	3%	2%	3%	3%	4%	2%	4%	3%	5%	3%	4%	3%

**SUMMARY CODES**

AT LEAST WEEKLY	710	122	224	148	112	65	38	710	372	337	294	202	108	105	496	213	710
	39%	45%	55%	40%	32%	30%	19%	39%	42%	37%	45%	37%	36%	35%	41%	35%	39%
		def	cdefg	f	f	f		ef			bdf						
AT LEAST MONTHLY	1360	219	336	299	236	144	126	1360	686	670	522	409	223	205	931	428	1360
	75%	82%	83%	82%	68%	66%	62%	75%	77%	74%	80%	75%	73%	68%	78%	71%	75%
		def	defg	defg				ef			df				df		

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 34**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1841	1330	134	177	200	1841	1577	264	277	1564	311	732	793	1841	198	615	543
Effective Weighted Sample	1598	1270	123	154	192	1598	1379	223	239	1359	272	631	693	1598	168	528	481
Total	1807	1529	125	92	61	1807	1585	222	270	1536	305	706	792	1807	188	582	564
Daily	131	110	11	6	4	131	124	7	22	109	22	53	56	131	14	37	50
	7%	7%	9%	6%	7%	7%	8%	3%	8%	7%	7%	8%	7%	7%	7%	6%	9%
2-3 times a week	288	246	18	18	7	288	272	16	38	251	45	104	139	288	35	81	110
	16%	16%	15%	19%	11%	16%	17%	7%	14%	16%	15%	15%	18%	16%	18%	14%	20%
Once a week	291	250	19	16	6	291	259	32	50	241	51	104	135	291	33	89	85
	16%	16%	15%	17%	10%	16%	16%	14%	19%	16%	17%	15%	17%	16%	18%	15%	15%
2-3 times a month	343	282	25	22	14	343	296	47	53	291	60	129	152	343	38	123	100
	19%	18%	20%	24%	23%	19%	19%	21%	19%	19%	20%	18%	19%	19%	20%	21%	18%
Monthly	307	265	17	14	10	307	257	50	45	262	40	130	136	307	22	97	105
	17%	17%	14%	15%	16%	17%	16%	22%	17%	17%	13%	18%	17%	17%	12%	17%	19%
2-3 times a year	311	269	17	11	13	311	257	53	43	268	53	122	135	311	30	110	92
	17%	18%	14%	11%	22%	17%	16%	24%	16%	17%	17%	17%	17%	17%	16%	19%	16%
Only once	75	66	2	2	5	75	65	10	13	63	17	44	14	75	10	21	17
	4%	4%	2%	2%	9%	4%	4%	4%	5%	4%	6%	6%	2%	4%	5%	4%	3%
Don't know	61	41	15	4	1	61	54	7	8	53	16	19	26	61	7	24	5
	3%	3%	12%	5%	2%	3%	3%	3%	3%	3%	5%	3%	3%	3%	4%	4%	1%
			ade													c	
<b>SUMMARY CODES</b>																	
AT LEAST WEEKLY	710	606	48	39	17	710	655	55	110	601	119	261	330	710	82	207	245
	39%	40%	38%	43%	28%	39%	41%	25%	41%	39%	39%	37%	42%	39%	43%	36%	43%
		d		d		d	b										
AT LEAST MONTHLY	1360	1153	91	75	41	1360	1208	152	207	1153	219	521	618	1360	142	426	450
	75%	75%	73%	81%	68%	75%	76%	68%	77%	75%	72%	74%	78%	75%	75%	73%	80%
				d													

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	1841	542	921	333	1841	496	1230	1125	697
Effective Weighted Sample	1598	471	807	283	1598	432	1065	969	613
Total	1807	543	903	316	1807	489	1202	1062	722
Daily	131	53	52	23	131	46	74	55	71
	7%	10%	6%	7%	7%	9%	6%	5%	10%
		b							a
2-3 times a week	288	97	138	47	288	78	189	143	139
	16%	18%	15%	15%	16%	16%	16%	13%	19%
									a
Once a week	291	88	151	45	291	74	190	175	115
	16%	16%	17%	14%	16%	15%	16%	16%	16%
2-3 times a month	343	97	173	59	343	88	239	193	150
	19%	18%	19%	19%	19%	18%	20%	18%	21%
Monthly	307	82	173	47	307	87	201	196	109
	17%	15%	19%	15%	17%	18%	17%	18%	15%
2-3 times a year	311	91	156	59	311	73	224	203	104
	17%	17%	17%	19%	17%	15%	19%	19%	14%
Only once	75	26	33	13	75	19	52	59	16
	4%	5%	4%	4%	4%	4%	4%	6%	2%
								b	
Don't know	61	8	28	22	61	22	32	39	20
	3%	2%	3%	7%	3%	5%	3%	4%	3%
				abd					
<b>SUMMARY CODES</b>									
AT LEAST WEEKLY	710	238	340	115	710	199	454	373	324
	39%	44%	38%	36%	39%	41%	38%	35%	45%
									a
AT LEAST MONTHLY	1360	417	686	221	1360	374	894	762	583
	75%	77%	76%	70%	75%	77%	74%	72%	81%
									a

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 35**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Daily	131 4%	25 6%	45 7%	32 6%	16 3%	9 2%	4 1%	131 4%	74 5%	57 3%	63 6%	34 3%	20 3%	14 2%	97 5%	34 3%	131 4%
		def	defg	ef			f				bcdfg			df			
2-3 times a week	288 9%	53 13%	105 17%	51 9%	35 6%	27 5%	18 3%	288 9%	146 9%	142 8%	132 13%	78 8%	38 6%	40 5%	210 10%	78 6%	288 9%
		defg	cdefg	f			ef				bcdfg				cdf		df
Once a week	291 9%	43 11%	75 12%	66 11%	62 10%	29 6%	16 3%	291 9%	152 9%	138 8%	100 10%	89 9%	50 8%	51 7%	189 9%	101 7%	291 9%
		ef	ef	ef	ef		f										
2-3 times a month	343 10%	50 13%	57 9%	78 14%	79 13%	40 8%	39 6%	343 10%	165 10%	178 10%	127 13%	104 10%	53 8%	59 8%	231 12%	112 8%	343 10%
		f		ef	ef		f				df				f		
Monthly	307 9%	47 12%	55 9%	73 13%	45 7%	39 7%	48 8%	307 9%	149 9%	155 9%	101 10%	103 10%	61 10%	42 6%	204 10%	103 8%	307 9%
				defg							d	d	d		d		d
2-3 times a year	311 9%	25 6%	49 8%	49 9%	71 12%	59 11%	58 9%	311 9%	144 9%	166 10%	96 10%	92 9%	58 9%	64 9%	188 9%	122 9%	311 9%
					a	a											
Only once	75 2%	14 4%	11 2%	9 1%	17 3%	7 1%	17 3%	75 2%	36 2%	39 2%	21 2%	25 2%	14 2%	16 2%	46 2%	30 2%	75 2%
Don't know	113 3%	23 6%	22 4%	18 3%	30 5%	13 2%	8 1%	113 3%	52 3%	58 3%	25 2%	39 4%	20 3%	29 4%	63 3%	49 4%	113 3%
		f			f		f										

**SUMMARY CODES**

AT LEAST WEEKLY	710 21%	122 31%	224 37%	148 26%	112 18%	65 12%	38 6%	710 21%	372 23%	337 19%	294 30%	202 20%	108 17%	105 14%	496 25%	213 16%	710 21%
		defg	cdefg	def	ef	f	ef				bcdfg	df			bcdfg		df
AT LEAST MONTHLY	1360 40%	219 55%	336 55%	299 52%	236 39%	144 27%	126 20%	1360 40%	686 42%	670 39%	522 53%	409 40%	223 35%	205 28%	931 46%	428 31%	1360 40%
		defg	defg	defg	ef	f	ef				bcdefg	df	d		bcdfg		df

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
HAVE NOT HELPED OTHER PEOPLE WITH ONLINE TASKS	1509	119	192	201	259	305	432	1509	702	806	331	445	315	417	777	732	1509
	45%	30%	32%	35%	42%	58%	67%	45%	43%	46%	33%	44%	50%	57%	39%	54%	45%
				ab	abcdg	abcdeg	abc				ae	ae	abeg	a	abeg	ae	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 35**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Daily	131 4%	110 4%	11 4%	6 4%	4 5%	131 4%	124 4%	7 2%	22 4%	109 4%	22 2%	53 4%	56 5%	131 4%	14 4%	37 4%	50 5%
2-3 times a week	288 9%	246 9%	18 6%	18 11%	7 7%	288 9%	272 9%	16 4%	38 6%	251 9%	45 5%	104 8%	139 13%	288 9%	35 10%	81 8%	110 12%
Once a week	291 9%	250 9%	19 7%	16 10%	6 6%	291 9%	259 9%	32 7%	50 8%	241 9%	51 6%	104 8%	135 13%	291 9%	33 10%	89 8%	85 9%
2-3 times a month	343 10%	282 10%	25 9%	22 14%	14 14%	343 10%	296 10%	47 11%	53 9%	291 11%	60 7%	129 10%	152 14%	343 10%	38 11%	123 12%	100 11%
Monthly	307 9%	265 9%	17 6%	14 9%	10 10%	307 9%	257 9%	50 12%	45 7%	262 9%	40 4%	130 10%	136 13%	307 9%	22 7%	97 9%	105 12%
2-3 times a year	311 9%	269 10%	17 6%	11 7%	13 14%	311 9%	257 9%	53 12%	43 7%	268 10%	53 6%	122 9%	135 13%	311 9%	30 9%	110 11%	92 10%
Only once	75 2%	66 2%	2 1%	2 1%	5 5%	75 2%	65 2%	10 2%	13 2%	63 2%	17 2%	44 3%	14 1%	75 2%	10 3%	21 2%	17 2%
Don't know	113 3%	86 3%	19 7%	5 3%	2 2%	113 3%	98 3%	15 3%	17 3%	96 3%	30 3%	40 3%	37 3%	113 3%	18 5%	35 3%	15 2%
<b>SUMMARY CODES</b>																	
AT LEAST WEEKLY	710 21%	606 21%	48 17%	39 25%	17 18%	710 21%	655 22%	55 13%	110 18%	601 22%	119 13%	261 20%	330 31%	710 21%	82 25%	207 20%	245 27%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALITY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
AT LEAST MONTHLY	1360	1153	91	75	41	1360	1208	152	207	1153	219	521	618	1360	142	426	450
	40%	41%	32%	47%	42%	40%	41%	35%	34%	42%	24%	39%	57%	40%	43%	41%	50%
		b		b		b			a			a	abd	a			b
HAVE NOT HELPED OTHER PEOPLE WITH ONLINE TASKS	1509	1258	149	66	36	1509	1310	198	322	1187	575	596	272	1509	133	456	334
	45%	44%	54%	41%	37%	45%	45%	46%	54%	43%	64%	45%	25%	45%	40%	43%	37%
			acde			d			b		bcd	c		c		c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Daily	131	53	52	23	131	46	74	55	71
	4%	6%	3%	4%	4%	5%	3%	2%	7%
		b							a
2-3 times a week	288	97	138	47	288	78	189	143	139
	9%	10%	8%	7%	9%	9%	8%	6%	13%
									a
Once a week	291	88	151	45	291	74	190	175	115
	9%	9%	9%	7%	9%	8%	9%	8%	11%
2-3 times a month	343	97	173	59	343	88	239	193	150
	10%	10%	10%	9%	10%	10%	11%	9%	14%
									a
Monthly	307	82	173	47	307	87	201	196	109
	9%	9%	10%	7%	9%	10%	9%	9%	10%
2-3 times a year	311	91	156	59	311	73	224	203	104
	9%	10%	9%	9%	9%	8%	10%	9%	10%
Only once	75	26	33	13	75	19	52	59	16
	2%	3%	2%	2%	2%	2%	2%	3%	1%
Don't know	113	14	47	40	113	38	58	72	38
	3%	1%	3%	6%	3%	4%	3%	3%	4%
				abd	a				
<b>SUMMARY CODES</b>									
AT LEAST WEEKLY	710	238	340	115	710	199	454	373	324
	21%	25%	20%	18%	21%	22%	20%	17%	30%
		bcd							a
AT LEAST MONTHLY	1360	417	686	221	1360	374	894	762	583
	40%	45%	40%	35%	40%	42%	40%	34%	54%
		c							a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN62. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
HAVE NOT HELPED OTHER PEOPLE WITH ONLINE TASKS	1509	388	775	300	1509	386	1002	1158	338
	45%	41%	46%	47%	45%	43%	45%	51%	31%
								b	

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 36**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3A. Overall, how confident are you as an internet user? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Very confident	1505	227	372	334	259	173	140	1505	835	665	595	483	207	221	1077	428	1505
	45%	57%	61%	58%	42%	33%	22%	45%	52%	38%	60%	48%	33%	30%	54%	31%	45%
		defg	defg	defg	ef	f		ef	b		bcdefg	cdf			bcdfg		cdf
Fairly confident	1409	141	212	206	284	255	311	1409	597	810	326	423	339	321	749	660	1409
	42%	35%	35%	36%	46%	48%	49%	42%	37%	47%	33%	42%	54%	44%	37%	48%	42%
					abc	abcg	abcg	bc		a		a	abdeg	ae		abeg	ae
Neither confident nor not confident	253	22	14	27	41	67	82	253	101	151	45	59	44	104	104	148	253
	8%	6%	2%	5%	7%	13%	13%	8%	6%	9%	5%	6%	7%	14%	5%	11%	8%
					b	abcdg	abcdg	b						abceg		abceg	ae
Not very confident	150	4	10	7	25	25	78	150	66	84	24	34	31	61	58	92	150
	4%	1%	2%	1%	4%	5%	12%	4%	4%	5%	2%	3%	5%	8%	3%	7%	4%
					ac	abc	abcdg	abc						abeg		abeg	e
Not at all confident	41	-	-	1	*	10	30	41	16	25	6	4	9	22	10	32	41
	1%	-%	-%	*%	*%	2%	5%	1%	1%	1%	1%	*%	1%	3%	*%	2%	1%
						abcd	abcdg							abeg		abeg	
Don't know	8	4	1	-	3	-	-	8	4	4	-	7	-	1	7	1	8
	*%	1%	*%	-%	*%	-%	-%	*%	*%	*%	-%	1%	-%	*%	*%	*%	*%

**SUMMARY CODES**

TOTAL CONFIDENT	2915	368	584	540	543	427	452	2915	1432	1475	920	906	546	542	1826	1088	2915
	87%	92%	96%	94%	89%	81%	70%	87%	88%	85%	92%	90%	87%	74%	91%	80%	87%
		efg	defg	defg	ef	f		ef	b		cdg	df	df		cdg	d	df
TOTAL NOT CONFIDENT	191	4	10	9	26	35	108	191	82	109	30	38	40	83	68	123	191
	6%	1%	2%	2%	4%	7%	17%	6%	5%	6%	3%	4%	6%	11%	3%	9%	6%
					ac	abc	abcdg	abc					ae	abceg		abeg	ae
TOTAL NEITHER/ DON'T KNOW	261	26	16	27	44	67	82	261	105	155	45	66	44	106	111	150	261
	8%	7%	3%	5%	7%	13%	13%	8%	6%	9%	5%	7%	7%	14%	6%	11%	8%
		b			b	abcdg	abcdg	bc						abceg		abceg	ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.

Table 36

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

IN3A. Overall, how confident are you as an internet user? (SINGLE CODE)

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Very confident	1505	1265	126	73	42	1505	1334	171	235	1270	260	543	697	1505	127	367	527
	45%	45%	45%	46%	43%	45%	45%	40%	39%	46%	29%	41%	65%	45%	38%	35%	58%
									a			a	abd	a			ab
Fairly confident	1409	1193	116	62	38	1409	1217	192	240	1169	407	647	339	1409	144	513	324
	42%	42%	41%	39%	39%	42%	41%	45%	40%	42%	46%	49%	32%	42%	43%	49%	36%
											c	cd		c		c	
Neither confident nor not confident	253	212	21	12	8	253	214	39	69	184	123	91	29	253	40	97	39
	8%	7%	7%	7%	9%	8%	7%	9%	11%	7%	14%	7%	3%	8%	12%	9%	4%
									b		bcd	c		c	c	c	
Not very confident	150	119	16	10	5	150	130	20	42	108	82	41	7	150	16	57	15
	4%	4%	6%	6%	5%	4%	4%	5%	7%	4%	9%	3%	1%	4%	5%	5%	2%
									b		bcd	c		c	c	c	
Not at all confident	41	35	2	1	4	41	36	6	13	28	22	-	-	41	6	14	1
	1%	1%	1%	1%	4%	1%	1%	1%	2%	1%	2%	-%	-%	1%	2%	1%	*%
					abe						bc			bc	c	c	
Don't know	8	8	-	-	-	8	8	-	1	7	1	1	3	8	-	1	1
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%

SUMMARY CODES

TOTAL CONFIDENT	2915	2458	241	136	80	2915	2551	363	476	2439	667	1190	1036	2915	271	880	851
	87%	87%	86%	86%	82%	87%	87%	85%	79%	88%	75%	90%	96%	87%	81%	84%	94%
									a			ad	abd	a			ab
TOTAL NOT CONFIDENT	191	154	17	11	9	191	165	26	55	136	104	41	7	191	22	71	16
	6%	5%	6%	7%	9%	6%	6%	6%	9%	5%	12%	3%	1%	6%	7%	7%	2%
									b		bcd	c		bc	c	c	
TOTAL NEITHER/ DON'T KNOW	261	220	21	12	8	261	222	39	70	191	124	93	32	261	40	98	40
	8%	8%	7%	7%	9%	8%	8%	9%	12%	7%	14%	7%	3%	8%	12%	9%	4%
									b		bcd	c		c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3A. Overall, how confident are you as an internet user? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Very confident	1505	547	695	221	1505	324	1086	894	595
	45%	58%	41%	35%	45%	36%	49%	40%	55%
		bcd			c		a		a
Fairly confident	1409	335	744	295	1409	380	918	987	406
	42%	36%	44%	47%	42%	43%	41%	44%	38%
			a	a	a			b	
Neither confident nor not confident	253	26	151	67	253	92	142	205	48
	8%	3%	9%	11%	8%	10%	6%	9%	4%
			a	a	a	b		b	
Not very confident	150	21	87	37	150	71	63	121	27
	4%	2%	5%	6%	4%	8%	3%	5%	2%
			a	a	a	b		b	
Not at all confident	41	8	19	12	41	22	17	40	2
	1%	1%	1%	2%	1%	2%	1%	2%	*%
						b		b	
Don't know	8	-	1	1	8	1	3	6	1
	*%	-%	*%	*%	*%	*%	*%	*%	*%
<b>SUMMARY CODES</b>									
TOTAL CONFIDENT	2915	881	1439	516	2915	704	2005	1881	1002
	87%	94%	85%	82%	87%	79%	90%	83%	93%
		bcd			c		a		a
TOTAL NOT CONFIDENT	191	30	106	49	191	93	80	160	28
	6%	3%	6%	8%	6%	10%	4%	7%	3%
			a	a	a	b		b	
TOTAL NEITHER/ DON'T KNOW	261	26	153	68	261	94	145	212	49
	8%	3%	9%	11%	8%	11%	6%	9%	5%
			a	a	a	b		b	

Columns Tested: a,b,c,d - a,b - a,b



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Very confident	1093 32%	157 39%	247 40%	237 41%	206 34%	140 26%	106 16%	1093 32%	601 37%	489 28%	391 39%	365 36%	158 25%	179 24%	756 38%	336 25%	1093 32%
		efg	efg	efg	f	f		ef	b		cdg	cdf			cdg		cdf
Fairly confident	1415 42%	160 40%	257 42%	235 41%	264 43%	231 44%	268 42%	1415 42%	667 41%	745 43%	415 42%	423 42%	289 46%	287 39%	838 42%	576 42%	1415 42%
Neither confident nor not confident	461 14%	53 13%	62 10%	62 11%	80 13%	71 13%	132 21%	461 14%	198 12%	262 15%	105 11%	133 13%	97 15%	124 17%	238 12%	221 16%	461 14%
							abcdg						a	ae		ae	
Not very confident	270 8%	19 5%	38 6%	33 6%	41 7%	58 11%	81 13%	270 8%	102 6%	165 9%	66 7%	62 6%	60 9%	83 11%	128 6%	142 10%	270 8%
						abc	abcdg			a				abeg		abe	
Not at all confident	91 3%	5 1%	2 *	6 1%	12 2%	20 4%	46 7%	91 3%	38 2%	54 3%	15 2%	12 1%	20 3%	43 6%	28 1%	64 5%	91 3%
						bc	abcdg	b					be	abeg		abeg	be
Don't know	37 1%	4 1%	3 1%	3 *	10 2%	9 2%	8 1%	37 1%	12 1%	25 1%	3 *	14 1%	6 1%	15 2%	16 1%	21 2%	37 1%
													a			a	
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2507 74%	317 80%	504 83%	472 82%	470 77%	371 70%	374 58%	2507 74%	1268 78%	1234 71%	806 81%	789 78%	447 71%	466 64%	1594 80%	912 67%	2507 74%
		ef	efg	efg	f	f		f	b		cdg	cdf	d		cdg		df
TOTAL NOT CONFIDENT	362 11%	24 6%	40 7%	39 7%	53 9%	79 15%	127 20%	362 11%	140 9%	218 13%	81 8%	75 7%	80 13%	126 17%	156 8%	206 15%	362 11%
						abcdg	abcdg	abc		a			abe	abeg		abeg	be
TOTAL NEITHER/ DON'T KNOW	498 15%	57 14%	66 11%	65 11%	90 15%	79 15%	141 22%	498 15%	211 13%	287 17%	108 11%	146 15%	103 16%	139 19%	255 13%	242 18%	498 15%
							abcdg			a			a	aeg		ae	a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 37**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Very confident	1093 32%	898 32%	113 41% ae	51 32%	30 31%	1093 32%	979 33% b	114 27%	187 31%	906 33%	229 26%	370 28%	488 45% abd	1093 32% ab	98 29%	282 27%	338 37% b
Fairly confident	1415 42%	1200 42%	113 41%	64 40%	37 38%	1415 42%	1218 41%	197 46%	220 37%	1195 43% a	351 39%	631 48% acd	417 39%	1415 42%	123 37%	465 44%	391 43%
Neither confident nor not confident	461 14%	403 14%	28 10%	19 12%	12 12%	461 14%	394 13%	67 16%	94 16%	367 13%	151 17% c	198 15% c	101 9% c	461 14% c	59 18%	171 16%	110 12%
Not very confident	270 8%	224 8%	20 7%	17 10%	9 10%	270 8%	232 8%	38 9%	64 11%	206 7%	98 11% bcd	100 8%	55 5% c	270 8% c	36 11% c	83 8%	54 6%
Not at all confident	91 3%	75 3%	3 1%	6 4%	7 7% abe	91 3%	81 3%	10 2%	26 4% b	65 2%	49 5% bcd	13 1%	7 1%	91 3% bc	13 4% c	29 3%	10 1%
Don't know	37 1%	33 1%	2 1%	2 1%	1 1%	37 1%	35 1%	2 *%	10 2%	28 1%	16 2%	11 1%	6 1%	37 1%	4 1%	19 2%	4 *%
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2507 74%	2098 74%	227 81% ad	115 73%	68 70%	2507 74%	2196 75%	311 73%	407 68%	2100 76% a	581 65%	1002 76% a	906 84% abd	2507 74% a	221 66%	748 71%	729 80% ab
TOTAL NOT CONFIDENT	362 11%	299 11%	23 8%	23 14%	16 17% abe	362 11%	313 11%	48 11%	91 15% b	271 10%	147 16% bcd	113 9%	62 6% c	362 11% c	49 15% c	112 11% c	64 7%
TOTAL NEITHER/ DON'T KNOW	498 15%	436 15%	29 10%	20 13%	13 13%	498 15%	429 15%	69 16%	103 17%	395 14%	167 19% cd	209 16% c	107 10%	498 15% c	63 19% c	189 18% c	114 13% c

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Very confident	1093	403	507	154	1093	252	769	660	421
	32%	43%	30%	24%	32%	28%	34%	29%	39%
		bcd			c		a		a
Fairly confident	1415	384	743	253	1415	338	970	950	452
	42%	41%	44%	40%	42%	38%	43%	42%	42%
							a		
Neither confident nor not confident	461	81	245	118	461	143	285	328	123
	14%	9%	14%	19%	14%	16%	13%	15%	11%
			a	ad	a				
Not very confident	270	44	150	71	270	97	152	206	63
	8%	5%	9%	11%	8%	11%	7%	9%	6%
			a	a	a	b		b	
Not at all confident	91	15	44	25	91	47	36	79	13
	3%	2%	3%	4%	3%	5%	2%	3%	1%
				a		b		b	
Don't know	37	10	10	13	37	14	19	30	8
	1%	1%	1%	2%	1%	2%	1%	1%	1%
				b					
<b>SUMMARY CODES</b>									
TOTAL CONFIDENT	2507	787	1249	407	2507	590	1739	1610	873
	74%	84%	74%	64%	74%	66%	78%	71%	81%
		bcd	c		c		a		a
TOTAL NOT CONFIDENT	362	59	194	95	362	144	188	285	75
	11%	6%	11%	15%	11%	16%	8%	13%	7%
			a	ad	a	b		b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
TOTAL NEITHER/ DON'T KNOW	498	91	255	131	498	157	303	358	131
	15%	10%	15%	21%	15%	18%	14%	16%	12%
			a	abd	a	b		b	

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 38**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Very confident	1163	164	273	242	194	149	141	1163	639	519	441	360	181	180	800	362	1163
	35%	41%	45%	42%	32%	28%	22%	35%	39%	30%	44%	36%	29%	25%	40%	27%	35%
		def	defg	defg	f			ef	b		bcdg	cdf			cdg		cdf
Fairly confident	1608	167	277	265	327	254	317	1608	730	876	455	495	322	336	950	658	1608
	48%	42%	45%	46%	53%	48%	50%	48%	45%	50%	46%	49%	51%	46%	47%	48%	48%
					a				a								
Neither confident nor not confident	354	45	39	51	62	66	91	354	147	204	59	105	72	117	164	189	354
	11%	11%	6%	9%	10%	13%	14%	11%	9%	12%	6%	10%	11%	16%	8%	14%	11%
						b	bcg	b				a	a	abeg		aeg	ae
Not very confident	155	15	9	15	22	37	57	155	67	88	30	32	36	57	62	93	155
	5%	4%	2%	3%	4%	7%	9%	5%	4%	5%	3%	3%	6%	8%	3%	7%	5%
						bc	abcdg	b					e	abeg		abeg	
Not at all confident	59	4	6	1	2	19	27	59	25	34	6	10	13	30	16	43	59
	2%	1%	1%	*%	*%	4%	4%	2%	2%	2%	1%	1%	2%	4%	1%	3%	2%
						bcdg	abcdg	c						abeg		abeg	e
Don't know	28	4	5	3	6	3	7	28	10	17	4	7	6	11	11	16	28
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%

**SUMMARY CODES**

TOTAL CONFIDENT	2771	331	550	506	521	404	459	2771	1370	1396	895	855	503	516	1750	1020	2771
	82%	83%	90%	88%	85%	76%	72%	82%	85%	80%	90%	85%	80%	71%	87%	75%	82%
		f	aefg	efg	ef			ef	b		bcdg	df	d		cdg		df
TOTAL NOT CONFIDENT	214	19	15	16	24	56	84	214	92	122	37	42	49	86	79	135	214
	6%	5%	3%	3%	4%	11%	13%	6%	6%	7%	4%	4%	8%	12%	4%	10%	6%
						abcdg	abcdg	bc					abe	abeg		abeg	ae
TOTAL NEITHER/ DON'T KNOW	382	48	44	54	68	69	98	382	157	222	63	112	78	128	176	206	382
	11%	12%	7%	9%	11%	13%	15%	11%	10%	13%	6%	11%	12%	18%	9%	15%	11%
						b	bcg	b		a		a	ae	abceg		abeg	ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 38**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Very confident	1163 35%	985 35%	88 32%	59 37%	31 32%	1163 35%	1038 35%	125 29%	183 30%	980 35%	195 22%	443 33%	519 48%	1163 35%	96 29%	300 29%	384 42%
Fairly confident	1608 48%	1347 48%	146 52%	75 47%	41 42%	1608 48%	1381 47%	227 53%	266 44%	1343 49%	439 49%	661 50%	491 46%	1608 48%	143 43%	543 52%	429 47%
Neither confident nor not confident	354 11%	303 11%	29 10%	11 7%	11 12%	354 11%	309 11%	45 11%	82 14%	272 10%	142 16%	147 11%	52 5%	354 11%	56 17%	133 13%	69 8%
Not very confident	155 5%	123 4%	10 4%	13 8%	9 10%	155 5%	132 5%	23 5%	45 7%	110 4%	74 8%	57 4%	10 1%	155 5%	18 5%	49 5%	18 2%
Not at all confident	59 2%	52 2%	2 1%	1 1%	4 4%	59 2%	54 2%	5 1%	17 3%	42 2%	32 4%	9 1%	1 *%	59 2%	12 3%	16 2%	3 *%
Don't know	28 1%	24 1%	3 1%	1 1%	- -%	28 1%	24 1%	4 1%	8 1%	20 1%	13 1%	5 *%	2 *%	28 1%	7 2%	7 1%	3 *%
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2771 82%	2332 82%	234 84%	133 84%	72 75%	2771 82%	2419 82%	352 82%	448 75%	2323 84%	634 71%	1105 83%	1010 94%	2771 82%	240 72%	844 80%	813 90%
TOTAL NOT CONFIDENT	214 6%	175 6%	13 5%	14 9%	13 14%	214 6%	186 6%	28 6%	62 10%	152 5%	106 12%	66 5%	10 1%	214 6%	30 9%	66 6%	22 2%
TOTAL NEITHER/ DON'T KNOW	382 11%	327 12%	32 12%	12 7%	11 12%	382 11%	333 11%	49 11%	91 15%	291 11%	155 17%	152 11%	54 5%	382 11%	63 19%	140 13%	73 8%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Very confident	1163	425	551	159	1163	273	819	714	439
	35%	45%	32%	25%	35%	31%	37%	32%	41%
		bcd	c		c		a		a
Fairly confident	1608	413	848	305	1608	406	1090	1082	510
	48%	44%	50%	48%	48%	46%	49%	48%	47%
			a						
Neither confident nor not confident	354	61	183	100	354	114	204	256	93
	11%	7%	11%	16%	11%	13%	9%	11%	9%
			a	abd	a	b			
Not very confident	155	22	82	42	155	55	84	130	22
	5%	2%	5%	7%	5%	6%	4%	6%	2%
			a	a	a	b		b	
Not at all confident	59	12	26	19	59	27	25	51	8
	2%	1%	2%	3%	2%	3%	1%	2%	1%
						b		b	
Don't know	28	3	8	9	28	16	7	21	7
	1%	*%	*%	1%	1%	2%	*%	1%	1%
						b			
<b>SUMMARY CODES</b>									
TOTAL CONFIDENT	2771	839	1399	463	2771	679	1908	1796	949
	82%	90%	82%	73%	82%	76%	86%	80%	88%
		bcd	c		c		a		a
TOTAL NOT CONFIDENT	214	34	108	60	214	82	110	181	31
	6%	4%	6%	10%	6%	9%	5%	8%	3%
			a	ad	a	b		b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
TOTAL NEITHER/ DON'T KNOW	382	65	191	109	382	130	211	276	100
	11%	7%	11%	17%	11%	15%	9%	12%	9%
			a	abd	a	b			

Columns Tested: a,b,c,d - a,b - a,b



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 39**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Very confident	834	118	208	172	152	95	88	834	442	390	299	278	121	136	576	258	834
	25%	30%	34%	30%	25%	18%	14%	25%	27%	22%	30%	27%	19%	19%	29%	19%	25%
		ef	defg	efg	ef			ef	b		cdg	cd			cdg		cd
Fairly confident	1712	209	280	312	314	280	317	1712	839	869	524	518	341	328	1042	669	1712
	51%	52%	46%	54%	51%	53%	49%	51%	52%	50%	53%	51%	54%	45%	52%	49%	51%
				b							d	d	d		d		d
Neither confident nor not confident	513	49	93	58	99	90	123	513	213	298	122	141	101	149	263	250	513
	15%	12%	15%	10%	16%	17%	19%	15%	13%	17%	12%	14%	16%	20%	13%	18%	15%
				c	c	ac	c	c	a				abeg		abe		
Not very confident	220	17	19	26	40	45	74	220	81	138	41	54	44	80	96	124	220
	7%	4%	3%	5%	6%	8%	12%	7%	5%	8%	4%	5%	7%	11%	5%	9%	7%
						bc	abcdg	b		a				abeg		abeg	
Not at all confident	69	2	6	5	4	15	37	69	32	37	5	11	20	32	17	52	69
	2%	*%	1%	1%	1%	3%	6%	2%	2%	2%	1%	1%	3%	4%	1%	4%	2%
						a	abcdg						abe	abeg	abeg	abeg	ae
Don't know	18	3	4	2	4	4	1	18	11	7	4	7	1	6	11	8	18
	1%	1%	1%	*%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%

**SUMMARY CODES**

TOTAL CONFIDENT	2546	327	488	484	466	376	406	2546	1281	1259	822	796	463	464	1618	927	2546
	76%	82%	80%	84%	76%	71%	63%	76%	79%	72%	83%	79%	73%	64%	81%	68%	76%
		efg	ef	defg	f	f		f	b		cdg	df	d		cdg		df
TOTAL NOT CONFIDENT	290	19	25	31	44	60	111	290	113	175	47	66	65	111	113	176	290
	9%	5%	4%	5%	7%	11%	17%	9%	7%	10%	5%	7%	10%	15%	6%	13%	9%
						abc	abcdg	abc		a			abe	abceg		abeg	ae
TOTAL NEITHER/ DON'T KNOW	531	52	97	61	103	94	124	531	224	306	126	148	103	155	273	258	531
	16%	13%	16%	11%	17%	18%	19%	16%	14%	18%	13%	15%	16%	21%	14%	19%	16%
			c		c	c	c	c		a			abeg		abe		

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 39**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Very confident	834 25%	695 25%	71 26%	43 27%	25 26%	834 25%	749 25%	85 20%	147 24%	687 25%	165 18%	294 22%	370 34% abd	834 25% a	66 20%	205 20%	265 29% ab
Fairly confident	1712 51%	1447 51%	148 53%	73 46%	44 45%	1712 51%	1489 51%	223 52%	249 41%	1463 53% a	423 47%	730 55% a	541 50%	1712 51%	155 46%	564 54%	490 54%
Neither confident nor not confident	513 15%	440 16%	38 14%	23 15%	12 13%	513 15%	431 15%	81 19%	119 20% b	394 14%	169 19% c	202 15%	130 12%	513 15%	77 23% c	181 17% c	108 12%
Not very confident	220 7%	179 6%	15 5%	15 10%	11 12% abe	220 7%	189 6%	32 7%	61 10% b	159 6%	97 11% bcd	77 6% c	28 3%	220 7% c	23 7%	71 7%	37 4%
Not at all confident	69 2%	57 2%	5 2%	3 2%	4 5% ae	69 2%	63 2%	6 1%	22 4% b	47 2%	35 4% bcd	16 1% c	1 *% c	69 2% c	8 3% c	24 2% c	4 *% c
Don't know	18 1%	15 1%	2 1%	1 1%	- -%	18 1%	17 1%	1 *% b	3 1% b	15 1% b	5 1% c	4 *% c	5 *% c	18 1% c	3 1% c	5 *% c	4 *% c
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2546 76%	2142 76%	220 79%	116 73%	69 71%	2546 76%	2238 76%	308 72%	396 66%	2150 78% a	588 66%	1024 77% a	911 85% abd	2546 76% a	221 66%	769 73%	755 83% ab
TOTAL NOT CONFIDENT	290 9%	236 8%	20 7%	18 12%	16 16% abe	290 9%	252 9%	38 9%	83 14% b	207 7%	132 15% bcd	93 7% c	29 3%	290 9% c	32 10% c	95 9% c	41 5% c
TOTAL NEITHER/ DON'T KNOW	531 16%	455 16%	40 14%	25 15%	12 13%	531 16%	449 15%	82 19%	122 20% b	410 15% b	174 19% c	206 16% c	135 13% c	531 16% c	80 24% c	186 18% c	112 12% c

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Very confident	834	327	369	112	834	177	594	502	319
	25%	35%	22%	18%	25%	20%	27%	22%	30%
		bcd			c		a		a
Fairly confident	1712	454	900	316	1712	440	1158	1153	543
	51%	49%	53%	50%	51%	49%	52%	51%	50%
Neither confident nor not confident	513	111	264	121	513	154	316	351	158
	15%	12%	16%	19%	15%	17%	14%	16%	15%
				a					
Not very confident	220	31	126	56	220	82	120	173	46
	7%	3%	7%	9%	7%	9%	5%	8%	4%
			a	a	a	b		b	
Not at all confident	69	11	34	21	69	32	32	60	9
	2%	1%	2%	3%	2%	4%	1%	3%	1%
				a		b		b	
Don't know	18	3	5	7	18	6	8	15	4
	1%	*%	*%	1%	1%	1%	*%	1%	*%
<b>SUMMARY CODES</b>									
TOTAL CONFIDENT	2546	781	1269	428	2546	617	1752	1655	862
	76%	83%	75%	68%	76%	69%	79%	73%	80%
		bcd	c		c		a		a
TOTAL NOT CONFIDENT	290	42	159	77	290	114	153	233	55
	9%	5%	9%	12%	9%	13%	7%	10%	5%
			a	ad	a	b		b	
TOTAL NEITHER/ DON'T KNOW	531	113	269	128	531	160	325	365	162
	16%	12%	16%	20%	16%	18%	15%	16%	15%
				ad	a				

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 40**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3E. How confident are you in judging whether an email, text or online message you receive is potentially suspicious or a scam? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Very confident	1146	178	261	227	206	131	143	1146	610	532	414	359	166	206	773	372	1146
	34%	45%	43%	39%	34%	25%	22%	34%	38%	31%	42%	36%	26%	28%	39%	27%	34%
		defg	defg	ef	ef			ef	b		bcdg	cdf			cdg		cdf
Fairly confident	1693	166	271	294	329	295	337	1693	800	890	494	513	360	327	1006	686	1693
	50%	42%	44%	51%	54%	56%	53%	50%	49%	51%	50%	51%	57%	45%	50%	50%	50%
				a	ab	ab	ab	a					adefg				d
Neither confident nor not confident	294	41	50	36	44	48	74	294	124	169	58	88	53	94	146	147	294
	9%	10%	8%	6%	7%	9%	12%	9%	8%	10%	6%	9%	8%	13%	7%	11%	9%
							c							abeg		ae	a
Not very confident	159	7	19	15	29	38	50	159	52	105	25	33	32	69	58	101	159
	5%	2%	3%	3%	5%	7%	8%	5%	3%	6%	3%	3%	5%	9%	3%	7%	5%
						abc	abcg			a				abceg		abeg	ae
Not at all confident	65	4	4	3	4	14	36	65	30	35	4	13	16	32	17	48	65
	2%	1%	1%	1%	1%	3%	6%	2%	2%	2%	*%	1%	3%	4%	1%	4%	2%
						c	abcdg						ae	abeg		abeg	ae
Don't know	10	2	4	1	-	1	1	10	3	8	1	3	4	3	4	7	10
	*%	1%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2839	344	532	520	535	427	480	2839	1410	1422	908	872	525	533	1779	1058	2839
	84%	86%	87%	90%	87%	81%	75%	84%	87%	82%	91%	86%	83%	73%	89%	78%	84%
		f	ef	efg	ef			f	b		bcdg	df	df		cdg		df
TOTAL NOT CONFIDENT	224	11	24	18	34	53	85	224	82	140	29	47	48	101	75	149	224
	7%	3%	4%	3%	5%	10%	13%	7%	5%	8%	3%	5%	8%	14%	4%	11%	7%
						abcdg	abcdg	ac		a			ae	abceg		abeg	ae
TOTAL NEITHER/ DON'T KNOW	304	43	54	37	44	50	76	304	127	177	59	91	57	97	150	154	304
	9%	11%	9%	6%	7%	9%	12%	9%	8%	10%	6%	9%	9%	13%	7%	11%	9%
							c							abeg		ae	a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 40**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3E. How confident are you in judging whether an email, text or online message you receive is potentially suspicious or a scam? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%																	
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Very confident	1146 34%	971 34%	86 31%	59 37%	31 32%	1146 34%	1026 35% b	120 28%	179 30%	966 35%	232 26%	408 31%	496 46% abd	1146 34% a	106 32%	288 27%	377 42% ab
Fairly confident	1693 50%	1425 50%	145 52%	77 49%	46 47%	1693 50%	1454 49%	240 56%	281 47%	1412 51%	428 48%	747 56% acd	503 47%	1693 50%	147 44%	581 55% ac	446 49%
Neither confident nor not confident	294 9%	252 9%	23 8%	7 5%	11 11% c	294 9%	256 9%	37 9%	71 12% b	222 8%	118 13% bcd	104 8%	58 5%	294 9% c	49 15% c	106 10%	60 7%
Not very confident	159 5%	125 4%	18 7%	11 7%	4 5%	159 5%	137 5%	22 5%	45 7% b	114 4%	78 9% bcd	52 4% c	14 1%	159 5% c	23 7% c	53 5% c	18 2%
Not at all confident	65 2%	53 2%	3 1%	3 2%	6 6% abe	65 2%	57 2%	9 2%	23 4% b	43 2%	35 4% bcd	10 1%	1 *% c	65 2% bc	6 2%	18 2%	4 *%
Don't know	10 *%	7 *%	3 1%	1 1%	- -%	10 *%	10 *%	* *%	2 *%	8 *%	4 *% bcd	2 *% c	3 *% c	10 *% c	3 1% c	2 *% c	2 *% c
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2839 84%	2395 85%	231 83%	136 86%	76 79%	2839 84%	2479 84%	360 84%	461 77% a	2378 86% a	660 74% abd	1155 87% a	999 93% abd	2839 84% a	253 76%	870 83% a	824 91% ab
TOTAL NOT CONFIDENT	224 7%	178 6%	22 8%	14 9%	10 10% a	224 7%	193 7%	31 7%	67 11% b	157 6% c	113 13% bcd	62 5% c	15 1%	224 7% c	29 9% c	71 7% c	22 2%
TOTAL NEITHER/ DON'T KNOW	304 9%	259 9%	26 9%	8 5%	11 11%	304 9%	266 9%	38 9%	73 12% b	231 8% c	122 14% bcd	106 8% c	61 6% c	304 9% c	51 15% c	108 10% c	62 7%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3E. How confident are you in judging whether an email, text or online message you receive is potentially suspicious or a scam? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Very confident	1146	427	535	158	1146	269	810	700	437
	34%	46%	32%	25%	34%	30%	36%	31%	40%
		bcd	c		c		a		a
Fairly confident	1693	419	894	329	1693	434	1127	1157	517
	50%	45%	53%	52%	50%	49%	51%	51%	48%
			a	a	a				
Neither confident nor not confident	294	56	159	69	294	95	175	206	82
	9%	6%	9%	11%	9%	11%	8%	9%	8%
			a	a					
Not very confident	159	23	77	53	159	62	83	129	30
	5%	2%	5%	8%	5%	7%	4%	6%	3%
				abd	a	b		b	
Not at all confident	65	9	30	19	65	30	29	54	12
	2%	1%	2%	3%	2%	3%	1%	2%	1%
				a		b			
Don't know	10	3	2	4	10	2	5	8	3
	*%	*%	*%	1%	*%	*%	*%	*%	*%
<b>SUMMARY CODES</b>									
TOTAL CONFIDENT	2839	846	1430	488	2839	702	1936	1857	953
	84%	90%	84%	77%	84%	79%	87%	82%	88%
		bcd	c		c		a		a
TOTAL NOT CONFIDENT	224	32	108	73	224	92	113	183	42
	7%	3%	6%	11%	7%	10%	5%	8%	4%
			a	abd	a	b		b	
TOTAL NEITHER/ DON'T KNOW	304	59	160	72	304	96	180	214	85
	9%	6%	9%	11%	9%	11%	8%	9%	8%
			a	a					

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which, if any, of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2799 83%	295 74%	529 87% af	511 89% aefg	530 86% af	440 83% af	493 77%	2799 83% af	1341 83%	1452 83%	869 87% cdfg	869 86% cdf	510 81%	551 75%	1738 87% cdfg	1061 78%	2799 83% df
Find information for your leisure time including cinema, live music, theatre, museums etc.	2274 68%	254 64%	441 72% af	401 70% f	438 71% f	352 67%	387 60%	2274 68% f	1101 68%	1168 67%	762 77% cdfg	730 72% cdfg	406 64% df	375 51%	1492 74% cdfg	781 57%	2274 68% df
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1996 59%	161 40%	355 58% a	352 61% a	402 65% a	347 66% ag	378 59% a	1996 59% a	948 59%	1044 60%	678 68% cdfg	629 62% df	353 56% d	336 46%	1308 65% cdfg	689 51%	1996 59% df
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1790 53%	143 36%	324 53% a	333 58% a	346 56% a	312 59% a	333 52% a	1790 53% a	837 52%	948 55%	608 61% cdfg	563 56% cdf	294 47%	325 45%	1170 58% cdfg	619 46%	1790 53% cdf

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 41**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which, if any, of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1689	114	355	331	318	276	295	1689	856	832	599	552	286	252	1151	537	1689
	50%	29%	58%	58%	52%	52%	46%	50%	53%	48%	60%	55%	45%	34%	57%	39%	50%
		afg	afg	afg	a	a	a	a	b		cd	cd	d		cd		df
Finding/ downloading information for work/ business/ school/ college/ university	1598	236	339	333	323	221	145	1598	795	796	607	538	252	199	1145	452	1598
	47%	59%	56%	58%	53%	42%	23%	47%	49%	46%	61%	53%	40%	27%	57%	33%	47%
		efg	efg	efg	ef	f		f			bcd	cd	df		cd	d	cd
Look at job opportunities or apply for a job online	1351	230	339	294	289	156	43	1351	626	718	414	449	253	234	863	487	1351
	40%	58%	56%	51%	47%	29%	7%	40%	39%	41%	42%	44%	40%	32%	43%	36%	40%
		defg	defg	efg	efg	f		ef			df	df	d		df		df
Sign an online petition or use a campaigning website (e.g. change.org)	1003	97	186	194	200	155	171	1003	434	566	389	323	146	145	712	291	1003
	30%	24%	31%	34%	33%	29%	27%	30%	27%	33%	39%	32%	23%	20%	36%	21%	30%
			af	af	a					a	bcd	cd			cd		cd
None of these	137	10	8	18	16	22	62	137	65	71	19	23	27	68	42	95	137
	4%	3%	1%	3%	3%	4%	10%	4%	4%	4%	2%	2%	4%	9%	2%	7%	4%
						b	abcdeg	b					ae	abceg	abeg		ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 41**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which, if any, of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2799 83%	2346 83%	240 86%	131 82%	83 85%	2799 83%	2421 82%	378 88% a	469 78%	2329 84% a	571 64%	1167 88% ad	1060 99% abd	2799 83% a	242 73%	854 81% a	824 91% ab
Find information for your leisure time including cinema, live music, theatre, museums etc.	2274 68%	1918 68%	193 69%	96 61%	68 70%	2274 68%	1978 67%	296 69%	302 50%	1972 71% a	296 33%	935 71% a	1043 97% abd	2274 68% a	151 45%	673 64% a	714 79% ab
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1996 59%	1679 59%	173 62%	85 54%	60 61%	1996 59%	1719 59%	277 65%	255 42%	1742 63% a	181 20%	809 61% a	1006 94% abd	1996 59% a	148 45%	638 61% a	651 72% ab
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1790 53%	1509 53%	143 51%	81 51%	57 59%	1790 53%	1550 53%	240 56%	236 39%	1554 56% a	151 17%	697 53% a	942 88% abd	1790 53% a	136 41%	550 52% a	586 65% ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 41**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which, if any, of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1689 50%	1461 52%	115 41%	72 46%	40 41%	1689 50%	1453 49%	236 55%	243 40%	1446 52%	184 21%	644 49%	861 80%	1689 50%	127 38%	509 48%	572 63%
		bd				bd			a			a	abd	a	a	ab	
Finding/ downloading information for work/ business/ school/ college/ university	1598 47%	1356 48%	127 45%	70 44%	45 46%	1598 47%	1402 48%	196 46%	197 33%	1400 51%	87 10%	560 42%	951 88%	1598 47%	110 33%	392 37%	579 64%
							b		a			a	abd	ab		ab	
Look at job opportunities or apply for a job online	1351 40%	1167 41%	98 35%	54 34%	32 33%	1351 40%	1214 41%	137 32%	200 33%	1151 42%	100 11%	451 34%	800 74%	1351 40%	139 42%	351 33%	411 45%
		d					b		a			a	abd	ab	b		b
Sign an online petition or use a campaigning website (e.g. change.org)	1003 30%	859 30%	75 27%	47 30%	23 23%	1003 30%	876 30%	127 30%	128 21%	875 32%	56 6%	295 22%	652 61%	1003 30%	74 22%	308 29%	357 39%
									a			a	abd	ab		ab	
None of these	137 4%	112 4%	8 3%	11 7%	6 6%	137 4%	122 4%	15 4%	43 7%	93 3%	62 7%	* *%	- -%	137 4%	17 5%	36 3%	9 1%
									b		bcd			bc	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which, if any, of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL	GETTING BY	STRUGGLING	ALL	DOES NOT REPORT	NONE	ANY	
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2799	810	1425	490	2799	679	1937	1838	937
	83%	86%	84%	77%	83%	76%	87%	82%	87%
		c	c		c		a		a
Find information for your leisure time including cinema, live music, theatre, museums etc.	2274	710	1154	359	2274	532	1633	1491	767
	68%	76%	68%	57%	68%	60%	73%	66%	71%
		bcd	c		c		a		a
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1996	616	1006	334	1996	477	1419	1318	664
	59%	66%	59%	53%	59%	54%	64%	58%	62%
		bcd	c		c		a		
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1790	564	889	301	1790	433	1281	1146	629
	53%	60%	52%	48%	53%	49%	57%	51%	58%
		bcd					a		a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which, if any, of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1689	568	797	294	1689	368	1206	1068	603
	50%	61%	47%	46%	50%	41%	54%	47%	56%
		bcd					a		a
Finding/ downloading information for work/ business/ school/ college/ university	1598	528	803	230	1598	323	1188	962	624
	47%	56%	47%	36%	47%	36%	53%	43%	58%
		bcd	c		c		a		a
Look at job opportunities or apply for a job online	1351	356	664	288	1351	290	979	809	526
	40%	38%	39%	45%	40%	33%	44%	36%	49%
				ab			a		a
Sign an online petition or use a campaigning website (e.g. change.org)	1003	320	486	181	1003	266	700	642	349
	30%	34%	29%	29%	30%	30%	31%	28%	32%
		b							
None of these	137	29	65	29	137	56	59	115	20
	4%	3%	4%	5%	4%	6%	3%	5%	2%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 42**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5B. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	2445 73%	310 78%	469 77%	454 79%	469 76%	374 71%	368 57%	2445 73%	1174 73%	1264 73%	798 80%	750 74%	455 72%	442 60%	1547 77%	897 66%	2445 73%
		f	f	efg	f	f		f			bcdg	df	df		dfg		df
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1564 46%	261 66%	393 65%	323 56%	281 46%	189 36%	116 18%	1564 46%	786 49%	775 45%	562 56%	491 49%	263 42%	248 34%	1053 53%	511 38%	1564 46%
		cdefg	cdefg	defg	ef	f		ef			bcdg	cdf	d		cdg		df
Watch or post livestream videos (watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1408 42%	237 59%	339 56%	288 50%	256 42%	181 34%	107 17%	1408 42%	741 46%	662 38%	463 47%	434 43%	253 40%	256 35%	898 45%	509 37%	1408 42%
		cdefg	defg	defg	f	f		ef	b		df	df			df		df
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1323 39%	133 33%	270 44%	286 50%	270 44%	200 38%	164 26%	1323 39%	705 44%	617 36%	512 51%	440 44%	209 33%	162 22%	953 48%	371 27%	1323 39%
		f	af	aefg	af	f		f	b		bcdg	cdf	df		cdg		cdf
None of these	444 13%	15 4%	32 5%	41 7%	55 9%	88 17%	212 33%	444 13%	196 12%	247 14%	80 8%	121 12%	97 15%	146 20%	201 10%	243 18%	444 13%
					a	abcd	abcdeg	abcd				a	ae	abeg		abeg	ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 42**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5B. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	2445 73%	2035 72%	220 79%	119 75%	71 73%	2445 73%	2134 73%	311 73%	340 57%	2105 76% a	409 46%	1019 77% ad	1017 95% abd	2445 73% a	231 69%	721 69%	751 83% ab
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1564 46%	1331 47%	114 41%	71 45%	47 49%	1564 46%	1373 47%	191 45%	203 34%	1360 49% a	110 12%	576 43% a	879 82% abd	1564 46% a	151 45%	413 39%	524 58% ab
Watch or post livestream videos (watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1408 42%	1188 42%	113 40%	60 38%	47 48%	1408 42%	1247 42%	161 38%	208 35%	1200 43% a	164 18%	509 38% a	735 68% abd	1408 42% a	140 42%	374 36%	426 47% b
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1323 39%	1146 40% b	88 32%	55 35%	34 35%	1323 39%	1161 40%	162 38%	141 24%	1182 43% a	99 11%	458 35% a	767 71% abd	1323 39% ab	119 36%	370 35%	499 55% ab
None of these	444 13%	381 13%	26 9%	23 14%	14 15%	444 13%	375 13%	69 16%	124 21% b	320 12%	270 30% bcd	99 7% c	- -%	444 13% bc	35 11%	160 15% c	61 7%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5B. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	2445	711	1229	441	2445	585	1707	1574	852
	73%	76%	72%	70%	73%	66%	77%	70%	79%
		c					a		a
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1564	498	748	271	1564	367	1094	931	617
	46%	53%	44%	43%	46%	41%	49%	41%	57%
		bcd					a		a
Watch or post livestream videos (watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1408	423	690	256	1408	339	966	832	555
	42%	45%	41%	40%	42%	38%	43%	37%	51%
									a
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1323	414	653	221	1323	302	929	777	530
	39%	44%	38%	35%	39%	34%	42%	34%	49%
		bc					a		a
None of these	444	104	246	73	444	146	258	380	60
	13%	11%	14%	11%	13%	16%	12%	17%	6%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2799 83%	295 74%	529 87% af	511 89% aefg	530 86% af	440 83% af	493 77%	2799 83% af	1341 83%	1452 83%	869 87% cdfg	869 86% cdf	510 81%	551 75%	1738 87% cdfg	1061 78%	2799 83% df
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer or Sky Go)	2445 73%	310 78% f	469 77% f	454 79% efg	469 76% f	374 71% f	368 57%	2445 73% f	1174 73%	1264 73%	798 80% bcdfg	750 74% df	455 72% df	442 60%	1547 77% dfg	897 66%	2445 73% df
Find information for your leisure time including cinema, live music, theatre, museums etc.	2274 68%	254 64%	441 72% af	401 70% f	438 71% f	352 67%	387 60%	2274 68% f	1101 68%	1168 67%	762 77% cdfg	730 72% cdfg	406 64% df	375 51%	1492 74% cdfg	781 57%	2274 68% df
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1996 59%	161 40%	355 58% a	352 61% a	402 65% a	347 66% ag	378 59% a	1996 59% a	948 59%	1044 60%	678 68% cdfg	629 62% df	353 56% d	336 46%	1308 65% cdfg	689 51%	1996 59% df

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 43**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 99%		a	b	c	d	e	f	g		a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458	
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021	
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367	
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1790	143	324	333	346	312	333	1790	837	948	608	563	294	325	1170	619	1790	
	53%	36%	53%	58%	56%	59%	52%	53%	52%	55%	61%	56%	47%	45%	58%	46%	53%	
		a	a	a	a	a	a	a			cdgf	cdf			cdgf		cdf	
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1689	114	355	331	318	276	295	1689	856	832	599	552	286	252	1151	537	1689	
	50%	29%	58%	58%	52%	52%	46%	50%	53%	48%	60%	55%	45%	34%	57%	39%	50%	
			afg	afg	a	a	a	a	b		cdgf	cdf	d		cdgf		df	
Finding/ downloading information for work/ business/ school/ college/ university	1598	236	339	333	323	221	145	1598	795	796	607	538	252	199	1145	452	1598	
	47%	59%	56%	58%	53%	42%	23%	47%	49%	46%	61%	53%	40%	27%	57%	33%	47%	
		efg	efg	efg	ef	f		f			bcdgf	cdgf	df		cdgf	d	cdf	
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1564	261	393	323	281	189	116	1564	786	775	562	491	263	248	1053	511	1564	
	46%	66%	65%	56%	46%	36%	18%	46%	49%	45%	56%	49%	42%	34%	53%	38%	46%	
		cdefg	cdefg	defg	ef	f		ef			bcdgf	cdf	d		cdgf		df	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 43**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Watch or post livestream videos (watch or post videos live at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1408 42%	237 59%	339 56%	288 50%	256 42%	181 34%	107 17%	1408 42%	741 46%	662 38%	463 47%	434 43%	253 40%	256 35%	898 45%	509 37%	1408 42%
		cdefg	defg	defg	f	f		ef	b		df	df			df		df
Look at job opportunities or apply for a job online	1351 40%	230 58%	339 56%	294 51%	289 47%	156 29%	43 7%	1351 40%	626 39%	718 41%	414 42%	449 44%	253 40%	234 32%	863 43%	487 36%	1351 40%
		defg	defg	efg	efg	f		ef			df	df	d		df		df
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1323 39%	133 33%	270 44%	286 50%	270 44%	200 38%	164 26%	1323 39%	705 44%	617 36%	512 51%	440 44%	209 33%	162 22%	953 48%	371 27%	1323 39%
		f	af	aefg	af	f		f	b		bcdgf	cdf	df		cdgf		cdf
Play games online	1236 37%	272 68%	307 50%	238 41%	197 32%	119 22%	104 16%	1236 37%	687 42%	545 31%	385 39%	341 34%	235 37%	276 38%	726 36%	510 37%	1236 37%
		bcdefg	cdefg	def	ef	f		ef	b								
Sign an online petition or use a campaigning website (e.g. change.org )	1003 30%	97 24%	186 31%	194 34%	200 33%	155 29%	171 27%	1003 30%	434 27%	566 33%	389 39%	323 32%	146 23%	145 20%	712 36%	291 21%	1003 30%
			af	a	a				a		bcdgf	cdf			cdgf		cdf
ANY OF THESE	3292 98%	396 99%	606 99%	567 98%	610 99%	519 98%	595 93%	3292 98%	1584 98%	1700 98%	985 99%	998 99%	610 97%	697 95%	1983 99%	1307 96%	3292 98%
		f	f	f	f	f		f			cdf	cdf			cdgf		df

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
NONE OF THESE	75	2	4	9	4	10	46	75	35	39	10	12	20	33	21	53	75
	2%	1%	1%	2%	1%	2%	7%	2%	2%	2%	1%	1%	3%	5%	1%	4%	2%
							abcdeg						abe	abeg		abeg	e

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 43**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2799 83%	2346 83%	240 86%	131 82%	83 85%	2799 83%	2421 82%	378 88% a	469 78%	2329 84% a	571 64%	1167 88% ad	1060 99% abd	2799 83% a	242 73%	854 81% a	824 91% ab
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer or Sky Go)	2445 73%	2035 72%	220 79%	119 75%	71 73%	2445 73%	2134 73%	311 73%	340 57%	2105 76% a	409 46%	1019 77% ad	1017 95% abd	2445 73% a	231 69%	721 69%	751 83% ab
Find information for your leisure time including cinema, live music, theatre, museums etc.	2274 68%	1918 68%	193 69%	96 61%	68 70%	2274 68%	1978 67%	296 69%	302 50%	1972 71% a	296 33%	935 71% a	1043 97% abd	2274 68% a	151 45%	673 64% a	714 79% ab
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1996 59%	1679 59%	173 62%	85 54%	60 61%	1996 59%	1719 59%	277 65%	255 42%	1742 63% a	181 20%	809 61% a	1006 94% abd	1996 59% a	148 45%	638 61% a	651 72% ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 43**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1790	1509	143	81	57	1790	1550	240	236	1554	151	697	942	1790	136	550	586
	53%	53%	51%	51%	59%	53%	53%	56%	39%	56%	17%	53%	88%	53%	41%	52%	65%
										a		a	abd	a		a	ab
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1689	1461	115	72	40	1689	1453	236	243	1446	184	644	861	1689	127	509	572
	50%	52%	41%	46%	41%	50%	49%	55%	40%	52%	21%	49%	80%	50%	38%	48%	63%
		bd				bd				a		a	abd	a		a	ab
Finding/ downloading information for work/ business/ school/ college/ university	1598	1356	127	70	45	1598	1402	196	197	1400	87	560	951	1598	110	392	579
	47%	48%	45%	44%	46%	47%	48%	46%	33%	51%	10%	42%	88%	47%	33%	37%	64%
										a		a	abd	ab			ab
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1564	1331	114	71	47	1564	1373	191	203	1360	110	576	879	1564	151	413	524
	46%	47%	41%	45%	49%	46%	47%	45%	34%	49%	12%	43%	82%	46%	45%	39%	58%
										a		a	abd	a			ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 43**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Watch or post livestream videos (watch or post videos live at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1408 42%	1188 42%	113 40%	60 38%	47 48%	1408 42%	1247 42%	161 38%	208 35%	1200 43% a	164 18%	509 38% a	735 68% abd	1408 42% a	140 42%	374 36%	426 47% b
Look at job opportunities or apply for a job online	1351 40%	1167 41% d	98 35%	54 34%	32 33%	1351 40%	1214 41% b	137 32%	200 33%	1151 42% a	100 11%	451 34% a	800 74% abd	1351 40% ab	139 42% b	351 33%	411 45% b
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1323 39%	1146 40% b	88 32%	55 35%	34 35%	1323 39%	1161 40%	162 38%	141 24%	1182 43% a	99 11%	458 35% a	767 71% abd	1323 39% ab	119 36%	370 35%	499 55% ab
Play games online	1236 37%	1044 37%	89 32%	65 41%	39 40%	1236 37%	1112 38% b	124 29%	172 29%	1064 38% a	181 20%	514 39% a	541 50% abd	1236 37% a	185 55% bc	423 40%	344 38%
Sign an online petition or use a campaigning website (e.g. change.org )	1003 30%	859 30%	75 27%	47 30%	23 23%	1003 30%	876 30%	127 30%	128 21%	875 32% a	56 6%	295 22% a	652 61% abd	1003 30% ab	74 22%	308 29%	357 39% ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
ANY OF THESE	3292	2771	276	153	93	3292	2873	420	577	2715	894	1323	1075	3292	325	1027	904
	98%	98%	99%	96%	96%	98%	98%	98%	96%	98%	100%	100%	100%	98%	98%	98%	100%
									a	b	d	d	d				ab
NONE OF THESE	75	62	3	6	3	75	66	9	24	51	-	-	-	75	8	22	3
	2%	2%	1%	4%	4%	2%	2%	2%	4%	2%	-%	-%	-%	2%	2%	2%	*%
									b					abc	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2799	810	1425	490	2799	679	1937	1838	937
	83%	86%	84%	77%	83%	76%	87%	82%	87%
		c	c		c		a		a
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer or Sky Go)	2445	711	1229	441	2445	585	1707	1574	852
	73%	76%	72%	70%	73%	66%	77%	70%	79%
		c					a		a
Find information for your leisure time including cinema, live music, theatre, museums etc.	2274	710	1154	359	2274	532	1633	1491	767
	68%	76%	68%	57%	68%	60%	73%	66%	71%
		bcd	c		c		a		a
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1996	616	1006	334	1996	477	1419	1318	664
	59%	66%	59%	53%	59%	54%	64%	58%	62%
		bcd	c		c		a		

Columns Tested: a,b,c,d - a,b - a,b



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1790	564	889	301	1790	433	1281	1146	629
	53%	60%	52%	48%	53%	49%	57%	51%	58%
		bcd					a		a
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1689	568	797	294	1689	368	1206	1068	603
	50%	61%	47%	46%	50%	41%	54%	47%	56%
		bcd					a		a
Finding/ downloading information for work/ business/ school/ college/ university	1598	528	803	230	1598	323	1188	962	624
	47%	56%	47%	36%	47%	36%	53%	43%	58%
		bcd	c		c		a		a
Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1564	498	748	271	1564	367	1094	931	617
	46%	53%	44%	43%	46%	41%	49%	41%	57%
		bcd					a		a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Watch or post livestream videos (watch or post videos live at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	1408 42%	423 45%	690 41%	256 40%	1408 42%	339 38%	966 43%	832 37%	555 51% a
Look at job opportunities or apply for a job online	1351 40%	356 38%	664 39%	288 45% ab	1351 40%	290 33%	979 44% a	809 36%	526 49% a
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	1323 39%	414 44% bc	653 38%	221 35%	1323 39%	302 34%	929 42% a	777 34%	530 49% a
Play games online	1236 37%	318 34%	643 38%	244 39%	1236 37%	381 43% b	769 34%	689 31%	534 49% a
Sign an online petition or use a campaigning website (e.g. change.org )	1003 30%	320 34% b	486 29%	181 29%	1003 30%	266 30%	700 31%	642 28%	349 32%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
ANY OF THESE	3292	921	1665	615	3292	862	2195	2188	1070
	98%	98%	98%	97%	98%	97%	98%	97%	99%
							a		a
NONE OF THESE	75	16	32	18	75	29	34	65	10
	2%	2%	2%	3%	2%	3%	2%	3%	1%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**BREADTH OF USE OF THE INTERNET - OUT OF 13 TYPES OF ACTIVITY**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
NONE	75	2	4	9	4	10	46	75	35	39	10	12	20	33	21	53	75
	2%	1%	1%	2%	1%	2%	7%	2%	2%	2%	1%	1%	3%	5%	1%	4%	2%
							abcdeg						abe	abeg		abeg	e
NARROW (1-4 TYPES)	894	88	117	120	152	166	252	894	426	468	169	248	175	300	417	476	894
	27%	22%	19%	21%	25%	31%	39%	27%	26%	27%	17%	25%	28%	41%	21%	35%	27%
						abc	abcdeg	bc				a	ae	abcefg		abceg	ae
MEDIUM (5-8 TYPES)	1323	183	222	203	234	216	266	1323	612	705	375	377	284	287	752	571	1323
	39%	46%	36%	35%	38%	41%	41%	39%	38%	41%	38%	37%	45%	39%	38%	42%	39%
		bc										abeg					
BROAD (9-13 TYPES)	1075	125	268	244	223	137	77	1075	546	527	441	373	151	110	814	261	1075
	32%	31%	44%	42%	36%	26%	12%	32%	34%	30%	44%	37%	24%	15%	41%	19%	32%
		f	aefg	aefg	ef	f		ef			bcdfg	cdfg	d		cdfg		cdf

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 44**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**BREADTH OF USE OF THE INTERNET - OUT OF 13 TYPES OF ACTIVITY**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
NONE	75 2%	62 2%	3 1%	6 4%	3 4%	75 2%	66 2%	9 2%	24 4%	51 2%	- -%	- -%	- -%	75 2%	8 2%	22 2%	3 *%
NARROW (1-4 TYPES)	894 27%	737 26%	91 33% d	44 28%	22 23%	894 27%	784 27%	110 26%	258 43% b	637 23%	894 100% bcd	- -%	- -%	894 27% bc	116 35% c	319 30% c	141 16%
MEDIUM (5-8 TYPES)	1323 39%	1107 39%	109 39%	69 43%	39 41%	1323 39%	1146 39%	178 41%	222 37%	1102 40%	- -%	1323 100% acd	- -%	1323 39% ac	131 39%	446 43%	336 37%
BROAD (9-13 TYPES)	1075 32%	927 33%	76 27%	40 25%	32 33%	1075 32%	943 32%	131 31%	98 16%	977 35% a	- -%	- -%	1075 100% abd	1075 32% ab	77 23%	262 25%	427 47% ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**BREADTH OF USE OF THE INTERNET - OUT OF 13 TYPES OF ACTIVITY**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
NONE	75 2%	16 2%	32 2%	18 3%	75 2%	29 3% b	34 2%	65 3% b	10 1%
NARROW (1-4 TYPES)	894 27%	200 21%	460 27% a	203 32% ad	894 27% a	294 33% b	506 23%	673 30% b	207 19%
MEDIUM (5-8 TYPES)	1323 39%	338 36%	689 41% a	257 41% ad	1323 39% a	354 40% b	875 39%	907 40% b	408 38%
BROAD (9-13 TYPES)	1075 32%	383 41% bcd	517 30% c	155 25% c	1075 32% c	214 24%	815 37% a	609 27%	455 42% a

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 45**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Strongly disagree	127 4%	20 5%	26 4%	20 3%	21 3%	25 5%	15 2%	127 4%	75 5%	50 3%	44 4%	40 4%	23 4%	21 3%	84 4%	43 3%	127 4%
Slightly disagree	140 4%	32 8%	19 3%	24 4%	20 3%	24 4%	23 4%	140 4%	90 6%	50 3%	39 4%	45 4%	29 5%	27 4%	84 4%	56 4%	140 4%
Neither agree nor disagree	401 12%	75 19%	78 13%	78 14%	66 11%	47 9%	57 9%	401 12%	233 14%	167 10%	104 10%	109 11%	87 14%	100 14%	213 11%	187 14%	401 12%
Slightly agree	891 26%	119 30%	183 30%	166 29%	176 29%	120 23%	128 20%	891 26%	442 27%	446 26%	264 27%	293 29%	166 26%	168 23%	557 28%	334 25%	891 26%
Strongly agree	1770 53%	146 37%	300 49%	282 49%	322 53%	306 58%	414 65%	1770 53%	761 47%	1006 58%	536 54%	515 51%	316 50%	402 55%	1051 52%	719 53%	1770 53%
Don't know	37 1%	6 2%	4 1%	7 1%	9 1%	8 1%	4 1%	37 1%	17 1%	20 1%	8 1%	7 1%	8 1%	13 2%	16 1%	21 2%	37 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	268 8%	53 13%	45 7%	43 8%	40 7%	49 9%	38 6%	268 8%	165 10%	100 6%	83 8%	86 8%	52 8%	47 6%	168 8%	100 7%	268 8%
TOTAL AGREE	2662 79%	265 67%	482 79%	448 78%	498 81%	426 81%	542 85%	2662 79%	1203 74%	1452 83%	800 80%	808 80%	482 77%	571 78%	1608 80%	1053 77%	2662 79%
TOTAL NEITHER/ DON'T KNOW	438 13%	81 20%	82 13%	84 15%	75 12%	54 10%	61 10%	438 13%	250 15%	187 11%	112 11%	116 12%	96 15%	113 15%	228 11%	209 15%	438 13%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 45**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 99%																	
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Strongly disagree	127 4%	108 4%	9 3%	9 5%	2 2%	127 4%	119 4%	9 2%	25 4%	102 4%	25 3%	57 4%	45 4%	127 4%	12 4%	31 3%	33 4%
Slightly disagree	140 4%	118 4%	10 4%	8 5%	4 5%	140 4%	128 4%	12 3%	21 4%	119 4%	37 4%	64 5%	38 4%	140 4%	21 6%	41 4%	41 5%
Neither agree nor disagree	401 12%	348 12%	25 9%	19 12%	9 10%	401 12%	362 12%	39 9%	75 13%	325 12%	121 14%	164 12%	107 10%	401 12%	46 14%	130 12%	101 11%
Slightly agree	891 26%	765 27%	69 25%	38 24%	19 20%	891 26%	762 26%	130 30%	134 22%	758 27%	242 27%	348 26%	291 27%	891 26%	90 27%	314 30%	246 27%
Strongly agree	1770 53%	1461 52%	164 59%	85 54%	61 63% ae	1770 53%	1534 52%	236 55%	340 57%	1431 52%	455 51%	680 51%	591 55%	1770 53%	159 48%	525 50%	481 53%
Don't know	37 1%	33 1%	3 1%	- -%	1 1%	37 1%	35 1%	2 1%	6 1%	31 1%	14 2% c	11 1%	3 *%	37 1%	5 2%	8 1%	5 *%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	268 8%	226 8%	19 7%	17 11%	6 7%	268 8%	247 8%	21 5%	46 8%	222 8%	62 7%	121 9%	83 8%	268 8%	33 10%	73 7%	74 8%
TOTAL AGREE	2662 79%	2226 79%	233 83%	123 77%	80 83%	2662 79%	2296 78%	366 85% a	473 79%	2188 79%	698 78%	1028 78%	882 82%	2662 79%	249 75%	839 80%	728 80%
TOTAL NEITHER/ DON'T KNOW	438 13%	381 13%	28 10%	19 12%	10 11%	438 13%	396 13%	42 10%	82 14%	356 13%	135 15% c	174 13%	110 10%	438 13%	51 15%	138 13%	106 12%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Strongly disagree	127 4%	40 4%	64 4%	16 3%	127 4%	37 4%	78 3%	94 4%	30 3%
Slightly disagree	140 4%	29 3%	77 5%	32 5%	140 4%	47 5%	82 4%	98 4%	41 4%
Neither agree nor disagree	401 12%	99 11%	180 11%	100 16% ab	401 12%	118 13%	252 11%	258 11%	136 13%
Slightly agree	891 26%	232 25%	444 26%	193 31%	891 26%	216 24%	610 27%	576 26%	303 28%
Strongly agree	1770 53%	532 57% c	918 54% c	281 44%	1770 53% c	463 52%	1188 53%	1197 53%	561 52%
Don't know	37 1%	5 1%	14 1%	11 2%	37 1%	9 1%	19 1%	29 1%	8 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	268 8%	69 7%	142 8%	48 8%	268 8%	84 9%	160 7%	193 9%	71 7%
TOTAL AGREE	2662 79%	764 82% c	1362 80% c	475 75%	2662 79%	680 76%	1798 81% a	1773 79%	864 80%
TOTAL NEITHER/ DON'T KNOW	438 13%	104 11%	194 11%	110 17% abd	438 13%	127 14%	272 12%	288 13%	144 13%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 46**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Strongly disagree	506 15%	33 8%	61 10%	66 11%	104 17%	106 20%	137 21%	506 15%	228 14%	277 16%	157 16%	142 14%	93 15%	113 16%	299 15%	206 15%	506 15%
Slightly disagree	515 15%	59 15%	80 13%	99 17%	83 14%	83 16%	111 17%	515 15%	233 14%	280 16%	157 16%	178 18% df	87 14%	93 13%	334 17% f	180 13%	515 15%
Neither agree nor disagree	808 24%	103 26%	138 23%	161 28% f	154 25%	126 24%	126 20%	808 24%	397 25%	407 23%	222 22%	238 24%	170 27%	177 24%	460 23%	347 26%	808 24%
Slightly agree	793 24%	116 29% ef	179 29% efg	140 24% e	142 23%	90 17%	126 20%	793 24% e	398 25%	395 23%	236 24%	243 24%	162 26%	151 21%	480 24%	313 23%	793 24%
Strongly agree	672 20%	82 21%	145 24%	101 17%	118 19%	108 20%	117 18%	672 20%	337 21%	333 19%	212 21%	191 19%	106 17%	163 22%	402 20%	270 20%	672 20%
Don't know	74 2%	6 1%	7 1%	10 2%	13 2%	16 3%	23 4% b	74 2%	27 2%	47 3%	11 1%	18 2%	12 2%	32 4% abeg	30 1%	44 3% ae	74 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1020 30%	92 23%	141 23%	164 29%	187 30%	188 36% ab	248 39% abcdg	1020 30% ab	461 28%	557 32%	313 32%	320 32%	180 29%	206 28%	633 32%	386 28%	1020 30%
TOTAL AGREE	1465 44%	198 50% ef	324 53% cdefg	241 42%	260 42%	198 37%	244 38%	1465 44% e	735 45%	729 42%	448 45%	434 43%	268 43%	315 43%	882 44%	583 43%	1465 44%
TOTAL NEITHER/ DON'T KNOW	882 26%	108 27%	145 24%	171 30%	167 27%	142 27%	149 23%	882 26%	423 26%	453 26%	234 23%	256 25%	182 29%	210 29%	490 24%	391 29%	882 26% ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 46**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Strongly disagree	506 15%	389 14%	69 25% ace	23 15%	24 25% ace	506 15%	443 15%	62 15%	106 18%	399 14%	137 15%	172 13%	174 16%	506 15%	33 10%	151 14%	121 13%
Slightly disagree	515 15%	413 15%	58 21% a	29 18%	14 15%	515 15%	432 15%	82 19%	78 13%	436 16%	127 14%	210 16%	170 16%	515 15%	30 9%	166 16% a	167 18% a
Neither agree nor disagree	808 24%	685 24%	66 24%	34 22%	22 23%	808 24%	716 24%	92 22%	140 23%	668 24%	213 24%	336 25%	247 23%	808 24%	101 30%	248 24%	213 24%
Slightly agree	793 24%	682 24%	55 20%	37 23%	19 20%	793 24%	683 23%	110 26%	138 23%	655 24%	206 23%	324 24%	252 23%	793 24%	86 26%	258 25%	217 24%
Strongly agree	672 20%	596 21% b	29 10%	32 20% b	15 15%	672 20% b	596 20%	75 18%	130 22%	542 20%	182 20%	259 20%	220 20%	672 20%	82 25%	200 19%	178 20%
Don't know	74 2%	67 2%	1 *%	4 2%	3 3%	74 2%	68 2%	6 1%	8 1%	65 2%	30 3% c	22 2%	11 1%	74 2%	2 1%	26 3%	11 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1020 30%	802 28%	128 46% ace	52 33%	38 40% ae	1020 30%	876 30%	145 34%	185 31%	836 30%	264 29%	382 29%	344 32%	1020 30%	63 19%	317 30% a	288 32% a
TOTAL AGREE	1465 44%	1278 45% bd	84 30%	68 43% b	34 35%	1465 44% bd	1279 44%	186 43%	268 45%	1197 43%	388 43%	583 44%	472 44%	1465 44%	167 50%	458 44%	395 44%
TOTAL NEITHER/ DON'T KNOW	882 26%	752 27%	67 24%	38 24%	25 25%	882 26%	784 27%	98 23%	148 25%	734 27%	243 27%	358 27%	258 24%	882 26%	103 31%	275 26%	224 25%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Strongly disagree	506 15%	148 16%	256 15%	88 14%	506 15%	138 16%	345 15%	383 17% b	119 11%
Slightly disagree	515 15%	154 16%	276 16% c	73 12%	515 15%	137 15%	354 16%	350 16%	160 15%
Neither agree nor disagree	808 24%	217 23%	422 25%	147 23%	808 24%	185 21%	557 25%	508 23%	293 27% a
Slightly agree	793 24%	219 23%	389 23%	163 26%	793 24%	188 21%	530 24%	515 23%	265 25%
Strongly agree	672 20%	189 20%	320 19%	142 22%	672 20%	217 24% b	401 18%	439 19%	229 21%
Don't know	74 2%	10 1%	35 2%	20 3% a	74 2%	25 3%	43 2%	58 3%	14 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	1020 30%	302 32% c	533 31% c	161 25%	1020 30%	276 31%	699 31%	733 33% b	279 26%
TOTAL AGREE	1465 44%	408 44%	709 42%	305 48% b	1465 44%	404 45%	931 42%	954 42%	494 46%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
TOTAL NEITHER/ DON'T KNOW	882	227	456	167	882	211	600	566	307
	26%	24%	27%	26%	26%	24%	27%	25%	28%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 47**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Strongly disagree	737 22%	47 12%	113 19%	117 20%	143 23%	133 25%	184 29%	737 22%	300 19%	433 25%	216 22%	205 20%	140 22%	175 24%	421 21%	315 23%	737 22%
Slightly disagree	730 22%	83 21%	114 19%	121 21%	135 22%	119 22%	158 25%	730 22%	303 19%	424 24%	231 23%	222 22%	138 22%	139 19%	452 23%	277 20%	730 22%
Neither agree nor disagree	711 21%	99 25%	135 22%	126 22%	126 21%	98 19%	126 20%	711 21%	343 21%	368 21%	178 18%	238 24%	134 21%	160 22%	417 21%	294 22%	711 21%
Slightly agree	703 21%	107 27%	138 23%	139 24%	124 20%	101 19%	94 15%	703 21%	400 25%	301 17%	220 22%	216 21%	133 21%	133 18%	437 22%	266 20%	703 21%
Strongly agree	423 13%	56 14%	97 16%	65 11%	71 12%	70 13%	64 10%	423 13%	248 15%	174 10%	136 14%	110 11%	73 12%	104 14%	245 12%	178 13%	423 13%
Don't know	63 2%	6 1%	12 2%	7 1%	14 2%	8 2%	15 2%	63 2%	25 2%	38 2%	14 1%	18 2%	11 2%	19 3%	32 2%	30 2%	63 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1467 44%	130 33%	227 37%	238 41%	277 45%	252 48%	342 53%	1467 44%	603 37%	857 49%	447 45%	427 42%	278 44%	314 43%	874 44%	592 44%	1467 44%
TOTAL AGREE	1126 33%	163 41%	235 39%	204 35%	196 32%	171 32%	158 25%	1126 33%	648 40%	476 27%	356 36%	326 32%	207 33%	237 32%	682 34%	444 33%	1126 33%
TOTAL NEITHER/ DON'T KNOW	774 23%	105 26%	147 24%	133 23%	140 23%	106 20%	142 22%	774 23%	368 23%	406 23%	193 19%	257 25%	145 23%	179 25%	449 22%	324 24%	774 23%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 47**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Strongly disagree	737 22%	584 21%	83 30% ae	32 20%	38 39% ace	737 22%	649 22%	88 21%	139 23%	598 22%	195 22%	288 22%	229 21%	737 22%	59 18%	221 21%	205 23%
Slightly disagree	730 22%	624 22%	55 20%	32 20%	19 20%	730 22%	637 22%	92 22%	138 23%	591 21%	167 19%	308 23%	245 23%	730 22%	45 14%	234 22% a	217 24% a
Neither agree nor disagree	711 21%	604 21%	54 19%	36 23%	17 18%	711 21%	624 21%	87 20%	130 22%	581 21%	206 23%	279 21%	217 20%	711 21%	78 23%	223 21%	181 20%
Slightly agree	703 21%	593 21%	59 21%	36 23%	15 15%	703 21%	599 20%	104 24%	110 18%	593 21%	191 21%	265 20%	236 22%	703 21%	82 25%	219 21%	187 21%
Strongly agree	423 13%	370 13% d	26 9%	21 13% d	6 6%	423 13% d	373 13%	50 12%	73 12%	350 13%	109 12%	170 13%	134 12%	423 13%	57 17%	133 13%	111 12%
Don't know	63 2%	57 2%	2 1%	1 1%	2 2%	63 2%	56 2%	6 1%	10 2%	53 2%	26 3% b	13 1%	14 1%	63 2%	12 3% c	20 2%	5 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1467 44%	1208 43%	138 49%	64 41%	57 59% ace	1467 44%	1286 44%	181 42%	277 46%	1190 43%	362 40%	596 45%	473 44%	1467 44%	104 31%	455 43% a	423 47% a
TOTAL AGREE	1126 33%	963 34% d	85 31%	57 36% d	21 21%	1126 33% d	972 33%	154 36%	184 31%	942 34%	300 34%	435 33%	370 34%	1126 33%	139 42% bc	352 34%	298 33%
TOTAL NEITHER/ DON'T KNOW	774 23%	662 23%	56 20%	37 23%	19 20%	774 23%	681 23%	93 22%	140 23%	634 23%	232 26%	292 22%	231 22%	774 23%	90 27%	243 23%	186 21%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 47**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Strongly disagree	737 22%	235 25%	364 21%	120 19%	737 22%	192 22%	507 23%	506 22%	227 21%
		c							
Slightly disagree	730 22%	204 22%	394 23%	119 19%	730 22%	185 21%	497 22%	503 22%	219 20%
Neither agree nor disagree	711 21%	180 19%	369 22%	131 21%	711 21%	176 20%	477 21%	476 21%	229 21%
Slightly agree	703 21%	191 20%	357 21%	137 22%	703 21%	182 20%	462 21%	445 20%	245 23%
Strongly agree	423 13%	118 13%	190 11%	106 17%	423 13%	135 15%	255 11%	273 12%	147 14%
				bd		b			
Don't know	63 2%	9 1%	24 1%	19 3%	63 2%	22 2%	32 1%	50 2%	13 1%
				a					
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	1467 44%	439 47%	758 45%	239 38%	1467 44%	376 42%	1004 45%	1009 45%	446 41%
		c	c						
TOTAL AGREE	1126 33%	309 33%	546 32%	244 38%	1126 33%	317 36%	716 32%	718 32%	392 36%
				b					
TOTAL NEITHER/ DON'T KNOW	774 23%	189 20%	394 23%	150 24%	774 23%	198 22%	509 23%	526 23%	242 22%

Columns Tested: a,b,c,d - a,b - a,b



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 48**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Strongly disagree	71 2%	9 2%	17 3%	8 1%	14 2%	11 2%	13 2%	71 2%	42 3%	28 2%	22 2%	18 2%	14 2%	17 2%	40 2%	31 2%	71 2%
Slightly disagree	92 3%	20 5% defg	27 4% f	16 3%	10 2%	9 2%	9 1%	92 3%	46 3%	45 3%	20 2%	35 3%	18 3%	19 3%	55 3%	37 3%	92 3%
Neither agree nor disagree	259 8%	57 14% bcdefg	49 8%	51 9% f	35 6%	39 7%	28 4%	259 8% f	127 8%	130 7%	68 7%	80 8%	47 7%	63 9%	148 7%	110 8%	259 8%
Slightly agree	842 25%	122 31% ef	171 28% ef	155 27% ef	171 28% ef	107 20%	115 18%	842 25% f	424 26%	417 24%	254 25%	259 26%	167 26%	161 22%	513 26%	328 24%	842 25%
Strongly agree	2053 61%	185 46%	339 56% a	337 59% a	373 61% a	357 67% abcg	462 72% abcdg	2053 61% a	955 59%	1091 63%	621 62%	607 60%	373 59%	451 62%	1228 61%	825 61%	2053 61%
Don't know	51 2%	5 1%	6 1%	9 2%	9 2%	6 1%	15 2%	51 2%	24 1%	27 2%	11 1%	11 1%	11 2%	19 3% e	21 1%	30 2%	51 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	163 5%	30 7% f	44 7% f	24 4%	24 4%	20 4%	21 3%	163 5%	89 5%	74 4%	42 4%	53 5%	32 5%	36 5%	95 5%	68 5%	163 5%
TOTAL AGREE	2894 86%	307 77%	510 84%	492 85% a	544 89% a	464 88% a	577 90% abg	2894 86% a	1380 85%	1509 87%	875 88%	866 86%	540 86%	613 84%	1741 87%	1153 85%	2894 86%
TOTAL NEITHER/ DON'T KNOW	310 9%	61 15% bdefg	56 9%	60 10%	44 7%	45 9%	43 7%	310 9%	151 9%	156 9%	79 8%	91 9%	57 9%	82 11%	169 8%	139 10%	310 9%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 48**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Strongly disagree	71 2%	60 2%	7 2%	3 2%	1 1%	71 2%	61 2%	11 2%	12 2%	60 2%	27 3%	22 2%	23 2%	71 2%	8 2%	29 3%	19 2%
Slightly disagree	92 3%	79 3%	5 2%	5 3%	3 3%	92 3%	84 3%	8 2%	24 4%	67 2%	30 3%	37 3%	21 2%	92 3%	19 6%	30 3%	17 2%
Neither agree nor disagree	259 8%	227 8%	15 5%	12 7%	5 6%	259 8%	237 8%	22 5%	49 8%	209 8%	93 10%	97 7%	65 6%	259 8%	47 14%	64 6%	50 6%
Slightly agree	842 25%	713 25%	72 26%	37 23%	19 20%	842 25%	730 25%	112 26%	150 25%	692 25%	249 28%	343 26%	240 22%	842 25%	85 25%	280 27%	225 25%
Strongly agree	2053 61%	1707 60%	179 64%	101 64%	66 68%	2053 61%	1782 61%	271 63%	356 59%	1697 61%	476 53%	813 61%	713 66%	2053 61%	171 51%	627 60%	588 65%
Don't know	51 2%	47 2%	1 *	1 1%	2 2%	51 2%	46 2%	5 1%	10 2%	41 1%	20 2%	11 1%	12 1%	51 2%	4 1%	18 2%	8 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	163 5%	139 5%	12 4%	9 5%	4 4%	163 5%	145 5%	19 4%	36 6%	127 5%	57 6%	59 4%	44 4%	163 5%	26 8%	59 6%	36 4%
TOTAL AGREE	2894 86%	2420 85%	251 90%	137 87%	85 88%	2894 86%	2511 85%	383 89%	505 84%	2389 86%	725 81%	1156 87%	953 89%	2894 86%	255 77%	907 86%	813 90%
TOTAL NEITHER/ DON'T KNOW	310 9%	273 10%	16 6%	12 8%	8 8%	310 9%	283 10%	27 6%	59 10%	250 9%	113 13%	108 8%	77 7%	310 9%	51 15%	83 8%	58 6%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Strongly disagree	71 2%	23 3%	35 2%	12 2%	71 2%	24 3%	37 2%	54 2%	18 2%
Slightly disagree	92 3%	22 2%	43 3%	22 4%	92 3%	21 2%	56 3%	56 2%	36 3%
Neither agree nor disagree	259 8%	57 6%	125 7%	61 10%	259 8%	76 9%	158 7%	167 7%	87 8%
Slightly agree	842 25%	205 22%	425 25%	185 29% a	842 25%	205 23%	560 25%	524 23%	305 28% a
Strongly agree	2053 61%	618 66% cd	1051 62% c	333 53%	2053 61% c	551 62%	1388 62%	1414 63% b	622 58%
Don't know	51 2%	11 1%	19 1%	19 3% b	51 2%	14 2%	30 1%	39 2%	12 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	163 5%	45 5%	78 5%	34 5%	163 5%	45 5%	93 4%	109 5%	54 5%
TOTAL AGREE	2894 86%	824 88% c	1476 87% c	519 82%	2894 86%	756 85%	1948 87%	1938 86%	927 86%
TOTAL NEITHER/ DON'T KNOW	310 9%	68 7%	144 8%	80 13% abd	310 9%	90 10%	188 8%	206 9%	99 9%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 49**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Strongly disagree	657 20%	49 12%	96 16%	90 16%	112 18%	137 26%	174 27%	657 20%	328 20%	328 19%	177 18%	192 19%	124 20%	164 22%	369 18%	288 21%	657 20%
						abcdg	abcdg	a									
Slightly disagree	490 15%	61 15%	87 14%	89 15%	78 13%	70 13%	105 16%	490 15%	235 15%	254 15%	161 16%	148 15%	91 14%	89 12%	309 15%	180 13%	490 15%
Neither agree nor disagree	715 21%	97 24%	115 19%	128 22%	115 19%	115 22%	144 22%	715 21%	342 21%	372 21%	193 19%	218 22%	137 22%	165 23%	411 21%	302 22%	715 21%
Slightly agree	865 26%	112 28%	188 31%	154 27%	190 31%	96 18%	125 19%	865 26%	432 27%	430 25%	273 27%	269 27%	164 26%	159 22%	542 27%	323 24%	865 26%
		ef	ef	ef	ef		ef								d		
Strongly agree	573 17%	71 18%	114 19%	106 18%	107 17%	101 19%	75 12%	573 17%	257 16%	313 18%	176 18%	168 17%	100 16%	129 18%	344 17%	229 17%	573 17%
		f	f	f	f	f	f										
Don't know	68 2%	8 2%	10 2%	9 2%	12 2%	10 2%	19 3%	68 2%	26 2%	42 2%	14 1%	15 2%	13 2%	25 3%	29 1%	39 3%	68 2%
														e		e	
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1146 34%	111 28%	182 30%	179 31%	189 31%	207 39%	279 44%	1146 34%	563 35%	582 33%	339 34%	340 34%	215 34%	253 35%	678 34%	468 34%	1146 34%
						abcd	abcdg										
TOTAL AGREE	1438 43%	182 46%	302 50%	260 45%	297 48%	197 37%	200 31%	1438 43%	689 43%	743 43%	449 45%	437 43%	265 42%	288 39%	886 44%	553 41%	1438 43%
		ef	efg	ef	ef		f										
TOTAL NEITHER/ DON'T KNOW	783 23%	106 26%	125 21%	137 24%	127 21%	126 24%	162 25%	783 23%	367 23%	413 24%	207 21%	233 23%	150 24%	190 26%	441 22%	340 25%	783 23%
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g																	

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Strongly disagree	657 20%	528 19%	74 26% ae	34 22%	21 22%	657 20%	559 19%	98 23%	121 20%	536 19%	197 22% c	268 20% c	164 15%	657 20% c	40 12%	212 20% ac	134 15%
Slightly disagree	490 15%	423 15%	34 12%	21 13%	12 12%	490 15%	425 14%	65 15%	80 13%	410 15%	112 12%	199 15%	172 16%	490 15%	40 12%	127 12%	157 17% b
Neither agree nor disagree	715 21%	622 22%	48 17%	24 15%	20 21%	715 21%	617 21%	98 23%	132 22%	583 21%	193 22%	295 22%	212 20%	715 21%	85 26%	229 22%	178 20%
Slightly agree	865 26%	732 26%	68 24%	41 26%	24 25%	865 26%	763 26%	102 24%	145 24%	720 26%	215 24%	331 25%	310 29%	865 26%	80 24%	298 28%	272 30%
Strongly agree	573 17%	472 17%	46 16% ae	37 24%	18 18%	573 17%	515 18%	58 14%	112 19%	461 17%	145 16%	213 16%	206 19%	573 17%	77 23% b	160 15%	159 18%
Don't know	68 2%	56 2%	10 3% c	- -%	2 2%	68 2%	61 2%	7 2%	11 2%	57 2%	32 4% bc	16 1%	10 1%	68 2%	10 3% c	24 2%	7 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1146 34%	950 34%	108 39%	55 35%	33 34%	1146 34%	983 33%	163 38%	201 33%	945 34%	309 35%	467 35%	336 31%	1146 34%	81 24%	339 32% a	291 32%
TOTAL AGREE	1438 43%	1204 42%	114 41%	79 50%	42 43%	1438 43%	1278 43%	160 37%	257 43%	1181 43%	360 40%	545 41%	516 48% abd	1438 43%	157 47%	458 44%	431 48%
TOTAL NEITHER/ DON'T KNOW	783 23%	678 24% c	58 21%	24 15%	22 23%	783 23% c	677 23%	105 25%	143 24%	640 23%	225 25%	311 24%	222 21%	783 23%	95 29% c	253 24%	185 20%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Strongly disagree	657 20%	198 21%	347 20%	98 15%	657 20%	170 19%	449 20%	475 21%	177 16%
		c	c					b	
Slightly disagree	490 15%	143 15%	251 15%	80 13%	490 15%	107 12%	358 16%	326 14%	157 15%
							a		
Neither agree nor disagree	715 21%	192 21%	369 22%	125 20%	715 21%	181 20%	472 21%	491 22%	213 20%
Slightly agree	865 26%	231 25%	412 24%	203 32%	865 26%	239 27%	561 25%	556 25%	303 28%
				abd					
Strongly agree	573 17%	159 17%	289 17%	111 18%	573 17%	173 19%	353 16%	357 16%	210 19%
Don't know	68 2%	13 1%	30 2%	16 3%	68 2%	20 2%	37 2%	48 2%	20 2%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	1146 34%	341 36%	599 35%	178 28%	1146 34%	278 31%	807 36%	801 36%	333 31%
		c	c		c				
TOTAL AGREE	1438 43%	390 42%	700 41%	314 50%	1438 43%	412 46%	914 41%	913 40%	513 48%
				abd					a
TOTAL NEITHER/ DON'T KNOW	783 23%	205 22%	399 23%	141 22%	783 23%	201 23%	508 23%	539 24%	233 22%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 50**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: For me, the benefits of being online outweigh the risks. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Strongly disagree	82 2%	7 2%	10 2%	11 2%	9 2%	12 2%	33 5% abcdg	82 2%	43 3%	39 2%	25 3%	13 1%	20 3%	23 3%	38 2%	43 3%	82 2%
Slightly disagree	159 5%	23 6%	34 6%	24 4%	25 4%	26 5%	27 4%	159 5%	80 5%	77 4%	40 4%	43 4%	29 5%	47 6%	83 4%	76 6%	159 5%
Neither agree nor disagree	642 19%	75 19%	97 16%	121 21%	120 20%	99 19%	132 21%	642 19%	270 17%	371 21% a	153 15%	182 18%	123 20%	182 25%	335 17%	306 22%	642 19%
Slightly agree	1146 34%	120 30%	202 33%	193 34%	211 34%	185 35%	235 37%	1146 34%	510 31%	634 36% a	303 30%	381 38% ad	234 37% a	229 31%	683 34%	463 34%	1146 34%
Strongly agree	1291 38%	168 42% f	258 42% f	219 38%	244 40% f	198 37%	204 32%	1291 38% f	699 43% b	589 34%	466 47% bcdfg	379 37%	214 34%	232 32%	845 42% cdf	447 33%	1291 38% df
Don't know	47 1%	6 1%	10 2%	8 1%	4 1%	8 2%	11 2%	47 1%	18 1%	29 2%	8 1%	13 1%	9 1%	17 2%	21 1%	26 2%	47 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	241 7%	30 7%	44 7%	35 6%	34 6%	38 7%	60 9%	241 7%	123 8%	116 7%	65 7%	56 6%	49 8%	71 10% be	121 6%	120 9% be	241 7%
TOTAL AGREE	2438 72%	288 72%	459 75%	412 72%	455 74%	384 73%	439 68%	2438 72% b	1209 75% b	1224 70%	769 77% dfg	759 75% df	449 71% d	461 63%	1528 76% dfg	910 67%	2438 72% df
TOTAL NEITHER/ DON'T KNOW	689 20%	80 20%	106 17%	128 22%	124 20%	107 20%	143 22%	689 20%	288 18%	400 23% a	161 16%	195 19%	132 21%	199 27% abceg	356 18%	331 24% abeg	689 20% a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 50**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: For me, the benefits of being online outweigh the risks. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Strongly disagree	82 2%	67 2%	9 3%	5 3%	1 1%	82 2%	72 2%	10 2%	14 2%	68 2%	31 3%	22 2%	16 1%	82 2%	10 3%	30 3%	12 1%
Slightly disagree	159 5%	143 5%	8 3%	5 3%	2 2%	159 5%	151 5%	9 2%	32 5%	127 5%	57 6%	60 5%	40 4%	159 5%	16 5%	76 7%	24 3%
Neither agree nor disagree	642 19%	561 20%	35 12%	34 22%	12 12%	642 19%	574 20%	68 16%	164 27%	478 17%	234 26%	244 18%	140 13%	642 19%	78 24%	213 20%	131 14%
Slightly agree	1146 34%	948 33%	120 43%	47 30%	31 32%	1146 34%	988 34%	158 37%	190 32%	956 35%	343 38%	483 36%	309 29%	1146 34%	108 32%	343 33%	332 37%
Strongly agree	1291 38%	1075 38%	103 37%	65 41%	48 49%	1291 38%	1112 38%	179 42%	185 31%	1106 40%	214 24%	505 38%	562 52%	1291 38%	110 33%	373 36%	402 44%
Don't know	47 1%	39 1%	4 1%	1 1%	3 3%	47 1%	42 1%	5 1%	17 3%	30 1%	16 2%	10 1%	8 1%	47 1%	10 3%	14 1%	6 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	241 7%	210 7%	17 6%	10 6%	3 4%	241 7%	222 8%	19 4%	46 8%	195 7%	88 10%	82 6%	56 5%	241 7%	26 8%	106 10%	37 4%
TOTAL AGREE	2438 72%	2023 71%	223 80%	113 71%	79 81%	2438 72%	2101 71%	337 79%	375 62%	2063 75%	556 62%	988 75%	871 81%	2438 72%	218 66%	716 68%	733 81%
TOTAL NEITHER/ DON'T KNOW	689 20%	600 21%	39 14%	36 22%	15 15%	689 20%	616 21%	73 17%	180 30%	508 18%	250 28%	254 19%	148 14%	689 20%	89 27%	227 22%	137 15%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: For me, the benefits of being online outweigh the risks. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Strongly disagree	82 2%	20 2%	35 2%	24 4%	82 2%	40 4%	37 2%	64 3%	18 2%
Slightly disagree	159 5%	46 5%	82 5%	28 4%	159 5%	47 5%	103 5%	98 4%	60 6%
Neither agree nor disagree	642 19%	138 15%	335 20%	138 22%	642 19%	210 24%	373 17%	425 19%	214 20%
Slightly agree	1146 34%	299 32%	609 36%	214 34%	1146 34%	276 31%	787 35%	766 34%	363 34%
Strongly agree	1291 38%	424 45%	621 37%	213 34%	1291 38%	300 34%	911 41%	867 38%	412 38%
Don't know	47 1%	11 1%	15 1%	16 2%	47 1%	18 2%	18 1%	34 1%	13 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	241 7%	65 7%	117 7%	53 8%	241 7%	86 10%	141 6%	161 7%	78 7%
TOTAL AGREE	2438 72%	723 77%	1231 73%	427 67%	2438 72%	576 65%	1698 76%	1633 72%	775 72%
TOTAL NEITHER/ DON'T KNOW	689 20%	149 16%	350 21%	154 24%	689 20%	228 26%	391 18%	459 20%	226 21%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 51**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Strongly disagree	160 5%	12 3%	15 2%	15 3%	22 4%	31 6%	65 10%	160 5%	84 5%	74 4%	42 4%	31 3%	27 4%	60 8%	72 4%	87 6%	160 5%
						bc	abcdeg							abceg		be	
Slightly disagree	231 7%	18 5%	28 5%	28 5%	41 7%	38 7%	77 12%	231 7%	99 6%	131 8%	46 5%	65 6%	52 8%	67 9%	111 6%	119 9%	231 7%
							abcdeg						a	ae		ae	
Neither agree nor disagree	489 15%	70 18%	63 10%	72 12%	78 13%	84 16%	122 19%	489 15%	237 15%	252 15%	120 12%	130 13%	104 17%	134 18%	250 12%	238 18%	489 15%
			b			b	bcdg							abe		abe	
Slightly agree	1178 35%	124 31%	206 34%	193 34%	236 38%	194 37%	224 35%	1178 35%	536 33%	639 37%	332 33%	374 37%	221 35%	251 34%	706 35%	472 35%	1178 35%
Strongly agree	1276 38%	171 43%	295 48%	261 45%	225 37%	178 34%	147 23%	1276 38%	647 40%	625 36%	444 45%	404 40%	220 35%	209 29%	848 42%	429 31%	1276 38%
		ef	defg	defg	f	f	f				cdfg	df			cdfg	df	
Don't know	33 1%	3 1%	3 1%	7 1%	11 2%	3 1%	5 1%	33 1%	16 1%	17 1%	12 1%	6 1%	6 1%	9 1%	17 1%	15 1%	33 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	391 12%	30 7%	42 7%	43 7%	64 10%	69 13%	143 22%	391 12%	183 11%	205 12%	87 9%	96 10%	79 13%	127 17%	183 9%	206 15%	391 12%
						abc	abcdeg		bc					abeg		abeg	e
TOTAL AGREE	2454 73%	295 74%	501 82%	454 79%	461 75%	372 70%	371 58%	2454 73%	1183 73%	1265 73%	776 78%	777 77%	441 70%	460 63%	1553 77%	901 66%	2454 73%
		f	adefg	efg	f	f	f				cdfg	cdf	d		cdfg		df
TOTAL NEITHER/ DON'T KNOW	522 16%	74 18%	66 11%	79 14%	89 14%	87 17%	127 20%	522 16%	253 16%	269 15%	132 13%	136 13%	110 17%	144 20%	268 13%	254 19%	522 16%
		b					bcg		b					abeg		abe	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Strongly disagree	160 5%	138 5%	9 3%	8 5%	5 5%	160 5%	149 5%	11 3%	37 6%	123 4%	76 9%	42 3%	19 2%	160 5%	20 6%	52 5%	31 3%
Slightly disagree	231 7%	194 7%	25 9%	6 4%	6 6%	231 7%	203 7%	28 7%	56 9%	175 6%	101 11%	90 7%	30 3%	231 7%	26 8%	92 9%	42 5%
Neither agree nor disagree	489 15%	423 15%	41 15%	15 10%	11 11%	489 15%	419 14%	71 16%	105 17%	384 14%	189 21%	203 15%	86 8%	489 15%	60 18%	172 16%	114 13%
Slightly agree	1178 35%	977 34%	124 45%	49 31%	28 29%	1178 35%	1000 34%	178 41%	201 33%	977 35%	330 37%	505 38%	325 30%	1178 35%	116 35%	378 36%	318 35%
Strongly agree	1276 38%	1075 38%	76 27%	80 50%	46 47%	1276 38%	1139 39%	138 32%	197 33%	1080 39%	183 20%	476 36%	610 57%	1276 38%	107 32%	347 33%	395 44%
Don't know	33 1%	26 1%	4 1%	1 1%	1 1%	33 1%	29 1%	3 1%	6 1%	27 1%	15 2%	7 1%	4 *	33 1%	3 1%	8 1%	7 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	391 12%	332 12%	34 12%	14 9%	11 11%	391 12%	352 12%	39 9%	93 15%	298 11%	178 20%	133 10%	49 5%	391 12%	46 14%	144 14%	73 8%
TOTAL AGREE	2454 73%	2052 72%	200 72%	128 81%	74 76%	2454 73%	2139 73%	315 74%	397 66%	2057 74%	513 57%	981 74%	935 87%	2454 73%	223 67%	725 69%	714 79%
TOTAL NEITHER/ DON'T KNOW	522 16%	449 16%	45 16%	16 10%	12 12%	522 16%	448 15%	74 17%	111 18%	411 15%	203 23%	210 16%	91 8%	522 16%	64 19%	180 17%	121 13%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Strongly disagree	160 5%	40 4%	81 5%	33 5%	160 5%	70 8% b	82 4%	120 5%	36 3%
Slightly disagree	231 7%	51 5%	126 7%	48 8%	231 7%	79 9% b	136 6%	185 8% b	46 4%
Neither agree nor disagree	489 15%	126 13%	232 14%	111 18%	489 15%	143 16%	310 14%	347 15%	139 13%
Slightly agree	1178 35%	270 29%	640 38% a	238 38% a	1178 35% a	287 32%	798 36%	802 36%	363 34%
Strongly agree	1276 38%	443 47% bcd	604 36%	196 31%	1276 38% c	301 34%	888 40% a	776 34%	486 45% a
Don't know	33 1%	7 1%	14 1%	7 1%	33 1%	11 1%	14 1%	23 1%	9 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	391 12%	90 10%	207 12%	81 13%	391 12%	148 17% b	218 10%	305 14% b	82 8%
TOTAL AGREE	2454 73%	713 76% c	1244 73%	434 68%	2454 73%	588 66%	1686 76% a	1578 70%	849 79% a
TOTAL NEITHER/ DON'T KNOW	522 16%	134 14%	246 15%	119 19%	522 16%	154 17%	325 15%	370 16%	148 14%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 52**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me broaden my understanding or view of the world. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3458	431	535	659	536	598	699	3458	1657	1792	878	1086	704	788	1964	1492	3458
Effective Weighted Sample	3021	382	475	595	474	526	612	3021	1453	1561	796	964	618	662	1746	1278	3021
Total	3367	398	610	576	613	529	641	3367	1619	1739	995	1010	630	731	2005	1361	3367
Strongly disagree	98 3%	11 3%	9 1%	5 1%	14 2%	23 4%	36 6%	98 3%	49 3%	50 3%	21 2%	20 2%	26 4%	32 4%	41 2%	58 4%	98 3%
						bc	bcdg	c					e	be		abe	
Slightly disagree	143 4%	19 5%	15 2%	24 4%	21 3%	21 4%	43 7%	143 4%	80 5%	62 4%	31 3%	43 4%	33 5%	37 5%	73 4%	70 5%	143 4%
							bg										
Neither agree nor disagree	448 13%	54 13%	58 10%	73 13%	77 13%	80 15%	106 16%	448 13%	195 12%	253 15%	106 11%	123 12%	88 14%	129 18%	230 11%	217 16%	448 13%
						b	b						abeg		ae		
Slightly agree	1214 36%	128 32%	201 33%	207 36%	229 37%	200 38%	249 39%	1214 36%	571 35%	640 37%	322 32%	377 37%	257 41%	258 35%	698 35%	515 38%	1214 36%
												ae					
Strongly agree	1429 42%	181 45%	322 53%	261 45%	264 43%	203 38%	198 31%	1429 42%	710 44%	714 41%	507 51%	438 43%	219 35%	265 36%	945 47%	484 36%	1429 42%
		f	defg	f	f	f	f	f			bcdfg	cdf			cdfg	cdf	cdf
Don't know	35 1%	6 1%	4 1%	5 1%	9 2%	2 *	8 1%	35 1%	14 1%	21 1%	8 1%	9 1%	8 1%	10 1%	18 1%	18 1%	35 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	242 7%	30 8%	24 4%	30 5%	35 6%	44 8%	79 12%	242 7%	129 8%	111 6%	51 5%	63 6%	59 9%	69 9%	114 6%	128 9%	242 7%
						b	bcdg	b					ae	ae		abe	
TOTAL AGREE	2643 78%	309 78%	523 86%	468 81%	492 80%	403 76%	448 70%	2643 78%	1281 79%	1355 78%	829 83%	814 81%	475 75%	523 72%	1643 82%	998 73%	2643 78%
		f	aefg	f	f		f	f			cdfg	df			cdfg		df
TOTAL NEITHER/ DON'T KNOW	483 14%	59 15%	62 10%	79 14%	86 14%	82 16%	114 18%	483 14%	209 13%	273 16%	115 12%	133 13%	96 15%	139 19%	247 12%	235 17%	483 14%
							b						abeg		abe		

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 52**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me broaden my understanding or view of the world. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3458	2504	314	315	325	3458	2946	512	628	2830	932	1369	1069	3458	356	1125	875
Effective Weighted Sample	3021	2386	289	279	311	3021	2590	439	541	2481	813	1196	939	3021	304	968	780
Total	3367	2833	279	158	97	3367	2939	428	601	2766	894	1323	1075	3367	333	1049	907
Strongly disagree	98 3%	82 3%	8 3%	4 3%	4 4%	98 3%	91 3%	7 2%	25 4%	73 3%	37 4%	34 3%	10 1%	98 3%	13 4%	37 4%	11 1%
Slightly disagree	143 4%	126 4%	11 4%	5 3%	2 2%	143 4%	134 5%	9 2%	36 6%	108 4%	65 7%	53 4%	16 1%	143 4%	20 6%	50 5%	23 3%
Neither agree nor disagree	448 13%	364 13%	55 20% ade	20 13%	9 9%	448 13%	373 13%	75 18% a	96 16%	352 13%	188 21% bcd	171 13% c	73 7%	448 13% c	65 19% c	158 15% c	85 9%
Slightly agree	1214 36%	1020 36%	118 42% cd	46 29%	30 31%	1214 36%	1052 36%	162 38%	209 35%	1005 36%	375 42% cd	519 39% c	305 28%	1214 36% c	119 36%	402 38%	324 36%
Strongly agree	1429 42%	1211 43% b	84 30%	83 52% abe	51 53% abe	1429 42% b	1259 43%	170 40%	229 38%	1199 43%	211 24%	542 41% a	666 62% abd	1429 42% a	112 34%	393 37%	460 51% ab
Don't know	35 1%	30 1%	3 1%	1 1%	1 1%	35 1%	30 1%	5 1%	6 1%	29 1%	19 2% bc	5 *% *	5 *% *	35 1%	5 1%	9 1%	5 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	242 7%	208 7%	19 7%	9 6%	6 6%	242 7%	225 8% b	16 4%	61 10% b	181 7%	102 11% bcd	87 7% c	26 2%	242 7% c	33 10% c	87 8% c	34 4%
TOTAL AGREE	2643 78%	2231 79%	203 73%	128 81%	81 83% b	2643 78%	2311 79%	332 77%	438 73% a	2205 80% a	586 66% a	1061 80% a	970 90% abd	2643 78% a	230 69%	795 76% ab	784 86%
TOTAL NEITHER/ DON'T KNOW	483 14%	394 14%	58 21% ade	21 13%	10 10%	483 14%	403 14%	80 19% a	102 17%	381 14%	206 23% bcd	176 13% c	78 7%	483 14% c	70 21% c	167 16% c	90 10%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me broaden my understanding or view of the world. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3458	938	1753	667	3458	937	2278	2387	1042
Effective Weighted Sample	3021	821	1538	575	3021	811	1996	2075	924
Total	3367	937	1697	633	3367	891	2229	2253	1079
Strongly disagree	98 3%	25 3%	46 3%	23 4%	98 3%	46 5% b	42 2%	76 3%	22 2%
Slightly disagree	143 4%	35 4%	71 4%	33 5%	143 4%	47 5%	85 4%	104 5%	39 4%
Neither agree nor disagree	448 13%	93 10%	239 14% a	95 15% a	448 13% a	132 15%	282 13%	324 14%	123 11%
Slightly agree	1214 36%	307 33%	636 37%	245 39%	1214 36%	323 36%	811 36%	818 36%	382 35%
Strongly agree	1429 42%	468 50% bcd	695 41%	228 36%	1429 42% c	327 37%	995 45% a	904 40%	508 47% a
Don't know	35 1%	9 1%	11 1%	10 2%	35 1%	15 2% b	14 1%	27 1%	5 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	242 7%	59 6%	118 7%	56 9%	242 7%	93 10% b	127 6%	180 8%	60 6%
TOTAL AGREE	2643 78%	775 83% cd	1330 78%	472 75%	2643 78%	650 73%	1807 81% a	1722 76%	891 83% a
TOTAL NEITHER/ DON'T KNOW	483 14%	102 11%	250 15%	105 17% a	483 14%	147 17%	296 13%	351 16% b	128 12%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 53**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
I use mainstream media sources and trust them to give me accurate and truthful information	582 16%	63 16%	90 15%	84 15%	89 14%	93 16%	162 19%	582 16%	278 16%	303 16%	184 18%	160 15%	101 15%	135 15%	344 17%	237 15%	582 16%
I use mainstream media sources but sometimes question if the information is accurate and truthful	1524 42%	140 35%	248 40%	246 42%	278 45% a	247 43%	365 42%	1524 42%	712 41%	811 43%	469 46% df	465 44% df	291 42% d	299 34%	933 45% df	590 38%	1524 42% df
I use mainstream media sources but always question if the information is accurate and truthful	767 21%	77 19%	155 25% f	127 22%	125 20%	122 21%	161 18%	767 21%	389 22%	372 20%	233 23%	229 22%	143 21%	162 18%	462 22%	305 19%	767 21%
I use mainstream media sources but I don't think about whether the information is accurate and truthful	206 6%	38 10% efg	42 7%	31 5%	33 5%	26 4%	35 4%	206 6%	96 5%	110 6%	39 4%	66 6%	42 6%	58 7%	105 5%	100 6%	206 6%
I don't use mainstream media sources because I don't trust them to give me accurate and truthful information	231 6%	24 6%	31 5%	40 7%	47 8%	43 7%	46 5%	231 6%	129 7%	101 5%	46 5%	59 6%	50 7%	76 9% ae	105 5%	125 8% ae	231 6%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
I don't use mainstream media sources for some other reason/ I'm not interested in the news	349	56	50	50	44	49	100	349	145	202	53	81	68	148	134	216	349
	10%	14%	8%	9%	7%	8%	12%	10%	8%	11%	5%	8%	10%	17%	6%	14%	10%
		bcdeg										ae	abceg		abeg	ae	
<b>SUMMARY CODES</b>																	
USE MAINSTREAM MEDIA SOURCES	3078	318	535	489	525	488	723	3078	1475	1596	925	920	577	655	1844	1232	3078
	84%	80%	87%	84%	85%	84%	83%	84%	84%	84%	90%	87%	83%	75%	89%	78%	84%
			a								cdgf	df	d		cdgf	df	
DO NOT USE MAINSTREAM MEDIA SOURCES	580	80	81	91	91	91	146	580	275	303	99	139	118	223	239	341	580
	16%	20%	13%	16%	15%	16%	17%	16%	16%	16%	10%	13%	17%	25%	11%	22%	16%
		b											ae	abceg	abeg	ae	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
I use mainstream media sources and trust them to give me accurate and truthful information	582 16%	492 16%	43 14%	27 16%	19 19%	582 16%	523 16%	59 13%	88 15%	494 16%	161 18% c	212 16%	139 13%	582 16%	71 20%	189 17%	177 19%
I use mainstream media sources but sometimes question if the information is accurate and truthful	1524 42%	1284 42%	126 41%	69 40%	45 44%	1524 42%	1314 41%	211 45%	195 32%	1329 43% a	307 34%	576 44% a	528 49% ad	1524 42% a	127 35%	476 43%	433 47% a
I use mainstream media sources but always question if the information is accurate and truthful	767 21%	665 22% b	47 15%	33 19%	21 21%	767 21%	674 21%	92 20%	117 19%	649 21%	162 18%	275 21%	276 26% abd	767 21%	64 18%	229 21%	202 22%
I use mainstream media sources but I don't think about whether the information is accurate and truthful	206 6%	175 6%	18 6%	7 4%	6 5%	206 6%	177 6%	29 6%	44 7%	161 5%	60 7% c	88 7% c	38 4%	206 6%	25 7%	55 5%	38 4%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)**

Base : All respondents

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
I don't use mainstream media sources because I don't trust them to give me accurate and truthful information	231 6%	188 6%	27 9%	10 6%	6 6%	231 6%	196 6%	35 7%	56 9% b	175 6%	75 8% c	83 6%	54 5%	231 6%	28 8% c	72 6%	35 4%
I don't use mainstream media sources for some other reason/ I'm not interested in the news	349 10%	272 9%	47 15% ade	25 14% ade	6 5%	349 10%	306 10%	43 9%	101 17% b	248 8%	130 14% bcd	90 7% c	40 4%	349 10% bc	48 13% bc	86 8% c	33 4%
<b>SUMMARY CODES</b>																	
USE MAINSTREAM MEDIA SOURCES	3078 84%	2616 85% b	234 76%	137 80%	91 89% bc	3078 84% b	2688 84%	390 83%	444 74%	2634 86% a	690 77%	1151 87% a	980 91% abd	3078 84% a	288 79%	949 86% a	850 93% ab
DO NOT USE MAINSTREAM MEDIA SOURCES	580 16%	461 15%	73 24% ade	35 20% d	11 11%	580 16%	502 16%	78 17%	157 26% b	423 14%	204 23% bcd	173 13% c	95 9%	580 16% c	76 21% bc	158 14% c	68 7%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
I use mainstream media sources and trust them to give me accurate and truthful information	582 16%	183 19%	282 15%	104 15%	582 16%	168 16%	358 15%	400 16%	176 16%
I use mainstream media sources but sometimes question if the information is accurate and truthful	1524 42%	422 43%	793 42%	269 38%	1524 42%	442 41%	982 42%	1059 42%	453 42%
I use mainstream media sources but always question if the information is accurate and truthful	767 21%	205 21%	393 21%	149 21%	767 21%	214 20%	501 22%	511 20%	242 22%
I use mainstream media sources but I don't think about whether the information is accurate and truthful	206 6%	43 4%	118 6%	36 5%	206 6%	57 5%	136 6%	143 6%	62 6%
I don't use mainstream media sources because I don't trust them to give me accurate and truthful information	231 6%	55 6%	104 6%	61 9% b	231 6%	70 7%	150 6%	154 6%	76 7%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A5. Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc., which of the following is closest to your view? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
I don't use mainstream media sources for some other reason/ I'm not interested in the news	349	68	177	84	349	122	183	268	80
	10%	7%	9%	12%	10%	11%	8%	11%	7%
				a		b		b	
<b>SUMMARY CODES</b>									
USE MAINSTREAM MEDIA SOURCES	3078	854	1586	558	3078	881	1978	2113	933
	84%	87%	85%	79%	84%	82%	86%	83%	86%
		c	c	c					
DO NOT USE MAINSTREAM MEDIA SOURCES	580	124	282	145	580	192	333	422	156
	16%	13%	15%	21%	16%	18%	14%	17%	14%
				abd					

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A6. Now some questions about Artificial Intelligence or AI. Before today, had you heard of Artificial Intelligence or AI models such as ChatGPT or Bard? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Yes	2972	353	545	489	521	456	608	2972	1470	1495	943	912	541	574	1855	1115	2972
	81%	89%	88%	84%	85%	79%	70%	81%	84%	79%	92%	86%	78%	65%	89%	71%	81%
		efg	efg	f	f	f		f	b		bcdgf	cdgf	df		cdgf	d	df
No	639	38	65	84	89	111	253	639	261	376	74	135	143	287	209	430	639
	17%	10%	11%	14%	14%	19%	29%	17%	15%	20%	7%	13%	21%	33%	10%	27%	17%
						ab	abcdg	ab		a		a	abe	abcefg		abceg	abe
Don't know	47	7	6	7	6	12	9	47	19	28	7	11	12	17	19	29	47
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A6. Now some questions about Artificial Intelligence or AI. Before today, had you heard of Artificial Intelligence or AI models such as ChatGPT or Bard? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Yes	2972	2528	222	147	75	2972	2589	383	461	2511	644	1160	1031	2972	277	914	843
	81%	82%	72%	85%	73%	81%	81%	82%	77%	82%	72%	88%	96%	81%	76%	83%	92%
		bd		bd		bd				a		ad	abd	a		a	ab
No	639	506	83	24	26	639	555	84	128	511	233	146	40	639	80	183	68
	17%	16%	27%	14%	26%	17%	17%	18%	21%	17%	26%	11%	4%	17%	22%	17%	7%
			ace		ace				b		bcd	c		bc	c	c	
Don't know	47	42	3	1	1	47	46	1	12	36	18	18	3	47	8	9	7
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
								*			c		*	c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A6. Now some questions about Artificial Intelligence or AI. Before today, had you heard of Artificial Intelligence or AI models such as ChatGPT or Bard? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Yes	2972	880	1517	499	2972	808	1965	1988	956
	81%	90%	81%	71%	81%	75%	85%	78%	88%
		bcd	c		c		a		a
No	639	90	336	190	639	246	327	512	120
	17%	9%	18%	27%	17%	23%	14%	20%	11%
			a	abd	a	b		b	
Don't know	47	8	15	15	47	19	19	35	12
	1%	1%	1%	2%	1%	2%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 55**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2978	379	473	555	452	502	617	2978	1467	1504	825	966	586	599	1791	1185	2978
Effective Weighted Sample	2606	337	421	501	401	440	536	2606	1287	1313	749	855	509	504	1594	1012	2606
Total	2972	353	545	489	521	456	608	2972	1470	1495	943	912	541	574	1855	1115	2972
Very familiar	479	85	166	99	61	36	33	479	296	181	228	140	53	58	368	111	479
	16%	24%	30%	20%	12%	8%	5%	16%	20%	12%	24%	15%	10%	10%	20%	10%	16%
		defg	cdefg	def	f			ef	b		bcdfg	cdf			bcdfg		cdf
Quite familiar	1159	185	215	218	233	152	158	1159	590	566	406	349	206	197	755	403	1159
	39%	52%	39%	45%	45%	33%	26%	39%	40%	38%	43%	38%	38%	34%	41%	36%	39%
		befg	f	ef	ef			f			df						
Not very familiar	856	63	125	111	164	164	228	856	364	491	209	287	175	183	497	358	856
	29%	18%	23%	23%	32%	36%	38%	29%	25%	33%	22%	31%	32%	32%	27%	32%	29%
					abc	abcg	abcg	ac		a		a	a	a	ae	a	
Not at all familiar	465	20	37	59	61	100	187	465	214	249	95	133	105	131	229	236	465
	16%	6%	7%	12%	12%	22%	31%	16%	15%	17%	10%	15%	19%	23%	12%	21%	16%
				ab	a	abcdg	abcdg	ab				a	ae	abeg	abeg	abeg	ae
Don't know	13	-	1	2	3	4	3	13	6	7	4	3	2	4	7	6	13
	*%	-%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
<b>SUMMARY CODES</b>																	
FAMILIAR	1639	270	381	316	293	188	190	1639	886	748	634	489	259	256	1123	515	1639
	55%	76%	70%	65%	56%	41%	31%	55%	60%	50%	67%	54%	48%	45%	61%	46%	55%
		cdefg	defg	defg	ef	f		ef	b		bcdefg	df			bcdefg		cdf
NOT FAMILIAR	1320	83	163	170	225	264	415	1320	578	740	305	421	280	314	725	594	1320
	44%	24%	30%	35%	43%	58%	68%	44%	39%	50%	32%	46%	52%	55%	39%	53%	44%
				a	ab	abcdg	abcdg	abc		a		ae	aeg	abeg	a	abeg	ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 55**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2978	2198	243	290	247	2978	2532	446	476	2502	664	1188	1017	2978	290	957	803
Effective Weighted Sample	2606	2089	222	256	233	2606	2229	383	415	2191	583	1042	897	2606	245	830	716
Total	2972	2528	222	147	75	2972	2589	383	461	2511	644	1160	1031	2972	277	914	843
Very familiar	479	420	33	17	10	479	444	35	74	405	66	158	251	479	40	109	175
	16%	17%	15%	12%	13%	16%	17%	9%	16%	16%	10%	14%	24%	16%	15%	12%	21%
							b						abd	a			b
Quite familiar	1159	993	88	54	24	1159	1016	143	150	1009	208	461	470	1159	111	353	371
	39%	39%	40%	37%	32%	39%	39%	37%	33%	40%	32%	40%	46%	39%	40%	39%	44%
									a			a	abd	a			
Not very familiar	856	716	71	45	23	856	735	120	146	709	200	374	249	856	83	305	223
	29%	28%	32%	31%	31%	29%	28%	31%	32%	28%	31%	32%	24%	29%	30%	33%	26%
											c	c		c		c	
Not at all familiar	465	387	31	30	17	465	382	83	85	379	168	161	58	465	43	142	70
	16%	15%	14%	20%	23%	16%	15%	22%	18%	15%	26%	14%	6%	16%	16%	16%	8%
					ae			a			bcd	c		c	c	c	
Don't know	13	12	-	1	1	13	11	1	5	8	2	6	3	13	-	5	4
	*%	*%	-%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	-%	1%	1%

**SUMMARY CODES**

FAMILIAR	1639	1413	120	71	34	1639	1460	179	224	1415	274	619	721	1639	151	462	546
	55%	56%	54%	49%	45%	55%	56%	47%	49%	56%	43%	53%	70%	55%	55%	51%	65%
		d				d	b			a		a	abd	a			ab
NOT FAMILIAR	1320	1103	101	75	41	1320	1117	203	232	1089	368	535	307	1320	126	447	293
	44%	44%	46%	51%	54%	44%	43%	53%	50%	43%	57%	46%	30%	44%	45%	49%	35%
					ae			a	b		bcd	c		c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	2978	863	1522	520	2978	809	1979	2044	910
Effective Weighted Sample	2606	757	1340	445	2606	702	1734	1775	810
Total	2972	880	1517	499	2972	808	1965	1988	956
Very familiar	479 16%	211 24% bcd	201 13%	55 11%	479 16% c	113 14%	327 17%	256 13%	214 22% a
Quite familiar	1159 39%	333 38%	596 39%	199 40%	1159 39%	287 35%	788 40%	742 37%	409 43% a
Not very familiar	856 29%	229 26%	445 29%	162 32%	856 29%	233 29%	577 29%	604 30% b	243 25%
Not at all familiar	465 16%	106 12%	267 18% a	81 16%	465 16%	172 21% b	264 13%	376 19% b	86 9%
Don't know	13 *%	1 *%	8 1%	2 *%	13 *%	4 *%	9 *%	9 *%	4 *%
<b>SUMMARY CODES</b>									
FAMILIAR	1639 55%	544 62% bcd	797 53%	254 51%	1639 55%	400 49%	1116 57% a	998 50%	624 65% a
NOT FAMILIAR	1320 44%	334 38%	712 47% a	243 49% a	1320 44% a	404 50% b	841 43%	980 49% b	329 34%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 56**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Very familiar	479	85	166	99	61	36	33	479	296	181	228	140	53	58	368	111	479
	13%	21%	27%	17%	10%	6%	4%	13%	17%	10%	22%	13%	8%	7%	18%	7%	13%
		defg	cdefg	def	f			ef	b		bcdefg	cdf			bcdfg		cdf
Quite familiar	1159	185	215	218	233	152	158	1159	590	566	406	349	206	197	755	403	1159
	32%	46%	35%	38%	38%	26%	18%	32%	34%	30%	40%	33%	30%	22%	36%	26%	32%
		bcefg	ef	efg	efg	f		f			bcdfg	df	d		cdfg		df
Not very familiar	856	63	125	111	164	164	228	856	364	491	209	287	175	183	497	358	856
	23%	16%	20%	19%	27%	28%	26%	23%	21%	26%	20%	27%	25%	21%	24%	23%	23%
					ac	abc	ac	a		a		ad					
Not at all familiar	465	20	37	59	61	100	187	465	214	249	95	133	105	131	229	236	465
	13%	5%	6%	10%	10%	17%	22%	13%	12%	13%	9%	13%	15%	15%	11%	15%	13%
				a	a	abcdg	abcdg	ab					ae	ae		ae	a
Don't know	13	-	1	2	3	4	3	13	6	7	4	3	2	4	7	6	13
	*%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

**SUMMARY CODES**

FAMILIAR	1639	270	381	316	293	188	190	1639	886	748	634	489	259	256	1123	515	1639
	45%	68%	62%	55%	48%	32%	22%	45%	51%	39%	62%	46%	37%	29%	54%	33%	45%
		cdefg	defg	efg	ef	f		ef	b		bcdefg	cdf	d		bcdfg		cdf
NOT FAMILIAR	1320	83	163	170	225	264	415	1320	578	740	305	421	280	314	725	594	1320
	36%	21%	26%	29%	37%	46%	48%	36%	33%	39%	30%	40%	40%	36%	35%	38%	36%
				a	ab	abcdg	abcdg	abc		a		a	a		a		a
UNAWARE OF AI MODELS	686	45	71	91	94	123	261	686	280	404	81	147	154	304	228	458	686
	19%	11%	12%	16%	15%	21%	30%	19%	16%	21%	8%	14%	22%	35%	11%	29%	19%
						ab	abcdg	ab		a		a	abe	abcefg	abcefg	abcefg	abe

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 56**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Very familiar	479	420	33	17	10	479	444	35	74	405	66	158	251	479	40	109	175
	13%	14%	11%	10%	10%	13%	14%	8%	12%	13%	7%	12%	23%	13%	11%	10%	19%
							b					a	abd	a			ab
Quite familiar	1159	993	88	54	24	1159	1016	143	150	1009	208	461	470	1159	111	353	371
	32%	32%	29%	31%	24%	32%	32%	31%	25%	33%	23%	35%	44%	32%	30%	32%	40%
		d			d	d			a			a	abd	a			ab
Not very familiar	856	716	71	45	23	856	735	120	146	709	200	374	249	856	83	305	223
	23%	23%	23%	26%	23%	23%	23%	26%	24%	23%	22%	28%	23%	23%	23%	28%	24%
												acd					
Not at all familiar	465	387	31	30	17	465	382	83	85	379	168	161	58	465	43	142	70
	13%	13%	10%	17%	17%	13%	12%	18%	14%	12%	19%	12%	5%	13%	12%	13%	8%
			b				a				bcd	c		c		c	
Don't know	13	12	-	1	1	13	11	1	5	8	2	6	3	13	-	5	4
	*%	*%	-%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	-%	*%	*%

**SUMMARY CODES**

FAMILIAR	1639	1413	120	71	34	1639	1460	179	224	1415	274	619	721	1639	151	462	546
	45%	46%	39%	41%	33%	45%	46%	38%	37%	46%	31%	47%	67%	45%	41%	42%	59%
		d			d	d	b		a			a	abd	a			ab
NOT FAMILIAR	1320	1103	101	75	41	1320	1117	203	232	1089	368	535	307	1320	126	447	293
	36%	36%	33%	44%	40%	36%	35%	43%	39%	36%	41%	40%	29%	36%	35%	40%	32%
			ab		a		a				cd	cd		c		c	
UNAWARE OF AI MODELS	686	548	85	25	27	686	601	85	140	546	251	164	44	686	87	192	75
	19%	18%	28%	15%	27%	19%	19%	18%	23%	18%	28%	12%	4%	19%	24%	17%	8%
			ace		ace				b		bcd	c		bc	bc	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Very familiar	479 13%	211 22%	201 11%	55 8%	479 13%	113 11%	327 14%	256 10%	214 20%
		bcd			c		a		a
Quite familiar	1159 32%	333 34%	596 32%	199 28%	1159 32%	287 27%	788 34%	742 29%	409 38%
							a		a
Not very familiar	856 23%	229 23%	445 24%	162 23%	856 23%	233 22%	577 25%	604 24%	243 22%
Not at all familiar	465 13%	106 11%	267 14%	81 11%	465 13%	172 16%	264 11%	376 15%	86 8%
						b		b	
Don't know	13 *%	1 *%	8 *%	2 *%	13 *%	4 *%	9 *%	9 *%	4 *%
<b>SUMMARY CODES</b>									
FAMILIAR	1639 45%	544 56%	797 43%	254 36%	1639 45%	400 37%	1116 48%	998 39%	624 57%
		bcd	c		c		a		a
NOT FAMILIAR	1320 36%	334 34%	712 38%	243 34%	1320 36%	404 38%	841 36%	980 39%	329 30%
								b	
UNAWARE OF AI MODELS	686 19%	98 10%	351 19%	204 29%	686 19%	265 25%	346 15%	547 22%	132 12%
			a	abd	a	b		b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A8. Have you ever used AI models such as ChatGPT or Bard? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2978	379	473	555	452	502	617	2978	1467	1504	825	966	586	599	1791	1185	2978
Effective Weighted Sample	2606	337	421	501	401	440	536	2606	1287	1313	749	855	509	504	1594	1012	2606
Total	2972	353	545	489	521	456	608	2972	1470	1495	943	912	541	574	1855	1115	2972
Yes	1140	213	299	237	192	112	88	1140	656	480	496	350	158	134	846	293	1140
	38%	60%	55%	48%	37%	24%	14%	38%	45%	32%	53%	38%	29%	23%	46%	26%	38%
		cdefg	defg	defg	ef	f		ef	b		bcdefg	cdf			bcdfg		cdf
No	1750	137	239	243	312	328	490	1750	779	968	430	535	364	421	964	785	1750
	59%	39%	44%	50%	60%	72%	81%	59%	53%	65%	46%	59%	67%	73%	52%	70%	59%
				a	abc	abcdg	abcdg	abc		a		ae	abeg	abeg	a	abeg	ae
Don't know	82	3	7	9	17	16	30	82	35	47	17	28	18	19	45	37	82
	3%	1%	1%	2%	3%	4%	5%	3%	2%	3%	2%	3%	3%	3%	2%	3%	3%
							abc										

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A8. Have you ever used AI models such as ChatGPT or Bard? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2978	2198	243	290	247	2978	2532	446	476	2502	664	1188	1017	2978	290	957	803
Effective Weighted Sample	2606	2089	222	256	233	2606	2229	383	415	2191	583	1042	897	2606	245	830	716
Total	2972	2528	222	147	75	2972	2589	383	461	2511	644	1160	1031	2972	277	914	843
Yes	1140	996	65	50	29	1140	1024	116	139	1001	166	397	572	1140	111	316	447
	38%	39%	30%	34%	38%	38%	40%	30%	30%	40%	26%	34%	55%	38%	40%	35%	53%
		b				b	b			a		a	abd	a			ab
No	1750	1456	154	96	44	1750	1495	255	309	1442	455	724	440	1750	162	564	371
	59%	58%	69%	66%	59%	59%	58%	67%	67%	57%	71%	62%	43%	59%	59%	62%	44%
			ae					a	b		bcd	c		c	c	c	
Don't know	82	76	2	1	2	82	70	12	13	68	22	39	20	82	3	35	25
	3%	3%	1%	1%	2%	3%	3%	3%	3%	3%	3%	3%	2%	3%	1%	4%	3%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A8. Have you ever used AI models such as ChatGPT or Bard? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	2978	863	1522	520	2978	809	1979	2044	910
Effective Weighted Sample	2606	757	1340	445	2606	702	1734	1775	810
Total	2972	880	1517	499	2972	808	1965	1988	956
Yes	1140	404	537	173	1140	282	779	640	487
	38%	46%	35%	35%	38%	35%	40%	32%	51%
		bcd							a
No	1750	460	933	309	1750	503	1140	1286	449
	59%	52%	61%	62%	59%	62%	58%	65%	47%
			a	a	a			b	
Don't know	82	15	47	17	82	23	47	62	20
	3%	2%	3%	3%	3%	3%	2%	3%	2%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF AWARENESS AND USE OF ARTIFICIAL INTELLIGENCE**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
AWARE AND EVER USED AI	1140	213	299	237	192	112	88	1140	656	480	496	350	158	134	846	293	1140
	31%	53%	48%	41%	31%	19%	10%	31%	38%	25%	48%	33%	23%	15%	41%	19%	31%
		cdefg	defg	defg	ef	f		ef	b		bcdefg	cdf	d		bcdfg		cdf
AWARE BUT NEVER USED AI	1832	141	246	252	329	344	520	1832	814	1015	447	562	382	440	1009	822	1832
	50%	35%	40%	43%	53%	59%	60%	50%	46%	53%	44%	53%	55%	50%	48%	52%	50%
					abc	abcg	abcg	abc		a		a	ae		a	a	a
UNAWARE OF AI	686	45	71	91	94	123	261	686	280	404	81	147	154	304	228	458	686
	19%	11%	12%	16%	15%	21%	30%	19%	16%	21%	8%	14%	22%	35%	11%	29%	19%
					ab	abcd	deg	ab		a		a	abe	abcefg	abcefg	abcefg	abe

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF AWARENESS AND USE OF ARTIFICIAL INTELLIGENCE**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
AWARE AND EVER USED AI	1140	996	65	50	29	1140	1024	116	139	1001	166	397	572	1140	111	316	447
	31%	32%	21%	29%	28%	31%	32%	25%	23%	33%	19%	30%	53%	31%	31%	29%	49%
		b				b	b			a		a	abd	a			ab
AWARE BUT NEVER USED AI	1832	1532	156	97	46	1832	1565	267	322	1510	477	763	459	1832	165	599	396
	50%	50%	51%	57%	45%	50%	49%	57%	54%	49%	53%	58%	43%	50%	45%	54%	43%
				d				a			c	cd		c		ac	
UNAWARE OF AI	686	548	85	25	27	686	601	85	140	546	251	164	44	686	87	192	75
	19%	18%	28%	15%	27%	19%	19%	18%	23%	18%	28%	12%	4%	19%	24%	17%	8%
			ace		ace				b		bcd	c		bc	bc	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF AWARENESS AND USE OF ARTIFICIAL INTELLIGENCE**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
AWARE AND EVER USED AI	1140	404	537	173	1140	282	779	640	487
	31%	41%	29%	25%	31%	26%	34%	25%	45%
		bcd			c		a		a
AWARE BUT NEVER USED AI	1832	476	980	326	1832	526	1186	1348	469
	50%	49%	52%	46%	50%	49%	51%	53%	43%
								b	
UNAWARE OF AI	686	98	351	204	686	265	346	547	132
	19%	10%	19%	29%	19%	25%	15%	22%	12%
			a	abd	a	b		b	

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 59**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	1112	226	252	257	165	120	92	1112	638	471	421	365	177	148	786	325	1112	
Effective Weighted Sample	985	201	226	235	147	108	82	985	567	416	388	327	154	124	709	278	985	
Total	1140	213	299	237	192	112	88	1140	656	480	496	350	158	134	846	293	1140	
<b>PROMPTED RESPONSES</b>																		
Out of curiosity/ to find out about it	510	94	140	105	90	42	**	510	328	181	233	144	67	65	377	132	510	
	45%	44%	47%	44%	47%	38%	**	45%	50%	38%	47%	41%	42%	49%	45%	45%	45%	
									b									
As part of my job/ for work related purposes	494	52	170	127	94	37	**	494	297	196	286	138	45	25	423	70	494	
	43%	24%	57%	54%	49%	33%	**	43%	45%	41%	58%	39%	29%	19%	50%	24%	43%	
			aeg	aeg	a			a			bcdg	df			bcdg		cdf	
For fun/ to pass the time/ for my hobbies	367	81	109	74	56	27	**	367	239	125	162	97	60	48	259	108	367	
	32%	38%	37%	31%	29%	24%	**	32%	36%	26%	33%	28%	38%	36%	31%	37%	32%	
									b									
As part of my studies/ for education purposes	360	116	110	67	50	8	**	360	204	156	163	122	43	34	284	76	360	
	32%	54%	37%	29%	26%	8%	**	32%	31%	32%	33%	35%	27%	25%	34%	26%	32%	
		bcdeg	e	e	e			e										
<b>UNPROMPTED RESPONSES</b>																		
To contact a company or organisation or my bank/customer service query/ interacted with a ChatBot	35	2	5	3	8	5	**	35	15	20	6	14	8	7	20	15	35	
	3%	1%	2%	1%	4%	4%	**	3%	2%	4%	1%	4%	5%	5%	2%	5%	3%	
														a		a		
For other reasons	27	3	2	3	6	8	**	27	9	17	7	11	2	7	18	9	27	
	2%	1%	1%	1%	3%	8%	**	2%	1%	4%	1%	3%	2%	5%	2%	3%	2%	
					abcg													
Don't know	35	5	-	2	5	17	**	35	11	23	8	13	7	7	21	14	35	
	3%	2%	-%	1%	3%	15%	**	3%	2%	5%	2%	4%	5%	5%	2%	5%	3%	
					abcdg			b		a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1112	226	252	257	165	120	92	1112	638	471	421	365	177	148	786	325	1112
Effective Weighted Sample	985	201	226	235	147	108	82	985	567	416	388	327	154	124	709	278	985
Total	1140	213	299	237	192	112	88	1140	656	480	496	350	158	134	846	293	1140
<b>SUMMARY CODES</b>																	
FOR WORK OR EDUCATIONAL PURPOSES	711	148	220	162	116	43	**	711	410	298	364	219	75	53	583	128	711
	62%	69%	74%	68%	61%	38%	**	62%	63%	62%	73%	63%	47%	39%	69%	44%	62%
		e	deg	e	e			e			bcdgf	cdf		cdgf		cdf	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1112	855	70	92	95	1112	977	135	133	979	162	399	548	1112	116	322	411
Effective Weighted Sample	985	818	65	80	91	985	871	117	120	865	145	351	487	985	100	284	371
Total	1140	996	65	50	29	1140	1024	116	139	1001	166	397	572	1140	111	316	447
<b>PROMPTED RESPONSES</b>																	
Out of curiosity/ to find out about it	510 45%	432 43%	** **	** **	** **	510 45%	466 46%	44 38%	59 42%	451 45%	53 32%	176 44%	279 49% a	510 45% a	53 47%	141 45%	218 49%
As part of my job/ for work related purposes	494 43%	449 45%	** **	** **	** **	494 43%	450 44%	43 37%	44 32%	450 45% a	32 19%	147 37% a	314 55% abd	494 43% a	30 27%	101 32%	254 57% ab
For fun/ to pass the time/ for my hobbies	367 32%	323 32%	** **	** **	** **	367 32%	333 32%	35 30%	33 24%	334 33%	41 25%	129 33%	196 34%	367 32%	31 28%	109 35%	143 32%
As part of my studies/ for education purposes	360 32%	311 31%	** **	** **	** **	360 32%	333 33%	28 24%	46 33%	315 31%	49 29%	121 30%	189 33%	360 32%	43 39%	96 30%	131 29%
<b>UNPROMPTED RESPONSES</b>																	
To contact a company or organisation or my bank/customer service query/ interacted with a ChatBot	35 3%	30 3%	** **	** **	** **	35 3%	24 2%	11 9% a	5 3%	30 3%	6 3%	13 3%	16 3%	35 3%	2 2%	15 5%	14 3%
For other reasons	27 2%	24 2%	** **	** **	** **	27 2%	23 2%	4 4%	4 3%	23 2%	2 1%	8 2%	17 3%	27 2%	4 4%	8 3%	7 2%
Don't know	35 3%	29 3%	** **	** **	** **	35 3%	31 3%	4 3%	6 4%	29 3%	16 10%	11 3%	7 1%	35 3%	1 1%	13 4%	12 3%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1112	855	70	92	95	1112	977	135	133	979	162	399	548	1112	116	322	411
Effective Weighted Sample	985	818	65	80	91	985	871	117	120	865	145	351	487	985	100	284	371
Total	1140	996	65	50	29	1140	1024	116	139	1001	166	397	572	1140	111	316	447
<b>SUMMARY CODES</b>																	
FOR WORK OR EDUCATIONAL PURPOSES	711	633	**	**	**	711	646	65	77	634	78	233	398	711	65	159	313
	62%	64%	**	**	**	62%	63%	56%	55%	63%	47%	59%	70%	62%	58%	50%	70%
													abd	a			b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	1112	388	525	176	1112	269	770	656	444
Effective Weighted Sample	985	343	469	154	985	241	677	571	404
Total	1140	404	537	173	1140	282	779	640	487
<b>PROMPTED RESPONSES</b>									
Out of curiosity/ to find out about it	510	164	254	84	510	121	362	269	237
	45%	41%	47%	48%	45%	43%	46%	42%	49%
As part of my job/ for work related purposes	494	214	226	45	494	99	364	245	242
	43%	53%	42%	26%	43%	35%	47%	38%	50%
		bcd	c		c		a		a
For fun/ to pass the time/ for my hobbies	367	129	170	64	367	89	256	190	173
	32%	32%	32%	37%	32%	32%	33%	30%	35%
As part of my studies/ for education purposes	360	114	185	50	360	90	247	182	175
	32%	28%	34%	29%	32%	32%	32%	28%	36%
<b>UNPROMPTED RESPONSES</b>									
To contact a company or organisation or my bank/customer service query/ interacted with a ChatBot	35	9	19	7	35	11	21	25	10
	3%	2%	3%	4%	3%	4%	3%	4%	2%
For other reasons	27	6	16	5	27	8	18	19	8
	2%	1%	3%	3%	2%	3%	2%	3%	2%
Don't know	35	11	15	7	35	11	21	31	4
	3%	3%	3%	4%	3%	4%	3%	5%	1%
								b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents that have ever used artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	1112	388	525	176	1112	269	770	656	444
Effective Weighted Sample	985	343	469	154	985	241	677	571	404
Total	1140	404	537	173	1140	282	779	640	487
<b>SUMMARY CODES</b>									
FOR WORK OR EDUCATIONAL PURPOSES	711	274	333	86	711	157	505	370	332
	62%	68%	62%	49%	62%	56%	65%	58%	68%
		c	c		c				a

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 60**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2978	379	473	555	452	502	617	2978	1467	1504	825	966	586	599	1791	1185	2978
Effective Weighted Sample	2606	337	421	501	401	440	536	2606	1287	1313	749	855	509	504	1594	1012	2606
Total	2972	353	545	489	521	456	608	2972	1470	1495	943	912	541	574	1855	1115	2972
<b>PROMPTED RESPONSES</b>																	
Out of curiosity/ to find out about it	510	94	140	105	90	42	39	510	328	181	233	144	67	65	377	132	510
	17%	27%	26%	22%	17%	9%	6%	17%	22%	12%	25%	16%	12%	11%	20%	12%	17%
		defg	defg	ef	ef			ef	b		bcdefg				bcdefg		cdf
As part of my job/ for work related purposes	494	52	170	127	94	37	14	494	297	196	286	138	45	25	423	70	494
	17%	15%	31%	26%	18%	8%	2%	17%	20%	13%	30%	15%	8%	4%	23%	6%	17%
		ef	adefg	adefg	ef	f		ef	b		bcdefg	cdf	d		bcdefg		cdf
For fun/ to pass the time/ for my hobbies	367	81	109	74	56	27	21	367	239	125	162	97	60	48	259	108	367
	12%	23%	20%	15%	11%	6%	3%	12%	16%	8%	17%	11%	11%	8%	14%	10%	12%
		cdefg	defg	ef	f			ef	b		bcdefg				df		
As part of my studies/ for education purposes	360	116	110	67	50	8	9	360	204	156	163	122	43	34	284	76	360
	12%	33%	20%	14%	10%	2%	2%	12%	14%	10%	17%	13%	8%	6%	15%	7%	12%
		bcdefg	defg	ef	ef			ef	b		cdfg	cdf			cdfg		cdf
<b>UNPROMPTED RESPONSES</b>																	
To contact a company or organisation or my bank/customer service query/ interacted with a ChatBot	35	2	5	3	8	5	14	35	15	20	6	14	8	7	20	15	35
	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
For other reasons	27	3	2	3	6	8	4	27	9	17	7	11	2	7	18	9	27
	1%	1%	*%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
Don't know	35	5	-	2	5	17	6	35	11	23	8	13	7	7	21	14	35
	1%	1%	-%	*%	1%	4%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
								bcdfg									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2978	379	473	555	452	502	617	2978	1467	1504	825	966	586	599	1791	1185	2978
Effective Weighted Sample	2606	337	421	501	401	440	536	2606	1287	1313	749	855	509	504	1594	1012	2606
Total	2972	353	545	489	521	456	608	2972	1470	1495	943	912	541	574	1855	1115	2972
<b>SUMMARY CODES</b>																	
FOR WORK OR EDUCATIONAL PURPOSES	711	148	220	162	116	43	22	711	410	298	364	219	75	53	583	128	711
	24%	42%	40%	33%	22%	9%	4%	24%	28%	20%	39%	24%	14%	9%	31%	11%	24%
		defg	defg	defg	ef	f		ef	b		bcdefg	cdf			bcdfg		cdf
HAVE NOT USED AI MODELS	1832	141	246	252	329	344	520	1832	814	1015	447	562	382	440	1009	822	1832
	62%	40%	45%	52%	63%	76%	86%	62%	55%	68%	47%	62%	71%	77%	54%	74%	62%
				a	abc	abcdg	abcdeg	abc		a		ae	abeg	abeg	a	abeg	ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2978	2198	243	290	247	2978	2532	446	476	2502	664	1188	1017	2978	290	957	803
Effective Weighted Sample	2606	2089	222	256	233	2606	2229	383	415	2191	583	1042	897	2606	245	830	716
Total	2972	2528	222	147	75	2972	2589	383	461	2511	644	1160	1031	2972	277	914	843
<b>PROMPTED RESPONSES</b>																	
Out of curiosity/ to find out about it	510 17%	432 17%	39 17%	23 16%	16 21%	510 17%	466 18%	44 11%	59 13%	451 18%	53 8%	176 15%	279 27%	510 17%	53 19%	141 15%	218 26%
As part of my job/ for work related purposes	494 17%	449 18%	16 7%	17 12%	12 16%	494 17%	450 17%	43 11%	44 10%	450 18%	32 5%	147 13%	314 30%	494 17%	30 11%	101 11%	254 30%
For fun/ to pass the time/ for my hobbies	367 12%	323 13%	18 8%	16 11%	9 12%	367 12%	333 13%	35 9%	33 7%	334 13%	41 6%	129 11%	196 19%	367 12%	31 11%	109 12%	143 17%
As part of my studies/ for education purposes	360 12%	311 12%	26 12%	15 10%	9 12%	360 12%	333 13%	28 7%	46 10%	315 13%	49 8%	121 10%	189 18%	360 12%	43 16%	96 11%	131 16%
<b>UNPROMPTED RESPONSES</b>																	
To contact a company or organisation or my bank/customer service query/ interacted with a ChatBot	35 1%	30 1%	2 1%	1 1%	1 1%	35 1%	24 1%	11 3%	5 1%	30 1%	6 1%	13 1%	16 2%	35 1%	2 1%	15 2%	14 2%
For other reasons	27 1%	24 1%	2 1%	* *%	1 1%	27 1%	23 1%	4 1%	4 1%	23 1%	2 *%	8 1%	17 2%	27 1%	4 1%	8 1%	7 1%
Don't know	35 1%	29 1%	2 1%	3 2%	1 1%	35 1%	31 1%	4 1%	6 1%	29 1%	16 2%	11 1%	7 1%	35 1%	1 *%	13 1%	12 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2978	2198	243	290	247	2978	2532	446	476	2502	664	1188	1017	2978	290	957	803
Effective Weighted Sample	2606	2089	222	256	233	2606	2229	383	415	2191	583	1042	897	2606	245	830	716
Total	2972	2528	222	147	75	2972	2589	383	461	2511	644	1160	1031	2972	277	914	843
<b>SUMMARY CODES</b>																	
FOR WORK OR EDUCATIONAL PURPOSES	711	633	34	27	17	711	646	65	77	634	78	233	398	711	65	159	313
	24%	25%	15%	18%	23%	24%	25%	17%	17%	25%	12%	20%	39%	24%	23%	17%	37%
		b				b	b			a		a	abd	a			ab
HAVE NOT USED AI MODELS	1832	1532	156	97	46	1832	1565	267	322	1510	477	763	459	1832	165	599	396
	62%	61%	70%	66%	62%	62%	60%	70%	70%	60%	74%	66%	45%	62%	60%	65%	47%
			ae					a	b		bcd	c		c	c	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	2978	863	1522	520	2978	809	1979	2044	910
Effective Weighted Sample	2606	757	1340	445	2606	702	1734	1775	810
Total	2972	880	1517	499	2972	808	1965	1988	956
<b>PROMPTED RESPONSES</b>									
Out of curiosity/ to find out about it	510	164	254	84	510	121	362	269	237
	17%	19%	17%	17%	17%	15%	18%	14%	25%
									a
As part of my job/ for work related purposes	494	214	226	45	494	99	364	245	242
	17%	24%	15%	9%	17%	12%	19%	12%	25%
		bcd	c		c		a		a
For fun/ to pass the time/ for my hobbies	367	129	170	64	367	89	256	190	173
	12%	15%	11%	13%	12%	11%	13%	10%	18%
									a
As part of my studies/ for education purposes	360	114	185	50	360	90	247	182	175
	12%	13%	12%	10%	12%	11%	13%	9%	18%
									a
<b>UNPROMPTED RESPONSES</b>									
To contact a company or organisation or my bank/customer service query/ interacted with a ChatBot	35	9	19	7	35	11	21	25	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%
For other reasons	27	6	16	5	27	8	18	19	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	35	11	15	7	35	11	21	31	4
	1%	1%	1%	1%	1%	1%	1%	2%	*%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents aware of artificial intelligence (AI) models

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	2978	863	1522	520	2978	809	1979	2044	910
Effective Weighted Sample	2606	757	1340	445	2606	702	1734	1775	810
Total	2972	880	1517	499	2972	808	1965	1988	956
<b>SUMMARY CODES</b>									
FOR WORK OR EDUCATIONAL PURPOSES	711	274	333	86	711	157	505	370	332
	24%	31%	22%	17%	24%	19%	26%	19%	35%
		bcd		c			a		a
HAVE NOT USED AI MODELS	1832	476	980	326	1832	526	1186	1348	469
	62%	54%	65%	65%	62%	65%	60%	68%	49%
			a	a	a			b	

Columns Tested: a,b,c,d - a,b - a,b



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 61**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
<b>PROMPTED RESPONSES</b>																	
Out of curiosity/ to find out about it	510	94	140	105	90	42	39	510	328	181	233	144	67	65	377	132	510
	14%	24%	23%	18%	15%	7%	4%	14%	19%	10%	23%	14%	10%	7%	18%	8%	14%
		defg	defg	efg	ef			ef	b		bcdefg	df			bcdefg		cdf
As part of my job/ for work related purposes	494	52	170	127	94	37	14	494	297	196	286	138	45	25	423	70	494
	14%	13%	28%	22%	15%	6%	2%	14%	17%	10%	28%	13%	7%	3%	20%	4%	14%
		ef	adefg	adefg	ef	f		ef	b		bcdefg	cdf	d		bcdefg		cdf
For fun/ to pass the time/ for my hobbies	367	81	109	74	56	27	21	367	239	125	162	97	60	48	259	108	367
	10%	20%	18%	13%	9%	5%	2%	10%	14%	7%	16%	9%	9%	6%	12%	7%	10%
		cdefg	defg	ef	ef			ef	b		bcdefg	d			bcdefg		df
As part of my studies/ for education purposes	360	116	110	67	50	8	9	360	204	156	163	122	43	34	284	76	360
	10%	29%	18%	12%	8%	1%	1%	10%	12%	8%	16%	11%	6%	4%	14%	5%	10%
		bcdefg	cdefg	ef	ef			ef	b		bcdefg	cdf			cdfg		cdf
<b>UNPROMPTED RESPONSES</b>																	
To contact a company or organisation or my bank/customer service query/ interacted with a ChatBot	35	2	5	3	8	5	14	35	15	20	6	14	8	7	20	15	35
	1%	*%	1%	*%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
For other reasons	27	3	2	3	6	8	4	27	9	17	7	11	2	7	18	9	27
	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
Don't know	35	5	-	2	5	17	6	35	11	23	8	13	7	7	21	14	35
	1%	1%	-%	*%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

bcfg

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
<b>SUMMARY CODES</b>																	
FOR WORK OR EDUCATIONAL PURPOSES	711	148	220	162	116	43	22	711	410	298	364	219	75	53	583	128	711
	19%	37%	36%	28%	19%	7%	3%	19%	23%	16%	36%	21%	11%	6%	28%	8%	19%
		cdefg	cdefg	defg	ef	f		ef	b		bcdefg	cdf	d		bcdfg		cdf
HAVE NOT USED AI MODELS	1832	141	246	252	329	344	520	1832	814	1015	447	562	382	440	1009	822	1832
	50%	35%	40%	43%	53%	59%	60%	50%	46%	53%	44%	53%	55%	50%	48%	52%	50%
					abc	abcg	abcg	abc		a		a	ae			a	a
UNAWARE OF AI MODELS	686	45	71	91	94	123	261	686	280	404	81	147	154	304	228	458	686
	19%	11%	12%	16%	15%	21%	30%	19%	16%	21%	8%	14%	22%	35%	11%	29%	19%
						ab	abcdg	ab		a		a	abe	abcefg		abceg	abe

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 61**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
<b>PROMPTED RESPONSES</b>																	
Out of curiosity/ to find out about it	510 14%	432 14%	39 13%	23 14%	16 15%	510 14%	466 15% b	44 9%	59 10%	451 15% a	53 6%	176 13% a	279 26% abd	510 14% a	53 15%	141 13%	218 24% ab
As part of my job/ for work related purposes	494 14%	449 15% b	16 5%	17 10%	12 12% b	494 14% b	450 14% b	43 9%	44 7%	450 15% a	32 4%	147 11% a	314 29% abd	494 14% a	30 8%	101 9%	254 28% ab
For fun/ to pass the time/ for my hobbies	367 10%	323 11%	18 6%	16 9%	9 9%	367 10%	333 10%	35 7%	33 5%	334 11% a	41 5%	129 10% a	196 18% abd	367 10% a	31 9%	109 10%	143 16% ab
As part of my studies/ for education purposes	360 10%	311 10%	26 9%	15 9%	9 9%	360 10%	333 10% b	28 6%	46 8%	315 10%	49 5%	121 9% a	189 18% abd	360 10% a	43 12%	96 9%	131 14% b
<b>UNPROMPTED RESPONSES</b>																	
To contact a company or organisation or my bank/customer service query/ interacted with a ChatBot	35 1%	30 1%	2 1%	1 1%	1 1%	35 1%	24 1%	11 2% a	5 1%	30 1%	6 1%	13 1%	16 2%	35 1%	2 1%	15 1%	14 1%
For other reasons	27 1%	24 1%	2 1%	* *%	1 1%	27 1%	23 1%	4 1%	4 1%	23 1%	2 *%	8 1%	17 2% a	27 1%	4 1%	8 1%	7 1%
Don't know	35 1%	29 1%	2 1%	3 2%	1 1%	35 1%	31 1%	4 1%	6 1%	29 1%	16 2%	11 1%	7 1%	35 1%	1 *%	13 1%	12 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
<b>SUMMARY CODES</b>																	
FOR WORK OR EDUCATIONAL PURPOSES	711	633	34	27	17	711	646	65	77	634	78	233	398	711	65	159	313
	19%	21%	11%	16%	17%	19%	20%	14%	13%	21%	9%	18%	37%	19%	18%	14%	34%
		b				b	b			a		a	abd	a			ab
HAVE NOT USED AI MODELS	1832	1532	156	97	46	1832	1565	267	322	1510	477	763	459	1832	165	599	396
	50%	50%	51%	57%	45%	50%	49%	57%	54%	49%	53%	58%	43%	50%	45%	54%	43%
				d				a			c	cd		c		ac	
UNAWARE OF AI MODELS	686	548	85	25	27	686	601	85	140	546	251	164	44	686	87	192	75
	19%	18%	28%	15%	27%	19%	19%	18%	23%	18%	28%	12%	4%	19%	24%	17%	8%
			ace		ace				b		bcd	c		bc	bc	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
<b>PROMPTED RESPONSES</b>									
Out of curiosity/ to find out about it	510	164	254	84	510	121	362	269	237
	14%	17%	14%	12%	14%	11%	16%	11%	22%
		c					a		a
As part of my job/ for work related purposes	494	214	226	45	494	99	364	245	242
	14%	22%	12%	6%	14%	9%	16%	10%	22%
		bcd	c		c		a		a
For fun/ to pass the time/ for my hobbies	367	129	170	64	367	89	256	190	173
	10%	13%	9%	9%	10%	8%	11%	7%	16%
		bd							a
As part of my studies/ for education purposes	360	114	185	50	360	90	247	182	175
	10%	12%	10%	7%	10%	8%	11%	7%	16%
		c							a
<b>UNPROMPTED RESPONSES</b>									
To contact a company or organisation or my bank/customer service query/ interacted with a ChatBot	35	9	19	7	35	11	21	25	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%
For other reasons	27	6	16	5	27	8	18	19	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	35	11	15	7	35	11	21	31	4
	1%	1%	1%	1%	1%	1%	1%	1%	*%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A9. And what did you use Artificial Intelligence (AI) for? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
<b>SUMMARY CODES</b>									
FOR WORK OR EDUCATIONAL PURPOSES	711 19%	274 28% bcd	333 18% c	86 12% c	711 19% c	157 15%	505 22% a	370 15%	332 31% a
HAVE NOT USED AI MODELS	1832 50%	476 49%	980 52%	326 46%	1832 50%	526 49%	1186 51%	1348 53% b	469 43%
UNAWARE OF AI MODELS	686 19%	98 10%	351 19% a	204 29% abd	686 19% a	265 25% b	346 15%	547 22% b	132 12%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 62**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2909	379	472	553	452	493	560	2909	1433	1469	816	948	569	574	1764	1143	2909
Effective Weighted Sample	2555	337	421	499	401	437	496	2555	1262	1287	742	844	499	486	1573	984	2555
Total	2869	353	543	487	521	441	525	2869	1419	1443	931	885	514	538	1816	1052	2869
A lot more than one written by a person	134 5%	32 9%	44 8%	28 6%	17 3%	10 2%	3 1%	134 5%	79 6%	55 4%	56 6%	40 4%	23 4%	16 3%	96 5%	38 4%	134 5%
		defg	defg	ef	f			f									
A little more than one written by a person	300 10%	61 17%	83 15%	63 13%	48 9%	28 6%	17 3%	300 10%	172 12%	127 9%	116 12%	87 10%	57 11%	38 7%	204 11%	95 9%	300 10%
		defg	defg	ef	f			ef	b		d				d		
To the same extent as I would trust one written by a person	641 22%	80 23%	143 26%	115 24%	133 25%	79 18%	91 17%	641 22%	337 24%	302 21%	238 26%	192 22%	103 20%	108 20%	430 24%	211 20%	641 22%
			ef	ef	ef						f						
A little less than one written by a person	731 25%	89 25%	120 22%	133 27%	131 25%	122 28%	136 26%	731 25%	353 25%	374 26%	248 27%	247 28%	120 23%	114 21%	495 27%	235 22%	731 25%
											df				df		
A lot less than one written by a person	769 27%	57 16%	107 20%	107 22%	139 27%	144 33%	216 41%	769 27%	359 25%	408 28%	223 24%	232 26%	143 28%	172 32%	455 25%	314 30%	769 27%
					a	abc	abcdeg	ab						ae		ae	
Don't know	295 10%	35 10%	46 9%	41 8%	54 10%	59 13%	61 12%	295 10%	119 8%	177 12%	50 5%	87 10%	68 13%	90 17%	137 8%	158 15%	295 10%
									a			a	ae	abeg		abeg	ae
<b>SUMMARY CODES</b>																	
TRUST AI GENERATED ARTICLE MORE	434 15%	93 26%	128 24%	91 19%	65 12%	38 9%	20 4%	434 15%	251 18%	182 13%	172 19%	127 14%	79 15%	54 10%	299 16%	133 13%	434 15%
		cdefg	defg	ef	f	f		ef	b		df				df		d
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g																	

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	2909	379	472	553	452	493	560	2909	1433	1469	816	948	569	574	1764	1143	2909
Effective Weighted Sample	2555	337	421	499	401	437	496	2555	1262	1287	742	844	499	486	1573	984	2555
Total	2869	353	543	487	521	441	525	2869	1419	1443	931	885	514	538	1816	1052	2869
TRUST AI GENERATED ARTICLE LESS	1500	146	226	240	270	266	352	1500	712	783	471	479	263	286	950	549	1500
	52%	41%	42%	49%	52%	60%	67%	52%	50%	54%	51%	54%	51%	53%	52%	52%	52%
				ab	ab	ab	ab	ab									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 62**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2909	2146	238	280	245	2909	2473	436	476	2433	664	1188	1017	2909	281	939	799
Effective Weighted Sample	2555	2048	218	248	234	2555	2185	376	415	2140	583	1042	897	2555	239	817	713
Total	2869	2438	216	141	74	2869	2498	371	461	2409	644	1160	1031	2869	264	889	836
A lot more than one written by a person	134 5%	115 5%	10 4%	6 4%	4 5%	134 5%	126 5%	8 2%	24 5%	109 5%	30 5%	59 5%	45 4%	134 5%	20 8%	36 4%	51 6%
A little more than one written by a person	300 10%	261 11%	17 8%	13 9%	9 12%	300 10%	281 11%	19 5%	33 7%	267 11%	79 12%	122 10%	98 10%	300 10%	37 14%	110 12%	91 11%
To the same extent as I would trust one written by a person	641 22%	535 22%	57 26%	29 21%	19 26%	641 22%	557 22%	84 23%	88 19%	552 23%	128 20%	239 21%	272 26% ab	641 22%	71 27%	203 23%	197 24%
A little less than one written by a person	731 25%	622 26%	58 27%	35 25%	16 22%	731 25%	618 25%	112 30%	106 23%	624 26%	117 18%	289 25% a	320 31% abd	731 25% a	54 21%	232 26%	238 28%
A lot less than one written by a person	769 27%	655 27%	54 25%	43 31%	17 22%	769 27%	663 27%	106 29%	145 32%	624 26%	211 33% bcd	297 26%	242 23%	769 27%	52 20%	229 26%	205 25%
Don't know	295 10%	251 10%	20 9%	15 11%	9 12%	295 10%	254 10%	42 11%	64 14% b	231 10%	79 12% c	154 13% cd	53 5%	295 10% c	30 11%	79 9%	53 6%
<b>SUMMARY CODES</b>																	
TRUST AI GENERATED ARTICLE MORE	434 15%	375 15%	27 12%	19 13%	13 17%	434 15%	407 16% b	27 7%	57 12%	377 16%	109 17%	180 16%	143 14%	434 15%	57 22%	145 16%	142 17%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2909	2146	238	280	245	2909	2473	436	476	2433	664	1188	1017	2909	281	939	799
Effective Weighted Sample	2555	2048	218	248	234	2555	2185	376	415	2140	583	1042	897	2555	239	817	713
Total	2869	2438	216	141	74	2869	2498	371	461	2409	644	1160	1031	2869	264	889	836
TRUST AI GENERATED ARTICLE LESS	1500	1277	112	78	33	1500	1281	219	252	1248	328	586	563	1500	106	461	443
	52%	52%	52%	55%	45%	52%	51%	59%	55%	52%	51%	51%	55%	52%	40%	52%	53%
								a								a	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	2909	846	1481	509	2909	766	1957	1977	908
Effective Weighted Sample	2555	744	1309	438	2555	671	1718	1728	809
Total	2869	857	1453	483	2869	745	1933	1889	952
A lot more than one written by a person	134 5%	57 7% b	56 4%	17 4%	134 5%	43 6%	74 4%	62 3%	68 7% a
A little more than one written by a person	300 10%	94 11%	142 10%	56 12%	300 10%	89 12%	191 10%	156 8%	141 15% a
To the same extent as I would trust one written by a person	641 22%	185 22%	328 23%	111 23%	641 22%	156 21%	443 23%	413 22%	221 23%
A little less than one written by a person	731 25%	210 24%	392 27%	118 24%	731 25%	147 20%	545 28% a	481 25%	243 26%
A lot less than one written by a person	769 27%	233 27%	392 27%	120 25%	769 27%	228 31% b	479 25% b	569 30% b	196 21%
Don't know	295 10%	78 9%	144 10%	61 13%	295 10%	82 11%	200 10%	208 11%	82 9%
<b>SUMMARY CODES</b>									
TRUST AI GENERATED ARTICLE MORE	434 15%	151 18%	198 14%	73 15%	434 15%	132 18%	265 14%	219 12%	210 22% a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	2909	846	1481	509	2909	766	1957	1977	908
Effective Weighted Sample	2555	744	1309	438	2555	671	1718	1728	809
Total	2869	857	1453	483	2869	745	1933	1889	952
TRUST AI GENERATED ARTICLE LESS	1500	443	784	238	1500	375	1024	1050	440
	52%	52%	54%	49%	52%	50%	53%	56%	46%
								b	

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 63**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)**

Base : All respondents that have ever used artificial intelligence (AI) models that go online

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	1110	226	252	257	165	120	90	1110	636	471	420	364	177	148	784	325	1110	
Effective Weighted Sample	983	201	226	235	147	108	80	983	565	416	387	326	154	124	707	278	983	
Total	1137	213	299	237	192	112	85	1137	653	480	494	349	158	134	843	293	1137	
A lot more than one written by a person	107 9%	29 14% de	42 14% de	24 10%	9 4%	3 3%	** **	107 9%	68 10%	40 8%	50 10%	30 9%	17 11%	10 7%	80 10%	27 9%	107 9%	
A little more than one written by a person	209 18%	45 21%	70 23% e	47 20%	28 15%	12 11%	** **	209 18%	130 20%	79 16%	97 20%	60 17%	31 19%	20 15%	157 19%	51 17%	209 18%	
To the same extent as I would trust one written by a person	320 28%	52 24%	84 28%	65 27%	55 29%	36 32%	** **	320 28%	187 29%	133 28%	149 30%	84 24%	42 27%	45 33%	233 28%	87 30%	320 28%	
A little less than one written by a person	295 26%	54 25%	66 22%	66 28%	55 29%	32 29%	** **	295 26%	166 25%	127 26%	115 23%	104 30%	43 27%	33 25%	219 26%	76 26%	295 26%	
A lot less than one written by a person	171 15%	25 12%	34 11%	31 13%	37 19%	23 20%	** **	171 15%	86 13%	83 17%	73 15%	59 17%	22 14%	16 12%	132 16%	39 13%	171 15%	
Don't know	35 3%	9 4%	3 1%	4 2%	8 4%	6 6%	** **	35 3%	17 3%	18 4%	10 2%	12 4%	3 2%	10 8%	22 3%	13 4%	35 3%	
<b>SUMMARY CODES</b>																		
TRUST AI GENERATED ARTICLE MORE	316 28%	74 35% de	111 37% deg	71 30% e	37 19%	15 14%	** **	316 28% e	198 30%	119 25%	148 30%	90 26%	48 30%	30 22%	238 28%	78 27%	316 28%	
TRUST AI GENERATED ARTICLE LESS	466 41%	78 37%	100 34%	97 41%	92 48% b	55 49% b	** **	466 41%	252 39%	210 44%	187 38%	163 47%	65 41%	49 37%	351 42%	115 39%	466 41%	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 63**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)**

Base : All respondents that have ever used artificial intelligence (AI) models that go online

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST	
Significance Level: 99%		a	~b	~c	~d	e	a	b	a	b	a	b	c	d	a	b	c	
Unweighted total	1110	853	70	92	95	1110	977	133	133	977	162	399	548	1110	116	322	410	
Effective Weighted Sample	983	816	65	80	91	983	871	116	120	863	145	351	487	983	100	284	370	
Total	1137	993	65	50	29	1137	1024	113	139	998	166	397	572	1137	111	316	445	
A lot more than one written by a person	107 9%	91 9%	** **	** **	** **	107 9%	102 10%	5 5%	15 11%	92 9%	24 14% c	45 11%	38 7%	107 9%	19 17% b	24 8%	45 10%	
A little more than one written by a person	209 18%	180 18%	** **	** **	** **	209 18%	195 19%	14 13%	19 14%	189 19%	49 30% cd	85 22% c	74 13%	209 18% c	26 24%	72 23%	74 17%	
To the same extent as I would trust one written by a person	320 28%	278 28%	** **	** **	** **	320 28%	282 28%	37 33%	38 27%	282 28%	36 22%	113 28%	171 30%	320 28%	34 30%	94 30%	124 28%	
A little less than one written by a person	295 26%	259 26%	** **	** **	** **	295 26%	264 26%	31 27%	38 27%	257 26%	25 15%	90 23%	180 32% ab	295 26% a	23 21%	76 24%	127 29%	
A lot less than one written by a person	171 15%	153 15%	** **	** **	** **	171 15%	148 14%	23 20%	22 16%	149 15%	23 14%	51 13%	98 17%	171 15%	8 7%	41 13%	67 15%	
Don't know	35 3%	32 3%	** **	** **	** **	35 3%	32 3%	3 2%	7 5%	28 3%	10 6% c	13 3%	11 2%	35 3%	1 1%	10 3%	9 2%	
<b>SUMMARY CODES</b>																		
TRUST AI GENERATED ARTICLE MORE	316 28%	271 27%	** **	** **	** **	316 28%	297 29% b	19 17%	35 25%	282 28%	73 44% cd	130 33% c	113 20%	316 28% c	45 41% c	96 31%	119 27%	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)**

Base : All respondents that have ever used artificial intelligence (AI) models that go online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	~b	~c	~d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1110	853	70	92	95	1110	977	133	133	977	162	399	548	1110	116	322	410
Effective Weighted Sample	983	816	65	80	91	983	871	116	120	863	145	351	487	983	100	284	370
Total	1137	993	65	50	29	1137	1024	113	139	998	166	397	572	1137	111	316	445
TRUST AI GENERATED ARTICLE LESS	466	411	**	**	**	466	412	53	60	406	47	140	278	466	31	116	194
	41%	41%	**	**	**	41%	40%	47%	43%	41%	29%	35%	49%	41%	28%	37%	44%
													abd	a			a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)**

Base : All respondents that have ever used artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		DOES NOT REPORT b	REPORTS a	NONE a	ANY b
Significance Level: 99%									
Unweighted total	1110	388	523	176	1110	269	770	654	444
Effective Weighted Sample	983	343	467	154	983	241	677	570	404
Total	1137	404	534	173	1137	282	779	637	487
A lot more than one written by a person	107 9%	52 13%	43 8%	11 6%	107 9%	36 13%	60 8%	43 7%	61 13% a
A little more than one written by a person	209 18%	71 18%	94 18%	37 22%	209 18%	62 22%	136 17%	91 14%	117 24% a
To the same extent as I would trust one written by a person	320 28%	95 23%	178 33% a	42 24%	320 28%	79 28%	218 28%	185 29%	130 27%
A little less than one written by a person	295 26%	104 26%	140 26%	49 28%	295 26%	51 18%	229 29% a	178 28%	114 23%
A lot less than one written by a person	171 15%	74 18% b	62 12%	27 16%	171 15%	48 17%	107 14%	117 18% b	53 11%
Don't know	35 3%	9 2%	17 3%	7 4%	35 3%	4 2%	29 4%	23 4%	12 2%
<b>SUMMARY CODES</b>									
TRUST AI GENERATED ARTICLE MORE	316 28%	123 30%	137 26%	49 28%	316 28%	99 35% b	197 25%	134 21%	178 36% a

Columns Tested: a,b,c,d - a,b - a,b



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies? I would trust the AI generated article... (SINGLE CODE)**

Base : All respondents that have ever used artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	1110	388	523	176	1110	269	770	654	444
Effective Weighted Sample	983	343	467	154	983	241	677	570	404
Total	1137	404	534	173	1137	282	779	637	487
TRUST AI GENERATED ARTICLE LESS	466	178	202	76	466	100	335	295	167
	41%	44%	38%	44%	41%	35%	43%	46%	34%
								b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A11. Thinking generally, when you read something online do you ever think about whether it may have been generated or written by Artificial Intelligence (AI)? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2909	379	472	553	452	493	560	2909	1433	1469	816	948	569	574	1764	1143	2909
Effective Weighted Sample	2555	337	421	499	401	437	496	2555	1262	1287	742	844	499	486	1573	984	2555
Total	2869	353	543	487	521	441	525	2869	1419	1443	931	885	514	538	1816	1052	2869
Yes	1423	208	319	255	259	184	198	1423	768	651	548	416	226	233	964	459	1423
	50%	59%	59%	52%	50%	42%	38%	50%	54%	45%	59%	47%	44%	43%	53%	44%	50%
		efg	defg	ef	f			ef	b		bcdefg				bcdf		f
No	1217	125	186	192	216	220	279	1217	563	652	333	406	234	242	739	477	1217
	42%	35%	34%	40%	41%	50%	53%	42%	40%	45%	36%	46%	46%	45%	41%	45%	42%
						abcg	abcdg	b		a		a	a	a	a	a	a
Don't know	229	20	38	39	47	37	48	229	88	140	50	63	53	63	113	116	229
	8%	6%	7%	8%	9%	8%	9%	8%	6%	10%	5%	7%	10%	12%	6%	11%	8%
										a			ae	abeg		abeg	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A11. Thinking generally, when you read something online do you ever think about whether it may have been generated or written by Artificial Intelligence (AI)? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2909	2146	238	280	245	2909	2473	436	476	2433	664	1188	1017	2909	281	939	799
Effective Weighted Sample	2555	2048	218	248	234	2555	2185	376	415	2140	583	1042	897	2555	239	817	713
Total	2869	2438	216	141	74	2869	2498	371	461	2409	644	1160	1031	2869	264	889	836
Yes	1423	1246	87	60	30	1423	1266	157	187	1236	245	554	620	1423	140	449	483
	50%	51%	40%	43%	40%	50%	51%	42%	41%	51%	38%	48%	60%	50%	53%	51%	58%
		bd				bd	b			a		a	abd	a			b
No	1217	1008	105	66	38	1217	1030	187	224	993	324	514	354	1217	92	364	304
	42%	41%	49%	47%	52%	42%	41%	51%	49%	41%	50%	44%	34%	42%	35%	41%	36%
					ae			a	b		cd	c		c			
Don't know	229	184	24	15	6	229	202	27	50	179	75	92	57	229	31	76	48
	8%	8%	11%	11%	8%	8%	8%	7%	11%	7%	12%	8%	6%	8%	12%	9%	6%
											cd				c		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A11. Thinking generally, when you read something online do you ever think about whether it may have been generated or written by Artificial Intelligence (AI)? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	2909	846	1481	509	2909	766	1957	1977	908
Effective Weighted Sample	2555	744	1309	438	2555	671	1718	1728	809
Total	2869	857	1453	483	2869	745	1933	1889	952
Yes	1423	443	714	240	1423	398	929	888	519
	50%	52%	49%	50%	50%	53%	48%	47%	55%
No	1217	362	617	203	1217	296	851	859	348
	42%	42%	42%	42%	42%	40%	44%	45%	37%
								b	
Don't know	229	52	122	41	229	51	153	142	85
	8%	6%	8%	8%	8%	7%	8%	7%	9%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online that consider whether online content is generated by AI

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1390	220	268	281	218	198	205	1390	748	638	480	425	245	240	905	485	1390
Effective Weighted Sample	1239	197	243	257	198	179	183	1239	665	570	437	387	217	205	819	421	1239
Total	1423	208	319	255	259	184	198	1423	768	651	548	416	226	233	964	459	1423
Always	133	23	38	23	20	15	13	133	85	48	41	33	25	34	74	59	133
	9%	11%	12%	9%	8%	8%	7%	9%	11%	7%	8%	8%	11%	15%	8%	13%	9%
														ae		ae	
Often	557	82	138	108	95	69	66	557	303	255	240	159	80	77	400	157	557
	39%	39%	43%	42%	37%	37%	33%	39%	39%	39%	44%	38%	35%	33%	41%	34%	39%
											f						
Sometimes	618	84	117	108	127	80	101	618	327	288	234	185	102	98	418	200	618
	43%	41%	37%	42%	49%	44%	51%	43%	43%	44%	43%	44%	45%	42%	43%	44%	43%
					b		b										
Only very rarely	109	19	25	15	15	19	16	109	50	58	31	37	19	21	68	40	109
	8%	9%	8%	6%	6%	11%	8%	8%	7%	9%	6%	9%	8%	9%	7%	9%	8%
Don't know	6	-	2	1	1	-	2	6	3	3	2	2	-	2	4	2	6
	*%	-%	1%	*%	*%	-%	1%	*%	*%	*%	*%	1%	-%	1%	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online that consider whether online content is generated by AI

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	~b	c	~d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1390	1080	95	117	98	1390	1210	180	186	1204	235	557	594	1390	146	455	448
Effective Weighted Sample	1239	1032	88	104	94	1239	1084	159	166	1073	214	492	530	1239	127	402	405
Total	1423	1246	87	60	30	1423	1266	157	187	1236	245	554	620	1423	140	449	483
Always	133 9%	117 9%	** **	8 14%	** **	133 9%	119 9%	14 9%	25 13%	107 9%	25 10%	52 9%	55 9%	133 9%	25 18%	38 8%	36 7%
Often	557 39%	484 39%	** **	20 34%	** **	557 39%	495 39%	62 39%	52 28%	505 41%	98 40%	206 37%	254 41%	557 39%	55 39%	176 39%	203 42%
Sometimes	618 43%	539 43%	** **	26 43%	** **	618 43%	551 44%	67 43%	92 49%	526 43%	99 41%	249 45%	268 43%	618 43%	52 37%	196 44%	216 45%
Only very rarely	109 8%	100 8%	** **	4 7%	** **	109 8%	96 8%	13 8%	18 9%	91 7%	21 9%	45 8%	41 7%	109 8%	7 5%	37 8%	24 5%
Don't know	6 *%	5 *%	** **	1 2%	** **	6 *%	5 *%	1 1%	- -%	6 *%	2 1%	2 *%	2 *%	6 *%	- -%	3 1%	3 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online that consider whether online content is generated by AI

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	1390	424	689	251	1390	383	915	897	479
Effective Weighted Sample	1239	377	620	219	1239	344	811	794	434
Total	1423	443	714	240	1423	398	929	888	519
Always	133	45	58	28	133	49	69	72	56
	9%	10%	8%	12%	9%	12%	7%	8%	11%
Often	557	174	273	102	557	160	359	338	214
	39%	39%	38%	43%	39%	40%	39%	38%	41%
Sometimes	618	182	331	93	618	161	420	397	215
	43%	41%	46%	39%	43%	41%	45%	45%	41%
Only very rarely	109	38	52	16	109	26	76	77	32
	8%	9%	7%	7%	8%	7%	8%	9%	6%
Don't know	6	4	1	2	6	1	4	3	3
	*%	1%	*%	1%	*%	*%	*%	*%	1%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2909	379	472	553	452	493	560	2909	1433	1469	816	948	569	574	1764	1143	2909
Effective Weighted Sample	2555	337	421	499	401	437	496	2555	1262	1287	742	844	499	486	1573	984	2555
Total	2869	353	543	487	521	441	525	2869	1419	1443	931	885	514	538	1816	1052	2869
Always	133	23	38	23	20	15	13	133	85	48	41	33	25	34	74	59	133
	5%	7%	7%	5%	4%	4%	2%	5%	6%	3%	4%	4%	5%	6%	4%	6%	5%
		f	f						b								
Often	557	82	138	108	95	69	66	557	303	255	240	159	80	77	400	157	557
	19%	23%	25%	22%	18%	16%	12%	19%	21%	18%	26%	18%	16%	14%	22%	15%	19%
		ef	efg	f				f			bcd	fg			cd	f	df
Sometimes	618	84	117	108	127	80	101	618	327	288	234	185	102	98	418	200	618
	22%	24%	22%	22%	24%	18%	19%	22%	23%	20%	25%	21%	20%	18%	23%	19%	22%
											df						
Only very rarely	109	19	25	15	15	19	16	109	50	58	31	37	19	21	68	40	109
	4%	5%	5%	3%	3%	4%	3%	4%	4%	4%	3%	4%	4%	4%	4%	4%	4%
Don't know	6	-	2	1	1	-	2	6	3	3	2	2	-	2	4	2	6
	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
DO NOT THINK ABOUT WHETHER IT HAS BEEN GENERATED BY AI	1446	145	223	232	263	257	327	1446	651	792	383	469	287	305	852	593	1446
	50%	41%	41%	48%	50%	58%	62%	50%	46%	55%	41%	53%	56%	57%	47%	56%	50%
				b	abcg	abcdg	ab		a		ae	ae	ae	a	aeg	a	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2909	2146	238	280	245	2909	2473	436	476	2433	664	1188	1017	2909	281	939	799
Effective Weighted Sample	2555	2048	218	248	234	2555	2185	376	415	2140	583	1042	897	2555	239	817	713
Total	2869	2438	216	141	74	2869	2498	371	461	2409	644	1160	1031	2869	264	889	836
Always	133 5%	117 5%	5 2%	8 6%	2 2%	133 5%	119 5%	14 4%	25 5%	107 4%	25 4%	52 4%	55 5%	133 5%	25 10%	38 4%	36 4%
Often	557 19%	484 20%	39 18%	20 14%	13 18%	557 19%	495 20%	62 17%	52 11%	505 21%	98 15%	206 18%	254 25%	557 19%	55 21%	176 20%	203 24%
Sometimes	618 22%	539 22%	40 19%	26 18%	13 17%	618 22%	551 22%	67 18%	92 20%	526 22%	99 15%	249 22%	268 26%	618 22%	52 20%	196 22%	216 26%
Only very rarely	109 4%	100 4%	2 1%	4 3%	2 3%	109 4%	96 4%	13 3%	18 4%	91 4%	21 3%	45 4%	41 4%	109 4%	7 3%	37 4%	24 3%
Don't know	6 *%	5 *%	- -%	1 1%	- -%	6 *%	5 *%	1 *%	- -%	6 *%	2 *%	2 *%	2 *%	6 *%	- -%	3 *%	3 *%
DO NOT THINK ABOUT WHETHER IT HAS BEEN GENERATED BY AI	1446 50%	1192 49%	129 60%	81 57%	44 60%	1446 50%	1232 49%	214 58%	274 59%	1172 49%	399 62%	605 52%	411 40%	1446 50%	124 47%	440 49%	353 42%
			ae		ae			a	b		bcd	c		c		c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	2909	846	1481	509	2909	766	1957	1977	908
Effective Weighted Sample	2555	744	1309	438	2555	671	1718	1728	809
Total	2869	857	1453	483	2869	745	1933	1889	952
Always	133 5%	45 5%	58 4%	28 6%	133 5%	49 7% b	69 4%	72 4%	56 6%
Often	557 19%	174 20%	273 19%	102 21%	557 19%	160 22%	359 19%	338 18%	214 22% a
Sometimes	618 22%	182 21%	331 23%	93 19%	618 22%	161 22%	420 22%	397 21%	215 23%
Only very rarely	109 4%	38 4%	52 4%	16 3%	109 4%	26 3%	76 4%	77 4%	32 3%
Don't know	6 *%	4 *%	1 *%	2 *%	6 *%	1 *%	4 *%	3 *%	3 *%
DO NOT THINK ABOUT WHETHER IT HAS BEEN GENERATED BY AI	1446 50%	414 48%	739 51%	244 50%	1446 50%	347 47%	1004 52%	1001 53% b	433 45%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 67**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A13. How confident, are you in recognising whether something you read online is produced by a person or by Artificial Intelligence (AI)? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2909	379	472	553	452	493	560	2909	1433	1469	816	948	569	574	1764	1143	2909
Effective Weighted Sample	2555	337	421	499	401	437	496	2555	1262	1287	742	844	499	486	1573	984	2555
Total	2869	353	543	487	521	441	525	2869	1419	1443	931	885	514	538	1816	1052	2869
Very confident	176 6%	29 8%	59 11%	44 9%	16 3%	19 4%	10 2%	176 6%	113 8%	63 4%	70 8%	53 6%	23 4%	30 6%	123 7%	53 5%	176 6%
		df	defg	def				f	b								
Fairly confident	794 28%	120 34%	177 33%	157 32%	164 32%	98 22%	78 15%	794 28%	454 32%	339 23%	330 35%	234 26%	121 24%	108 20%	564 31%	229 22%	794 28%
		ef	ef	ef	ef	f	f	f	b		bcdg	d			cdf		df
Neither confident nor not confident	794 28%	117 33%	147 27%	134 28%	142 27%	115 26%	139 26%	794 28%	376 27%	415 29%	245 26%	250 28%	145 28%	154 29%	495 27%	299 28%	794 28%
Not very confident	652 23%	57 16%	102 19%	91 19%	132 25%	105 24%	165 32%	652 23%	292 21%	358 25%	194 21%	206 23%	131 25%	122 23%	400 22%	253 24%	652 23%
					a	a	abceg	a									
Not at all confident	370 13%	20 6%	45 8%	50 10%	52 10%	84 19%	119 23%	370 13%	156 11%	214 15%	80 9%	120 14%	75 15%	94 18%	201 11%	169 16%	370 13%
						abcdg	abcdg	ab		a		a	a	aeg		ae	a
Don't know	82 3%	10 3%	13 2%	10 2%	14 3%	21 5%	15 3%	82 3%	28 2%	54 4%	13 1%	20 2%	19 4%	30 6%	33 2%	49 5%	82 3%
										a			a	abeg		abeg	
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	971 34%	150 42%	235 43%	201 41%	181 35%	116 26%	88 17%	971 34%	567 40%	402 28%	400 43%	287 32%	144 28%	138 26%	687 38%	282 27%	971 34%
		efg	efg	efg	ef	f		ef	b		bcdg	df			bcdg		df
TOTAL NOT CONFIDENT	1022 36%	76 22%	147 27%	141 29%	185 35%	189 43%	284 54%	1022 36%	448 32%	572 40%	274 29%	327 37%	206 40%	216 40%	601 33%	422 40%	1022 36%
					a	abcg	abcdg	abc		a		a	ae	ae	ae	ae	a
TOTAL NEITHER/ DON'T KNOW	876 31%	127 36%	160 29%	144 30%	156 30%	136 31%	153 29%	876 31%	404 28%	469 33%	257 28%	271 31%	164 32%	184 34%	528 29%	348 33%	876 31%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 67**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A13. How confident, are you in recognising whether something you read online is produced by a person or by Artificial Intelligence (AI)? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2909	2146	238	280	245	2909	2473	436	476	2433	664	1188	1017	2909	281	939	799
Effective Weighted Sample	2555	2048	218	248	234	2555	2185	376	415	2140	583	1042	897	2555	239	817	713
Total	2869	2438	216	141	74	2869	2498	371	461	2409	644	1160	1031	2869	264	889	836
Very confident	176 6%	157 6%	12 5%	4 3%	3 5%	176 6%	160 6%	16 4%	29 6%	147 6%	39 6%	66 6%	72 7%	176 6%	30 11% b	48 5%	56 7%
Fairly confident	794 28%	697 29% d	53 24%	30 22%	14 19%	794 28% d	710 28%	84 23%	120 26%	674 28%	153 24%	318 27%	322 31% a	794 28%	67 25%	240 27%	259 31%
Neither confident nor not confident	794 28%	672 28%	58 27%	37 26%	28 37% ace	794 28%	696 28%	98 27%	104 23%	690 29%	164 25%	317 27%	307 30%	794 28%	77 29%	241 27%	241 29%
Not very confident	652 23%	540 22%	60 27%	39 28%	14 19%	652 23%	556 22%	96 26%	109 24%	543 23%	143 22%	272 23%	231 22%	652 23%	51 19%	211 24%	193 23%
Not at all confident	370 13%	303 12%	30 14%	24 17%	13 18%	370 13%	302 12%	68 18% a	77 17%	293 12%	108 17% c	154 13% c	90 9%	370 13% c	33 12%	116 13% c	70 8%
Don't know	82 3%	70 3%	5 2%	6 4%	1 2%	82 3%	74 3%	8 2%	21 5%	61 3%	38 6% bcd	33 3% c	10 1%	82 3% c	7 3%	34 4%	17 2%
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	971 34%	854 35% cd	65 30%	34 24%	17 24%	971 34% cd	870 35% b	101 27%	149 32%	821 34%	191 30%	384 33%	394 38% a	971 34%	97 37%	288 32%	315 38%
TOTAL NOT CONFIDENT	1022 36%	842 35%	89 41%	64 45% ae	27 37%	1022 36%	858 34%	164 44% a	186 40%	836 35%	251 39% c	426 37% c	321 31%	1022 36%	83 32%	326 37%	262 31%
TOTAL NEITHER/ DON'T KNOW	876 31%	742 30%	63 29%	43 30%	29 39% ae	876 31%	770 31%	107 29%	126 27%	751 31%	202 31%	349 30%	317 31%	876 31%	83 32%	275 31%	258 31%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A13. How confident, are you in recognising whether something you read online is produced by a person or by Artificial Intelligence (AI)? (SINGLE CODE)**

Base : All respondents aware of artificial intelligence (AI) models that go online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	2909	846	1481	509	2909	766	1957	1977	908
Effective Weighted Sample	2555	744	1309	438	2555	671	1718	1728	809
Total	2869	857	1453	483	2869	745	1933	1889	952
Very confident	176 6%	77 9%	67 5%	29 6%	176 6%	55 7%	104 5%	85 5%	85 9%
		bd							a
Fairly confident	794 28%	253 30%	399 27%	119 25%	794 28%	203 27%	539 28%	473 25%	316 33%
									a
Neither confident nor not confident	794 28%	229 27%	399 27%	146 30%	794 28%	190 26%	546 28%	537 28%	249 26%
Not very confident	652 23%	180 21%	341 23%	121 25%	652 23%	164 22%	454 23%	451 24%	196 21%
Not at all confident	370 13%	101 12%	206 14%	55 11%	370 13%	109 15%	242 13%	284 15%	85 9%
								b	
Don't know	82 3%	16 2%	42 3%	15 3%	82 3%	24 3%	48 2%	59 3%	22 2%
<b>SUMMARY CODES</b>									
TOTAL CONFIDENT	971 34%	330 39%	466 32%	147 30%	971 34%	258 35%	643 33%	559 30%	401 42%
		bc							a
TOTAL NOT CONFIDENT	1022 36%	282 33%	547 38%	175 36%	1022 36%	273 37%	696 36%	735 39%	280 29%
								b	
TOTAL NEITHER/ DON'T KNOW	876 31%	245 29%	441 30%	161 33%	876 31%	214 29%	593 31%	595 32%	271 28%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 68**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1A. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust most people? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
0 – Not at all	104	15	11	15	24	20	20	104	49	55	12	20	27	45	32	72	104
	3%	4%	2%	3%	4%	3%	2%	3%	3%	3%	1%	2%	4%	5%	2%	5%	3%
													ae	abeg		abeg	ae
1	47	6	6	12	14	6	3	47	22	25	10	12	14	10	22	25	47
	1%	1%	1%	2%	2%	1%	*%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
				f	f												
2	128	20	23	19	18	26	23	128	56	72	31	34	22	41	65	63	128
	4%	5%	4%	3%	3%	4%	3%	4%	3%	4%	3%	3%	3%	5%	3%	4%	4%
3	187	15	47	26	44	31	25	187	89	97	39	62	27	59	101	86	187
	5%	4%	8%	5%	7%	5%	3%	5%	5%	5%	4%	6%	4%	7%	5%	5%	5%
			f	f	f			f						a			
4	247	39	40	44	49	37	37	247	115	129	52	80	43	71	132	114	247
	7%	10%	7%	8%	8%	6%	4%	7%	7%	7%	5%	8%	6%	8%	6%	7%	7%
		f	f	f	f												
5	657	73	110	105	117	108	145	657	312	343	170	195	117	174	365	291	657
	18%	18%	18%	18%	19%	19%	17%	18%	18%	18%	17%	18%	17%	20%	18%	18%	18%
6	607	79	112	111	104	91	110	607	271	333	198	176	129	103	374	232	607
	17%	20%	18%	19%	17%	16%	13%	17%	16%	18%	19%	17%	19%	12%	18%	15%	17%
		f	f	f				f			df	d	d		d		d
7	861	87	145	129	132	139	230	861	426	436	270	260	153	178	530	331	861
	24%	22%	24%	22%	21%	24%	26%	24%	24%	23%	26%	25%	22%	20%	25%	21%	24%
											df				df		
8	564	46	77	81	74	90	195	564	277	287	169	159	103	133	328	236	564
	15%	12%	13%	14%	12%	16%	22%	15%	16%	15%	17%	15%	15%	15%	16%	15%	15%
							abcdeg										
9	130	7	21	20	24	21	37	130	72	58	40	35	31	24	75	55	130
	4%	2%	3%	3%	4%	4%	4%	4%	4%	3%	4%	3%	4%	3%	4%	3%	4%
10 - Completely	88	10	16	13	9	7	33	88	46	43	25	21	20	23	46	42	88
	2%	2%	3%	2%	2%	1%	4%	2%	3%	2%	2%	2%	3%	3%	2%	3%	2%
							e										

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1A. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust most people? (SINGLE CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Don't know	39	4	8	5	6	4	12	39	15	23	8	5	8	18	13	26	39
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	1%	2%	1%
														be		be	
<b>SUMMARY CODES</b>																	
LOWER TRUST (0 TO 3)	466	55	87	72	100	82	71	466	216	248	93	128	90	156	221	246	466
	13%	14%	14%	12%	16%	14%	8%	13%	12%	13%	9%	12%	13%	18%	11%	16%	13%
		f	f	f	f	f		f						abeg		aeg	a
NEUTRAL (4 TO 6)	1510	190	262	260	271	236	292	1510	699	805	419	452	290	347	871	637	1510
	41%	48%	43%	45%	44%	41%	34%	41%	40%	42%	41%	43%	42%	40%	42%	40%	41%
		f	f	f	f	f		f									
HIGHER TRUST (7 TO 10)	1643	150	259	243	239	257	495	1643	820	823	504	475	307	358	979	664	1643
	45%	38%	42%	42%	39%	44%	57%	45%	47%	43%	49%	45%	44%	41%	47%	42%	45%
							abcdeg	a			df				df		

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1A. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust most people? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 99%																	
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
0 – Not at all	104 3%	92 3%	3 1%	6 3%	3 3%	104 3%	93 3%	11 2%	30 5% b	74 2%	31 3%	35 3%	25 2%	104 3%	19 5% c	27 2%	12 1%
1	47 1%	37 1%	3 1%	5 3%	1 1%	47 1%	40 1%	7 1%	17 3% b	30 1%	16 2%	20 2%	10 1%	47 1%	7 2%	15 1%	8 1%
2	128 4%	114 4%	5 2%	7 4%	2 2%	128 4%	114 4%	15 3%	24 4%	105 3%	30 3%	57 4%	30 3%	128 4%	23 6%	39 4%	30 3%
3	187 5%	160 5%	14 4%	6 4%	7 7%	187 5%	170 5%	17 4%	41 7%	146 5%	43 5%	65 5%	63 6%	187 5%	22 6%	61 6%	39 4%
4	247 7%	220 7%	12 4% d	11 6%	3 3%	247 7%	224 7%	23 5%	67 11% b	180 6%	63 7%	107 8%	62 6%	247 7%	26 7%	83 7%	58 6%
5	657 18%	568 18% b	37 12%	35 20% b	17 17%	657 18% b	582 18%	75 16%	117 19%	540 18%	153 17%	231 17%	214 20%	657 18%	83 23% b	178 16%	153 17%
6	607 17%	516 17%	48 16%	30 18%	12 12%	607 17%	508 16%	98 21% a	90 15%	517 17%	145 16%	215 16%	200 19%	607 17%	42 12%	185 17%	162 18%
7	861 24%	719 23%	80 26%	35 21%	26 26%	861 24%	760 24%	101 22%	109 18%	752 25% a	211 24%	306 23%	271 25%	861 24%	74 20%	274 25%	246 27%
8	564 15%	451 15%	69 22% ae	25 15%	19 19%	564 15%	476 15%	88 19%	75 13%	488 16%	133 15%	203 15%	143 13%	564 15%	38 10%	184 17% a	148 16%
9	130 4%	88 3%	29 9% ace	4 2%	9 9% ace	130 4%	112 3%	18 4%	9 2%	120 4% a	26 3%	49 4%	37 3%	130 4%	13 3%	32 3%	36 4%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 68**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1A. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust most people? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
10 - Completely	88	73	8	6	1	88	77	12	11	77	24	28	15	88	8	18	23
	2%	2%	3%	3%	1%	2%	2%	2%	2%	3%	3%	2%	1%	2%	2%	2%	2%
Don't know	39	36	1	1	1	39	36	2	10	29	17	8	5	39	9	10	4
	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	2%	1%	0%	1%	2%	1%	0%
											bc				c		
<b>SUMMARY CODES</b>																	
LOWER TRUST (0 TO 3)	466	404	24	25	14	466	416	50	112	354	121	177	128	466	71	143	89
	13%	13%	8%	14%	13%	13%	13%	11%	19%	12%	14%	13%	12%	13%	19%	13%	10%
		b							b						bc		
NEUTRAL (4 TO 6)	1510	1305	97	76	33	1510	1314	196	274	1236	362	553	476	1510	152	446	372
	41%	42%	31%	44%	32%	41%	41%	42%	46%	40%	40%	42%	44%	41%	42%	40%	41%
		bd		bd		bd											
HIGHER TRUST (7 TO 10)	1643	1332	186	70	55	1643	1424	219	205	1438	395	586	466	1643	133	508	453
	45%	43%	61%	41%	54%	45%	45%	47%	34%	47%	44%	44%	43%	45%	37%	46%	49%
			ace		ace					a						a	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1A. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust most people? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
0 – Not at all	104 3%	13 1%	47 2%	42 6% abd	104 3%	54 5% b	43 2%	77 3%	27 2%
1	47 1%	12 1%	20 1%	14 2%	47 1%	18 2%	23 1%	25 1%	19 2%
2	128 4%	27 3%	63 3%	34 5%	128 4%	59 5% b	61 3%	91 4%	37 3%
3	187 5%	28 3%	94 5%	61 9% abd	187 5% a	63 6%	108 5%	130 5%	57 5%
4	247 7%	55 6%	123 7%	64 9%	247 7%	80 7%	146 6%	171 7%	73 7%
5	657 18%	178 18%	326 17%	130 18%	657 18%	190 18%	412 18%	443 17%	209 19%
6	607 17%	179 18%	309 17%	99 14%	607 17%	128 12%	421 18% a	396 16%	203 19%
7	861 24%	251 26%	448 24%	142 20%	861 24%	228 21%	573 25%	609 24%	245 22%
8	564 15%	159 16%	305 16%	86 12%	564 15%	165 15%	377 16%	416 16%	143 13%
9	130 4%	41 4% c	73 4%	12 2%	130 4%	31 3%	95 4%	89 4%	40 4%
10 - Completely	88 2%	32 3%	41 2%	12 2%	88 2%	40 4% b	42 2%	59 2%	27 3%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1A. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust most people? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Don't know	39	3	20	8	39	18	11	28	9
	1%	*%	1%	1%	1%	2%	*%	1%	1%
						b			
<b>SUMMARY CODES</b>									
LOWER TRUST (0 TO 3)	466	79	223	151	466	193	235	323	141
	13%	8%	12%	21%	13%	18%	10%	13%	13%
			a	abd	a	b			
NEUTRAL (4 TO 6)	1510	412	758	293	1510	398	979	1011	485
	41%	42%	41%	42%	41%	37%	42%	40%	45%
							a		
HIGHER TRUST (7 TO 10)	1643	483	867	252	1643	464	1087	1173	454
	45%	49%	46%	36%	45%	43%	47%	46%	42%
		c	c		c				

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 69**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1B. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust politicians? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Significance Level: 99%																	
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
0 - Not at all	906	65	147	132	162	176	224	906	425	481	175	235	197	299	410	496	906
	25%	16%	24%	23%	26%	30%	26%	25%	24%	25%	17%	22%	28%	34%	20%	32%	25%
			a		a	acg	a	a				a	abe	abeg		abeg	ae
1	280	27	44	42	55	41	70	280	129	149	65	88	47	80	153	127	280
	8%	7%	7%	7%	9%	7%	8%	8%	7%	8%	6%	8%	7%	9%	7%	8%	8%
2	425	51	70	64	80	55	106	425	198	224	115	141	82	87	255	169	425
	12%	13%	11%	11%	13%	9%	12%	12%	11%	12%	11%	13%	12%	10%	12%	11%	12%
3	435	55	66	87	62	62	103	435	189	244	138	116	86	94	254	180	435
	12%	14%	11%	15%	10%	11%	12%	12%	11%	13%	13%	11%	12%	11%	12%	11%	12%
4	370	52	62	59	51	54	92	370	181	187	108	107	85	69	216	154	370
	10%	13%	10%	10%	8%	9%	11%	10%	10%	10%	11%	10%	12%	8%	10%	10%	10%
													d				
5	514	60	67	78	91	82	136	514	252	262	169	167	82	96	336	178	514
	14%	15%	11%	14%	15%	14%	16%	14%	14%	14%	17%	16%	12%	11%	16%	11%	14%
											df	df			cdf		
6	278	27	53	41	43	49	65	278	144	134	104	88	42	44	193	85	278
	8%	7%	9%	7%	7%	9%	8%	8%	8%	7%	10%	8%	6%	5%	9%	5%	8%
											cdf	df			df		f
7	182	23	40	23	34	28	35	182	100	82	61	49	26	46	110	72	182
	5%	6%	7%	4%	5%	5%	4%	5%	6%	4%	6%	5%	4%	5%	5%	5%	5%
8	132	9	30	29	16	21	28	132	72	60	57	35	24	16	92	40	132
	4%	2%	5%	5%	3%	4%	3%	4%	4%	3%	6%	3%	3%	2%	4%	3%	4%
											df				df		
9	38	5	9	9	10	2	3	38	22	16	15	10	6	8	25	13	38
	1%	1%	1%	2%	2%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				f	f												
10 - Completely	28	3	4	8	4	7	2	28	10	19	6	3	3	16	9	19	28
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	*	2%	*	1%	1%
														beg			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 69**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1B. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust politicians? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Don't know	69	22	23	8	7	3	6	69	27	41	11	18	15	24	29	39	69
	2%	5%	4%	1%	1%	1%	1%	2%	2%	2%	1%	2%	2%	3%	1%	3%	2%
		cdefg	efg														
<b>SUMMARY CODES</b>																	
LOWER TRUST (0 TO 3)	2046	198	327	326	359	334	503	2046	942	1098	492	581	413	559	1072	972	2046
	56%	50%	53%	56%	58%	58%	58%	56%	54%	58%	48%	55%	59%	64%	51%	62%	56%
					a							a	ae	abeg		abeg	ae
NEUTRAL (4 TO 6)	1163	139	182	178	185	185	294	1163	577	584	382	363	209	209	745	418	1163
	32%	35%	30%	31%	30%	32%	34%	32%	33%	31%	37%	34%	30%	24%	36%	27%	32%
											cdfg	df	d		cdfg		df
HIGHER TRUST (7 TO 10)	381	40	83	68	65	57	67	381	204	177	140	97	58	86	237	144	381
	10%	10%	14%	12%	11%	10%	8%	10%	12%	9%	14%	9%	8%	10%	11%	9%	10%
			f								bcfg						

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 69**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1B. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust politicians? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 99%																	
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
0 - Not at all	906	774	65	49	18	906	796	110	213	693	251	322	219	906	97	283	159
	25%	25%	21%	29%	18%	25%	25%	24%	35%	23%	28%	24%	20%	25%	27%	26%	17%
		d		d		d			b		c			c	c	c	
1	280	243	17	14	6	280	251	29	52	228	69	108	80	280	26	85	69
	8%	8%	6%	8%	6%	8%	8%	6%	9%	7%	8%	8%	7%	8%	7%	8%	8%
2	425	342	48	23	12	425	366	59	61	365	86	175	125	425	34	119	103
	12%	11%	16%	14%	12%	12%	11%	13%	10%	12%	10%	13%	12%	12%	9%	11%	11%
3	435	354	47	22	11	435	389	46	59	376	83	173	138	435	36	134	120
	12%	12%	15%	13%	10%	12%	12%	10%	10%	12%	9%	13%	13%	12%	10%	12%	13%
												a					
4	370	293	46	19	13	370	308	62	51	319	95	98	131	370	43	95	100
	10%	10%	15%	11%	12%	10%	10%	13%	9%	10%	11%	7%	12%	10%	12%	9%	11%
			ae										b	b			
5	514	440	37	20	17	514	433	81	75	439	120	190	161	514	48	149	138
	14%	14%	12%	12%	17%	14%	14%	17%	13%	14%	13%	14%	15%	14%	13%	13%	15%
6	278	243	14	9	11	278	242	36	27	251	65	89	111	278	16	91	106
	8%	8%	5%	5%	11%	8%	8%	8%	5%	8%	7%	7%	10%	8%	4%	8%	12%
					bc					a			bd				a
7	182	162	6	7	7	182	161	21	20	162	54	59	50	182	29	69	47
	5%	5%	2%	4%	7%	5%	5%	4%	3%	5%	6%	4%	5%	5%	8%	6%	5%
					b												
8	132	113	10	5	4	132	117	15	22	110	47	39	35	132	19	47	45
	4%	4%	3%	3%	3%	4%	4%	3%	4%	4%	5%	3%	3%	4%	5%	4%	5%
											b						
9	38	28	7	1	2	38	36	2	2	36	9	22	7	38	4	15	15
	1%	1%	2%	1%	2%	1%	1%	*%	*%	1%	1%	2%	1%	1%	1%	1%	2%
10 - Completely	28	25	1	1	-	28	28	-	5	23	6	10	4	28	5	4	9
	1%	1%	*%	1%	-%	1%	1%	-%	1%	1%	1%	1%	*%	1%	2%	*%	1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1B. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust politicians? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Don't know	69	58	7	1	2	69	61	8	12	56	10	38	14	69	7	15	8
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%	1%	2%	2%	1%	1%
												a					
<b>SUMMARY CODES</b>																	
LOWER TRUST (0 TO 3)	2046	1713	177	108	47	2046	1802	244	384	1662	488	778	561	2046	193	622	451
	56%	56%	58%	63%	46%	56%	56%	52%	64%	54%	55%	59%	52%	56%	53%	56%	49%
		d	d	d		d			b			c				c	
NEUTRAL (4 TO 6)	1163	976	97	48	41	1163	984	179	154	1009	280	377	404	1163	107	335	343
	32%	32%	32%	28%	40%	32%	31%	38%	26%	33%	31%	29%	38%	32%	29%	30%	37%
					ace			a		a			abd				b
HIGHER TRUST (7 TO 10)	381	328	26	15	12	381	343	37	50	330	117	130	96	381	58	134	116
	10%	11%	8%	8%	12%	10%	11%	8%	8%	11%	13%	10%	9%	10%	16%	12%	13%
											c						

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1B. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust politicians? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
0 - Not at all	906 25%	208 21%	453 24%	216 31% abd	906 25%	354 33% b	494 21%	634 25%	267 25%
1	280 8%	68 7%	151 8%	59 8%	280 8%	77 7%	184 8%	211 8%	63 6%
2	425 12%	98 10%	243 13%	69 10%	425 12%	109 10%	285 12%	302 12%	122 11%
3	435 12%	101 10%	243 13%	83 12%	435 12%	109 10%	302 13%	293 12%	135 12%
4	370 10%	111 11%	196 11%	53 8%	370 10%	85 8%	255 11% a	262 10%	107 10%
5	514 14%	166 17% c	252 13%	77 11%	514 14%	146 14%	326 14%	358 14%	153 14%
6	278 8%	93 10%	127 7%	52 7%	278 8%	57 5%	199 9% a	202 8%	76 7%
7	182 5%	58 6%	78 4%	41 6%	182 5%	61 6%	104 4%	128 5%	50 5%
8	132 4%	35 4%	67 4%	30 4%	132 4%	33 3%	87 4%	72 3%	58 5% a
9	38 1%	12 1%	18 1%	7 1%	38 1%	16 1%	21 1%	15 1%	20 2% a

Columns Tested: a,b,c,d - a,b - a,b



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1B. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust politicians? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
10 - Completely	28	8	11	7	28	12	15	15	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	69	18	29	10	69	16	38	43	26
	2%	2%	2%	1%	2%	1%	2%	2%	2%
<b>SUMMARY CODES</b>									
LOWER TRUST (0 TO 3)	2046	475	1091	428	2046	649	1266	1440	586
	56%	49%	58%	61%	56%	61%	55%	57%	54%
			a	a	a	b			
NEUTRAL (4 TO 6)	1163	371	574	182	1163	287	781	822	336
	32%	38%	31%	26%	32%	27%	34%	32%	31%
		bcd			c		a		
HIGHER TRUST (7 TO 10)	381	114	174	85	381	121	226	230	141
	10%	12%	9%	12%	10%	11%	10%	9%	13%
									a

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 70**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1C. In general, to what extent do you trust a news video clip that includes a first-hand eyewitness view? (SINGLE CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Always	177	20	50	26	27	17	38	177	94	84	62	27	34	54	89	88	177
	5%	5%	8%	5%	4%	3%	4%	5%	5%	4%	6%	3%	5%	6%	4%	6%	5%
			efg								b			b		b	
Often	1032	135	173	161	168	162	233	1032	533	498	342	315	180	195	657	375	1032
	28%	34%	28%	28%	27%	28%	27%	28%	30%	26%	33%	30%	26%	22%	32%	24%	28%
									b		cd	df		cd		df	
Sometimes	1982	206	330	325	351	321	448	1982	906	1068	528	589	386	477	1117	863	1982
	54%	52%	54%	56%	57%	55%	52%	54%	52%	56%	52%	56%	56%	54%	54%	55%	54%
Never	299	22	44	47	50	45	92	299	153	146	70	89	55	85	159	140	299
	8%	5%	7%	8%	8%	8%	11%	8%	9%	8%	7%	8%	8%	10%	8%	9%	8%
							a										
Don't know	168	16	19	21	20	34	58	168	64	103	23	38	41	66	61	107	168
	5%	4%	3%	4%	3%	6%	7%	5%	4%	5%	2%	4%	6%	7%	3%	7%	5%
							bd						ae	abeg	abeg	ae	
<b>SUMMARY CODES</b>																	
TOTAL EVER	3191	360	553	512	546	500	719	3191	1532	1650	932	932	599	727	1863	1326	3191
	87%	90%	90%	88%	89%	86%	83%	87%	88%	87%	91%	88%	86%	83%	89%	84%	87%
		f	f	f	f			f			cd	d		df		df	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 70**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1C. In general, to what extent do you trust a news video clip that includes a first-hand eyewitness view? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Always	177 5%	140 5%	16 5%	11 6%	11 10% ae	177 5%	162 5%	15 3%	30 5%	147 5%	31 3%	71 5%	53 5%	177 5%	19 5%	56 5%	51 6%
Often	1032 28%	873 28%	75 24%	50 29%	35 34%	1032 28%	891 28%	141 30%	124 21%	908 30% a	211 24%	347 26%	381 35% abd	1032 28% a	96 26%	315 28%	312 34%
Sometimes	1982 54%	1692 55%	152 49%	88 51%	50 49%	1982 54%	1736 54%	246 53%	339 56%	1643 54%	497 56%	782 59% cd	564 52%	1982 54%	205 56%	628 57%	475 52%
Never	299 8%	231 8%	51 17% acde	13 7%	4 4%	299 8%	251 8%	48 10%	75 12% b	224 7%	95 11% bc	79 6%	62 6%	299 8%	31 9%	60 5%	58 6%
Don't know	168 5%	141 5%	14 4%	10 6%	3 3%	168 5%	150 5%	18 4%	33 6%	134 4%	61 7% bcd	45 3% c	15 1%	168 5% c	13 4%	47 4%	22 2%
<b>SUMMARY CODES</b>																	
TOTAL EVER	3191 87%	2704 88% b	243 79%	149 87%	95 93% abe	3191 87% b	2789 87%	402 86%	493 82%	2698 88% a	739 83%	1200 91% ad	998 93% ad	3191 87% a	320 88%	1000 90%	838 91%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B1C. In general, to what extent do you trust a news video clip that includes a first-hand eyewitness view? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Always	177 5%	69 7%	71 4%	33 5%	177 5%	73 7%	98 4%	103 4%	70 6%
		bd				b			a
Often	1032 28%	309 32%	528 28%	174 25%	1032 28%	286 27%	693 30%	697 28%	326 30%
		c							
Sometimes	1982 54%	482 49%	1041 56%	403 57%	1982 54%	559 52%	1263 55%	1382 55%	584 54%
			a	a					
Never	299 8%	92 9%	134 7%	57 8%	299 8%	77 7%	188 8%	215 8%	78 7%
Don't know	168 5%	25 3%	93 5%	37 5%	168 5%	78 7%	70 3%	137 5%	31 3%
			a	a	a	b		b	
<b>SUMMARY CODES</b>									
TOTAL EVER	3191 87%	860 88%	1640 88%	610 87%	3191 87%	918 86%	2053 89%	2182 86%	980 90%
									a

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 71**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B2A. Please take a look at this list. Did you....? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Vote at the most recent general election	2269	127	309	345	406	401	680	2269	1119	1145	736	669	400	464	1406	864	2269
	62%	32%	50%	60%	66%	69%	78%	62%	64%	60%	72%	63%	58%	53%	67%	55%	62%
		a	ab	ab	ab	ab	ab	ab			bcdfg	df			cd		df
Vote in the most recent local election	1569	92	223	243	286	269	457	1569	812	756	538	456	275	301	994	575	1569
	43%	23%	36%	42%	46%	46%	53%	43%	46%	40%	53%	43%	40%	34%	48%	37%	43%
		a	a	a	ab	ab	ab	ab	b		bcdfg	df			cd		df
EITHER OF THESE	2518	165	370	390	446	435	712	2518	1249	1263	821	740	445	512	1561	957	2518
	69%	41%	60%	67%	72%	75%	82%	69%	71%	66%	80%	70%	64%	58%	75%	61%	69%
		a	a	a	ab	ab	ab	ab	b		bcdefg	df			bc		df
Neither of these	1019	216	216	169	146	132	141	1019	449	567	171	285	223	338	456	561	1019
	28%	54%	35%	29%	24%	23%	16%	28%	26%	30%	17%	27%	32%	38%	22%	36%	28%
		bcdefg	defg	f	f	f		f		a		ae	ae	abeg	a	abeg	ae
Don't know/ Prefer not to say	121	18	29	21	24	13	16	121	52	69	32	35	26	28	66	55	121
	3%	4%	5%	4%	4%	2%	2%	3%	3%	4%	3%	3%	4%	3%	3%	3%	3%
			f														

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 71**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B2A. Please take a look at this list. Did you....? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Vote at the most recent general election	2269	1938	166	114	52	2269	1955	315	317	1953	456	829	775	2269	162	717	689
	62%	63%	54%	66%	51%	62%	61%	67%	53%	64%	51%	63%	72%	62%	45%	65%	75%
		bd		bd		bd				a		a	abd	a	a	ab	
Vote in the most recent local election	1569	1333	112	74	50	1569	1338	231	172	1397	342	579	514	1569	122	533	487
	43%	43%	37%	43%	48%	43%	42%	49%	29%	46%	38%	44%	48%	43%	33%	48%	53%
					b			a		a			ad		a	a	
EITHER OF THESE	2518	2140	185	121	71	2518	2167	351	342	2176	552	926	816	2518	204	813	752
	69%	70%	60%	70%	69%	69%	68%	75%	57%	71%	62%	70%	76%	69%	56%	73%	82%
		b		b		b		a		a		a	abd	a	a	ab	
Neither of these	1019	828	116	47	28	1019	912	108	237	783	297	365	233	1019	143	271	152
	28%	27%	38%	27%	27%	28%	29%	23%	39%	26%	33%	28%	22%	28%	39%	25%	17%
			acde						b		bcd	c		c	bc	c	
Don't know/ Prefer not to say	121	108	6	4	4	121	112	9	23	98	46	32	26	121	17	22	13
	3%	4%	2%	2%	3%	3%	3%	2%	4%	3%	5%	2%	2%	3%	5%	2%	1%
											bc				c		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B2A. Please take a look at this list. Did you....? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Vote at the most recent general election	2269	713	1167	349	2269	627	1525	1597	655
	62%	73%	62%	50%	62%	58%	66%	63%	60%
		bcd	c		c		a		
Vote in the most recent local election	1569	469	807	262	1569	449	1042	1090	466
	43%	48%	43%	37%	43%	42%	45%	43%	43%
		cd							
EITHER OF THESE	2518	762	1281	431	2518	716	1655	1758	738
	69%	78%	69%	61%	69%	67%	72%	69%	68%
		bcd	c		c		a		
Neither of these	1019	198	529	249	1019	326	599	697	313
	28%	20%	28%	35%	28%	30%	26%	27%	29%
			a	abd	a				
Don't know/ Prefer not to say	121	18	58	24	121	31	58	80	37
	3%	2%	3%	3%	3%	3%	3%	3%	3%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 72**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B2B. Which, if any, of these have you done in the last year? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Volunteered for social, environmental or charitable causes	554 15%	76 19% f	142 23% cdefg	89 15% f	85 14%	81 14%	82 9%	554 15% f	272 16%	281 15%	253 25% bcdefg	160 15% cdf	69 10%	71 8%	413 20% bcdefg	140 9%	554 15% cdf
Opted-in for information about social, environmental or charitable causes	414 11%	48 12% f	111 18% defg	82 14% ef	60 10%	51 9%	61 7%	414 11% f	210 12%	204 11%	198 19% bcdefg	129 12% cdf	44 6%	44 5%	327 16% cdfg	88 6%	414 11% cdf
Contacted your MP or local councillor	406 11%	27 7%	59 10%	59 10%	68 11%	79 14% a	114 13% a	406 11%	203 12%	200 11%	160 16% cdfg	135 13% cdf	56 8%	55 6%	295 14% cdfg	111 7%	406 11% df
Boycotted certain products for political reasons	339 9%	54 13% fg	72 12% f	53 9%	56 9%	49 9%	55 6%	339 9% f	169 10%	166 9%	135 13% cdfg	112 11% cdf	43 6%	48 5%	247 12% cdfg	91 6%	339 9% df
Continued membership of a UK political party or joined one for the first time	213 6%	27 7%	57 9% defg	42 7% f	25 4%	28 5%	33 4%	213 6%	128 7% b	84 4%	97 9% bcdefg	53 5%	32 5%	30 3%	150 7% df	62 4%	213 6% df
Taken part in demonstrations or street protests	139 4%	23 6% f	33 5% f	29 5% f	23 4% f	19 3%	12 1%	139 4% f	73 4%	65 3%	49 5% df	56 5% df	19 3%	15 2%	105 5% df	34 2%	139 4% df
ANY OF THESE	1231 34%	168 42% defg	260 42% defg	210 36% f	198 32% f	180 31%	215 25%	1231 34% f	631 36% b	594 31%	503 49% bcdefg	379 36% cdf	165 24%	181 21%	882 42% bcdefg	347 22%	1231 34% cdf

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B2B. Which, if any, of these have you done in the last year? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
None of these	2387	220	343	365	414	393	651	2387	1099	1286	510	669	521	688	1179	1208	2387
	65%	55%	56%	63%	67%	68%	75%	65%	63%	68%	50%	63%	75%	78%	57%	77%	65%
				ab	ab	ab	abcdeg	ab		a		ae	abeg	abeg	a	abeg	ae
Don't know	40	10	12	4	4	6	4	40	20	20	11	11	9	9	22	18	40
	1%	3%	2%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		f	f														

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 72**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B2B. Which, if any, of these have you done in the last year? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Volunteered for social, environmental or charitable causes	554 15%	471 15%	36 12%	25 14%	22 22% abe	554 15%	487 15%	67 14%	58 10%	496 16% a	98 11%	179 14%	260 24% abd	554 15% a	51 14%	156 14%	226 25% ab
Opted-in for information about social, environmental or charitable causes	414 11%	361 12%	25 8%	17 10%	11 11%	414 11%	369 12%	45 10%	33 6%	381 12% a	37 4%	126 10% a	246 23% abd	414 11% a	36 10%	122 11%	179 20% ab
Contacted your MP or local councillor	406 11%	345 11%	29 9%	17 10%	14 14%	406 11%	341 11%	65 14%	47 8%	359 12% a	68 8%	159 12% a	160 15% ad	406 11% a	36 10%	148 13%	128 14%
Boycotted certain products for political reasons	339 9%	294 10%	19 6%	19 11%	8 8%	339 9%	295 9%	44 9%	35 6%	304 10% a	38 4%	127 10% a	168 16% abd	339 9% a	38 10%	100 9%	125 14% b
Continued membership of a UK political party or joined one for the first time	213 6%	190 6%	11 4%	9 5%	3 3%	213 6%	187 6%	26 6%	26 4%	187 6%	62 7%	87 7%	57 5%	213 6%	24 7%	83 7%	79 9%
Taken part in demonstrations or street protests	139 4%	123 4%	8 3%	4 2%	4 4%	139 4%	131 4%	8 2%	22 4%	117 4%	29 3%	50 4%	60 6%	139 4%	24 7%	39 4%	51 6%
ANY OF THESE	1231 34%	1060 34% b	75 24%	54 31%	42 41% b	1231 34% b	1078 34%	152 33%	149 25%	1082 35% a	245 27%	456 34% a	490 46% abd	1231 34% a	134 37%	378 34%	439 48% ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B2B. Which, if any, of these have you done in the last year? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
None of these	2387	1984	227	117	60	2387	2076	312	440	1947	632	855	578	2387	219	719	475
	65%	65%	74%	68%	58%	65%	65%	67%	73%	64%	71%	65%	54%	65%	60%	65%	52%
			ade						b		bcd	c		c	c	c	
Don't know	40	32	5	1	1	40	36	4	12	28	17	12	7	40	10	10	4
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%
															c		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B2B. Which, if any, of these have you done in the last year? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Volunteered for social, environmental or charitable causes	554	206	252	86	554	164	356	331	219
	15%	21%	13%	12%	15%	15%	15%	13%	20%
		bcd							a
Opted-in for information about social, environmental or charitable causes	414	157	193	57	414	129	272	237	174
	11%	16%	10%	8%	11%	12%	12%	9%	16%
		bcd							a
Contacted your MP or local councillor	406	121	195	80	406	157	222	272	131
	11%	12%	10%	11%	11%	15%	10%	11%	12%
						b			
Boycotted certain products for political reasons	339	103	178	56	339	126	193	214	119
	9%	11%	10%	8%	9%	12%	8%	8%	11%
						b			
Continued membership of a UK political party or joined one for the first time	213	59	91	62	213	76	118	122	85
	6%	6%	5%	9%	6%	7%	5%	5%	8%
				bd					a
Taken part in demonstrations or street protests	139	48	60	30	139	37	87	72	65
	4%	5%	3%	4%	4%	3%	4%	3%	6%
									a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**B2B. Which, if any, of these have you done in the last year? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
ANY OF THESE	1231	385	591	233	1231	415	728	770	444
	34%	39%	32%	33%	34%	39%	31%	30%	41%
		bd				b			a
None of these	2387	586	1266	460	2387	645	1570	1737	633
	65%	60%	68%	65%	65%	60%	68%	69%	58%
			a		a		a	b	
Don't know	40	6	12	11	40	12	13	28	12
	1%	1%	1%	2%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 73**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3326	427	529	649	518	584	619	3326	1588	1729	853	1051	674	747	1904	1421	3326
Effective Weighted Sample	2901	378	469	584	457	512	539	2901	1390	1504	774	930	589	625	1691	1212	2901
Total	3260	394	604	567	593	519	583	3260	1557	1694	970	982	608	699	1953	1307	3260
Strongly disagree	206 6%	39 10% cfg	45 8%	27 5%	40 7%	31 6%	23 4%	206 6%	90 6%	114 7%	43 4%	61 6%	39 6%	63 9% ae	104 5%	102 8% ae	206 6%
Slightly disagree	315 10%	52 13% f	60 10%	62 11%	58 10%	44 8%	39 7%	315 10%	147 9%	165 10%	82 8%	89 9%	64 11%	80 11%	171 9%	143 11%	315 10%
Neither agree nor disagree	519 16%	73 19%	108 18%	99 17%	87 15%	74 14%	79 14%	519 16%	261 17%	256 15%	111 11%	157 16% a	111 18% ae	139 20% ae	268 14%	250 19% ae	519 16% a
Slightly agree	1098 34%	134 34% f	227 38% f	212 37% f	213 36% f	169 33% f	143 24%	1098 34% f	510 33%	588 35%	366 38% df	348 35% df	211 35% d	173 25%	714 37% df	384 29%	1098 34% df
Strongly agree	1023 31%	87 22%	156 26%	155 27%	178 30%	188 36% abc	260 45% abcdeg	1023 31% a	503 32%	518 31%	356 37% cdfg	311 32%	161 27%	194 28%	668 34% cdf	355 27%	1023 31% f
Don't know	100 3%	9 2%	9 1%	12 2%	18 3%	13 2%	40 7% abcdeg	100 3%	47 3%	52 3%	11 1%	16 2%	21 3% ae	51 7% abceg	27 1%	72 6% abeg	100 3% ae
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	521 16%	91 23% cfg	106 18% f	89 16% f	98 16% f	75 14%	62 11%	521 16% f	237 15%	280 17%	125 13%	150 15%	103 17%	142 20% abeg	275 14%	245 19% ae	521 16%
TOTAL AGREE	2121 65%	221 56%	382 63%	367 65% a	391 66% a	357 69% a	402 69% a	2121 65% a	1013 65%	1106 65%	722 74% bcdfg	660 67% df	372 61% d	367 52%	1382 71% cdfg	739 57%	2121 65% df
TOTAL NEITHER/ DON'T KNOW	619 19%	81 21%	116 19%	111 20%	105 18%	87 17%	119 20%	619 19%	308 20%	308 18%	123 13%	173 18% a	132 22% ae	190 27% abeg	296 15%	322 25% abeg	619 19% ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 73**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3326	2402	305	305	314	3326	2840	486	619	2707	839	1334	1058	3326	347	1068	851
Effective Weighted Sample	2901	2287	281	270	299	2901	2493	415	533	2368	731	1165	929	2901	294	917	759
Total	3260	2741	271	154	94	3260	2851	409	593	2668	809	1291	1061	3260	326	1004	884
Strongly disagree	206 6%	165 6%	18 7%	12 8%	10 11% ae	206 6%	182 6%	24 6%	73 12% b	133 5%	58 7%	68 5%	75 7%	206 6%	28 9%	61 6%	49 6%
Slightly disagree	315 10%	267 10%	23 8%	15 10%	9 10%	315 10%	288 10%	27 7%	74 12%	241 9%	81 10%	138 11%	91 9%	315 10%	35 11%	111 11%	71 8%
Neither agree nor disagree	519 16%	441 16%	54 20% d	17 11%	8 8%	519 16% d	458 16%	61 15%	126 21% b	393 15%	175 22% bcd	186 14%	136 13%	519 16%	70 22% c	153 15%	102 12%
Slightly agree	1098 34%	927 34%	93 34%	50 33%	27 29%	1098 34%	955 33%	143 35%	166 28%	932 35% a	249 31%	454 35%	385 36%	1098 34%	94 29%	334 33%	337 38% a
Strongly agree	1023 31%	862 31%	73 27%	53 35%	34 36%	1023 31%	880 31%	143 35%	123 21% a	900 34% a	199 25%	424 33% a	372 35% a	1023 31% a	94 29%	306 30%	318 36%
Don't know	100 3%	78 3%	9 3%	7 4%	5 6%	100 3%	88 3%	12 3%	31 5% b	69 3%	49 6% bcd	20 2% c	1 *%	100 3% bc	4 1%	39 4% c	7 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	521 16%	432 16%	41 15%	27 18%	20 21%	521 16%	470 16%	51 12%	147 25% b	374 14%	138 17%	207 16%	166 16%	521 16%	63 19%	172 17%	120 14%
TOTAL AGREE	2121 65%	1789 65%	167 62%	103 67%	62 65%	2121 65%	1835 64%	286 70%	289 49%	1832 69% a	448 55%	878 68% a	757 71% ad	2121 65% a	188 58%	639 64%	655 74% ab
TOTAL NEITHER/ DON'T KNOW	619 19%	519 19%	63 23% d	23 15%	13 14%	619 19%	546 19%	73 18%	157 26% b	462 17%	223 28% bcd	207 16%	138 13%	619 19% c	74 23% c	193 19% c	109 12%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3326	898	1697	639	3326	883	2218	2267	1031
Effective Weighted Sample	2901	787	1487	548	2901	763	1939	1966	912
Total	3260	903	1652	613	3260	855	2174	2158	1069
Strongly disagree	206 6%	68 8%	99 6%	32 5%	206 6%	57 7%	135 6%	130 6%	74 7%
Slightly disagree	315 10%	80 9%	167 10%	58 9%	315 10%	93 11%	197 9%	193 9%	116 11%
Neither agree nor disagree	519 16%	120 13%	257 16%	114 19% a	519 16%	148 17%	325 15%	335 16%	181 17%
Slightly agree	1098 34%	309 34%	555 34%	214 35%	1098 34%	242 28%	780 36% a	694 32%	391 37%
Strongly agree	1023 31%	308 34% c	531 32%	161 26%	1023 31%	267 31%	696 32%	726 34% b	289 27%
Don't know	100 3%	18 2%	43 3%	33 5% abd	100 3%	49 6% b	42 2%	80 4% b	18 2%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	521 16%	148 16%	266 16%	90 15%	521 16%	150 18%	332 15%	323 15%	189 18%
TOTAL AGREE	2121 65%	616 68% c	1086 66%	375 61%	2121 65%	509 59%	1476 68% a	1420 66%	680 64%
TOTAL NEITHER/ DON'T KNOW	619 19%	138 15%	300 18%	147 24% abd	619 19%	196 23% b	367 17%	416 19%	199 19%

Columns Tested: a,b,c,d - a,b - a,b



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 74**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3326	427	529	649	518	584	619	3326	1588	1729	853	1051	674	747	1904	1421	3326
Effective Weighted Sample	2901	378	469	584	457	512	539	2901	1390	1504	774	930	589	625	1691	1212	2901
Total	3260	394	604	567	593	519	583	3260	1557	1694	970	982	608	699	1953	1307	3260
Strongly disagree	843 26%	73 19%	169 28%	153 27%	161 27%	143 28%	145 25%	843 26%	437 28%	405 24%	299 31%	245 25%	148 24%	152 22%	544 28%	300 23%	843 26%
			a	a	a	a	a	a			bcdfg				df		
Slightly disagree	606 19%	77 20%	118 19%	117 21%	115 19%	91 18%	89 15%	606 19%	293 19%	314 19%	182 19%	183 19%	122 20%	119 17%	365 19%	241 18%	606 19%
Neither agree nor disagree	751 23%	99 25%	110 18%	118 21%	150 25%	125 24%	150 26%	751 23%	323 21%	422 25%	191 20%	240 24%	151 25%	170 24%	431 22%	321 25%	751 23%
					b		b			a							
Slightly agree	629 19%	94 24%	135 22%	121 21%	102 17%	83 16%	94 16%	629 19%	295 19%	334 20%	160 16%	200 20%	118 19%	150 21%	360 18%	268 21%	629 19%
		ef															
Strongly agree	356 11%	46 12%	70 12%	56 10%	61 10%	60 12%	62 11%	356 11%	171 11%	184 11%	123 13%	103 10%	53 9%	77 11%	226 12%	130 10%	356 11%
Don't know	74 2%	4 1%	3 *%	3 *%	5 1%	16 3%	44 8%	74 2%	39 3%	35 2%	16 2%	12 1%	16 3%	31 4%	27 1%	47 4%	74 2%
						bc	abcdeg	c						abeg		abe	
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1450 44%	150 38%	287 47%	270 48%	276 46%	234 45%	233 40%	1450 44%	730 47%	719 42%	481 50%	428 44%	270 44%	271 39%	909 47%	541 41%	1450 44%
			a	a							df				df		d
TOTAL AGREE	985 30%	140 36%	205 34%	177 31%	163 27%	144 28%	156 27%	985 30%	465 30%	518 31%	283 29%	303 31%	171 28%	228 33%	586 30%	398 30%	985 30%
		f															
TOTAL NEITHER/ DON'T KNOW	826 25%	103 26%	112 19%	120 21%	155 26%	141 27%	194 33%	826 25%	363 23%	457 27%	207 21%	251 26%	167 27%	201 29%	458 23%	368 28%	826 25%
		b			b	b	bcg	b					a	ae		ae	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 74**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3326	2402	305	305	314	3326	2840	486	619	2707	839	1334	1058	3326	347	1068	851
Effective Weighted Sample	2901	2287	281	270	299	2901	2493	415	533	2368	731	1165	929	2901	294	917	759
Total	3260	2741	271	154	94	3260	2851	409	593	2668	809	1291	1061	3260	326	1004	884
Strongly disagree	843 26%	681 25%	95 35% ace	36 23%	32 34% ace	843 26%	717 25%	127 31%	141 24%	703 26%	129 16%	311 24% a	392 37% abd	843 26% a	52 16%	233 23% a	277 31% ab
Slightly disagree	606 19%	507 18%	56 21%	30 19%	15 15%	606 19%	539 19%	67 16%	106 18%	501 19%	129 16%	249 19%	224 21% a	606 19%	55 17%	174 17%	164 19%
Neither agree nor disagree	751 23%	634 23%	66 24%	37 24%	16 17%	751 23%	668 23%	83 20%	142 24%	610 23%	238 29% bcd	304 24% c	189 18%	751 23% c	82 25%	244 24%	183 21%
Slightly agree	629 19%	549 20% b	32 12%	32 21% b	16 17%	629 19% b	548 19%	81 20%	127 21%	502 19%	194 24% cd	259 20% c	162 15%	629 19% c	77 24%	216 22%	160 18%
Strongly agree	356 11%	309 11%	19 7%	16 10%	12 12%	356 11%	313 11%	43 11%	64 11%	292 11%	97 12%	152 12%	94 9%	356 11%	54 16% c	112 11%	92 10%
Don't know	74 2%	62 2%	4 2%	4 2%	4 5%	74 2%	66 2%	8 2%	15 2%	60 2%	22 3% c	17 1% c	1 *% c	74 2% c	5 2%	26 3%	9 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1450 44%	1187 43%	150 55% ace	65 42%	46 49%	1450 44%	1256 44%	194 47%	246 42%	1204 45%	258 32%	559 43% a	616 58% abd	1450 44% a	107 33%	407 41%	440 50% ab
TOTAL AGREE	985 30%	858 31% b	51 19%	48 31% b	28 30% b	985 30% b	861 30%	124 30%	190 32%	794 30%	291 36% cd	410 32% c	255 24%	985 30% c	131 40% c	328 33%	251 28%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3326	2402	305	305	314	3326	2840	486	619	2707	839	1334	1058	3326	347	1068	851
Effective Weighted Sample	2901	2287	281	270	299	2901	2493	415	533	2368	731	1165	929	2901	294	917	759
Total	3260	2741	271	154	94	3260	2851	409	593	2668	809	1291	1061	3260	326	1004	884
TOTAL NEITHER/ DON'T KNOW	826	695	70	40	20	826	734	91	156	669	260	321	190	826	87	269	192
	25%	25%	26%	26%	21%	25%	26%	22%	26%	25%	32%	25%	18%	25%	27%	27%	22%
											bcd	c		c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3326	898	1697	639	3326	883	2218	2267	1031
Effective Weighted Sample	2901	787	1487	548	2901	763	1939	1966	912
Total	3260	903	1652	613	3260	855	2174	2158	1069
Strongly disagree	843 26%	304 34%	411 25%	107 18%	843 26%	192 22%	615 28%	554 26%	284 27%
		bcd	c		c		a		
Slightly disagree	606 19%	162 18%	308 19%	120 20%	606 19%	136 16%	433 20%	391 18%	211 20%
Neither agree nor disagree	751 23%	188 21%	389 24%	139 23%	751 23%	213 25%	470 22%	521 24%	223 21%
Slightly agree	629 19%	131 15%	339 21%	150 24%	629 19%	175 20%	402 18%	400 19%	220 21%
			a	ad	a				
Strongly agree	356 11%	104 12%	166 10%	76 12%	356 11%	101 12%	224 10%	228 11%	121 11%
Don't know	74 2%	13 1%	38 2%	20 3%	74 2%	39 5%	30 1%	64 3%	10 1%
						b		b	
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	1450 44%	467 52%	720 44%	227 37%	1450 44%	328 38%	1048 48%	944 44%	495 46%
		bcd	c		c		a		
TOTAL AGREE	985 30%	236 26%	505 31%	227 37%	985 30%	276 32%	627 29%	629 29%	341 32%
				abd					
TOTAL NEITHER/ DON'T KNOW	826 25%	200 22%	427 26%	159 26%	826 25%	251 29%	500 23%	585 27%	233 22%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 75**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6C. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Comparing products or services online is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3326	427	529	649	518	584	619	3326	1588	1729	853	1051	674	747	1904	1421	3326
Effective Weighted Sample	2901	378	469	584	457	512	539	2901	1390	1504	774	930	589	625	1691	1212	2901
Total	3260	394	604	567	593	519	583	3260	1557	1694	970	982	608	699	1953	1307	3260
Strongly disagree	319 10%	39 10%	64 11%	58 10%	59 10%	55 11%	45 8%	319 10%	146 9%	173 10%	74 8%	81 8%	61 10%	102 15%	155 8%	163 12%	319 10%
													abeg		abeg		
Slightly disagree	483 15%	64 16%	107 18%	108 19%	93 16%	67 13%	45 8%	483 15%	219 14%	263 16%	147 15%	139 14%	86 14%	111 16%	286 15%	197 15%	483 15%
		f	f	ef	f	f	f	f									
Neither agree nor disagree	754 23%	101 26%	135 22%	149 26%	136 23%	115 22%	118 20%	754 23%	364 23%	387 23%	184 19%	231 24%	160 26%	179 26%	415 21%	338 26%	754 23%
												a	a		ae		
Slightly agree	973 30%	121 31%	192 32%	148 26%	205 35%	153 29%	155 27%	973 30%	458 29%	514 30%	322 33%	311 32%	191 31%	149 21%	633 32%	340 26%	973 30%
					cf						df	df	d		df		d
Strongly agree	650 20%	57 14%	100 17%	103 18%	91 15%	115 22%	184 32%	650 20%	328 21%	319 19%	234 24%	204 21%	91 15%	122 17%	438 22%	212 16%	650 20%
						ad	abcdeg				cdf	cf			cdf		cf
Don't know	81 2%	12 3%	5 1%	3 *	10 2%	14 3%	37 6%	81 2%	43 3%	38 2%	9 1%	17 2%	18 3%	37 5%	25 1%	55 4%	81 2%
		c			c	c	bcdeg	c					ae	abeg		abeg	ae
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	802 25%	104 26%	171 28%	165 29%	151 26%	122 23%	89 15%	802 25%	365 23%	436 26%	221 23%	220 22%	148 24%	213 30%	442 23%	360 28%	802 25%
		f	f	f	f	f	f	f					abeg		be		
TOTAL AGREE	1624 50%	178 45%	293 48%	250 44%	296 50%	268 52%	339 58%	1624 50%	786 50%	833 49%	556 57%	515 52%	282 46%	271 39%	1071 55%	553 42%	1624 50%
							abcdg				cdfg	df	d		cdfg		df
TOTAL NEITHER/ DON'T KNOW	834 26%	112 29%	141 23%	151 27%	146 25%	129 25%	155 27%	834 26%	407 26%	424 25%	192 20%	248 25%	178 29%	216 31%	440 23%	394 30%	834 26%
											a	ae	aeg		aeg		a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 75**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6C. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Comparing products or services online is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3326	2402	305	305	314	3326	2840	486	619	2707	839	1334	1058	3326	347	1068	851
Effective Weighted Sample	2901	2287	281	270	299	2901	2493	415	533	2368	731	1165	929	2901	294	917	759
Total	3260	2741	271	154	94	3260	2851	409	593	2668	809	1291	1061	3260	326	1004	884
Strongly disagree	319 10%	248 9%	39 14% a	18 12%	14 14% a	319 10%	281 10%	38 9%	83 14% b	235 9%	72 9%	117 9%	125 12%	319 10%	42 13%	117 12%	82 9%
Slightly disagree	483 15%	398 15%	40 15%	30 19%	16 17%	483 15%	429 15%	54 13%	109 18% b	374 14%	108 13%	212 16%	160 15%	483 15%	40 12%	170 17%	125 14%
Neither agree nor disagree	754 23%	645 24% d	65 24%	28 18%	16 17%	754 23% d	660 23%	94 23%	168 28% b	586 22%	203 25%	299 23%	227 21%	754 23%	89 27%	223 22%	182 21%
Slightly agree	973 30%	832 30%	79 29%	36 24%	25 27%	973 30%	848 30%	125 31%	134 23%	839 31% a	244 30%	362 28%	350 33%	973 30%	85 26%	272 27%	308 35% ab
Strongly agree	650 20%	555 20%	39 14%	37 24% b	19 21%	650 20%	563 20%	87 21%	73 12%	577 22% a	151 19%	287 22%	195 18%	650 20%	59 18%	195 19%	178 20%
Don't know	81 2%	62 2%	9 3%	5 4%	5 5% a	81 2%	69 2%	11 3%	24 4% b	56 2%	32 4% bc	14 1%	4 *%	81 2% bc	10 3%	27 3%	10 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	802 25%	646 24%	78 29%	48 31% a	30 31% a	802 25%	710 25%	92 22%	193 32% b	609 23%	180 22%	329 25%	286 27%	802 25%	82 25%	287 29%	206 23%
TOTAL AGREE	1624 50%	1387 51%	119 44%	73 48%	45 47%	1624 50%	1412 50%	212 52%	208 35% a	1416 53%	394 49%	649 50%	545 51%	1624 50%	144 44%	468 47%	486 55% ab
TOTAL NEITHER/ DON'T KNOW	834 26%	707 26%	74 27%	33 21%	20 21%	834 26%	729 26%	105 26%	192 32% b	642 24%	234 29% c	314 24%	231 22%	834 26%	99 30% c	250 25%	192 22%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6C. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Comparing products or services online is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3326	898	1697	639	3326	883	2218	2267	1031
Effective Weighted Sample	2901	787	1487	548	2901	763	1939	1966	912
Total	3260	903	1652	613	3260	855	2174	2158	1069
Strongly disagree	319 10%	106 12%	146 9%	60 10%	319 10%	107 12% b	198 9%	204 9%	115 11%
Slightly disagree	483 15%	124 14%	252 15%	95 15%	483 15%	125 15%	326 15%	261 12%	215 20% a
Neither agree nor disagree	754 23%	187 21%	385 23%	146 24%	754 23%	199 23%	486 22%	490 23%	256 24%
Slightly agree	973 30%	276 31%	500 30%	176 29%	973 30%	219 26%	685 32% a	664 31%	295 28%
Strongly agree	650 20%	191 21%	336 20%	111 18%	650 20%	167 20%	445 20%	471 22% b	175 16%
Don't know	81 2%	18 2%	33 2%	25 4% b	81 2%	38 4% b	35 2%	68 3% b	13 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	802 25%	231 26%	398 24%	155 25%	802 25%	231 27%	524 24%	465 22%	330 31% a
TOTAL AGREE	1624 50%	467 52%	836 51%	287 47%	1624 50%	386 45%	1130 52% a	1135 53% b	470 44%
TOTAL NEITHER/ DON'T KNOW	834 26%	205 23%	418 25%	171 28%	834 26%	238 28%	520 24%	558 26%	269 25%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 76**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3326	427	529	649	518	584	619	3326	1588	1729	853	1051	674	747	1904	1421	3326
Effective Weighted Sample	2901	378	469	584	457	512	539	2901	1390	1504	774	930	589	625	1691	1212	2901
Total	3260	394	604	567	593	519	583	3260	1557	1694	970	982	608	699	1953	1307	3260
Most days	239	33	86	67	24	23	7	239	124	111	98	73	41	27	171	68	239
	7%	8%	14%	12%	4%	4%	1%	7%	8%	7%	10%	7%	7%	4%	9%	5%	7%
		df	adefg	defg	f	f		df			df	d			df		d
Once or twice a week	596	113	163	122	106	59	33	596	323	271	229	169	90	108	398	198	596
	18%	29%	27%	22%	18%	11%	6%	18%	21%	16%	24%	17%	15%	15%	20%	15%	18%
		defg	defg	ef	ef	f		ef	b		bcdfg				cdf		
At least every 3 months	847	114	174	165	167	133	93	847	406	440	262	283	154	148	545	302	847
	26%	29%	29%	29%	28%	26%	16%	26%	26%	26%	27%	29%	25%	21%	28%	23%	26%
		f	f	f	f	f		f				df			df		
Less often	1181	114	158	180	249	220	260	1181	499	682	288	355	250	288	643	539	1181
	36%	29%	26%	32%	42%	42%	45%	36%	32%	40%	30%	36%	41%	41%	33%	41%	36%
					abc	abcg	abcg	ab		a		a	ae	ae	aeg		a
Never	397	20	23	32	47	84	191	397	205	190	93	103	72	129	196	201	397
	12%	5%	4%	6%	8%	16%	33%	12%	13%	11%	10%	11%	12%	18%	10%	15%	12%
					b	abcd	abcdeg	abcd						abceg		abeg	
<b>SUMMARY CODES</b>																	
EVER DO THIS	2863	374	581	535	547	434	392	2863	1352	1504	878	879	535	571	1757	1106	2863
	88%	95%	96%	94%	92%	84%	67%	88%	87%	89%	90%	89%	88%	82%	90%	85%	88%
		efg	defg	efg	efg	f		f			df	df	d		df		df
AT LEAST WEEKLY	835	145	249	189	130	81	40	835	448	382	328	241	131	135	569	266	835
	26%	37%	41%	33%	22%	16%	7%	26%	29%	23%	34%	25%	22%	19%	29%	20%	26%
		defg	cdefg	defg	f	f		ef	b		bcdfg				cdfg		df
AT LEAST QUARTERLY	1682	260	423	355	297	214	133	1682	853	822	590	524	285	282	1114	567	1682
	52%	66%	70%	63%	50%	41%	23%	52%	55%	49%	61%	53%	47%	40%	57%	43%	52%
		defg	defg	defg	ef	f		ef	b		bcdfg	df			cdfg		df
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	2029	228	332	346	416	353	353	2029	905	1122	550	638	404	436	1188	840	2029
	62%	58%	55%	61%	70%	68%	60%	62%	58%	66%	57%	65%	67%	62%	61%	64%	62%
					abcfg	abf		b		a		a	a		a		a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3326	2402	305	305	314	3326	2840	486	619	2707	839	1334	1058	3326	347	1068	851
Effective Weighted Sample	2901	2287	281	270	299	2901	2493	415	533	2368	731	1165	929	2901	294	917	759
Total	3260	2741	271	154	94	3260	2851	409	593	2668	809	1291	1061	3260	326	1004	884
Most days	239	206	17	11	4	239	223	16	46	193	29	93	116	239	33	55	105
	7%	8%	6%	7%	4%	7%	8%	4%	8%	7%	4%	7%	11%	7%	10%	5%	12%
							b					a	abd	a	b		b
Once or twice a week	596	509	40	36	11	596	522	74	87	508	107	213	272	596	75	188	198
	18%	19%	15%	23%	12%	18%	18%	18%	15%	19%	13%	16%	26%	18%	23%	19%	22%
		d		d		d							abd	a			
At least every 3 months	847	731	48	39	30	847	747	101	153	694	137	350	356	847	82	264	260
	26%	27%	18%	25%	32%	26%	26%	25%	26%	26%	17%	27%	34%	26%	25%	26%	29%
		b			b	b						a	abd	a			
Less often	1181	978	117	52	35	1181	1022	160	249	932	369	510	278	1181	103	362	258
	36%	36%	43%	33%	37%	36%	36%	39%	42%	35%	46%	40%	26%	36%	32%	36%	29%
									b		bcd	c		c		c	
Never	397	317	49	17	14	397	338	59	56	341	167	125	39	397	32	135	63
	12%	12%	18%	11%	15%	12%	12%	15%	10%	13%	21%	10%	4%	12%	10%	13%	7%
			ae								bcd	c		c		c	

**SUMMARY CODES**

EVER DO THIS	2863	2424	222	137	80	2863	2513	350	536	2327	642	1166	1022	2863	293	869	821
	88%	88%	82%	89%	85%	88%	88%	85%	90%	87%	79%	90%	96%	88%	90%	87%	93%
		b				b						a	abd	a			b
AT LEAST WEEKLY	835	715	57	47	16	835	745	89	134	701	136	306	388	835	108	242	303
	26%	26%	21%	30%	17%	26%	26%	22%	23%	26%	17%	24%	37%	26%	33%	24%	34%
		d		d		d						a	abd	a	b		b
AT LEAST QUARTERLY	1682	1446	105	86	46	1682	1492	190	287	1395	273	656	744	1682	190	507	563
	52%	53%	39%	55%	48%	52%	52%	46%	48%	52%	34%	51%	70%	52%	58%	50%	64%
		b		b		b						a	abd	a			b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3326	2402	305	305	314	3326	2840	486	619	2707	839	1334	1058	3326	347	1068	851
Effective Weighted Sample	2901	2287	281	270	299	2901	2493	415	533	2368	731	1165	929	2901	294	917	759
Total	3260	2741	271	154	94	3260	2851	409	593	2668	809	1291	1061	3260	326	1004	884
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	2029	1709	164	90	65	2029	1768	260	403	1626	506	860	634	2029	186	626	518
	62%	62%	61%	59%	69%	62%	62%	64%	68%	61%	63%	67%	60%	62%	57%	62%	59%
									b			cd					

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3326	898	1697	639	3326	883	2218	2267	1031
Effective Weighted Sample	2901	787	1487	548	2901	763	1939	1966	912
Total	3260	903	1652	613	3260	855	2174	2158	1069
Most days	239	96	101	40	239	62	154	103	133
	7%	11%	6%	6%	7%	7%	7%	5%	12%
		bcd							a
Once or twice a week	596	187	262	136	596	160	389	327	262
	18%	21%	16%	22%	18%	19%	18%	15%	25%
		b		b					a
At least every 3 months	847	223	428	166	847	226	560	544	298
	26%	25%	26%	27%	26%	26%	26%	25%	28%
Less often	1181	301	646	203	1181	258	849	843	326
	36%	33%	39%	33%	36%	30%	39%	39%	31%
			a				a	b	
Never	397	96	215	68	397	149	222	341	50
	12%	11%	13%	11%	12%	17%	10%	16%	5%
						b		b	
<b>SUMMARY CODES</b>									
EVER DO THIS	2863	807	1437	545	2863	706	1952	1817	1019
	88%	89%	87%	89%	88%	83%	90%	84%	95%
							a		a
AT LEAST WEEKLY	835	283	363	175	835	222	543	430	395
	26%	31%	22%	29%	26%	26%	25%	20%	37%
		bd		b	b				a
AT LEAST QUARTERLY	1682	506	791	342	1682	448	1103	974	693
	52%	56%	48%	56%	52%	52%	51%	45%	65%
		b		b					a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)**

Base : All respondents who use a smartphone

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3326	898	1697	639	3326	883	2218	2267	1031
Effective Weighted Sample	2901	787	1487	548	2901	763	1939	1966	912
Total	3260	903	1652	613	3260	855	2174	2158	1069
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	2029	524	1074	370	2029	484	1409	1388	624
	62%	58%	65%	60%	62%	57%	65%	64%	58%
			a				a	b	

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 77**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
On a mobile phone or smartphone	1257	207	301	250	240	152	107	1257	570	684	374	366	237	280	740	517	1257
	34%	52%	49%	43%	39%	26%	12%	34%	33%	36%	36%	35%	34%	32%	36%	33%	34%
		cdefg	defg	efg	ef	f		ef									
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	864	207	250	181	143	55	28	864	565	298	279	247	175	163	526	338	864
	24%	52%	41%	31%	23%	10%	3%	24%	32%	16%	27%	23%	25%	19%	25%	21%	24%
		bcdefg	cdefg	defg	ef	f		ef	b		df		d		d		d
On a tablet	502	58	111	96	86	67	85	502	225	278	179	137	85	101	316	186	502
	14%	15%	18%	17%	14%	11%	10%	14%	13%	15%	18%	13%	12%	12%	15%	12%	14%
			ef	f				f			bcdfg				f		
On a laptop or netbook	431	85	123	70	70	34	48	431	236	194	179	108	72	72	287	144	431
	12%	21%	20%	12%	11%	6%	5%	12%	13%	10%	17%	10%	10%	8%	14%	9%	12%
		cdefg	cdefg	ef	ef			ef	b		bcdfg				bdf		df
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	385	81	107	65	59	38	36	385	253	131	149	117	60	59	266	119	385
	11%	20%	17%	11%	10%	7%	4%	11%	14%	7%	15%	11%	9%	7%	13%	8%	11%
		cdefg	cdefg	ef	f			ef	b		cdfg	df			cdf		df
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	176	37	68	33	29	6	4	176	114	62	79	36	36	26	115	62	176
	5%	9%	11%	6%	5%	1%	1%	5%	7%	3%	8%	3%	5%	3%	6%	4%	5%
		defg	cdefg	ef	ef			ef	b		bdfg				d		
Through an app on a smart TV	174	40	45	48	28	10	4	174	90	85	70	46	27	31	116	58	174
	5%	10%	7%	8%	5%	2%	*%	5%	5%	4%	7%	4%	4%	3%	6%	4%	5%
		defg	ef	efg	ef			ef			df						

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658	
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169	
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658	
Using wearable technology like a smartwatch (such as an Apple Watch)	87	21	35	15	10	5	1	87	56	30	33	25	18	10	59	28	87	
	2%	5%	6%	3%	2%	1%	*%	2%	3%	2%	3%	2%	3%	1%	3%	2%	2%	
		defg	cdefg	f	f			f	b		d				d			
TOTAL - EVER PLAY GAMES IN THESE WAYS	1948	339	435	365	356	235	218	1948	992	950	572	573	374	427	1145	801	1948	
	53%	85%	71%	63%	58%	41%	25%	53%	57%	50%	56%	54%	54%	49%	55%	51%	53%	
		bcdefg	cdefg	efg	ef	f		ef	b		d				d			
No, I never play games in these ways	1710	59	181	215	260	344	651	1710	758	949	453	486	321	451	938	772	1710	
	47%	15%	29%	37%	42%	59%	75%	47%	43%	50%	44%	46%	46%	51%	45%	49%	47%	
			a	ab	ab	abcdg	abcdeg	abc		a				ae				

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
On a mobile phone or smartphone	1257	1083	85	58	32	1257	1112	145	208	1049	195	514	540	1257	157	427	376
	34%	35%	28%	34%	31%	34%	35%	31%	35%	34%	22%	39%	50%	34%	43%	39%	41%
		b										ad	abd	a			
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	864	742	61	38	23	864	788	76	83	781	93	338	425	864	107	265	282
	24%	24%	20%	22%	23%	24%	25%	16%	14%	26%	10%	26%	40%	24%	30%	24%	31%
							b		a			a	abd	a			b
On a tablet	502	429	39	22	13	502	442	61	30	472	71	192	235	502	54	200	163
	14%	14%	13%	13%	12%	14%	14%	13%	5%	15%	8%	14%	22%	14%	15%	18%	18%
									a			a	abd	a			
On a laptop or netbook	431	372	30	19	10	431	387	43	20	411	45	160	224	431	50	148	143
	12%	12%	10%	11%	9%	12%	12%	9%	3%	13%	5%	12%	21%	12%	14%	13%	16%
									a			a	abd	a			
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	385	338	27	16	5	385	342	43	28	358	87	135	159	385	46	143	124
	11%	11%	9%	9%	5%	11%	11%	9%	5%	12%	10%	10%	15%	11%	13%	13%	14%
		d				d			a				abd				
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	176	159	6	6	5	176	162	15	14	163	23	68	81	176	20	57	64
	5%	5%	2%	4%	5%	5%	5%	3%	2%	5%	3%	5%	8%	5%	5%	5%	7%
									a			a	ad	a			
Through an app on a smart TV	174	149	12	10	3	174	162	12	25	149	33	59	83	174	24	56	64
	5%	5%	4%	6%	3%	5%	5%	3%	4%	5%	4%	4%	8%	5%	7%	5%	7%
													abd				

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Using wearable technology like a smartwatch (such as an Apple Watch)	87	75	5	3	4	87	85	2	3	83	8	44	35	87	12	25	33
	2%	2%	2%	2%	4%	2%	3%	0%	1%	3%	1%	3%	3%	2%	3%	2%	4%
							b			a		a	a	a			
TOTAL - EVER PLAY GAMES IN THESE WAYS	1948	1665	144	91	48	1948	1712	236	284	1664	380	799	745	1948	255	672	545
	53%	54%	47%	53%	47%	53%	54%	50%	47%	54%	43%	60%	69%	53%	70%	61%	59%
										a		ad	abd	a	bc		
No, I never play games in these ways	1710	1412	163	81	55	1710	1478	232	317	1393	514	524	330	1710	109	435	373
	47%	46%	53%	47%	53%	47%	46%	50%	53%	46%	57%	40%	31%	47%	30%	39%	41%
									b		bcd	c		bc		a	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
On a mobile phone or smartphone	1257	304	647	281	1257	370	809	738	509
	34%	31%	35%	40%	34%	35%	35%	29%	47%
				ad					a
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	864	221	424	195	864	242	567	461	396
	24%	23%	23%	28%	24%	23%	25%	18%	36%
									a
On a tablet	502	131	270	90	502	157	314	296	199
	14%	13%	14%	13%	14%	15%	14%	12%	18%
									a
On a laptop or netbook	431	117	242	66	431	130	268	255	170
	12%	12%	13%	9%	12%	12%	12%	10%	16%
									a
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	385	105	190	86	385	122	233	232	149
	11%	11%	10%	12%	11%	11%	10%	9%	14%
									a
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	176	63	72	35	176	48	113	76	98
	5%	6%	4%	5%	5%	4%	5%	3%	9%
		b							a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Through an app on a smart TV	174	46	80	42	174	65	95	84	86
	5%	5%	4%	6%	5%	6%	4%	3%	8%
									a
Using wearable technology like a smartwatch (such as an Apple Watch)	87	35	41	6	87	33	51	41	44
	2%	4%	2%	1%	2%	3%	2%	2%	4%
		c							a
TOTAL - EVER PLAY GAMES IN THESE WAYS	1948	473	1004	422	1948	581	1224	1197	730
	53%	48%	54%	60%	53%	54%	53%	47%	67%
				abd					a
No, I never play games in these ways	1710	504	864	282	1710	492	1088	1338	358
	47%	52%	46%	40%	47%	46%	47%	53%	33%
		c	c		c			b	

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 78**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1949	363	369	418	303	261	235	1949	982	962	493	597	408	449	1090	857	1949
Effective Weighted Sample	1712	323	332	375	271	233	207	1712	867	841	449	532	359	380	975	738	1712
Total	1948	339	435	365	356	235	218	1948	992	950	572	573	374	427	1145	801	1948
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1152	135	232	206	228	178	174	1152	431	719	320	351	216	264	672	480	1152
	59%	40%	53%	57%	64%	75%	80%	59%	43%	76%	56%	61%	58%	62%	59%	60%	59%
		a	a	ab	abcdg	abcdg	a		a								
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League etc.)	584	144	185	127	77	34	16	584	446	137	221	164	109	90	385	199	584
	30%	43%	43%	35%	22%	15%	7%	30%	45%	14%	39%	29%	29%	21%	34%	25%	30%
		defg	defg	def	f			def	b		bcdfg				df		d
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	571	133	183	123	88	30	15	571	375	193	220	145	99	107	365	206	571
	29%	39%	42%	34%	25%	13%	7%	29%	38%	20%	39%	25%	26%	25%	32%	26%	29%
		defg	defg	ef	ef			ef	b		bcdfg				bf		
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	554	129	170	126	84	33	14	554	410	142	192	145	113	104	337	217	554
	28%	38%	39%	34%	24%	14%	6%	28%	41%	15%	34%	25%	30%	24%	29%	27%	28%
		defg	defg	def	ef	f		ef	b		bd						
Creative and building games (e.g. Roblox, Minecraft etc.)	401	115	106	79	65	20	17	401	213	187	138	100	74	89	238	163	401
	21%	34%	24%	22%	18%	8%	8%	21%	21%	20%	24%	17%	20%	21%	21%	20%	21%
		bcdefg	ef	ef	ef			ef			b						
Battle Royale (e.g. Fortnite, Fall Guys etc.)	374	115	109	78	42	18	12	374	250	123	127	97	68	82	223	151	374
	19%	34%	25%	21%	12%	8%	6%	19%	25%	13%	22%	17%	18%	19%	19%	19%	19%
		cdefg	def	def				def	b								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 78**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1949	363	369	418	303	261	235	1949	982	962	493	597	408	449	1090	857	1949
Effective Weighted Sample	1712	323	332	375	271	233	207	1712	867	841	449	532	359	380	975	738	1712
Total	1948	339	435	365	356	235	218	1948	992	950	572	573	374	427	1145	801	1948
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	330 17%	72 21% def	113 26% defg	70 19% ef	45 13% f	24 10% f	7 3%	330 17% ef	180 18%	150 16%	139 24% bcdfg	85 15%	47 13%	60 14%	223 20% cf	107 13%	330 17%
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	283 15%	39 12%	85 20% af	61 17% f	43 12%	38 16%	18 8%	283 15%	129 13%	151 16%	90 16%	75 13%	53 14%	66 15%	164 14%	119 15%	283 15%
Simulation experience (e.g. flying a plane)	228 12%	54 16% f	67 15% f	39 11%	35 10%	21 9%	11 5%	228 12% f	155 16% b	71 7%	86 15%	56 10%	39 10%	47 11%	142 12%	86 11%	228 12%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	188 10%	48 14% def	70 16% defg	35 10% ef	23 6%	7 3%	5 2%	188 10% ef	72 7%	117 12% a	73 13% df	53 9%	32 9%	30 7%	126 11%	62 8%	188 10%
Other type of games	12 1%	1 *% %	4 1% %	1 *% %	2 1%	3 1%	- -% %	12 1% %	6 1%	6 1%	4 1%	1 *% %	2 1%	5 1%	5 *% %	7 1%	12 1%
Don't know	37 2%	3 1%	4 1%	4 1%	15 4% b	3 1%	8 3%	37 2%	16 2%	21 2%	4 1%	11 2%	8 2%	14 3% a	14 1%	22 3%	37 2%
Base for stats	1948	339	435	365	356	235	218	1948	992	950	572	573	374	427	1145	801	1948
Mean number of genres played (out of 11)	2.4	2.9 defg	3.0 cdefg	2.6 def	2.1 ef	1.7 f	1.3	2.4 def	2.7 b	2.1	2.8 bcdefg	2.2	2.3	2.2	2.5 bdf	2.2	2.4
Standard deviation	1.77	1.76	2.01	1.84	1.57	1.29	.74	1.77	1.90	1.57	1.93	1.60	1.67	1.77	1.80	1.72	1.77
Standard error	.04	.09	.10	.09	.09	.08	.05	.04	.06	.05	.09	.07	.08	.08	.05	.06	.04

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 78**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1949	1451	158	175	165	1949	1685	264	286	1663	387	806	736	1949	265	691	504
Effective Weighted Sample	1712	1384	144	153	158	1712	1486	229	249	1463	340	710	646	1712	227	604	456
Total	1948	1665	144	91	48	1948	1712	236	284	1664	380	799	745	1948	255	672	545
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1152 59%	993 60%	81 56%	53 59%	26 54%	1152 59%	990 58%	162 69% a	175 62%	977 59%	194 51%	464 58%	479 64% a	1152 59% a	132 52%	423 63% a	320 59%
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League etc.)	584 30%	490 29%	50 35%	26 28%	18 38%	584 30%	535 31% b	49 21%	63 22%	521 31% a	80 21%	240 30% a	260 35% a	584 30% a	61 24%	180 27%	203 37% ab
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	571 29%	505 30%	33 23%	20 23%	13 27%	571 29%	531 31% b	41 17%	48 17%	524 31% a	64 17%	212 27% a	293 39% abd	571 29% a	73 29%	184 27%	191 35% b
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	554 28%	486 29%	37 25%	21 24%	10 21%	554 28%	504 29%	50 21%	45 16%	509 31% a	68 18%	206 26% a	277 37% abd	554 28% a	72 28%	153 23%	190 35% b
Creative and building games (e.g. Roblox, Minecraft etc.)	401 21%	355 21%	23 16%	16 18%	7 14%	401 21%	368 22% b	33 14%	33 12%	367 22% a	45 12%	149 19% a	206 28% abd	401 21% a	64 25%	136 20%	107 20%
Battle Royale (e.g. Fortnite, Fall Guys etc.)	374 19%	307 18%	41 29% ae	17 18%	9 19%	374 19%	341 20%	32 14%	44 16%	329 20%	64 17%	148 18%	159 21%	374 19%	67 26% b	106 16%	113 21%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 78**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1949	1451	158	175	165	1949	1685	264	286	1663	387	806	736	1949	265	691	504
Effective Weighted Sample	1712	1384	144	153	158	1712	1486	229	249	1463	340	710	646	1712	227	604	456
Total	1948	1665	144	91	48	1948	1712	236	284	1664	380	799	745	1948	255	672	545
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	330	287	23	15	7	330	304	26	32	298	33	120	177	330	50	101	112
	17%	17%	16%	16%	14%	17%	18%	11%	11%	18%	9%	15%	24%	17%	20%	15%	21%
										a		a	abd	a			
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	283	244	16	14	9	283	262	22	42	241	39	121	124	283	52	98	87
	15%	15%	11%	16%	18%	15%	15%	9%	15%	14%	10%	15%	17%	15%	21%	15%	16%
													a				
Simulation experience (e.g. flying a plane)	228	185	27	11	5	228	202	26	12	216	28	77	121	228	35	65	77
	12%	11%	19%	12%	10%	12%	12%	11%	4%	13%	7%	10%	16%	12%	14%	10%	14%
			a							a			abd				
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	188	167	11	6	5	188	173	15	22	167	19	68	102	188	26	66	57
	10%	10%	7%	7%	10%	10%	10%	6%	8%	10%	5%	9%	14%	10%	10%	10%	10%
													abd	a			
Other type of games	12	10	1	*	-	12	12	-	2	10	1	4	7	12	-	2	2
	1%	1%	1%	1%	-%	1%	1%	-%	1%	1%	-%	-%	1%	1%	-%	-%	-%
Don't know	37	32	3	2	-	37	33	4	5	32	17	15	3	37	8	12	7
	2%	2%	2%	2%	-%	2%	2%	2%	2%	2%	4%	2%	-%	2%	3%	2%	1%
											cd			c			
Base for stats	1948	1665	144	91	48	1948	1712	236	284	1664	380	799	745	1948	255	672	545
Mean number of genres played (out of 11)	2.4	2.4	2.4	2.2	2.2	2.4	2.5	1.9	1.8	2.5	1.7	2.3	3.0	2.4	2.5	2.3	2.7
							b			a		a	abd	a			b
Standard deviation	1.77	1.76	1.95	1.77	1.74	1.77	1.80	1.42	1.25	1.83	1.24	1.60	2.00	1.77	1.67	1.69	1.86
Standard error	.04	.05	.15	.13	.14	.04	.04	.09	.07	.04	.06	.06	.07	.04	.10	.06	.08

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	1949	458	1009	432	1949	588	1222	1238	694
Effective Weighted Sample	1712	405	890	374	1712	513	1076	1082	616
Total	1948	473	1004	422	1948	581	1224	1197	730
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1152	282	620	228	1152	346	736	742	400
	59%	60%	62%	54%	59%	60%	60%	62%	55%
								b	
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League etc.)	584	158	300	110	584	116	421	293	285
	30%	33%	30%	26%	30%	20%	34%	24%	39%
							a		a
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	571	149	296	117	571	174	361	297	270
	29%	32%	29%	28%	29%	30%	29%	25%	37%
									a
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	554	140	284	118	554	161	353	298	251
	28%	30%	28%	28%	28%	28%	29%	25%	34%
									a
Creative and building games (e.g. Roblox, Minecraft etc.)	401	100	226	68	401	121	249	210	189
	21%	21%	22%	16%	21%	21%	20%	18%	26%
									a
Battle Royale (e.g. Fortnite, Fall Guys etc.)	374	97	183	82	374	110	234	198	171
	19%	21%	18%	19%	19%	19%	19%	17%	23%
									a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	1949	458	1009	432	1949	588	1222	1238	694
Effective Weighted Sample	1712	405	890	374	1712	513	1076	1082	616
Total	1948	473	1004	422	1948	581	1224	1197	730
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	330 17%	98 21%	160 16%	67 16%	330 17%	113 19%	203 17%	173 14%	152 21% a
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	283 15%	81 17%	125 12%	71 17%	283 15%	116 20% b	157 13%	136 11%	145 20% a
Simulation experience (e.g. flying a plane)	228 12%	64 13%	115 11%	47 11%	228 12%	75 13%	139 11%	127 11%	100 14%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	188 10%	54 11%	94 9%	37 9%	188 10%	65 11%	113 9%	97 8%	89 12% a
Other type of games	12 1%	5 1%	3 *	3 1%	12 1%	4 1%	8 1%	9 1%	2 *%
Don't know	37 2%	4 1%	9 1%	21 5% abd	37 2%	14 2%	15 1%	27 2%	8 1%
Base for stats	1948	473	1004	422	1948	581	1224	1197	730
Mean number of genres played (out of 11)	2.4	2.6	2.4	2.2	2.4	2.4	2.4	2.2	2.8
		c							a
Standard deviation	1.77	1.93	1.77	1.56	1.77	1.80	1.78	1.64	1.88
Standard error	.04	.09	.06	.08	.04	.07	.05	.05	.07

Columns Tested: a,b,c,d - a,b - a,b



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 80**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1152	135	232	206	228	178	174	1152	431	719	320	351	216	264	672	480	1152
	32%	34%	38%	36%	37%	31%	20%	32%	25%	38%	31%	33%	31%	30%	32%	31%	32%
		f	fg	f	f	f		f		a							
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League etc.)	584	144	185	127	77	34	16	584	446	137	221	164	109	90	385	199	584
	16%	36%	30%	22%	13%	6%	2%	16%	25%	7%	22%	15%	16%	10%	18%	13%	16%
		cdefg	cdefg	defg	ef	f		ef	b		bcdg	d	d		df		df
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	571	133	183	123	88	30	15	571	375	193	220	145	99	107	365	206	571
	16%	33%	30%	21%	14%	5%	2%	16%	21%	10%	22%	14%	14%	12%	18%	13%	16%
		cdefg	cdefg	defg	ef	f		ef	b		bcdg				bdf		
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	554	129	170	126	84	33	14	554	410	142	192	145	113	104	337	217	554
	15%	32%	28%	22%	14%	6%	2%	15%	23%	8%	19%	14%	16%	12%	16%	14%	15%
		cdefg	defg	defg	ef	f		ef	b		bdf				d		
Creative and building games (e.g. Roblox, Minecraft etc.)	401	115	106	79	65	20	17	401	213	187	138	100	74	89	238	163	401
	11%	29%	17%	14%	10%	3%	2%	11%	12%	10%	13%	9%	11%	10%	11%	10%	11%
		bcdefg	defg	ef	ef			ef			b						
Battle Royale (e.g. Fortnite, Fall Guys etc.)	374	115	109	78	42	18	12	374	250	123	127	97	68	82	223	151	374
	10%	29%	18%	14%	7%	3%	1%	10%	14%	6%	12%	9%	10%	9%	11%	10%	10%
		bcdefg	defg	def	ef			ef	b								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	330 9%	72 18%	113 18%	70 12%	45 7%	24 4%	7 1%	330 9%	180 10%	150 8%	139 14%	85 8%	47 7%	60 7%	223 11%	107 7%	330 9%
		cdefg	cdefg	ef	f	f		ef			bcdg				cdf		
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	283 8%	39 10%	85 14%	61 10%	43 7%	38 7%	18 2%	283 8%	129 7%	151 8%	90 9%	75 7%	53 8%	66 8%	164 8%	119 8%	283 8%
		f	defg	f	f	f		f									
Simulation experience (e.g. flying a plane)	228 6%	54 14%	67 11%	39 7%	35 6%	21 4%	11 1%	228 6%	155 9%	71 4%	86 8%	56 5%	39 6%	47 5%	142 7%	86 5%	228 6%
		cdefg	defg	f	f	f		f	b		bf						
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	188 5%	48 12%	70 11%	35 6%	23 4%	7 1%	5 1%	188 5%	72 4%	117 6%	73 7%	53 5%	32 5%	30 3%	126 6%	62 4%	188 5%
		cdefg	cdefg	ef	f			ef		a	df				df		
Other type of games	12 *%	1 *%	4 1%	1 *%	2 *%	3 1%	- -%	12 *%	6 *%	6 *%	4 *%	1 *%	2 *%	5 1%	5 *%	7 *%	12 *%
Don't know	37 1%	3 1%	4 1%	4 1%	15 2%	3 *%	8 1%	37 1%	16 1%	21 1%	4 *%	11 1%	8 1%	14 2%	14 1%	22 1%	37 1%
					eg												
DO NOT PLAY GAMES IN THESE WAYS	1710 47%	59 15%	181 29%	215 37%	260 42%	344 59%	651 75%	1710 47%	758 43%	949 50%	453 44%	486 46%	321 46%	451 51%	938 45%	772 49%	1710 47%
			a	ab	ab	abcdg	abcdeg	abc		a				ae			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1152	993	81	53	26	1152	990	162	175	977	194	464	479	1152	132	423	320
	32%	32%	26%	31%	25%	32%	31%	35%	29%	32%	22%	35%	45%	32%	36%	38%	35%
												a	abd	a			
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League etc.)	584	490	50	26	18	584	535	49	63	521	80	240	260	584	61	180	203
	16%	16%	16%	15%	18%	16%	17%	11%	11%	17%	9%	18%	24%	16%	17%	16%	22%
							b			a		a	abd	a			b
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	571	505	33	20	13	571	531	41	48	524	64	212	293	571	73	184	191
	16%	16%	11%	12%	12%	16%	17%	9%	8%	17%	7%	16%	27%	16%	20%	17%	21%
			b				b			a		a	abd	a			
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	554	486	37	21	10	554	504	50	45	509	68	206	277	554	72	153	190
	15%	16%	12%	12%	10%	15%	16%	11%	7%	17%	8%	16%	26%	15%	20%	14%	21%
			d				b			a		a	abd	a			b
Creative and building games (e.g. Roblox, Minecraft etc.)	401	355	23	16	7	401	368	33	33	367	45	149	206	401	64	136	107
	11%	12%	7%	9%	7%	11%	12%	7%	6%	12%	5%	11%	19%	11%	18%	12%	12%
							b			a		a	abd	a	c		
Battle Royale (e.g. Fortnite, Fall Guys etc.)	374	307	41	17	9	374	341	32	44	329	64	148	159	374	67	106	113
	10%	10%	13%	10%	9%	10%	11%	7%	7%	11%	7%	11%	15%	10%	18%	10%	12%
												a	ad	a	bc		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 80**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	330 9%	287 9%	23 7%	15 8%	7 6%	330 9%	304 10% b	26 6%	32 5%	298 10% a	33 4%	120 9% a	177 16% abd	330 9% a	50 14%	101 9%	112 12%
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	283 8%	244 8%	16 5%	14 8%	9 9%	283 8%	262 8% b	22 5%	42 7%	241 8%	39 4%	121 9% a	124 11% ad	283 8% a	52 14% b	98 9%	87 9%
Simulation experience (e.g. flying a plane)	228 6%	185 6%	27 9%	11 7%	5 5%	228 6%	202 6%	26 6%	12 2%	216 7% a	28 3%	77 6% a	121 11% abd	228 6% a	35 10%	65 6%	77 8%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	188 5%	167 5%	11 3%	6 4%	5 5%	188 5%	173 5%	15 3%	22 4%	167 5%	19 2%	68 5% a	102 9% abd	188 5% a	26 7%	66 6%	57 6%
Other type of games	12 *%	10 *%	1 *%	* *%	- -%	12 *%	12 *%	- -%	2 *%	10 *%	1 *%	4 *%	7 1%	12 *%	- -%	2 *%	2 *%
Don't know	37 1%	32 1%	3 1%	2 1%	- -%	37 1%	33 1%	4 1%	5 1%	32 1%	17 2% c	15 1%	3 *%	37 1%	8 2%	12 1%	7 1%
DO NOT PLAY GAMES IN THESE WAYS	1710 47%	1412 46%	163 53%	81 47%	55 53%	1710 47%	1478 46%	232 50%	317 53% b	1393 46%	514 57% bcd	524 40% c	330 31%	1710 47% bc	109 30%	435 39% a	373 41% a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush etc.)	1152 32%	282 29%	620 33%	228 32%	1152 32%	346 32%	736 32%	742 29%	400 37% a
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League etc.)	584 16%	158 16%	300 16%	110 16%	584 16%	116 11%	421 18% a	293 12%	285 26% a
Action/ adventure (e.g. Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer etc.)	571 16%	149 15%	296 16%	117 17%	571 16%	174 16%	361 16%	297 12%	270 25% a
Shooters (e.g. Star Wars: Battlefront, Call of Duty etc.)	554 15%	140 14%	284 15%	118 17%	554 15%	161 15%	353 15%	298 12%	251 23% a
Creative and building games (e.g. Roblox, Minecraft etc.)	401 11%	100 10%	226 12%	68 10%	401 11%	121 11%	249 11%	210 8%	189 17% a
Battle Royale (e.g. Fortnite, Fall Guys etc.)	374 10%	97 10%	183 10%	82 12%	374 10%	110 10%	234 10%	198 8%	171 16% a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	330	98	160	67	330	113	203	173	152
	9%	10%	9%	10%	9%	11%	9%	7%	14%
									a
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	283	81	125	71	283	116	157	136	145
	8%	8%	7%	10%	8%	11%	7%	5%	13%
				b		b			a
Simulation experience (e.g. flying a plane)	228	64	115	47	228	75	139	127	100
	6%	7%	6%	7%	6%	7%	6%	5%	9%
									a
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	188	54	94	37	188	65	113	97	89
	5%	6%	5%	5%	5%	6%	5%	4%	8%
									a
Other type of games	12	5	3	3	12	4	8	9	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	37	4	9	21	37	14	15	27	8
	1%	*%	*%	3%	1%	1%	1%	1%	1%
				abd					
DO NOT PLAY GAMES IN THESE WAYS	1710	504	864	282	1710	492	1088	1338	358
	47%	52%	46%	40%	47%	46%	47%	53%	33%
		c	c		c			b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3A. Do you play games online? (SINGLE CODE)**

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1949	363	369	418	303	261	235	1949	982	962	493	597	408	449	1090	857	1949
Effective Weighted Sample	1712	323	332	375	271	233	207	1712	867	841	449	532	359	380	975	738	1712
Total	1948	339	435	365	356	235	218	1948	992	950	572	573	374	427	1145	801	1948
Yes	1236	272	307	238	197	119	104	1236	687	545	385	341	235	276	726	510	1236
	63%	80%	71%	65%	55%	50%	48%	63%	69%	57%	67%	59%	63%	65%	63%	64%	63%
		bcdefg	def	ef			ef		b								
No	686	66	125	124	154	111	105	686	299	386	183	219	137	144	403	281	686
	35%	20%	29%	34%	43%	47%	48%	35%	30%	41%	32%	38%	37%	34%	35%	35%	35%
			a	a	ab	abcg	abcg	a		a							
Don't know	26	1	3	3	5	6	9	26	7	19	3	13	3	7	16	10	26
	1%	*%	1%	1%	1%	2%	4%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%
							abcg										

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3A. Do you play games online? (SINGLE CODE)**

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1949	1451	158	175	165	1949	1685	264	286	1663	387	806	736	1949	265	691	504
Effective Weighted Sample	1712	1384	144	153	158	1712	1486	229	249	1463	340	710	646	1712	227	604	456
Total	1948	1665	144	91	48	1948	1712	236	284	1664	380	799	745	1948	255	672	545
Yes	1236	1044	89	65	39	1236	1112	124	172	1064	181	514	541	1236	185	423	344
	63%	63%	62%	71%	81%	63%	65%	52%	61%	64%	48%	64%	73%	63%	73%	63%	63%
					abe		b					a	abd	a	b		
No	686	599	53	25	9	686	577	108	105	581	190	272	200	686	66	239	194
	35%	36%	37%	28%	19%	35%	34%	46%	37%	35%	50%	34%	27%	35%	26%	36%	36%
		d	d			d	a				bcd	c		c		a	
Don't know	26	22	3	1	*	26	22	4	7	19	9	13	4	26	4	10	6
	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3A. Do you play games online? (SINGLE CODE)**

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	1949	458	1009	432	1949	588	1222	1238	694
Effective Weighted Sample	1712	405	890	374	1712	513	1076	1082	616
Total	1948	473	1004	422	1948	581	1224	1197	730
Yes	1236	318	643	244	1236	381	769	689	534
	63%	67%	64%	58%	63%	66%	63%	58%	73%
		c							a
No	686	150	353	166	686	193	443	489	190
	35%	32%	35%	39%	35%	33%	36%	41%	26%
								b	
Don't know	26	5	7	11	26	7	11	19	7
	1%	1%	1%	3%	1%	1%	1%	2%	1%
				b					

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3A. Do you play games online? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Yes	1236	272	307	238	197	119	104	1236	687	545	385	341	235	276	726	510	1236
	34%	68%	50%	41%	32%	20%	12%	34%	39%	29%	38%	32%	34%	31%	35%	32%	34%
		bcdefg	cdefg	defg	ef	f		ef	b								
No	686	66	125	124	154	111	105	686	299	386	183	219	137	144	403	281	686
	19%	17%	20%	21%	25%	19%	12%	19%	17%	20%	18%	21%	20%	16%	19%	18%	19%
			f	f	afg	f		f									
Don't know	26	1	3	3	5	6	9	26	7	19	3	13	3	7	16	10	26
	1%	*%	*%	*%	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%
DO NOT PLAY GAMES	1710	59	181	215	260	344	651	1710	758	949	453	486	321	451	938	772	1710
	47%	15%	29%	37%	42%	59%	75%	47%	43%	50%	44%	46%	46%	51%	45%	49%	47%
			a	ab	ab	abcdg	abcdeg	abc		a				ae			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3A. Do you play games online? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Yes	1236	1044	89	65	39	1236	1112	124	172	1064	181	514	541	1236	185	423	344
	34%	34%	29%	38%	38%	34%	35%	26%	29%	35%	20%	39%	50%	34%	51%	38%	38%
							b			a		ad	abd	a	bc		
No	686	599	53	25	9	686	577	108	105	581	190	272	200	686	66	239	194
	19%	19%	17%	15%	9%	19%	18%	23%	17%	19%	21%	21%	19%	19%	18%	22%	21%
		d	d			d											
Don't know	26	22	3	1	*	26	22	4	7	19	9	13	4	26	4	10	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
DO NOT PLAY GAMES	1710	1412	163	81	55	1710	1478	232	317	1393	514	524	330	1710	109	435	373
	47%	46%	53%	47%	53%	47%	46%	50%	53%	46%	57%	40%	31%	47%	30%	39%	41%
									b		bcd	c		bc	a		a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3A. Do you play games online? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Yes	1236	318	643	244	1236	381	769	689	534
	34%	32%	34%	35%	34%	36%	33%	27%	49%
									a
No	686	150	353	166	686	193	443	489	190
	19%	15%	19%	24%	19%	18%	19%	19%	17%
				ad					
Don't know	26	5	7	11	26	7	11	19	7
	1%	*%	*%	2%	1%	1%	*%	1%	1%
				b					
DO NOT PLAY GAMES	1710	504	864	282	1710	492	1088	1338	358
	47%	52%	46%	40%	47%	46%	47%	53%	33%
		c	c		c			b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1261	297	267	276	170	137	114	1261	694	563	337	363	267	294	700	561	1261
Effective Weighted Sample	1096	262	237	245	152	119	100	1096	607	485	305	321	232	246	621	477	1096
Total	1236	272	307	238	197	119	104	1236	687	545	385	341	235	276	726	510	1236
Playing on your own - against the games console/ computer or other device	846 68%	180 66%	197 64%	162 68%	139 70%	89 75%	79 76%	846 68%	472 69%	372 68%	269 70%	221 65%	159 68%	198 72%	490 67%	356 70%	846 68%
Playing with or against one person you know/ that you have met in person	549 44%	155 57%	185 60%	111 47%	64 32%	24 20%	10 9%	549 44%	354 52%	194 36%	194 50%	151 44%	113 48%	90 33%	345 48%	204 40%	549 44%
		defg	cdefg	def	f			def	b		df	d	d		d		d
Playing with or against one person you do not know/ you have not met in person	415 34%	130 48%	131 43%	78 33%	46 24%	19 16%	10 10%	415 34%	272 40%	142 26%	148 39%	116 34%	74 32%	76 28%	264 36%	150 29%	415 34%
		cdefg	defg	ef	f			ef	b		df						
Playing with or against multiple people you know/ that you have met in person	311 25%	102 37%	101 33%	53 22%	36 18%	16 14%	3 2%	311 25%	222 32%	89 16%	111 29%	90 26%	57 24%	53 19%	201 28%	110 21%	311 25%
		cdefg	cdef	f	f	f		ef	b		d				d		
Playing with or against multiple people you do not know/ you have not met in person	261 21%	83 30%	76 25%	39 17%	34 17%	14 12%	15 15%	261 21%	180 26%	80 15%	84 22%	72 21%	50 21%	56 20%	155 21%	105 21%	261 21%
		cdefg	e						b								
Don't know	19 2%	1 1%	1 *	3 1%	3 2%	5 4%	6 6%	19 2%	7 1%	11 2%	7 2%	1 *	4 2%	7 3%	8 1%	11 2%	19 2%
					a		abg										

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1261	297	267	276	170	137	114	1261	694	563	337	363	267	294	700	561	1261
Effective Weighted Sample	1096	262	237	245	152	119	100	1096	607	485	305	321	232	246	621	477	1096
Total	1236	272	307	238	197	119	104	1236	687	545	385	341	235	276	726	510	1236
<b>SUMMARY CODES</b>																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	835	222	258	163	117	45	29	835	518	315	279	241	156	159	520	315	835
	68%	82%	84%	69%	59%	38%	28%	68%	75%	58%	73%	71%	67%	58%	72%	62%	68%
		cdefg	cdefg	ef	ef			ef	b		df	df			df		d
PLAYS WITH OR AGAINST ONE PERSON	724	200	235	144	93	34	18	724	446	276	252	209	136	128	460	264	724
	59%	74%	77%	60%	47%	29%	17%	59%	65%	51%	65%	61%	58%	47%	63%	52%	59%
		cdefg	cdefg	ef	ef			def	b		df	df			df		d
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424	128	124	67	59	28	18	424	285	138	144	124	74	81	268	156	424
	34%	47%	40%	28%	30%	24%	17%	34%	41%	25%	37%	36%	32%	30%	37%	31%	34%
		cdefg	cef					f	b								
TOTAL - PLAYS GAMES ONLINE	1236	272	307	238	197	119	104	1236	687	545	385	341	235	276	726	510	1236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	~b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1261	911	95	123	132	1261	1111	150	179	1082	184	530	547	1261	195	447	319
Effective Weighted Sample	1096	870	87	106	127	1096	971	128	153	943	160	463	473	1096	166	386	287
Total	1236	1044	89	65	39	1236	1112	124	172	1064	181	514	541	1236	185	423	344
Playing on your own - against the games console/ computer or other device	846 68%	717 69%	** **	43 67%	26 68%	846 68%	767 69%	80 65%	112 65%	734 69%	94 52%	346 67% a	406 75% abd	846 68% a	116 63%	291 69%	248 72%
Playing with or against one person you know/ that you have met in person	549 44%	464 44%	** **	26 40%	17 43%	549 44%	506 46%	42 34%	59 34%	490 46% a	64 35%	216 42%	268 50% a	549 44%	83 45%	168 40%	168 49%
Playing with or against one person you do not know/ you have not met in person	415 34%	344 33%	** **	19 29%	13 33%	415 34%	388 35% b	27 22%	44 26%	371 35%	49 27%	168 33%	198 37%	415 34%	56 30%	122 29%	139 40% b
Playing with or against multiple people you know/ that you have met in person	311 25%	252 24%	** **	19 29%	9 24%	311 25%	286 26%	25 21%	32 19%	279 26%	24 13%	106 21%	180 33% abd	311 25% a	35 19%	82 19%	98 29% b
Playing with or against multiple people you do not know/ you have not met in person	261 21%	212 20%	** **	15 24%	7 19%	261 21%	236 21%	25 20%	22 13%	239 22% a	16 9%	109 21% a	136 25% a	261 21% a	28 15%	74 18%	86 25%
Don't know	19 2%	19 2%	** **	* *%	* 1%	19 2%	16 1%	3 3%	8 5% b	11 1%	6 3%	9 2%	4 1%	19 2%	2 1%	6 1%	1 *%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	~b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1261	911	95	123	132	1261	1111	150	179	1082	184	530	547	1261	195	447	319
Effective Weighted Sample	1096	870	87	106	127	1096	971	128	153	943	160	463	473	1096	166	386	287
Total	1236	1044	89	65	39	1236	1112	124	172	1064	181	514	541	1236	185	423	344
<b>SUMMARY CODES</b>																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	835 68%	699 67%	** **	46 71%	26 67%	835 68%	765 69%	70 57%	98 57%	737 69%	115 63%	338 66%	383 71%	835 68%	129 70%	263 62%	249 72%
							b			a							b
PLAYS WITH OR AGAINST ONE PERSON	724 59%	612 59%	** **	35 54%	22 56%	724 59%	666 60%	58 47%	85 49%	640 60%	99 54%	291 57%	335 62%	724 59%	111 60%	225 53%	221 64%
							b										b
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424 34%	343 33%	** **	25 39%	13 34%	424 34%	382 34%	41 33%	41 24%	382 36%	33 18%	164 32%	227 42%	424 34%	51 28%	121 29%	133 39%
										a		a	abd	a			b
TOTAL - PLAYS GAMES ONLINE	1236 100%	1044 100%	** **	65 100%	39 100%	1236 100%	1112 100%	124 100%	172 100%	1064 100%	181 100%	514 100%	541 100%	1236 100%	185 100%	423 100%	344 100%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games online

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	1261	313	655	260	1261	390	785	743	506
Effective Weighted Sample	1096	273	571	224	1096	337	684	638	449
Total	1236	318	643	244	1236	381	769	689	534
Playing on your own - against the games console/ computer or other device	846 68%	221 69%	443 69%	161 66%	846 68%	250 66%	542 70%	478 69%	357 67%
Playing with or against one person you know/ that you have met in person	549 44%	166 52% c	279 43%	89 36%	549 44%	154 40%	361 47%	268 39%	275 52% a
Playing with or against one person you do not know/ you have not met in person	415 34%	127 40%	208 32%	72 30%	415 34%	127 33%	257 33%	223 32%	187 35%
Playing with or against multiple people you know/ that you have met in person	311 25%	93 29%	161 25%	48 20%	311 25%	80 21%	208 27%	168 24%	140 26%
Playing with or against multiple people you do not know/ you have not met in person	261 21%	83 26%	125 19%	45 18%	261 21%	88 23%	163 21%	154 22%	105 20%
Don't know	19 2%	3 1%	8 1%	5 2%	19 2%	9 2%	8 1%	10 1%	10 2%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games online

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	1261	313	655	260	1261	390	785	743	506
Effective Weighted Sample	1096	273	571	224	1096	337	684	638	449
Total	1236	318	643	244	1236	381	769	689	534
<b>SUMMARY CODES</b>									
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	835 68%	236 74%	422 66%	159 65%	835 68%	248 65%	531 69%	433 63%	394 74% a
PLAYS WITH OR AGAINST ONE PERSON	724 59%	206 65%	371 58%	131 53%	724 59%	211 55%	464 60%	367 53%	350 66% a
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424 34%	123 39%	215 33%	73 30%	424 34%	124 33%	271 35%	237 34%	182 34%
TOTAL - PLAYS GAMES ONLINE	1236 100%	318 100%	643 100%	244 100%	1236 100%	381 100%	769 100%	689 100%	534 100%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1949	363	369	418	303	261	235	1949	982	962	493	597	408	449	1090	857	1949
Effective Weighted Sample	1712	323	332	375	271	233	207	1712	867	841	449	532	359	380	975	738	1712
Total	1948	339	435	365	356	235	218	1948	992	950	572	573	374	427	1145	801	1948
Playing on your own - against the games console/ computer or other device	846	180	197	162	139	89	79	846	472	372	269	221	159	198	490	356	846
	43%	53%	45%	44%	39%	38%	36%	43%	48%	39%	47%	39%	42%	46%	43%	44%	43%
		defg							b		b						
Playing with or against one person you know/ that you have met in person	549	155	185	111	64	24	10	549	354	194	194	151	113	90	345	204	549
	28%	46%	43%	30%	18%	10%	5%	28%	36%	20%	34%	26%	30%	21%	30%	25%	28%
		cdefg	cdefg	def	f			def	b		df		d		d		d
Playing with or against one person you do not know/ you have not met in person	415	130	131	78	46	19	10	415	272	142	148	116	74	76	264	150	415
	21%	38%	30%	21%	13%	8%	5%	21%	27%	15%	26%	20%	20%	18%	23%	19%	21%
		cdefg	cdefg	def	f			def	b		df						
Playing with or against multiple people you know/ that you have met in person	311	102	101	53	36	16	3	311	222	89	111	90	57	53	201	110	311
	16%	30%	23%	14%	10%	7%	1%	16%	22%	9%	19%	16%	15%	12%	18%	14%	16%
		cdefg	cdefg	ef	f	f		ef	b		df						
Playing with or against multiple people you do not know/ you have not met in person	261	83	76	39	34	14	15	261	180	80	84	72	50	56	155	105	261
	13%	24%	17%	11%	9%	6%	7%	13%	18%	8%	15%	13%	13%	13%	14%	13%	13%
		cdefg	def					ef	b								
Don't know	19	1	1	3	3	5	6	19	7	11	7	1	4	7	8	11	19
	1%	*%	*%	1%	1%	2%	3%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1949	363	369	418	303	261	235	1949	982	962	493	597	408	449	1090	857	1949
Effective Weighted Sample	1712	323	332	375	271	233	207	1712	867	841	449	532	359	380	975	738	1712
Total	1948	339	435	365	356	235	218	1948	992	950	572	573	374	427	1145	801	1948
<b>SUMMARY CODES</b>																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	835	222	258	163	117	45	29	835	518	315	279	241	156	159	520	315	835
	43%	66%	59%	45%	33%	19%	13%	43%	52%	33%	49%	42%	42%	37%	45%	39%	43%
		cdefg	cdefg	def	ef			def	b		df				d		
PLAYS WITH OR AGAINST ONE PERSON	724	200	235	144	93	34	18	724	446	276	252	209	136	128	460	264	724
	37%	59%	54%	39%	26%	14%	8%	37%	45%	29%	44%	36%	36%	30%	40%	33%	37%
		cdefg	cdefg	def	ef			def	b		dfg				df		d
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424	128	124	67	59	28	18	424	285	138	144	124	74	81	268	156	424
	22%	38%	28%	18%	17%	12%	8%	22%	29%	14%	25%	22%	20%	19%	23%	19%	22%
		cdefg	cdefg	f	f			ef	b								
TOTAL - PLAYS GAMES ONLINE	1236	272	307	238	197	119	104	1236	687	545	385	341	235	276	726	510	1236
	63%	80%	71%	65%	55%	50%	48%	63%	69%	57%	67%	59%	63%	65%	63%	64%	63%
		bcdefg	def	ef				ef	b								
PLAYS GAMES BUT NOT ONLINE	686	66	125	124	154	111	105	686	299	386	183	219	137	144	403	281	686
	35%	20%	29%	34%	43%	47%	48%	35%	30%	41%	32%	38%	37%	34%	35%	35%	35%
			a	a	ab	abcb	abcb	a		a							
UNSURE WHETHER PLAYS GAMES ONLINE	26	1	3	3	5	6	9	26	7	19	3	13	3	7	16	10	26
	1%	1%	1%	1%	1%	2%	4%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%
							abcb										

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1949	1451	158	175	165	1949	1685	264	286	1663	387	806	736	1949	265	691	504
Effective Weighted Sample	1712	1384	144	153	158	1712	1486	229	249	1463	340	710	646	1712	227	604	456
Total	1948	1665	144	91	48	1948	1712	236	284	1664	380	799	745	1948	255	672	545
Playing on your own - against the games console/ computer or other device	846 43%	717 43%	60 41%	43 48%	26 55% ae	846 43%	767 45% b	80 34%	112 39%	734 44%	94 25%	346 43% a	406 55% abd	846 43% a	116 46%	291 43%	248 45%
Playing with or against one person you know/ that you have met in person	549 28%	464 28%	42 29%	26 29%	17 35%	549 28%	506 30% b	42 18%	59 21%	490 29% a	64 17%	216 27% a	268 36% abd	549 28% a	83 33%	168 25%	168 31%
Playing with or against one person you do not know/ you have not met in person	415 21%	344 21%	39 27%	19 21%	13 27%	415 21%	388 23% b	27 11%	44 16%	371 22%	49 13%	168 21% a	198 27% ad	415 21% a	56 22%	122 18%	139 25% b
Playing with or against multiple people you know/ that you have met in person	311 16%	252 15%	31 22%	19 21%	9 19%	311 16%	286 17%	25 11%	32 11%	279 17%	24 6%	106 13% a	180 24% abd	311 16% a	35 14%	82 12%	98 18% b
Playing with or against multiple people you do not know/ you have not met in person	261 13%	212 13%	26 18%	15 17%	7 16%	261 13%	236 14%	25 11%	22 8%	239 14% a	16 4%	109 14% a	136 18% ad	261 13% a	28 11%	74 11%	86 16%
Don't know	19 1%	19 1%	- -%	* *%	* 1%	19 1%	16 1%	3 1%	8 3% b	11 1%	6 2%	9 1%	4 1%	19 1%	2 1%	6 1%	1 **%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1949	1451	158	175	165	1949	1685	264	286	1663	387	806	736	1949	265	691	504
Effective Weighted Sample	1712	1384	144	153	158	1712	1486	229	249	1463	340	710	646	1712	227	604	456
Total	1948	1665	144	91	48	1948	1712	236	284	1664	380	799	745	1948	255	672	545
<b>SUMMARY CODES</b>																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	835 43%	699 42%	65 45%	46 51%	26 54%	835 43%	765 45%	70 30%	98 35%	737 44%	115 30%	338 42%	383 51%	835 43%	129 51%	263 39%	249 46%
					ae		b			a		a	abd	a	b		
PLAYS WITH OR AGAINST ONE PERSON	724 37%	612 37%	56 39%	35 38%	22 45%	724 37%	666 39%	58 25%	85 30%	640 38%	99 26%	291 36%	335 45%	724 37%	111 44%	225 33%	221 41%
							b			a		a	abd	a	b		
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424 22%	343 21%	42 29%	25 28%	13 27%	424 22%	382 22%	41 17%	41 15%	382 23%	33 9%	164 21%	227 30%	424 22%	51 20%	121 18%	133 24%
										a		a	abd	a			
TOTAL - PLAYS GAMES ONLINE	1236 63%	1044 63%	89 62%	65 71%	39 81%	1236 63%	1112 65%	124 52%	172 61%	1064 64%	181 48%	514 64%	541 73%	1236 63%	185 73%	423 63%	344 63%
					abe		b					a	abd	a	b		
PLAYS GAMES BUT NOT ONLINE	686 35%	599 36%	53 37%	25 28%	9 19%	686 35%	577 34%	108 46%	105 37%	581 35%	190 50%	272 34%	200 27%	686 35%	66 26%	239 36%	194 36%
		d	d		d		a				bcd	c		c		a	
UNSURE WHETHER PLAYS GAMES ONLINE	26 1%	22 1%	3 2%	1 1%	* 1%	26 1%	22 1%	4 2%	7 2%	19 1%	9 2%	13 2%	4 1%	26 1%	4 2%	10 2%	6 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	1949	458	1009	432	1949	588	1222	1238	694
Effective Weighted Sample	1712	405	890	374	1712	513	1076	1082	616
Total	1948	473	1004	422	1948	581	1224	1197	730
Playing on your own - against the games console/ computer or other device	846	221	443	161	846	250	542	478	357
	43%	47%	44%	38%	43%	43%	44%	40%	49%
									a
Playing with or against one person you know/ that you have met in person	549	166	279	89	549	154	361	268	275
	28%	35%	28%	21%	28%	26%	30%	22%	38%
		bcd		c					a
Playing with or against one person you do not know/ you have not met in person	415	127	208	72	415	127	257	223	187
	21%	27%	21%	17%	21%	22%	21%	19%	26%
		c							a
Playing with or against multiple people you know/ that you have met in person	311	93	161	48	311	80	208	168	140
	16%	20%	16%	11%	16%	14%	17%	14%	19%
		c							a
Playing with or against multiple people you do not know/ you have not met in person	261	83	125	45	261	88	163	154	105
	13%	18%	12%	11%	13%	15%	13%	13%	14%
		c							

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	1949	458	1009	432	1949	588	1222	1238	694
Effective Weighted Sample	1712	405	890	374	1712	513	1076	1082	616
Total	1948	473	1004	422	1948	581	1224	1197	730
Don't know	19	3	8	5	19	9	8	10	10
	1%	1%	1%	1%	1%	2%	1%	1%	1%
<b>SUMMARY CODES</b>									
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	835	236	422	159	835	248	531	433	394
	43%	50%	42%	38%	43%	43%	43%	36%	54%
		bc							a
PLAYS WITH OR AGAINST ONE PERSON	724	206	371	131	724	211	464	367	350
	37%	44%	37%	31%	37%	36%	38%	31%	48%
		c							a
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424	123	215	73	424	124	271	237	182
	22%	26%	21%	17%	22%	21%	22%	20%	25%
		c							
TOTAL - PLAYS GAMES ONLINE	1236	318	643	244	1236	381	769	689	534
	63%	67%	64%	58%	63%	66%	63%	58%	73%
		c							a
PLAYS GAMES BUT NOT ONLINE	686	150	353	166	686	193	443	489	190
	35%	32%	35%	39%	35%	33%	36%	41%	26%
								b	
UNSURE WHETHER PLAYS GAMES ONLINE	26	5	7	11	26	7	11	19	7
	1%	1%	1%	3%	1%	1%	1%	2%	1%
				b					

Columns Tested: a,b,c,d - a,b - a,b



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Playing on your own - against the games console/ computer or other device	846	180	197	162	139	89	79	846	472	372	269	221	159	198	490	356	846
	23%	45%	32%	28%	23%	15%	9%	23%	27%	20%	26%	21%	23%	23%	24%	23%	23%
		bcdefg	defg	ef	ef	f		ef	b		b						
Playing with or against one person you know/ that you have met in person	549	155	185	111	64	24	10	549	354	194	194	151	113	90	345	204	549
	15%	39%	30%	19%	10%	4%	1%	15%	20%	10%	19%	14%	16%	10%	17%	13%	15%
		bcdefg	cdefg	def	ef	f		def	b		bdfg		d		df		d
Playing with or against one person you do not know/ you have not met in person	415	130	131	78	46	19	10	415	272	142	148	116	74	76	264	150	415
	11%	33%	21%	13%	8%	3%	1%	11%	16%	7%	14%	11%	11%	9%	13%	10%	11%
		bcdefg	cdefg	def	ef	f		ef	b		df				df		
Playing with or against multiple people you know/ that you have met in person	311	102	101	53	36	16	3	311	222	89	111	90	57	53	201	110	311
	9%	26%	16%	9%	6%	3%	*%	9%	13%	5%	11%	9%	8%	6%	10%	7%	9%
		bcdefg	cdefg	ef	f	f		ef	b		df				df		
Playing with or against multiple people you do not know/ you have not met in person	261	83	76	39	34	14	15	261	180	80	84	72	50	56	155	105	261
	7%	21%	12%	7%	5%	2%	2%	7%	10%	4%	8%	7%	7%	6%	7%	7%	7%
		bcdefg	cdefg	ef	f			ef	b								
Don't know	19	1	1	3	3	5	6	19	7	11	7	1	4	7	8	11	19
	1%	*%	*%	*%	*%	1%	1%	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
<b>SUMMARY CODES</b>																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	835	222	258	163	117	45	29	835	518	315	279	241	156	159	520	315	835
	23%	56%	42%	28%	19%	8%	3%	23%	30%	17%	27%	23%	22%	18%	25%	20%	23%
		bcdefg	cdefg	defg	ef	f		ef	b		dfg				df		d
PLAYS WITH OR AGAINST ONE PERSON	724	200	235	144	93	34	18	724	446	276	252	209	136	128	460	264	724
	20%	50%	38%	25%	15%	6%	2%	20%	26%	15%	25%	20%	20%	15%	22%	17%	20%
		bcdefg	cdefg	defg	ef	f		ef	b		dfg	d			df		d
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424	128	124	67	59	28	18	424	285	138	144	124	74	81	268	156	424
	12%	32%	20%	12%	10%	5%	2%	12%	16%	7%	14%	12%	11%	9%	13%	10%	12%
		bcdefg	cdefg	ef	ef	f		ef	b		df				f		
TOTAL - PLAYS GAMES ONLINE	1236	272	307	238	197	119	104	1236	687	545	385	341	235	276	726	510	1236
	34%	68%	50%	41%	32%	20%	12%	34%	39%	29%	38%	32%	34%	31%	35%	32%	34%
		bcdefg	cdefg	defg	ef	f		ef	b								
PLAYS GAMES BUT NOT ONLINE	686	66	125	124	154	111	105	686	299	386	183	219	137	144	403	281	686
	19%	17%	20%	21%	25%	19%	12%	19%	17%	20%	18%	21%	20%	16%	19%	18%	19%
			f	f	afg	f		f									
UNSURE WHETHER PLAYS GAMES ONLINE	26	1	3	3	5	6	9	26	7	19	3	13	3	7	16	10	26
	1%	*%	*%	*%	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%
DO NOT PLAY GAMES	1710	59	181	215	260	344	651	1710	758	949	453	486	321	451	938	772	1710
	47%	15%	29%	37%	42%	59%	75%	47%	43%	50%	44%	46%	46%	51%	45%	49%	47%
			a	ab	ab	abcdg	abcdeg	abc		a				ae			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Playing on your own - against the games console/ computer or other device	846 23%	717 23%	60 19%	43 25%	26 26%	846 23%	767 24% b	80 17%	112 19%	734 24% a	94 11%	346 26% a	406 38% abd	846 23% a	116 32%	291 26%	248 27%
Playing with or against one person you know/ that you have met in person	549 15%	464 15%	42 14%	26 15%	17 16%	549 15%	506 16% b	42 9%	59 10%	490 16% a	64 7%	216 16% a	268 25% abd	549 15% a	83 23% b	168 15%	168 18%
Playing with or against one person you do not know/ you have not met in person	415 11%	344 11%	39 13%	19 11%	13 12%	415 11%	388 12% b	27 6%	44 7%	371 12% a	49 5%	168 13% a	198 18% abd	415 11% a	56 15%	122 11%	139 15%
Playing with or against multiple people you know/ that you have met in person	311 9%	252 8%	31 10%	19 11%	9 9%	311 9%	286 9%	25 5%	32 5%	279 9% a	24 3%	106 8% a	180 17% abd	311 9% a	35 10%	82 7%	98 11%
Playing with or against multiple people you do not know/ you have not met in person	261 7%	212 7%	26 8%	15 9%	7 7%	261 7%	236 7%	25 5%	22 4%	239 8% a	16 2%	109 8% a	136 13% abd	261 7% a	28 8%	74 7%	86 9%
Don't know	19 1%	19 1%	- -%	* *%	* *%	19 1%	16 1%	3 1%	8 1%	11 *% b	6 1%	9 1%	4 *%	19 1%	2 *%	6 1%	1 *%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.

Table 85

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
<b>SUMMARY CODES</b>																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	835 23%	699 23%	65 21%	46 27%	26 25%	835 23%	765 24% b	70 15%	98 16%	737 24% a	115 13%	338 26% a	383 36% abd	835 23% a	129 35% bc	263 24%	249 27%
PLAYS WITH OR AGAINST ONE PERSON	724 20%	612 20%	56 18%	35 20%	22 21%	724 20%	666 21% b	58 12%	85 14%	640 21% a	99 11%	291 22% a	335 31% abd	724 20% a	111 31% b	225 20%	221 24%
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424 12%	343 11%	42 14%	25 15%	13 13%	424 12%	382 12%	41 9%	41 7%	382 13% a	33 4%	164 12% a	227 21% abd	424 12% a	51 14%	121 11%	133 14%
TOTAL - PLAYS GAMES ONLINE	1236 34%	1044 34%	89 29%	65 38%	39 38%	1236 34%	1112 35% b	124 26%	172 29%	1064 35% a	181 20%	514 39% ad	541 50% abd	1236 34% a	185 51% bc	423 38%	344 38%
PLAYS GAMES BUT NOT ONLINE	686 19%	599 19% d	53 17% d	25 15%	9 9%	686 19% d	577 18%	108 23%	105 17%	581 19%	190 21%	272 21%	200 19%	686 19%	66 18%	239 22%	194 21%
UNSURE WHETHER PLAYS GAMES ONLINE	26 1%	22 1%	3 1%	1 1%	* *% 1%	26 1%	22 1%	4 1%	7 1%	19 1%	9 1%	13 1%	4 *% 1%	26 1%	4 1%	10 1%	6 1%
DO NOT PLAY GAMES	1710 47%	1412 46%	163 53%	81 47%	55 53%	1710 47%	1478 46%	232 50%	317 53% b	1393 46% b	514 57% bcd	524 40% c	330 31%	1710 47% bc	109 30%	435 39% a	373 41% a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Playing on your own - against the games console/ computer or other device	846 23%	221 23%	443 24%	161 23%	846 23%	250 23%	542 23%	478 19%	357 33% a
Playing with or against one person you know/ that you have met in person	549 15%	166 17%	279 15%	89 13%	549 15%	154 14%	361 16%	268 11%	275 25% a
Playing with or against one person you do not know/ you have not met in person	415 11%	127 13%	208 11%	72 10%	415 11%	127 12%	257 11%	223 9%	187 17% a
Playing with or against multiple people you know/ that you have met in person	311 9%	93 10%	161 9%	48 7%	311 9%	80 7%	208 9%	168 7%	140 13% a
Playing with or against multiple people you do not know/ you have not met in person	261 7%	83 9%	125 7%	45 6%	261 7%	88 8%	163 7%	154 6%	105 10% a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Don't know	19	3	8	5	19	9	8	10	10
	1%	0%	0%	1%	1%	1%	0%	0%	1%
<b>SUMMARY CODES</b>									
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	835	236	422	159	835	248	531	433	394
	23%	24%	23%	23%	23%	23%	23%	17%	36%
									a
PLAYS WITH OR AGAINST ONE PERSON	724	206	371	131	724	211	464	367	350
	20%	21%	20%	19%	20%	20%	20%	14%	32%
									a
PLAYS WITH OR AGAINST MORE THAN ONE PERSON	424	123	215	73	424	124	271	237	182
	12%	13%	12%	10%	12%	12%	12%	9%	17%
									a
TOTAL - PLAYS GAMES ONLINE	1236	318	643	244	1236	381	769	689	534
	34%	32%	34%	35%	34%	36%	33%	27%	49%
									a
PLAYS GAMES BUT NOT ONLINE	686	150	353	166	686	193	443	489	190
	19%	15%	19%	24%	19%	18%	19%	19%	17%
				ad					
UNSURE WHETHER PLAYS GAMES ONLINE	26	5	7	11	26	7	11	19	7
	1%	0%	0%	2%	1%	1%	0%	1%	1%
				b					

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
DO NOT PLAY GAMES	1710	504	864	282	1710	492	1088	1338	358
	47%	52%	46%	40%	47%	46%	47%	53%	33%
		c	c		c			b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	1649	250	391	331	308	220	149	1649	704	940	483	499	335	330	982	665	1649
	45%	63%	63%	57%	50%	38%	17%	45%	40%	50%	47%	47%	48%	38%	47%	42%	45%
		defg	defg	efg	ef	f		ef	a		d	d	d		df		d
Television set	876	16	50	83	117	185	424	876	406	470	182	246	170	278	428	448	876
	24%	4%	8%	14%	19%	32%	49%	24%	23%	25%	18%	23%	24%	32%	21%	28%	24%
				ab	ab	abcdg	abcdeg	abc				a	a	abceg		abeg	ae
Laptop or netbook	267	26	48	48	49	37	58	267	131	133	101	78	45	43	180	87	267
	7%	7%	8%	8%	8%	6%	7%	7%	8%	7%	10%	7%	6%	5%	9%	6%	7%
											df				df		
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	198	25	32	20	39	28	54	198	137	60	71	53	35	39	124	74	198
	5%	6%	5%	4%	6%	5%	6%	5%	8%	3%	7%	5%	5%	4%	6%	5%	5%
									b								
Radio set	160	8	18	15	22	33	66	160	84	75	34	43	30	53	76	83	160
	4%	2%	3%	3%	4%	6%	8%	4%	5%	4%	3%	4%	4%	6%	4%	5%	4%
						ac	abcdg							e			
Tablet (like an iPad or Amazon Fire)	153	8	10	12	25	35	62	153	70	83	51	37	25	40	88	65	153
	4%	2%	2%	2%	4%	6%	7%	4%	4%	4%	5%	3%	4%	5%	4%	4%	4%
						abc	abcg	b									
Games console or handheld games player	133	34	41	28	14	6	9	133	91	41	41	30	30	32	72	61	133
	4%	9%	7%	5%	2%	1%	1%	4%	5%	2%	4%	3%	4%	4%	3%	4%	4%
		defg	defg	ef				ef	b								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 86**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Smart watch (like Apple Watch, Samsung Galaxy Watch or Garmin)	50 1%	4 1%	14 2%	9 2%	9 1%	4 1%	9 1%	50 1%	31 2%	18 1%	22 2%	14 1%	9 1%	6 1%	35 2%	15 1%	50 1%
Smart speaker (like Amazon Echo, Google Nest or Apple HomePod mini)	44 1%	10 2% f	4 1%	7 1%	9 1%	9 2%	5 1%	44 1%	25 1%	18 1%	19 2%	11 1%	4 1%	10 1%	30 1%	14 1%	44 1%
Other device	10 *% g	- -%	- -%	1 *%	- -%	* *%	8 1%	10 *%	8 *%	1 *%	2 *%	6 1%	1 *%	- -%	8 *%	1 *%	10 *%
None/ I would not miss any device	79 2%	11 3% b	2 *%	15 3% b	18 3% b	14 2% b	18 2%	79 2% b	41 2%	37 2%	15 1%	26 2%	8 1%	30 3% c	41 2%	37 2%	79 2%
Don't know	41 1%	7 2%	6 1%	9 1%	5 1%	7 1%	7 1%	41 1%	21 1%	20 1%	4 *%	15 1%	5 1%	17 2% a	20 1%	22 1%	41 1%
<b>SUMMARY CODE</b>																	
ANY LAPTOP, NETBOOK OR DESKTOP	465 13%	51 13%	80 13%	68 12%	89 14%	66 11%	112 13%	465 13%	268 15% b	193 10%	172 17% bcdfg	131 12%	79 11%	82 9%	303 15% df	161 10%	465 13%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	1649 45%	1378 45%	127 41%	89 52%	54 53% abe	1649 45%	1446 45%	203 43%	323 54% b	1325 43%	287 32%	685 52% ad	648 60% abd	1649 45% a	149 41%	481 43%	481 52% ab
Television set	876 24%	703 23%	106 35% ace	38 22%	29 28%	876 24%	744 23%	132 28%	137 23%	739 24%	273 30% bcd	235 18% c	115 11% bc	876 24% bc	71 20%	258 23% c	124 13%
Laptop or netbook	267 7%	232 8%	18 6%	9 5%	8 8%	267 7%	232 7%	35 7%	14 2%	253 8% a	72 8%	91 7%	103 10%	267 7%	34 9%	76 7%	98 11% b
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	198 5%	172 6% d	17 6%	7 4%	2 2%	198 5% d	173 5%	25 5%	22 4%	176 6%	60 7%	76 6%	56 5%	198 5%	20 5%	77 7%	52 6%
Radio set	160 4%	145 5%	7 2%	5 3%	2 2%	160 4%	141 4%	19 4%	32 5%	127 4%	50 6% bc	39 3%	28 3%	160 4%	13 4%	45 4%	32 4%
Tablet (like an iPad or Amazon Fire)	153 4%	133 4%	11 4%	8 4%	2 2%	153 4%	125 4%	28 6%	10 2%	143 5% a	44 5%	73 6%	35 3%	153 4%	20 6%	65 6%	39 4%
Games console or handheld games player	133 4%	117 4%	7 2%	6 3%	3 3%	133 4%	122 4%	11 2%	14 2%	119 4%	30 3%	55 4%	45 4%	133 4%	29 8% bc	38 3%	35 4%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 86**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Smart watch (like Apple Watch, Samsung Galaxy Watch or Garmin)	50 1%	42 1%	3 1%	4 2%	1 1%	50 1%	45 1%	4 1%	10 2%	39 1%	18 2%	17 1%	14 1%	50 1%	6 2%	21 2%	17 2%
Smart speaker (like Amazon Echo, Google Nest or Apple HomePod mini)	44 1%	38 1%	4 1%	1 1%	1 1%	44 1%	41 1%	3 1%	4 1%	39 1%	16 2%	17 1%	11 1%	44 1%	5 1%	12 1%	18 2%
Other device	10 *%	9 *%	- -%	- -%	* *%	10 *%	10 *%	- -%	1 *%	8 *%	3 *%	1 *%	1 *%	10 *%	- -%	3 *%	3 *%
None/ I would not miss any device	79 2%	69 2%	5 2%	4 2%	* *%	79 2%	71 2%	7 2%	23 4%	55 2%	28 3%	23 2%	10 1%	79 2%	6 2%	20 2%	16 2%
Don't know	41 1%	39 1%	1 *%	1 1%	1 1%	41 1%	40 1%	2 *%	8 1%	33 1%	15 2%	11 1%	9 1%	41 1%	10 3%	11 1%	3 *%
<b>SUMMARY CODE</b>																	
ANY LAPTOP, NETBOOK OR DESKTOP	465 13%	404 13%	35 11%	16 9%	10 9%	465 13%	405 13%	59 13%	36 6%	429 14%	132 15%	167 13%	158 15%	465 13%	54 15%	153 14%	150 16%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	1649	442	846	313	1649	391	1156	1022	613
	45%	45%	45%	44%	45%	36%	50%	40%	56%
							a		a
Television set	876	194	482	174	876	327	482	714	157
	24%	20%	26%	25%	24%	31%	21%	28%	14%
			a			b		b	
Laptop or netbook	267	86	130	47	267	68	185	191	73
	7%	9%	7%	7%	7%	6%	8%	8%	7%
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	198	61	93	40	198	67	119	148	49
	5%	6%	5%	6%	5%	6%	5%	6%	4%
Radio set	160	52	83	23	160	65	73	123	32
	4%	5%	4%	3%	4%	6%	3%	5%	3%
						b			
Tablet (like an iPad or Amazon Fire)	153	36	94	21	153	51	89	121	27
	4%	4%	5%	3%	4%	5%	4%	5%	3%
								b	
Games console or handheld games player	133	41	58	31	133	38	84	67	64
	4%	4%	3%	4%	4%	4%	4%	3%	6%
									a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A4. Here is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it - which one do you think you would miss the most? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Smart watch (like Apple Watch, Samsung Galaxy Watch or Garmin)	50 1%	16 2%	21 1%	12 2%	50 1%	17 2%	24 1%	22 1%	27 2% a
Smart speaker (like Amazon Echo, Google Nest or Apple HomePod mini)	44 1%	17 2%	13 1%	13 2%	44 1%	14 1%	25 1%	25 1%	18 2%
Other device	10 *% b	7 1%	1 *%	1 *%	10 *%	4 *%	5 *%	8 *%	1 *%
None/ I would not miss any device	79 2%	20 2%	33 2%	17 2%	79 2%	18 2%	51 2%	65 3%	14 1%
Don't know	41 1%	6 1%	14 1%	11 2%	41 1%	13 1%	17 1%	28 1%	12 1%
<b>SUMMARY CODE</b>									
ANY LAPTOP, NETBOOK OR DESKTOP	465 13%	146 15%	223 12%	88 12%	465 13%	134 13%	304 13%	339 13%	122 11%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
I have no formal qualifications (and I am not still studying)	354	19	29	16	24	64	200	354	159	194	21	38	66	228	60	294	354
	10%	5%	5%	3%	4%	11%	23%	10%	9%	10%	2%	4%	10%	26%	3%	19%	10%
						abcd	abcdeg	abcd					abe	abcefg		abceg	abe
Entry level qualification such as ESOL, ELC or Skills for Life	40	9	5	8	6	5	8	40	23	18	4	7	7	22	11	29	40
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%
											*			abeg		ae	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	343	28	48	45	79	63	80	343	146	197	40	74	68	160	114	228	343
	9%	7%	8%	8%	13%	11%	9%	9%	8%	10%	4%	7%	10%	18%	5%	15%	9%
					ac							a	ae	abceg		abceg	ae
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	667	89	74	98	117	133	157	667	287	380	110	221	155	181	331	336	667
	18%	22%	12%	17%	19%	23%	18%	18%	16%	20%	11%	21%	22%	21%	16%	21%	18%
		b			b	b	b	b		a		ae	ae	ae	a	ae	a
Level 1-2 vocational qualification or intermediate apprenticeship	197	16	34	24	43	28	53	197	91	106	19	36	81	61	56	142	197
	5%	4%	5%	4%	7%	5%	6%	5%	5%	6%	2%	3%	12%	7%	3%	9%	5%
													abdeg	abe		abeg	ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 87**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	311	78	47	40	41	52	53	311	144	166	77	128	60	46	204	106	311
	8%	20%	8%	7%	7%	9%	6%	8%	8%	9%	7%	12%	9%	5%	10%	7%	8%
		bcdefg										adfg			df		d
Level 3 vocational qualification or advanced apprenticeship	211	10	34	42	49	30	46	211	120	91	27	65	76	42	92	118	211
	6%	3%	5%	7%	8%	5%	5%	6%	7%	5%	3%	6%	11%	5%	4%	8%	6%
				a	a			a				a	abdeg			ae	a
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	257	26	35	46	54	40	56	257	121	135	64	108	51	35	172	86	257
	7%	6%	6%	8%	9%	7%	6%	7%	7%	7%	6%	10%	7%	4%	8%	5%	7%
												adfg	d		df		d
Level 4-5 vocational qualification or higher apprenticeship	119	9	17	10	20	25	38	119	59	60	32	43	32	12	75	44	119
	3%	2%	3%	2%	3%	4%	4%	3%	3%	3%	3%	4%	5%	1%	4%	3%	3%
							c					d	d		d		d
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	650	60	157	141	110	70	112	650	316	330	335	208	57	50	543	107	650
	18%	15%	25%	24%	18%	12%	13%	18%	18%	17%	33%	20%	8%	6%	26%	7%	18%
			adefg	aefg	e			ef			bcdefg	cdf			bcdfg		cdf
Level 6 vocational qualification or degree apprenticeship	57	5	9	6	9	15	12	57	38	19	40	7	6	3	47	9	57
	2%	1%	2%	1%	1%	3%	1%	2%	2%	1%	4%	1%	1%	*	2%	1%	2%
									b		bcdfg				bdf		f

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
University higher degree (e.g. Masters, PhD or equivalent)	359	15	116	90	58	40	39	359	199	159	241	83	24	11	324	35	359
	10%	4%	19%	16%	9%	7%	5%	10%	11%	8%	24%	8%	4%	1%	16%	2%	10%
			adefg	adefg	af			af	b		bcdefg	cdf	d		bcdfg		cdf
Still studying/ still at school	31	28	1	1	-	-	-	31	19	12	2	21	3	4	23	7	31
	1%	7%	*%	*%	-%	-%	-%	1%	1%	1%	*%	2%	*%	*%	1%	*%	1%
		bcdefg										acdfg					
Don't know	18	-	2	2	2	6	5	18	7	11	2	5	4	7	7	11	18
	1%	-%	*%	*%	*%	1%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
Prefer not to say	43	4	7	9	5	7	11	43	21	22	11	14	4	14	25	19	43
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 87**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
I have no formal qualifications (and I am not still studying)	354 10%	297 10%	24 8%	25 15%	8 8%	354 10%	316 10%	38 8%	86 14%	268 9%	105 12%	62 5%	15 1%	354 10%	51 14%	103 9%	8 1%
Entry level qualification such as ESOL, ELC or Skills for Life	40 1%	35 1%	3 1%	1 1%	1 1%	40 1%	40 1%	1 *%	9 1%	32 1%	21 2%	13 1%	4 *%	40 1%	10 3%	12 1%	4 *%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	343 9%	291 9%	34 11%	12 7%	6 6%	343 9%	314 10%	30 6%	75 12%	268 9%	138 15%	118 9%	47 4%	343 9%	51 14%	139 13%	44 5%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	667 18%	550 18%	80 26%	21 12%	16 15%	667 18%	552 17%	116 25%	114 19%	553 18%	205 23%	271 21%	130 12%	667 18%	74 20%	203 18%	123 13%
Level 1-2 vocational qualification or intermediate apprenticeship	197 5%	163 5%	13 4%	14 8%	7 7%	197 5%	173 5%	25 5%	38 6%	159 5%	52 6%	82 6%	42 4%	197 5%	21 6%	81 7%	26 3%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 87**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	311 8%	258 8%	28 9%	12 7%	13 13%	311 8%	262 8%	49 10%	39 6%	272 9%	67 7%	140 11%	90 8%	311 8%	24 6%	98 9%	93 10%
Level 3 vocational qualification or advanced apprenticeship	211 6%	183 6%	10 3%	11 7%	7 6%	211 6%	184 6%	27 6%	39 6%	172 6%	52 6%	90 7%	59 5%	211 6%	27 7%	75 7%	41 4%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	257 7%	211 7%	28 9%	11 6%	7 7%	257 7%	220 7%	38 8%	45 7%	212 7%	55 6%	92 7%	100 9%	257 7%	22 6%	93 8%	76 8%
Level 4-5 vocational qualification or higher apprenticeship	119 3%	103 3%	6 2%	5 3%	5 5%	119 3%	95 3%	24 5%	13 2%	106 3%	18 2%	50 4%	45 4%	119 3%	3 1%	37 3%	40 4% a
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	650 18%	541 18%	55 18%	32 19%	21 20%	650 18%	570 18%	80 17%	67 11%	583 19% a	90 10%	238 18% a	314 29% abd	650 18% a	50 14%	154 14%	267 29% ab
Level 6 vocational qualification or degree apprenticeship	57 2%	53 2%	2 1%	2 1%	* *%	57 2%	53 2%	4 1%	6 1%	51 2%	13 1%	20 2%	16 1%	57 2%	3 1%	15 1%	19 2%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
University higher degree (e.g. Masters, PhD or equivalent)	359	316	20	16	7	359	329	30	49	311	46	114	195	359	20	79	176
	10%	10%	6%	9%	7%	10%	10%	6%	8%	10%	5%	9%	18%	10%	6%	7%	19%
							b					a	abd	a		ab	
Still studying/ still at school	31	22	1	7	1	31	26	5	3	27	5	17	9	31	1	4	-
	1%	1%	*%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	-%
			abe														
Don't know	18	15	1	1	1	18	15	4	9	9	9	4	3	18	4	6	-
	1%	*%	*%	1%	1%	1%	*%	1%	1%	*%	1%	*%	*%	1%	1%	1%	-%
									b						c		
Prefer not to say	43	39	2	*	2	43	42	1	10	33	20	13	5	43	2	7	1
	1%	1%	1%	*%	2%	1%	1%	*%	2%	1%	2%	1%	*%	1%	*%	1%	*%
											c						

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
I have no formal qualifications (and I am not still studying)	354	44	184	111	354	190	135	303	49
	10%	5%	10%	16%	10%	18%	6%	12%	5%
			a	abd	a	b		b	
Entry level qualification such as ESOL, ELC or Skills for Life	40	4	16	19	40	13	23	25	13
	1%	*%	1%	3%	1%	1%	1%	1%	1%
				abd					
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	343	49	191	99	343	133	178	246	89
	9%	5%	10%	14%	9%	12%	8%	10%	8%
			a	ad	a	b			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	667	128	370	145	667	192	415	512	151
	18%	13%	20%	21%	18%	18%	18%	20%	14%
			a	a	a			b	
Level 1-2 vocational qualification or intermediate apprenticeship	197	37	106	51	197	67	124	140	57
	5%	4%	6%	7%	5%	6%	5%	6%	5%
				a					

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
A' level, Scottish Higher, Welsh Baccaulaureate, International Baccaulaureate or equivalent	311 8%	95 10%	166 9%	43 6%	311 8%	75 7%	213 9%	225 9%	84 8%
Level 3 vocational qualification or advanced apprenticeship	211 6%	49 5%	112 6%	43 6%	211 6%	64 6%	138 6%	135 5%	73 7%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	257 7%	82 8%	137 7%	34 5%	257 7%	64 6%	177 8%	174 7%	81 7%
Level 4-5 vocational qualification or higher apprenticeship	119 3%	40 4%	61 3%	14 2%	119 3%	24 2%	90 4%	93 4%	26 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	650 18%	256 26%	302 16%	80 11%	650 18%	133 12%	472 20%	405 16%	240 22%
Level 6 vocational qualification or degree apprenticeship	57 2%	21 2%	24 1%	9 1%	57 2%	25 2%	26 1%	36 1%	21 2%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
University higher degree (e.g. Masters, PhD or equivalent)	359	158	152	42	359	71	272	172	182
	10%	16%	8%	6%	10%	7%	12%	7%	17%
		bcd			c		a		a
Still studying/ still at school	31	4	19	2	31	1	25	28	1
	1%	*%	1%	*%	1%	*%	1%	1%	*%
							a	b	
Don't know	18	6	9	3	18	9	8	12	7
	1%	1%	*%	*%	1%	1%	*%	*%	1%
Prefer not to say	43	4	18	8	43	12	15	28	13
	1%	*%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Very confident	2709	270	438	418	450	448	684	2709	1277	1427	860	830	479	538	1690	1017	2709
	74%	68%	71%	72%	73%	77%	79%	74%	73%	75%	84%	78%	69%	61%	81%	65%	74%
						a	abcg	a			bcdgf	cdgf	d		cdgf		cdf
Fairly confident	726	91	135	123	134	99	144	726	356	367	134	188	173	231	322	404	726
	20%	23%	22%	21%	22%	17%	17%	20%	20%	19%	13%	18%	25%	26%	15%	26%	20%
											a	abeg	abeg		abeg	abeg	ae
Neither confident nor not confident	120	24	22	21	17	14	23	120	59	60	20	24	25	52	44	77	120
	3%	6%	4%	4%	3%	2%	3%	3%	3%	3%	2%	2%	4%	6%	2%	5%	3%
		efg											abeg		abe		
Not very confident	72	6	16	10	12	12	16	72	37	35	6	12	13	39	18	53	72
	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	4%	1%	3%	2%
													abceg		abeg	ae	
Not at all confident	19	4	3	5	*	5	3	19	13	6	1	2	4	12	3	16	19
	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%
													abe		e		
Don't know	5	1	-	-	2	2	-	5	3	2	-	-	-	5	-	5	5
	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	-%	-%	-%	1%	-%	*%	*%
													e				
Prefer not to say	7	3	1	2	-	-	*	7	4	3	3	2	-	1	6	1	7
	*%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%

**SUMMARY CODES**

TOTAL CONFIDENT	3435	361	573	541	585	547	827	3435	1633	1793	994	1019	652	769	2013	1421	3435
	94%	91%	93%	93%	95%	94%	95%	94%	93%	94%	97%	96%	94%	88%	97%	90%	94%
							a				cdgf	dfg	df	cdgf		df	
TOTAL NOT CONFIDENT	91	10	19	15	12	16	19	91	50	41	7	14	18	51	22	69	91
	2%	2%	3%	3%	2%	3%	2%	2%	3%	2%	1%	1%	3%	6%	1%	4%	2%
													ae	abceg		abeg	ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
TOTAL NEITHER/ DON'T KNOW	125	25	22	21	19	16	23	125	62	62	20	24	25	56	44	81	125
	3%	6%	4%	4%	3%	3%	3%	3%	4%	3%	2%	2%	4%	6%	2%	5%	3%
		efg											abeg		abeg		e

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%																	
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Very confident	2709 74%	2261 73%	246 80%	128 74%	74 73%	2709 74%	2335 73%	374 80%	415 69%	2293 75%	594 66%	1011 76%	914 85%	2709 74%	205 56%	800 72%	778 85%
Fairly confident	726 20%	632 21%	45 15%	31 18%	19 19%	726 20%	656 21%	71 15%	133 22%	593 19%	214 24%	260 20%	137 13%	726 20%	95 26%	249 23%	128 14%
Neither confident nor not confident	120 3%	102 3%	8 3%	6 3%	5 5%	120 3%	108 3%	13 3%	29 5%	91 3%	54 6%	27 2%	17 2%	120 3%	36 10%	38 3%	7 1%
Not very confident	72 2%	55 2%	7 2%	8 5%	2 2%	72 2%	62 2%	10 2%	18 3%	54 2%	23 3%	17 1%	6 1%	72 2%	22 6%	16 1%	2 *%
Not at all confident	19 1%	17 1%	1 *%	- -%	2 2%	19 1%	19 1%	1 *%	3 *%	17 1%	5 1%	6 *%	* *%	19 1%	4 1%	3 *%	4 *%
Don't know	5 *%	5 *%	- -%	- -%	- -%	5 *%	5 *%	- -%	2 *%	3 *%	2 *%	- -%	- -%	5 *%	2 *%	- -%	- -%
Prefer not to say	7 *%	6 *%	- -%	- -%	1 1%	7 *%	7 *%	- -%	* *%	7 *%	3 *%	3 *%	- -%	7 *%	- -%	* *%	- -%
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	3435 94%	2892 94%	291 95%	158 92%	93 91%	3435 94%	2991 94%	444 95%	549 91%	2886 94%	808 90%	1271 96%	1051 98%	3435 94%	300 82%	1049 95%	905 99%
TOTAL NOT CONFIDENT	91 2%	72 2%	8 3%	8 5%	3 3%	91 2%	80 3%	11 2%	21 3%	70 2%	28 3%	23 2%	6 1%	91 2%	26 7%	20 2%	5 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%																	
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
TOTAL NEITHER/ DON'T KNOW	125	106	8	6	5	125	112	13	31	94	56	27	17	125	38	38	7
	3%	3%	3%	3%	5%	3%	4%	3%	5%	3%	6%	2%	2%	3%	10%	3%	1%
											bcd			c	bc	c	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Very confident	2709	859	1376	393	2709	681	1870	1881	806
	74%	88%	74%	56%	74%	64%	81%	74%	74%
		bcd	c		c		a		
Fairly confident	726	94	400	217	726	265	379	503	215
	20%	10%	21%	31%	20%	25%	16%	20%	20%
			a	abd	a	b			
Neither confident nor not confident	120	14	56	46	120	64	40	83	33
	3%	1%	3%	6%	3%	6%	2%	3%	3%
				abd	a	b			
Not very confident	72	6	24	39	72	46	14	46	26
	2%	1%	1%	6%	2%	4%	1%	2%	2%
				abd	a	b			
Not at all confident	19	4	8	7	19	12	8	15	5
	1%	*%	*%	1%	1%	1%	*%	1%	*%
						b			
Don't know	5	-	2	2	5	3	-	5	-
	*%	-%	*%	*%	*%	*%	-%	*%	-%
Prefer not to say	7	2	1	-	7	2	-	2	4
	*%	*%	*%	-%	*%	*%	-%	*%	*%
<b>SUMMARY CODES</b>									
TOTAL CONFIDENT	3435	953	1776	611	3435	946	2250	2384	1022
	94%	97%	95%	87%	94%	88%	97%	94%	94%
		bcd	c		c		a		
TOTAL NOT CONFIDENT	91	9	32	46	91	58	22	61	31
	2%	1%	2%	7%	2%	5%	1%	2%	3%
				abd	a	b			

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
TOTAL NEITHER/ DON'T KNOW	125	14	58	47	125	67	40	88	33
	3%	1%	3%	7%	3%	6%	2%	3%	3%
				abd	a	b			

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Yes – (English is first/ main language)	3328	348	534	493	562	547	845	3328	1581	1738	942	951	647	787	1892	1434	3328
	91%	87%	87%	85%	91%	94%	97%	91%	90%	92%	92%	90%	93%	90%	91%	91%	91%
				c	abcg	abcdeg	bc										
No	318	48	79	85	50	32	24	318	165	153	79	101	48	90	180	138	318
	9%	12%	13%	15%	8%	6%	3%	9%	9%	8%	8%	10%	7%	10%	9%	9%	9%
		ef	efg	defg	f		f										
Prefer not to say	12	3	3	2	4	1	-	12	5	7	3	7	-	1	11	1	12
	*%	1%	*%	*%	1%	*%	-%	*%	*%	*%	*%	1%	-%	*%	1%	*%	*%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Yes – (English is first/ main language)	3328	2779	297	153	99	3328	2876	452	511	2817	808	1222	963	3328	320	1021	861
	91%	90%	97% ace	89%	97% ace	91%	90%	97% a	85%	92% a	90%	92%	90%	91%	88%	92%	94% a
No	318	286	10	19	3	318	303	15	85	233	82	96	111	318	42	84	56
	9%	9% bd	3%	11% bd	3%	9% bd	9% b	3%	14% b	8% b	9%	7%	10%	9%	12% c	8%	6% c
Prefer not to say	12	11	-	1	-	12	11	1	5	7	4	6	1	12	1	2	2
	*%	*%	-%	*%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Yes – (English is first/ main language)	3328	895	1713	621	3328	996	2102	2334	965
	91%	92%	92%	88%	91%	93%	91%	92%	89%
No	318	79	153	82	318	75	208	194	119
	9%	8%	8%	12%	9%	7%	9%	8%	11%
Prefer not to say	12	3	2	1	12	2	1	8	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C8. Which one of these options applies to your home? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Owned outright by the household	1259	65	105	81	122	280	606	1259	672	587	431	352	229	247	783	476	1259
	34%	16%	17%	14%	20%	48%	70%	34%	38%	31%	42%	33%	33%	28%	38%	30%	34%
						abcdg	abcdeg	abcd	b		bcdfg				df		df
Being bought on mortgage	926	88	194	251	237	114	43	926	422	504	384	302	163	78	685	240	926
	25%	22%	31%	43%	38%	20%	5%	25%	24%	27%	37%	28%	23%	9%	33%	15%	25%
		f	aefg	abefg	aefg	f		ef			bcdfg	df	df		cdfg	d	df
Rented from Local Authority/ Housing Association/ Trust	676	90	113	95	111	118	148	676	288	385	38	149	150	338	187	488	676
	18%	23%	18%	16%	18%	20%	17%	18%	16%	20%	4%	14%	22%	38%	9%	31%	18%
									a			ae	abe	abcefg	a	abceg	abe
Rented from private landlord	631	101	169	131	129	54	46	631	289	339	128	199	127	176	327	303	631
	17%	25%	27%	23%	21%	9%	5%	17%	17%	18%	12%	19%	18%	20%	16%	19%	17%
		efg	efg	efg	ef	f		ef				a	a	ae		ae	a
Something else	34	15	6	5	3	1	4	34	14	20	6	12	6	9	19	15	34
	1%	4%	1%	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg															
Don't know	40	27	7	4	1	1	-	40	24	16	3	13	10	14	16	23	40
	1%	7%	1%	1%	*%	*%	-%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%
		bcdefg	f					f						a		a	
Prefer not to say	93	12	23	12	13	11	22	93	41	49	35	32	9	17	67	26	93
	3%	3%	4%	2%	2%	2%	3%	3%	2%	3%	3%	3%	1%	2%	3%	2%	3%
											f				f		

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C8. Which one of these options applies to your home? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Owned outright by the household	1259	1071	84	64	40	1259	1063	196	131	1128	322	462	279	1259	78	387	370
	34%	35%	27%	37%	39%	34%	33%	42%	22%	37%	36%	35%	26%	34%	21%	35%	40%
		b		b	b			a		a	c	c		c		a	a
Being bought on mortgage	926	769	83	42	32	926	788	138	131	795	161	334	416	926	51	246	365
	25%	25%	27%	24%	32%	25%	25%	29%	22%	26%	18%	25%	39%	25%	14%	22%	40%
												a	abd	a		a	ab
Rented from Local Authority/ Housing Association/ Trust	676	545	91	28	12	676	599	76	162	514	223	231	114	676	122	227	52
	18%	18%	30%	16%	11%	18%	19%	16%	27%	17%	25%	17%	11%	18%	34%	20%	6%
		d	acde			d			b		bcd	c		c	bc	c	
Rented from private landlord	631	546	36	32	16	631	588	42	148	482	149	229	222	631	101	228	118
	17%	18%	12%	19%	16%	17%	18%	9%	25%	16%	17%	17%	21%	17%	28%	21%	13%
		b					b		b						bc	c	
Something else	34	29	1	2	1	34	32	2	9	25	4	14	16	34	2	9	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	40	37	2	-	1	40	37	3	8	32	17	19	3	40	8	5	2
	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
											c	c			bc		
Prefer not to say	93	79	10	3	1	93	83	11	11	82	18	36	24	93	2	6	6
	3%	3%	3%	2%	1%	3%	3%	2%	2%	3%	2%	3%	2%	3%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C8. Which one of these options applies to your home? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Owned outright by the household	1259	454	666	108	1259	395	784	1057	195
	34%	46%	36%	15%	34%	37%	34%	42%	18%
		bcd	c		c			b	
Being bought on mortgage	926	306	469	130	926	155	718	487	430
	25%	31%	25%	19%	25%	14%	31%	19%	40%
		bcd	c		c		a		a
Rented from Local Authority/ Housing Association/ Trust	676	80	347	235	676	317	319	460	208
	18%	8%	19%	33%	18%	30%	14%	18%	19%
			a	abd	a	b			
Rented from private landlord	631	110	312	199	631	159	416	399	226
	17%	11%	17%	28%	17%	15%	18%	16%	21%
			a	abd	a				a
Something else	34	6	14	9	34	13	18	29	3
	1%	1%	1%	1%	1%	1%	1%	1%	*%
Don't know	40	11	13	6	40	12	17	32	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	93	11	47	16	93	21	39	70	19
	3%	1%	3%	2%	3%	2%	2%	3%	2%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Your mental health? Anxiety, depression, or trauma-related conditions, for example	350	55	75	47	71	64	38	350	138	209	70	59	73	148	129	221	350
	10%	14%	12%	8%	12%	11%	4%	10%	8%	11%	7%	6%	10%	17%	6%	14%	10%
		cfg	f	f	f	f		f		a			be	abceg		abeg	be
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	343	13	25	28	30	54	193	343	147	193	54	75	53	160	129	213	343
	9%	3%	4%	5%	5%	9%	22%	9%	8%	10%	5%	7%	8%	18%	6%	14%	9%
						abcd	abcdeg	abcd						abcefg		abceg	ae
Breathing? Breathlessness or chest pains	189	20	17	14	23	32	83	189	95	91	25	40	41	83	65	124	189
	5%	5%	3%	2%	4%	6%	10%	5%	5%	5%	2%	4%	6%	9%	3%	8%	5%
						c	abcdeg	c					ae	abeg		abeg	ae
Hearing? Poor hearing, partial hearing, or are d/Deaf	184	19	12	14	20	35	84	184	106	76	45	40	37	62	85	99	184
	5%	5%	2%	2%	3%	6%	10%	5%	6%	4%	4%	4%	5%	7%	4%	6%	5%
						bc	abcdg	bc	b					be		be	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	159	22	25	11	22	28	52	159	73	85	43	39	25	51	82	76	159
	4%	6%	4%	2%	4%	5%	6%	4%	4%	4%	4%	4%	4%	6%	4%	5%	4%
		c				c	c	c									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658	
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169	
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	136	18	25	23	29	25	17	136	68	66	34	17	26	58	51	84	136	
	4%	5%	4%	4%	5%	4%	2%	4%	4%	4%	3%	2%	4%	7%	2%	5%	4%	
				f									b	abeg		be	b	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	115	4	11	14	11	20	56	115	57	58	27	16	24	48	43	72	115	
	3%	1%	2%	2%	2%	3%	6%	3%	3%	3%	3%	2%	3%	5%	2%	5%	3%	
							abcdg							abeg		be	b	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	110	25	28	18	18	16	6	110	51	55	32	18	17	44	50	61	110	
	3%	6%	5%	3%	3%	3%	1%	3%	3%	3%	3%	2%	2%	5%	2%	4%	3%	
		fg	f	f	f	f		f						beg		b		
Difficulty with speech? E.g. due to stroke, stutter or stammer	26	5	5	3	-	5	8	26	14	11	5	5	6	11	9	17	26	
	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	249	11	17	24	45	57	94	249	108	139	40	49	42	118	89	160	249
	7%	3%	3%	4%	7%	10%	11%	7%	6%	7%	4%	5%	6%	13%	4%	10%	7%
				ab	abc	ab	ab						abceg		abceg	ae	
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1073	115	145	109	162	173	368	1073	491	576	230	227	215	399	457	614	1073
	29%	29%	24%	19%	26%	30%	42%	29%	28%	30%	22%	21%	31%	45%	22%	39%	29%
		c			c	c	abcdeg	c					abe	abcefg		abceg	abe
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2311	244	423	425	407	371	442	2311	1138	1173	729	741	434	408	1469	842	2311
	63%	61%	69%	73%	66%	64%	51%	63%	65%	62%	71%	70%	62%	47%	71%	54%	63%
		f	f	aefg	f	f		f			cdfg	cdfg	df		cdfg	d	df
Don't know	52	12	10	14	11	1	3	52	18	34	11	20	12	9	31	21	52
	1%	3%	2%	2%	2%	*%	*%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%
		ef		ef	ef												
Prefer not to say	222	27	37	31	35	34	57	222	103	117	55	71	34	62	126	96	222
	6%	7%	6%	5%	6%	6%	7%	6%	6%	6%	5%	7%	5%	7%	6%	6%	6%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Your mental health? Anxiety, depression, or trauma-related conditions, for example	350 10%	302 10%	24 8%	16 9%	8 8%	350 10%	314 10%	36 8%	81 14% b	269 9%	78 9%	131 10%	102 9%	350 10%	63 17% bc	127 11% c	61 7%
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	343 9%	290 9%	28 9%	16 10%	9 8%	343 9%	295 9%	48 10%	40 7%	302 10%	95 11% bc	92 7%	48 4%	343 9% c	50 14% c	130 12% c	40 4%
Breathing? Breathlessness or chest pains	189 5%	160 5%	18 6%	7 4%	4 4%	189 5%	170 5%	19 4%	24 4%	165 5%	56 6% c	54 4%	31 3%	189 5% c	29 8% c	85 8% c	23 2%
Hearing? Poor hearing, partial hearing, or are d/Deaf	184 5%	155 5%	12 4%	11 6%	6 6%	184 5%	164 5%	20 4%	26 4%	158 5%	58 7% c	72 5% c	22 2%	184 5% c	23 6%	75 7% c	34 4%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	159 4%	135 4%	14 4%	9 5%	2 2%	159 4%	145 5%	14 3%	23 4%	137 4%	31 3%	53 4%	39 4%	159 4%	29 8% b	40 4%	40 4%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.

Table 91

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 99%																	
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	136	119	9	6	3	136	124	13	30	107	41	51	27	136	32	50	21
	4%	4%	3%	3%	3%	4%	4%	3%	5%	3%	5%	4%	2%	4%	9%	5%	2%
															bc		
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	115	103	5	3	3	115	100	15	8	107	30	38	7	115	13	40	15
	3%	3%	2%	2%	3%	3%	3%	3%	1%	3%	3%	3%	1%	3%	4%	4%	2%
										a	c	c		c			
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	110	99	7	3	3	110	102	8	17	94	18	49	34	110	28	34	20
	3%	3%	2%	2%	3%	3%	3%	2%	3%	3%	2%	4%	3%	3%	8%	3%	2%
															bc		
Difficulty with speech? E.g. due to stroke, stutter or stammer	26	20	3	2	2	26	23	3	3	23	5	11	4	26	2	10	5
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					ae												

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	249 7%	216 7%	14 5%	13 7%	7 7%	249 7%	212 7%	37 8%	51 9%	197 6%	65 7% c	88 7%	44 4%	249 7% c	29 8% c	83 7% c	36 4%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1073 29%	912 30%	77 25% a	54 31%	30 29%	1073 29%	941 30%	131 28%	185 31%	887 29%	294 33% bc	354 27% c	214 20%	1073 29% c	166 46% bc	371 34% c	186 20%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2311 63%	1920 62%	216 70% a	108 63%	67 66%	2311 63%	2009 63%	303 65%	337 56%	1974 65% a	506 57%	875 66% a	815 76% abd	2311 63% a	162 45%	675 61% a	698 76% ab
Don't know	52 1%	44 1%	4 1%	2 1%	2 2%	52 1%	47 1%	4 1%	14 2%	38 1%	17 2%	26 2%	7 1%	52 1%	13 3% c	20 2%	9 1%
Prefer not to say	222 6%	200 6%	10 3%	8 5%	4 4%	222 6%	192 6%	30 6%	65 11% b	157 5%	77 9% bcd	69 5%	39 4%	222 6% c	23 6% c	40 4%	24 3%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Your mental health? Anxiety, depression, or trauma-related conditions, for example	350	57	145	140	350	350	-	258	91
	10%	6%	8%	20%	10%	33%	-%	10%	8%
				abd	a	b			
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	343	54	189	91	343	343	-	285	55
	9%	6%	10%	13%	9%	32%	-%	11%	5%
			a	ad	a	b		b	
Breathing? Breathlessness or chest pains	189	37	102	47	189	189	-	157	33
	5%	4%	5%	7%	5%	18%	-%	6%	3%
						b		b	
Hearing? Poor hearing, partial hearing, or are d/ Deaf	184	40	102	37	184	184	-	147	33
	5%	4%	5%	5%	5%	17%	-%	6%	3%
						b		b	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	159	27	87	45	159	159	-	127	30
	4%	3%	5%	6%	4%	15%	-%	5%	3%
				a		b		b	

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	136 4%	25 3%	52 3%	56 8% abd	136 4%	136 13% b	- -%	103 4%	32 3%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	115 3%	15 2%	56 3%	41 6% abd	115 3%	115 11% b	- -%	88 3%	22 2%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	110 3%	23 2%	39 2%	41 6% abd	110 3%	110 10% b	- -%	76 3%	34 3%
Difficulty with speech? E.g. due to stroke, stutter or stammer	26 1%	7 1%	10 1%	8 1%	26 1%	26 2% b	- -%	19 1%	5 *%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	249	38	114	89	249	249	-	198	49
	7%	4%	6%	13%	7%	23%	-%	8%	4%
				abd	a	b		b	
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1073	206	532	311	1073	1073	-	832	227
	29%	21%	28%	44%	29%	100%	-%	33%	21%
			a	abd	a	b		b	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2311	714	1213	337	2311	-	2311	1516	781
	63%	73%	65%	48%	63%	-%	100%	60%	72%
		bcd	c		c		a		a
Don't know	52	10	28	13	52	-	-	27	24
	1%	1%	1%	2%	1%	-%	-%	1%	2%
Prefer not to say	222	47	96	43	222	-	-	160	57
	6%	5%	5%	6%	6%	-%	-%	6%	5%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2810	244	407	406	484	492	777	2810	1302	1502	758	814	566	672	1571	1237	2810
	77%	61%	66%	70%	79%	85%	89%	77%	74%	79%	74%	77%	81%	77%	75%	79%	77%
			a	abc	abcb	abcdg	abc		a		ae						
WHITE - Irish	40	6	7	4	5	9	9	40	23	17	16	8	8	8	24	16	40
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	1	-	-	-	1	-	-	1	1	-	1	-	-	-	1	-	1
	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
WHITE - Any other white background	107	11	21	28	25	13	7	107	47	57	27	26	34	20	53	54	107
	3%	3%	3%	5%	4%	2%	1%	3%	3%	3%	3%	2%	5%	2%	3%	3%	3%
			f	f	f			f					be				
MIXED - White and Black Caribbean	30	12	5	4	1	4	2	30	18	12	2	8	7	13	10	20	30
	1%	3%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%
		cdefg											ae				
MIXED - White and Black African	27	4	7	8	4	4	-	27	19	8	10	10	4	4	19	8	27
	1%	1%	1%	1%	1%	1%	-%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		f	f	f													
MIXED - White and Asian	28	6	6	6	4	4	2	28	11	17	14	5	6	3	19	9	28
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
MIXED - Any other mixed/ multiple ethnic background	24	5	6	4	5	1	2	24	14	10	8	6	4	6	14	10	24
	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 92**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
ASIAN AND BRITISH ASIAN - Indian	73 2%	16 4% efg	21 3% ef	16 3% ef	10 2%	1 *% e	8 1%	73 2% e	47 3%	27 1%	34 3% df	20 2%	9 1%	10 1%	54 3% f	19 1%	73 2%
ASIAN AND BRITISH ASIAN - Pakistani	72 2%	19 5% defg	17 3% f	16 3% f	9 1%	8 1%	3 *%	72 2% f	30 2%	41 2%	11 1%	26 2%	6 1%	27 3% ac	37 2%	33 2%	72 2%
ASIAN AND BRITISH ASIAN - Bangladeshi	36 1%	11 3% efg	11 2% f	6 1% f	6 1% f	3 *%	- -%	36 1% f	21 1%	16 1%	4 *%	16 2%	7 1%	10 1%	20 1%	17 1%	36 1%
ASIAN AND BRITISH ASIAN - Chinese	22 1%	5 1% e	7 1% e	5 1%	4 1%	- -%	1 *%	22 1%	8 *%	14 1%	5 1%	13 1% df	3 *%	1 *%	19 1%	4 *%	22 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	32 1%	9 2% f	9 2%	5 1%	3 *%	4 1%	2 *%	32 1%	12 1%	20 1%	11 1%	7 1%	5 1%	9 1%	18 1%	14 1%	32 1%
BLACK AND BLACK BRITISH - Caribbean	52 1%	9 2%	8 1%	5 1%	11 2%	5 1%	15 2%	52 1%	35 2%	17 1%	8 1%	14 1%	6 1%	25 3% aceg	22 1%	31 2%	52 1%
BLACK AND BLACK BRITISH - African	123 3%	14 4% f	46 8% defg	35 6% defg	14 2%	6 1%	7 1%	123 3% ef	73 4%	50 3%	56 6% bcdfg	31 3%	13 2%	22 3%	87 4% cf	35 2%	123 3%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	31 1%	4 1%	11 2%	5 1%	4 1%	3 1%	3 *%	31 1%	17 1%	14 1%	19 2% cf	7 1%	1 *%	5 1%	26 1% cf	5 *%	31 1%
OTHER ETHNIC GROUP - Arab	13 *%	4 1% f	1 *%	4 1%	1 *%	3 *%	- -%	13 *%	9 1%	4 *%	4 *%	5 *%	2 *%	3 *%	9 *%	4 *%	13 *%
OTHER ETHNIC GROUP - Any other ethnic background	16 *%	6 1% efg	3 1%	1 *%	4 1%	- -%	1 *%	16 *%	11 1%	5 *%	5 *%	3 *%	2 *%	6 1%	8 *%	8 *%	16 *%
Prefer not to say	122 3%	13 3%	19 3%	19 3%	21 3%	20 3%	30 3%	122 3%	54 3%	67 4%	33 3%	40 4%	15 2%	35 4%	72 3%	49 3%	122 3%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 92**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2810	2316	271	152	70	2810	2393	417	414	2396	707	1029	782	2810	261	897	725
	77%	75%	88%	88%	69%	77%	75%	89%	69%	78%	79%	78%	73%	77%	72%	81%	79%
			ade	ade		d		a		a	c	c			a	a	
WHITE - Irish	40	13	1	*	25	40	26	14	5	35	8	14	12	40	2	12	8
	1%	*%	*%	*%	25%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					abce	a		a									
WHITE - Gypsy, Traveller or Irish Traveller	1	1	-	-	-	1	1	-	-	1	1	-	-	1	-	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%
WHITE - Any other white background	107	98	5	4	1	107	99	8	25	82	16	48	42	107	10	31	29
	3%	3%	2%	2%	1%	3%	3%	2%	4%	3%	2%	4%	4%	3%	3%	3%	3%
													a				
MIXED - White and Black Caribbean	30	28	-	2	-	30	29	1	9	21	7	14	7	30	5	3	5
	1%	1%	-%	1%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	*%
MIXED - White and Black African	27	26	-	1	*	27	26	1	10	17	3	7	16	27	2	11	5
	1%	1%	-%	*%	*%	1%	1%	*%	2%	1%	*%	1%	1%	1%	1%	1%	1%
									b				a				
MIXED - White and Asian	28	25	2	-	-	28	25	3	3	25	1	11	14	28	4	6	8
	1%	1%	1%	-%	-%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
													a				

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
MIXED - Any other mixed/ multiple ethnic background	24 1%	23 1%	- -%	1 *%	* *%*	24 1%	24 1%	- -%	1 *%*	22 1%	4 *%*	7 *%*	10 1%	24 1%	* *%*	6 1%	4 *%*
ASIAN AND BRITISH ASIAN - Indian	73 2%	70 2%	2 1%	1 1%	- -%	73 2%	72 2%	2 *%	17 3%	56 2%	16 2%	22 2%	33 3%	73 2%	11 3%	19 2%	19 2%
ASIAN AND BRITISH ASIAN - Pakistani	72 2%	70 2%	1 *%*	* *%*	* *%*	72 2%	69 2%	3 1%	19 3%	52 2%	17 2%	28 2%	19 2%	72 2%	11 3%	17 2%	4 *%*
ASIAN AND BRITISH ASIAN - Bangladeshi	36 1%	35 1%	- -%	1 1%	- -%	36 1%	35 1%	1 *%	12 2%	25 1%	19 2%	6 *%*	9 1%	36 1%	6 2%	5 *%*	5 1%
ASIAN AND BRITISH ASIAN - Chinese	22 1%	19 1%	2 1%	- -%	1 1%	22 1%	22 1%	- -%	3 1%	19 1%	8 1%	6 *%*	8 1%	22 1%	5 1%	11 1%	3 *%*
ASIAN AND BRITISH ASIAN - Any other Asian background	32 1%	32 1%	- -%	* *%*	- -%	32 1%	31 1%	1 *%	6 1%	26 1%	3 *%*	11 1%	14 1%	32 1%	1 *%*	10 1%	6 1%
BLACK AND BLACK BRITISH - Caribbean	52 1%	51 2%	1 *%*	* *%*	- -%	52 1%	51 2%	1 *%*	7 1%	45 1%	8 1%	18 1%	12 1%	52 1%	8 2%	16 1%	10 1%
BLACK AND BLACK BRITISH - African	123 3%	108 4%	11 3%	3 2%	1 1%	123 3%	120 4%	3 1%	22 4%	101 3%	18 2%	44 3%	55 5%	123 3%	12 3%	30 3%	54 6%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	31 1%	28 1%	1 *%	1 1%	* *%	31 1%	30 1%	1 *%	8 1%	23 1%	6 1%	8 1%	16 1%	31 1%	4 1%	5 *%	11 1%
OTHER ETHNIC GROUP - Arab	13 *%	11 *%	1 *%	- -%	1 1%	13 *%	12 *%	1 *%	2 *%	11 *%	4 *%	5 *%	4 *%	13 *%	4 1%	1 *%	1 *%
OTHER ETHNIC GROUP - Any other ethnic background	16 *%	13 *%	- -%	2 1%	- -%	16 *%	16 *%	- -%	6 1%	9 *%	9 1%	5 *%	2 *%	16 *%	1 *%	5 *%	4 *%
Prefer not to say	122 3%	108 4%	8 3%	3 2%	2 2%	122 3%	111 3%	11 2%	32 5%	90 3%	41 5%	41 3%	21 2%	122 3%	17 5%	21 2%	18 2%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2810	757	1454	532	2810	909	1780	2037	756
	77%	77%	78%	76%	77%	85% b	77%	80% b	69%
WHITE - Irish	40	16	19	4	40	12	28	28	12
	1%	2%	1%	1%	1%	1%	1%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	1	-	1	-	1	-	1	1	-
	*%	-%	*%	-%	*%	-%	*%	*%	-%
WHITE - Any other white background	107	32	45	26	107	24	79	63	43
	3%	3%	2%	4%	3%	2%	3%	2%	4%
MIXED - White and Black Caribbean	30	6	12	11	30	7	21	22	8
	1%	1%	1%	2%	1%	1%	1%	1%	1%
MIXED - White and Black African	27	3	19	4	27	5	20	12	16
	1%	*%	1%	*%	1%	*%	1%	*%	1% a
MIXED - White and Asian	28	7	14	6	28	7	18	17	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%
MIXED - Any other mixed/ multiple ethnic background	24	5	11	8	24	8	12	18	5
	1%	1%	1%	1%	1%	1%	1%	1%	*%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
ASIAN AND BRITISH ASIAN - Indian	73 2%	23 2%	37 2%	13 2%	73 2%	13 1%	58 3%	45 2%	26 2%
ASIAN AND BRITISH ASIAN - Pakistani	72 2%	18 2%	38 2%	15 2%	72 2%	18 2%	46 2%	36 1%	34 3%
									a
ASIAN AND BRITISH ASIAN - Bangladeshi	36 1%	17 2%	10 1%	8 1%	36 1%	7 1%	22 1%	22 1%	13 1%
		b							
ASIAN AND BRITISH ASIAN - Chinese	22 1%	6 1%	15 1%	1 *%	22 1%	6 1%	13 1%	12 *%	9 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	32 1%	9 1%	13 1%	6 1%	32 1%	3 *%	24 1%	22 1%	8 1%
BLACK AND BLACK BRITISH - Caribbean	52 1%	7 1%	25 1%	18 3%	52 1%	17 2%	34 1%	44 2%	8 1%
				a					
BLACK AND BLACK BRITISH - African	123 3%	36 4%	70 4%	12 2%	123 3%	20 2%	95 4%	42 2%	79 7%
							a		a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 99%									
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	31 1%	12 1%	18 1%	1 *%	31 1%	4 *%	22 1%	11 *%	20 2% a
OTHER ETHNIC GROUP - Arab	13 *%	3 *%	5 *%	6 1%	13 *%	1 *%	11 *%	6 *%	7 1%
OTHER ETHNIC GROUP - Any other ethnic background	16 *%	4 *%	6 *%	4 1%	16 *%	4 *%	9 *%	10 *%	5 *%
Prefer not to say	122 3%	18 2%	57 3%	28 4%	122 3%	8 1%	19 1%	88 3%	30 3%

Columns Tested: a,b,c,d - a,b - a,b

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 93**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Universal Credit (and household has other earnings)	293	43	73	60	59	48	11	293	98	191	38	50	61	144	88	205	293
	8%	11%	12%	10%	8%	1%	8%	8%	6%	10%	4%	5%	9%	16%	4%	13%	8%
		f	fg	f	f	f	f	f		a			abe	abceg		abceg	abe
Personal Independence Payment (PIP)	255	16	34	33	61	56	55	255	110	145	36	48	49	123	84	172	255
	7%	4%	5%	6%	10%	10%	6%	7%	6%	8%	3%	5%	7%	14%	4%	11%	7%
				a	a								ae	abceg		abceg	abe
Pensions Credit (Guaranteed Credit)	160	10	18	7	6	7	112	160	79	81	38	21	24	77	58	101	160
	4%	2%	3%	1%	1%	1%	13%	4%	5%	4%	4%	2%	3%	9%	3%	6%	4%
							abcdeg	cde						abceg		abceg	be
Universal Credit (and household has no other earnings)	159	23	42	35	30	20	10	159	67	91	16	19	17	106	36	122	159
	4%	6%	7%	6%	5%	3%	1%	4%	4%	5%	2%	2%	2%	12%	2%	8%	4%
		f	f	f	f	f	f	f						abcefg		abceg	abe
Carer's allowance	134	18	22	23	26	23	22	134	65	69	27	16	30	62	43	91	134
	4%	5%	4%	4%	4%	4%	3%	4%	4%	4%	3%	1%	4%	7%	2%	6%	4%
													be	abeg		abeg	be
Employment and Support Allowance (ESA)	122	11	32	20	20	29	9	122	69	53	41	29	10	41	71	52	122
	3%	3%	5%	4%	3%	5%	1%	3%	4%	3%	4%	3%	1%	5%	3%	3%	3%
			f	f	f	f		f			c			c			
Income Support	81	12	36	8	12	6	7	81	50	29	35	11	11	24	46	35	81
	2%	3%	6%	1%	2%	1%	1%	2%	3%	2%	3%	1%	2%	3%	2%	2%	2%
		f	cdefg						b		b						
Income-based Jobseeker's Allowance	42	9	11	8	7	7	2	42	22	20	8	9	4	20	17	25	42
	1%	2%	2%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
		f	f											bce			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.**

**Table 93**

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Pensions Credit (no Guaranteed Credit)	41	1	10	1	1	6	23	41	24	17	9	8	5	19	18	24	41
	1%	*%	2%	*%	*%	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
			c				acd						e				
Other	81	2	12	8	8	12	39	81	23	57	20	22	13	26	42	39	81
	2%	*%	2%	1%	1%	2%	5%	2%	1%	3%	2%	2%	2%	3%	2%	3%	2%
							acd			a							
RECEIVES ANY OF THESE BENEFITS	937	107	189	132	144	145	221	937	393	540	168	168	162	439	336	601	937
	26%	27%	31%	23%	23%	25%	25%	26%	22%	28%	16%	16%	23%	50%	16%	38%	26%
			c							a			abe	abcefg		abcefg	abe
None of these - Do not receive any of these benefits	2387	220	374	415	438	375	564	2387	1216	1167	809	787	466	325	1596	791	2387
	65%	55%	61%	72%	71%	65%	65%	65%	69%	61%	79%	74%	67%	37%	77%	50%	65%
				abfg	ab	a	a	a	b		cd	cd	df		cd	d	df
Don't know	97	46	16	8	1	12	14	97	48	49	14	33	23	27	46	50	97
	3%	11%	3%	1%	*%	2%	2%	3%	3%	3%	1%	3%	3%	3%	2%	3%	3%
		bcdefg	d			d		d								a	
Prefer not to say	237	26	37	24	32	47	71	237	93	144	34	71	45	86	106	131	237
	6%	6%	6%	4%	5%	8%	8%	6%	5%	8%	3%	7%	6%	10%	5%	8%	6%
						c	c					a	a	aeg		ae	a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

OFCOM ADULT MEDIA LITERACY CORE SURVEY 2024 - 30TH SEPTEMBER - 13TH NOVEMBER 2024.

Table 93

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Universal Credit (and household has other earnings)	293 8%	240 8%	27 9%	15 9%	10 10%	293 8%	259 8%	33 7%	85 14% b	208 7%	73 8%	119 9%	86 8%	293 8%	78 21% bc	104 9% c	26 3%
Personal Independence Payment (PIP)	255 7%	211 7%	16 5%	16 9%	12 12% abe	255 7%	231 7%	24 5%	59 10% b	196 6%	64 7%	88 7%	60 6%	255 7%	43 12% c	120 11% c	29 3%
Pensions Credit (Guaranteed Credit)	160 4%	129 4%	21 7% c	4 2%	5 5%	160 4%	135 4%	25 5%	18 3%	142 5%	35 4% bc	26 2%	18 2%	160 4% bc	21 6% c	51 5% c	18 2%
Universal Credit (and household has no other earnings)	159 4%	127 4%	11 4%	14 8% ae	7 7%	159 4%	146 5%	12 3%	55 9% b	104 3%	47 5% c	69 5% c	28 3%	159 4%	53 15% bc	61 5% c	8 1%
Carer's allowance	134 4%	112 4%	12 4%	4 3%	5 5%	134 4%	117 4%	17 4%	24 4%	110 4%	24 3%	47 4%	40 4%	134 4%	27 7% c	46 4%	20 2%
Employment and Support Allowance (ESA)	122 3%	100 3%	15 5%	3 2%	4 4%	122 3%	112 4%	10 2%	22 4%	101 3%	30 3%	47 4%	38 4%	122 3%	18 5%	43 4%	41 4%
Income Support	81 2%	71 2%	7 2%	1 1%	2 2%	81 2%	74 2%	7 1%	16 3%	65 2%	22 2%	28 2%	25 2%	81 2%	25 7% bc	18 2%	26 3%
Income-based Jobseeker's Allowance	42 1%	39 1%	2 1%	* *% *	* *% *	42 1%	41 1%	1 *% *	7 1%	35 1%	16 2% c	22 2% c	3 *% *	42 1%	13 4% bc	15 1%	5 1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Pensions Credit (no Guaranteed Credit)	41	39	2	*	*	41	39	3	5	37	11	12	6	41	7	11	9
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Other	81	64	11	3	4	81	67	14	16	65	16	32	18	81	9	34	9
	2%	2%	4%	1%	4%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	3%	1%
																c	
RECEIVES ANY OF THESE BENEFITS	937	769	89	42	37	937	831	106	213	724	247	323	207	937	217	335	111
	26%	25%	29%	25%	36%	26%	26%	23%	36%	24%	28%	24%	19%	26%	60%	30%	12%
					ace				b		c	c		c	bc	c	
None of these - Do not receive any of these benefits	2387	2020	197	115	55	2387	2069	318	314	2072	550	900	809	2387	124	726	786
	65%	66%	64%	67%	54%	65%	65%	68%	52%	68%	61%	68%	75%	65%	34%	66%	86%
		d	d	d		d			a		a	abd			a	ab	
Don't know	97	82	10	3	2	97	81	16	20	77	23	38	22	97	12	14	7
	3%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	1%	1%
															c		
Prefer not to say	237	205	12	12	8	237	209	28	53	184	74	62	37	237	11	31	13
	6%	7%	4%	7%	8%	6%	7%	6%	9%	6%	8%	5%	3%	6%	3%	3%	1%
											bc			c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Universal Credit (and household has other earnings)	293	35	116	137	293	148	129	136	154
	8%	4%	6%	20%	8%	14%	6%	5%	14%
			a	abd	a	b			a
Personal Independence Payment (PIP)	255	32	137	87	255	193	56	194	59
	7%	3%	7%	12%	7%	18%	2%	8%	5%
			a	abd	a	b			
Pensions Credit (Guaranteed Credit)	160	26	95	34	160	93	54	137	22
	4%	3%	5%	5%	4%	9%	2%	5%	2%
			a			b		b	
Universal Credit (and household has no other earnings)	159	20	62	75	159	94	56	87	72
	4%	2%	3%	11%	4%	9%	2%	3%	7%
				abd	a	b			a
Carer's allowance	134	24	69	41	134	71	57	72	58
	4%	2%	4%	6%	4%	7%	2%	3%	5%
				a		b			a
Employment and Support Allowance (ESA)	122	34	47	41	122	75	44	69	51
	3%	3%	3%	6%	3%	7%	2%	3%	5%
				bd		b			a
Income Support	81	28	35	17	81	41	33	41	35
	2%	3%	2%	2%	2%	4%	1%	2%	3%
						b			a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Income-based Jobseeker's Allowance	42 1%	8 1%	13 1%	20 3% abd	42 1%	22 2% b	14 1%	29 1%	14 1%
Pensions Credit (no Guaranteed Credit)	41 1%	13 1%	12 1%	13 2%	41 1%	27 2% b	13 1%	32 1%	8 1%
Other	81 2%	25 3%	36 2%	20 3%	81 2%	44 4% b	36 2%	54 2%	25 2%
RECEIVES ANY OF THESE BENEFITS	937 26%	146 15%	437 23% a	340 48% abd	937 26% a	513 48% b	371 16%	598 24%	328 30% a
None of these - Do not receive any of these benefits	2387 65%	776 79% bcd	1252 67% c	306 44%	2387 65% c	425 40%	1823 79% a	1671 66%	694 64%
Don't know	97 3%	19 2%	62 3%	11 2%	97 3%	37 3%	47 2%	76 3%	21 2%
Prefer not to say	237 6%	35 4%	117 6% a	46 7% a	237 6% a	98 9% b	71 3%	190 7% b	45 4%

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Up to £199 per week / Up to £10,399 per year	177	30	27	26	27	36	31	177	69	106	12	26	26	114	37	139	177
	5%	7%	4%	4%	4%	6%	4%	5%	4%	6%	1%	2%	4%	13%	2%	9%	5%
		f											ae	abcefg		abcefg	abe
From £200 to £299 per week / From £10,400 to £15,599 per year	280	30	31	35	46	39	99	280	119	159	17	58	45	158	76	203	280
	8%	8%	5%	6%	7%	7%	11%	8%	7%	8%	2%	6%	6%	18%	4%	13%	8%
							bceg				a	ae	abcefg	a	abcefg	ae	
From £300 to £499 per week / From £15,600 to £25,999 per year	390	33	54	48	58	63	134	390	190	199	57	113	98	122	170	220	390
	11%	8%	9%	8%	9%	11%	15%	11%	11%	10%	6%	11%	14%	14%	8%	14%	11%
							abcdg				a	ae	ae		aeg	ae	
From £500 to £699 per week / From £26,000 to £36,399 per year	443	35	79	61	85	70	113	443	220	223	101	159	113	71	260	184	443
	12%	9%	13%	10%	14%	12%	13%	12%	13%	12%	10%	15%	16%	8%	12%	12%	12%
											ad	adfg		d	d	d	
From £700 to £999 per week / From £36,400 to £51,999 per year	461	42	81	90	101	59	88	461	229	232	166	161	99	35	327	134	461
	13%	11%	13%	16%	16%	10%	10%	13%	13%	12%	16%	15%	14%	4%	16%	9%	13%
				ef	ef						dfg	df	df		dfg	d	df
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	351	21	80	74	78	53	45	351	189	159	176	115	40	20	291	60	351
	10%	5%	13%	13%	13%	9%	5%	10%	11%	8%	17%	11%	6%	2%	14%	4%	10%
			af	af	af	f		af			bcdfg	cdf	d		cdfg		cdf

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
£1,500 and above per week / £78,000 and above per year	292	17	82	78	52	43	19	292	167	125	219	46	26	1	265	27	292
	8%	4%	13%	14%	8%	7%	2%	8%	10%	7%	21%	4%	4%	*	13%	2%	8%
			aefg	adefg	f	f		f	b		bcdefg	df	df		bcdfg	d	bcdf
Don't know/ Prefer not to say	1264	190	181	168	168	216	340	1264	566	696	276	382	249	356	658	605	1264
	35%	48%	29%	29%	27%	37%	39%	35%	32%	37%	27%	36%	36%	41%	32%	38%	35%
		bcdefg				bcd	bcd	cd				a	a	aeg	ae	a	a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Up to £199 per week / Up to £10,399 per year	177	146	15	12	4	177	155	22	47	130	59	61	25	177	177	-	-
	5%	5%	5%	7%	4%	5%	5%	5%	8%	4%	7%	5%	2%	5%	49%	-%	-%
									b		c	c		c	bc		
From £200 to £299 per week / From £10,400 to £15,599 per year	280	232	23	14	11	280	250	30	60	220	106	94	43	280	61	218	-
	8%	8%	8%	8%	11%	8%	8%	6%	10%	7%	12%	7%	4%	8%	17%	20%	-%
											bcd	c		c	c	c	
From £300 to £499 per week / From £15,600 to £25,999 per year	390	316	34	19	22	390	339	50	78	312	128	164	66	390	75	312	-
	11%	10%	11%	11%	21%	11%	11%	11%	13%	10%	14%	12%	6%	11%	21%	28%	-%
					abce						cd	c		c	c	ac	
From £500 to £699 per week / From £26,000 to £36,399 per year	443	379	28	24	12	443	379	64	68	375	106	181	136	443	34	350	58
	12%	12%	9%	14%	12%	12%	12%	14%	11%	12%	12%	14%	13%	12%	9%	32%	6%
																ac	
From £700 to £999 per week / From £36,400 to £51,999 per year	461	382	46	20	12	461	410	51	56	405	104	192	157	461	18	227	217
	13%	12%	15%	12%	12%	13%	13%	11%	9%	13%	12%	14%	15%	13%	5%	20%	24%
																a	a
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	351	310	19	11	11	351	300	51	28	323	55	136	161	351	-	-	351
	10%	10%	6%	7%	11%	10%	9%	11%	5%	11%	6%	10%	15%	10%	-%	-%	38%
										a		a	abd	a			ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
£1,500 and above per week / £78,000 and above per year	292	271	11	5	6	292	260	32	24	269	23	89	179	292	-	-	292
	8%	9%	3%	3%	6%	8%	8%	7%	4%	9%	3%	7%	17%	8%	-%	-%	32%
		bc				bc				a		a	abd	a			ab
Don't know/ Prefer not to say	1264	1041	131	67	25	1264	1096	168	240	1024	315	408	308	1264	-	-	-
	35%	34%	43%	39%	24%	35%	34%	36%	40%	33%	35%	31%	29%	35%	-%	-%	-%
		d	ade	d		d			b		c			c			

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Up to £199 per week / Up to £10,399 per year	177 5%	11 1%	62 3%	100 14%	177 5%	92 9%	69 3%	129 5%	46 4%
			a	abd	a	b			
From £200 to £299 per week / From £10,400 to £15,599 per year	280 8%	34 3%	152 8%	90 13%	280 8%	145 14%	118 5%	218 9%	61 6%
			a	abd	a	b		b	
From £300 to £499 per week / From £15,600 to £25,999 per year	390 11%	61 6%	216 12%	106 15%	390 11%	152 14%	213 9%	298 12%	88 8%
			a	ad	a	b		b	
From £500 to £699 per week / From £26,000 to £36,399 per year	443 12%	96 10%	249 13%	98 14%	443 12%	122 11%	290 13%	308 12%	133 12%
From £700 to £999 per week / From £36,400 to £51,999 per year	461 13%	127 13%	256 14%	75 11%	461 13%	108 10%	333 14%	283 11%	175 16%
							a		a
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	351 10%	150 15%	168 9%	33 5%	351 10%	68 6%	269 12%	204 8%	144 13%
		bcd	c		c		a		a

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**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. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
£1,500 and above per week / £78,000 and above per year	292	191	96	5	292	43	242	131	157
	8%	20%	5%	1%	8%	4%	10%	5%	14%
		bcd	c		bc		a		a
Don't know/ Prefer not to say	1264	307	669	195	1264	343	776	963	284
	35%	31%	36%	28%	35%	32%	34%	38%	26%
			c		c			b	

Columns Tested: a,b,c,d - a,b - a,b



Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3658	431	538	662	538	629	860	3658	1745	1904	898	1120	747	891	2018	1638	3658
Effective Weighted Sample	3169	382	477	597	475	541	733	3169	1517	1645	812	987	646	738	1788	1380	3169
Total	3658	398	616	579	616	579	869	3658	1750	1899	1024	1059	695	878	2083	1573	3658
Doing well	977	98	202	153	121	167	237	977	531	446	453	284	144	95	738	239	977
	27%	25%	33%	26%	20%	29%	27%	27%	30%	23%	44%	27%	21%	11%	35%	15%	27%
			adg	d		d	d	d	b		bcdefg	cdf	df		bcdfg	d	cdf
Getting by	1868	201	286	292	315	282	492	1868	866	999	450	566	404	446	1016	850	1868
	51%	50%	46%	50%	51%	49%	57%	51%	49%	53%	44%	53%	58%	51%	49%	54%	51%
						beg						a	adeg	a		ae	a
Struggling	704	74	112	120	163	113	122	704	300	400	92	168	134	309	260	443	704
	19%	19%	18%	21%	26%	19%	14%	19%	17%	21%	9%	16%	19%	35%	13%	28%	19%
				f	abefg			f		a		a	ae	abcefg	a	abceg	ae
Don't know/ Prefer not to say	109	26	16	15	17	18	18	109	53	55	29	40	12	28	69	40	109
	3%	6%	3%	3%	3%	3%	2%	3%	3%	3%	3%	4%	2%	3%	3%	3%	3%
		bcdfg															

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3658	2644	341	340	333	3658	3114	544	628	3030	932	1369	1069	3658	380	1165	881
Effective Weighted Sample	3169	2497	315	302	306	3169	2715	462	541	2629	813	1196	939	3169	320	994	785
Total	3658	3076	307	172	102	3658	3190	468	601	3057	894	1323	1075	3658	364	1107	918
Doing well	977	817	82	45	33	977	856	122	128	849	200	338	383	977	35	197	438
	27%	27%	27%	26%	32%	27%	27%	26%	21%	28%	22%	26%	36%	27%	10%	18%	48%
										a			abd		a	ab	
Getting by	1868	1563	169	87	49	1868	1606	262	297	1570	460	689	517	1868	161	632	402
	51%	51%	55%	50%	48%	51%	50%	56%	50%	51%	51%	52%	48%	51%	44%	57%	44%
															ac		
Struggling	704	603	46	37	18	704	627	76	157	546	203	257	155	704	159	271	77
	19%	20%	15%	21%	17%	19%	20%	16%	26%	18%	23%	19%	14%	19%	44%	24%	8%
									b		c	c		c	bc	c	
Don't know/ Prefer not to say	109	93	10	3	3	109	101	8	18	91	31	40	20	109	8	7	1
	3%	3%	3%	2%	2%	3%	3%	2%	3%	3%	4%	3%	2%	3%	2%	1%	1%
															c		1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	3658	969	1871	712	3658	1064	2334	2581	1048
Effective Weighted Sample	3169	845	1627	605	3169	904	2037	2215	928
Total	3658	977	1868	704	3658	1073	2311	2535	1089
Doing well	977	977	-	-	977	206	714	671	297
	27%	100%	-%	-%	27%	19%	31%	26%	27%
		bcd			bc		a		
Getting by	1868	-	1868	-	1868	532	1213	1308	540
	51%	-%	100%	-%	51%	50%	52%	52%	50%
			acd		ac				
Struggling	704	-	-	704	704	311	337	472	229
	19%	-%	-%	100%	19%	29%	15%	19%	21%
				abd	ab	b			
Don't know/ Prefer not to say	109	-	-	-	109	24	49	84	23
	3%	-%	-%	-%	3%	2%	2%	3%	2%
					abc				

Columns Tested: a,b,c,d - a,b - a,b

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2426	227	379	474	392	411	543	2426	1184	1235	659	730	484	552	1389	1036	2426
Effective Weighted Sample	2098	199	336	425	345	355	465	2098	1030	1062	596	641	419	453	1228	870	2098
Total	2389	208	434	410	446	363	527	2389	1180	1202	747	675	446	519	1423	965	2389
Most Financially Vulnerable	364	71	77	68	57	48	43	364	150	211	38	79	72	175	117	246	364
	15%	34%	18%	17%	13%	13%	8%	15%	13%	18%	5%	12%	16%	34%	8%	26%	15%
		bcdefg	f	f				f		a		a	ae	abcefg		abceg	ae
Potentially Financially Vulnerable	1107	86	153	157	216	170	326	1107	538	568	209	325	270	302	534	572	1107
	46%	41%	35%	38%	48%	47%	62%	46%	46%	47%	28%	48%	60%	58%	38%	59%	46%
				bc	b	abcdeg	bc					ae	abeg	abeg	a	abeg	ae
Least Financially Vulnerable	918	52	203	185	174	145	159	918	491	423	500	272	105	42	771	147	918
	38%	25%	47%	45%	39%	40%	30%	38%	42%	35%	67%	40%	23%	8%	54%	15%	38%
			afg	af	af	af		af	b		bcdefg	cdf	df		bcdfg	d	cdf

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2426	1771	193	206	256	2426	2071	355	382	2044	598	949	767	2426	380	1165	881
Effective Weighted Sample	2098	1676	176	184	241	2098	1803	301	326	1772	521	826	669	2098	320	994	785
Total	2389	2030	176	105	78	2389	2090	299	360	2029	576	914	766	2389	364	1107	918
Most Financially Vulnerable	364	304	28	21	11	364	321	43	101	263	116	131	77	364	364	-	-
	15%	15%	16%	20%	15%	15%	15%	14%	28%	13%	20%	14%	10%	15%	100%	-%	-%
									b		bcd			c	bc		
Potentially Financially Vulnerable	1107	920	89	55	43	1107	969	138	173	934	319	446	262	1107	-	1107	-
	46%	45%	50%	53%	55%	46%	46%	46%	48%	46%	55%	49%	34%	46%	-%	100%	-%
					ae						cd	c		c		ac	
Least Financially Vulnerable	918	806	59	29	23	918	800	118	86	832	141	336	427	918	-	-	918
	38%	40%	34%	27%	30%	38%	38%	39%	24%	41%	24%	37%	56%	38%	-%	-%	100%
		cd				c				a		a	abd	a			ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - a,b,c

Interviewing conducted using a mix of face to face interviewing and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 99%		a	b	c	d	a	b	a	b
Unweighted total	2426	665	1216	530	2426	739	1565	1642	772
Effective Weighted Sample	2098	580	1056	449	2098	631	1358	1406	682
Total	2389	670	1196	507	2389	724	1536	1572	804
Most Financially Vulnerable	364	35	161	159	364	166	162	205	157
	15%	5%	13%	31%	15%	23%	11%	13%	20%
			a	abd	a	b			a
Potentially Financially Vulnerable	1107	197	632	271	1107	371	675	766	340
	46%	29%	53%	53%	46%	51%	44%	49%	42%
			ad	ad	a	b		b	
Least Financially Vulnerable	918	438	402	77	918	186	698	602	307
	38%	65%	34%	15%	38%	26%	45%	38%	38%
		bcd	c		bc		a		

Columns Tested: a,b,c,d - a,b - a,b