

DIGITALLY SAVVY CITIZENS



Data from across the UK and Ireland on how we manage information, security and privacy online



CHANGING MINDS • CHANGING LIVES

ACKNOWLEDGEMENTS

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1. INTRODUCTION

As our lives become ever more digital, fundamental questions about how we navigate information and manage our privacy and security online become increasingly pressing. These are concepts that society has considered to a high degree of sophistication in the offline world for many years. We are however, still searching for frameworks and processes that allow everyone to do this with comfort digitally.

Over the past five years the Carnegie UK Trust has carried out detailed work on digital inclusion – looking at who is offline, why people are offline and what public policy and practice might do to support wider participation. We've developed case studies of good practice from projects across the UK, undertaken deep dive surveys in a number of towns and cities, delivered practical support to help build digital skills amongst vulnerable young people and supported the creation

of a new Digital Inclusion Outcomes Framework to improve how the UK measures digital inclusion and our progress towards it.

In this new research study, we look at questions relating not to how people get online in the first place, but instead to how once people are digitally engaged they navigate the online world safely and confidently.



2. THE STUDY

We wanted to build a picture of the digital behaviour of people in England, Scotland, Northern Ireland, Wales and Ireland by examining a number of key issues and scenarios. We wanted to understand differences between the five jurisdictions and between different demographic groups.

To do this, we commissioned Ipsos MORI to undertake representative surveys in each of these five jurisdictions in the summer of 2016. Carrying out a representative survey in each jurisdiction means that we can present robust figures on a range of demographic differences within each jurisdiction, as well as make comparisons across the five.

In each survey, Ipsos MORI asked a representative population sample of more than 1,000 people the following questions:

? Where would you look to find out more information on each of the following:

- A breaking news story?
- A historical event?
- How to change a tyre?
- The opening hours of a local service?

? Thinking about these different types of information, in general would you use another source to check whether or not the information you found was correct?

? Do you ever currently:

- Use a passcode to protect your mobile phone/smartphone?
- Turn off location services on your mobile phone/smartphone?
- Share online photos that you have taken?
- Use a name online that is different from your real name?
- Allow your social media profile(s) to be public

? How safe do you think it is to carry out this activity using public Wi-Fi:

- Access emails?
- Share photos or other media online?
- Online banking?
- Download files or media?

These questions are, of course, only a small sample of a very wide range of interesting questions that might be examined on these issues. We selected them in discussion with others working on digital inclusion, who have previously carried out in-depth work on a number of related topics. Our study was designed to build existing research and help to fill in the gaps in the UK evidence base.

More broadly, we sought to ensure the questions aligned with the Get Digital Basic Digital Skills Framework (see below) from the Tech Partnership, in particular the 'Safety' aspect of this framework.

Finally, we believe the questions may be regarded as 'proxies' through which we can better understand the behaviours of different groups in the population regarding information navigation and management of online privacy and security. We hope that this will be valuable in building policy and practice responses that are tailored effectively to the needs of different parts of society.


Chart 1 – Get Digital – Basic Digital Skills Framework from the Tech Partnership

Basic Digital Skills Definition For Individuals and Organisations					
Skills	Managing Information	Communicating	Transacting	Problem Solving	Creating
Description	Find, manage and store digital information and content	Communicate, interact, collaborate, share and connect with others	Purchase and sell goods and services; organise your finances; register for and use digital government services	Increase independence and confidence by solving problems and finding solutions using digital tools	Create basic digital content in order to engage with digital communities and organisations
Safety	Identify and assess accurate sources of information; use security tools when browsing the web; regularly update and run virus checking software; manage parental controls	Understand how to manage your identities, protect yourself from scams; use the right security settings (including parental controls); protect your customer data	Use secure websites for financial transactions; protect your personal data; respect the privacy of others/third parties	Use accurate sources of support; avoid malicious websites, scams and popup windows	Be aware of copyright law; protect your personal data; respect the privacy of others
Actions for Individuals	Use a search engine to find the information you need Search for deals on comparison websites Bookmark useful websites and services Store data on a device or in the cloud	Keep in touch using email, instant messaging, video calls and social media Post on forums to connect with communities Communicate with organisations about their products and services	Understand and use marketplaces to buy and sell Order your shopping Book your travel Manage your bank account Set up and manage a Universal Credit account	Teach yourself simple tasks using tutorials Use feedback from other internet users to solve common problems Access support services	Create a social media post Create a text document such as a CV Create and share a photo album Create and share feedback about products and services
Actions for Organisations	Store digital information on suppliers and customers Search for new suppliers to find the best deals Understand who uses your website Discover potential growth opportunities for your business	Maintain customer and client relationships Use social media to promote your business and connect with new customers Improve your customer service by providing accessible product information and answers to frequently asked questions	Maximise your selling potential through a website Save time by applying for government business permits and licences Receive payments or donations Protect yourself from fraud or scams	Save on business travel and be more efficient by using video conferencing Use business support websites and basic how to guides Quickly understand which products and services work based on online feedback Interpret simple analytics to improve website performance Get solutions to problems from safe, accurate sources	Create an informational or e-commerce website Create content (pictures, logos, text) to promote your organisation and reach customers Use social media and create communities to engage with customers Create resources to improved employee skill levels



3. THE BIG PICTURE: THE STORY OF THE DATA

The headline findings from the data are as follows:



There is still much work to be done to help people better protect their digital security and privacy. **A significant minority of people – around a quarter to a third in each jurisdiction still do not use a passcode to protect their mobile phone. A higher proportion, 40-50% of people in all jurisdictions, never turn off the location services on their phone.**



People have varying attitudes to risk in their use of public wi-fi networks to carry out certain tasks. People feel most comfortable accessing emails; followed by sharing photos; then downloading files or media; and finally online banking. The numbers however, suggest that people are uncertain about what the specific risks are in using public wifi for certain purposes and that better, more widely accessed, public information may be required.



There are some interesting differences in behaviour patterns across the jurisdictions. The responses from Ireland contain an interesting tension. In some respects, the data suggests that **people in Ireland are more privacy and security conscious than those in the UK.** For example, people in Ireland are the most likely (with Scotland) to use a passcode to protect their phone; most likely to turn off location services on their phone (again with Scotland); and least likely to share photos online. On the flip side however, **people in Ireland were significantly more likely to regard use of wifi networks as safe for online banking accessing emails than those in the UK.**



There were also tensions in the data from Northern Ireland. Here people were the **least likely to use a passcode to protect their phone, the least likely to turn off location services and the least likely to use a different online name.** However, people in Northern Ireland were also the least likely to make social media profiles public and **were more cautious than people from any jurisdiction about using public wifi networks for banking, emailing, downloading files or sharing photos.**



People in **Wales** were by far the most likely to **share photos online.**



Scotland was the only jurisdiction where people **were as likely to verify information against another source than not verify it.** Alongside Ireland, Scotland also had the highest proportion of people reporting to use a passcode to protect their phone or turn off location services. **The use of a different (non-real) name online was also more common in Scotland than the other jurisdictions** and there was a higher degree of caution about using public wifi online banking in Scotland than in most other jurisdictions.



People in **England** cited a **much wider range of sources that they would access to find out information** about breaking news, historical events, practical tasks or service opening hours than those in other jurisdictions.



There were few questions where there were significant differences in responses between men and women but, nevertheless very clear trends still emerged across the data. In general men were more likely to verify information against another source, to use a passcode to protect their phone, to turn off location services on their phone and to use a different name online. Meanwhile, women were more likely to share photos online and to be more cautious in their use of public wifi networks.



There is a major generational divide in both practice and attitude towards digital privacy and security issues. **Young people** are the most likely to verify information sources and protect their phone with a passcode but are also being the keenest to share photos online and have the most public social media profiles. In contrast, **those aged over 55** were least likely to verify information, the least likely to use a passcode on their phone and the least likely to turn off phone location services; but they were also the least likely to share photos online or to have a public social media profile; and were the most cautious about using public wifi networks. This suggests that different age groups have very different needs in terms of developing their skills and knowledge in protecting their digital privacy and security.



Reflecting this age divide, those **households with children** followed broadly similar behavioural patterns to younger age groups, while **households without children** more closely related to the trends for older age groups – although the divide between these two different groups was generally much narrower than the age-gap.



Some interesting findings emerged from the data with regards to those **aged 25-34**. This age group generally had the most relaxed attitude of any in their use of public wifi networks to carry out certain tasks. Meanwhile, on some questions, particularly regarding the sharing of photos online, the responses of this age group in some jurisdictions were much closer to the responses of the 15-24 age group than those of the 35-55 age group. This perhaps reflects the timeline of transformational changes occurring in digital technology over the past decade, such as the spread of social media and the advent of smartphones.



In terms of **socio-economic status or area of deprivation**, there were a number of variations in the data, often by jurisdiction. **In England, Ireland and Northern Ireland, those in higher status socio-economic groups were more likely to use a passcode to protect their phone; more likely to turn off phone location services; and more likely to use a different online name;** while those in the lowest status socio-economic group were least likely to undertake these behaviours. In contrast however, the **higher status socio-economic groups were the most likely to share photos online** and the lower status socio-economic groups least likely to do so.



*** In Scotland, the data was captured by area of deprivation rather than socio-economic status and similarly to England, Northern Ireland and Ireland, those in the most deprived communities were least likely to use a passcode, turn off location services or use a different online name, but were also least likely to share photos online. However, the differences by area in Scotland were often narrower than the variations by socio-economic group in the other jurisdictions.



In Wales, the picture was very different from other jurisdictions and there was very little variation between any social economic group across any of these questions.



In terms of public wifi, those in the most deprived areas or lowest socio-economic groups were generally more likely to regard wifi as unsafe for banking, emailing, downloading or sharing photos; while the more affluent areas and groups were most likely to regard it as safe – but the variations in response were often not that substantial.



Online sources are dominant for a wide range of information needs – but for breaking news, television remains the single most popular source.



Search engines are by far and away the leading channel for finding information about historical events, practical tasks such as how to change a tyre, or the opening hours of a local service. It's therefore essential that people know how to use these tools effectively.



There is still much work to do to help people navigate information effectively. In three of the five jurisdictions a majority of people do not verify the information that they find on a particular issue by checking it against another source. As we experience a huge proliferation in the availability of, and range of sources producing, all kinds of data and information, it becomes ever more important that people know how to assess the veracity of this information and seek confirmation and challenge of this data via multiple channels.

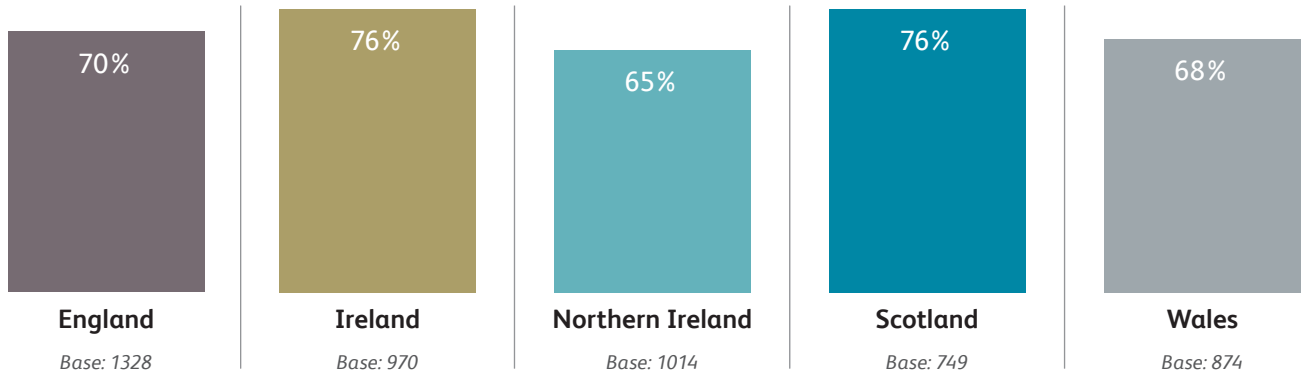


4. ANALYSIS: ONLINE ACTIVITIES AND SECURITY





4.1 PASSWORDS TO PROTECT PHONES


Chart 1 – Do you use a passcode to protect your phone?





What does the data say?

 A **significant minority** of people in all jurisdictions **don't use a passcode to protect their phones**


 People in **Ireland and Scotland** are most **security conscious**, with around three-quarters of people using a passcode.


 Young people are much likelier than older people to **use a passcode** to protect their phone.


 Across all jurisdictions, the **likelihood of using a passcode reduces with each age bracket**


 In all jurisdictions, around 90% of those aged 15-24 use a passcode.




 Conversely, less than half of those aged 55+ in Northern Ireland and Wales only around 40% use a passcode. This figure is higher in England, Ireland and Scotland, at about half of over 55s but this is still well below all other age groups.

 There are also significant variations in response depending on whether a household has children – with those **households with children more likely to protect** than those without

 In households with children, the use of passcodes to protect phones is around 80% in all jurisdictions.

 In households without children use of passcodes is around 60% in England, Wales and Northern Ireland and around 70% in Ireland and Scotland

 Men are slightly **more likely than women to use a passcode** to protect their phone in England and Wales. In Ireland and Scotland there is no difference and in Northern Ireland women are more likely to use a password. In all cases the differences between the genders are relatively small.

▶ What does the data say?



There are interesting variations across the jurisdictions when the data is analysed by **socio-economic grade**. In England, Ireland and Northern Ireland, those in **group AB** are the most likely to use a passcode, with around 80% of people doing so. In contrast, those in group **DE** (and F in Ireland) are least likely to use a passcode, at around 55-60%.



In **Wales** however, there is little difference between the social economic groups, with all groups averaging around 65-70% of people using a passcode.

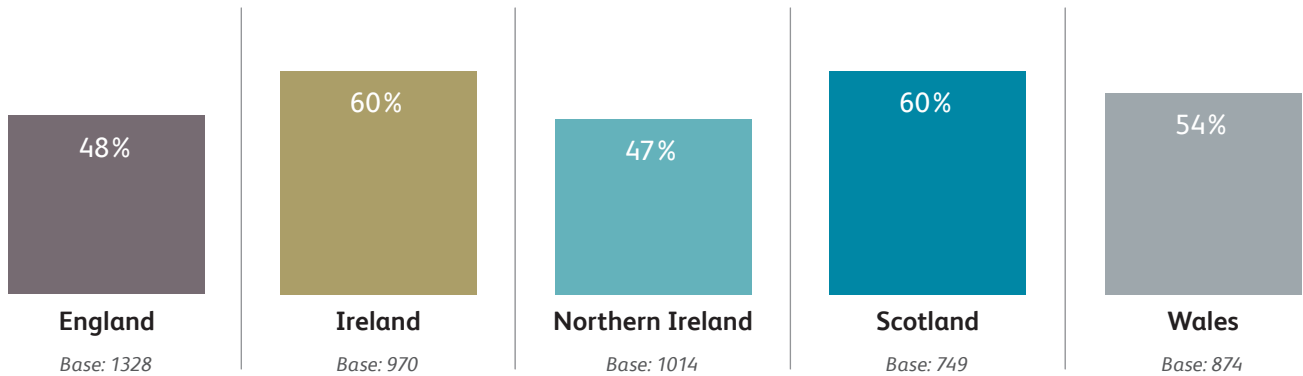


In **Scotland** the data is collected by area of deprivation rather than socio-economic grade. Here, those in the most affluent areas are the most likely to use a passcode at 80%. Those in the most deprived areas least likely to use a passcode – but 71% of people do so, therefore the differences by area of deprivation are quite narrow.



4.2 TURNING OFF LOCATION SERVICES

Chart 2 – Turning off location services on your phone



What does the data say?



Around 40-50% of people in each jurisdiction never turn off location services on their phone.



There is some variation by jurisdiction, with **Ireland and Scotland** the most likely to turn off location services at 60% and Northern Ireland lowest at 47%.



The major variation on this question concerns those **aged 55+**.



In all Northern Ireland only around a quarter of over 55s ever turn off location services on their phone. In England and Wales this rises to a third; in Scotland to around 40%; and in Ireland to around half. However in all jurisdictions the figure is well below other age groups.



Again, there are interesting variations across the jurisdictions when the data is analysed by socio-economic grade.

In **England, Ireland and Northern Ireland, those in group AB** are the most likely to turn off location services at around two-thirds in Ireland and 60% in England and Northern Ireland. In contrast, those in group DE (and F in Ireland) are least likely to turn off location services, at around half in Ireland and 40% in England and Northern Ireland.



In **Wales**, there is limited variation by socio-economic status, with around 50-60% in all groups ever turning off location services.



In **Scotland**, those in the most deprived areas are least likely to turn off location services at 48%. However, it is the second and third most affluent areas who are most likely to turn off location services, at around two-thirds of people in each of these groups.



Households with children are more likely to turn off location services than those without in all jurisdictions. This corresponds to an approximately 60% v 40% split England, Wales and Northern Ireland. The gap is smaller in Scotland and Ireland where more than two-thirds of households with children turn off location services, but more than half of households without children also do so.



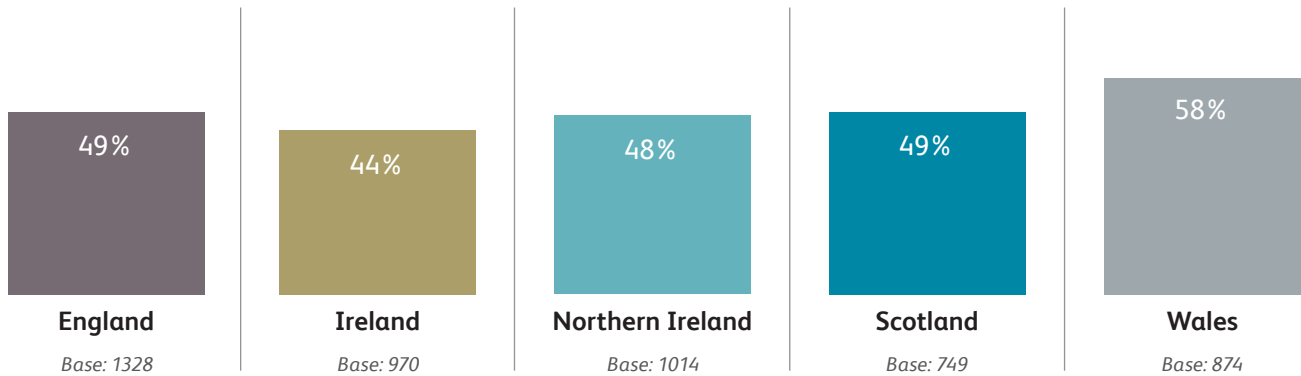
There is no significant difference in practice between **men and women**





4.3 SHARING PHOTOS YOU'VE TAKEN ONLINE

Chart 3 – Sharing photos online



What does the data say?



The picture is broadly similar across most jurisdictions, with between 40% and 50% of people reporting that they share photos online, although this rises to 58% in Wales.



Again, the most interesting variation in the data is when it is analysed by **age**.



All jurisdictions follow the same pattern where **the older you are, the less likely you are to share photos online**.



Those aged 55+ are much **less likely to share photos online** – around a third of people in this age group in Wales; a quarter of people in England and Scotland and one-fifth in Ireland and Northern Ireland do so.



Interestingly, in **Wales, Northern Ireland and Ireland** there is quite a small drop off in the proportion of people reporting to share photos online between the 16-24 age group and the 35-54 age group, but a **much bigger drop off between the 25-34 group and the 35-54 age group**. This aligns with the time periods for when social media sharing platforms became much more widespread and perhaps reflects the differing behaviours of 'millennials' and 'generation X'. However, the pattern in England and Scotland is for a steadier drop off rate in this practice across these three age brackets.



Women are slightly **more likely to share photos online** than men in all jurisdictions – although the differences in all cases are not that big



There is a **significant variation** in behaviour between **those with children and those without** in the four UK jurisdictions, with around 60-70% of households with children tending to share, compared to around 40-50% of households without children. Ireland was noticeably different, with fewer than half of all households with children sharing photos online.

What does the data say?



In England, Ireland and Northern Ireland those **socio-economic groups AB** were **most likely to share photos online** and those in groups DE (and F in Ireland) least likely to share, but the variation between groups was quite small. In Wales there was very little difference in practice between socio-economic groups.



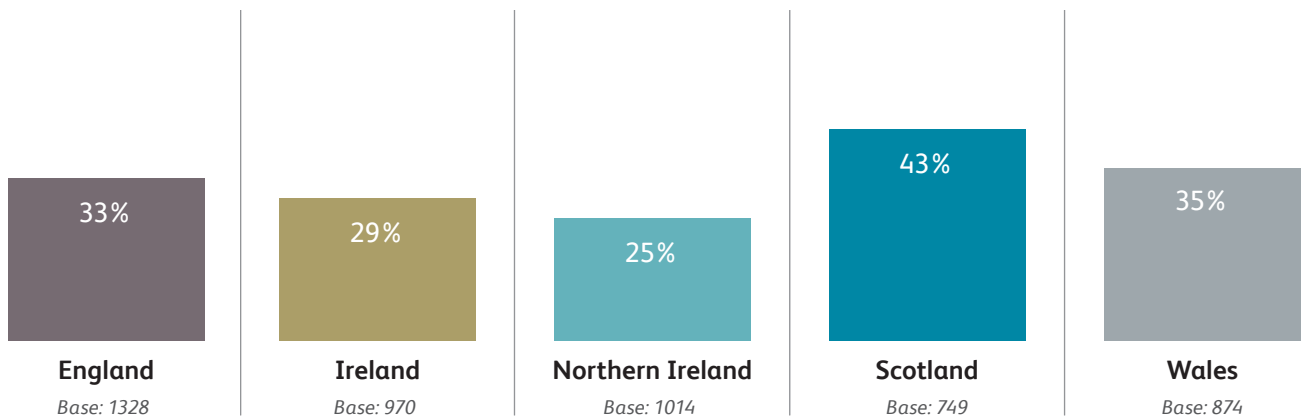
In **Scotland**, the picture was very mixed by **deprivation area**. Those in the middle quintile were least likely to share photos online, at 38%. This figure rose to just over half in the two most affluent quintiles and the second most deprived quintile and just over 40% in the most deprived areas.





4.4 USING A NAME ONLINE THAT IS DIFFERENT FROM REAL IDENTITY

Chart 4 – Using a different name online



What does the data say?



People in **Scotland** are the most likely to use a **different name online**, at 44%.



This behaviour is **least likely** in **Northern Ireland**, where only 25% do so.



Those **with children** are more likely to use a **different online name** in all jurisdictions, although the difference compared with those without children is not that significant.



Men are slightly more likely to use a **different online name** than women, except in Ireland but again, the differences in response between the genders are not that large.



There are limited variations by age. In Scotland more than 50% of those aged 25-34 or 35-54 have used a false name online, higher than any other age groups in any jurisdiction. Around 40% of those aged 35-54 in England and 25-34 in Wales have used a false name online. The figure is below 40% for all other age groups in all jurisdictions.



Different online names are **least common in the 55+ age group**, used by around 30% in Wales and Scotland, a quarter in England, a fifth in Ireland and only 15% in Northern Ireland.

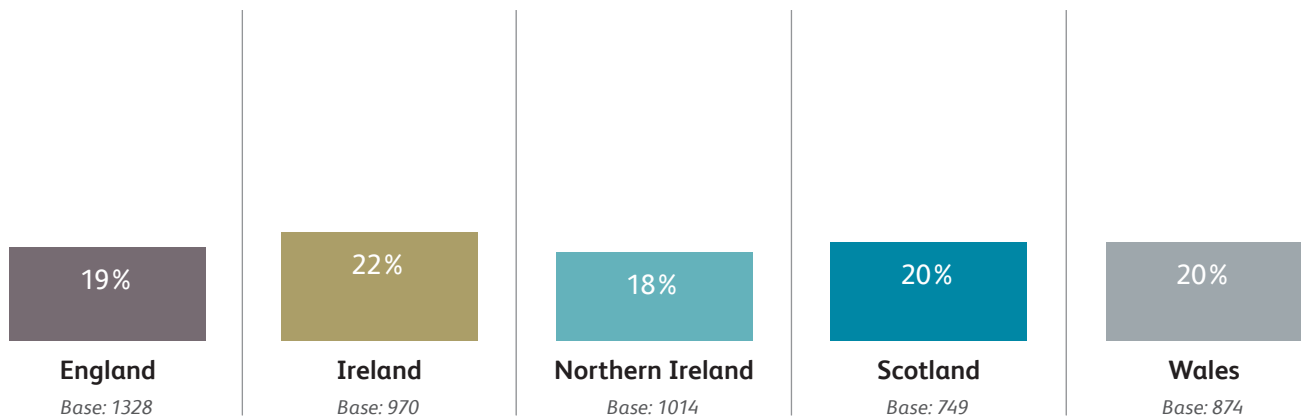


There is limited variation in use of false online name by socio-economic status, although generally those in **socio-economic groups DE** or living in the most deprived areas are **slightly less likely** to do so.



4.5 ALLOWING SOCIAL MEDIA PROFILE(S) TO BE PUBLIC

Chart 5 – Allowing social media profiles to be public



What does the data say?



Responses across all jurisdictions are very similar – in most, around a fifth of people make social media profiles public



Households with children are slightly more likely in all jurisdictions to **make data public** – but these differences are not that great



Men are **more likely to make their social media profiles public** in all jurisdictions – ranging from 23-27% across the jurisdictions, compared to 13-18% of women



Across all jurisdictions there is a declining likelihood of public social media profiles **the older people are**.

Only exception is in Scotland where those aged 35-54 are more likely to make profile public than those aged 25-34.



Amongst over 55s, the proportion of people making social media profiles public (if they have these) ranged from 7-13%. Amongst those aged 15-24 this figure ranged from 25-38% (with Scotland the only jurisdiction where it was below 30%).



There was a **very mixed picture across the jurisdictions** when the results are analysed by **socio-economic status**.



In **England, Ireland and Northern Ireland** the **lower the socio-economic status, the less likely people are to make profiles public** – although the differences are quite marginal.



In **Wales** the trend ran the opposite way – with those **in socio-economic group DE most likely to have a public social media profile**.



In **Scotland**, those in the **most deprived areas were most likely to make their profiles public**, with those in the ‘middle ranked’ areas least likely – but the differences between areas were relatively narrow (ranging from 17 to 26%).

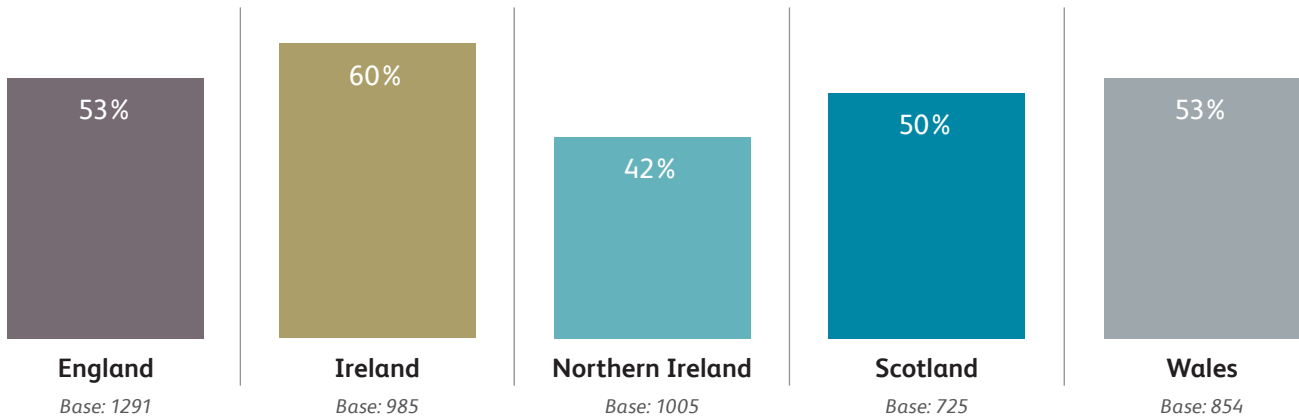


5. ANALYSIS: ONLINE ACTIVITIES USING PUBLIC WI-FI



5.1 ACCESSING EMAILS

Chart 6 – Accessing emails via public wifi



What does the data say?



There is a mixed picture across the jurisdictions – with 43% in NI regarding it as safe to access emails via public wifi, rising to 60% in Ireland with the other jurisdictions in between.



Men are slightly more likely than women to think it's safe to email via public wifi (with exception of Ireland where the percentages are the same).



By **age**, those most likely to see this behaviour as safe are those aged 25-34. The exception to this is in Scotland, where it's slightly higher for the 15-24 age group. Nevertheless, over 60% in the 25-34 age group in all jurisdictions regard emailing via public wifi as safe.



Between 53% and 64% of those aged 15-24 in all jurisdictions regard this behaviour as safe.



Over 55s were least likely to see this practice as safe, with responses ranging from 28% in Northern Ireland to 49% in Ireland.



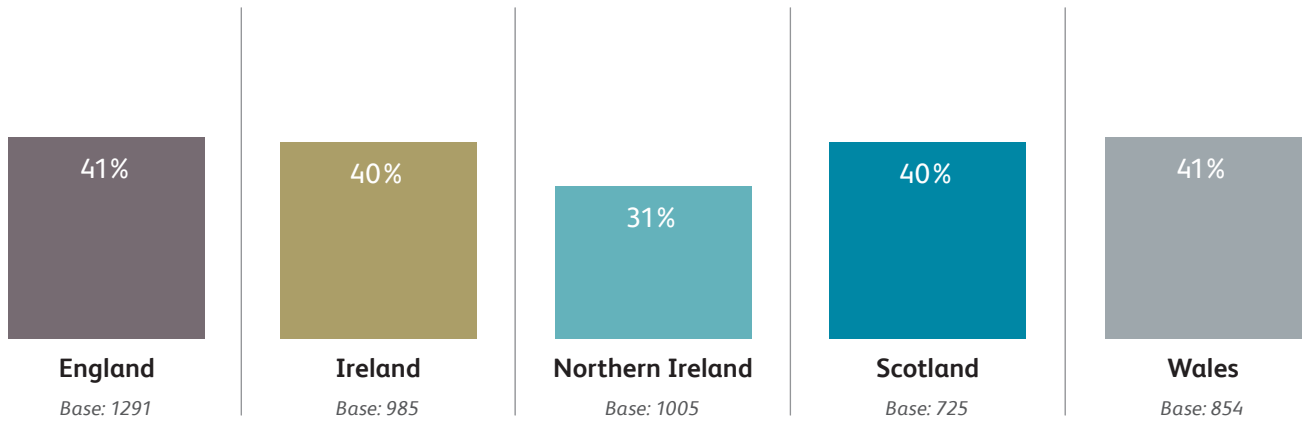
Across the jurisdictions, there was a general trend that **the more affluent the household/area**, the more likely people were to regard public wifi as safe for emailing – with positive responses ranging from 51-68% in the most affluent groups; compared to a range of 37-46% for the most deprived groups or areas.





5.2 SHARE PHOTOS OR OTHER MEDIA

Chart 7 – Sharing photos via public wifi



What does the data say?



Views are similar across all five jurisdictions, with around 30-40% of people regarding it as safe share photos or online media via public wifi.



In all jurisdictions **men** more likely to see this as safe than women, with generally around 40-45% of men regarding this as the case, although slightly lower in Northern Ireland at 33%.



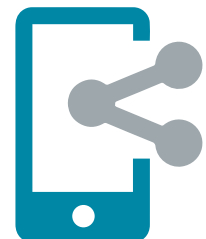
All jurisdictions follow broadly similar trend where **the older you are**, the less likely you are to believe it's safe to share photos online.



In Wales, Scotland and Northern Ireland the average percentage point drop in regarding it is safe to share photos using public wifi is much bigger between the 25-34 age group and the 35-54 age group, than between the 15-24 age group and the 25-34 age group. This perhaps again reflects behaviours related to the spread of social media platforms and when this occurred – although the drop off by age bracket is much steadier in England and Ireland.

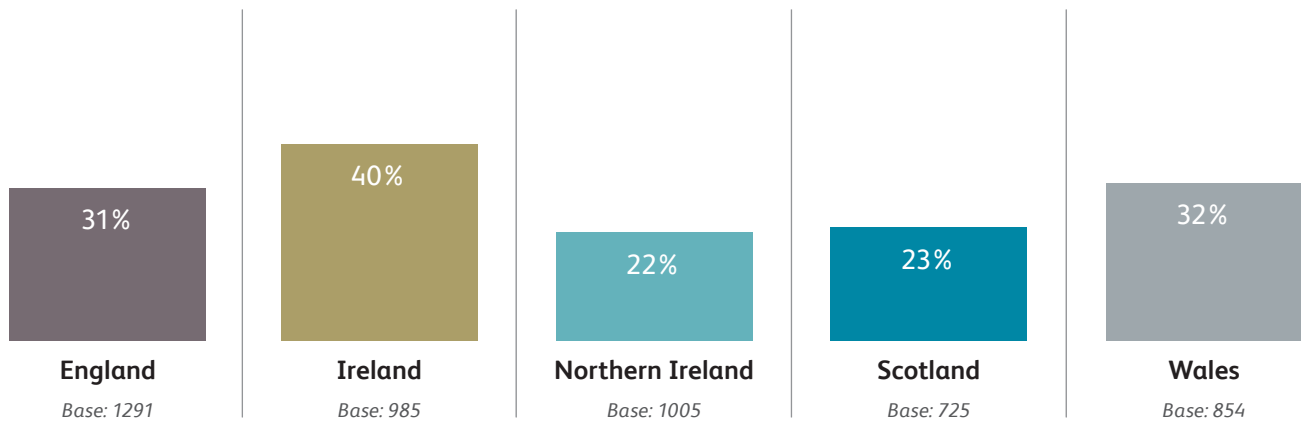


Across all jurisdictions there is a general trend that the **most affluent socio-economic groups** areas regard it is safe to share photos via public wifi, ranging from 36-48% compared to 27-38% amongst the most deprived groups and areas.



5.3 ONLINE BANKING

Chart 8 – Online banking via public wifi



What does the data say?



Responses varied significantly by jurisdiction.



Only around 1/5 in Scotland and NI believe online banking using public wifi is safe, up to 1/3 in England and Wales and nearly 2/5 in Ireland.



Men are more likely to see this as safe than women in all jurisdictions.



In Wales, Northern Ireland and Ireland **the 25-34 age group** is the most likely group to see this as safe. In England it's the youngest age group and in Scotland there is no difference between these two age groups.



In all jurisdictions **those 55+** are least likely to see this as safe, although there was significant variation by jurisdiction in the proportion of over 55s with this view – ranging from 11% in Northern Ireland to 34% in Ireland.



In **England and Wales** there was limited variation in response by socio-economic group. In **Ireland and Northern Ireland** those in socio-economic group **AB** were most likely to believe safe to use online banking via public wifi and those in group **DE(F)** were least likely.



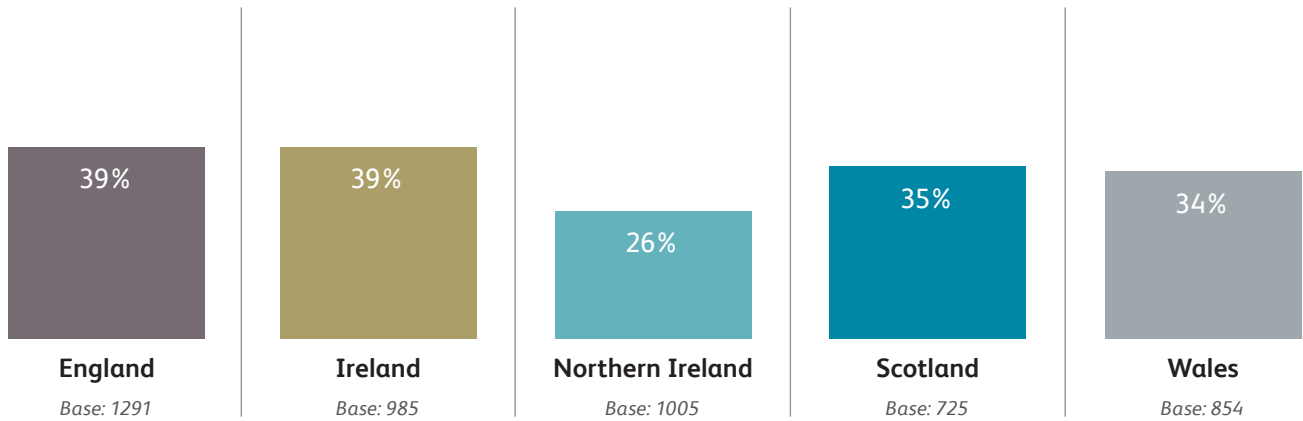
In **Scotland** those in the most affluent areas were most likely to see the practice as safe; while those who were most likely to see it as unsafe lived in areas ranked in the middle of the deprivation scale.





5.4 DOWNLOADING FILES OR MEDIA

Chart 9 – Downloading files via public wifi



What does the data say?



Again there is a mixed picture across the jurisdictions – around 40% in England and Ireland believe it's safe to download while using wifi, dropping to around a third in Scotland and Wales and a quarter in Northern Ireland.



Men are slightly more likely than women in all jurisdictions to believe this to be safe – although differences are very small.



In Scotland, Wales and NI the **25-34 age group** is the most likely group to see this as safe. In England and Ireland it's the youngest age group.



In **Scotland and Wales and NI** there is a significant drop of around 20 percentage points from the 25-34 age group to the 35-54 age group.



In all jurisdictions **those aged 55+** are least likely to see this activity as safe – with positive responses ranging from 13% in Northern Ireland to 30% in England.



In England, Ireland and Wales, **socio-economic group AB** were the most likely to believe it safe to download files over public wifi and those in group DE the least likely. There was no variation in response by socio-economic group in Northern Ireland.



In **Scotland**, those in the most affluent areas were the least likely to see this practice as safe while those in the most deprived areas were the most likely.



6. ANALYSIS: SOURCES OF INFORMATION

We asked people about where they would seek information on a range of different topics, designed to test different experiences, preferences and types of data.

We asked where they would get information on...



A breaking news story?

A historical event?

How to change a tyre?

The opening hours of a local service?

People were permitted to give multiple answers and the responses were codified according to whether the sources mentioned were online or offline.





6.1 BREAKING NEWS

Chart 10 – Breaking news: online or offline?

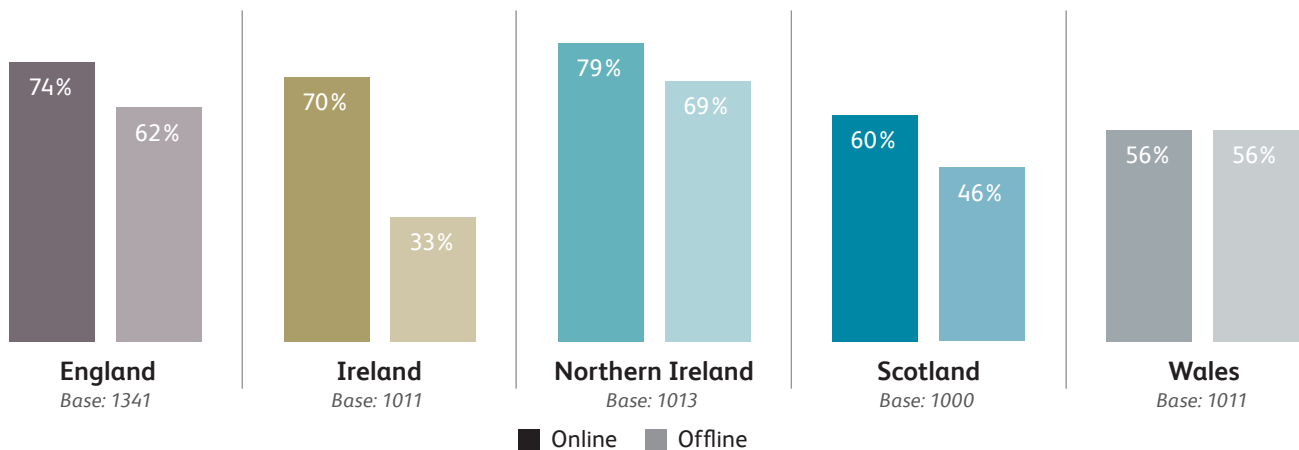
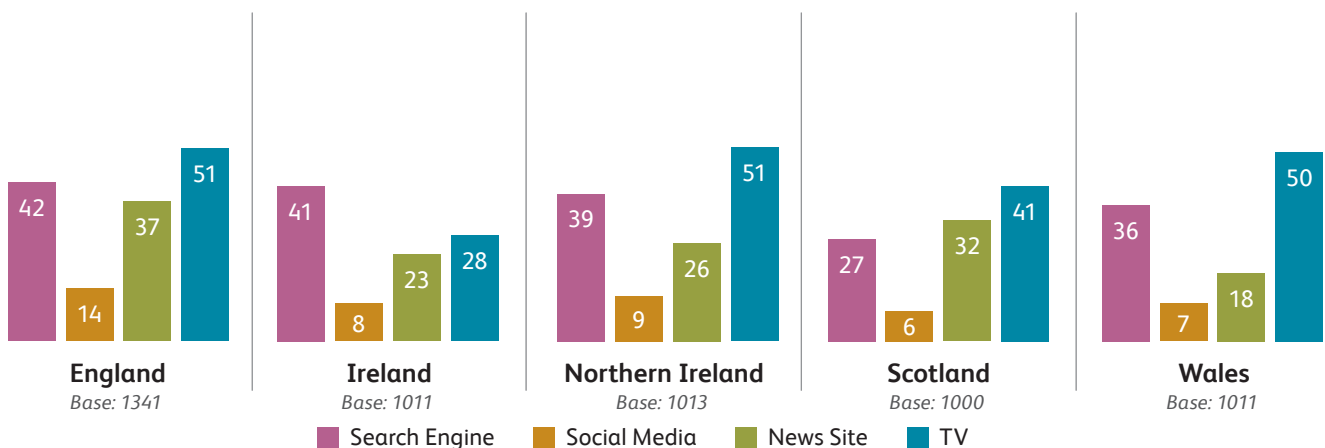


Chart 11 – Top sources of information for breaking news



What does the data say?



Significantly higher proportions of people in **England, Scotland, Northern Ireland and Ireland** would be more likely to use an online source than an offline source to find out information on a breaking news story.



Wales is an exception, where the proportion citing online and offline sources are equal.



BUT, while online dominates, **TV is the single most cited source of information on a breaking news story in all four UK jurisdictions.**



Ireland is different. Here, search engines were the most commonly used information source.



Search engines ranked second, after TV, in **England, Wales and Northern Ireland**, and third in Scotland after TV and news websites.

6.2 A HISTORICAL EVENT

Chart 12 – Historical event: online or offline?

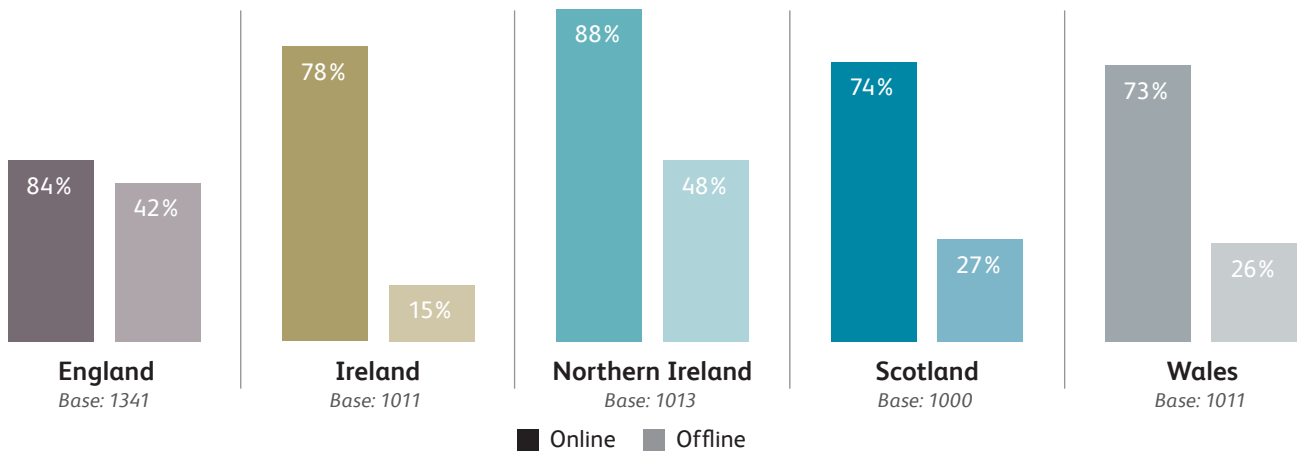
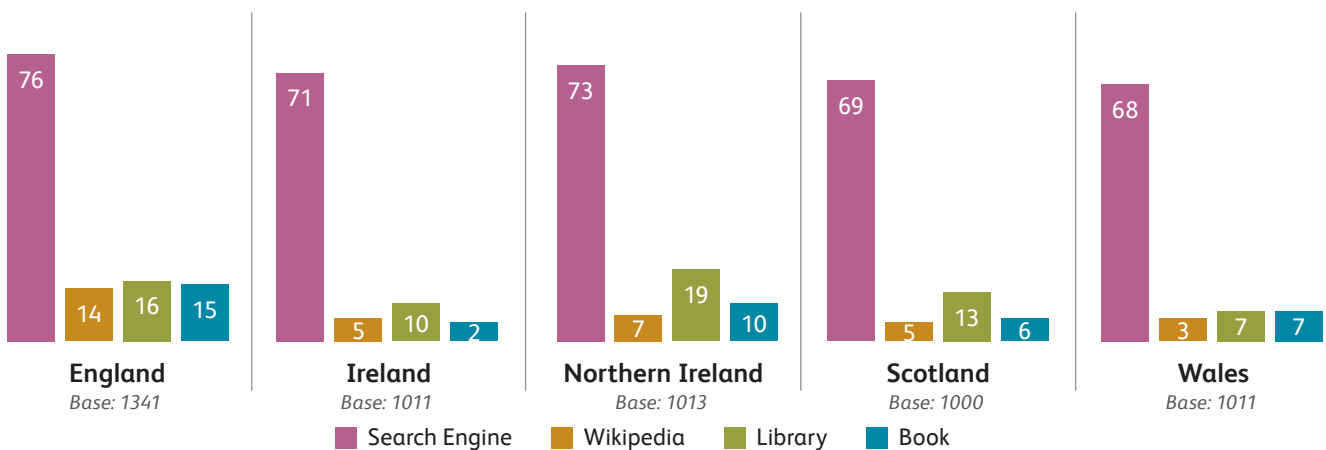


Chart 13 – Top sources of information for a historical event



What does the data say?



Across all 5 jurisdictions online sources are significantly more popular than offline sources to find information about a historical event.



Search engines are by far the most dominant channel for seeking this information in all jurisdictions.



Libraries were generally the second most popular source of information on historical events, cited by 10-20% of people in England, Scotland Ireland and Northern Ireland. However, in Wales only 7% of people said they would use a library to find this information.



The only other sources to reach double-digit percentage points were: Wikipedia, cited by 14% in England; books, cited by 15% in England and 10% in Northern Ireland; and television (not in chart), cited by 11% in England.



6.3 CHANGING A TYRE

Chart 14 – Changing a tyre: online or offline?

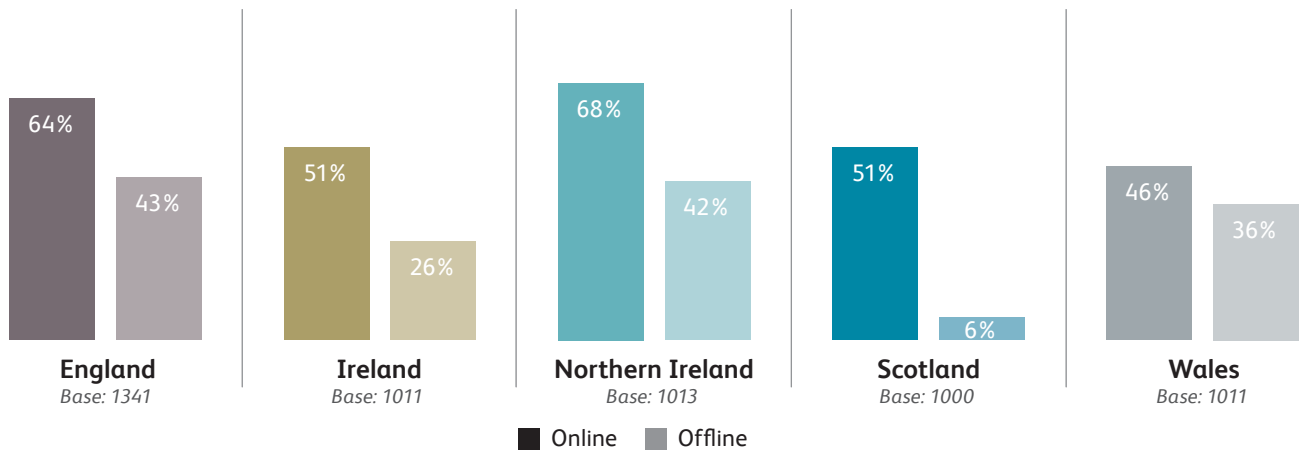
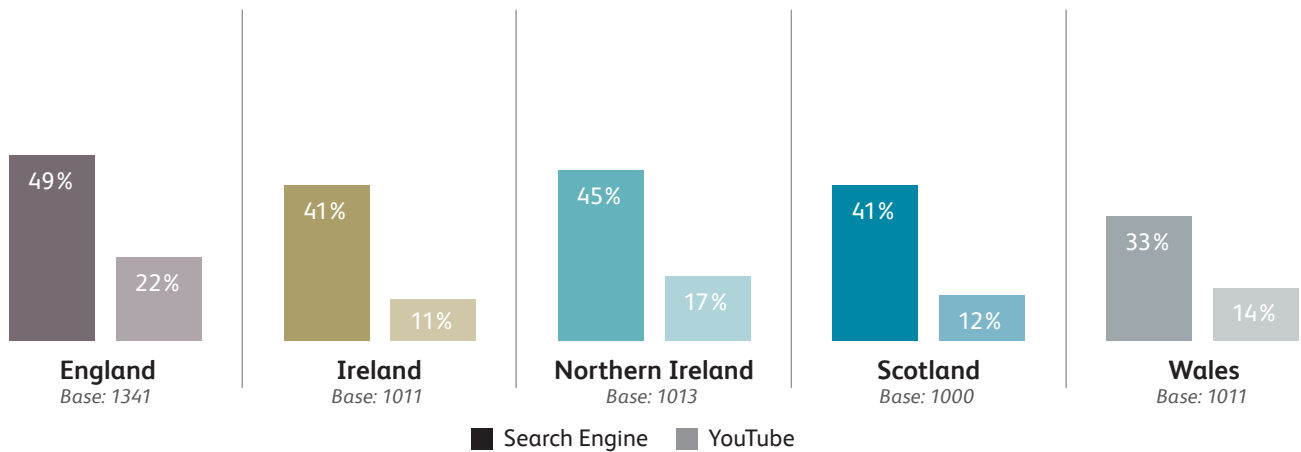


Chart 15 – Top sources of information for how to change a tyre



What does the data say?



Online sources are much more commonly used across all jurisdictions for people seeking information about how to change a tyre, with offline sources cited by only 6% in Scotland.



Search engines are the top ranked source in **all jurisdictions**.



Youtube is also a popular source – ranging from 11% in Ireland up to 22% in England.



6.4 INFORMATION ON OPENING HOURS OF A LOCAL SERVICE

Chart 16 – Opening hours of a local service: online or offline?

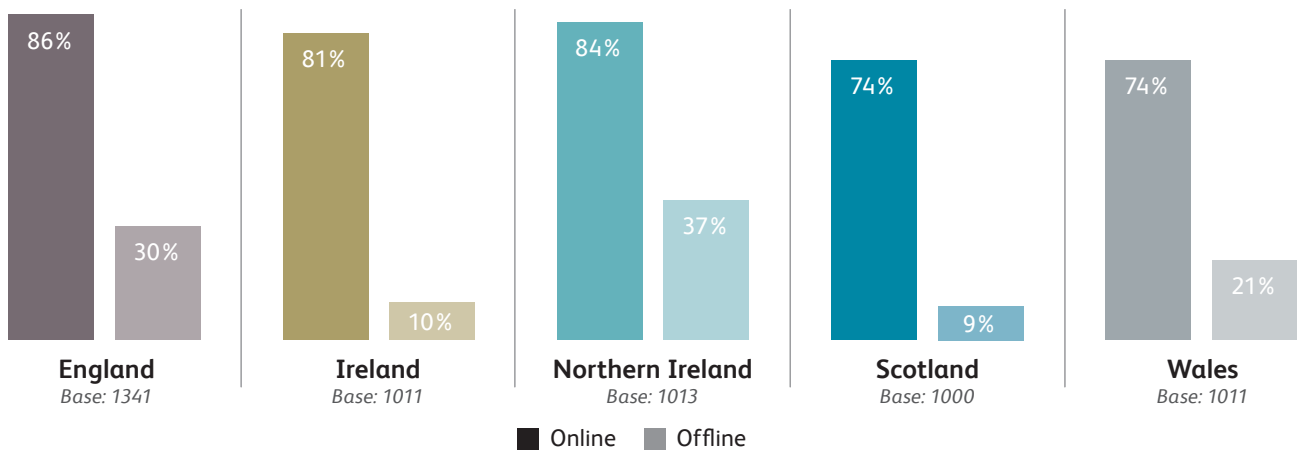
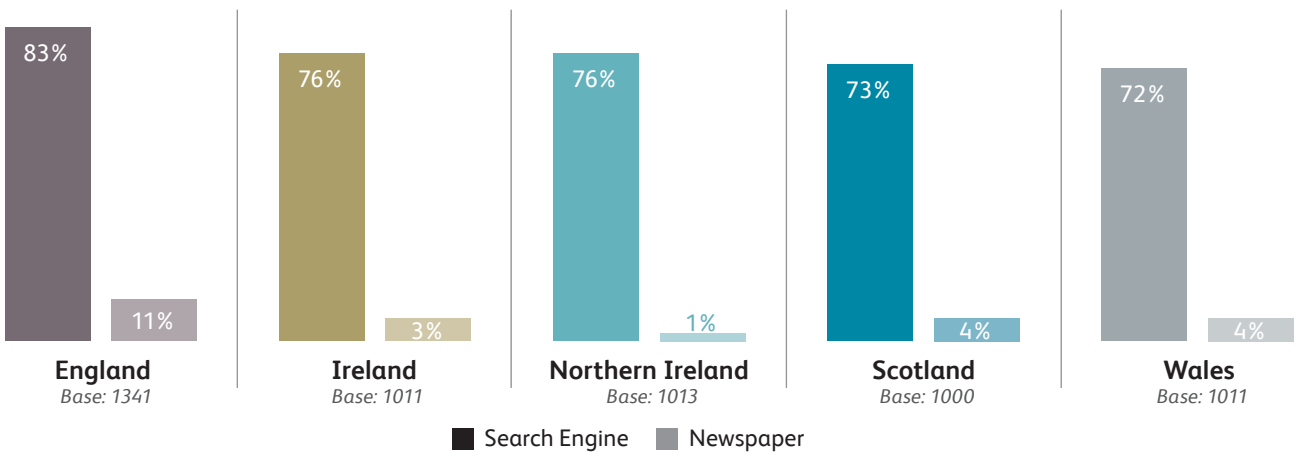





Chart 17 – Top sources of information for opening hours of a local service



What does the data say?

 Online sources were again more popular in all jurisdictions.

 Search engines scored particularly highly on this question – ranging from being the preferred source of 74% in Wales to 86% in England.

 11% in England would use a newspaper but few people in the other jurisdictions mentioned this channel.



7. ANALYSIS: VERIFYING INFORMATION

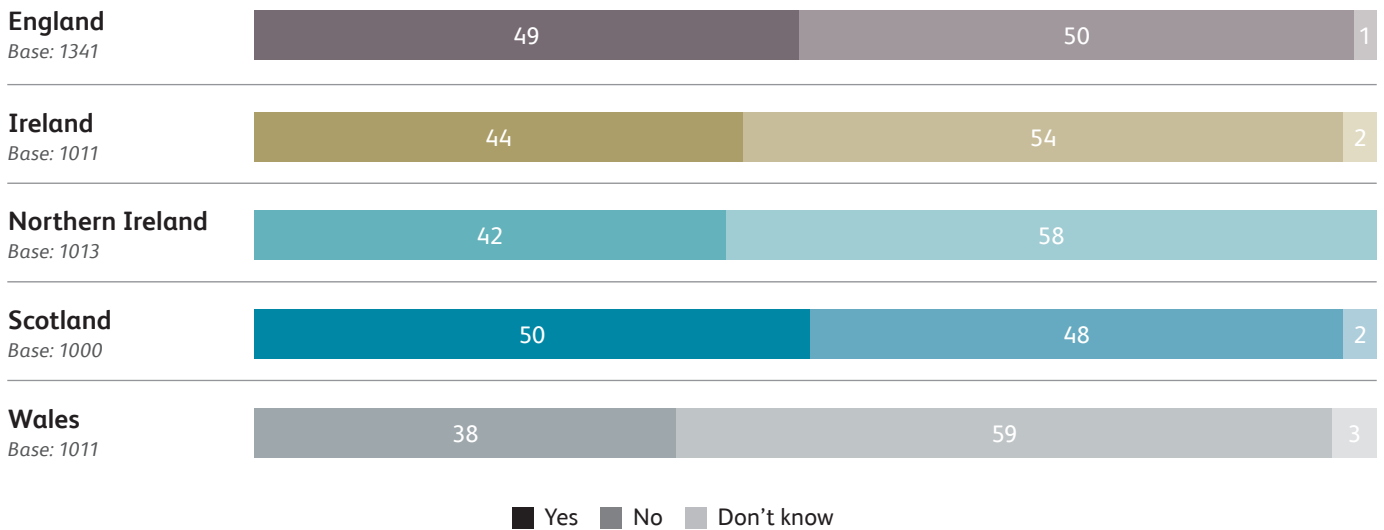
Understanding the veracity of the information we consume has always been important but it is becoming ever more critical in the digital world, where everyone has the opportunity to become a publisher and the traditional routes for being assured of the credibility of a source are becoming less secure.

To that end, we wanted to understand how trusting people are of the information that they access, and whether seek test the robustness of this information by verifying it against another source.




7.1 VERIFYING INFORMATION


Chart 18 – Verifying information




What does the data say?




There are some differences between the jurisdictions. In **Scotland and England** broadly equal proportions said they would and would not use another source to verify information. In contrast, only 38% in **Wales** said they would verify information.




The biggest variations in response to this question were related to age. In all jurisdictions, those **aged 16-24** were the most likely to verify information against another source – with more than half of those in this age group in all jurisdictions indicating they would do this.



Conversely, **those aged 55+** were the least likely age group to verify information in all jurisdictions (although in Ireland the difference between the 55+ group and the 34-54 year olds group was extremely marginal).



In Scotland, Wales, Ireland and Northern Ireland, **men** were more likely than women to verify information, although the differences between the genders were a maximum of ten percentage points. England was the exception, where men and women were equally likely to verify information.



There was limited variation by other demographic group. Generally households with children were more likely to verify information, but the differences were not large.





8. APPENDICES



8.1 BY GENDER

Is this something that you ever currently do personally or not?



Share photos that you have taken online



Allow your social media profile(s) to be public



Use a password or passcode to protect your mobile phone/smartphone



Turn off location services on your mobile phone/smartphone



Use a name online that is different from your real name

Gender	England %		Ireland %		N. Ireland %		Scotland %		Wales %	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	48	49	41	46	44	52	45	52	53	61
	24	14	27	17	23	13	27	14	23	18
	73	67	76	76	63	67	77	75	71	65
	48	49	56	63	46	48	57	63	54	54
	36	31	29	30	31	19	49	38	38	32
Base	654	675	487	508	486	527	442	461	428	455

How safe you think it is to do this activity using public Wi-Fi?



Online banking



Access emails



Share photos or other media online



Download files or media

Gender	England %		Ireland %		N. Ireland %		Scotland %		Wales %	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	32	30	41	39	24	20	24	22	34	30
	57	50	59	60	46	41	52	48	56	51
	44	37	42	39	33	29	45	36	46	36
	40	38	41	37	28	25	39	31	37	32
Base	636	655	465	493	483	522	431	441	423	440

% answering 'very / fairly safe'



8.2 BY AGE

Is this something that you ever currently do personally or not?



Share photos that you have taken online



Allow your social media profile(s) to be public



Use a password or passcode to protect your mobile phone/smartphone



Turn off location services on your mobile phone/smartphone



Use a name online that is different from your real name

Age	England %				Ireland %				N. Ireland %				Scotland %				Wales %			
	15-24	25-34	35-54	55+	15-24	25-34	35-54	55+	15-24	25-34	35-54	55+	15-24	25-34	35-54	55+	15-24	25-34	35-54	55+
	77	62	51	27	76	71	36	20	79	71	48	21	73	61	54	25	81	79	59	31
	38	22	19	10	35	29	22	10	30	20	21	7	25	17	25	13	34	28	20	10
	89	82	77	47	91	90	79	55	89	80	71	40	91	82	85	53	92	84	73	42
	62	54	54	33	65	63	64	49	58	59	56	27	68	68	67	41	67	62	57	37
	32	33	41	26	28	35	34	20	27	29	31	15	35	53	52	31	34	40	36	31
Base	207	226	451	446	144	184	374	293	169	170	341	333	116	155	348	280	134	158	316	274

How safe you think it is to do this activity using public Wi-Fi?



Online banking



Access emails



Share photos or other media online



Download files or media

Age	England %				Ireland %				N. Ireland %				Scotland %				Wales %			
	15-24	25-34	35-54	55+	15-24	25-34	35-54	55+	15-24	25-34	35-54	55+	15-24	25-34	35-54	55+	15-24	25-34	35-54	55+
	42	33	33	22	32	46	44	34	27	32	25	11	29	29	22	18	34	42	34	22
	60	65	57	40	61	67	62	49	53	60	45	28	64	62	50	36	54	68	50	47
	56	50	43	25	64	51	40	21	48	50	30	13	68	58	39	21	56	58	37	27
	50	42	41	30	46	41	43	26	35	42	27	13	45	49	35	20	38	43	33	29
Base	205	222	446	419	143	181	369	265	168	170	339	328	113	153	336	267	134	154	306	270

% answering 'very / fairly safe'

8.3 BY HOUSEHOLDS WITH CHILDREN

Is this something that you ever currently do personally or not?



Share photos that you have taken online



Allow your social media profile(s) to be public








Use a password or passcode to protect your mobile phone/smartphone



Turn off location services on your mobile phone/smartphone



Use a name online that is different from your real name

Household	England %		Ireland %		N. Ireland %		Scotland %		Wales %	
	with	without	with	without	with	without	with	without	with	without
	44	58	42	47	41	62	45	58	49	72
	18	21	21	24	16	20	19	22	20	22
	63	83	72	85	58	79	72	86	61	82
	43	59	57	65	41	59	57	67	49	62
	31	38	28	32	21	31	41	48	33	38
Base	458	871	312	682	364	649	275	621	308	572

How safe you think it is to do this activity using public Wi-Fi?



Online banking







Access emails



Share photos or other media online



Download files or media

Household	England %		Ireland %		N. Ireland %		Scotland %		Wales %	
	with	without	with	without	with	without	with	without	with	without
	27	38	39	43	19	28	23	23	30	34
	50	59	58	62	41	48	49	52	52	54
	37	47	39	44	27	38	39	43	40	42
	37	44	36	44	21	35	32	42	33	35
Base	452	839	307	649	364	640	269	597	306	554

% answering 'very / fairly safe'



8.3 BY SOCIAL GROUP

Is this something that you ever currently do personally or not?



Share photos that you have taken online



Allow your social media profile(s) to be public



Use a password or passcode to protect your mobile phone/smartphone



Turn off location services on your mobile phone/smartphone



Use a name online that is different from your real name

	England %			Ireland %			F	N. Ireland %			Scotland %					Wales %		
	AB	C1C2	DE	AB	C1C2	DE		AB	C1C2	DE	5 Least deprived	4	3	2	1 Most deprived	AB	C1C2	DE
	53	49	45	53	47	37	29	52	49	44	53	53	38	51	43	59	56	60
	20	19	19	27	23	20	16	20	17	16	19	17	17	21	26	12	18	27
	80	70	56	87	84	63	55	77	68	55	80	75	76	74	71	65	72	65
	57	46	43	67	63	55	48	60	47	40	60	68	63	52	48	48	57	52
	38	33	28	30	35	21	25	29	28	18	48	45	45	47	36	36	36	33
Base	381	637	310	130	484	300	56	189	477	348	139	136	136	187	151	129	443	302

How safe you think it is to do this activity using public Wi-Fi?



Online banking



Access emails



Share photos or other media online



Download files or media

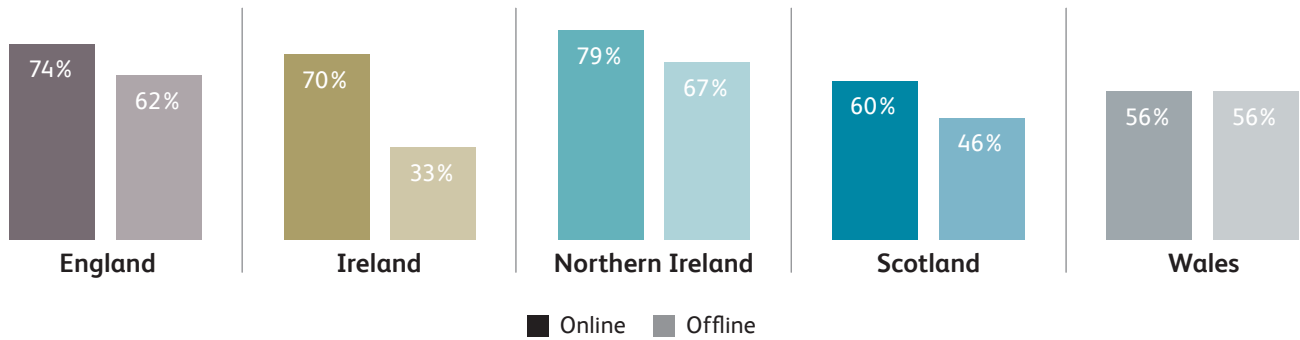
	England %			Ireland %			F	N. Ireland %			Scotland %					Wales %		
	AB	C1C2	DE	AB	C1C2	DE		AB	C1C2	DE	5 Least deprived	4	3	2	1 Most deprived	AB	C1C2	DE
	31	30	32	48	41	35	37	28	22	18	30	23	19	25	23	28	33	31
	59	53	46	61	64	54	50	51	45	37	59	58	48	49	40	68	55	44
	43	40	38	48	42	35	34	36	32	27	44	48	41	40	34	48	41	37
	43	38	36	43	42	33	34	27	27	26	27	36	34	35	40	40	37	28
Base	373	624	294	132	485	309	59	189	473	343	134	135	133	180	143	127	433	294










% answering 'very / fairly safe'

8.4 SOURCES OF INFORMATION

Q. Please could you tell me where you would look to find out more about...

... breaking news



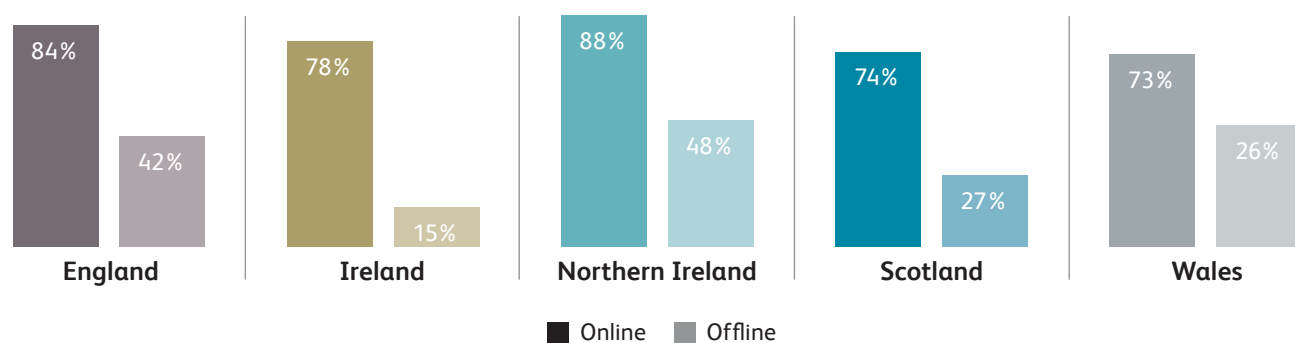
	England %	Ireland %	N. Ireland %	Scotland %	Wales %
ONLINE	74	70	79	60	56
 Search Engine	42	41	39	27	36
 Social media, i.e. Facebook, Twitter	14	8	9	6	7
 Youtube	2	*	1	*	1
 News site	37	23	26	32	18
 Wikipedia	1	-	*	-	*
OFFLINE	62	33	67	46	56
 Library	2	1	1	*	1
 Newspaper	16	7	10	8	6
 Book	1	-	1	-	*
 Television	51	28	51	41	50
OTHER	8	11	9	8	6
Base	1,341	1,011	1,013	1,000	1,011












8.5 SOURCES OF INFORMATION

Q. Please could you tell me where you would look to find out more about...

... an historical event

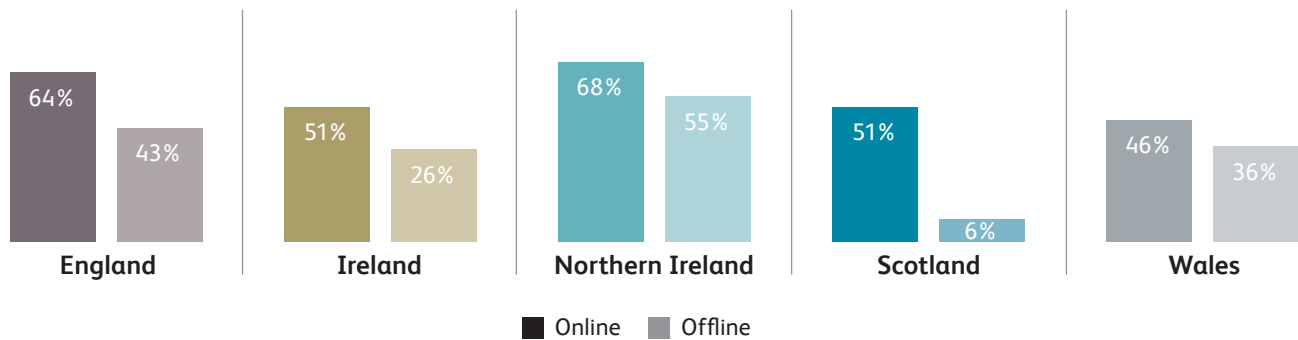











	England %	Ireland %	N. Ireland %	Scotland %	Wales %
ONLINE	84	78	88	74	73
 Search Engine	76	71	73	69	68
 Social media, i.e. Facebook, Twitter	4	2	4	1	3
 Youtube	4	1	2	1	1
 News site	5	1	2	1	1
 Wikipedia	14	5	7	5	3
OFFLINE	42	15	48	27	26
 Library	16	10	19	13	7
 Newspaper	8	5	7	6	5
 Book	15	2	10	6	7
 Television	11	2	6	4	4
OTHER	3	6	7	9	7
Base	1,341	1,011	1,013	1,000	1,011

8.6 SOURCES OF INFORMATION

Q. Please could you tell me where you would look to find out more about...

... changing a tyre



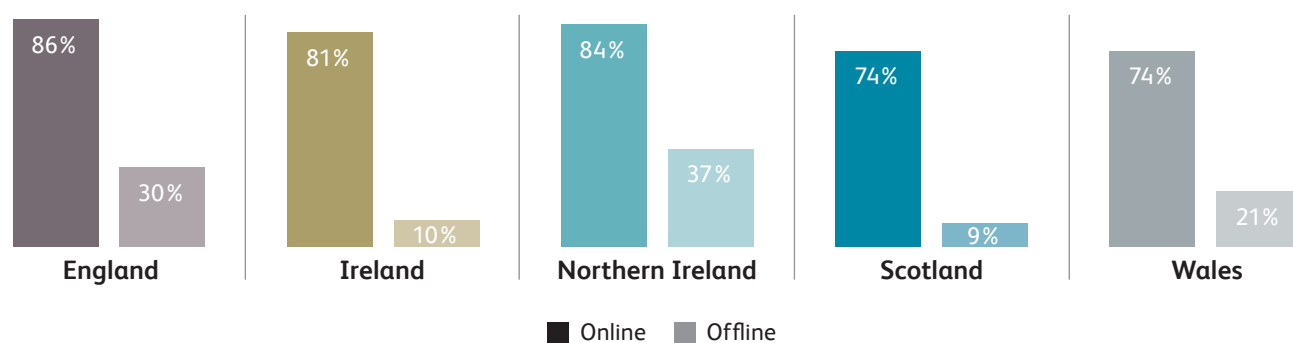
	England %	Ireland %	N. Ireland %	Scotland %	Wales %
ONLINE	64	51	68	51	46
 Search Engine	49	41	45	41	33
 Social media, i.e. Facebook, Twitter	2	*	1	*	1
 Youtube	22	11	17	12	14
 News site	1	*	*	*	-
 Wikipedia	1	*	*	*	-
OFFLINE	43	26	55	6	36
 Library	4	1	1	1	*
 Newspaper	2	-	1	*	1
 Book	10	1	10	4	3
 Television	3	*	1	*	*
OTHER	28	39	48	35	33
Base	1,341	1,011	1,013	1,000	1,011












8.7 SOURCES OF INFORMATION

Q. Please could you tell me where you would look to find out more about...

... opening hours of a local service

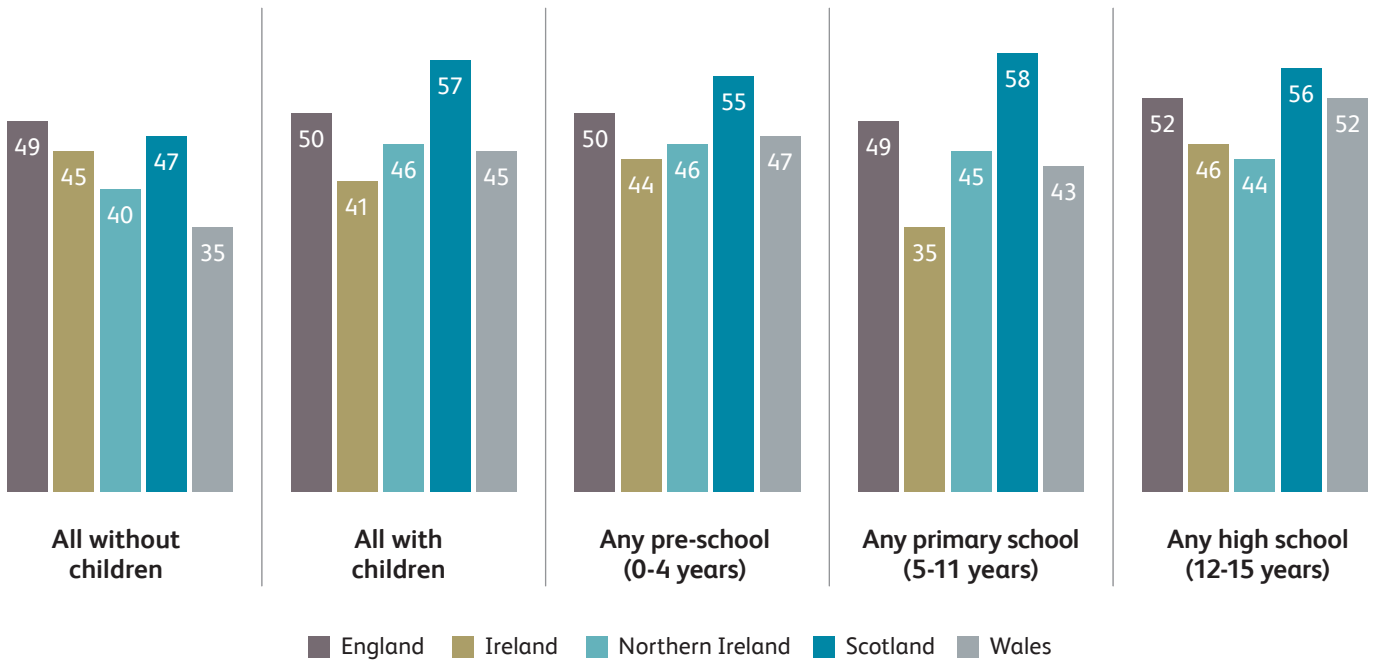


	England %	Ireland %	N. Ireland %	Scotland %	Wales %
ONLINE	86	81	84	74	74
 Search Engine	83	76	76	73	72
 Social media, i.e. Facebook, Twitter	4	2	4	1	2
 Youtube	2	*	*	*	*
 News site	2	*	*	1	*
 Wikipedia	1	-	*	*	*
OFFLINE	30	10	37	9	21
 Library	6	2	1	4	3
 Newspaper	11	3	1	4	4
 Book	2	*	10	1	1
 Television	4	*	1	*	1
OTHER	12	15	25	18	14
Base	1,341	1,011	1,013	1,000	1,011

8.8 CHECKING INFORMATION BY HOUSEHOLDS WITH CHILDREN

Q. Still thinking about these different types of information. In general would you use another source to check whether or not the information you found was correct?

A. Yes

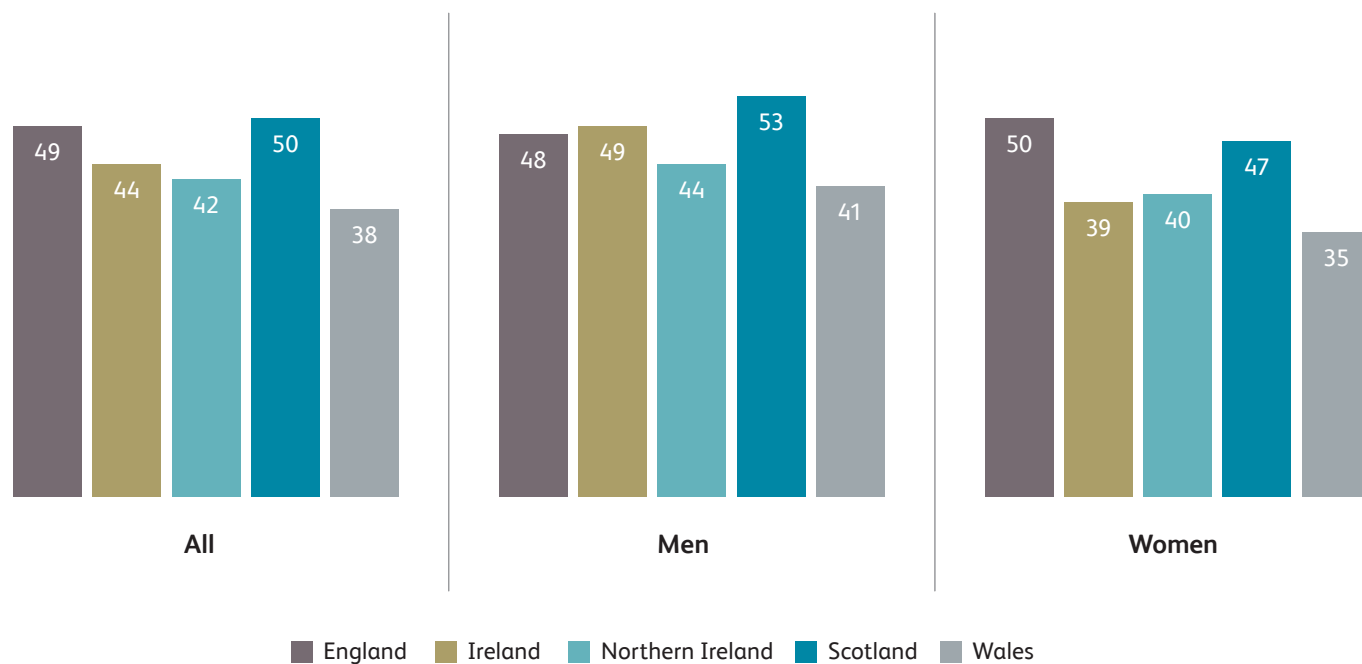




8.9 CHECKING INFORMATION BY GENDER

Q. Still thinking about these different types of information. In general would you use another source to check whether or not the information you found was correct?

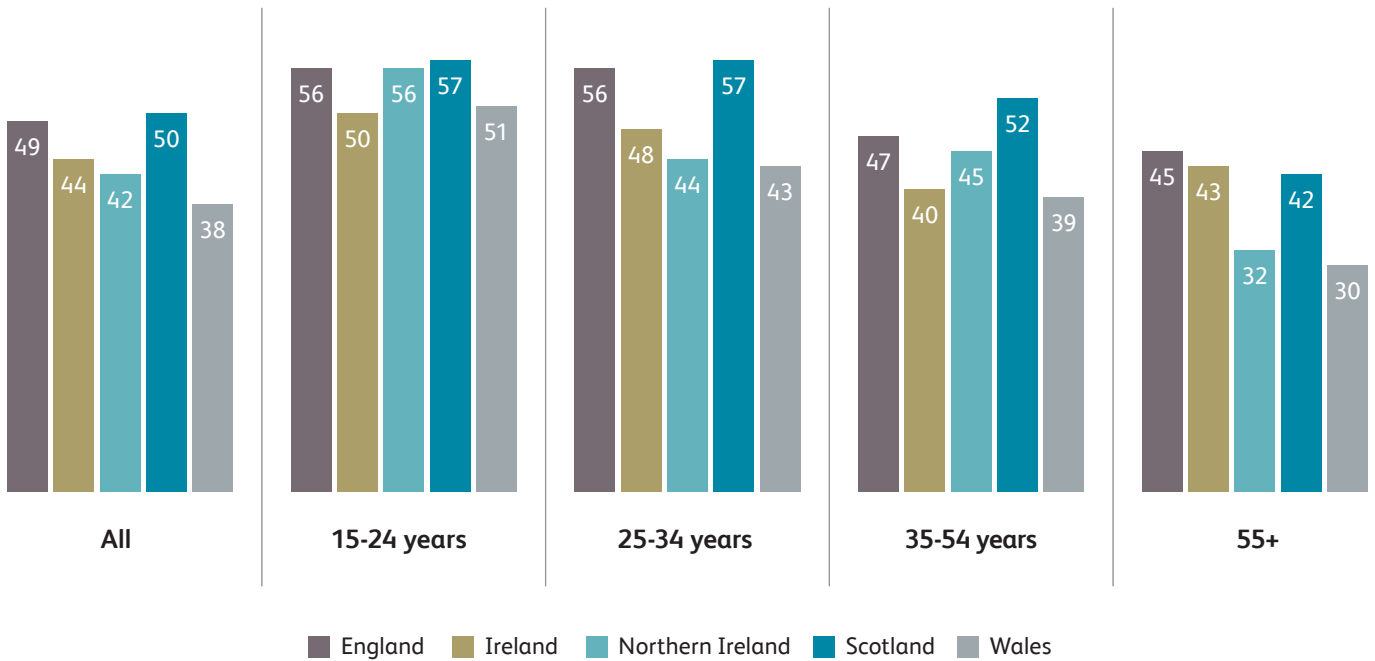
A. Yes



8.10 CHECKING INFORMATION BY AGE

Q. Still thinking about these different types of information. In general would you use another source to check whether or not the information you found was correct?

A. Yes



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