



Digital Lifestyles

Adults aged 60 and over

Research document

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Executive summary

This report is designed to give an accessible overview of media literacy among adults aged 60 and over in the UK. The aim of the report is to support people working in this area to develop and promote media literacy among this group. It is based on a much larger programme of research – Ofcom's *Media Literacy Audits*, which were published in 2008¹.

Access and regular use of media

Compared to the general adult population, adults aged 60 and over are less likely to live in households with digital television and the internet, and less likely to regularly use newer media devices such as mobile phones, MP3 players and games consoles. By contrast, regular use of more traditional media such as television and radio is above the level for adults as a whole, and these are the most important media to older adults.

Adults aged 60 and over without home internet access are less likely than the general adult population to say they will get access in the next year, mainly due to voluntary reasons related to a perceived lack of need among this group. However, among those who give an involuntary reason for not intending to get internet access at home, older people differ from the general adult population in that they are more likely to give reasons relating to a lack of understanding of the internet or how to use a computer, and less likely to give reasons relating to affordability.

There are key differences in the take-up of newer media and intention to take up the internet *within* the population of adults aged 60 and over. These differences relate to age: adults aged in their sixties are more than twice as likely as adults aged 70 and over to be current or likely internet users. Similarly, while most adults aged in their sixties are mobile phone users, this applies to less than half of those aged 70 and over.

Media preference and use of different functions

Media preferences among adults aged 60 and over are dominated by traditional media, and mobile phones are the only example of newer media used on a regular basis by a substantial minority of all adults aged 60 and over.

Older adults are less likely than all adults to be interested in using the services and functions available to them through digital television, the internet and mobile phones. For example, older adults with a digital television service are less interested in using the interactive services available, and those with a mobile phone are less interested in taking and sending photos using the phone.

As well as being less likely to have access to the internet at home, those older adults who do use the internet use it for fewer activities, and for less time in a typical week, compared to adults as a whole. However, for some types of internet activity the proportion of older adults carrying out activities weekly is comparable to all internet users: transactions (such as online banking), news, and public/ civic activities.

¹http://www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/ml_adult08/

Funding and regulation

Awareness of funding and regulation among older adults is generally higher for the more traditional media of television and radio, and lower for the newer media; mobile phones, gaming and the internet.

Confidence, concerns and judgements

Older adults using the internet are less confident than internet users generally in finding what they want online, in using the creative elements available to them, and being able to tell whether a website is truthful and reliable.

While the general adult population has most concerns about the internet, older adults have most concerns about television.

Older adults who use the internet are less likely to make any kind of judgement about a website before entering personal details than are internet users generally, less likely to be happy about entering some personal details online, less likely to use new websites and less likely to make checks before using those new websites that they do visit.

Learning

Older people are less likely than the general adult population to be interested in learning about digital technology. Interest in learning more is mostly limited to adults in their sixties, rather than those aged 70 or over. Within the population of adults aged 60 and over, males are more likely to be interested in learning about digital technology than females - this gender difference is also apparent within the general adult population.

Other than a preference for learning through friends and family, older adults are relatively unlikely to have a way they would prefer to learn about digital technology.

Section 1

Introduction

Media literacy enables individuals to have the skills, knowledge and understanding they need to make full use of the opportunities presented by both traditional and new communications services. Media literacy helps people to protect themselves and their families from the potential risks associated with services.

Ofcom's definition of media literacy, developed after consultation with stakeholders, is:

'the ability to access, understand and create communications in a variety of contexts'.

The promotion of media literacy is a responsibility placed on Ofcom by Section 11 of the Communications Act 2003 and Ofcom's work to promote media literacy is intended:

- to give people the opportunity and motivation to develop competence and confidence to participate in communications technology and digital society; and
- to inform and empower people to manage their own media activity (both consumption and creation).

This report is designed to give an accessible overview of media literacy among adults aged 60 and over. It aims to support people working in this area to develop and promote media literacy among this group. It is based on a much larger programme of research – Ofcom's *Media Literacy Audits*, which were published in 2008².

The key objectives of the Audit are:

- to provide a rich picture of the different elements of media literacy across the key platforms of television, radio, the internet and mobile phones; and
- to identify emerging issues and skills gaps that will help to target both Ofcom's and stakeholders' resources for the promotion of media literacy.

1.1 What we mean by media literacy

In order to monitor media literacy using research we used the following measures as proxies for some of the key areas of media literacy (see box below).

² http://www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/ml_adult08/

Access

- Use, volume of use and breadth of use of the platforms
- Reasons for non-take-up of services

Understand and create

- Interest in, and awareness of, the digital features of the various media platforms
- Competence in using the features available on each platform
- Knowledge of, and competence in using, content controls
- The ability of individual users to create their own content
- The ability of users to interact with the medium or with other users
- Knowledge of how elements of each media platform are funded
- Knowledge of regulation
- Trust in internet sites
- The extent and level of concerns for each platform

1.2 Research methodology and analysis

The Ofcom *Adult Media Literacy Audit* is a quantitative survey that involved conducting in-home face-to-face interviews with 2905 adults aged 16 and over throughout the UK. Fieldwork took place from October to December 2007³.

The main points of reference in this report are between adults aged 60 and over and a nationally representative sample of the UK adult population as a whole. Those aged 60 and over are referred to as 'older adults' within this report. Where possible, within the sample of older adults, demographic analysis is conducted by age, gender and socio-economic group. A total of 715 interviews were conducted with adults aged 60 and over; 390 interviews with those aged 60-69 and 325 interviews with those aged 70 and over. Adults aged 60 and over are more likely than UK adults as a whole to have a health condition or disability⁴ (42% for those aged 60 and over vs. 21% for all UK adults aged 16 and over). Within the older adult population, people aged 70 and over are twice as likely as those aged 60-69 to have any type of health condition or disability (60% vs. 29%). Low base sizes prevented meaningful analysis by individual health conditions/disabilities in isolation (aside from by people with a mobility issue) and therefore separate analysis has not been conducted within the report.

Significance testing at the 95% confidence level was carried out. This means that where findings are commented on, there is only a 5% or less probability that the difference between the samples is by chance.

³ For more detail on the *Media Literacy Audit* and its methodology, see the full report and associated documents at http://www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrssi/ml_adult08/

⁴ Defined by respondents themselves as limiting daily activities or the work they can do

Section 2

Access

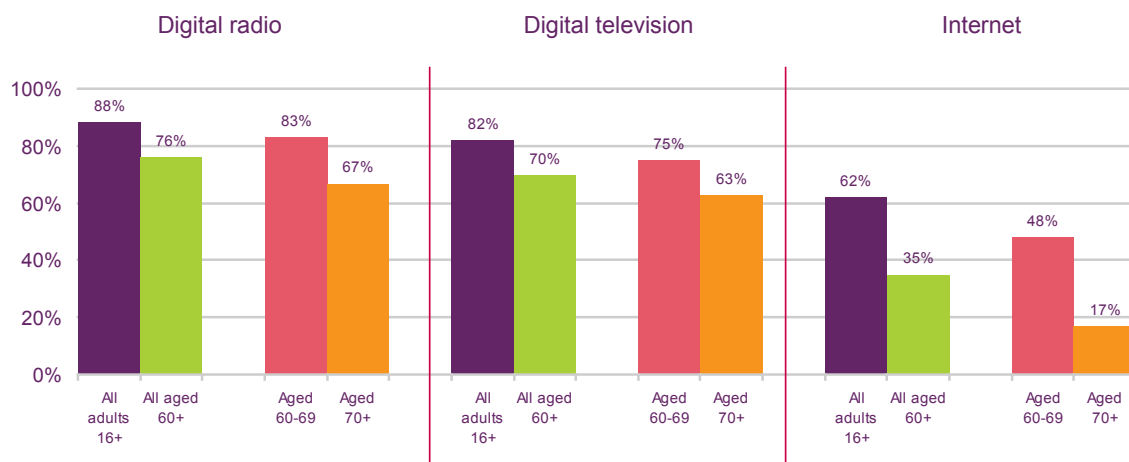
In this context, access refers to the availability to use, navigate and manage equipment, content and services, rather than simply the availability of services. Without access, people may have limited scope to develop the skills and confidence that could benefit them in various aspects of their life. We then explore levels of actual use by individuals, and reasons for using media platforms and preferred media activities, as this starts to give a richer understanding of this group's overall media literacy.

2.1 Adults aged 60 and over have a lower take-up of media platforms

Adults aged 60 and over have **lower levels of access** to many media devices than adults overall. Household ownership of digital radio (76% vs. 88% of all adults), digital television (70% vs. 82%) and, in particular, the internet (35% vs. 62%) is lower among adults aged 60 and over compared to UK adults as whole.

Home access to the **internet varies considerably by age** among those aged 60 and over. While **half** (48%) of those **aged 60-69** have access to the internet at home, this falls to only **one in six** (17%) of those **aged 70 and over**. Those aged 60-69 are also more likely than those aged 70 and over to have home access to **digital radio** (83% vs. 67%) and to **digital television** (75% vs. 63%).

Figure 1: Take-up of media platforms in the home



T1/ R1/ IN1 – Can any of your TV sets receive additional channels other than BBC, ITV, Channel 4/ S4C and (where available) Channel 5?/ In which of these ways do you ever listen to radio in your home?/ Does anyone in your household have access to the internet at home through a computer or laptop?

Base: All adults aged 16+ (2905 aged 16+, 715 aged 60+, 390 aged 60-69, 325 aged 70+)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

Within the overall population of adults aged 60 and over, take-up of media platforms is higher among certain groups:

- Home access to the **internet** is **higher** among those in **ABC1** socio-economic groups than among those in C2DE socio-economic groups (50% vs. 21%). Those in ABC1 socio-economic groups are also more likely to have **digital radio** (85% vs. 68%) and **digital television** (77% vs. 64%). These differences between socio-economic groups are also evident within the general adult population.

- Males aged 60 and over are **more likely** than females **to have home internet access** (40% vs. 28% females). Males are also more likely to have **digital radio** (84% vs. 67%) and **digital television** at home (76% vs. 62%). These differences between males and females are **not evident** within the general adult population. However, within the older adult population **females** are **more likely** than males to be **aged 70 and over**⁵. This older profile among females in the population of older adults is likely to have an influence on the lower levels of access to newer media, because those aged 70 and over are less likely to have access to digital devices at home. Further analysis shows that:
 - **Take-up is higher among males aged 70 and over** compared to females in this age group, for both **digital television** (77% vs. 48%) and for **digital radio** (82% vs. 52%). Among those aged 60-69, however, this gender difference is not found for digital television or digital radio.
 - **Males are more likely than females to have home internet access** among the group aged 60-69 (52% vs. 43%), and also among those aged 70 and over (23% vs. 9%).

Older adults who **do not live alone** are **more likely** to have **access to the internet** (45% vs. 16% who live alone), to **digital radio** (84% vs. 62%) and to **digital television** (77% vs. 58%) than those who live alone. People aged **70 and over** are **considerably more likely to live alone**⁶ than those aged 60-69. This older profile among those living alone aged 60 and over is likely to influence the lower levels of access to newer media. Home **access to the internet, digital television and digital radio** is **consistently lower** among those who **live alone**, compared to those who live with others, both for people aged 60-69 and for those aged 70 and over.

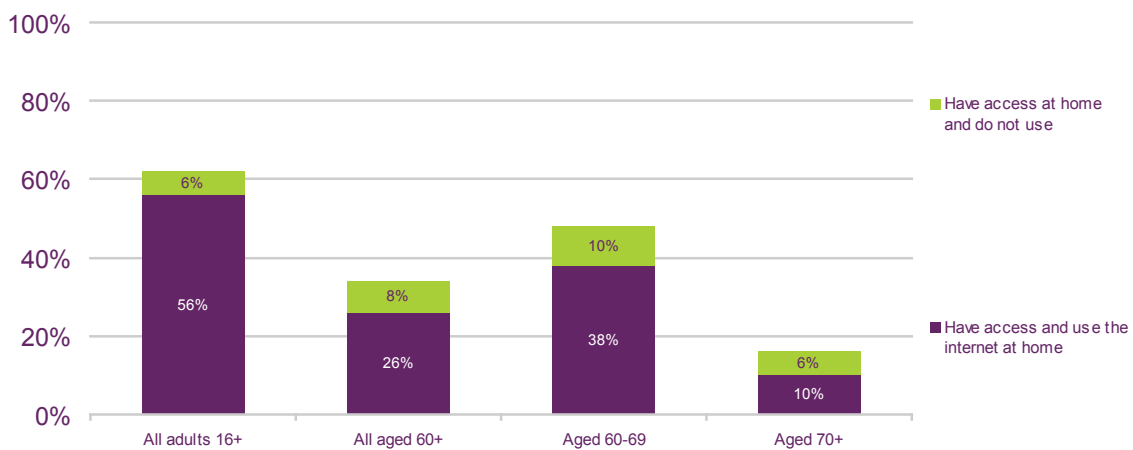
2.2 For those with home access to the internet, older adults are less likely to be internet users

Some adults who live in households with internet access do not use the internet themselves. Adults aged 60 and over are more likely to be non-users in households with internet access compared to the general adult population (8% vs. 6%). Within the population of adults aged 60 and over, non-users with internet access are more commonly found among those aged 60-69 than among those aged 70 and over (10% vs. 6%).

If we focus solely on those who do live in a household with access to the internet, non-users account for one quarter of older people with home access to the internet (24% vs. 10% for all adults).

⁵ Among males interviewed for this study 40% were aged 70 and over and 20% were aged 75 and over. Among females interviewed for this study 45% were aged 70 and over and 27% were aged 75 and over.

⁶ Among those aged 60-69 interviewed for this study 27% live alone. Among those aged 70 and over interviewed for this study 49% live alone.

Figure 2: Access to, and use of, the internet at home

IN1 – Do you or does anyone in your household have access to the internet at home through a computer or laptop? And do you use the internet at home?

Base: All adults aged 16+ (2905 aged 16+, 715 aged 60+, 390 aged 60-69, 325 aged 70+)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

2.3 Older adults without home internet access tend not to see a need for it

People who did not have home access to the internet (65% of adults aged 60 and over vs. 38% of all adults) were asked whether they intended to get access at home in the next year or so. Those who did not intend to get access in the next year or so were asked for their reasons, which were categorised as either voluntary or involuntary⁷. Voluntary reasons are dominated by a perceived lack of need for the internet, while involuntary reasons mostly relate to affordability, or a lack of knowledge or understanding of the technology.

Adults aged 60 and over without home internet access are **considerably less likely** than all adults to say they **will get access in the next year** (5% vs. 15%), and more likely to give a **voluntary reason for not getting access** (63% vs. 42%). Adults aged 60 and over are also **more likely to be decided** whether they will or will not get access; one in ten (9%) of older adults are undecided, compared to one in five (19%) of all adults without internet access.

Those aged 60 and over who do not intend to get access in the next year are much **more likely** to give a **voluntary reason** rather than an involuntary reason for their decision (63% voluntary vs. 23% involuntary). This skew towards voluntary reasons is replicated among all UK adults, but those aged 60 and over are much more likely than all adults to give voluntary reasons (63% vs. 42%). As such, adults aged 60 and over are much more likely to have a **perceived lack of need** for the internet.

Among those who do give an involuntary reason for not intending to get internet access at home in the next 12 months (23% vs. 24% of all adults), adults aged 60 and over differ from the general adult population in being **more likely** to give reasons relating to a **lack of understanding** of the internet, or how to use a computer, and **less likely** to give reasons relating to **affordability**.

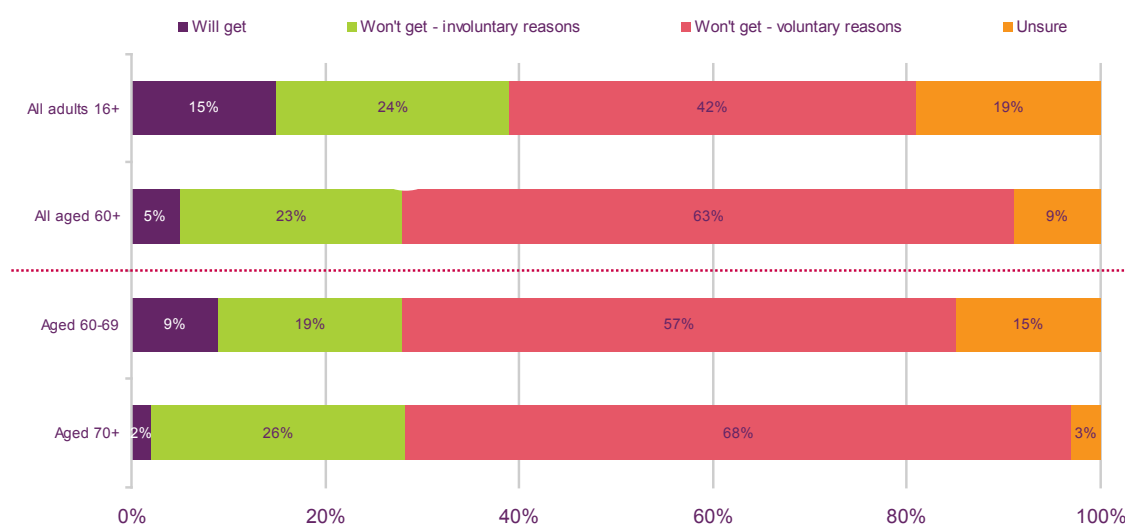
Within the population of adults aged 60 and over, the likelihood of getting internet access at home in the next year **decreases with age**. Those aged **70 and over** are **less likely** than those aged 60-69 to say they will **get access** in the next 12 months (2% vs. 9%) and also

⁷ In order to report the relative importance of voluntary versus involuntary reasons these have been calculated so that a) those shown as giving a voluntary reason include those who mentioned a voluntary reason but did not mention any involuntary reasons and b) those shown as giving an involuntary reason gave an involuntary reason, regardless of whether they gave a voluntary reason as well.

less likely to be **unsure** (3% vs. 15%). It is also more common for those aged 70 and over to cite **voluntary reasons** (68% vs. 57%) for not getting home internet access.

Those aged 60 and over in **ABC1** socio-economic groups are more likely to say they **intend to get** the internet compared to those in C2DE socio-economic groups (9% vs. 3%). Similarly, intention to get the internet is more common among those aged 60 and over who **do not live alone** (7% vs. 3%), who tend to be aged under 70.

Figure 3: Intention to get home internet access in the next 12 months



IN18/ IN20 – Can you tell me if you intend to get internet access at home in the next year or so?/ And can you tell me why that is?
 Base: All adults aged 60+ who do not have internet access at home (1222 aged 16+, 491 aged 60+, 219 aged 60-69, 272 aged 70+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

2.4 Older adults are much less likely to regularly use newer media

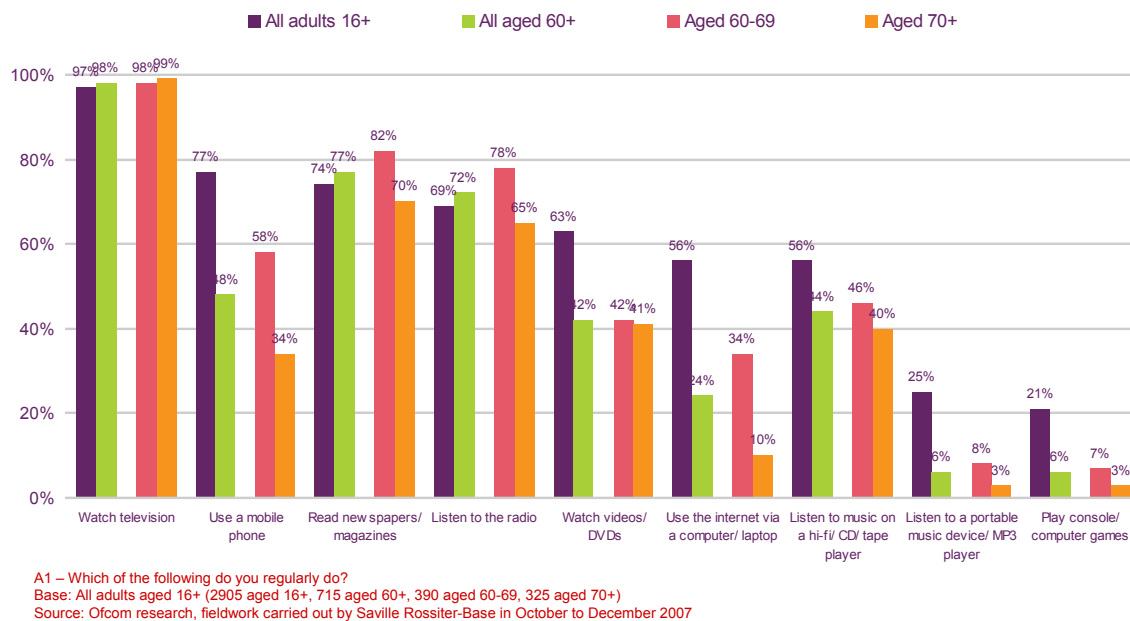
Adults aged 60 and over are **considerably less likely** than adults as a whole to say that they **regularly use newer media** such as a mobile phone (48% vs. 77%), the internet (24% vs. 56%), MP3 players (6% vs. 25%) or games consoles (6% vs. 21%). Older adults are also less likely than the general adult population to regularly watch videos/ DVDs (42% vs. 63%), or listen to music on a hi-fi/ CD/ tape player (44% vs. 56%).

Compared to the general adult population, adults aged 60 and over are **more likely** to say that they regularly watch **television** (98% vs. 97%) and listen to the **radio** (72% vs. 69%).

Within the overall population of adults aged 60 and over, those aged **60-69** are **more likely** than those aged 70 and over to use **newer media** such as mobile phones (58% vs. 34%) and the internet (34% vs. 10%), and also to regularly read newspapers (82% vs. 70%) and listen to the radio (78% vs. 65%).

To some extent, the responses relating to regular use of a mobile phone reflect the **relative lack of access to a mobile phone** among older adults. While over four in five of all adults (85%) use a mobile phone, the measure among older adults is **three in five** (60%). Use of a mobile phone **varies considerably by age**, with 71% of those aged 60-69 being regular mobile phone users compared to 45% of those aged 70 and over. However, **regular use** of a mobile phone among **mobile phone users** is **also lower** among adults aged 60 and over compared to the general adult population; 80% of older mobile phone users say they regularly use a mobile phone, compared to 91% of all adult mobile phone users.

Figure 4: Regular media activities



There are some key differences regarding regular media activities across different demographic groups within the population of adults aged 60 and over:

- As is the case among all UK adults, those in **ABC1** socio-economic groups are more likely than those in **C2DE** socio-economic groups to regularly use the four main platforms: television (99% vs. 97%), radio (79% vs. 67%), mobile (56% vs. 41%) and the internet (36% vs. 12%).
- **Males** are more likely than females to regularly read newspapers/ magazines (80% vs. 72%), listen to the radio (76% vs. 67%), use a mobile phone (55% vs. 39%), and use the internet (32% vs. 14%). These gender differences are broadly consistent with those found among the general adult population.

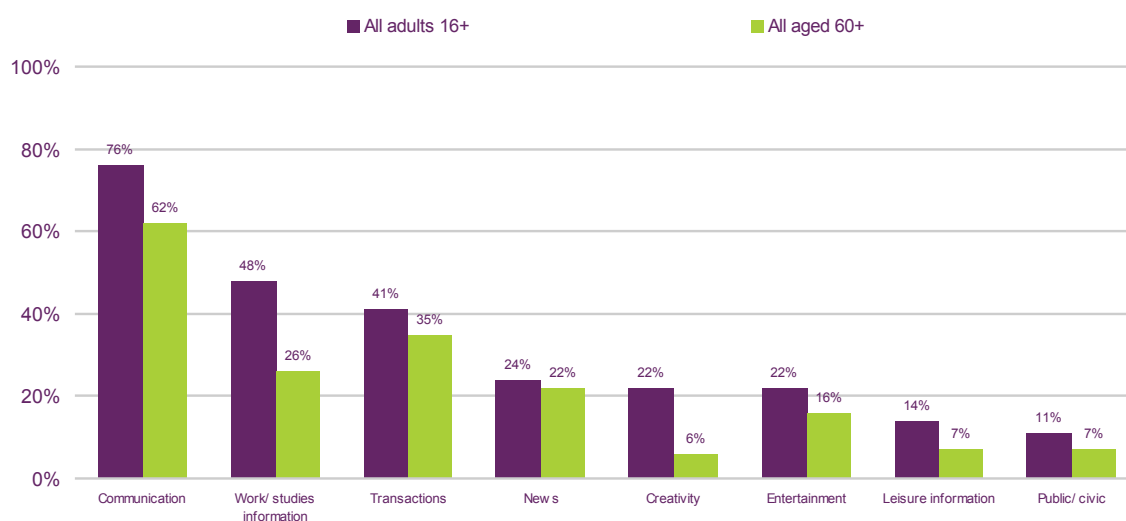
2.5 Older adult internet users use the internet for fewer activities in a given week

Weekly use of the internet for five of the eight types of functions and activities that we covered is **lower** among internet users aged 60 and over compared to all adult internet users. **Communication** (using emails, chat rooms, instant messaging) is the only weekly activity **undertaken by the majority** of internet users aged 60 and over (62% vs. 76% of all adults). Those aged 60 and over are also **less likely** to use the internet for **work/ studies** information (26% vs. 48%), **creativity** (such as looking at social networking sites) (6% vs. 22%), **entertainment** (16% vs. 22%), and **leisure information** (7% vs. 14%).

However, internet users aged 60 and over are **comparable** to the general adult population in the extent to which they make weekly use of the internet for **transactions** (35% vs. 41%), such as online banking or bill paying, for **news** (22% vs. 24%), and **public/ civic** activities (7% vs. 11%)⁸.

⁸ Within the research sample 191 interviews were conducted with older people who use the internet at home or elsewhere. Given the relatively small size of this group and their spread in terms of socio-

Figure 5: Internet activities carried out at least once a week



IN13/14 – Can you please tell me from this list the types of things you currently do using the internet, and how often you do each?
 Base: All adults aged 16+ who use the internet at home or elsewhere (1723 aged 16+, 191 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

In parallel to the narrower use of the internet compared to all adult internet users, older adults also use the internet for **fewer hours** in a typical week. While the average across all adult users is 12.1 hours per week, those aged 60 and over use the internet for an average of 8.1 hours per week⁹.

2.6 Older adults are less likely to use multiple media devices at the same time

Compared to the general adult population, adults aged 60 and over are **less likely to use another media device while watching television** (47% vs. 69%). Similarly, adults aged 60 and over who use the internet are **less likely to use another media device while using the internet** compared to all adult internet users (47% vs. 74%).

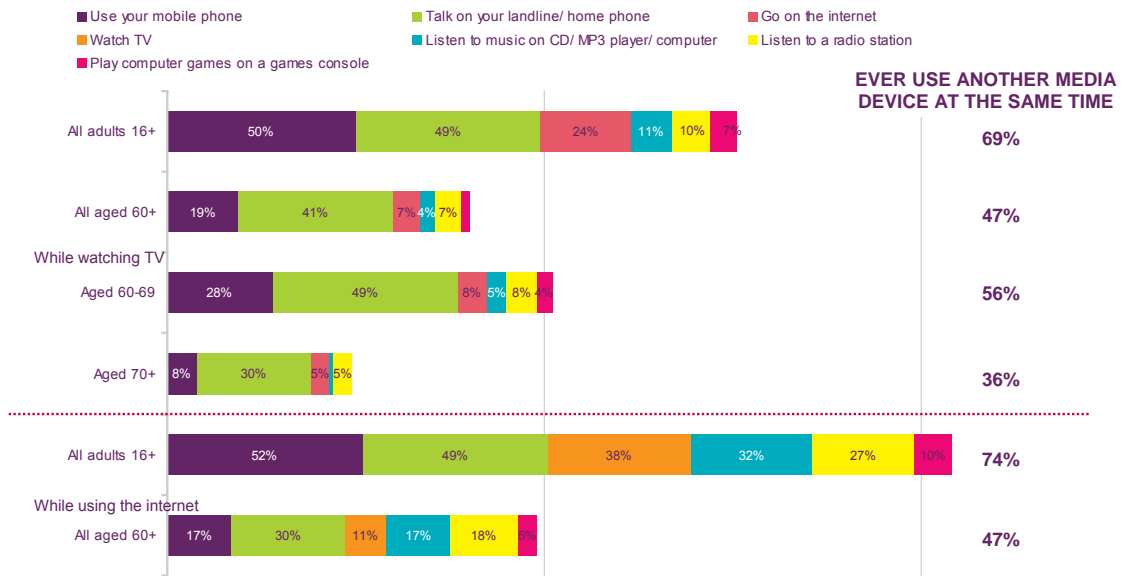
There is a **clear relationship** between using multiple media devices and the **age of the adult** concerned, as those aged **60-69** are **more likely** than those aged 70 and over to use another media device while watching television (56% vs. 36%). This difference is due to use of a mobile phone (28% vs. 8%) and a landline/ home phone (49% vs. 30%) while watching television.

demographic profile, it is not possible to carry out socio-demographic subgroup analysis in relation to internet use within this population.

⁹ Ofcom's *Communications Market Report 2008*

(<http://www.ofcom.org.uk/research/cm/cmr08/context/context.pdf>) indicated that older people spend more time than the UK average using the internet. This finding related to in-home use of the internet, while the *Media Literacy Audit* asks internet users to also consider their more general use at work/ their place of education/ anywhere else outside of the home. In addition, this previous finding was obtained from Nielsen Netratings based on web monitoring rather than self-reporting and related to use in May 2008.

Figure 6: Using another device while watching television or using the internet



T3A-F/ IN4A-F – Do you ever watch TV/ use the internet at home and do these other things at the same time? (SHOWS % STATING THEY DO THIS 'MOST TIMES' OR 'SOMETIMES')
 Base: Adults aged 16+ with any TVs (2887 aged 16+, 712 aged 60+, 388 aged 60-69, 324 aged 70+) Adults who use the internet at home (1514 aged 16+, 176 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

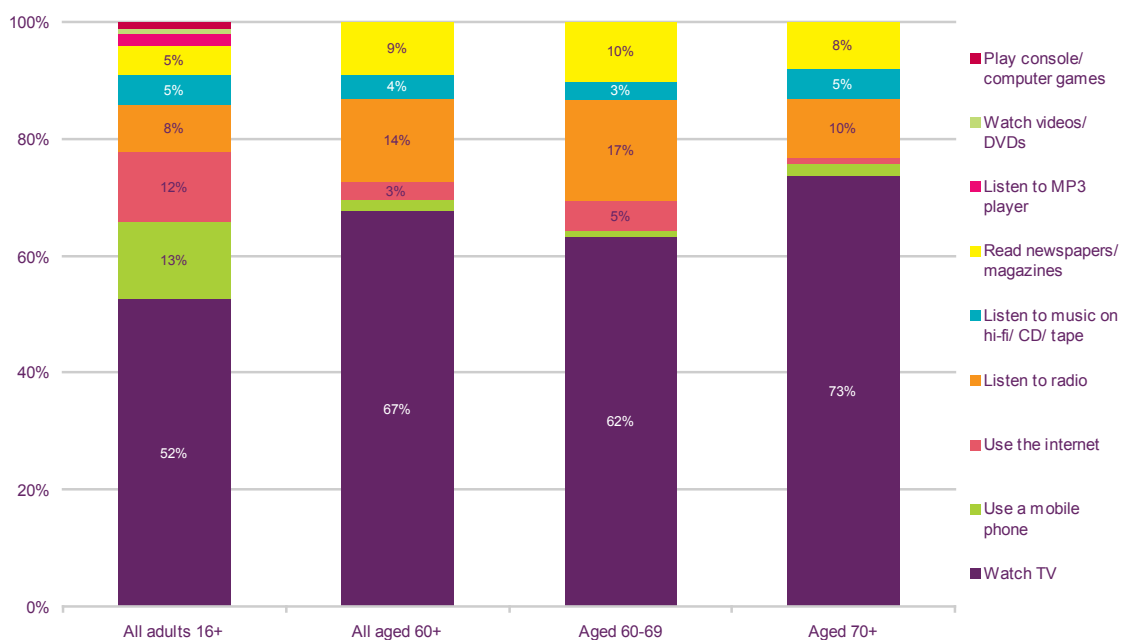
2.7 Television is the most important medium for older adults

To understand how much importance people attach to various media, we asked them to say which single media activity they would miss the most.

Adults aged 60 and over are **more likely** than adults as a whole to say they would **miss** the more **traditional media** of **television** (67% vs. 52%), **radio** (14% vs. 8%) and **newspapers/ magazines** (9% vs. 5%), and **less likely** to say they would miss using **newer media** such as **mobile phones** (2% vs. 13%) and the **internet** (3% vs. 12%). Responses from older adults reflect their **relative lack of access** to the internet (35% vs. 62%) and mobile phones (60% vs. 85%) as well as their relationship with these devices.

There are some differences in the media preferences of adults within the population of those aged 60 and over, but these differences mostly relate to preferences for more traditional media. Adults aged 60-69 are more likely than those aged 70 and over to say they would miss radio (17% vs. 10%), and using the internet (5% vs. 1%), while those aged 70 and over are more likely to say they would miss television (73% vs. 62%).

Figure 7: Most-missed media activity



A2 – Which one of these would you miss doing the most?
 Base: All adults aged 16+ (2905 aged 16+, 715 aged 60+, 390 aged 60-69, 325 aged 70+)
 Source: Ofcom research, fieldwork carried out by Saville Rosstiter-Base in October to December 2007

There are other differences in media preferences within the population of adults aged 60 and over:

- **Females** are more likely than males to say they would miss the **radio** (20% vs. 10%), while **males** are more likely to miss reading **newspapers/ magazines** (11% vs. 6%) and the **internet** (4% vs. 1%). These preferences among males for newspapers/ magazines and the internet are also evident among the general adult population.
- Those in **ABC1** socio-economic groups are more likely than those in C2DE socio-economic groups to say they would miss using the **internet** (5% vs. 1%), while those in **C2DE** socio-economic groups are more likely than those in ABC1 socio-economic groups to miss watching **television** (70% vs. 63%). Again, these results are consistent with those found among the UK population as a whole, and also reflect the relative lack of access to the internet among those in C2DE socio-economic groups.
- Those who **live alone** are more likely than those who live with others to say they would miss **television** (73% vs. 64%)¹⁰. Those that do not live alone are more likely to miss newspapers and magazines (13% vs. 2%).

¹⁰ Those living alone are more likely than those living with others to be aged 70 years or over. As previously noted, those aged 70 years and over are more likely to say they would miss television the most.

Section 3

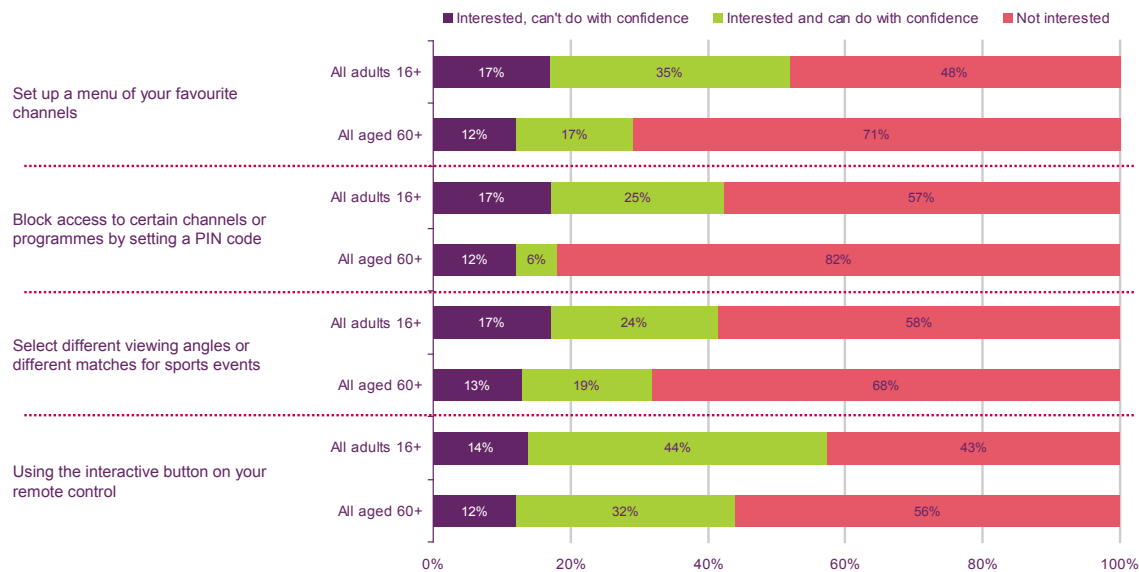
Understand and create

In this section we look at people’s understanding of media services and content. In particular, we focus on the degree of people’s interest in, and confidence in using, the services and functions available on different media devices. We also examine people’s experience of, and interest in, creating content and using the internet for creative functions, their awareness of funding sources and regulation, their levels of trust in media and caution when using websites, and their concerns regarding media and associated content.

3.1 A minority of older adults are interested in using digital television services

Those who have multichannel television at home were asked whether they were interested in, and confident in using, four different interactive services. **Interest and confidence** in each of the four **interactive services** is **lower** among adults aged 60 and over compared to the general adult population, with a minority interested and confident in any of the services, compared to a majority of all adults (38% vs. 56%). While older adults are less likely to say they are interested in any of the interactive services, the proportion saying they are interested but not confident is at similar levels to those found for all adults with multichannel television.

Figure 8: Interest and confidence in using digital television services



T4 – I’m going to read out some different types of things you can do with some types of digital television, and for each one I’d like you to say which of the options on the card applies to you
 Base: All adults aged 16+ with multichannel TV (2351 aged 16+, 495 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

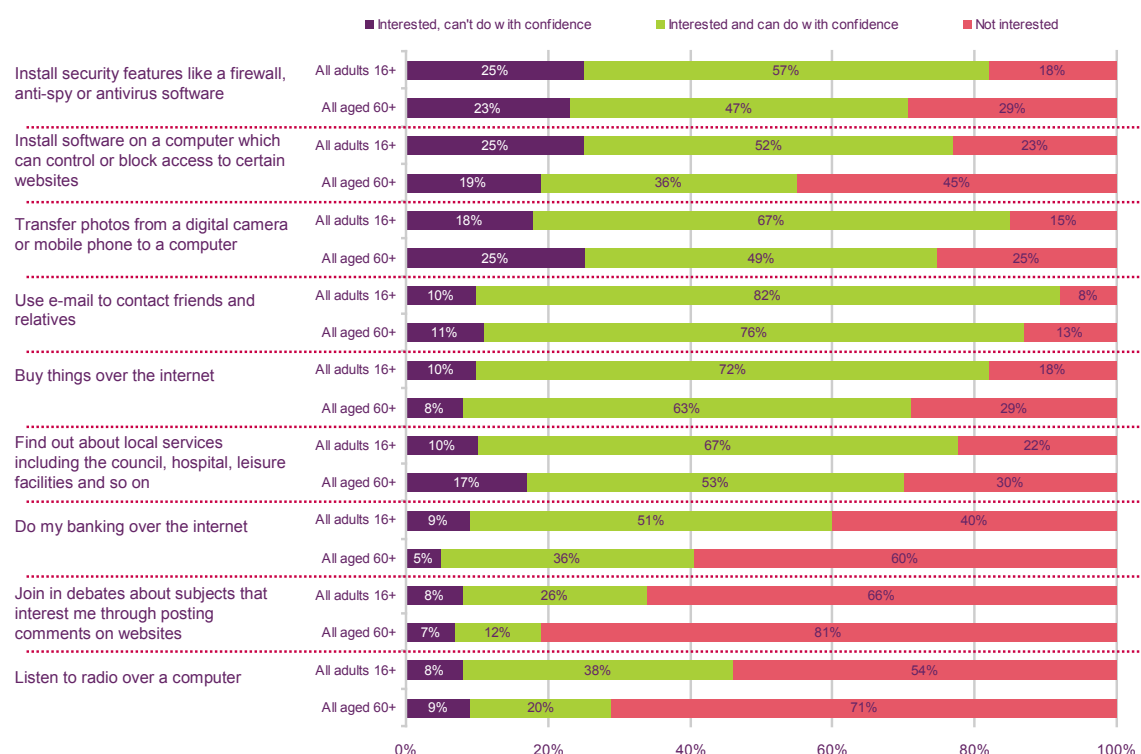
Within the older adult population, there are no particular variations in interest and confidence in using digital television services, by age or by gender. Interest and confidence in any of the four multichannel television services is, however, **higher** among those in **ABC1** socio-economic groups than among those in **C2DE** socio-economic groups (46% ABC1 interested in any services vs. 29% C2DE). This is also evident within the general adult population.

3.2 Relatively low levels of interest in internet functions among older adults

We assessed levels of interest and confidence in using nine functions associated with the internet, among those who use the internet at home or elsewhere. Compared to all adult internet users, adults aged 60 and over are **less interested in each of the nine functions**.

It is mostly the case that older adults are **less interested** in the functions rather than less confident. However, older adults are more likely to say they **lack confidence** in two of the nine functions: **transferring photos** from a digital camera or mobile phone to a computer (25% vs. 18%) and finding out about **local services**, such as council, hospitals, leisure facilities etc (17% vs. 10%).

Figure 9: Interest and confidence in using internet functions



IN7A-1 – Please look at the options shown on this card. I'm going to read out some different types of tasks associated with the internet, PCs or laptops, and for each one I'd like you to say which of the options on the card applies to you.
 Base: Adults aged 16+ who use the internet at home or elsewhere (1723 aged 16+, 191 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

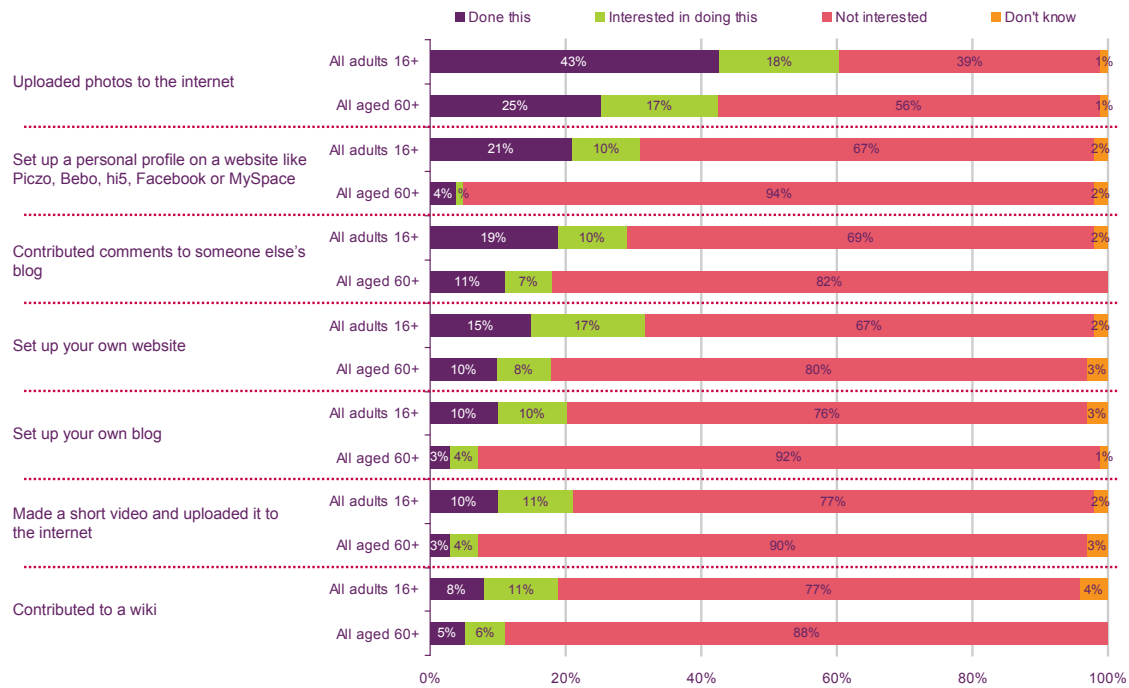
3.3 A minority of older adults have experience of using the internet for creative functions

While half of all adult internet users have experience of using the internet for at least one of the seven types of **creative activities** we asked about, this is **much less common** among adults aged 60 and over (32% vs. 51%). The most common creative activity undertaken by those aged 60 and over is uploading photos to the internet (25% vs. 43%). Just two other creative activities are undertaken by at least one in ten older internet users: contributing to someone else's blog (11%) and setting up a website (10%).

As well as being relatively inexperienced in using the internet for creative activities, older internet users are also **less likely to be interested** in this type of use of the internet. Across

each of the seven activities we asked about, adults aged 60 and over were more likely than all adult internet users to say they were not interested in the activity.

Figure 10: Experience of creative activities



IN28A-G – I'd like to read out a number of things people might do using the types of technologies we've been talking about. For each one, could you please tell me if you've done it, or you'd be interested in doing it, or you're not interested in doing it?
 Base: All who use the internet at home or elsewhere (1723 aged 16+, 191 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

3.4 A minority of older internet users access music or video content online

A **minority** of older adult internet users have ever used the internet to **listen to or download music** (25% vs. 57% of all adults) and to **watch or download video clips** (26% vs. 54%) and **longer video content** such as films or television programmes (17% vs. 38%).

Figure 11: Frequency of viewing and downloading video and music content



IN15A-C – I am now going to read out some things that can be done on the internet, and would like to know how often, if at all, you do each one
 Base: All who use the internet at home or elsewhere (1723 aged 16+, 191 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

3.5 Few older adults are interested in advanced mobile phone functions

We assessed mobile phone owners’ levels of interest and confidence in using five functions on a mobile phone.

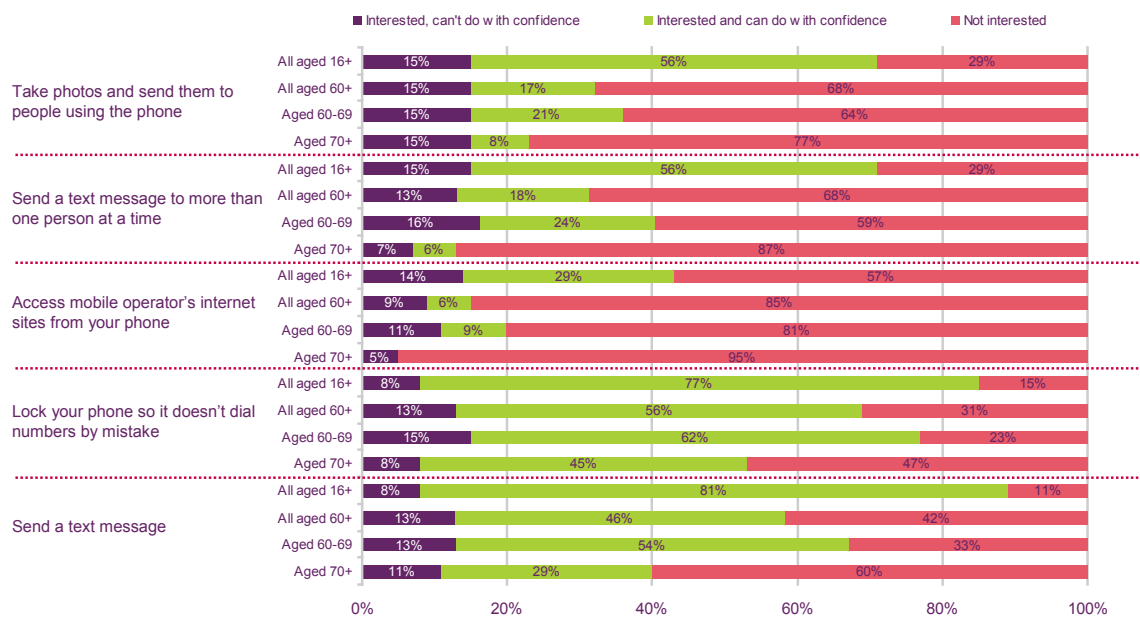
Interest levels among those aged 60 and over are **lower** than among the general adult population of mobile phone users for **each of the five mobile phone functions** that we asked about. The mobile phone functions of most interest to older people are: locking the phone (69% vs. 85% of all adults), and sending a text message (58% vs. 89% of all adults). Across the five functions that we covered, 66% of older adults are interested and confident in using any of the services, compared to 88% for all adults.

Two of the five mobile phone functions register higher levels of older people saying they are interested in carrying these out but lack confidence, compared to the general adult populations: sending a text message (13% vs. 8%) and locking the phone (13% vs. 8%). These two functions are the most likely to be of interest to older people. For two further functions – taking photos and sending them to people using the phone, and sending a text message to more than one person at a time - similar percentages of all adult users and of those aged 60 and over are interested in the function but not confident in its use.

Within the older adult population, interest in and confidence using each of the functions is **higher** among those **aged 60-69** compared to those aged 70 and over.

For three functions, those aged 60-69 are more likely than those aged 70 and over to say they are interested but lack confidence in carrying out: sending a text message to more than one person (16% vs. 7%), accessing a mobile operator’s internet sites from the phone (11% vs. 5%) and locking the phone (15% vs. 8%). Those aged 70 and over are more likely not to be interested in the functions.

Figure 12: Interest and confidence in using mobile phone functions



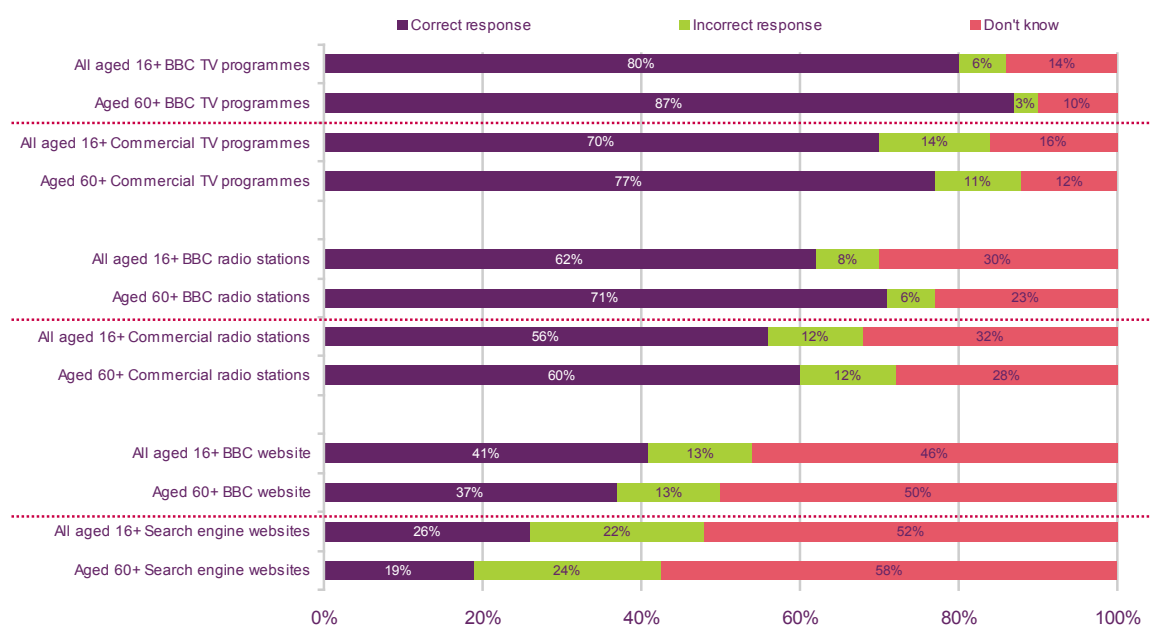
M4A-E – Please look at the options shown on this card. I'm going to read out some different types of things that you can do with some kinds of mobile phone, and for each one I'd like you to say which of the options on the card applies to you.
 Base: Adults aged 16+ with a mobile phone (2481 aged 16+, 430 aged 60+, 280 aged 60-69, 150 aged 70+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

3.6 Older adults have relatively high awareness of traditional media funding and relatively low awareness of newer media funding

Compared to all adults aged 16 and over, adults aged 60 and over are **more likely** to be aware of **how television and radio content is funded**. They are, however, **less likely** to be aware of how **online content** such as the BBC website (37% vs. 41%) or search engine websites (19% vs. 26%) are funded. This may be linked to the relatively lower levels of experience of newer media among those aged 60 and over.

In each case, awareness of media content funding is **lower** among those **aged 70 and over** compared to those aged 60-69.

Figure 13: Understanding sources of media content funding



T8-T9/ R5-R6/ IN34-IN35 – How would you say BBC TV programmes are mainly funded?/ How would you say programmes are mainly funded on ITV, Channel 4 and Five?/ How would you say BBC radio stations are mainly funded?/ How would you say the other main radio stations are mainly funded?/ How do you think the BBC's website is mainly funded?/ How do you think search engine websites such as Google or Ask.com are mainly funded?
 Base: All adults aged 16+ (2905 aged 16+, 715 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

Within the population of adults aged 60 and over:

- **Males** are **more likely to be aware** than females of **each type** of media content funding - this is also evident within the general adult population.
- Those in **ABC1** socio-economic groups are **more likely** than those in C2DE socio-economic groups to be aware of **television** and **online** funding – this is also evident within the general adult population.

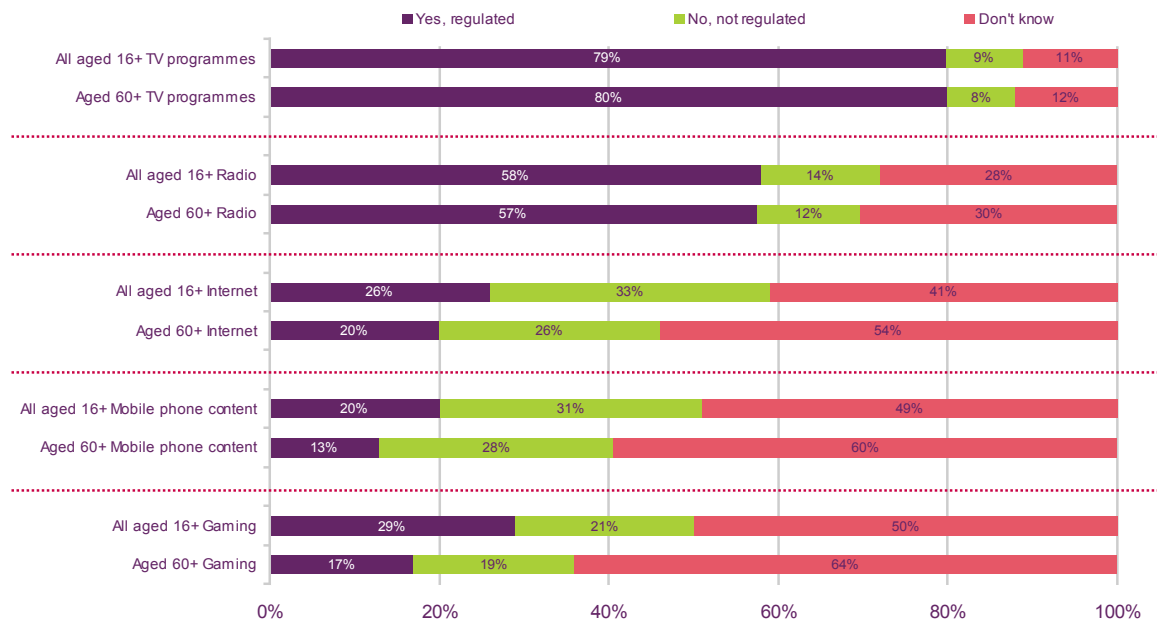
3.7 Older adults are unsure about the regulation of newer media

A **majority** of adults aged 60 and over say that **television broadcasts and radio programmes are regulated**, with no particular differences to the general adult population in this respect.

There is **no consensus** within the older adult population as to whether the **internet is regulated**. While this is also the case for the general adult population, those aged 60 and over are **more likely to say they don't know if it is regulated or not** (54% vs. 41%). It is **more common** among those **aged 70 and over** than those aged 60-69 to say they don't know if it is regulated (65% vs. 45%).

Adults aged 60 and over are also **more likely** than the general adult population to say **they don't know if mobile phone content is regulated** (60% vs. 49%). Again, this may be linked to the relatively lower levels of experience of newer media among those aged 60 and over.

Figure 14: Whether believe platform content is regulated

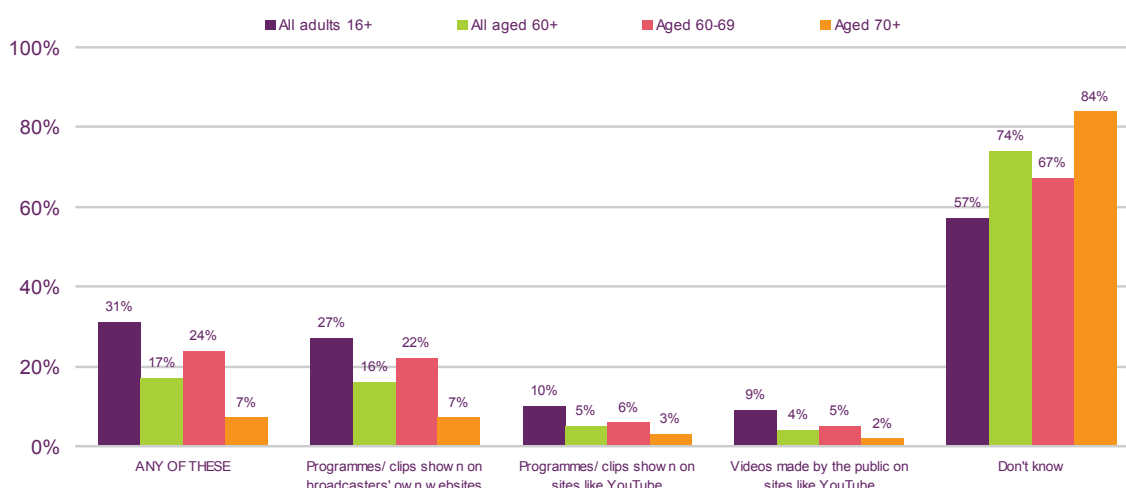


T12/ R9/ IN38/ M7/ G6 – As far as you are aware, are TV programmes/ is radio/ is the internet/ is mobile phone content/ is gaming regulated at all?
 Base: All adults aged 16+ (2905 aged 16+, 715 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

The research also asked if people thought that specific types of online content were regulated. There is **confusion** as to which **types of internet content**, if any, are **regulated**; with a **majority** of adults aged 60 and over **saying they don't know**, and to a **greater degree** than the general adult population (74% vs. 57%).

Within the population of older adults, those aged **70 and over** are **more likely** than those aged 60-69 to be **unsure** about online content regulation (84% vs. 67%).

Figure 15: Whether believe online content is regulated

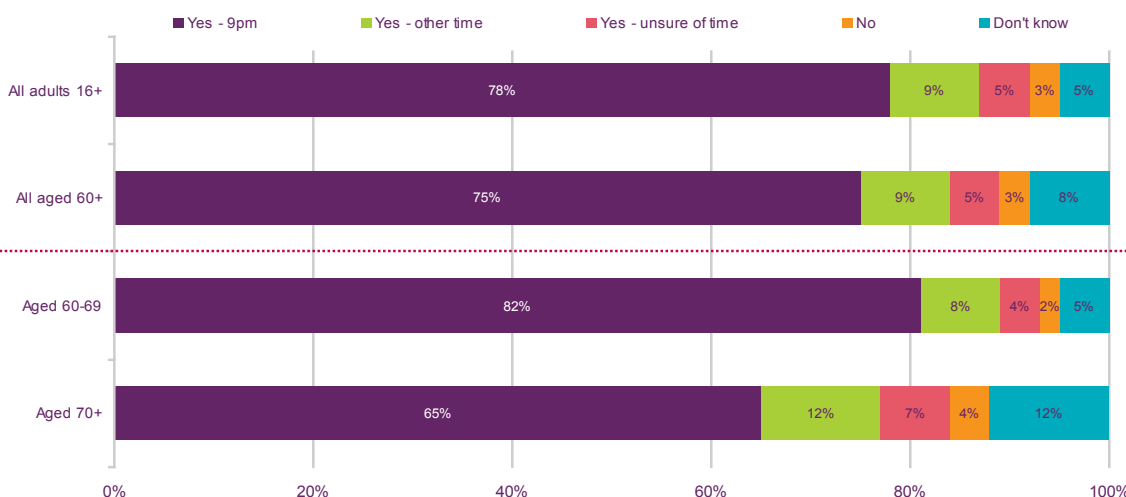


IN40 – Which, if any, of the following do you think are regulated in terms of what can be shown on the internet?
 Base: All adults aged 16+ (2905 aged 16+, 715 aged 60+, 390 aged 60-69, 325 aged 70+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

3.8 Older adults are as aware as all adults of the television watershed

Adults aged 60 and over are **as likely** as the population as a whole to be **aware of the 9pm television watershed** (75% vs. 78%). However, awareness is **lower** among those aged **70 and over** compared to those aged 60-69 (65% vs. 82%).

Figure 16: Perceptions of the television watershed



T14 – Is there a time of day after which TV programmes on the main TV channels that are considered unsuitable for children can be shown?
 Base: All adults aged 16+ (2905 aged 16+, 715 aged 60+, 390 aged 60-69, 325 aged 70+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

Awareness of the television watershed is also **lower** among older adults in **C2DE** socio-economic groups compared to those in **ABC1** socio-economic groups (69% vs. 81%); this is also evident within the general adult population.

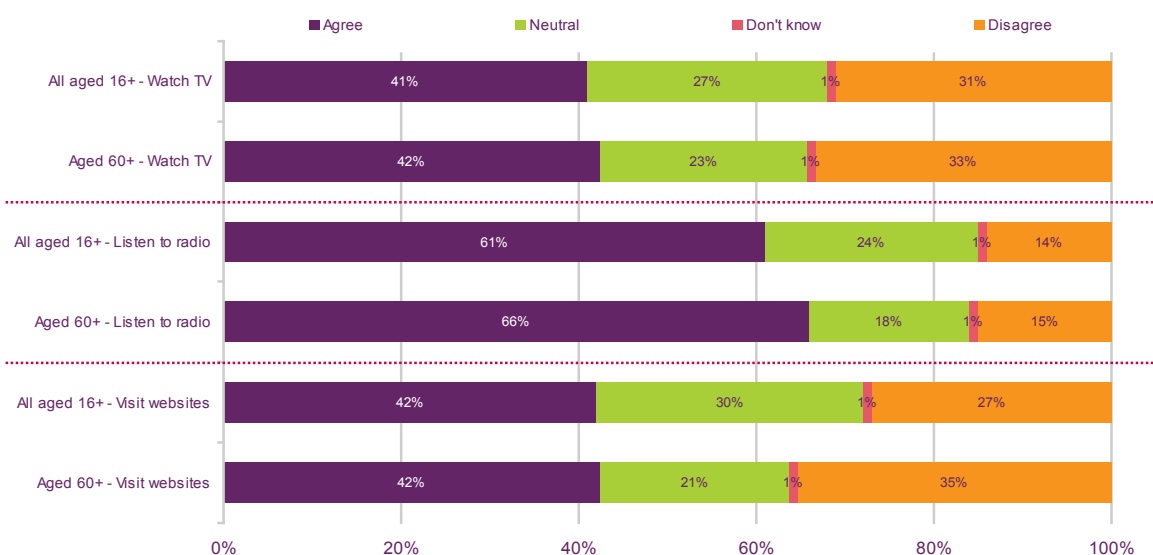
3.9 Trust in content varies by platform

As with all adults aged 16 and over, older adults express **different levels of trust** in the content they see or hear, depending on the **type of platform**¹¹. **Two in three** older adults who listen to the **radio** at home trust what they hear, which is similar to the level among all adults (66% vs. 61%).

Similar to the general adult population, less than half of people aged over 60 trust what they see on **television** (42% vs. 41%) or on the **internet** (both 42%).

While adults aged 60 and over and the general adult population have similar levels of trust with regard to TV and radio content, it is **more common for older adults** who use the internet to say they **do not trust what they see on the internet** (35% vs. 27%).

Figure 17: Trust in platform content: *When I watch/ listen to [platform] I tend to trust what I see/ hear*



T17D/ R12D/ IN49A – When I watch TV/ listen to radio/ visit websites, I tend to trust what I see/ hear?

Base: Those with a television (2887 aged 16+, 712 aged 60+), those who listen to radio at home (2043 aged 16+, 526 aged 60+), those who use the internet anywhere (1723 aged 16+, 191 aged 60+)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

3.10 Older adults are less confident online

Compared to all adults who use the internet, adult users aged 60 and over are **less likely to be very confident** in **finding what they want online** (43% very confident vs. 58% of all adults), in **using creative elements** (24% vs. 37%) and to a lesser extent being able to tell if a website is **truthful and reliable** (16% vs. 20%). They are **more likely** to say that they are **not confident in finding what they want online** (14% vs. 5% of all adults), in **using creative elements** (45% vs. 24%) and in being able to tell if a website is **truthful and reliable** (32% vs. 19%).

¹¹ This research asks about trust in the platform overall. Responses to this question may reflect the type of content people actually access through each platform, and responses may differ if particular genres of content were specifically focused on.

Figure 18: Confidence in using the internet



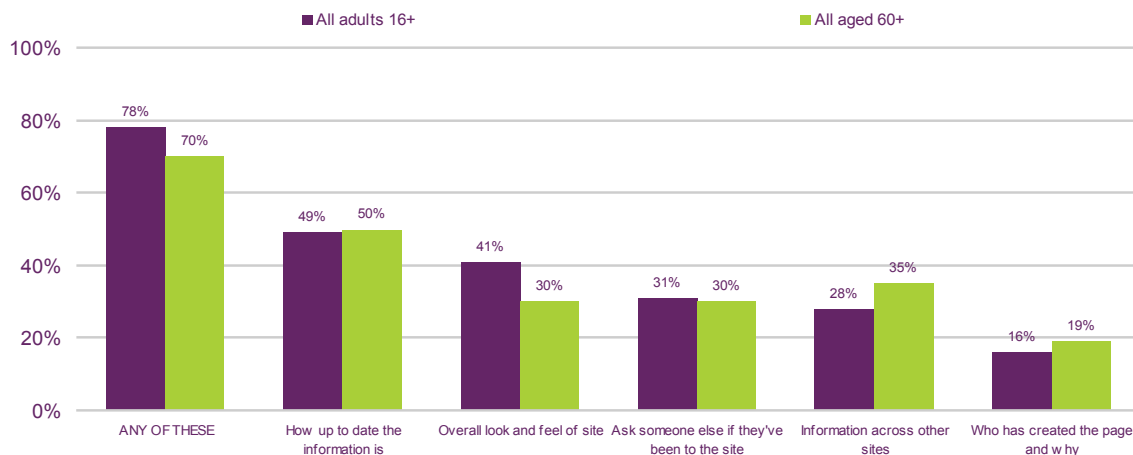
IN9/10/11 – How confident are you...
 Base: Adults aged 16+ who use the internet at home or elsewhere (1723 aged 16+, 191 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

3.11 Older adults are less likely to visit new websites and to check before using them

Adults aged 60 and over who use the internet appear to be **less likely** than all adult internet users to **visit new websites** in a typical week (59% vs. 65%), and, in particular, are less likely to visit several new websites in a typical week (12% vs. 19%).

Among those that do visit new websites, adults aged 60 and over are **less likely** than all adult internet users to say they **make any check** from a list of possible checks we asked about (70% vs. 78%). This difference is mostly due to older adults being **less likely** to check the **overall look and feel** of the site (30% vs. 41%). For most other checks, older adults are comparable to the general adult population, with half checking how up-to-date the information is (50% vs. 49%).

Figure 19: Checks made when visiting new websites



IN16 – Thinking about new websites you visit, which, if any, of these things would you check?
 Base: Adults aged 16+ who use the internet at home or elsewhere and ever visit new sites (1536 aged 16+, 150 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

3.12 Older adults have more concerns about the security of entering personal details online

When registering on a website, users may be asked to provide different types of personal details. For four of the six types of personal details that we covered, older adults were as likely as all adults to be content to provide these details. Older people are **less likely to be happy to provide debit card details** (29% would not provide vs. 20% of all adults).

Across all six types of personal details, adults aged 60 and over are **more likely** than all adult internet users to say there are **types of personal information they would never provide** (41% vs. 33%).

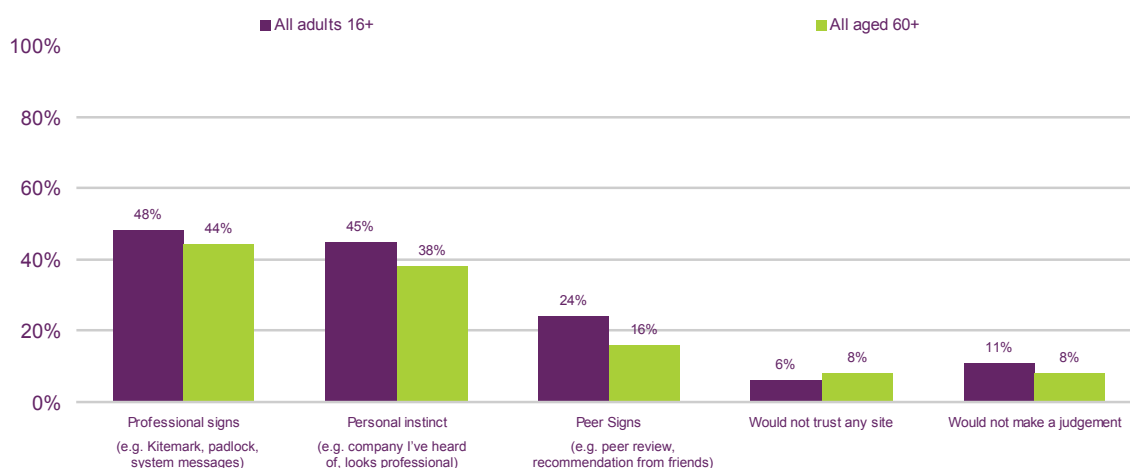
Figure 20: Information prepared to give when using websites



IN41 – Please look at the options shown on this card. I'm going to read out some details about information you could be asked to enter when you're on the internet, and for each one I'd like you to say how you would feel about doing this in terms of any security concerns.
 Base: Adults aged 16+ who use the internet at home or elsewhere (1723 aged 16+, 191 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

While three in four adults aged 60 and over would **make some kind of judgement** about a website before entering personal details, this is **below the level** for the general adult population (73% vs. 77%).

Figure 21: Judgements made about a website before entering personal details



IN42 – Could you tell me whether you would make a judgement about a website before entering these types of details? (credit/ debit card details, home/ mobile number, home/ e-mail address) (Spontaneous responses)
 Base: Adults aged 16+ who use the internet at home or elsewhere (1723 aged 16+, 191 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

3.13 Older adults have concerns about television

We asked people to tell us if they have any concerns about what is on television, radio, the internet, mobile phones or gaming.

Adults aged 60 and over have **most concerns** about **television**, of all the media we asked about, and they are **more likely** to have concerns about television compared to **all UK adults** (69% vs. 55%). The top three concerns about television, mentioned by adults aged 60 and over, are: violence (27% vs. 21% of all adults), bad language (23% vs. 16%), and too many repeats (20% vs. 14%). Each of these concerns about television is more likely to be mentioned by older adults compared to adults as a whole.

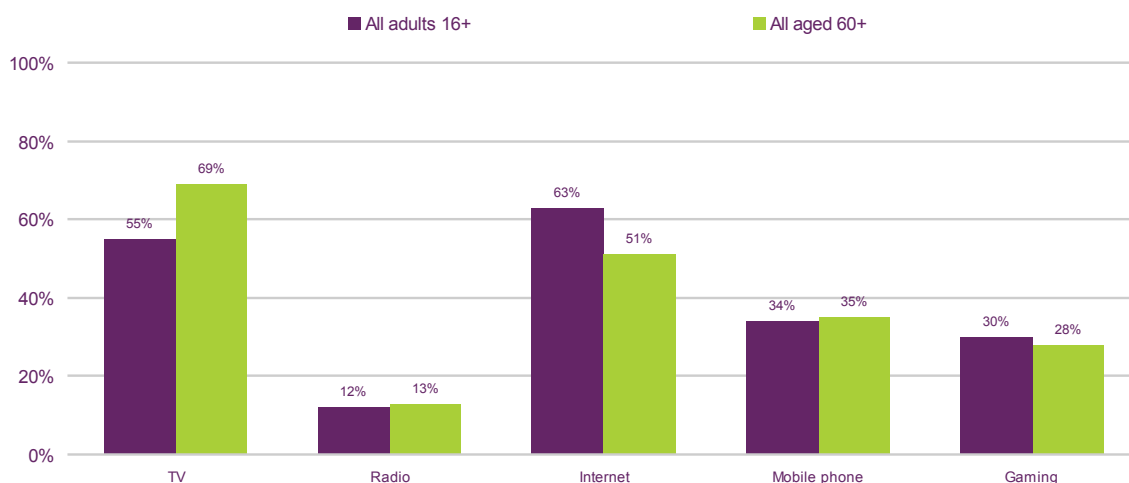
The overall level of concern about television is comparable between adults aged 60-69 and those aged 70 and over (67% vs. 72%). However, adults aged **70 and over** are more likely than those aged 60-69 to have concerns relating to **offensive content** - such as violence, bad language, sex/ nudity (47% aged 70 and over; 38% aged 60-69; 34% of all adults).

Half of all adults aged 60 and over have **concerns** about the **internet**, which is **lower** than the level of concern across all UK adults (51% vs. 63%). But older adults who **do use the internet** are **more likely** to have **concerns** about the internet compared to all adult internet users (79% vs. 73%). The lower level of concern at an overall level is likely to reflect the **lower level of access to the internet** among adults aged 60 and over.

Among older internet users the top three concerns about the internet are: sexual content online (45% vs. 37% of all adult internet users), people masquerading as younger people online (41% vs. 38%), and (unspecified) content unsuitable for children (22% vs. 27%). Compared to all adult internet users, those aged 60 and over are more likely to mention concerns about sexual content.

One in three adults aged 60 and over have any **concerns** about **mobile phones**, **matching** the level of concern across all UK adults (35% vs. 34% of all UK adults). Concerns about **gaming** among adults aged 60 and over are also **comparable** to concerns among all adults, with close to one in three having any concerns about gaming (28% vs. 30%). Concerns about **radio** among adults aged 60 and over are also at the **same level** as the general UK adult population; **one in ten** older adults have any concerns about **radio** (13% vs. 12% of all UK adults).

Figure 22: Concerns about media platforms



T10/ R7/ IN36/ M5/ G4 – Can you tell me if you have any concerns about what is on TV/ radio/ the internet/ mobile phones/ gaming? What sorts of things are you concerned about?

Base: All adults aged 16+ (2905 aged 16+, 715 aged 60+)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

Within the older adult population, there are some key differences across different demographic groups in terms of the extent of concerns for some platforms:

- Those in **ABC1** socio-economic groups are more likely than C2DEs to have any concerns about **television** (73% vs. 65%) and **radio** (17% vs. 10%) which is consistent with the findings among the general adult population.
- **Females** are more likely than males to have concerns about **offensive content on TV** (54% vs. 32%) and on the **radio** (10% vs. 4%), which is consistent with the findings among all UK adults.

Section 4

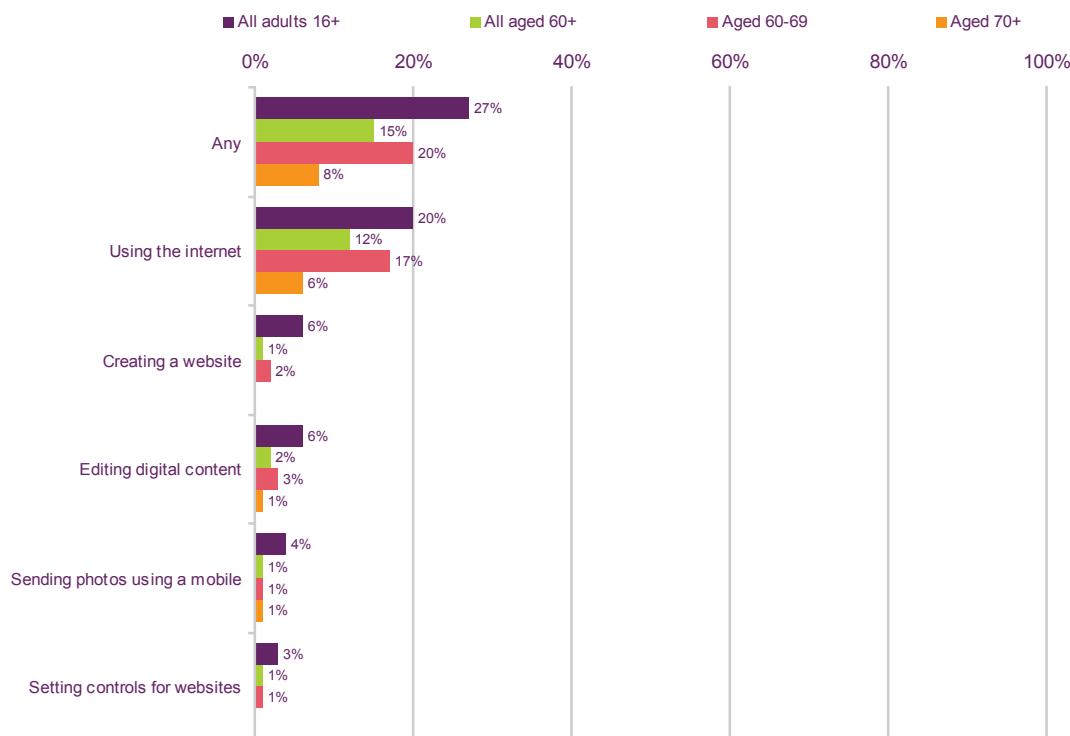
Learning

This section looks at the preferences of people aged 60 and over for learning about digital technology.

4.1 Older adults are unlikely to have experience of learning about digital technology

Adults aged 60 and over are **less likely** than the general adult population to have **experience** of learning about digital technology through classes or any other type of training (15% vs. 27%). Within the older adult population, those aged **60-69** are **more likely** than those aged 70 and over to have experience of this type of training or learning through classes (20% vs. 8%); this experience is mostly learning about using the internet (17% vs. 6%).

Figure 23 Experience of learning about digital technology



Z9 – Thinking about the types of things you might learn about TV, the internet, mobile phones and so on... Can you tell me which, if any, of these have you learned more about through classes or any other type of training?

Base: All adults aged 16+ (2905 aged 16+, 715 aged 60+, 390 aged 60-69, 325 aged 70+)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

Experience of learning about digital technology does not vary by gender within the population of adults aged 60 and over, as is the case among the UK population as a whole. There are, however, some differences by socio-economic group. Those in **ABC1** socio-economic groups are **more likely** than those in **C2DE** socio-economic groups to have experience of learning about digital technology (25% vs. 6%). This is consistent with the picture for the general adult population.

Section 5

Media attitudes and behaviours

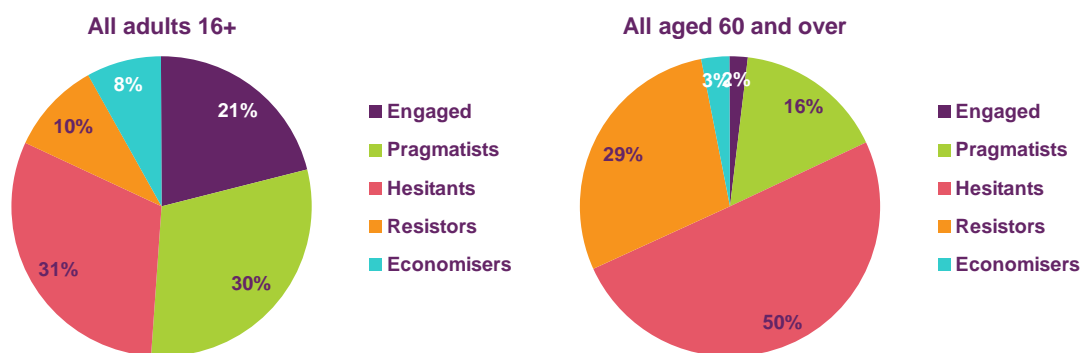
As part of the 2008 *Media Literacy Audit* research, data about people's attitudes and behaviours relating to communications technologies were analysed and five segments were identified, based on the relationship people have with media devices. This section looks at how older adults compare to the general adult population in terms of this segmentation.

The following table summarises the attitudes and behaviours of each of the five segments.

Table 1: Summary of attitudes to media services, by segment

	Engaged	Economisers	Hesitants	Resistors	
Most likely to own and use...	Everything	Everything within reason – where they can see a benefit	Everything but the internet – with one eye on costs	A mobile phone, but probably live in households with things they don't use	Nothing, or only digital television
Most likely to say...	I couldn't do without it. That's clever – how do I get more out of it?	What use is it – will I use it?	I'd really like to be able to do that	Someone else does that	It's just not for me
Most likely to be put off because...	I have too many other things to do	I can already do that another way – why do I need this as well?	I can't afford it	I don't know where to start, I'm afraid of breaking it	I'd get no value or benefit from this
More likely to be...	Younger, ABC1, in metropolitan areas including deprived areas	35-54, ABC1 and affluent	Younger, C2DE, from metropolitan areas	Older (although 43% under 45), more women than men	Older

Figure 26: Breakdown of segments in the population and the older adult population

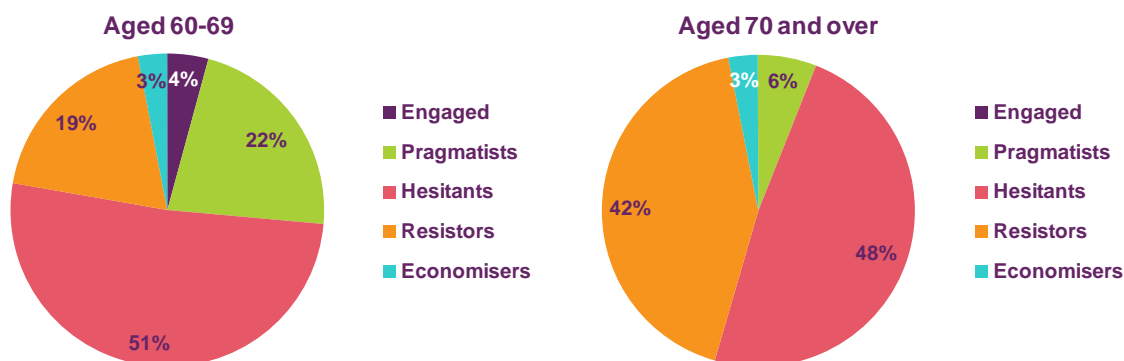


Base: All adults aged 16+ (2905 aged 16+, 715 aged 60+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

The Hesitant segment accounts for 31% of all adults but 50% of adults aged 60 and over. The **Resistors** segment represents those whose behaviours and attitudes suggest that they are least engaged with media services, and accounts for 10% of all adults and 29% of those aged 60 and over.

There are some key differences in the breakdown of segments across the two age groups within the older adult population. None of those aged 70 and over are in the Engaged segment compared to one in twenty of those aged 60-69 (0% vs. 4%). By contrast, two in five of those aged 70 and over are in the Resistor segment compared to one in five of those aged 60-69 (42% vs. 19%).

Figure 27: Breakdown of segments in the older adult population



Base: All adults aged 60+ (390 aged 60-69, 325 aged 70+)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

Within the older adult population, there are some key differences across different demographic groups in terms of the segmentation;

- **Males** are more likely than females to be in the **Engaged** segment (4% vs. 1%), while **females** are more likely than males to be in the **Resistors** segment (35% vs. 24%).

Those in **ABC1** socio-economic groups are more likely than those in C2DE socio-economic groups to be in the **Pragmatist** segment (25% vs. 7%), while those in **C2DE** socio-economic groups are more likely than those in ABC1 socio-economic groups to be in the **Resistors** segment (36% vs. 20%).