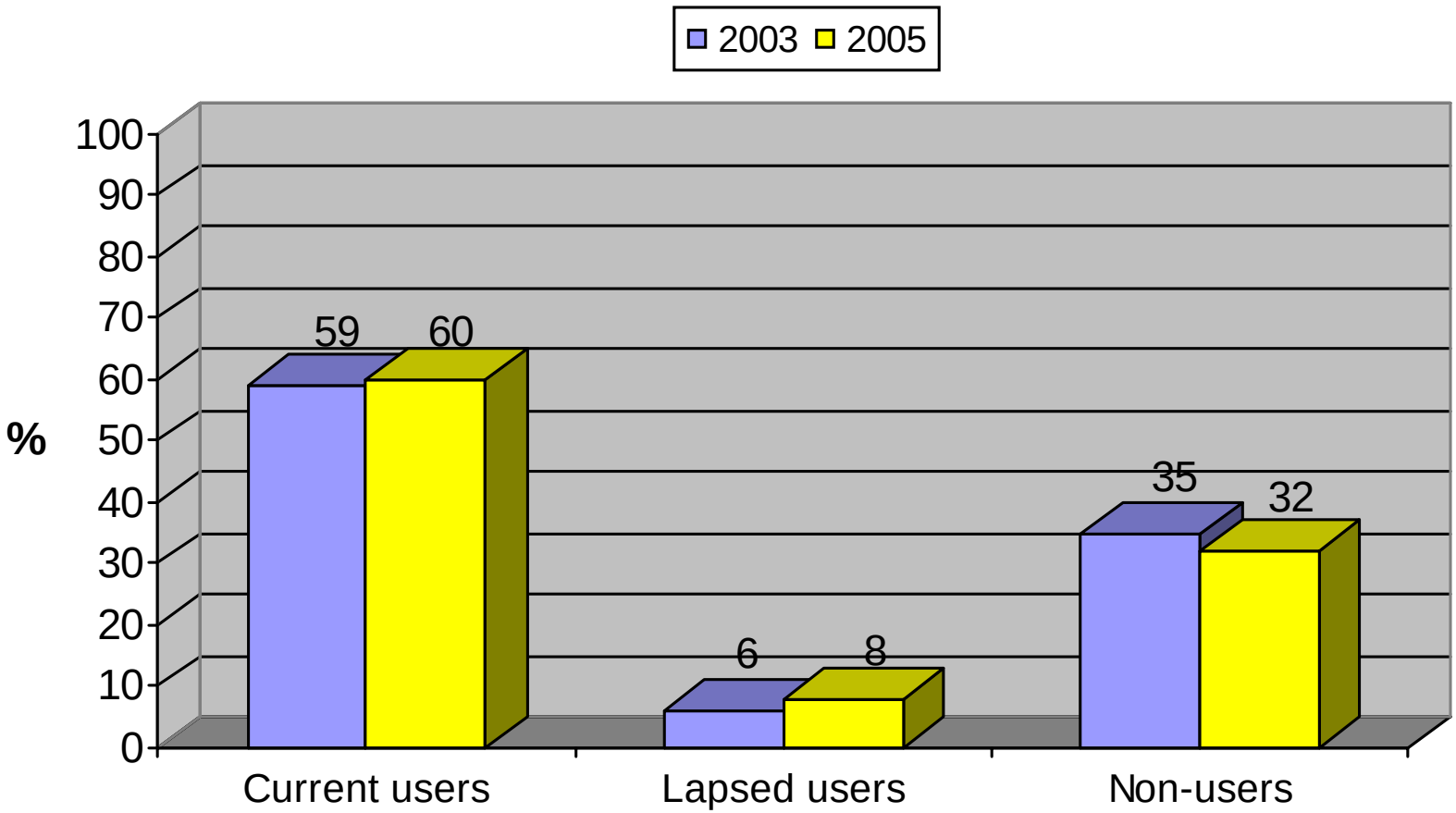
The Internet in Britain: The Oxford Internet Survey (OxIS) 2005

Speakers:

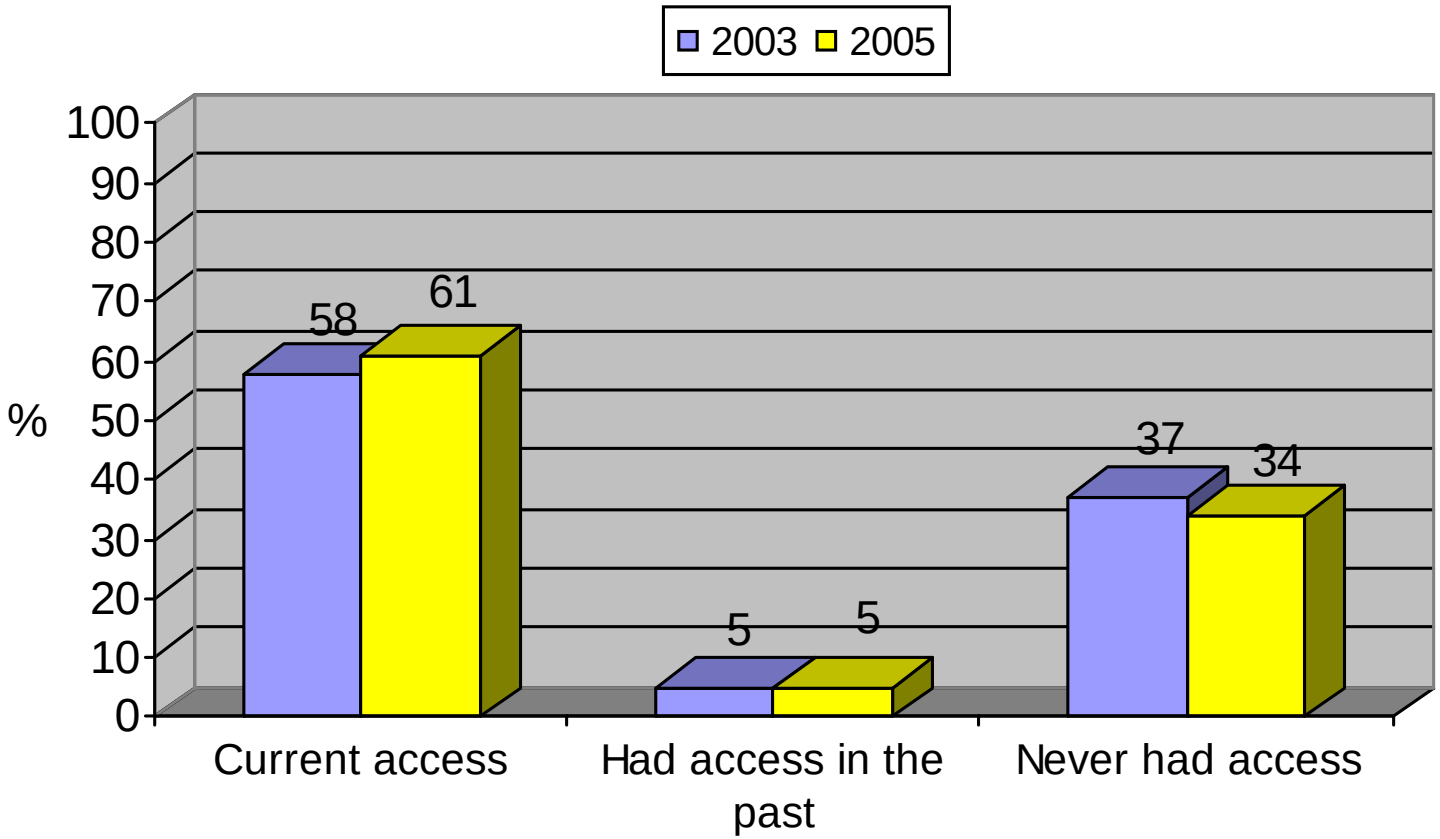
- William H. Dutton, Director, Oxford Internet Institute (OII)
- Helen Margetts, Professor of Society and the Internet, OII
- Corinna di Gennaro, Survey Research Officer, OII
- Andrea Millwood-Hargrave, Research Associate, OII

Internet adoption by individuals in Britain (2003–2005)



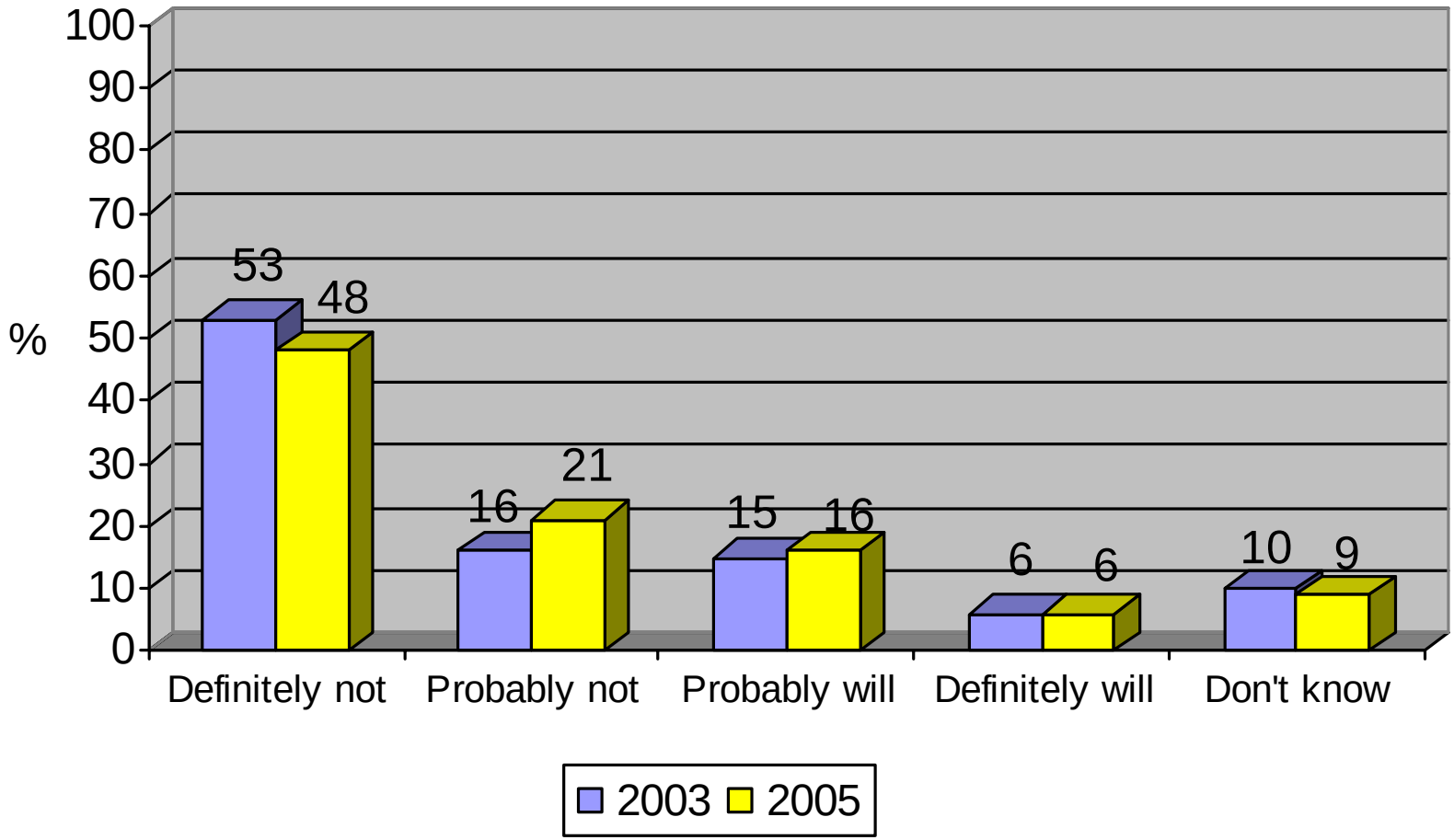
OxIS 2003: N=2,029 (All respondents); OxIS 2005: N=2,185 (All respondents)

Household Internet adoption (2003–2005)



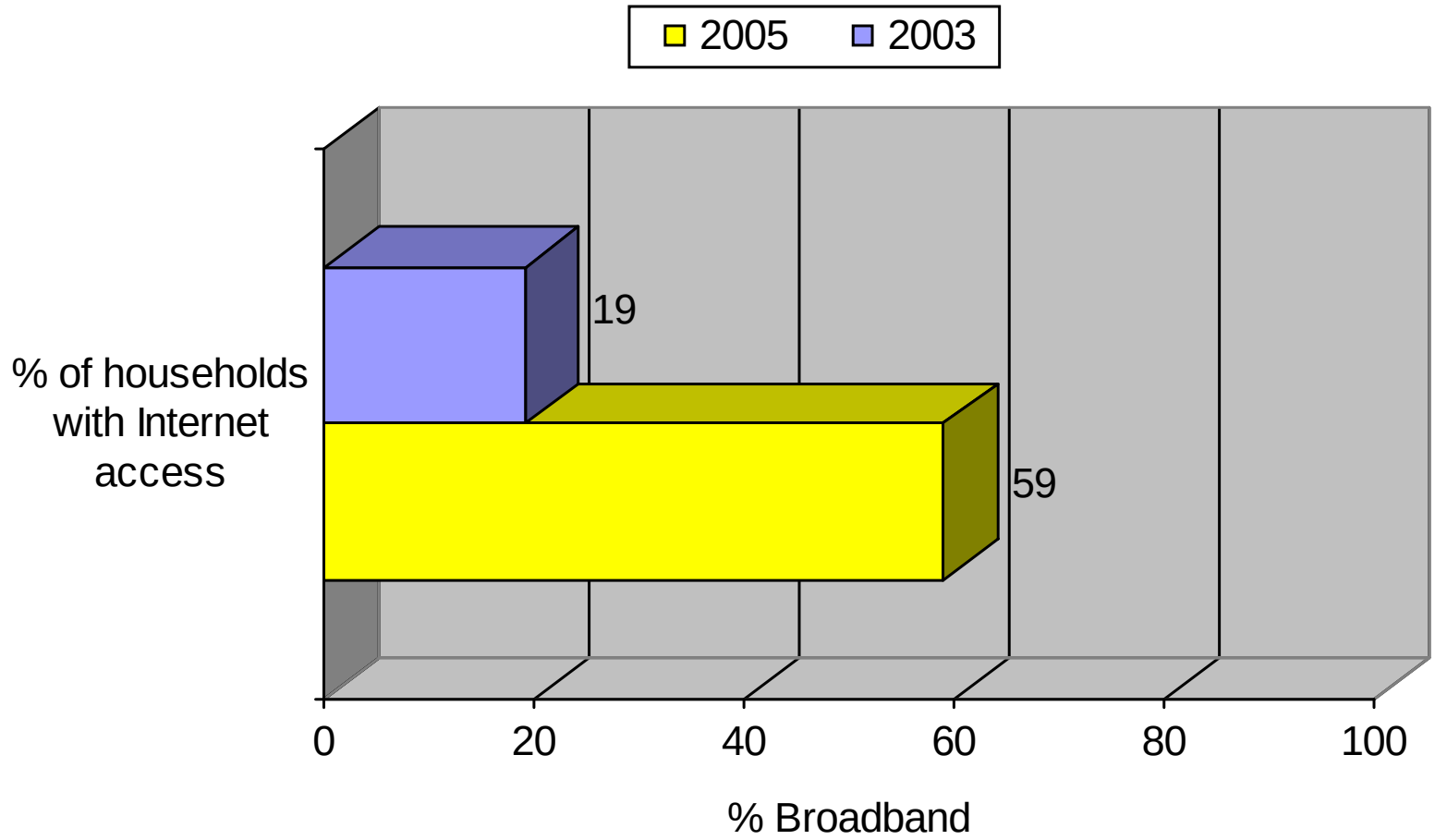
OxIS 2003: N=2,029 (All respondents); OxIS 2005: N=2,185 (All respondents)

Households planning to get Internet access in the next year (2003-2005)



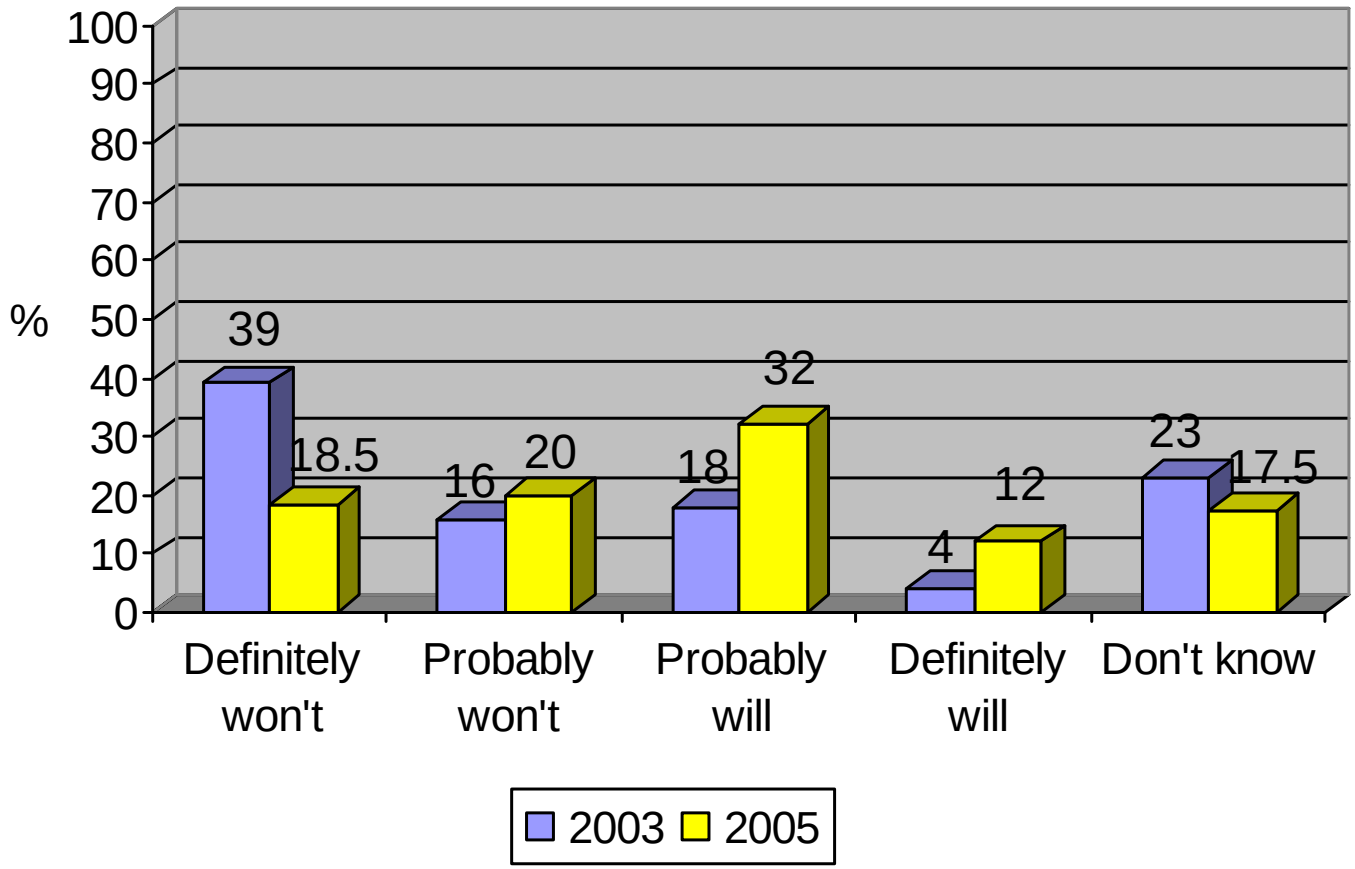
OxIS 2003: N= 848 (Households with no Internet access);
OxIS 2005: N= 855 (Households with no Internet access).

Broadband connection per household with Internet access (2003-2005)



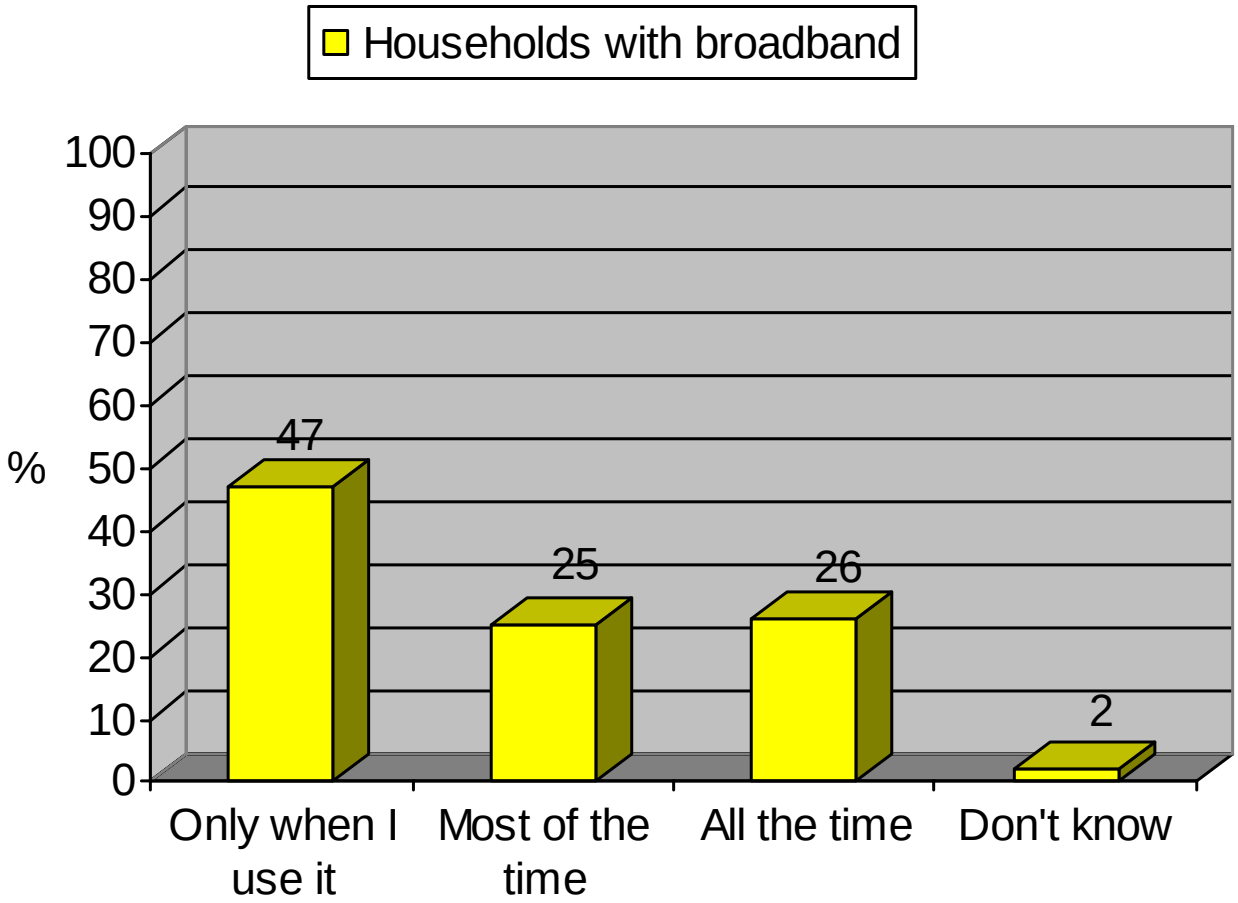
OxIS 2003: N= 1,172 (Households with Internet access);
OxIS 2005: N = 1,330 (Households with Internet access)

Households considering Broadband in the next year (2003–2005)



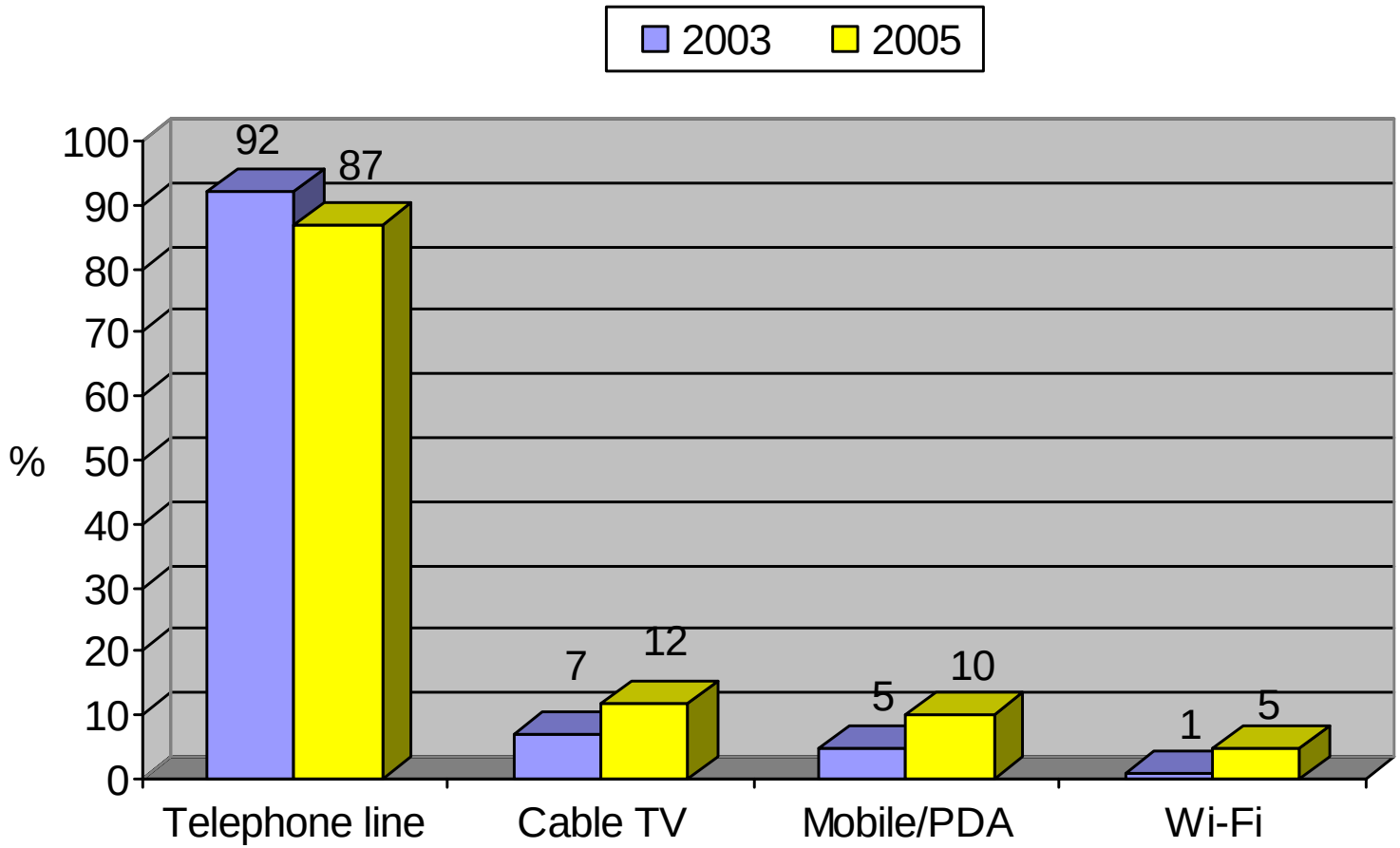
OxIS 2003: N= 930 (Households with narrowband Internet connection);
OxIS 2005: N= 534 (Households with narrowband Internet connection)

In your household is the Internet left on all or most of the time or connected only when you are actually using it? (2005)



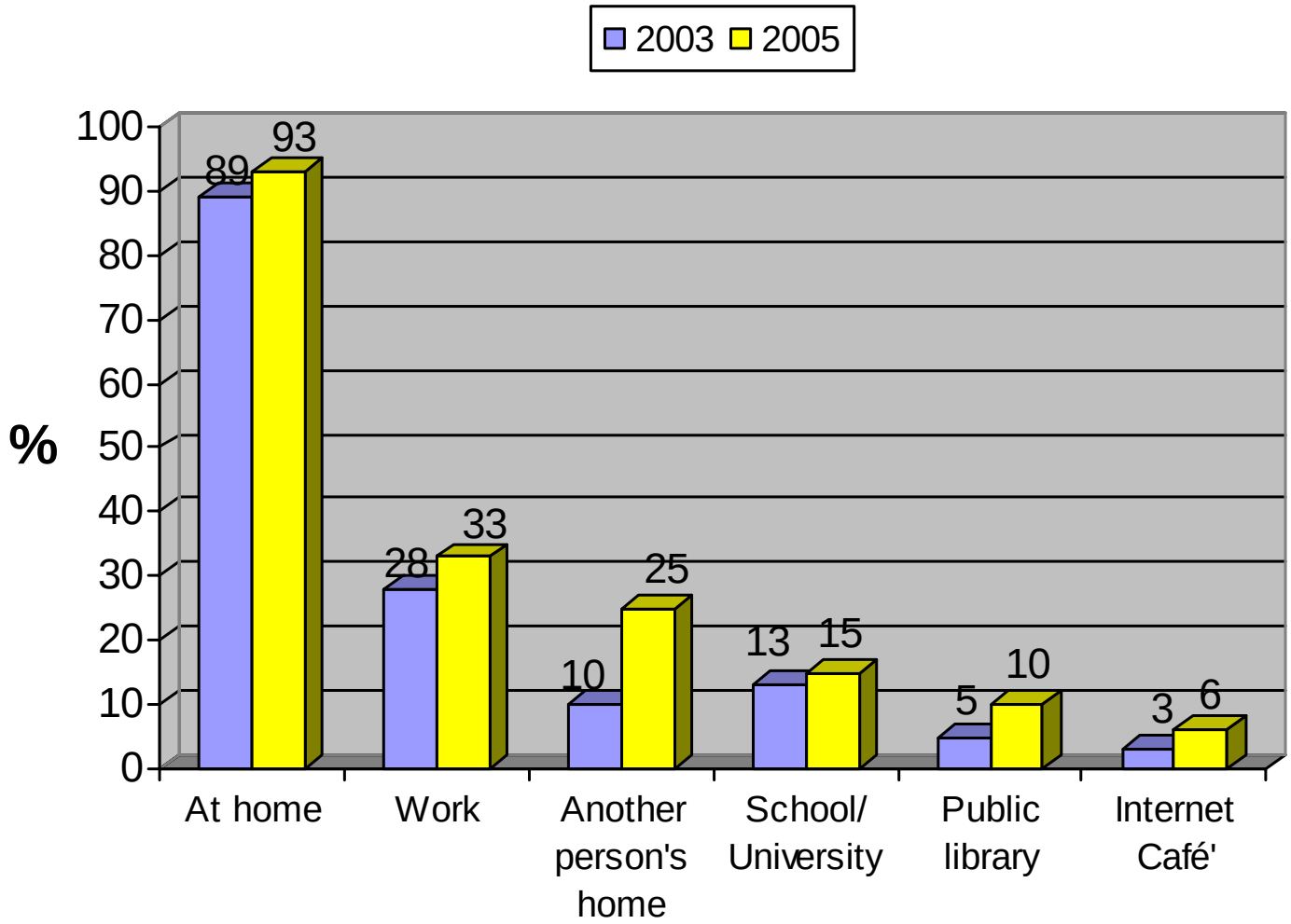
N= 784 (Broadband users only)

Modes of Internet access in the household (2003–2005)



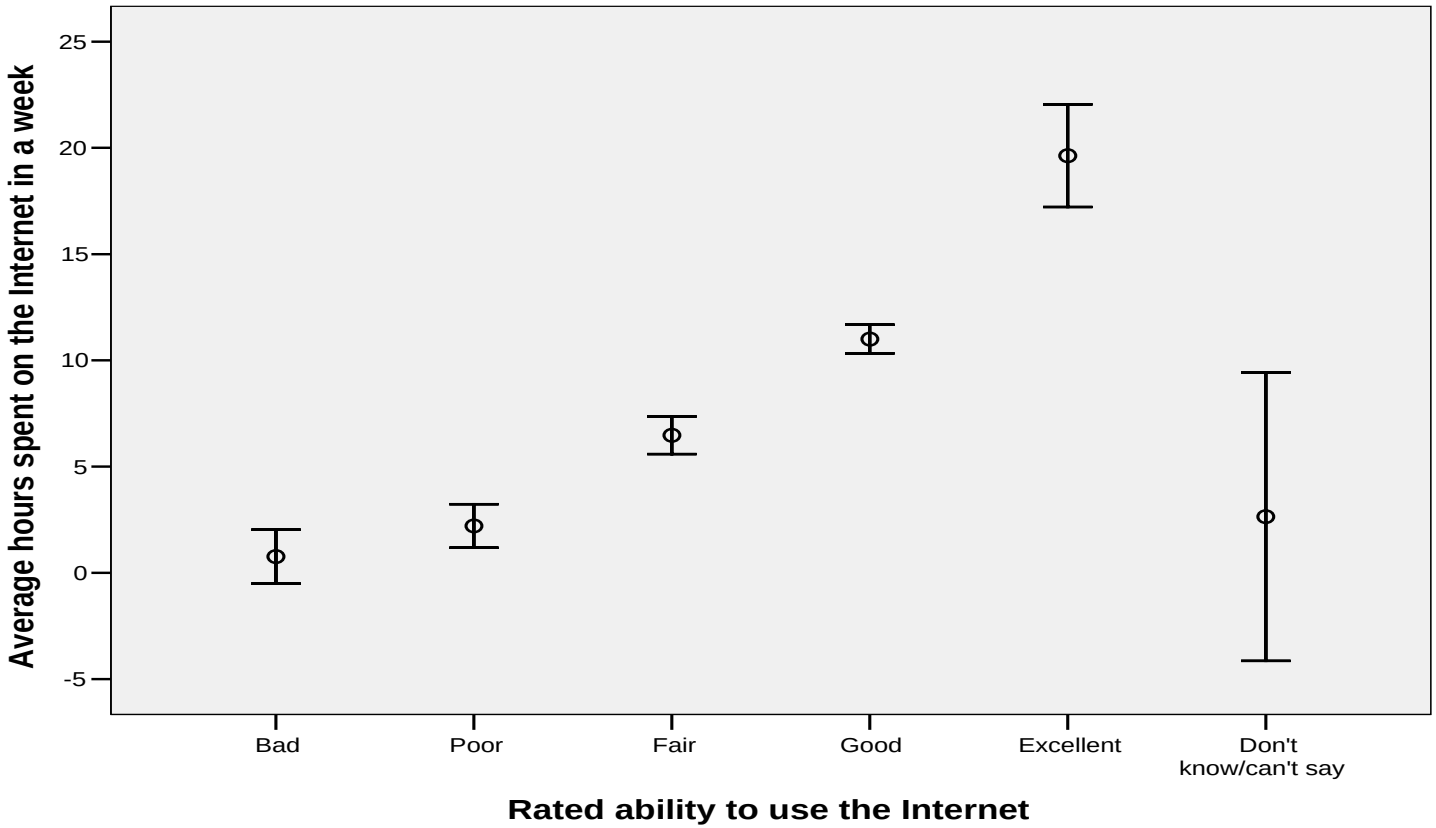
OxIS 2003: N= 1,172 (Households with Internet access);
OxIS 2005: N= 1,330 (Households with Internet access)

Places of access (2003–2005)



OxIS 2003: N= 1,201 (Current Internet users) N= 1,309 (Current Internet users)

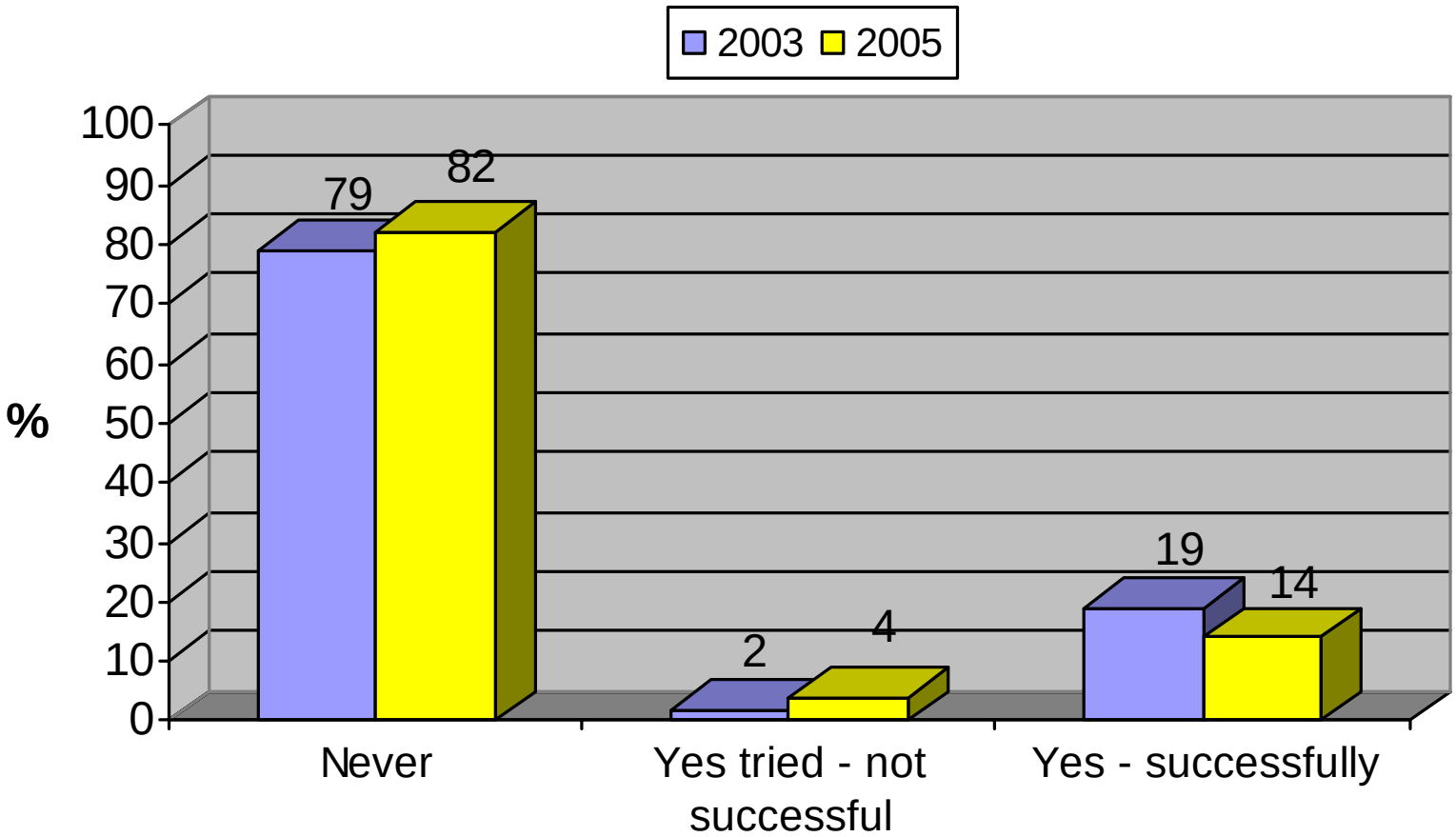
Average time spent online in a week by life stage (2005)



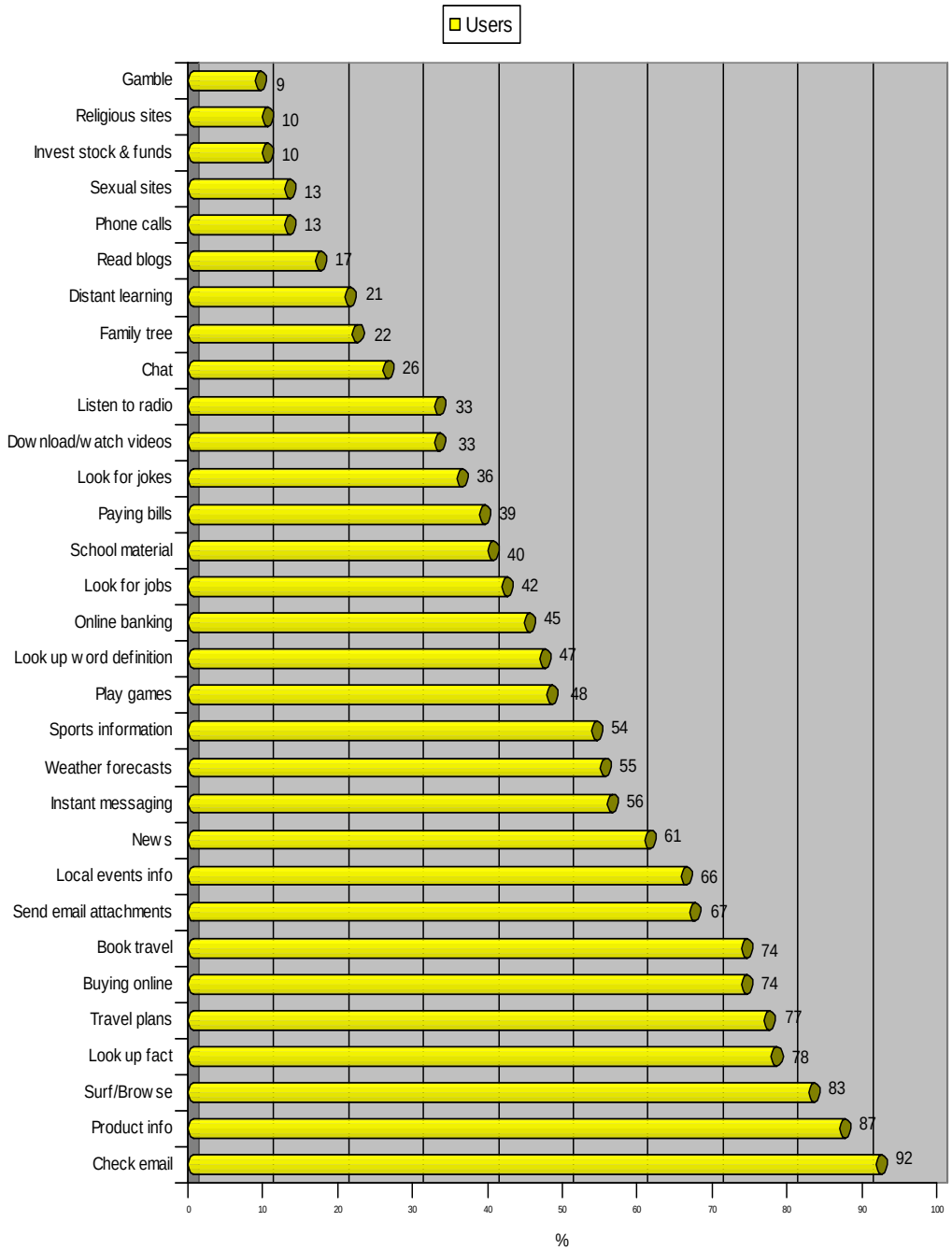
OxIS 2005: N= 1,309 (Current Internet users)

*average hours spent in a week on the Internet with 95% confidence interval level

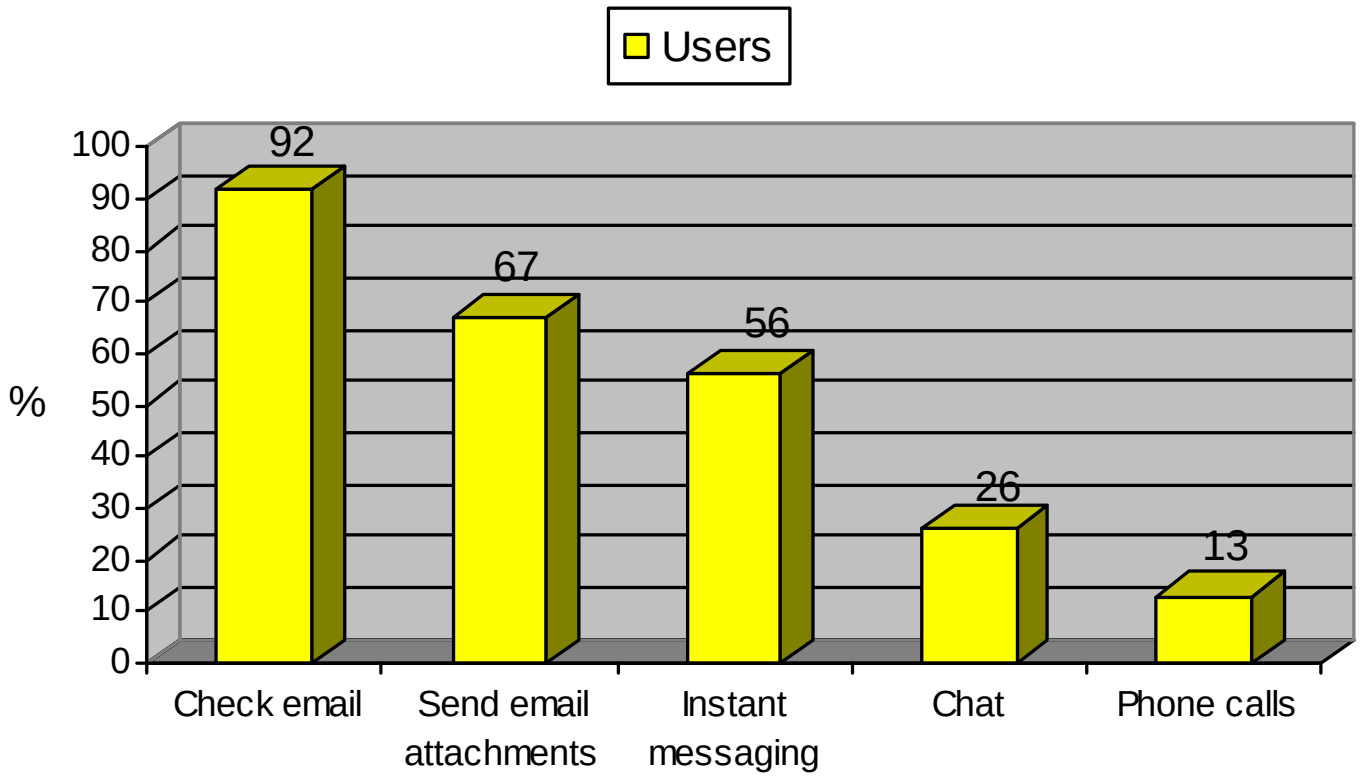
Have you ever tried to set up a Web page? (2003-2005)



OxIS 2003: N= 1,201 (Current Internet users);
OxIS 2005: N= 1,309 (Current Internet users)

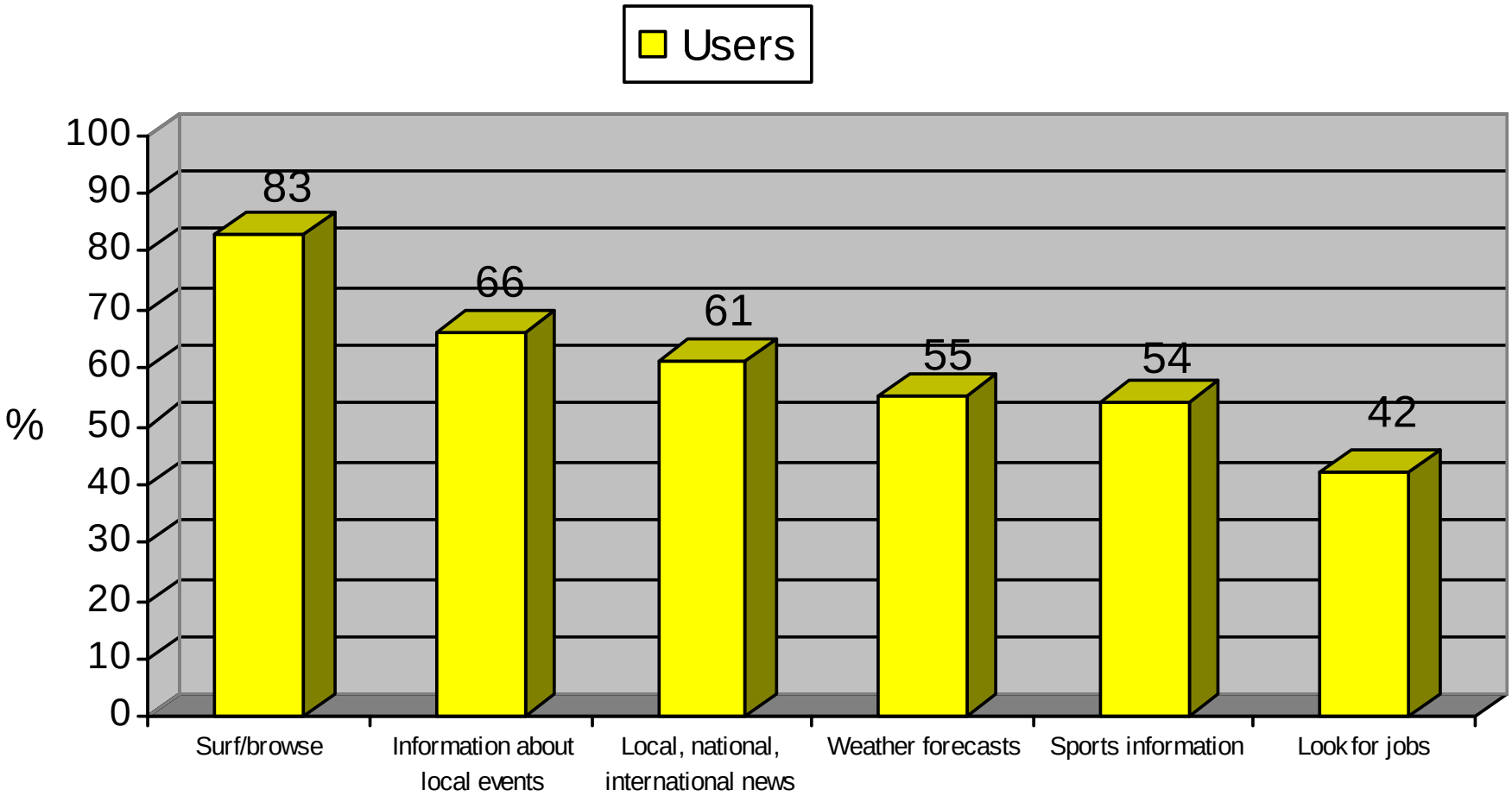

Users
Gamble 9
Religious sites 10
Invest stock & funds 10
Sexual sites 13
Phone calls 13
Read blogs 17
Distant learning 21
Family tree 22
Chat 26
Listen to radio 33
Dow nload/w atch videos 33
Look for jokes 36
Paying bills 39
School material 40
Look for jobs 42
Online banking 45
Look up w ord definition 47
Play games 48
Sports information 54
Weather forecasts 55
Instant messaging 56
New s 61
Local events info 66
Send email attachments 67
Book travel 74
Buying online 74
Travel plans 77
Look up fact 78
Surf/Brow se 83
Product info 87
Check email 92
0 10 20 30 40 50 60 70 80 90 100
%

e-Communication (2005)



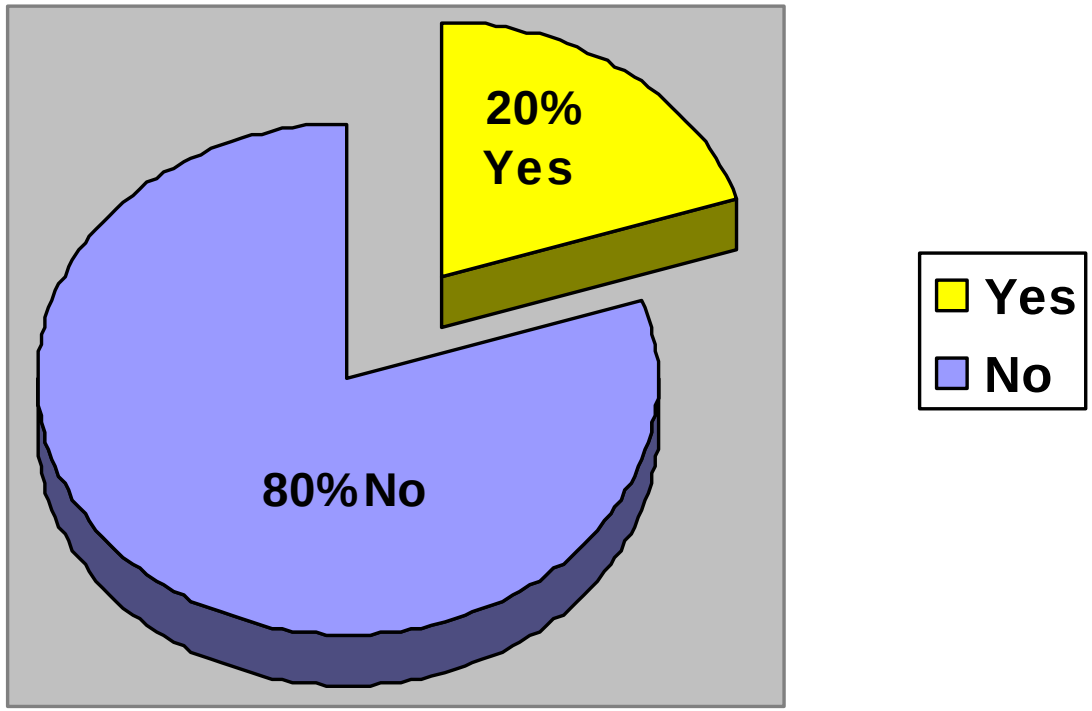
N= 1,309 (Current Internet users)

e-Information (2005)



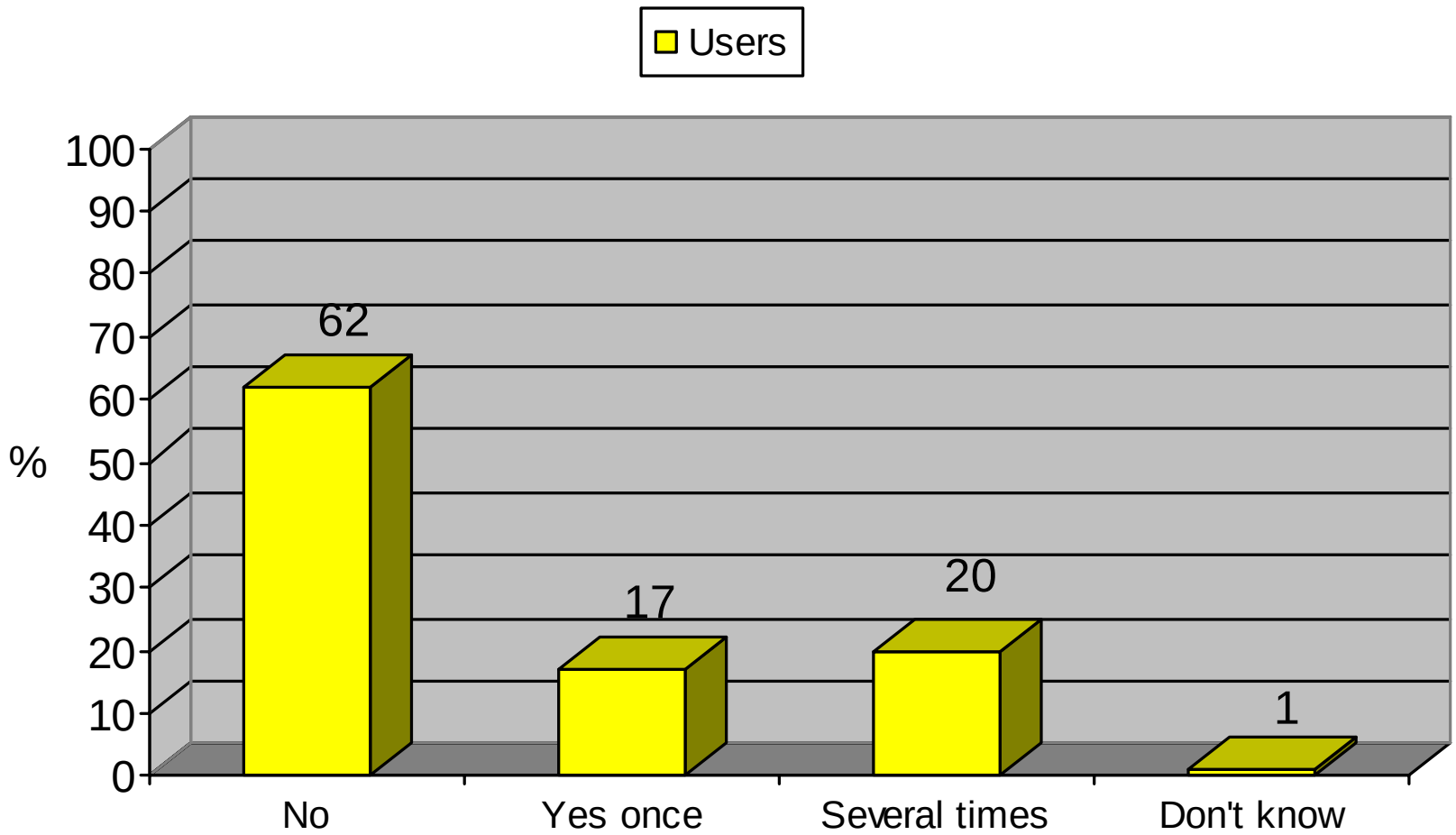
N= 1,309 (Current Internet users)

Do you read any newspapers or news service online that you do not read in print? (2005)



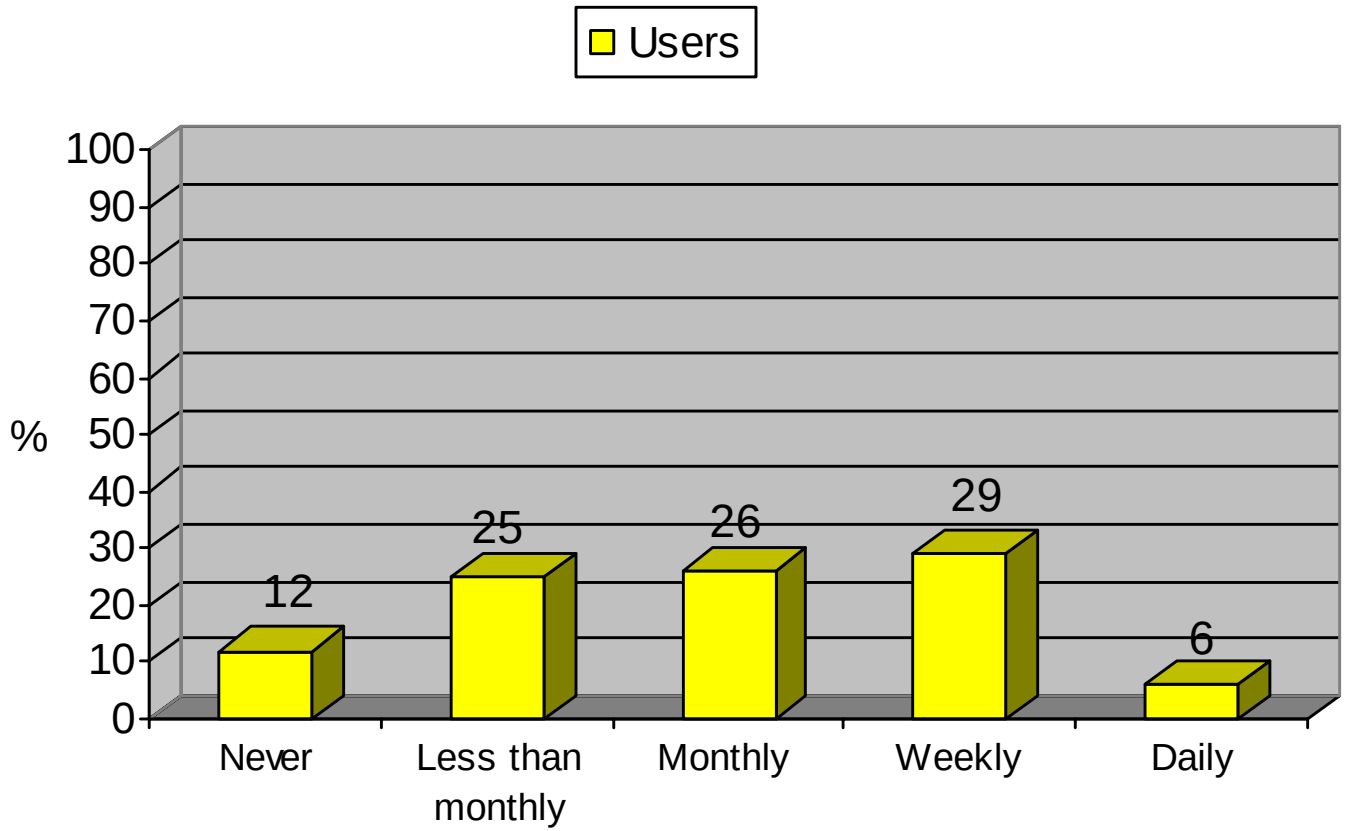
N= 1,309 (Current Internet users)

Access to health care information in the past twelve months (2005)



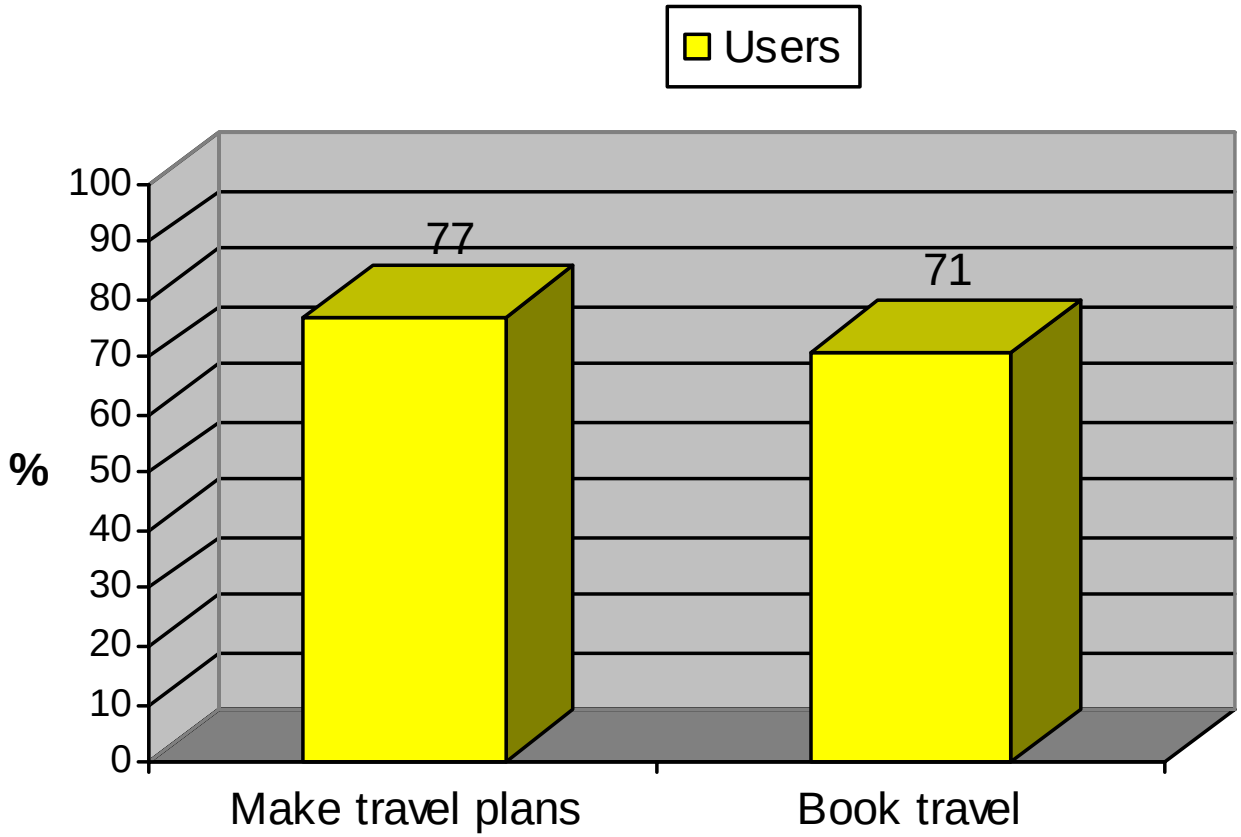
N = 1,309 (Current Internet users)

How often shop online (2005)



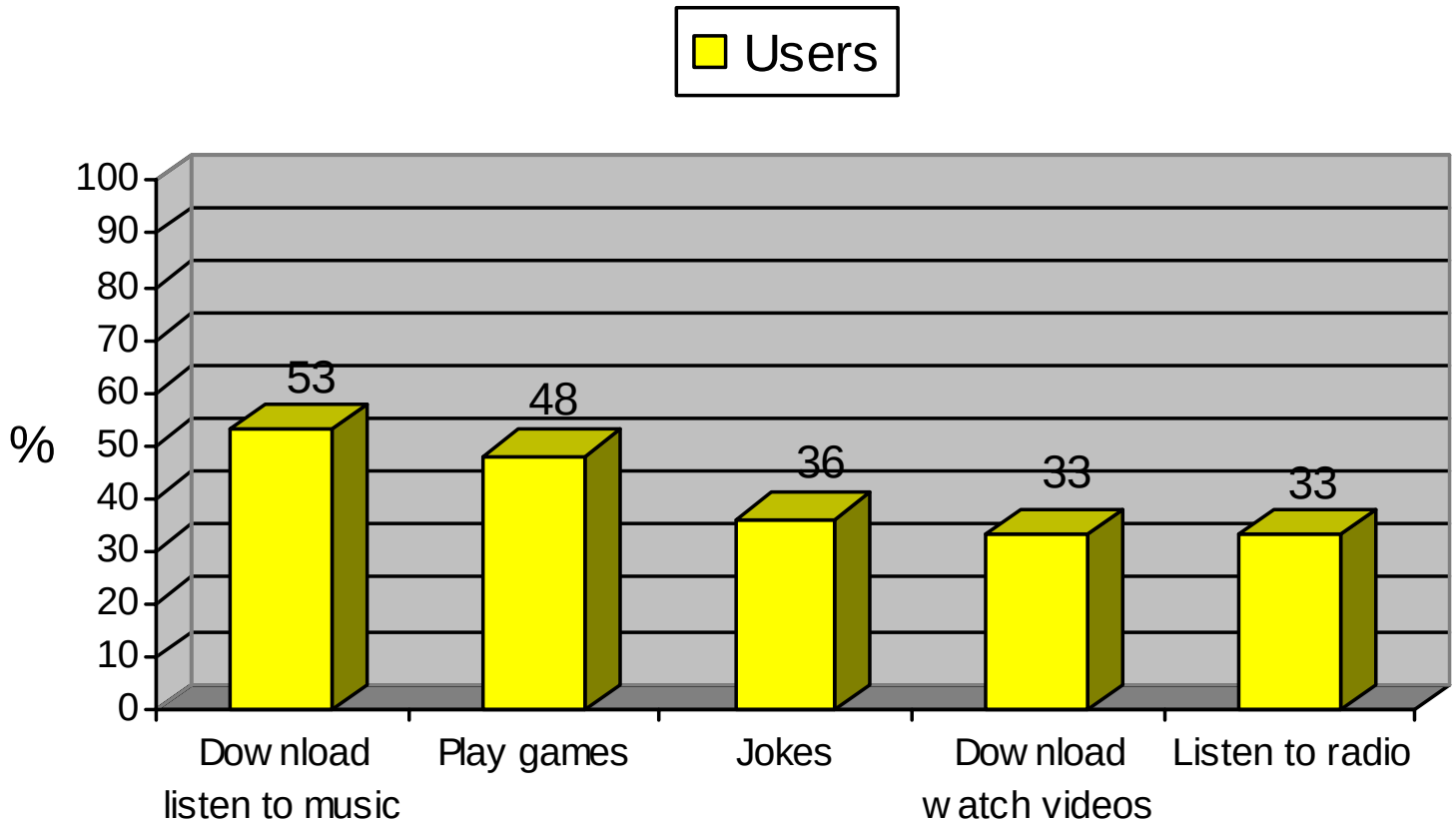
N= 1,309 (Current Internet users)

e-Travel (2005)



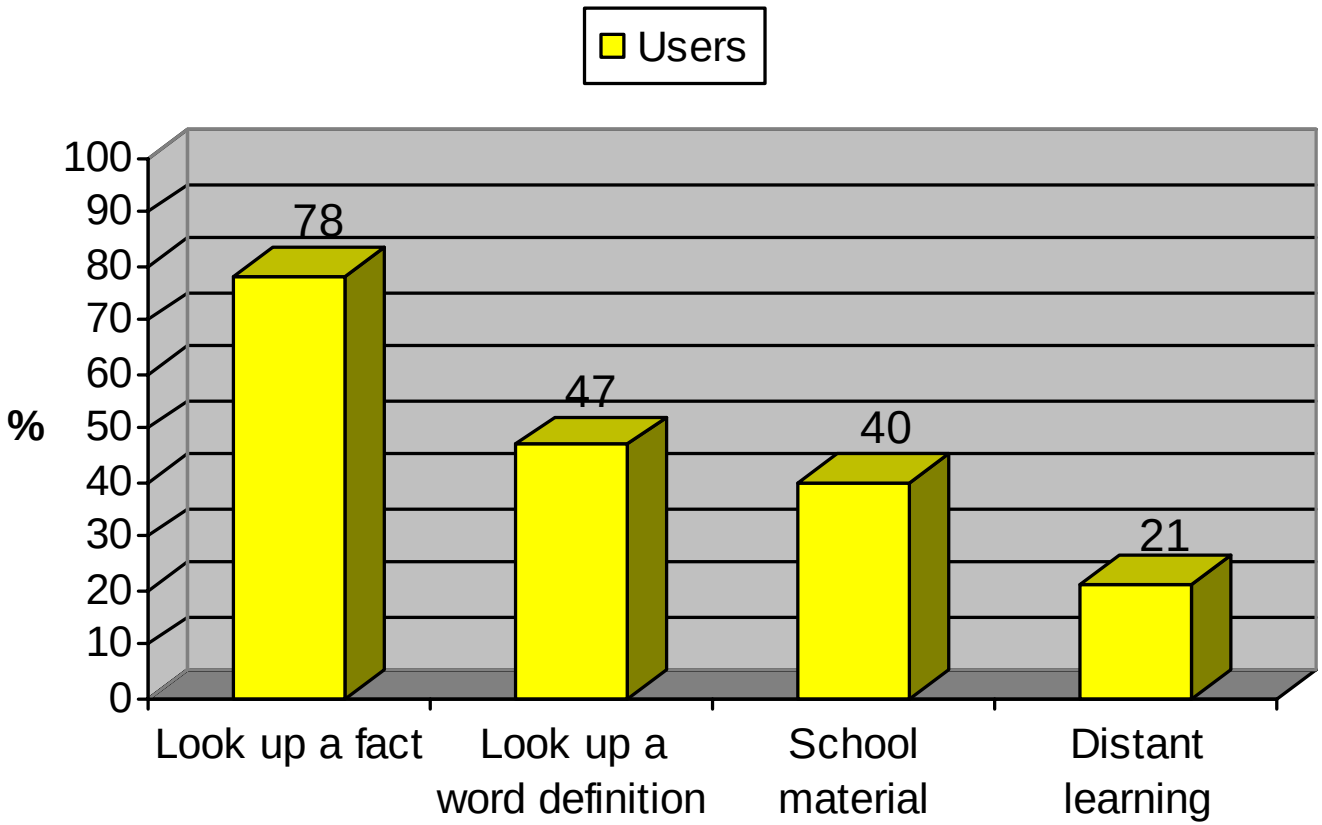
N= 1,309 (Current Internet users)

e-Entertainment (2005)



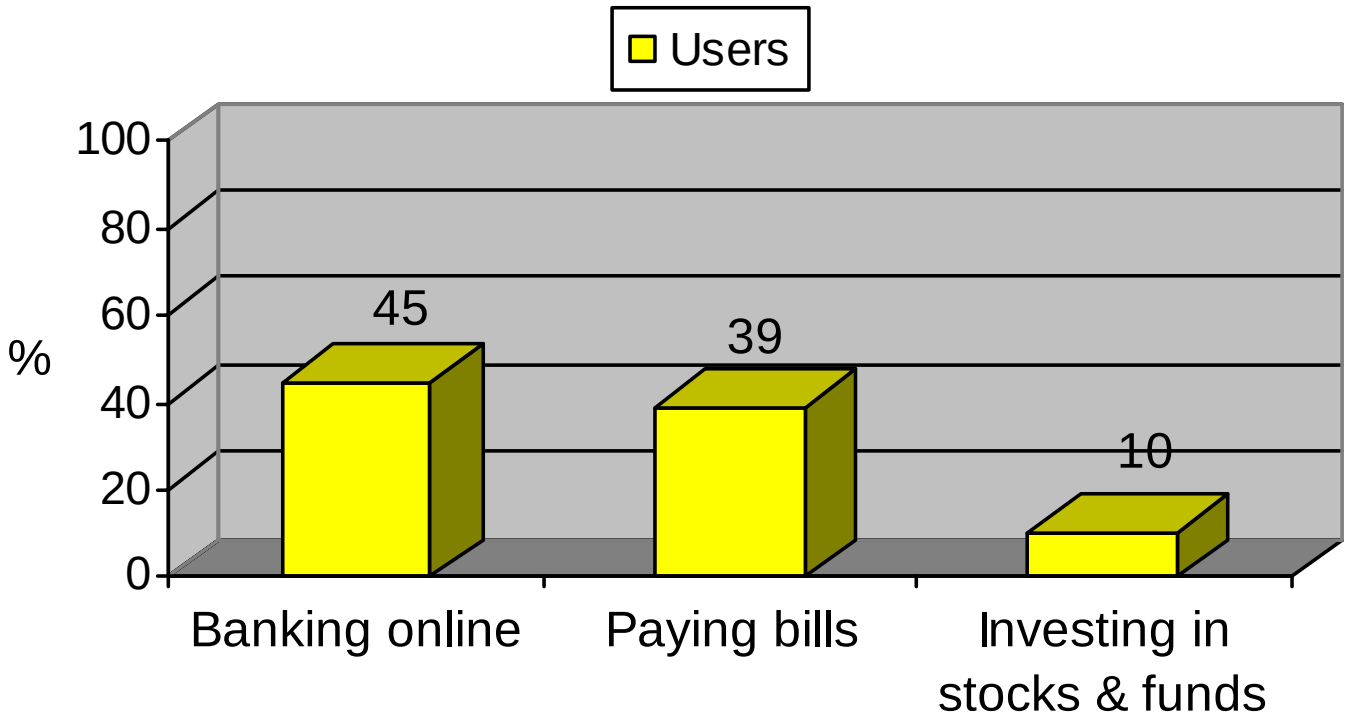
N= 1,309 (Current Internet users)

e-Learning



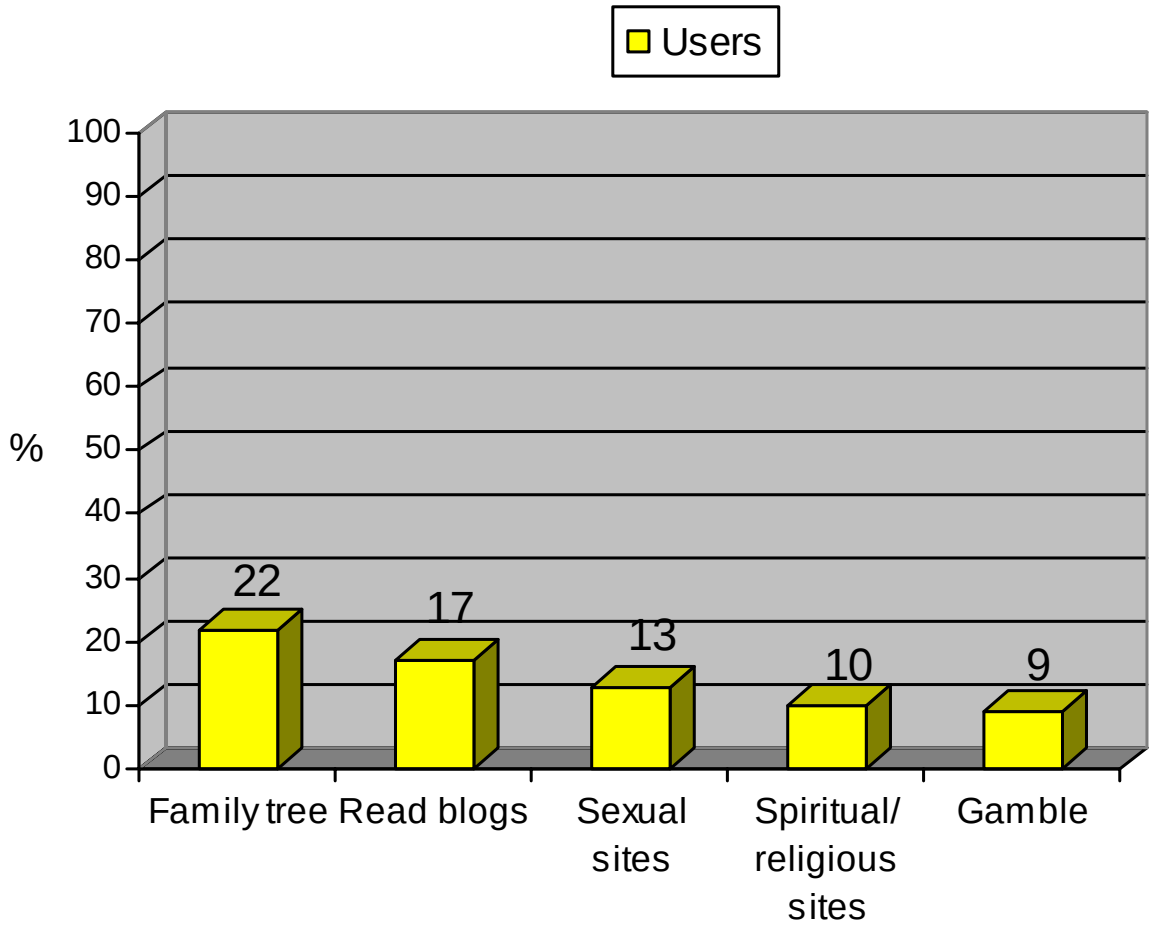
N= 1,309 (Current Internet users)

e-Money (2005)



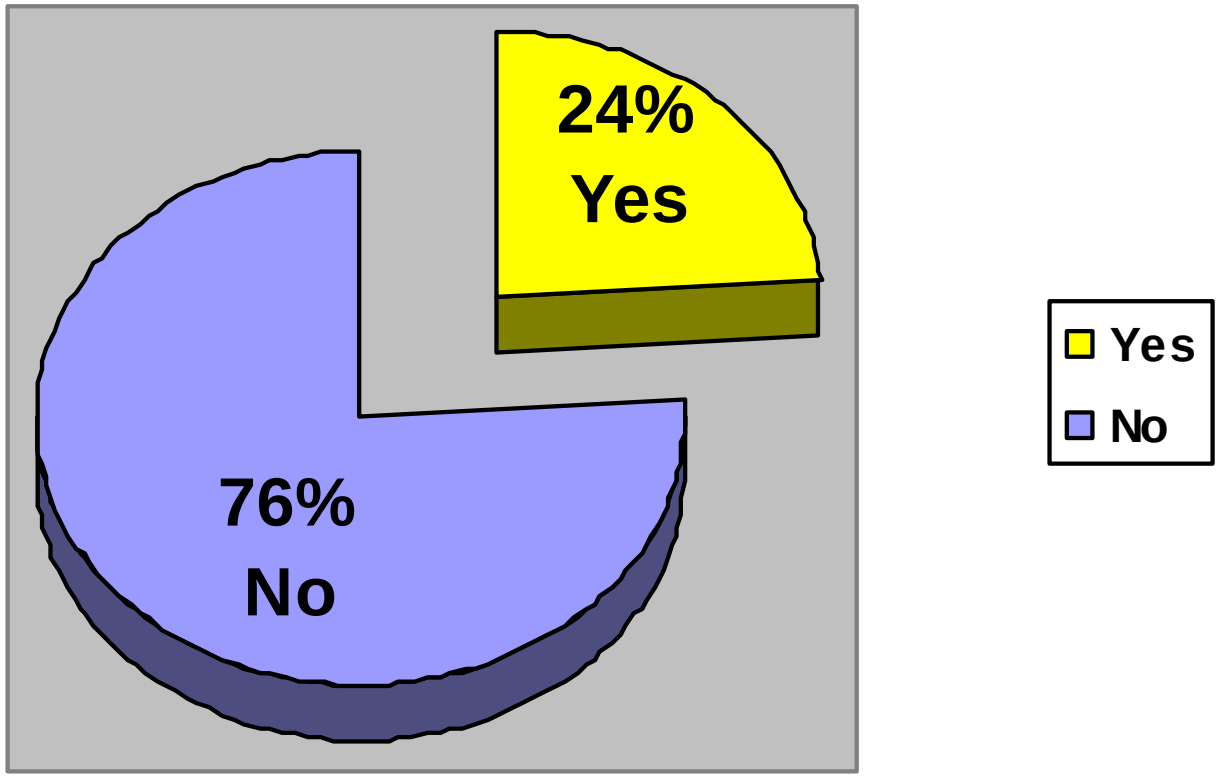
N= 1,309 (Current Internet users)

Other uses (2005)



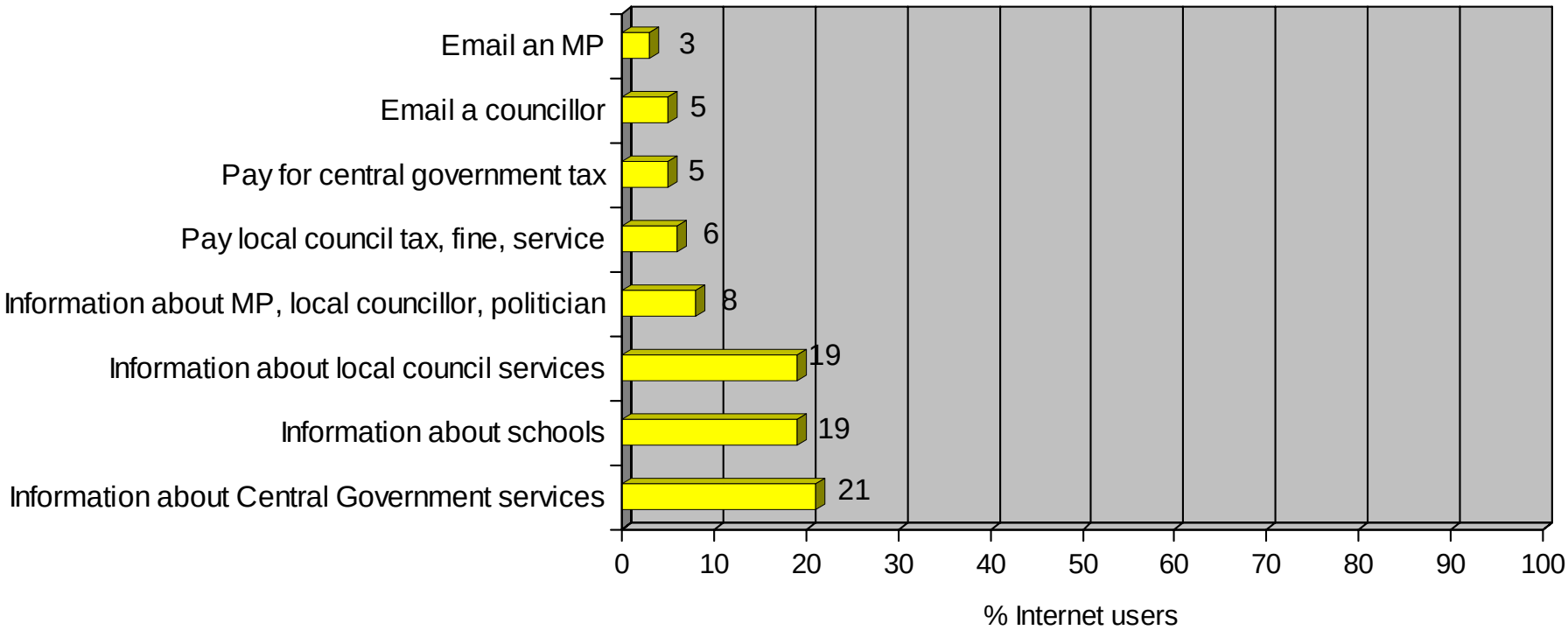
N= 1,309 (Current Internet users)

e-Government: did at least one e-government action online (2005)



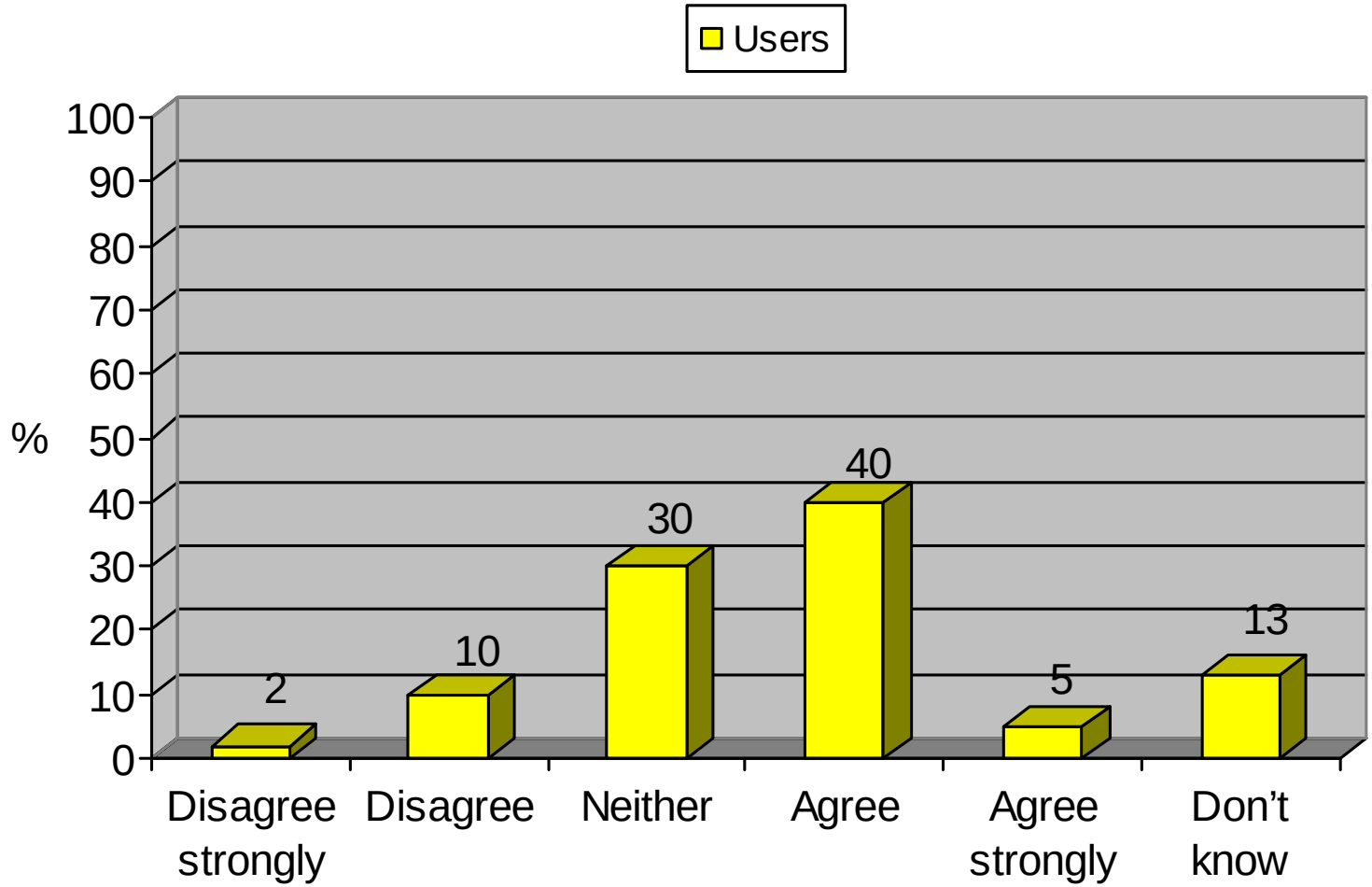
N= 1,309 (Current Internet users)

Internet and e-government (2005)



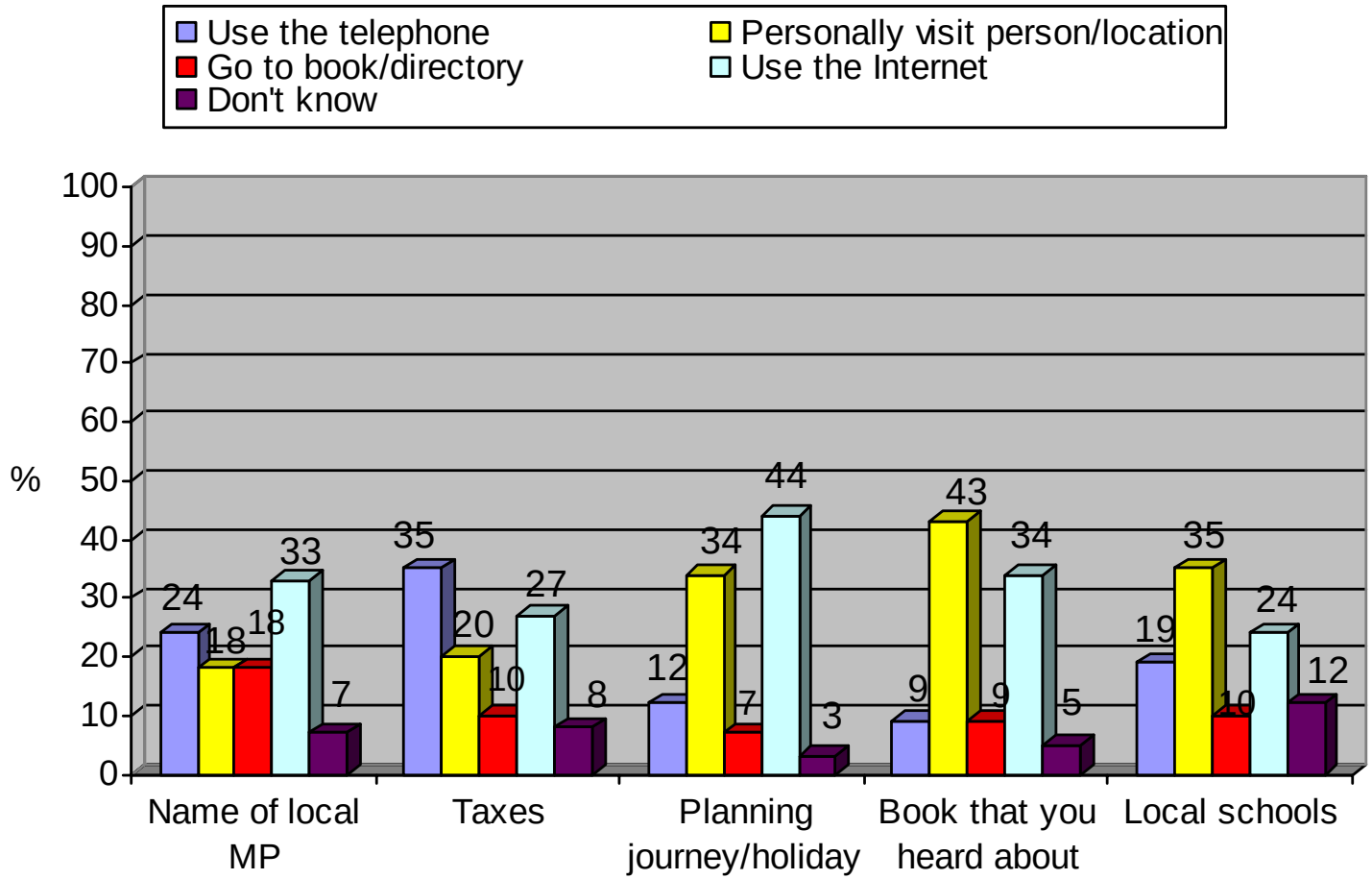
N= 1,309 (Current Internet users)

The Internet helps people express their concerns to Government (2005)



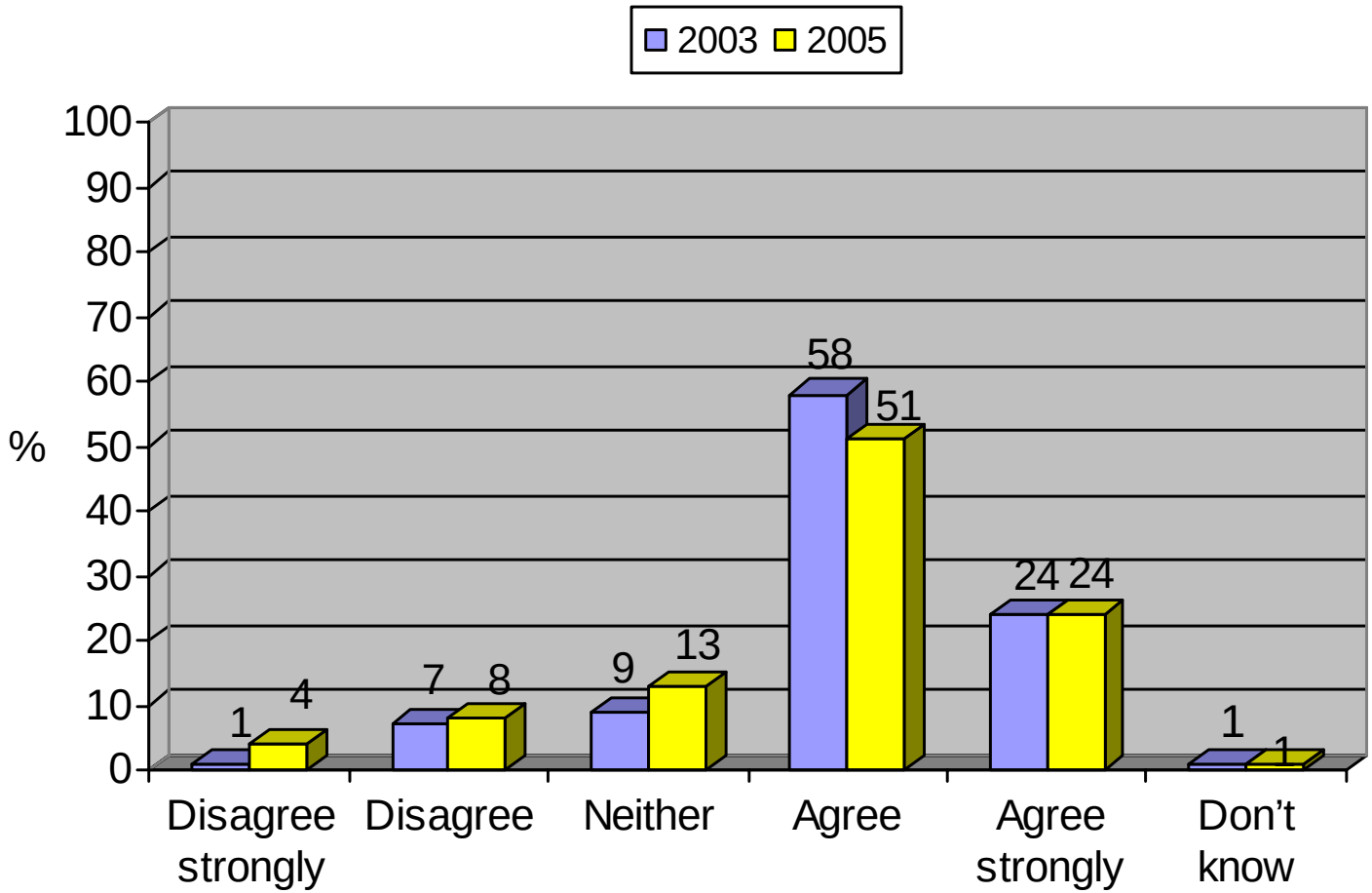
N= 1,309 (Current Internet users)

Where would you go first if looking for information on… (2005)



N=2,185 (All respondents)

The Internet allows me to keep in touch with people you normally could not talk to so often (2003-2005)



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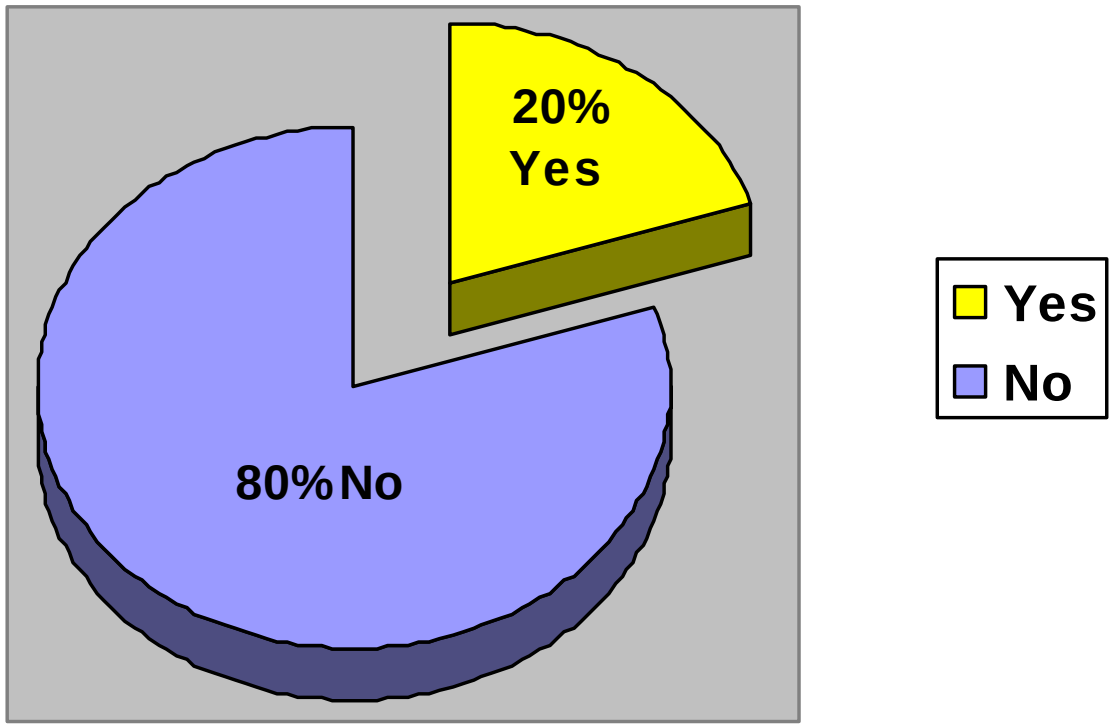
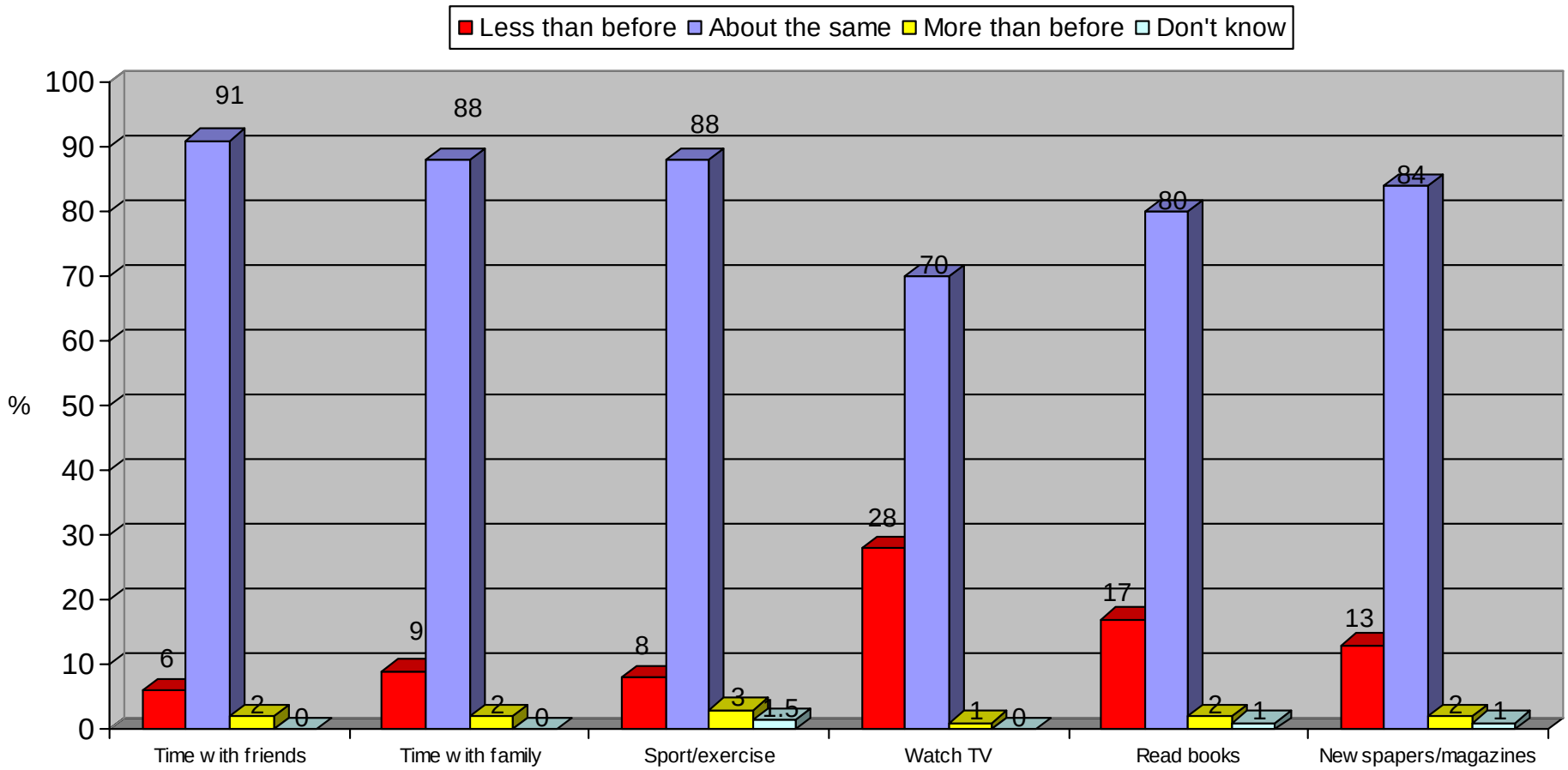
OxIS 2005: N= 1,309 (Current Internet users)

Met people or made friends online – 2005



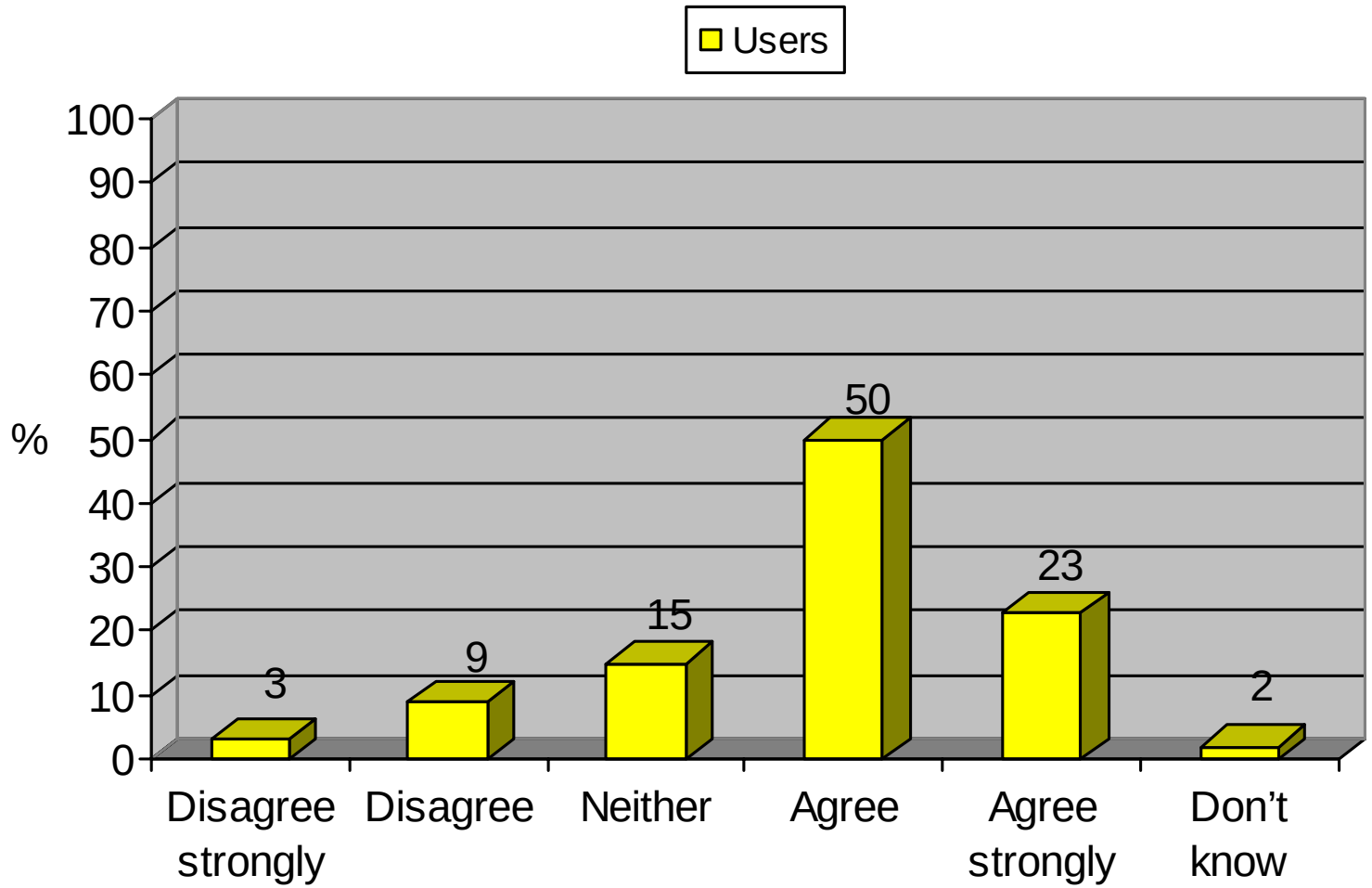
N= 1,309 (Current Internet users)

The Internet and self-perceived time change on other activities (2005)



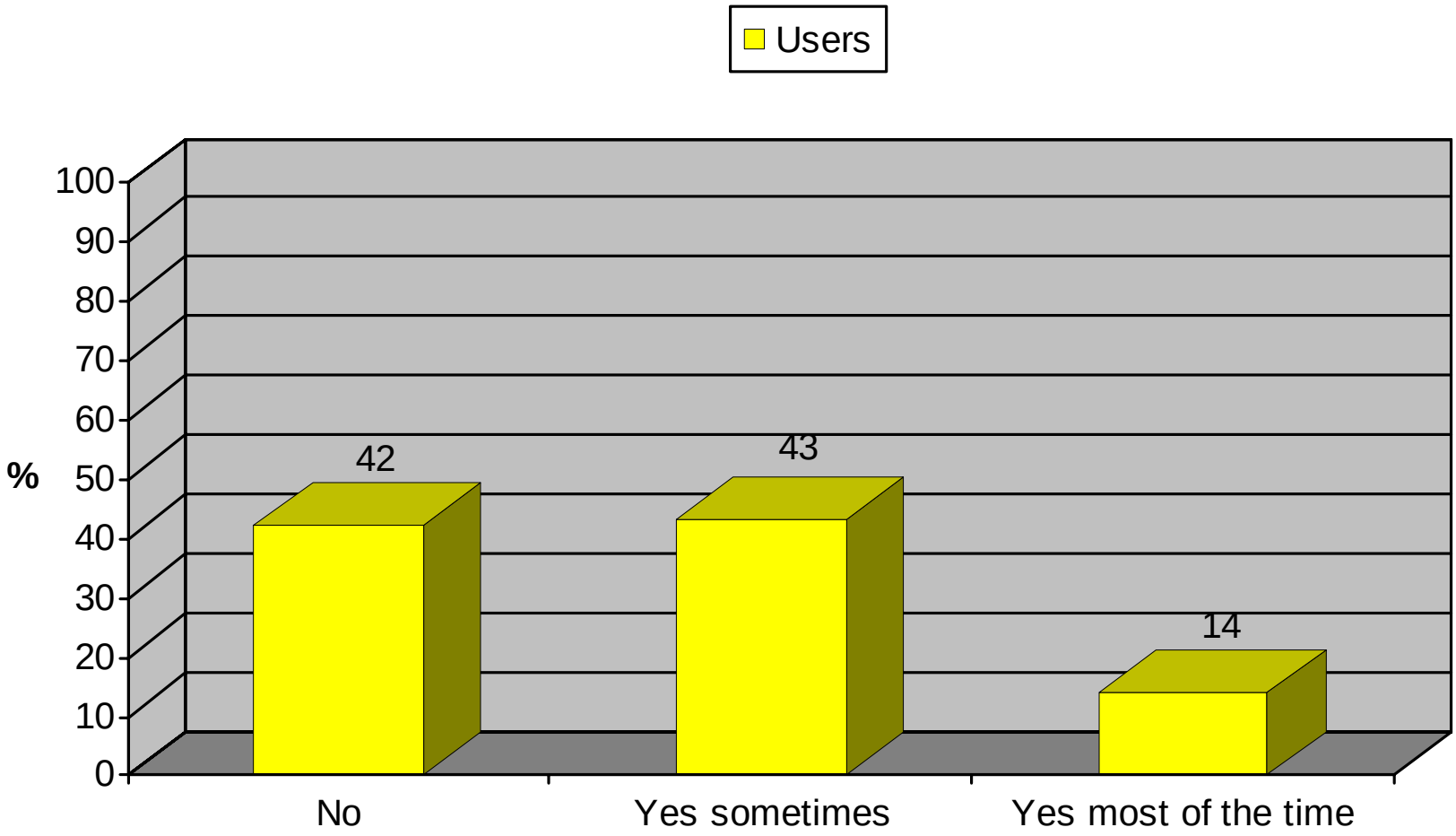
N= 1,309 (Current Internet users)

The Internet helps me save time (2005)



N= 1,309 (Current Internet users)

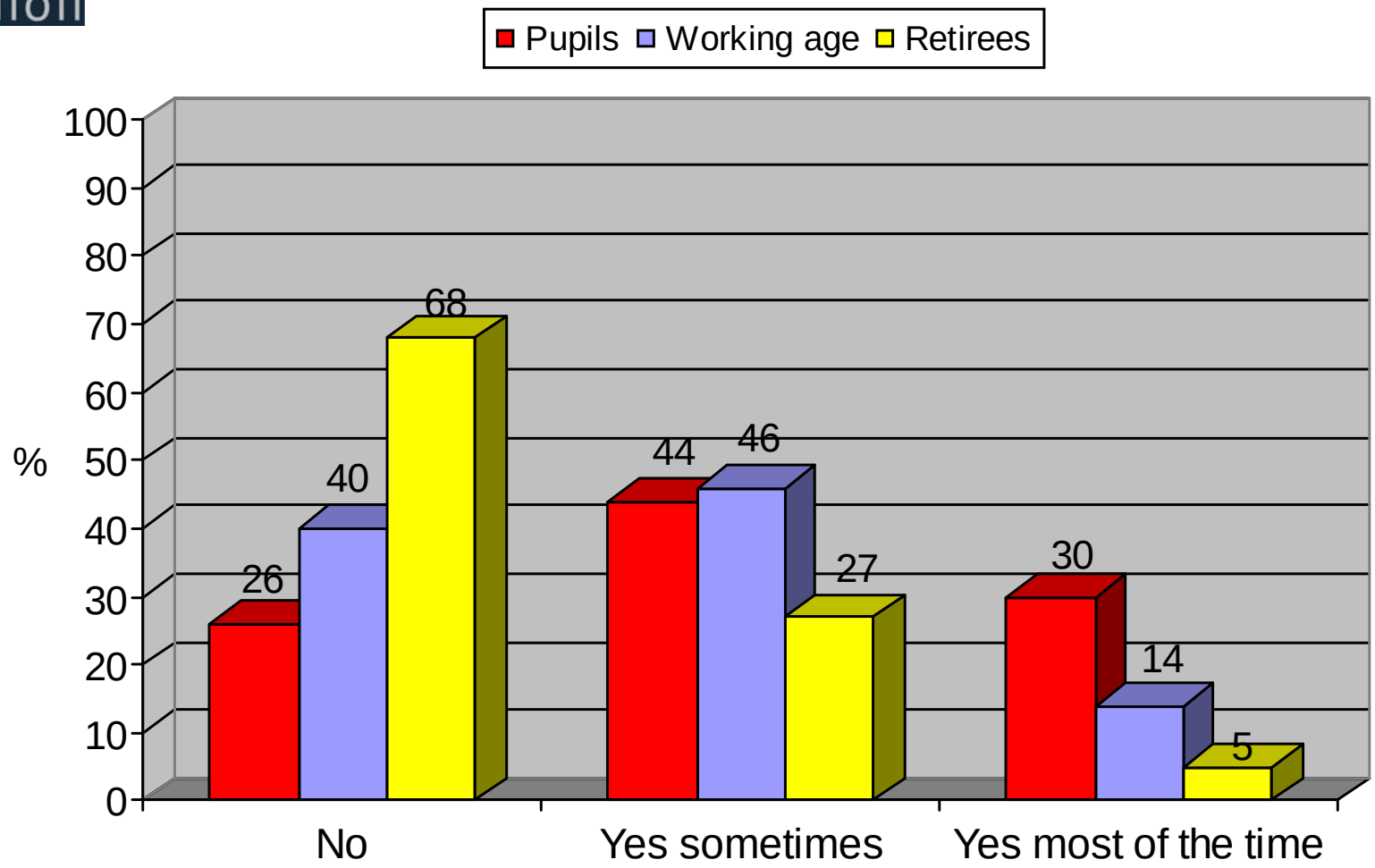
Multi-tasking (2005)



N= 1,309 (Current Internet users)

Do you do more than one activity while you are online such as listening to music, watching TV or using the telephone?

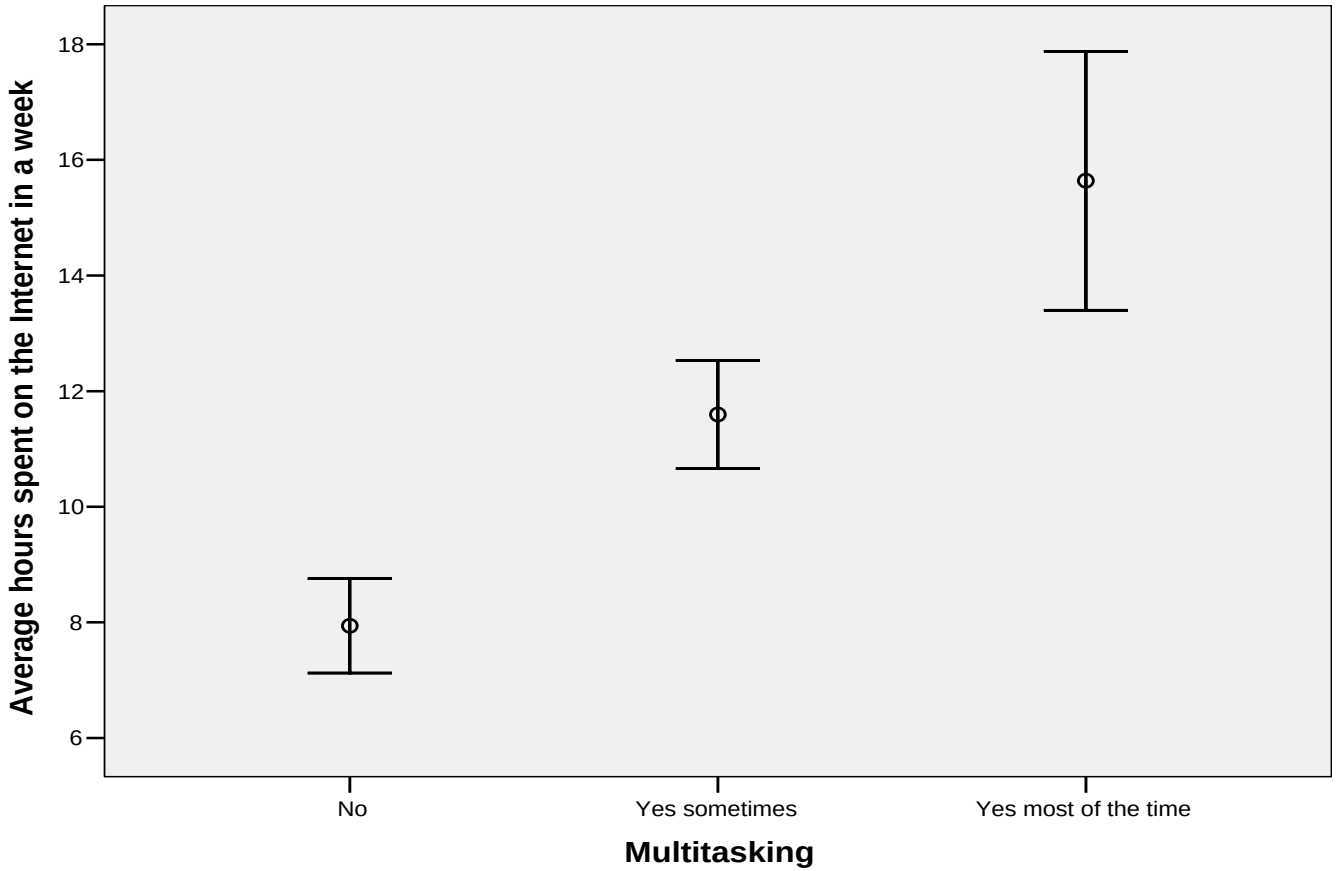
Multitasking by life-stage (2005)



N= 1,309 (Current Internet users)

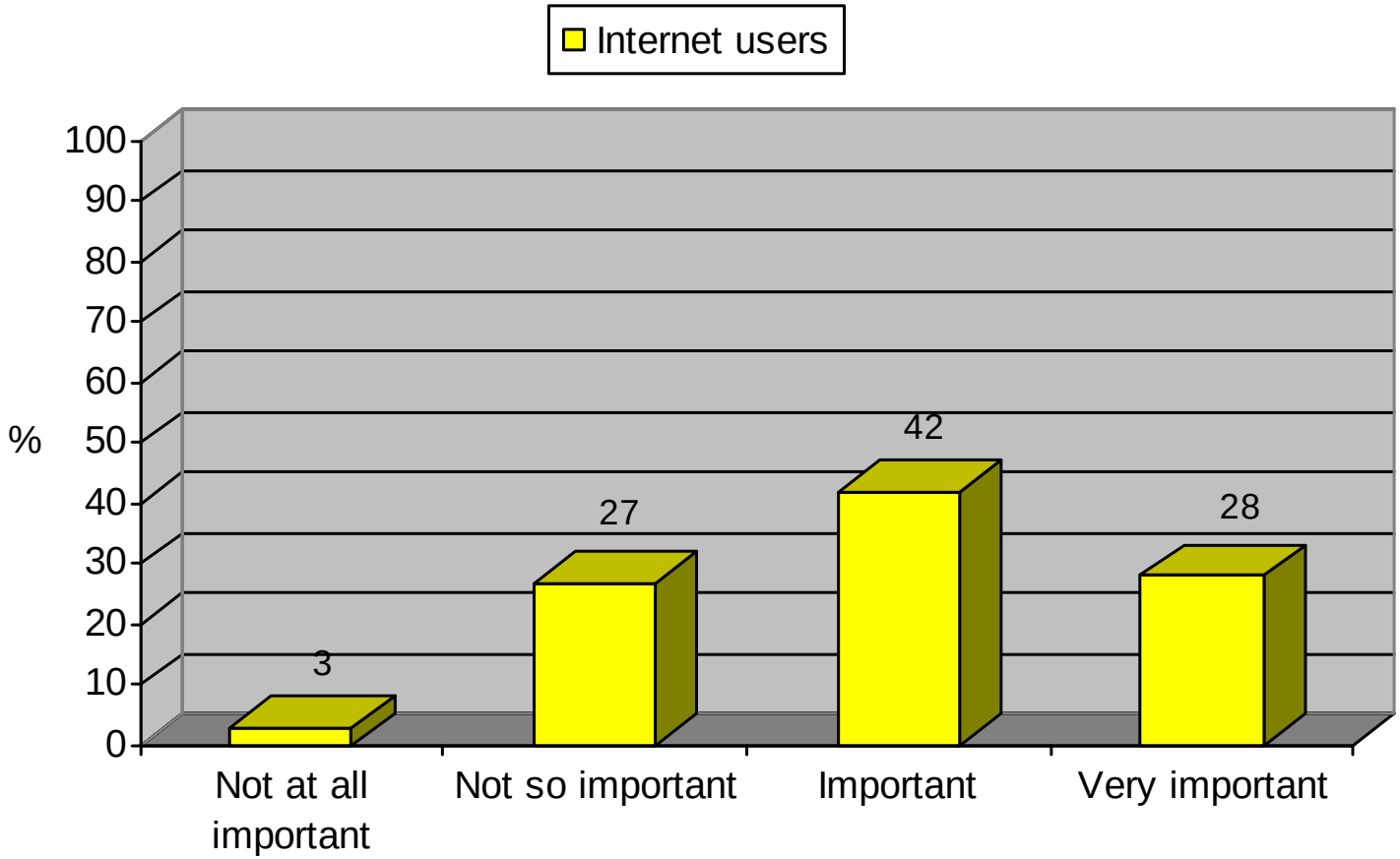
*'Pupils': aged 14-22 in full time education; 'Working age': employed of any age and all other persons not in employment up to age 55; 'Retired': 55 or over and not in employment

Multitasking by hours spent on the Internet (2005)



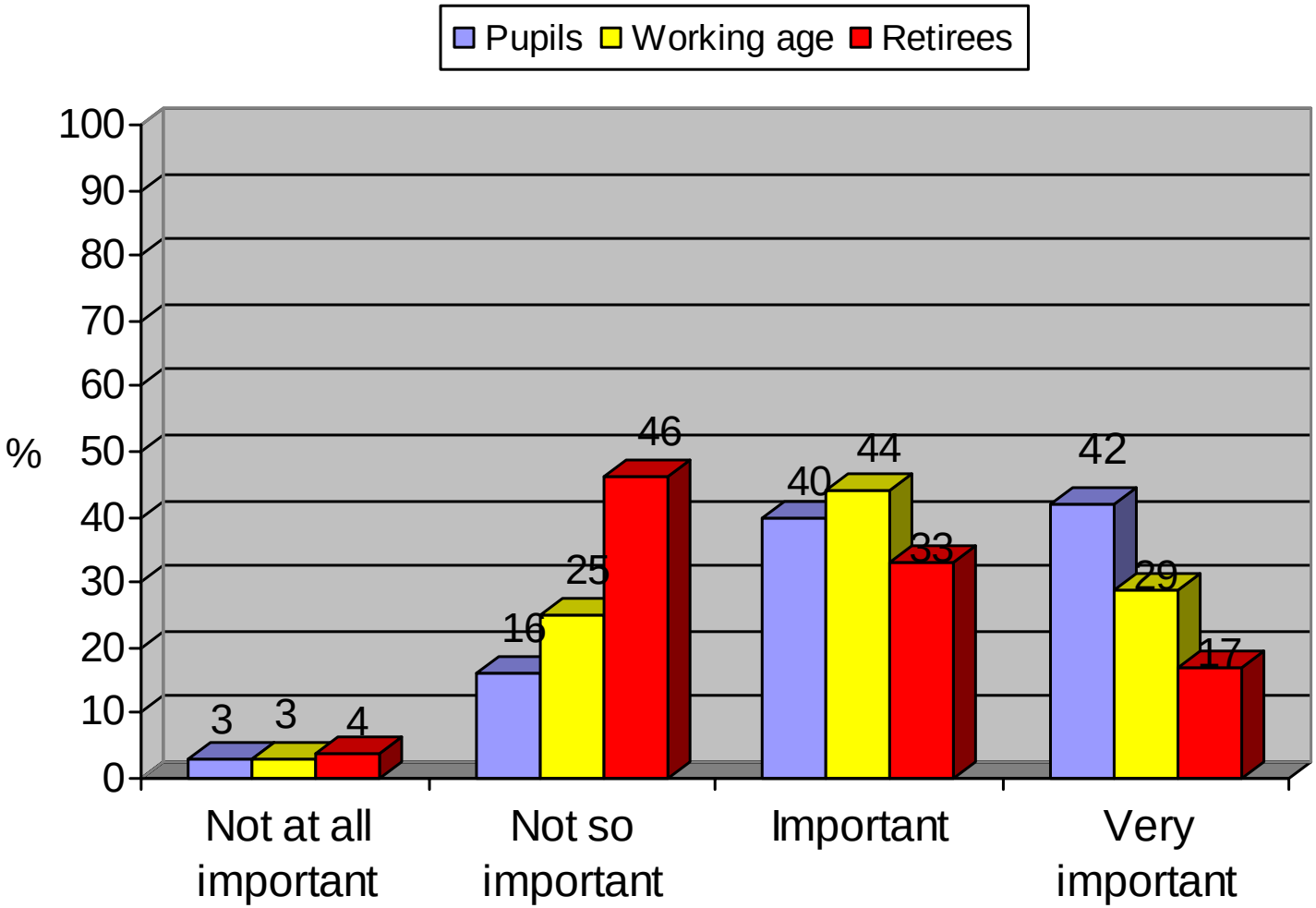
Average hours:
No = 7.9
Yes sometimes=11.6
Yes most of the time=15.6

Importance of the Internet to current way of life (2005)



N=1,309 (Current Internet users only)

Importance of the Internet by life stage (2005)



N=1,309 (Current Internet users only)

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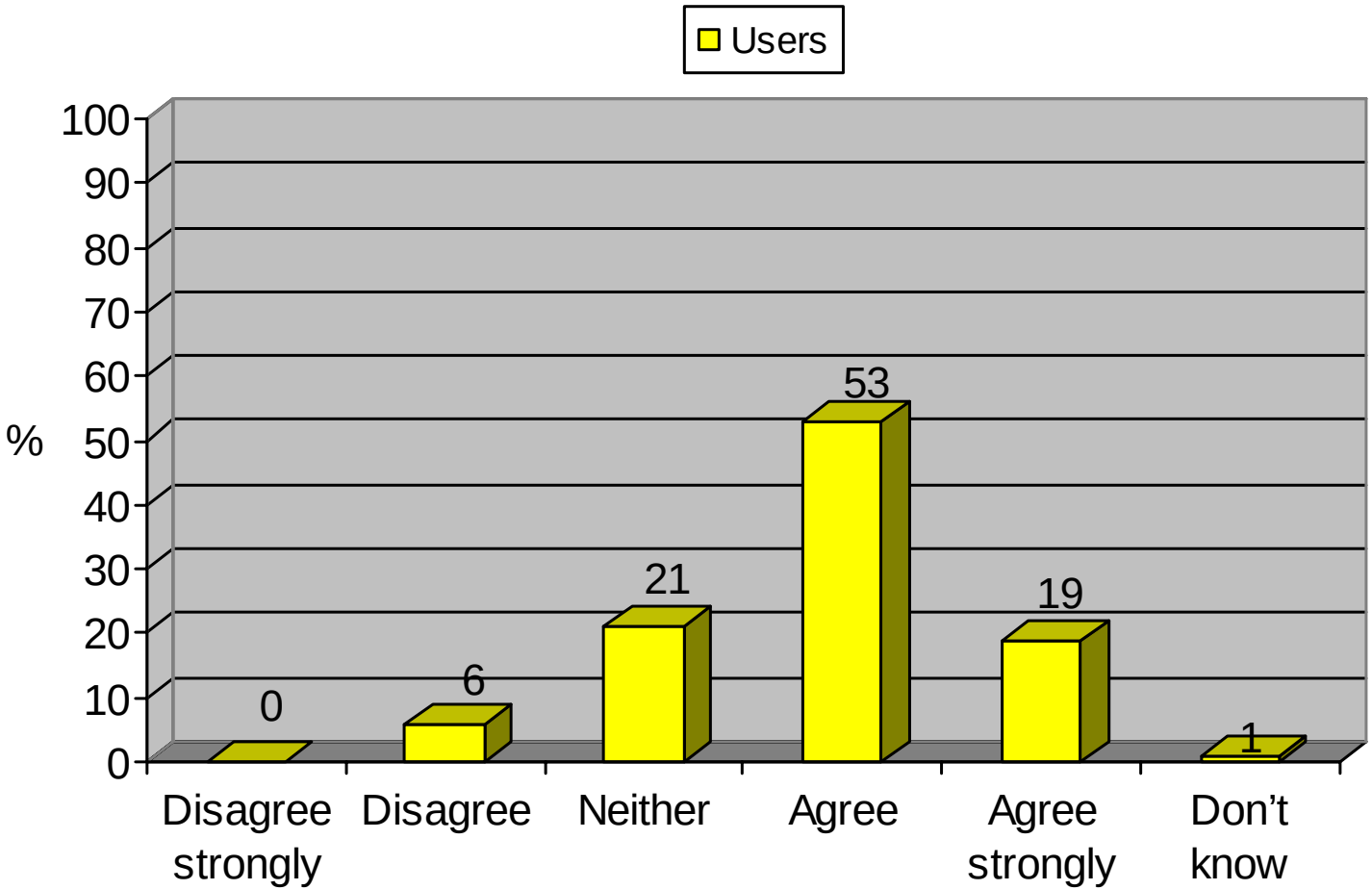
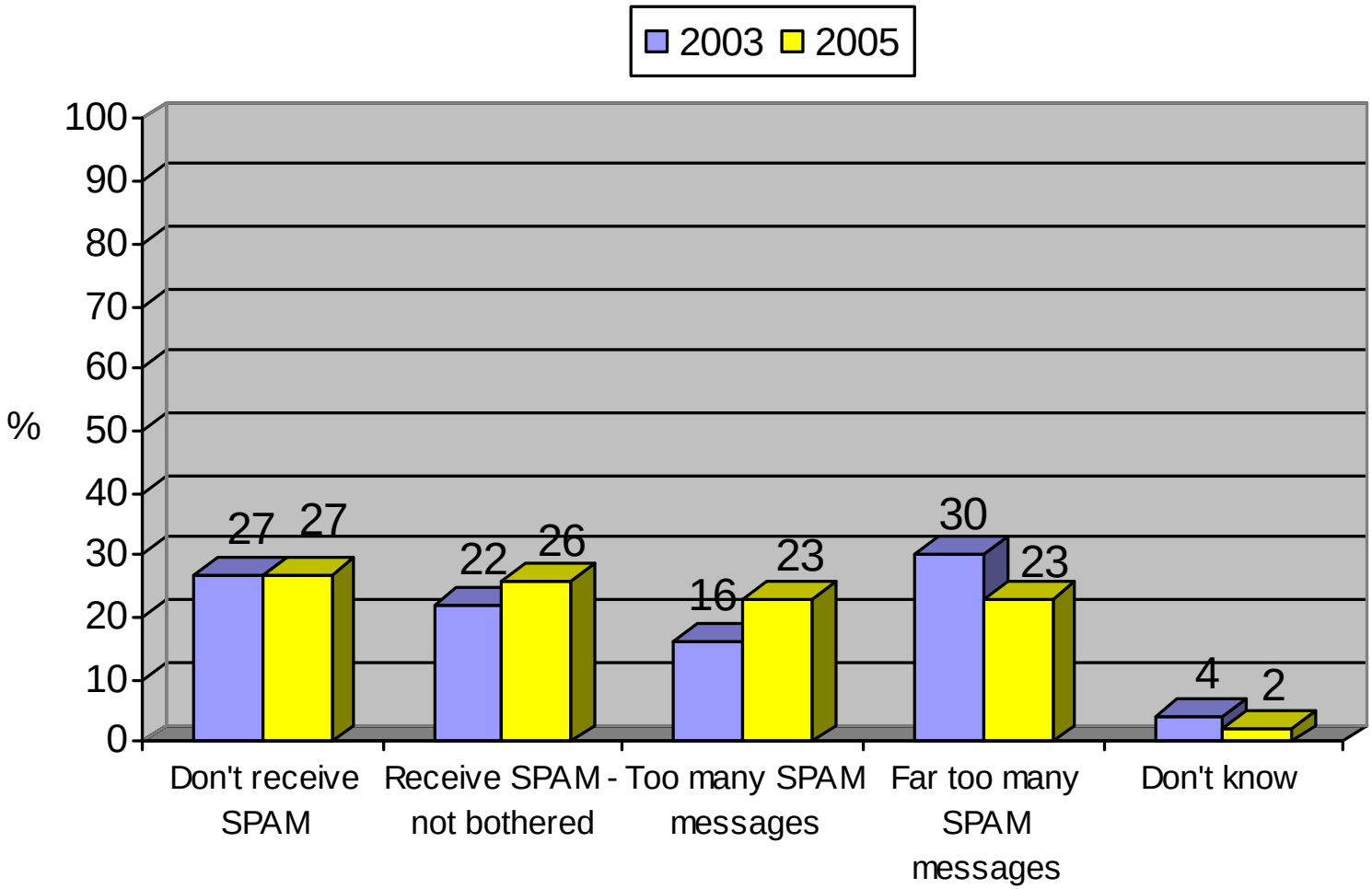
The Internet is making life better (2005)



N= 1,309 (Current Internet users)

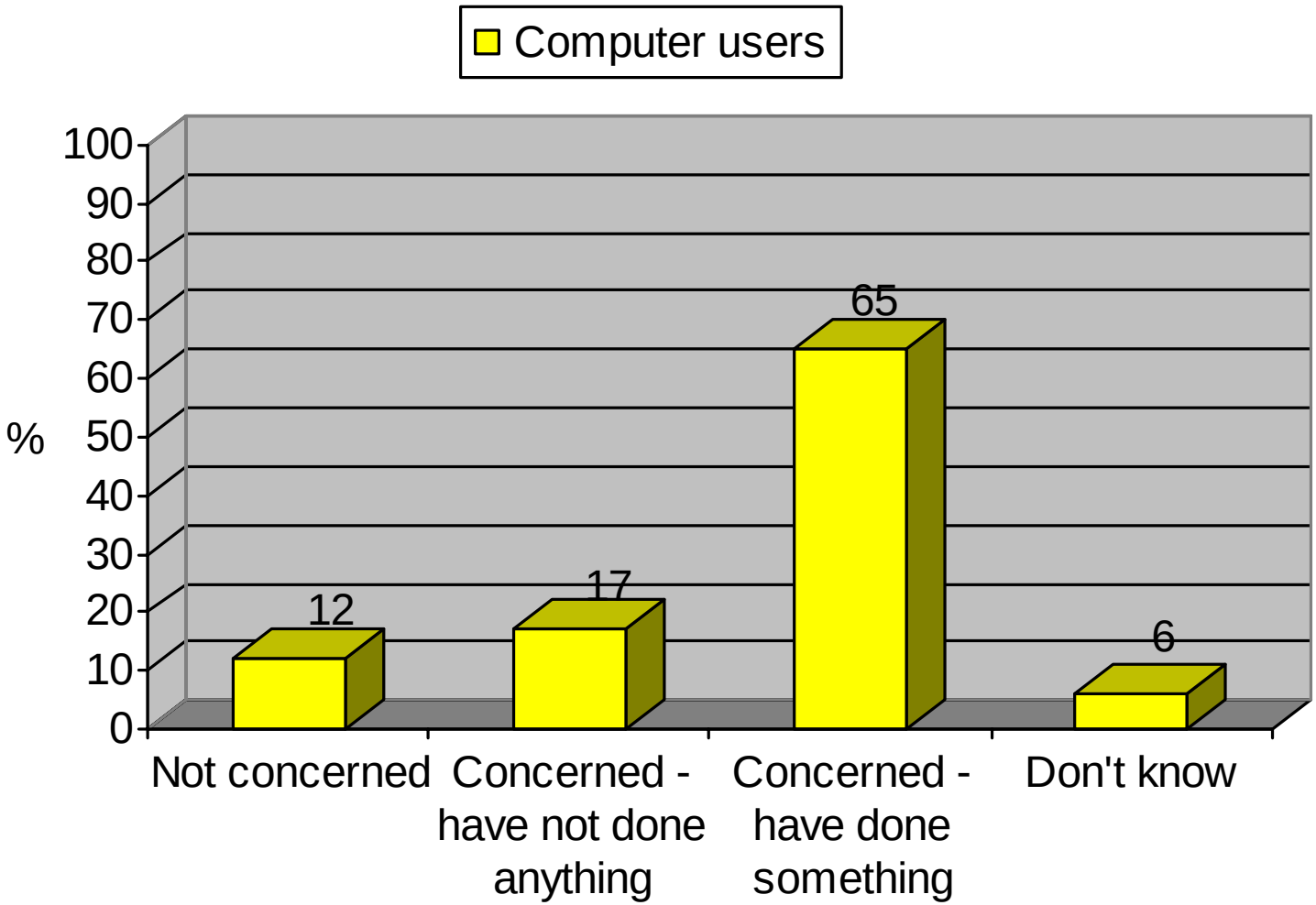
Attitudes towards receiving SPAM (2003-2005)



OxIS 2003: N=1,037 (Email users); OxIS 2005: N = 1,208 (Email users)

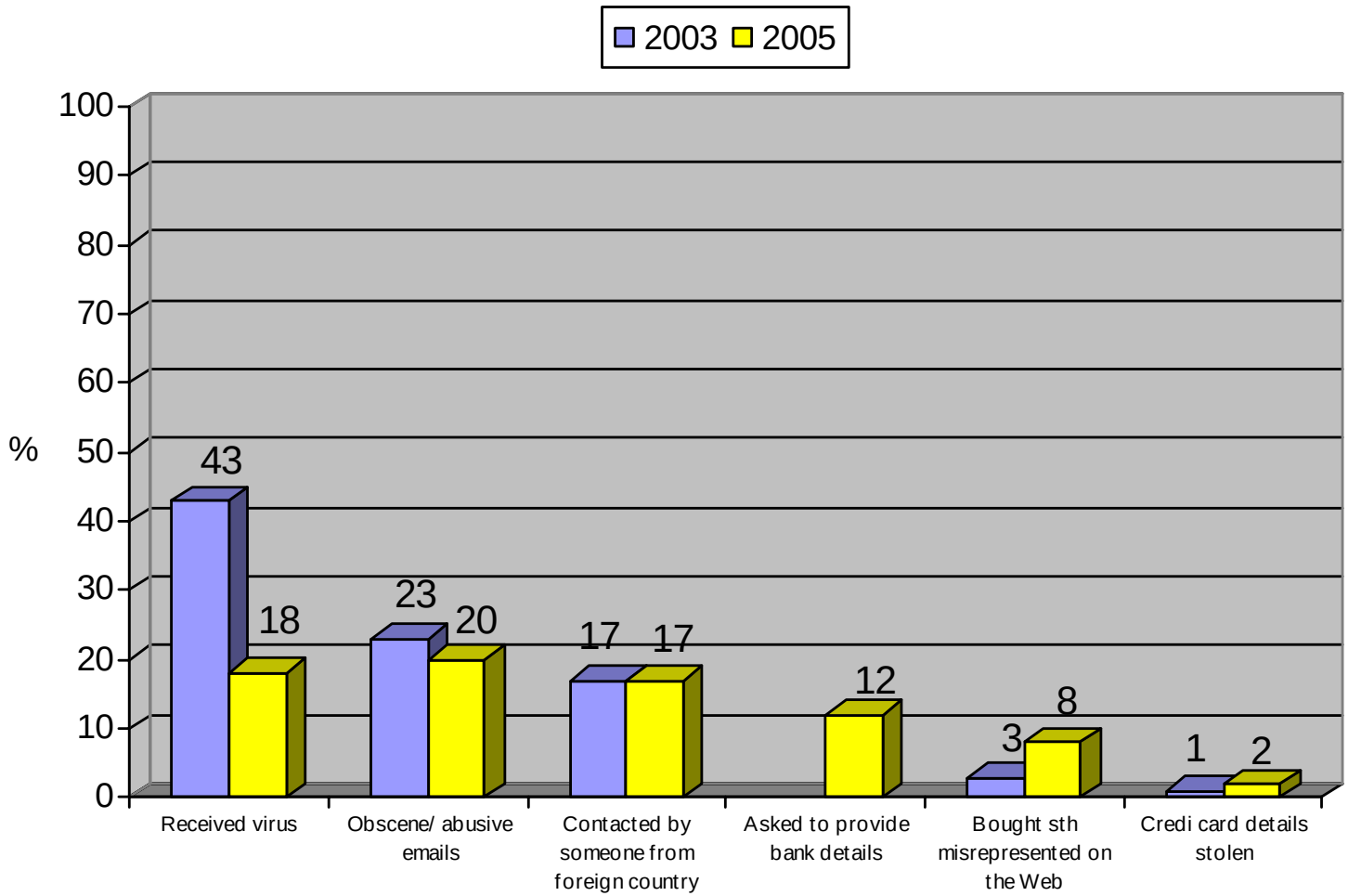
*Which of the following most closely describes your attitudes towards receiving unsolicited mail, sometimes called SPAM?

Concern about protecting computer from viruses (2005)



N= 1,372 (Computer users only)

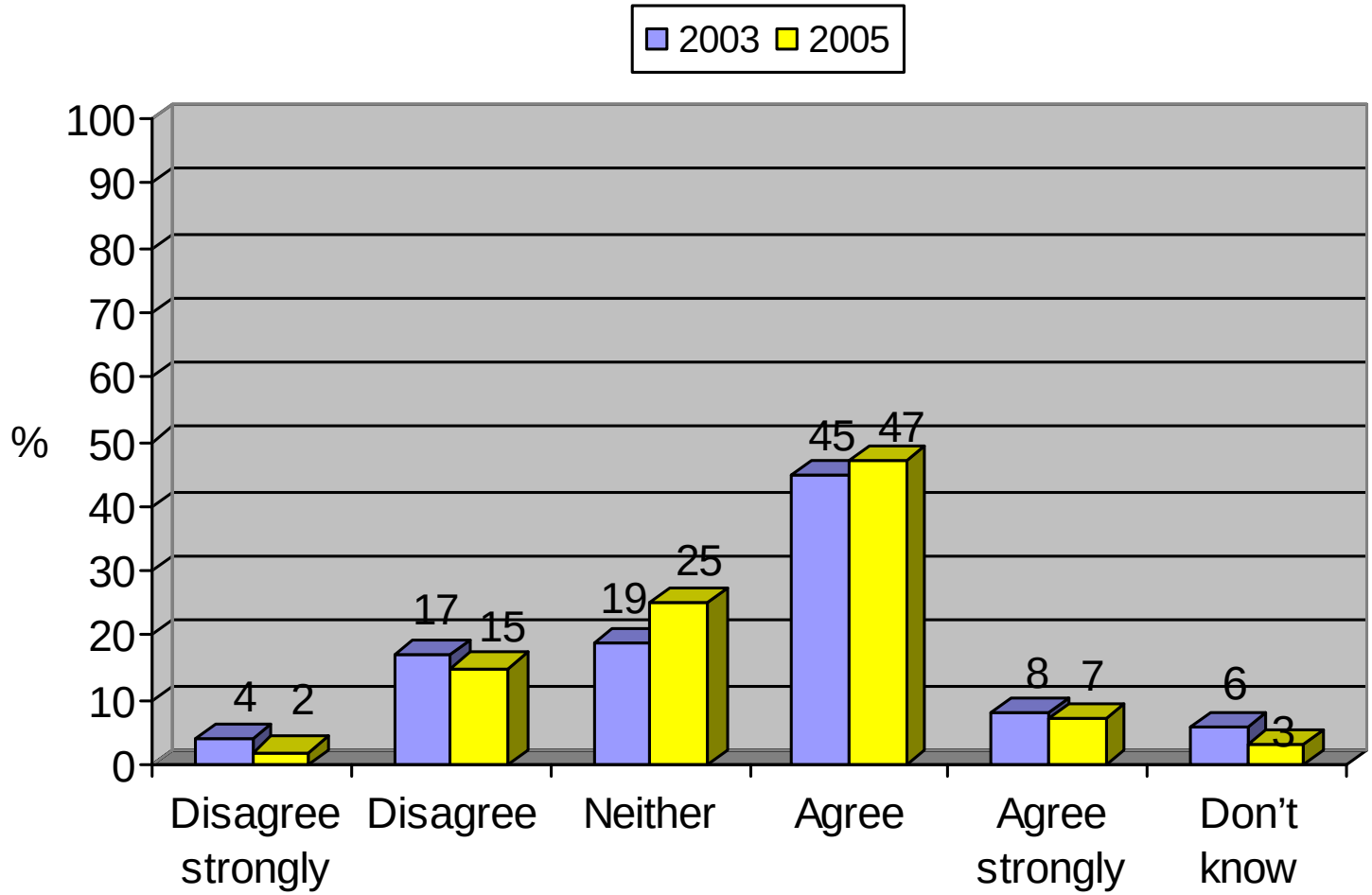
Bad experiences in the past year (2003-2005)



OxIS 2003: N=1,037 (Email users); OxIS 2005: N = 1,208 (Email users)

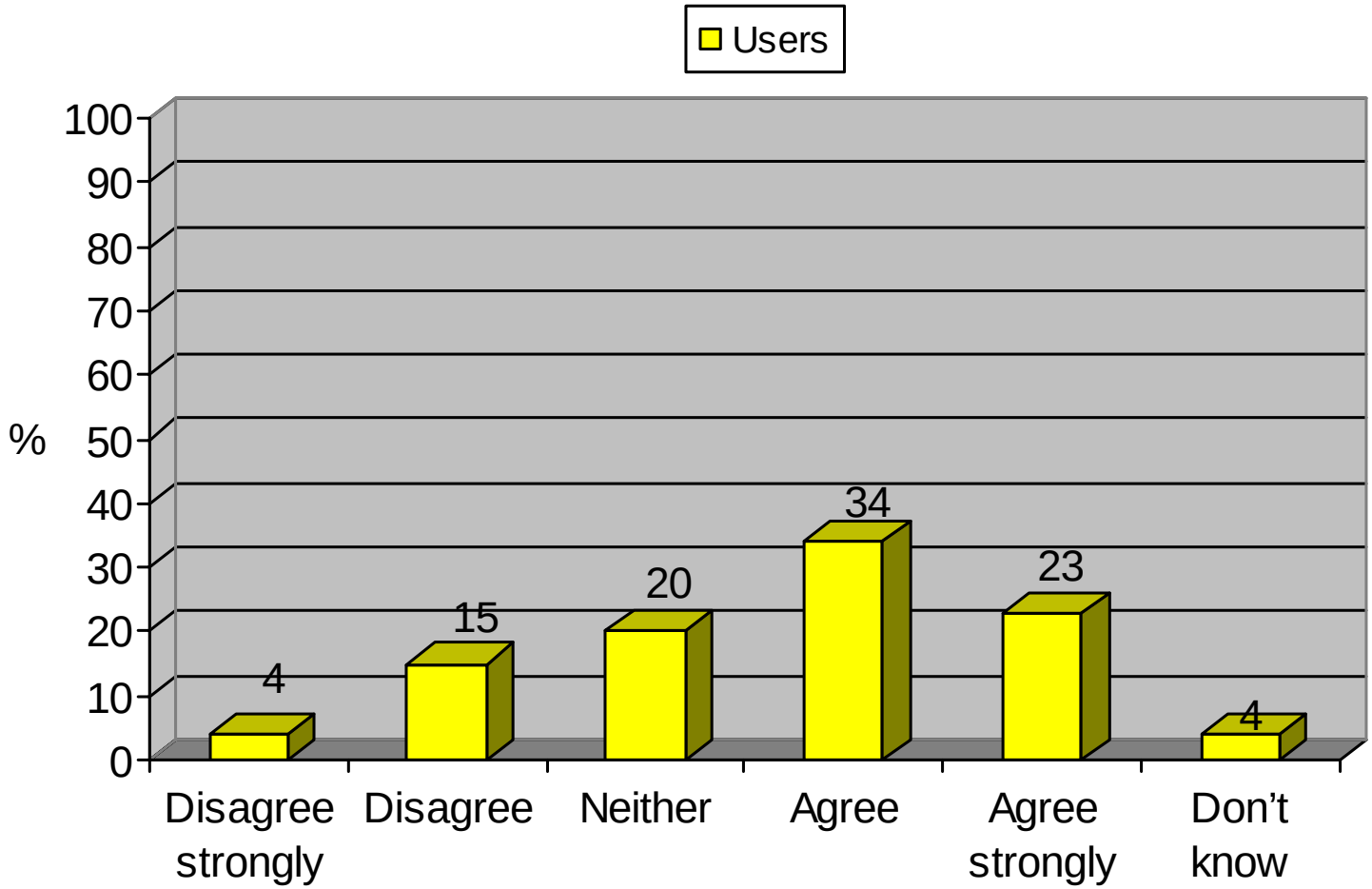
*asked to provide bank details' only asked in 2005

People who go online put their privacy at risk (2003–2005)



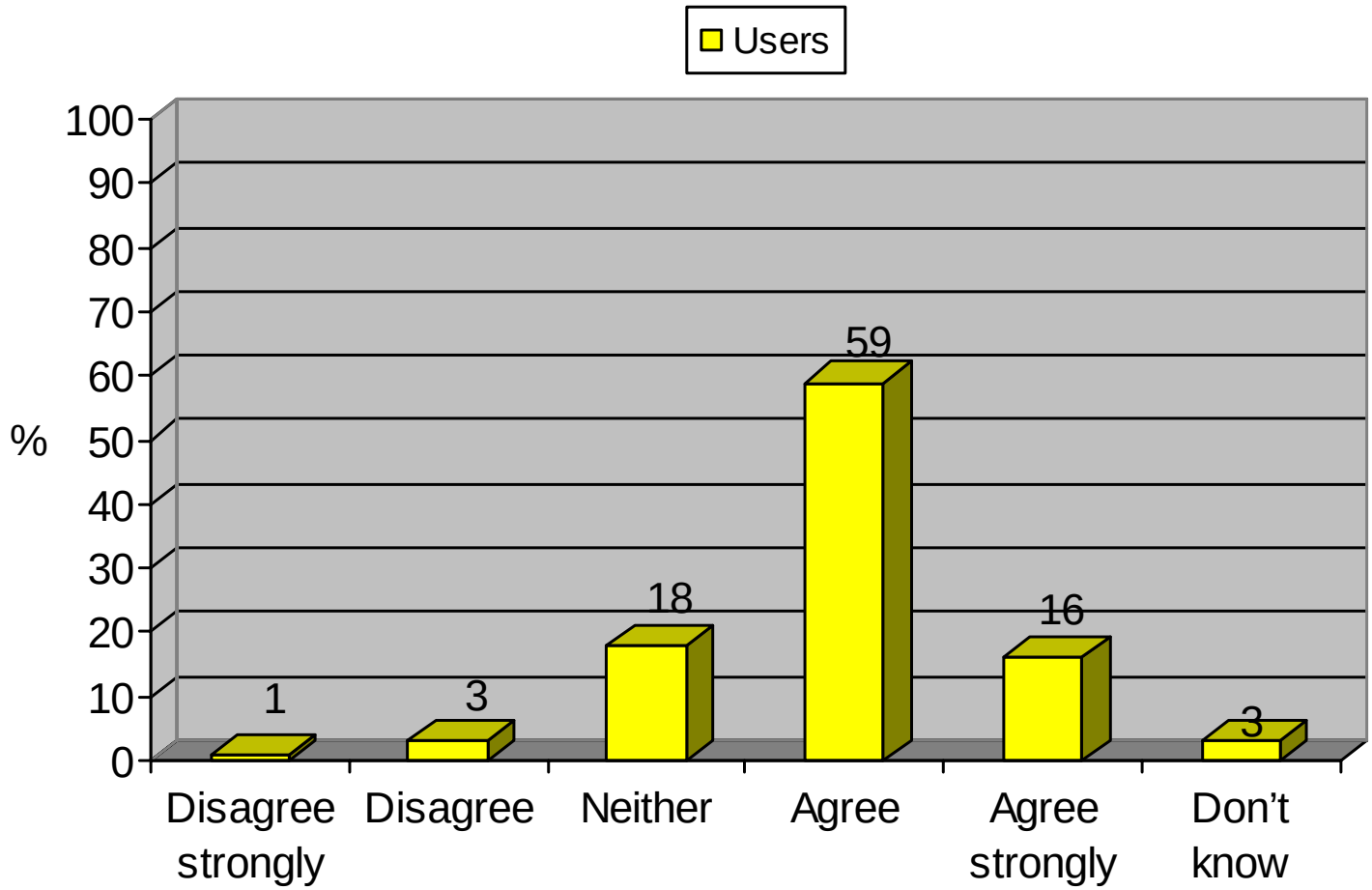
OxIS 2003: N= 1,201 (Current Internet users);
OxIS 2005: N= 1,309 (Current Internet users)
*note 2003 question asked in the context of shopping online

I am concerned about the amount of immoral material on the Internet (2005)



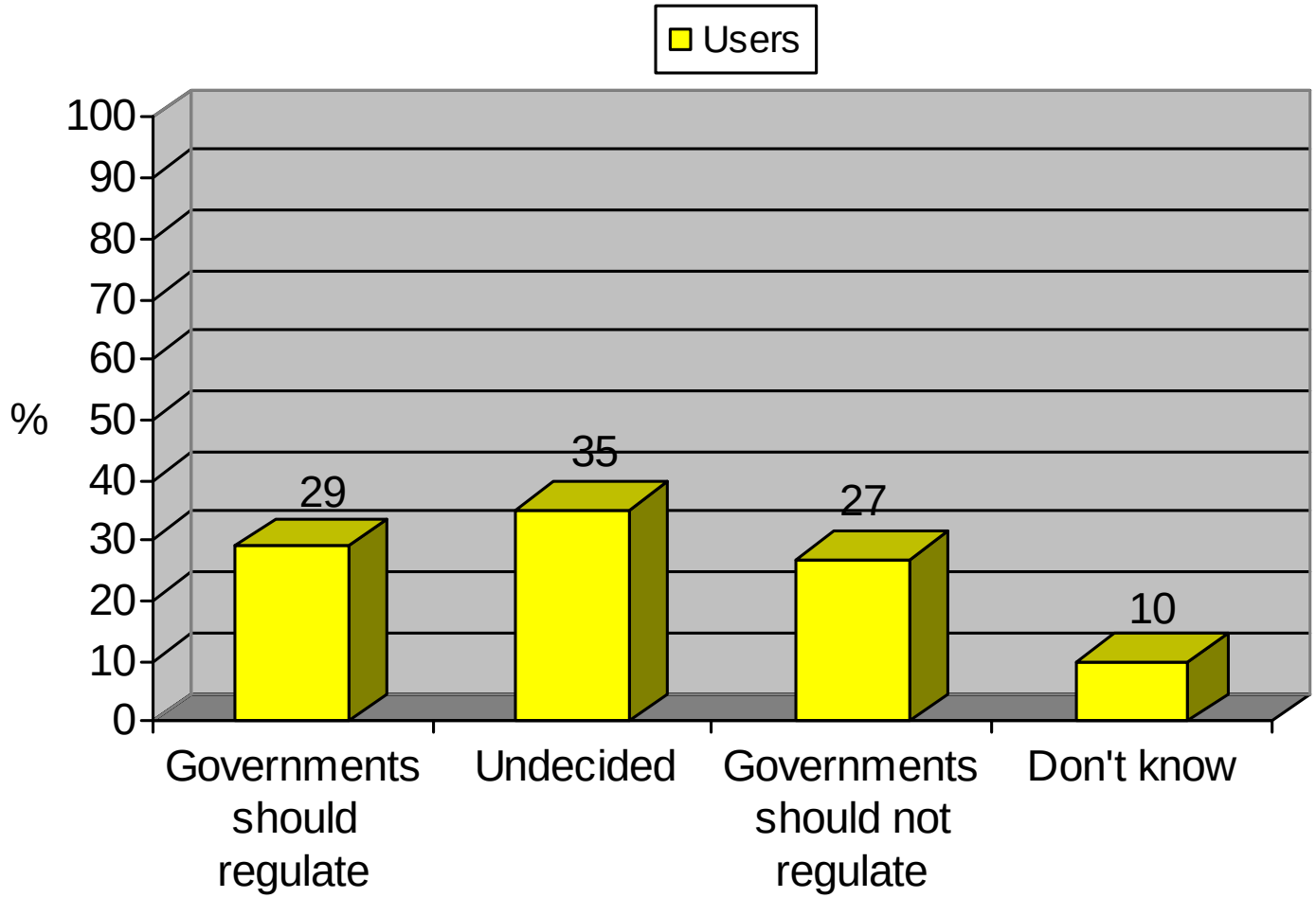
N= 1,309 (Current Internet users)

People should be able to express their opinions on the Internet even if they might be offensive to me (2005)



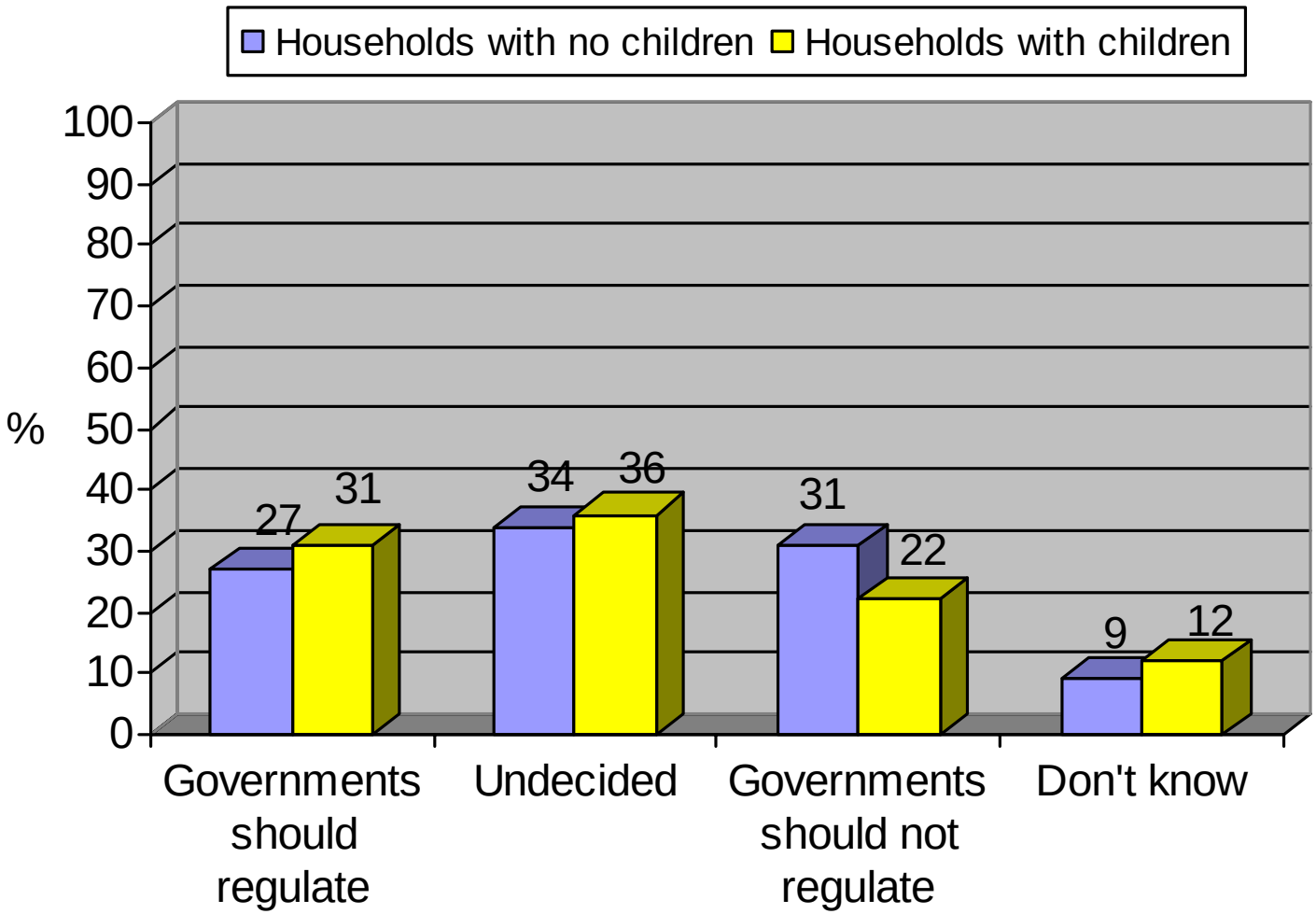
N= 1,309 (Current Internet users)

Internet regulation (2005)



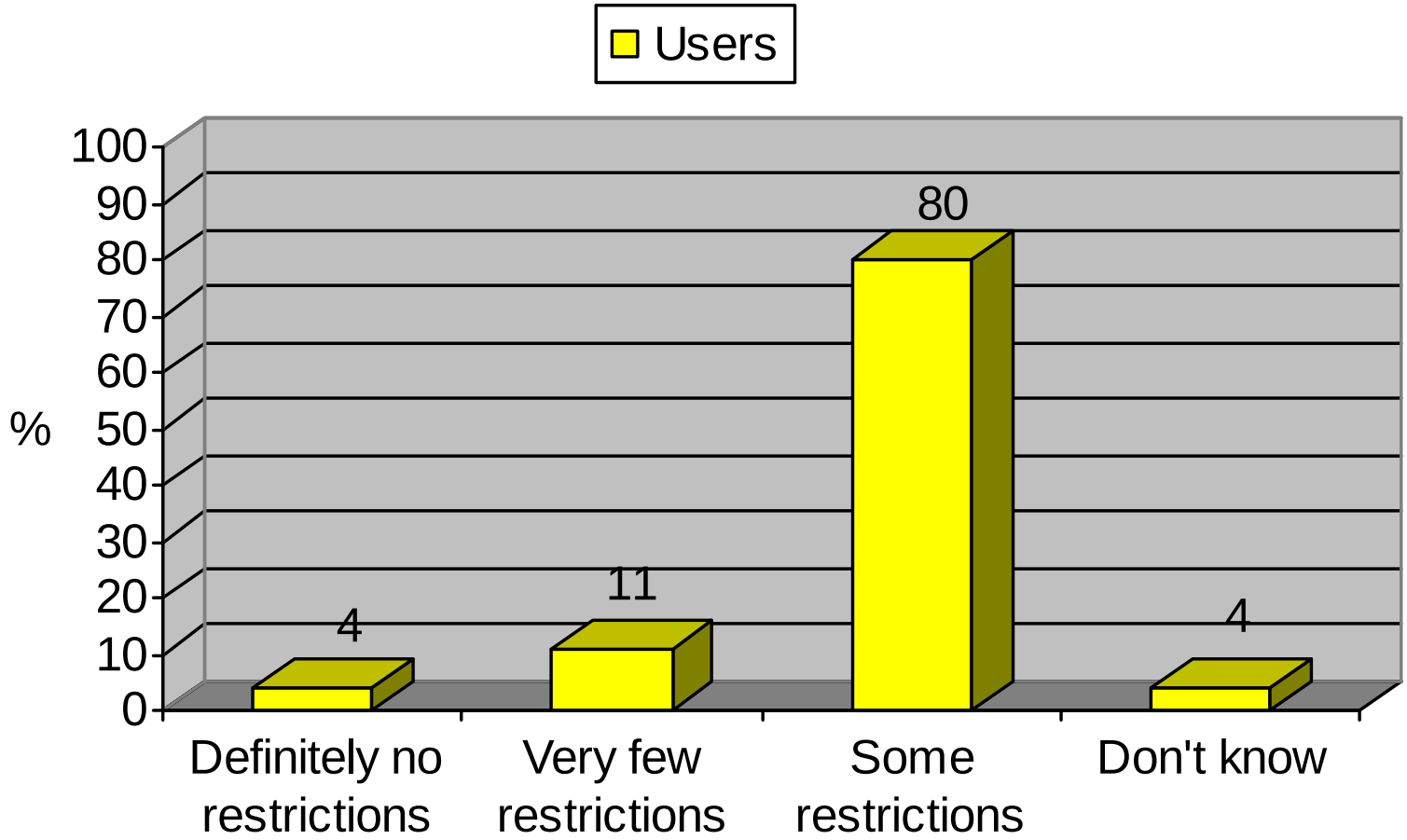
N= 1,309 (Current Internet users)

Attitudes towards Internet regulation by Presence of children in the household (2005)



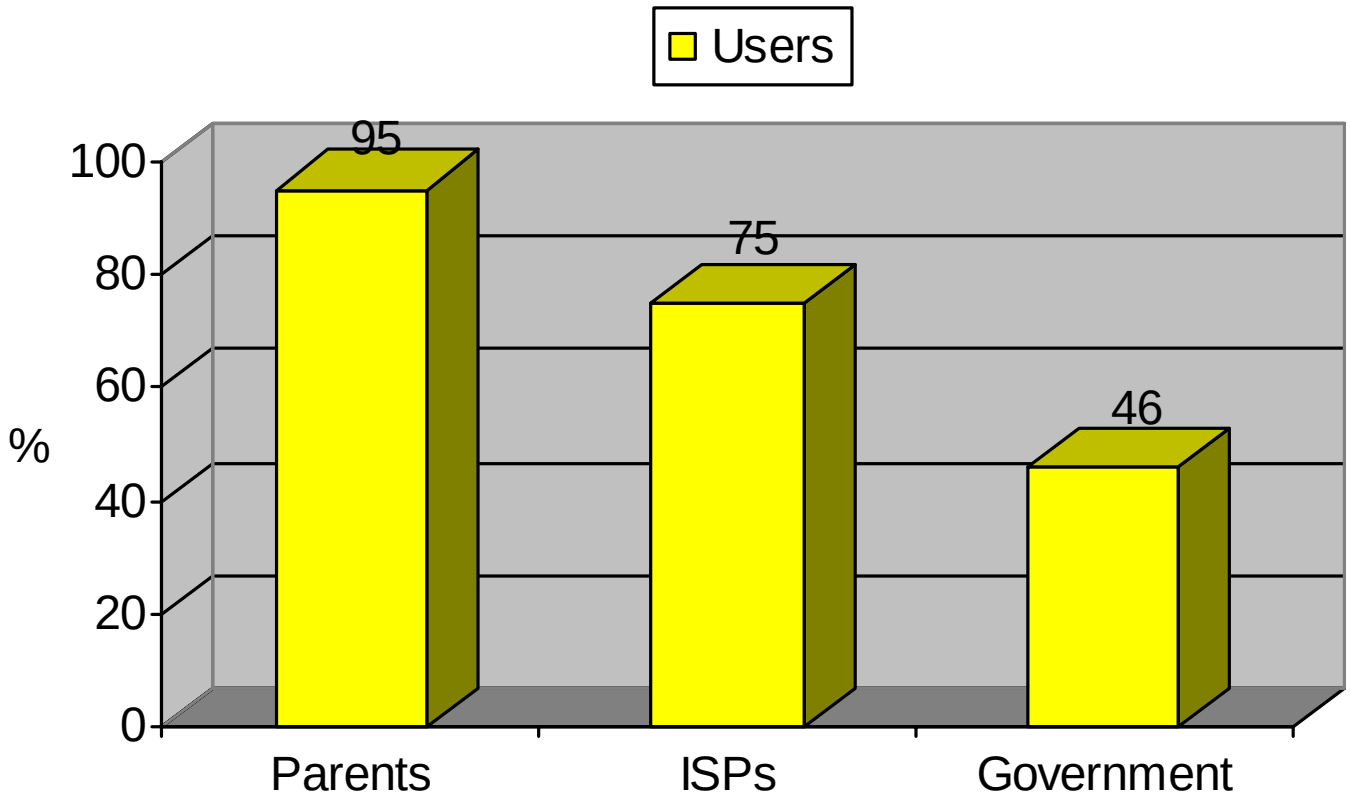
N= 1,309 (Current Internet users)

Opinion of restriction of children's access to the Internet (2005)



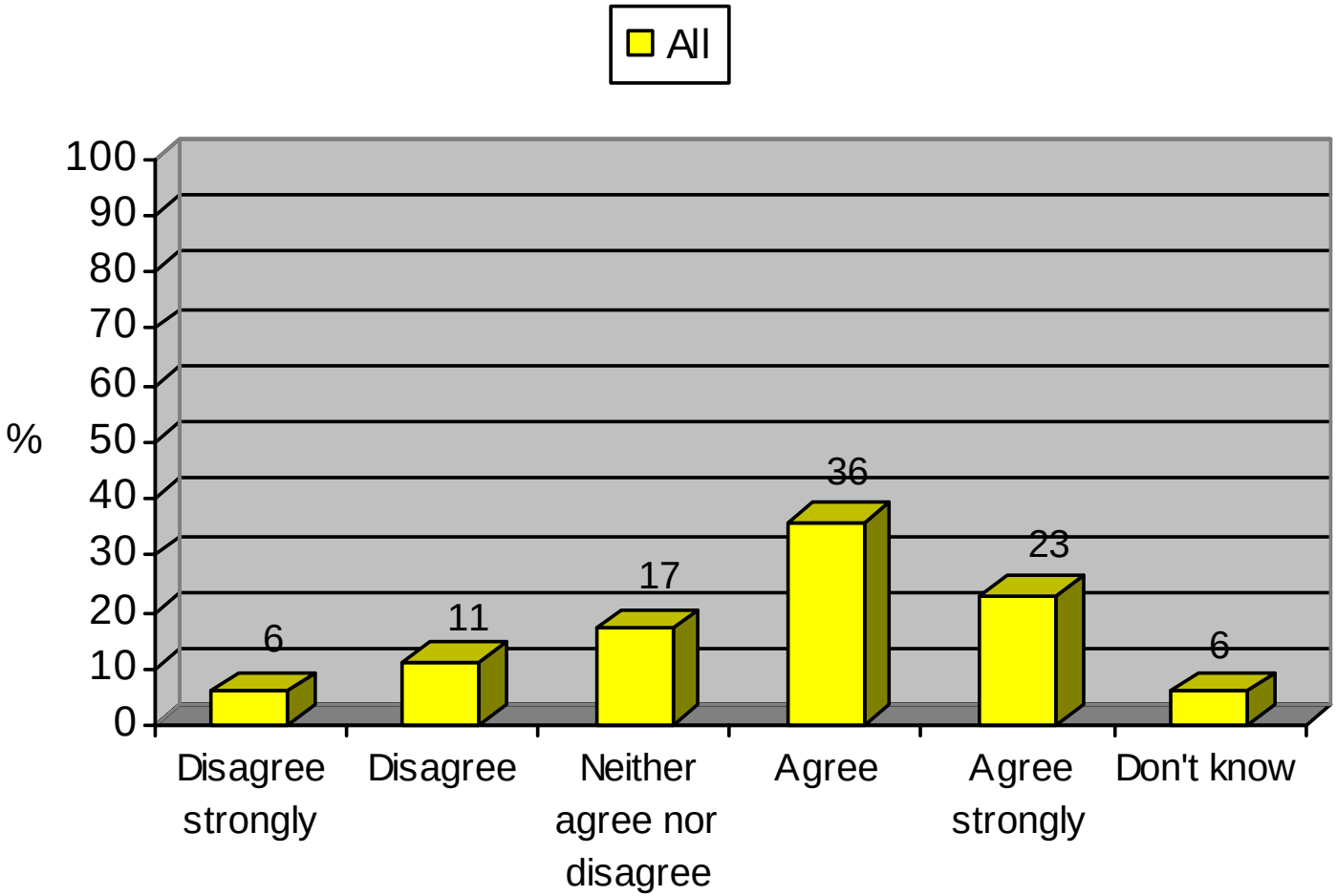
N= 1,309 (Current Internet users)

Who should be responsible for these restrictions (2005)



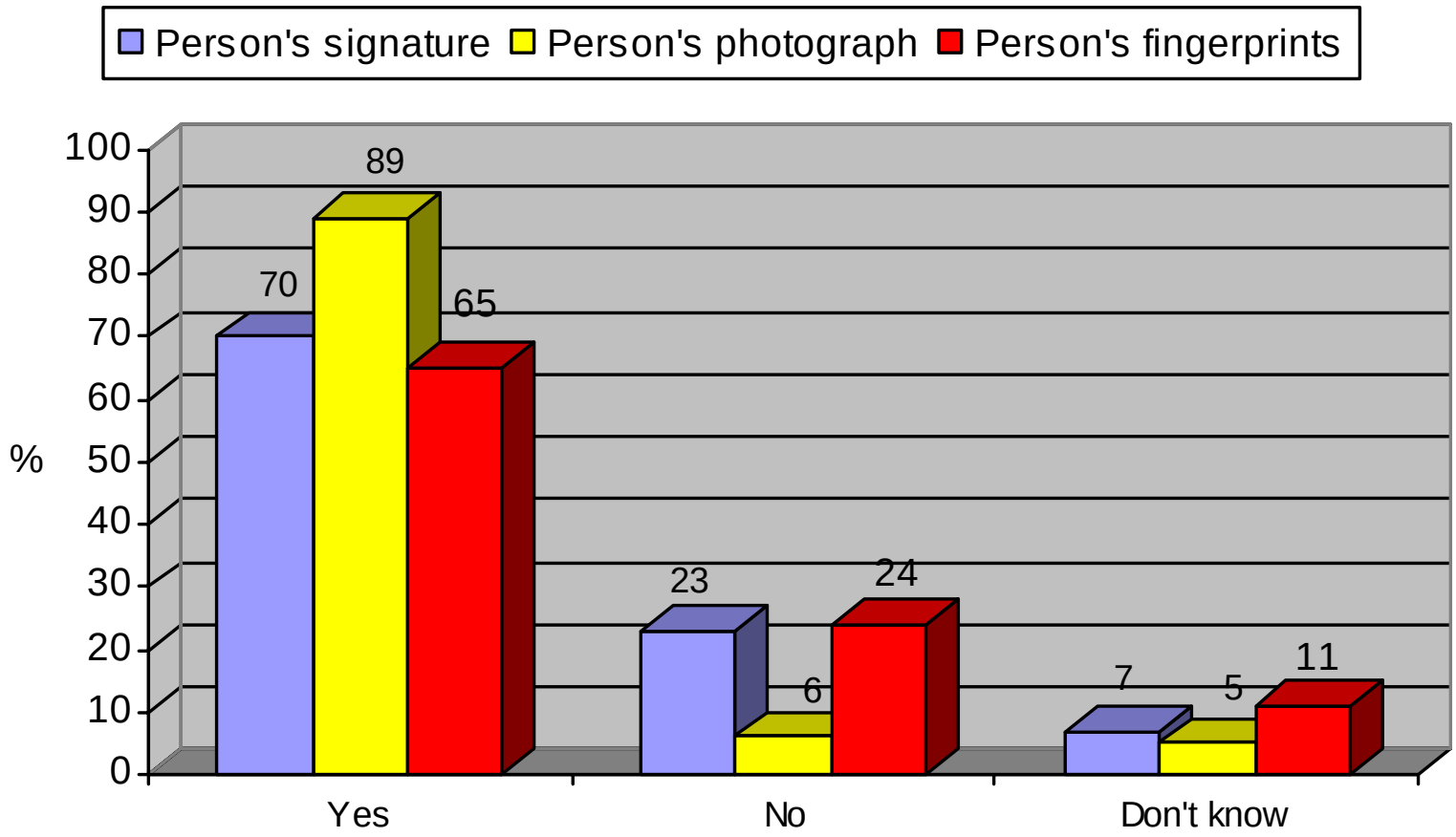
N= 1,309 (Current Internet users)

Everyone in Britain should be required to carry an identification card (2005)



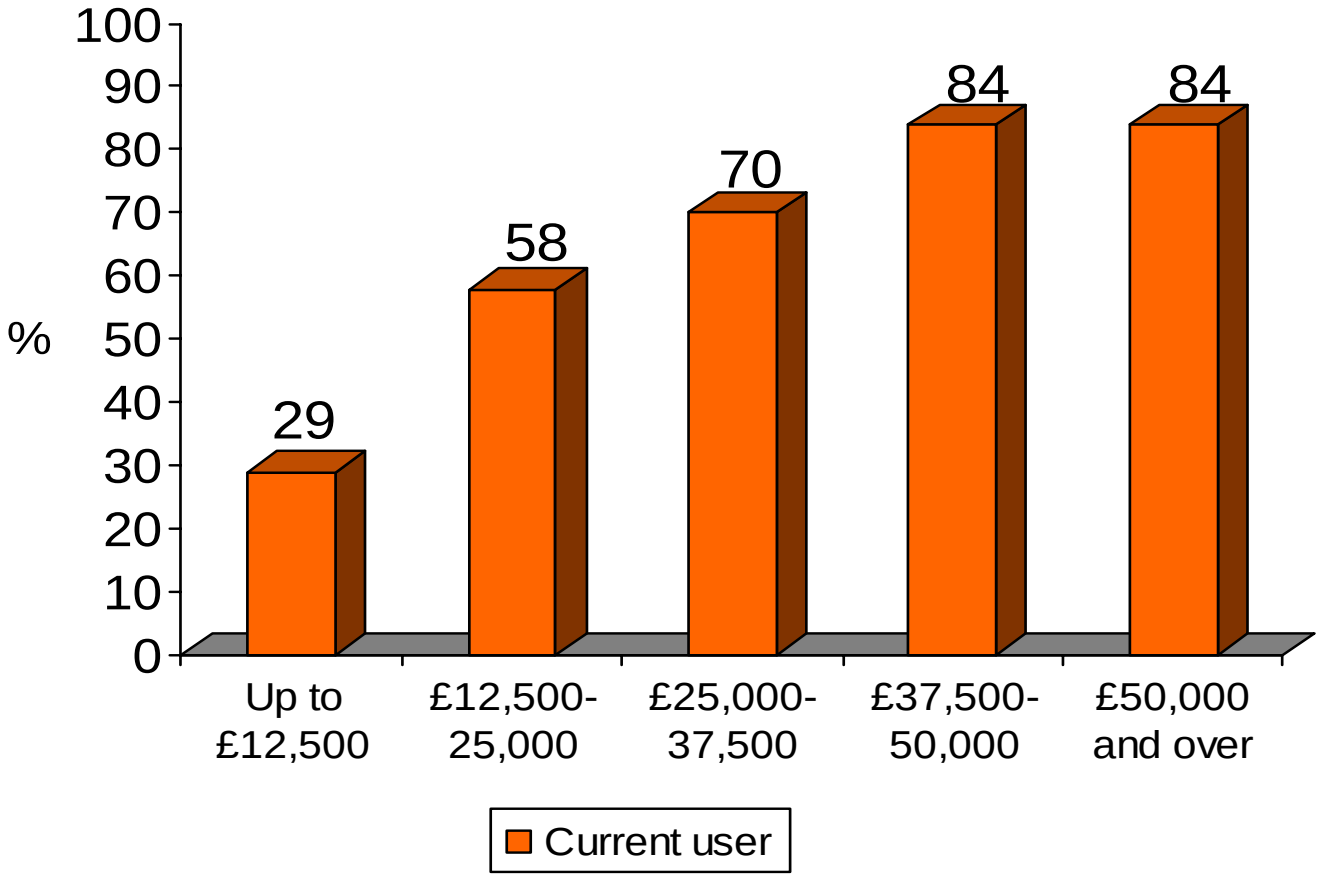
N=2,185 (All respondents)

Information which should be included on identification card (2005)



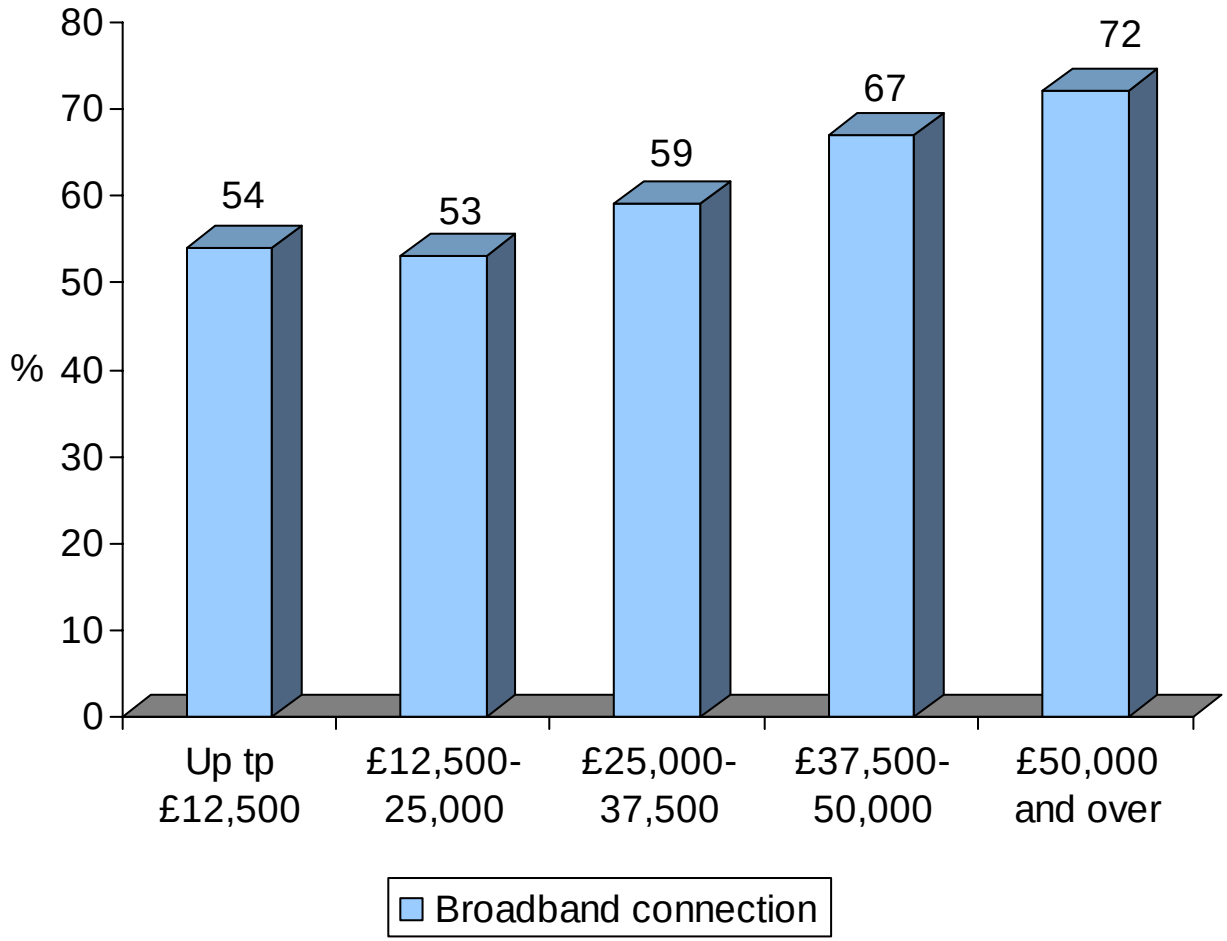
N=2,185 (All respondents)

Income and Internet Use, 2005



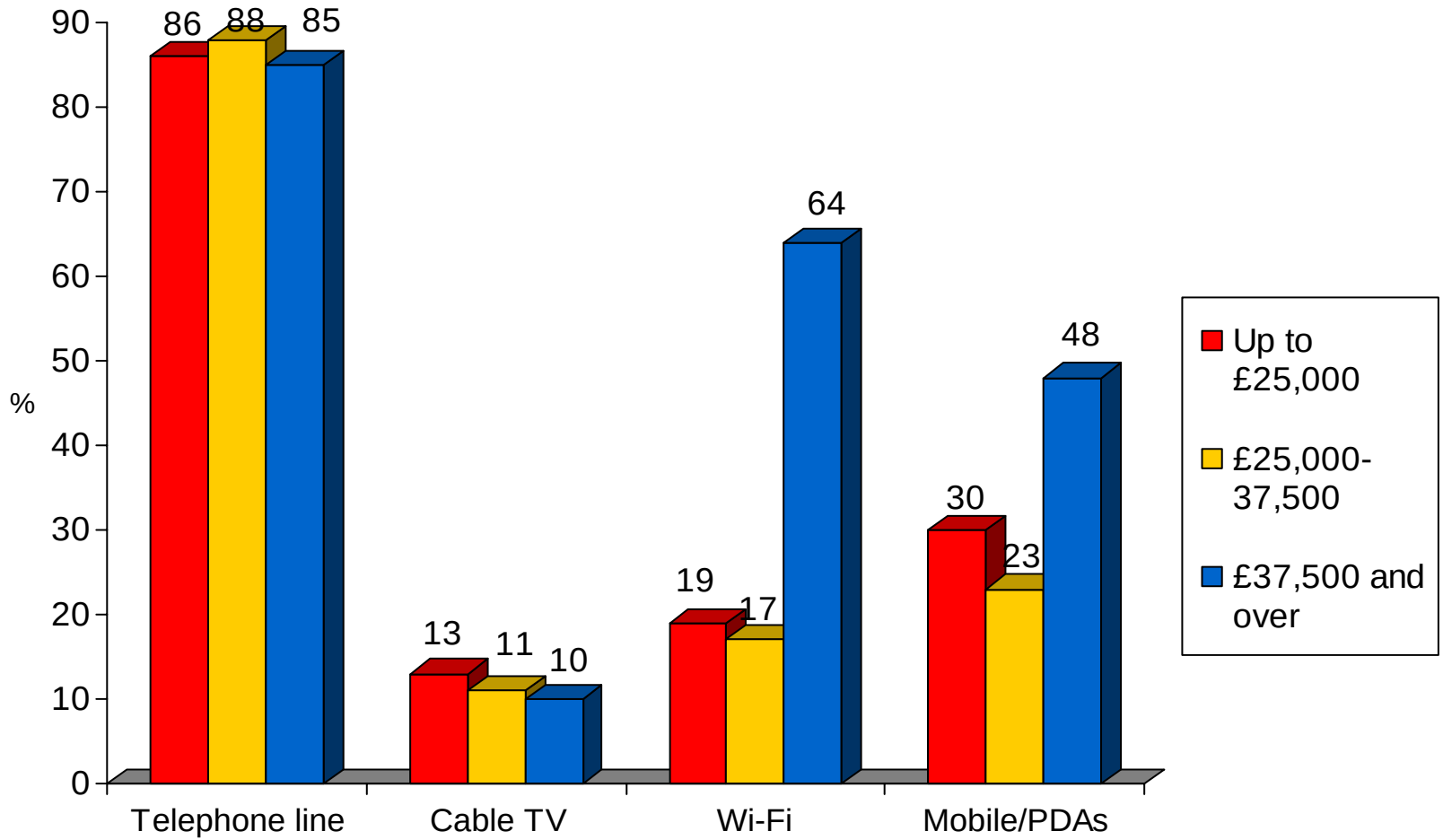
Source: OxIS 2005, Number of respondents = 2,185

Broadband Use by Income - 2005



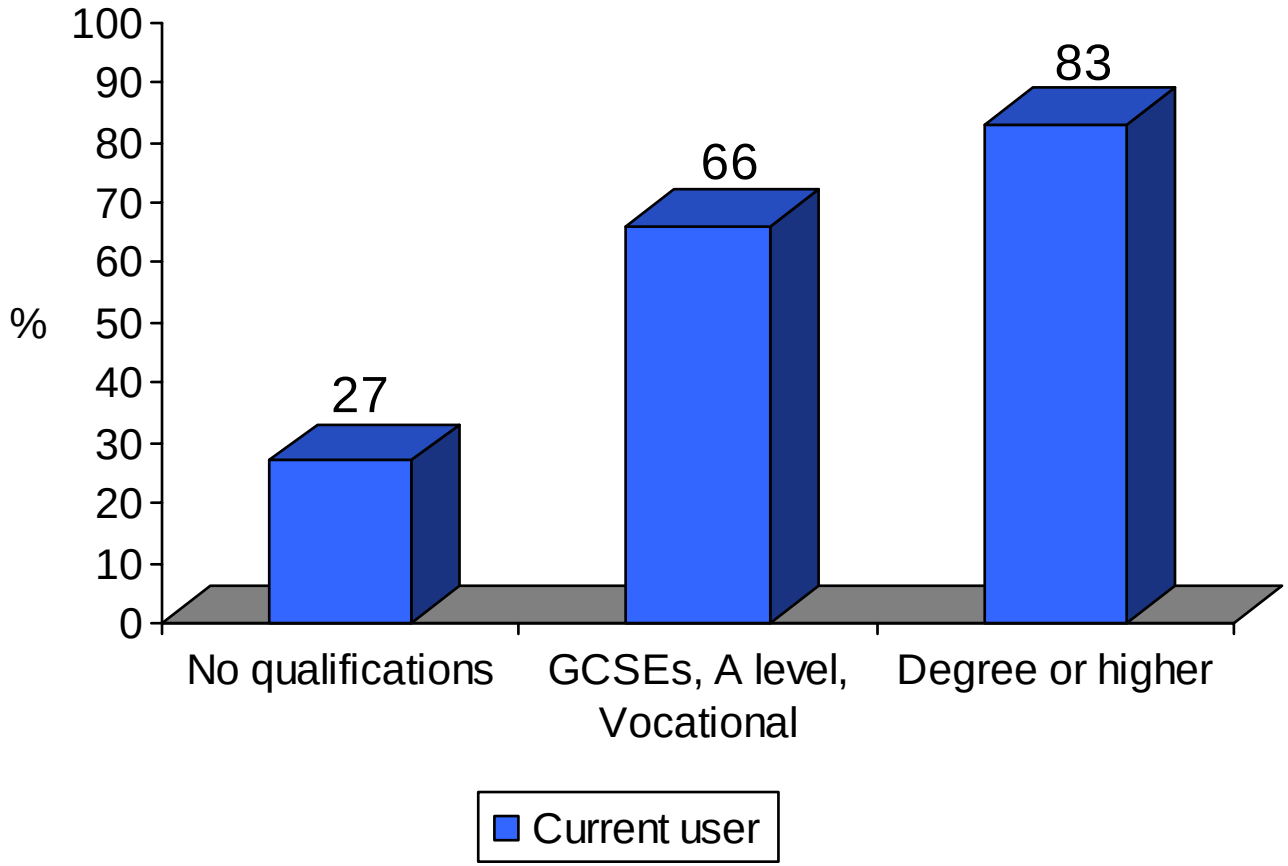
Source: OxIS 2005, Number of respondents = 2,185

Modes of Access by Income, 2005



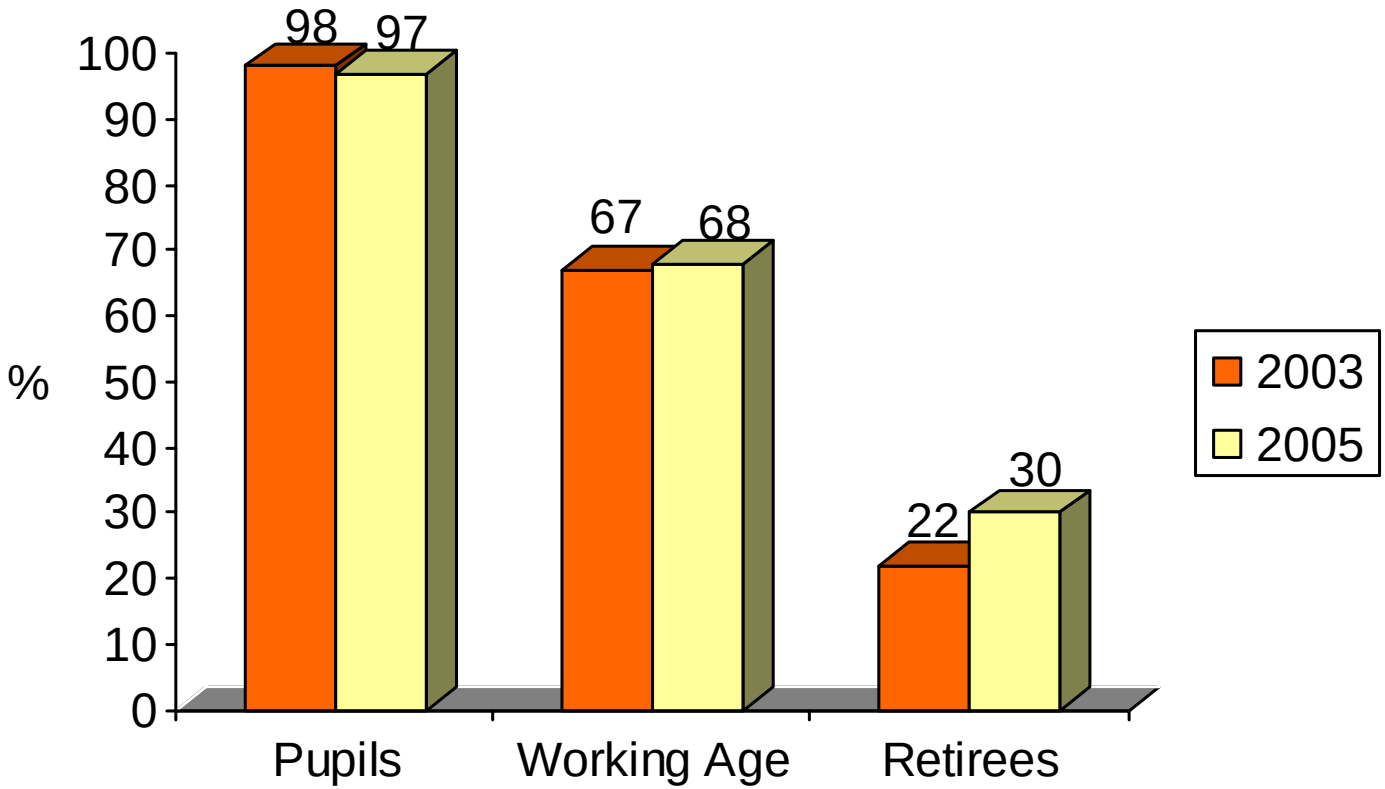
Source: OxIS 2005, Number of respondents = 2,185

Education and Internet Use, 2005



Source: OxIS 2005, Number of respondents = 2,185

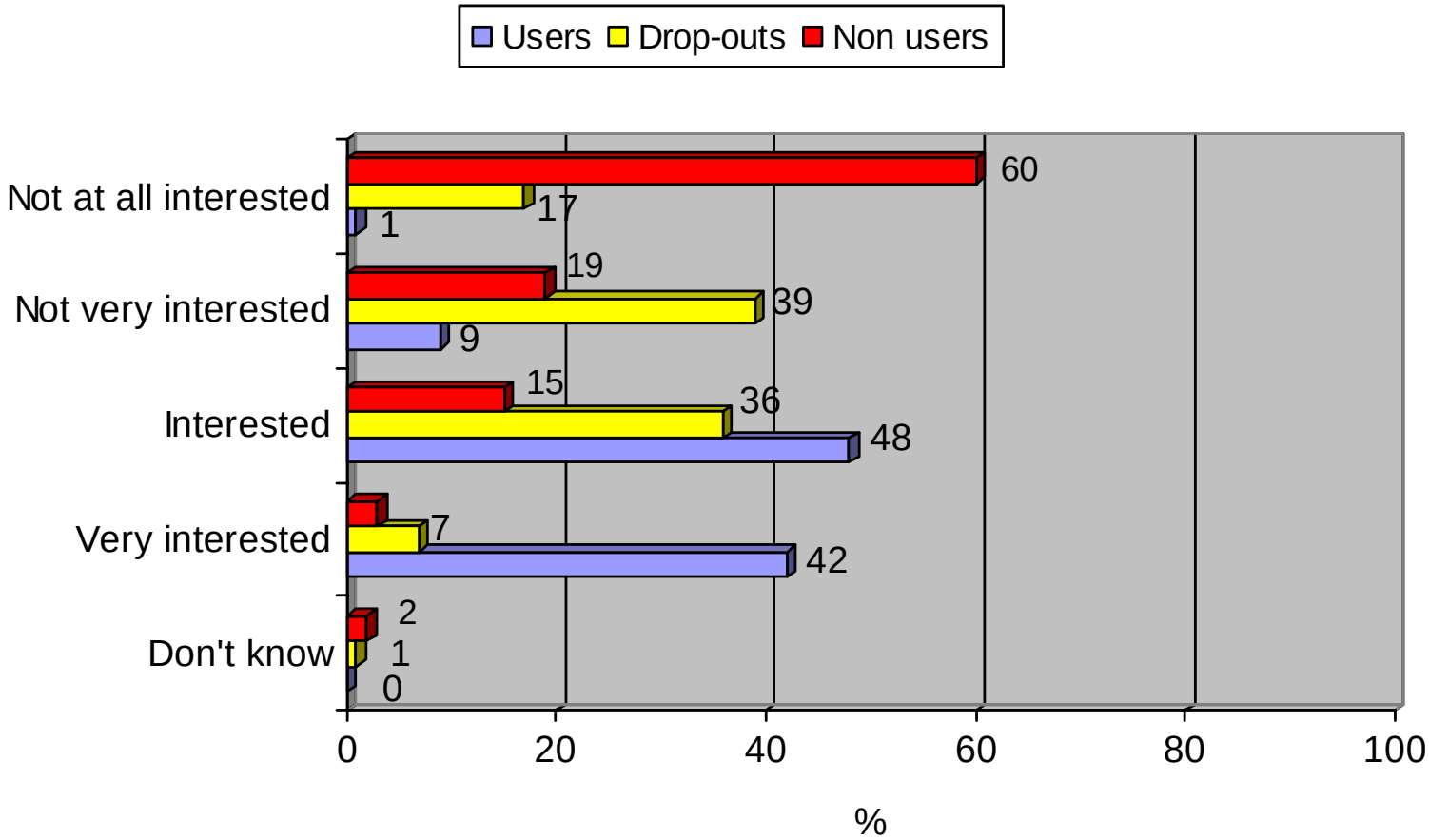
Internet Use by Life Stage, 2003-2005



Pupils: age 14-22 years and in full time education.
Working age: employed of any age and all other persons not in employment up to age 55.
Retired: 55 or over and not in employment.

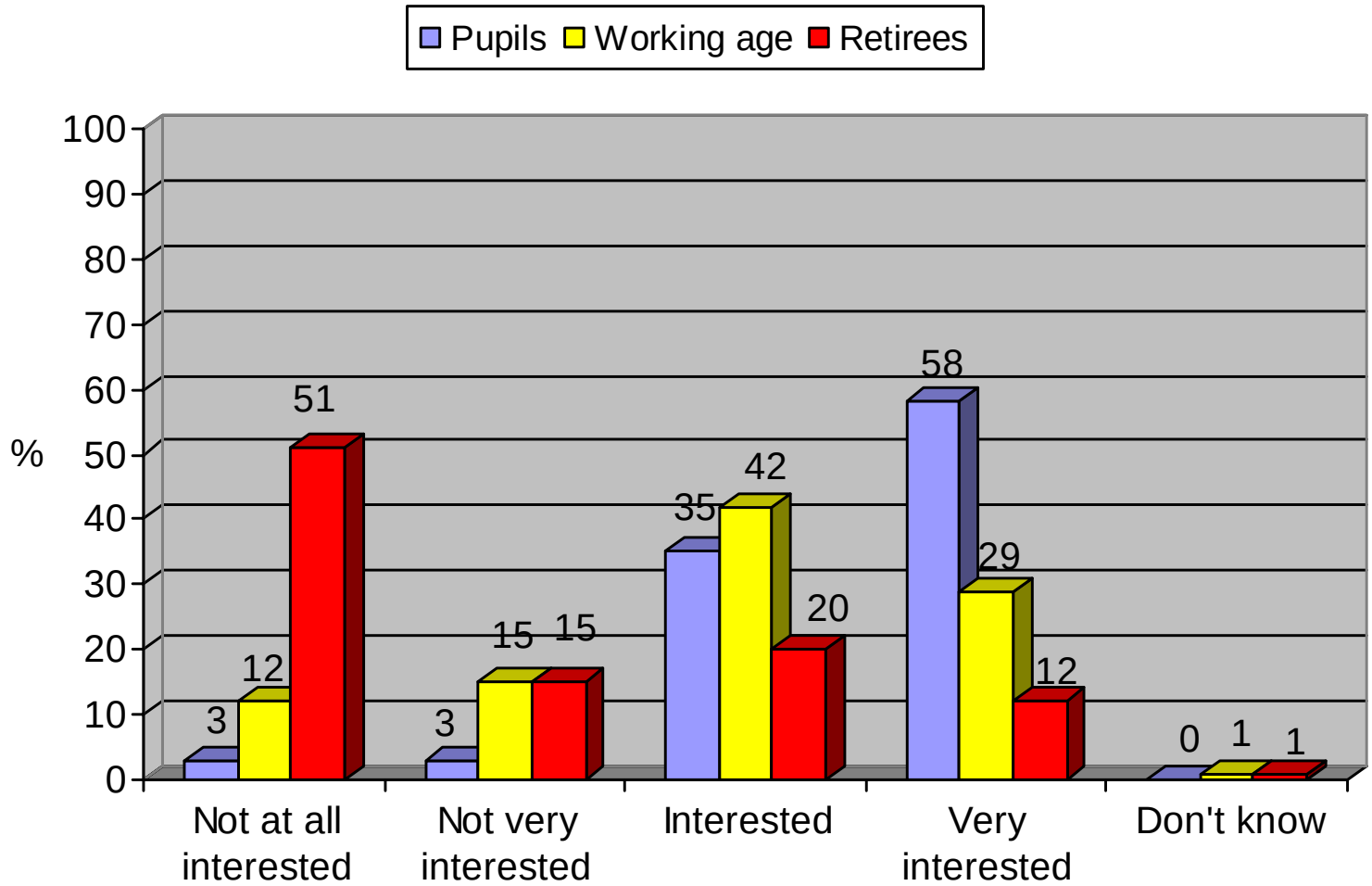
Source: OxIS 2003, Number of respondents = 2,030 – OxIS 2005 Number of respondents = 2,185

Generally speaking, how interested would you say you are in the Internet (2005)



N=2,185 (All respondents)

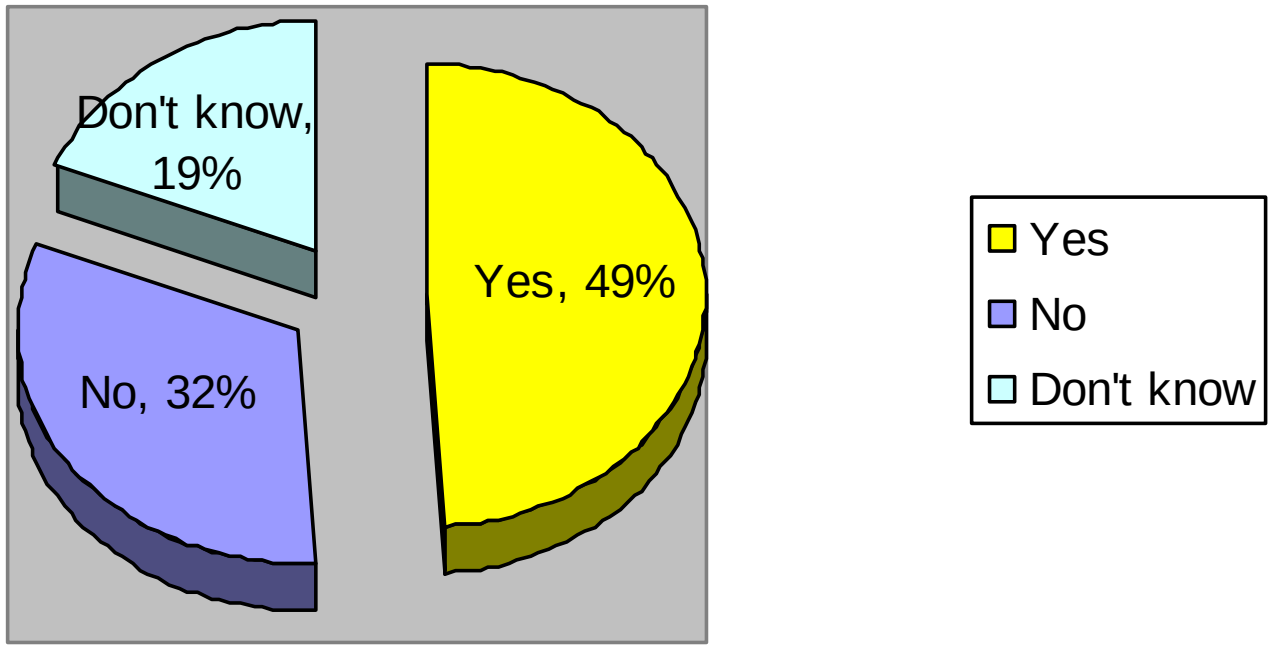
Interest in the Internet by life stage (2005)



N=2,185 (All respondents)

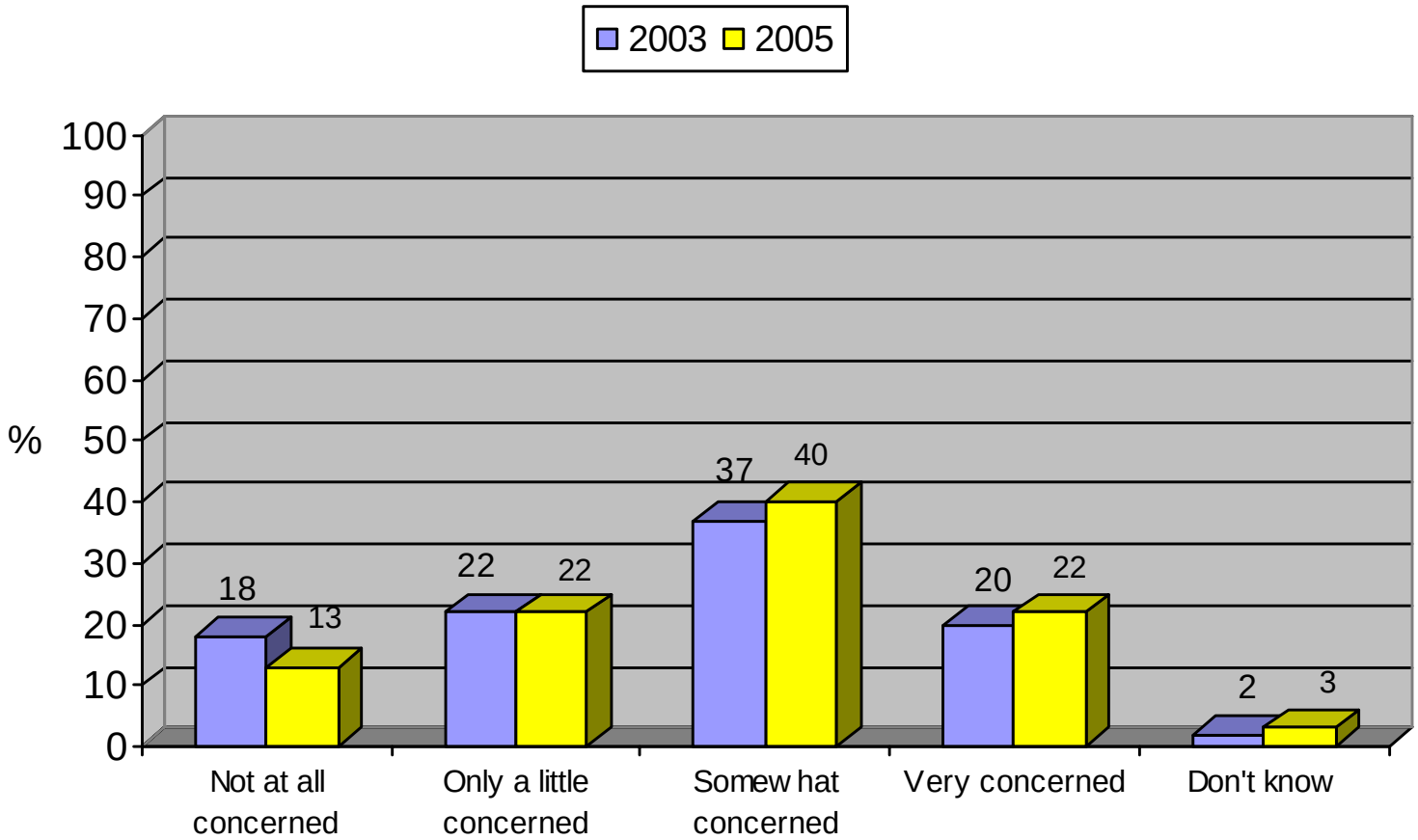
*'Pupils': aged 14-22 in full time education; 'Working age': employed of any age and all other persons not in employment up to age 55; 'Retired': 55 or over and not in employment

Think that present use of computers is an actual threat to personal privacy in this country (2005)



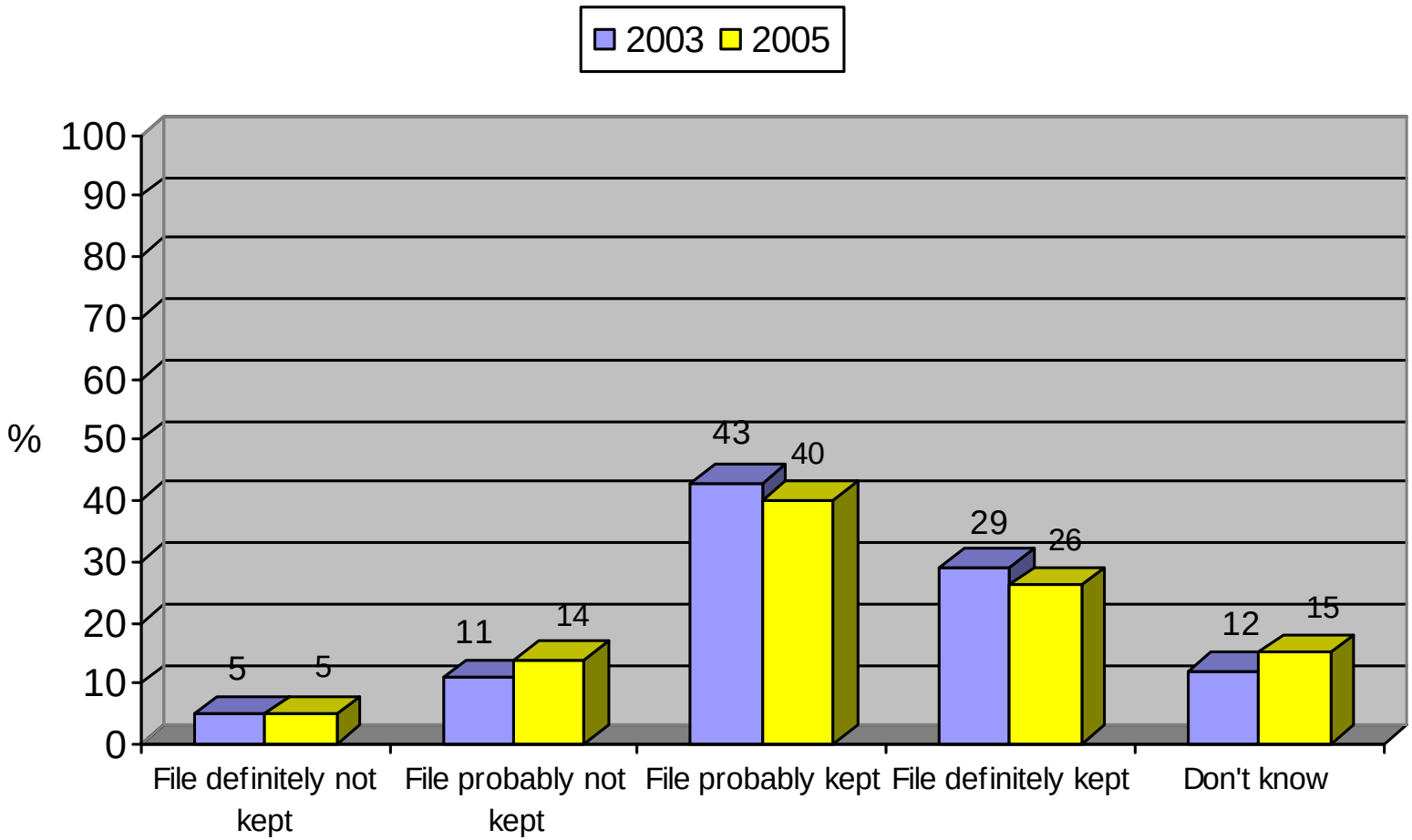
N=2,185 (All respondents)

Concern about threats to personal privacy in Britain today (2003-2005)



OxIS 2003: N= 2,029 (All respondents); OxIS 2005: N= 2,185 (All respondents)

Think that personal information about yourself is being kept in a file somewhere for purposes not known to you (2003-2005)



OxIS 2003: N= 2,029 (All respondents); OxIS 2005: N= 2,185 (All respondents)