Children's and Adults' Relationships with Computers

Omnibus Report: Final

Research Study into Children's and Adults' Relationships with Computers conducted for
Launch PR / Tesco

TESCO

LAUNCHPR

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Contents

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Introduction

This report presents the findings of a survey among the general public of Great Britain. The research was conducted by MORI (Market & Opinion Research International) on behalf of Launch PR and Tesco.

The objectives of the research were to investigate and compare the views of adults and children regarding their usage of and relationships with computers.

Methodology: questions were placed on the MORI Face-to-face Omnibus, the regular MORI survey among the general public. A nationally representative quota sample of 1,939 adults aged 17+ was interviewed throughout Great Britain by MORI in 197 different sampling points.

Interviews were conducted face to face, in respondents' homes, using CAPI (Computer Assisted Personal Interviewing) between 15 and 17 December 2003.

In addition, interviews were conducted with children aged 11-16 via the NOP face-to face Young Generation Omnibus survey. A nationally representative quota sample of 592 children was interviewed throughout Great Britain on 6 December 2003.

Reporting: in the graphs and tables, the figures quoted are percentages. The size of the sample base from which the percentage is derived is indicated. Note that the base may vary – the percentage is not always based on the total sample. Caution is advised when comparing responses between small sample sizes.

As a rough guide, please note that the percentage figures for the various sub-samples or groups generally need to differ by a certain number of percentage points for the difference to be statistically significant. This number will depend on the size of the sub-group sample and the % finding itself - as noted in the appendix.

Where an asterisk (*) appears it indicates a percentage of less than one, but greater than zero. Where percentages do not add up to 100% this can be due to a variety of factors – such as the exclusion of 'Don't know' or 'Other' responses, multiple responses or computer rounding. A dash (-) indicates the question was not asked of this audience.

Publication of Data: Our standard Terms and Conditions apply to this, as to all studies we carry out. Compliance with the MRS Code of Conduct and our clearing of any copy or data for publication, web-siting or press release which contains any data derived from MORI research is necessary. This is to protect our client's reputation and integrity as much as our own. We recognise that it is in no one's best interests to have survey findings published which could be misinterpreted, or could appear to be inaccurately, or misleadingly, presented.
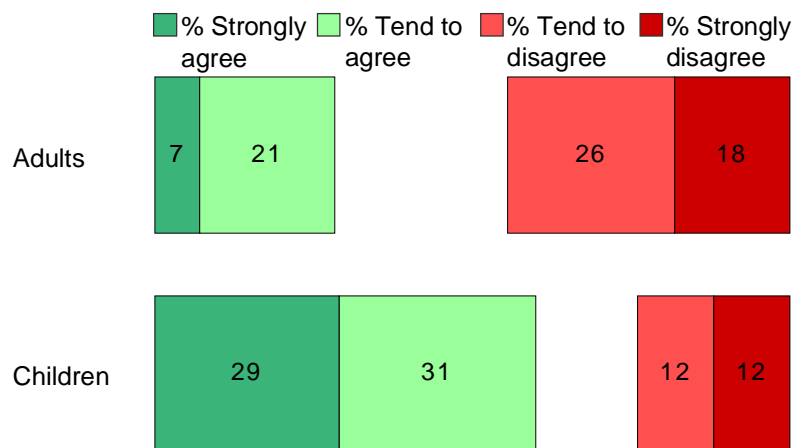
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Summary of Findings

Affection for and Relationships with Computers

- Children are more likely to feel affection for their computers than adults; the majority (60%) of child PC users aged 11-16 agree that they are extremely fond of their computer, whereas only 28% of adult users agree.

Feelings on Computers

Q   How strongly do you agree or disagree with the following statement?
'I am extremely fond of my computer'

■ % Strongly agree	■ % Tend to agree	■ % Tend to disagree	■ % Strongly disagree

	% Strongly agree	% Tend to agree	% Tend to disagree	% Strongly disagree
Adults	7	21	26	18
Children	29	31	12	12

Base: All adult PC users aged 17+ (1,046), all children PC users (572)   Source: MORI

- Children are also more likely to feel they have built a personal relationship with their computer; almost half (45%) of child PC users think of their computer as a trusted friend, compared to just under a third of adult PC users (30%).

- Around one in seven among both adult (16%) and child PC users (13%) admit they often talk to their computers.

- The indications are that a higher proportion feel reliant on their computer; around two in five (38% of adult and 39% of child PC users) say they would feel lost without it.

Difficulties in Relationships with Computers

- Generally, the indications are that people get on well with their computers; only around a quarter of adult (26%) and a similar proportion of child PC users (27%) say that they sometimes feel that their computer is trying to make their life difficult.

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- Around one in ten adult PC users (12%) say they feel nervous of their computer, and children seem more confident with only 4% who feel nervous. The majority among both adults and children disagree with the statement, with these sentiments particularly strong among child PC users, where three-quarters strongly disagree that they feel nervous of their computer.

Feelings on Computers

*Q   How strongly do you agree or disagree with the following statement?
'I feel nervous of my computer'*
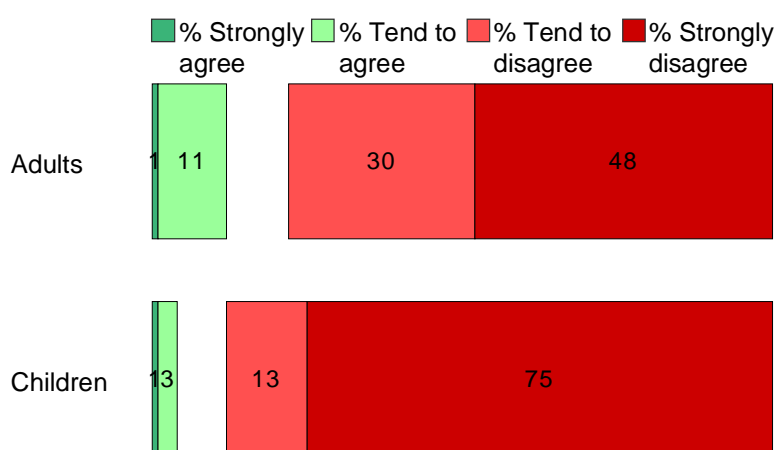
Base: All adult PC users aged 17+ (1,046), all children PC users (572)   Source: MORI

Impact on Personal Relationships

- Children are consistently more likely than adults to agree that their relationship with their computers has an effect on how they relate to other people.

- Around four in ten child PC users (39%) say that they talk to their friends and family about their computer and what it can do, compared to just under a quarter of adult PC users (23%) who say that they do this.

- Around one in four child PC users (27%) say that they feel annoyed when someone else uses their computer, whilst this figure stands at only one in seven adult PC users (14%).

- Almost one in five child PC users (18%) say that they sometimes enjoy spending time with their computer more than they do with their family or friends, whilst this figure stands at under one in ten adult PC users (8%).

- Also almost one in five child PC users (18%) say that they take their frustration with their computer out on other people, whilst this figure stands at one in ten adult PC users (10%).

Future Relationships with Computers

- Among both adults and children, a substantial minority think that our relationships with computers will become as significant as personal relationships in the future; around a third agree that, by 2020, computers will be as important to people as their family and friends (34% of adult and 37% of child users).

Sub-Group Analysis

- Among children, high and medium frequency users (those using their computer for more than three hours per week) are more likely to be positive about their relationships with computers. Among children, boys and those of higher social grade (ABC1) are also more likely to be positive about their relationships with computers (and there is an overlap between these groups and high/medium frequency users).

- In the adult sample, only high frequency users (those using their computer for more than 36 hours per week) are consistently more likely to be positive about their relationships with computers. Among adults, men, those of lower social grade (C2DE) and multi-function users (those using their computer for five or more features) are more likely to be positive about their relationships with computers than the sample as a whole.

- Among children, 'Experienced' users (those who first used a computer over three and up to five years ago) and 'Veteran' users (those who first used a computer over five years ago) are more likely to be positive about their relationships with computers than 'New' users (those who first used a computer up to three years ago) and the sample as a whole.

- In contrast, among adults, veteran users (those who first used a computer over fifteen years ago) are consistently more likely across the majority of the agreement statements to be negative about their relationship with computers than 'experienced' users (those who first used a computer over five and up to fifteen years ago) and 'new' users (those who first used a computer up to five years ago). Veteran users are most likely to say they would feel lost without their computer but least likely to say that they feel nervous of their computer.

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Typologies Analysis

Using statistical analysis techniques (factor and cluster analysis), groups of people sharing similar characteristics were identified. There are five groups identified among child PC users and five identified among adult PC users. These typologies are described below.

Children: The Network Connectors (21%)

This group have a close and positive relationship with their computer; they are likely to think of it as a trusted friend and be extremely fond of their computer. Their computer impacts on their social life; not only are they likely to talk to the computer itself, they are also likely to talk to their friends and family about their computer and what it can do. They are also the group most likely to admit that they sometimes enjoy spending time with their computer more than their family or friends. Perhaps not surprisingly given its central place in their relations, they would feel lost without their computer. They also feel relations between people and computers will become closer in the future: indeed, they agree that by 2020, computers will be as important to people as family and friends.

This group has the best access to computers; they are particularly likely to have a PC at home, and are also likely to access the internet at home and elsewhere. They are high frequency users, with a higher than average proportion using their computer for over 15 hours a week. This group is particularly likely to use a computer for leisure purposes, and we would expect this group to enjoy spending their free time on computer. This group are particularly likely to use a computer for many social activities, including speaking with friends, making new friends, shopping, downloading music, pictures etc and to organise their life and interests. They are also advocates for what their computer can do; they are the group particularly likely to help their parents or other adults with their work on the computer.

This is the second largest group, comprising one in five child PC users. There is a slightly higher proportion of boys in this group, compared to the profile of child PC users as a whole. This group is more likely to be in the younger age groups: 35% are aged 11-12. This group is most likely to be based in the South.

Children: The Blank Screens (14%)

This group reject a personal relationship with their computer, although neither are they particularly hostile towards it. They are likely to disagree that their computer is a trusted friend and reject the assertion that they are extremely fond of their computer. Nevertheless, they do not have a difficult relationship with their computer either; they disagree that the computer is making their life difficult. The computer has little impact on their other relationships; they are not likely to take their frustrations with their computer out on other people, they are not annoyed when someone else uses their computer and they do not talk to family and friends about computer. They are not likely to feel lost without their computer. However, this group could potentially be converted to a closer and more personal relationship with their computer, since they do admit to

sometimes enjoy spending time with their computer more than with family or friends, and they are likely to think computers will be as important to people as friends or family by 2020.

This group started using computers relatively recently (up to three years ago – despite tending to be older children), and they are fairly low users, with many using their computer under 3 hours a week. They are not particularly likely to use the computer for leisure purposes.

This group makes up around one in seven of child PC users. They are likely to be older children, with the highest proportion of 15-16 year olds. They are likely to be of lower social grade (DE) and to live in the North.

Children: The Computer Mice (11%)

This is the group most likely to feel nervous of their computer. They are also particularly likely to talk to their friends about their computer, perhaps to ask advice. On a lot of questions, this group do not feel able to express an opinion either way, further underlining their lack of confidence in this area. Their relationship with their computer does not seem to be an enjoyable one; they reject the idea that they enjoy spending time with their computer more that they do with their family and friends. However, they do tend to feel possessive of their computer; they are likely to feel annoyed if someone else uses it.

This group tends to be medium frequency users of computers, with the majority spending between 4 and 14 hours per week on their computer. They are particularly likely to use a computer for finding out about things they are interested in and this is the group of child PC users with the highest proportion using a computer to book entertainment (although this is still only a minority). They are likely to have first used a computer between one and five years ago (the middle range).

This group comprises around one in ten of child PC users, and has a slightly higher proportion of girls than average. They are also slightly more likely to be younger children, aged 11-12. They are also likely to be of C2 social grade.

Children: The Techno-Challenged (18%)

This group have a close but fraught relationship with their computer. They claim to be extremely fond of their computer (although they do not tend to talk to it) and certainly do not tend to be nervous of it. However, they are particularly likely to think that their computer is sometimes trying to make their life difficult. This is also likely to impact on their other relationships; they are likely to take their frustration with their computer out on other people, and they tend to feel annoyed when others use it.

This group tends to be longstanding computer users; many started to use computers more than five years ago. They are particularly likely to have access to the internet at home. Like the very positive Network Connectors group, they

also tend to have high computer usage figures, with a higher than average proportion using their computer for over 15 hours a week. However, in contrast to the Network Connectors, this group tends to use computers for schoolwork. They are also particularly likely to use their computer to keep in touch with family.

This group make up nearly one in five child PC users. They tend to be of average demographic profile, but are somewhat more likely to be of C1 social grade.

Children: The Personal Interfacers (36%)

This group prefer relations with people to those with computers. They tend to strongly reject the contention that they sometimes enjoy spending time with their computer more than they do with their family or friends. They also deny that their relationship with their computer is at the expense of their relationship with other people; they do not tend to take their frustration with their computer out on other people. They also reject a future where people and computers have closer relationships; they do not think that computers will be as important to people as their friends or family by 2020.

This group has fairly low level computer use, and are less likely to use their computer for 15 hours or more a week. They are not likely to use their computer to make new friends or to organise their life and interests.

This group is the largest, comprising around one in three child PC users. This group is more likely to be in the middle age group, aged 13-14. They also tend to be of higher social grades (AB) and are most prevalent in the Midlands.

Child Typologies

Base: 572 Child computer users

Source: MORI
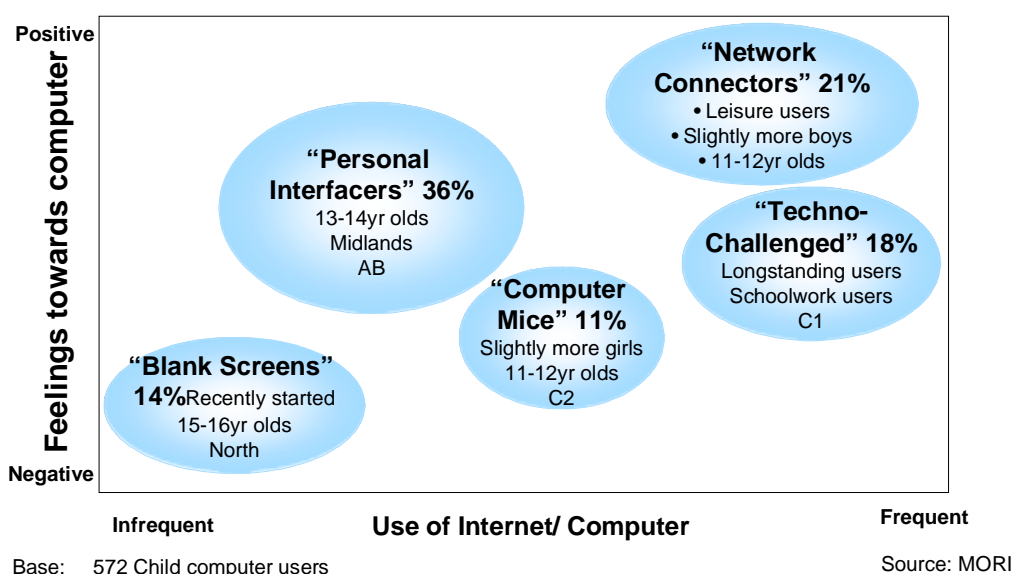
Adults: The Computer Animators (18%)

This group have a positive relationship with their computer, but it is not as close as their relationships with other people. The majority of the 'Computer Animators' group think of their computer as a trusted friend and they tend to feel extremely fond of it. The majority rely on their computer to the extent that they would feel lost without it. They have few negative feelings towards their computer; they tend to reject the idea that their computer is trying to make life difficult.

Their relationship with their computer has little impact on their other relationships; they deny that they enjoy spending time with their computer more than with their partner and friends, and most disagree that they feel annoyed when someone else uses their computer. This group do not think that this situation will change in the future; most disagree that computers will become as important to people as their friends and family by 2020.

This is the group most likely to have computer and internet access, are they tend to be high frequency users, particularly for work purposes. The 'Computer Animators' are more likely to use a computer for most of the features asked about, in particular for helping children to do their homework or learn new things, speaking with friends, shopping, booking entertainment & travel, finding out about their interests, banking, and for jobs & recruitment.

The 'Computer Animators' group make up around one in five of adult PC users. This group are slightly more likely to be men than average, and they are more likely to be of higher social grade (AB).

Adults: The Hard Drivers (17%)

Like the 'Computer Animators', this group has a close relationship with their computer, but unlike the former group, it has a major impact on their other relationships. This group are highly likely to think of their computer as a trusted friend, they are extremely fond of it and often talk to their computer. This group certainly tends to rely on their computer and would feel lost without it.

But it seems that their passion for their computer can threaten their interpersonal relationships. This group is the only one likely to admit that they sometimes enjoy spending time with their computer more than with their partner and friends. They also talk to their friends and colleagues about their computer and what it can do (perhaps they risk becoming 'computer bores'?). They tend to take their frustration with their computer out on other people and this group tend to feel jealously possessive of it; they are likely to feel annoyed when someone else uses their computer. For this group, computers will be as important to people as friends and family by 2020 (and perhaps for some, they already are?).

Not surprisingly, this group tends to be high frequency users, particularly for leisure purposes. This group is also more likely to have a broadband 'always-on' internet connection. Computers form an essential part of their social network:

they are more likely than average to use a computer to make new friends and to keep in touch with friends and family. They are also likely to use their computer to organise their life and interests and to download music, games, etc.

This group comprise around one in six of adult PC users. They have a younger age profile than average; this is the group with the highest proportion of 17 to 34-year-olds. Perhaps because of this, they are more likely to be new and medium duration users; most started using a computer less than fifteen years ago. This group is also less likely than average to have children in the household. They are particularly likely to live in the South and unlike the 'Faithful Friends' they are particularly likely to be of lower social grades (C2DE).

Adults: The Short Circuits (31%)

This group rejects all suggestions of a relationship with their computer; they are likely to disagree that they have feeling for their computer, either positive or negative. They are not likely to consider their computer a trusted friend, deny they are extremely fond of it, and the majority strongly reject the suggestion that they talk to their computer. However, they do not have particularly negative feelings towards their computer either; they are not likely to feel that their computer is trying to make their life difficult, and they are not particularly nervous of their computer.

This group also rejects the suggestion that their relationship with their computer has an impact on their relationships with other people; they are not likely to talk to their friends and family about their computer and what it can do, the majority do not enjoy spending time with their computer more than with their partner and friends. On the positive side, this group are also unlikely to take their frustration with their computer out on other people. Not surprisingly given their impersonal relationships with their computers, this group strongly rejects the contention that by 2020 computers will become as important to people as their family and friends.

The 'Short Circuits' group tend to be more experienced PC users, with a higher proportion than average who started using computers over fifteen years ago. They are also likely to use their computer frequently for work.

This is the largest group, comprising three in ten adult PC users. This group has a higher proportion of those in the middle age range (35 to 54-year-olds). They are also more likely than average to work full time.

Adults: The Wired Futures (18%)

This group is similar to the 'Short Circuits' group, in that they do not currently enjoy a close relationship with their computer, but they think this will change in the future, with the importance of people's relations with computers increasing. Currently, this group's relations with their computer are impersonal; they deny that they have feelings for their computer (either positive or negative), and they would not feel lost without it. But neither do they feel nervous of their computer.

Their relationship with their computer does not currently impact on their other relationships; they do not tend to enjoy spending time with their computer more than their partner and friends and they do not tend to talk to friends and colleagues about their computer and what it can do. On the other hand, neither do they feel annoyed when someone else uses their computer. Nevertheless, this group think that future relations with computers will be different; the vast majority agree that by 2020 computers will be as important to people as their friends and family. This group might be optimistic about this prospect, or given their current aloof relations with computers, they might also greet it with trepidation.

This group have a fairly average profile in terms of computer usage, although they have fairly low frequency usage for work. They have an older age profile, with a higher proportion aged 55 or over than average. They are also more likely to be of C1 social grade.
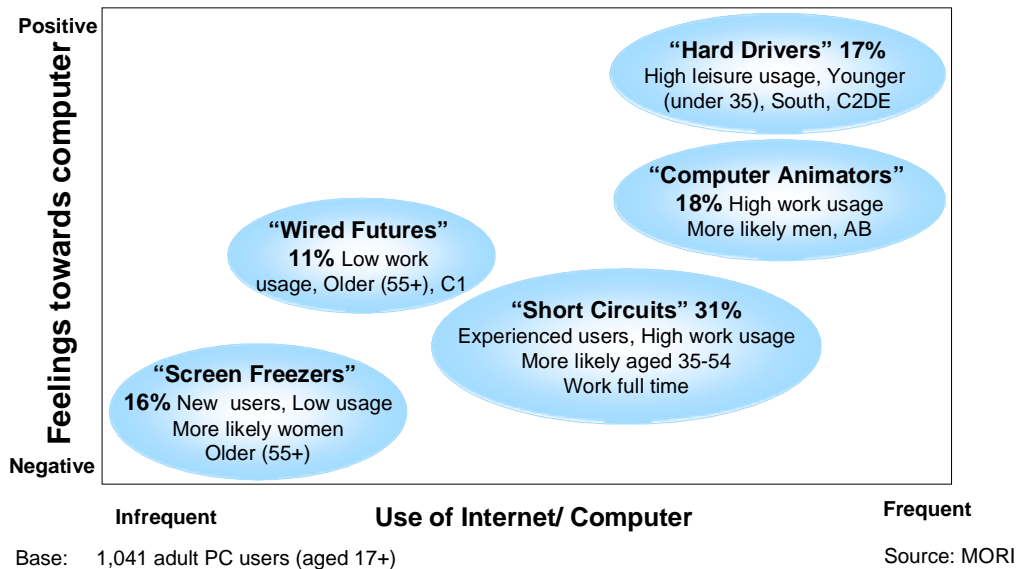
Adults: The Screen Freezers (16%)

This group has a more problematic relationship with their computer. This group tend to think that their computer is sometimes trying to make their life difficult, and they are more likely to take their frustration with their computer out on other people. Perhaps not surprisingly then, the majority feel nervous of their computer. This group are not likely to think of their computer as trusted friend, and the majority deny that they are fond of their computer. However, they do tend to have feelings for their computer (perhaps these are more likely to be negative than positive?), and they are more likely to talk to their computer than average. This group are not likely to feel lost without their computer.

Their relationship with their computer has little impact on their relationships with other people; they reject the contention that they enjoy spending time with their computer more than with their partner and friends and they do not tend to talk to friends and colleagues about their computer and what it can do. They are not likely to feel annoyed when someone else uses their computer.

This group have a higher proportion of new users; they are more likely to have started using computers in the last three years than average. They also tend to be low frequency users of computers, particularly for leisure purposes. This group are less likely than average to access computers and the internet outside the home, and are less likely to use a computer for most of the features measured, in particular organising their life and interests, banking, booking travel and entertainment, downloading music, games, etc and for jobs and recruitment.

This group comprise around one in six adult PC users. They are slightly more likely to be female than average and have an older age profile, with a higher proportion of those aged 55+ than average. Related to this, they are more likely to be retired than average and less likely to have children in the household. They are also less likely to live in the South.

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Adult Typologies

"Hard Drivers" 17%
High leisure usage, Younger (under 35), South, C2DE

"Computer Animators"
18% High work usage
More likely men, AB

"Wired Futures"
11% Low work usage, Older (55+), C1

"Short Circuits" 31%
Experienced users, High work usage
More likely aged 35-54
Work full time

"Screen Freezers"
16% New users, Low usage
More likely women
Older (55+)

Feelings towards computer: Positive / Negative

Use of Internet/ Computer: Infrequent / Frequent

Base: 1,041 adult PC users (aged 17+)

Source: MORI

PC and Internet Usage

- Children are more likely to use computers and the internet than adults; Over four in five of children (81%) say that they personally use a PC – desktop, laptop or other computer at work or place of study or somewhere else outside the home. This figure decreases to just under one third (31%) of the adults surveyed. Over three-quarters of children respondents (78%) surveyed say that they personally use a PC – desktop, laptop or other computer at home. This figure decreases to just over half (52%) of adults. Two-thirds (67%) of children personally use the Internet at home, whilst only 39% of adults do so. Over four fifths (86%) of children personally use the Internet at work or place of study or somewhere else outside the home, whilst only 29% of adults do so.

- Among adults, those most likely to use computers and the Internet are: men; those aged 35-53; those of ABC1 social grade; those living in the south; and those in full-time work.

- Among children, similar patterns emerge, as those most likely to use computers and the Internet are: those of ABC1 social grade and those living in the south. There is less variation by gender and age.

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Average weekly PC usage

- In total, adult PC users (weekly average use of 19.6 hours) use their computer for longer each week than child PC users (weekly average usage of 10.2 hours). In the adult sample, those with the highest mean weekly usage are men, those aged 35-54, social class ABC1, those from the south of the UK (especially London), and full-time workers. Veteran PC users and Experienced users (those first using a PC over five years ago) have the highest mean weekly usage in comparison to New users (those first using a computer five years ago or less).

- In the children's sample, boys, those age 15-16, social class AB, those from the Midlands and Veteran and Experienced users (those first using a computer over three years ago) have the highest mean weekly usage.

- Child PC users are likely to spend longer on the computer for leisure activities (weekly mean of 6.8 hours) than for schoolwork-related activities (weekly mean of 5.2 hours). For adult PC users, the reverse is true with them spending longer on the computer for work-related activities (weekly mean of 16.5 hours) than for leisure activities (weekly mean of 7.1 hours).

- Amongst child PC users, whereas girls and those in the South use the computer for longest for schoolwork on average each week, boys and those in the North use it for longest for leisure purposes.

- Among adult PC users, the profile of those using their PC for longest for work is similar to computer users overall. However, those of lower social grades (C2DE), younger adults (aged 17-34) and newer users (those first using a computer fifteen years ago or less) use their computer for longest for leisure purposes.

Multiple uses of computers

- As is shown in the table below, adults and children tend to use their computers for quite different purposes.

- Children are more likely to use their computer for work than adults. Over nine in ten children use their computer for work (job, education, voluntary or schoolwork) whilst only two thirds (68%) of adults do so. This is probably partly because almost all children need to do academic schoolwork where a computer would be useful in most instances, whereas not all adults work in jobs where a computer is necessary.

- Just under half of the adults surveyed (45%) claim to use a computer for booking entertainment, travel and holidays, whilst only one in ten

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(9%) children use a computer for this purpose. Computer use for shopping is more common in adults where over a third of respondents (36%) report this, while this figure reduces to one in ten (11%) in children. Similarly, computer use for organising one's life and interests is greater in adults than in children (32% versus 20% respectively).

- However, computer usage for downloading music, games, pictures and films etc is more common in children (56%) than adults (28%).

- A greater proportion of adults than children tend to use their computer for keeping in touch with family (42% versus 33% respectively). However, in contrast, a greater proportion of children tend to use their computer for making new friends (22% versus 7% respectively).

Q   *For which of the following do you use a computer?*

	Adults	Children
Base: All PC users	(1,046) %	(579) %
Work (job, education, voluntary or school work)	68	91
Finding out about things I am interested in	66	68
Booking entertainment/travel/ holidays etc	45	9
Speaking with friends	44	50
Keeping in touch with family/ children/grandchildren/other relatives	42	33
Banking/Administration of financial matters	38	–
Shopping for food/other items	36	11
Organising/Managing my life/ interests	32	20
Helping children/grandchildren to do their homework/learn new things	29	–
Downloading music/games/ pictures/films etc	28	56
Jobs/Recruitment	21	–
Making new friends	7	22
Helping parents/other adults to do their work/learn new things	–	30
None of these	5	1
Don't Know	*	1

Source: MORI

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- Among adults, men are more likely than women to use computers for seven of the twelve functions tested: work (job, education or voluntary work); finding out about interests; banking and administration of financial matters; organising life/interests; Booking entertainment/travel/holidays etc; downloading music, games, pictures, films etc; and jobs and recruitment. By contrast women are more likely than men to use computers for five of the functions tested: speaking with friends; keeping in touch with family; shopping and helping children / grandchildren to learn and making of new friends.

- Those aged 17-34 are the age group most likely to use a computer to: speak with friends; download music and games; for jobs and recruitment and to make new friends. By contrast, users aged 55 and over are the age group most likely to use a computer to: keep in touch with family and organise their life / interests.

- Among adults, for most features, those of higher social grades (ABC1s) are more likely to use a computer than C2DEs. The exceptions are downloading music, games, pictures and films; making new friends; Helping children/grandchildren to do their homework/learn new things where C2DEs are more likely to use a computer than ABC1s.

- In contrast to the adult sample, where men tend to have higher usage in more functions than women, among children girls have the highest usage for the same amount of functions as boys (six each). Girls are more likely to use the following functions than boys: schoolwork; downloading music/ games/ pictures/ films etc; speaking with friends; keeping in touch with family; making new friends; organising their life/interests; and shopping.

- Older children (those aged 15-16) are most likely to use computers to: download music and games; speak with friends; help parents/other adults; make new friends; organise their life interests; and to shop. By contrast, younger children (those aged 11-12) are the group most likely to use computers to find out about their interests. Children of higher social grade (ABC1s) are consistently more likely to use a computer for the different activities than C2DE's.

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Length of Usage

- On average, adult PC users first used a computer 11.6 years ago. By contrast, child PC users first used a computer an average of 5.8 years ago.

- Among adults, men are more likely than women to be 'Veteran' users (those first using a computer over 15 years ago). Also those of higher social grade (ABC1) as well as those aged 35-44 are most likely to be 'Veteran' users.

- Amongst child PC users, boys and girls are equally likely to be 'Veteran' users (those first using a computer over five years ago). Child PC users aged between 13 and 16 years and those of higher social grade (ABC1) are most likely to be 'Veteran' users.

Technical Details

Sample Design

The sample design is a constituency based quota sample. There are 641 parliamentary constituencies covering Great Britain. From these, we select one in three (210) to be used as the main sampling points on the MORI Omnibus. These points are specially selected to be representative of the whole country by region, social grade, working status, MOSAIC rurality, tenure, ethnicity and car ownership. Within each constituency, one local government ward is chosen which is representative of the constituency.

Within each ward or sampling point, we interview ten respondents whose profile matches the quota. The total sample therefore is around 2,100 (10 interviews multiplied by 210 sampling points).

Gender:	Male; Female
Household Tenure:	Owner occupied; Council Tenant/HAT; Other
Age:	15 to 24; 25 to 44; 45+
Working Status	Full-time; part time/not working

These quotas reflect the socio-demographic makeup of that area, and are devised from an analysis of the 1991 Census combined with more recent ONS (Office of National Statistics) data. Overall, quotas are a cost-effective means of ensuring that the demographic profile of the sample matches the actual profile of GB as a whole, and is representative of all adults in Great Britain aged 15 and over.

Fieldwork

Fieldwork is carried out by MORI using CAPI (Computer Assisted Personal Interviewing). All interviews are conducted face to face, in the home - one interview per household. No incentives are offered to respondents.

Weighting and Data Processing

Data entry and analysis are carried out by an approved and quality-assured data processing company. The data are weighted using 6 sets of simple and interlocking rim weights for social grade, standard region, unemployment within region, cars in household, and age and working status within gender. This is to adjust for any variance in the quotas or coverage of individual sampling points so that the sample is representative of the GB adult population.

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Statistical Reliability

Because a sample, rather than the entire population, was interviewed the percentage results are subject to sampling tolerances – which vary with the size of the sample and the percentage figure concerned. For example, for a question where 50% of the people in a (weighted) sample of 1,980 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than 2.2 percentage points, plus or minus, from the result that would have been obtained from a census of the entire population (using the same procedures). The tolerances that may apply in this report are given in the table below.

Approximate sampling tolerances applicable to percentages at or near these levels (at the 95% confidence level)			
Size of sample or sub-group on which survey result is based	10% or 90% ±	30% or 70% ±	50% ±
1,939 (All Adults aged 17+)	1.3	2	2.2
1,046 (All Adult PC Users aged 17+)	1.8	2.8	3.0
592 (All Children)	2.4	3.7	4.0
572 (All Children PC Users)	2.5	3.8	4.1
			Source: MORI

Tolerances are also involved in the comparison of results between the different samples. A difference must be of at least a certain size to be statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons between samples.

Differences required for significance at the 95% confidence level at or near these percentages			
Size of sample on which survey result is based	10% or 90% ±	30% or 70% ±	50% ±
1,939 vs 592 (All Adults vs. All Children)	2.8	4.2	4.6
1,046 vs. 572 (All Adult PC users vs. All Child PC Users)	3.1	4.7	5.1
			Source: MORI

Definition of Social Grades

The grades detailed below are the social class definitions as used by the Institute of Practitioners in Advertising, and are standard on all surveys carried out by MORI (Market & Opinion Research International Limited).

Social Grades			
	Social Class	**Occupation of Chief Income Earner**	**Percentage of Population**
A	Upper Middle Class	Higher managerial, administrative or professional	2.9
B	Middle Class	Intermediate managerial, administrative or professional	18.9
C1	Lower Middle Class	Supervisor or clerical and junior managerial, administrative or professional	27.0
C2	Skilled Working Class	Skilled manual workers	22.6
D	Working Class	Semi and unskilled manual workers	16.9
E	Those at the lowest levels of subsistence	State pensioners, etc, with no other earnings	11.7

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