Technology Tracker

TECH TRACKER

QUARTERLY RELEASE:

Q2 2017

Ipsos Connect

QUARTERLY TRACKER - TRENDS IN INTERNET USAGE, TECH OWNERSHIP AND THE CONNECTED HOME

GB FACE TO FACE SURVEY via Ipsos MORI Capibus

LATEST WAVE

QUARTER 2 2017 (Field in February)

REPRESENTATIVE SAMPLE OF c.1000 GB ADULTS AGED 15+

AREAS COVERED

- Internet usage
- Connected home
- Social networking
- Smartphone ownership
- Tablet ownership
- Content consumption Music / games / TV / movies
- Technology and Parenting

HEADLINES

Internet usage

Internet usage remains consistent with previous waves, with connectivity via broadband at home leading other means. Mobile phone connectivity continues to rise at a steady rate and is up +5% points vs. this time last year. Of the 65+ age group, internet connectivity remains most common amongst AB's.

Downloading/streaming TV content remains in line with that of music content, and streaming movie content looks to be rising at a faster rate. Accessing emails is still the most common activity among internet users.

Connected home

Device ownership remains in-line with previous waves, with ownership of PC's or laptops still greater than that of other devices.

However, of the consoles owned, the Nintendo Wii is the only one to have seen gradual declines in ownership since this time last year (down -4% points). There has also been a slight reduction in 3D TV ownership (down -3% points) since Q2 '16.

Social networking

There has been a gradual rise in social media access via smartphones that has seen it start to build a gap over access via tablets. The difference of +5% points is the greatest it has been since tracking began.

Facebook is still the most popular social networking site, but Instagram is the one that has seen the biggest growth amongst all of the others (+5% points since Q2 '16).

Smartphones

Ownership continues to grow at a steady rate (up +4% points vs. Q2 '16), with the iPhone and Android the obvious front-runners.

With new advances in smartphone capabilities, all activities are on the up vs. previous waves. Reading and/or sending emails has seen an +11% growth vs. Q2 '16 – greater than any other activity.

Tablets

Tablet ownership continues to rise at a gradual rate, with half of all GB adults owning one. Ownership leans more towards females. In terms of activities, online banking and watching online video clips (e.g. from YouTube) are head to head.

Content consumption

Used channels in music consumption remains stable as well as for movie consumption. Physical purchase of games remains ahead of downloading games. There is a steady trend in general TV consumption although a slight dip is seen in digital consumption.

Technology and Parenting

The effect of technology on parenting is undeniable. Half of the parents have spoken with their children about online safety, with 4 in 10 having applied parental controls and limited their child's online time. Technology also has a great presence in parents' daily life while interacting with their kids. Smartphone usage increases when children are preoccupied with other activities, but is rare at dinner time. The most common activities are social networking and communicating with others when children are around. Children are most likely to use a device at the weekend, or whilst travelling. And, unsurprisingly, the older a child is the more likely they are to be allowed to use a device.

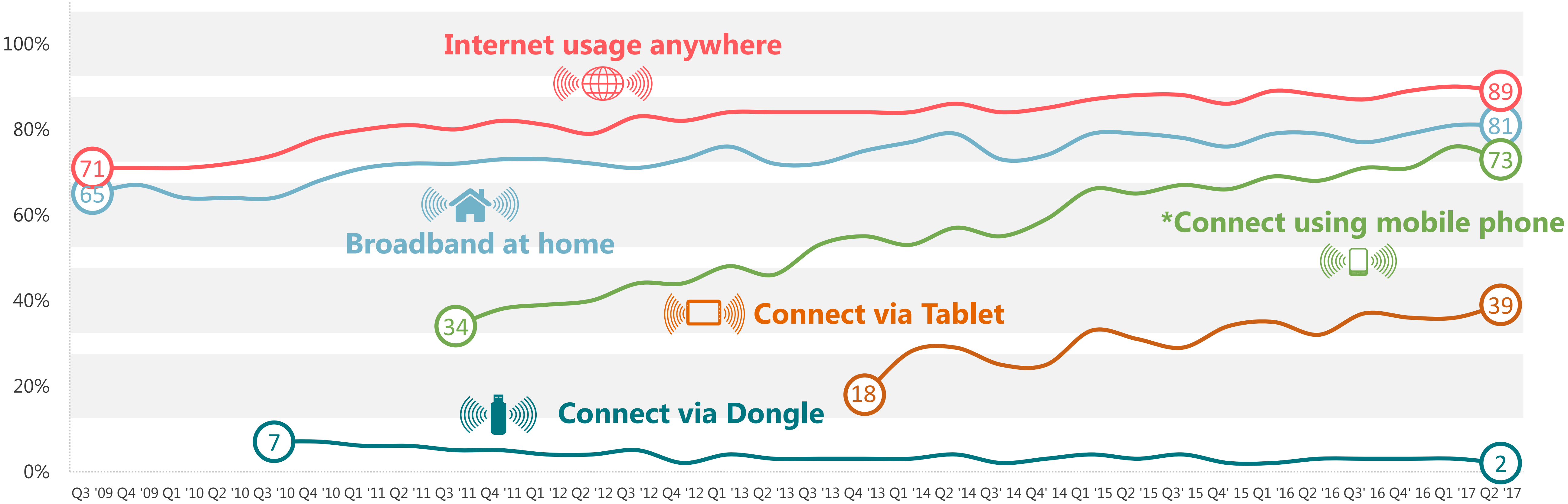
INTERNET USAGE

HOW, WHEN, WHERE

Ipsos Connect

Internet connectivity continues to rise across all devices

% HOW PEOPLE CONNECT TO THE INTERNET



* The wording used for measuring 'internet connection by mobile phone' has been updated which means earlier data is not strictly comparable and is therefore not shown

Base: circa 2,000 interviews per wave until Quarter 1 2010, circa 1,000 GB adults aged 15+ per wave thereafter

Source: Ipsos MORI

More than 8 in 10 ABs over 65s are accessing the internet

% ACCESSING THE INTERNET BY GENDER AND SOCIAL GRADE

	All	15-24	25-34	35-44	45-54	55-64	65+
Males	91%	99%	99%	97%	94%	88%	74%
Males AB	96%	100%	100%	100%	99%	97%	90%
Males C1	95%	99%	100%	99%	93%	95%	80%
Males C2	91%	98%	100%	99%	96%	85%	64%
Males DE	81%	98%	94%	91%	88%	71%	51%
Females	86%	100%	97%	98%	95%	89%	54%
Females AB	95%	100%	100%	100%	100%	95%	81%
Females C1	91%	100%	100%	98%	100%	93%	62%
Females C2	84%	100%	100%	98%	91%	81%	45%
Females DE	73%	99%	89%	94%	85%	81%	31%

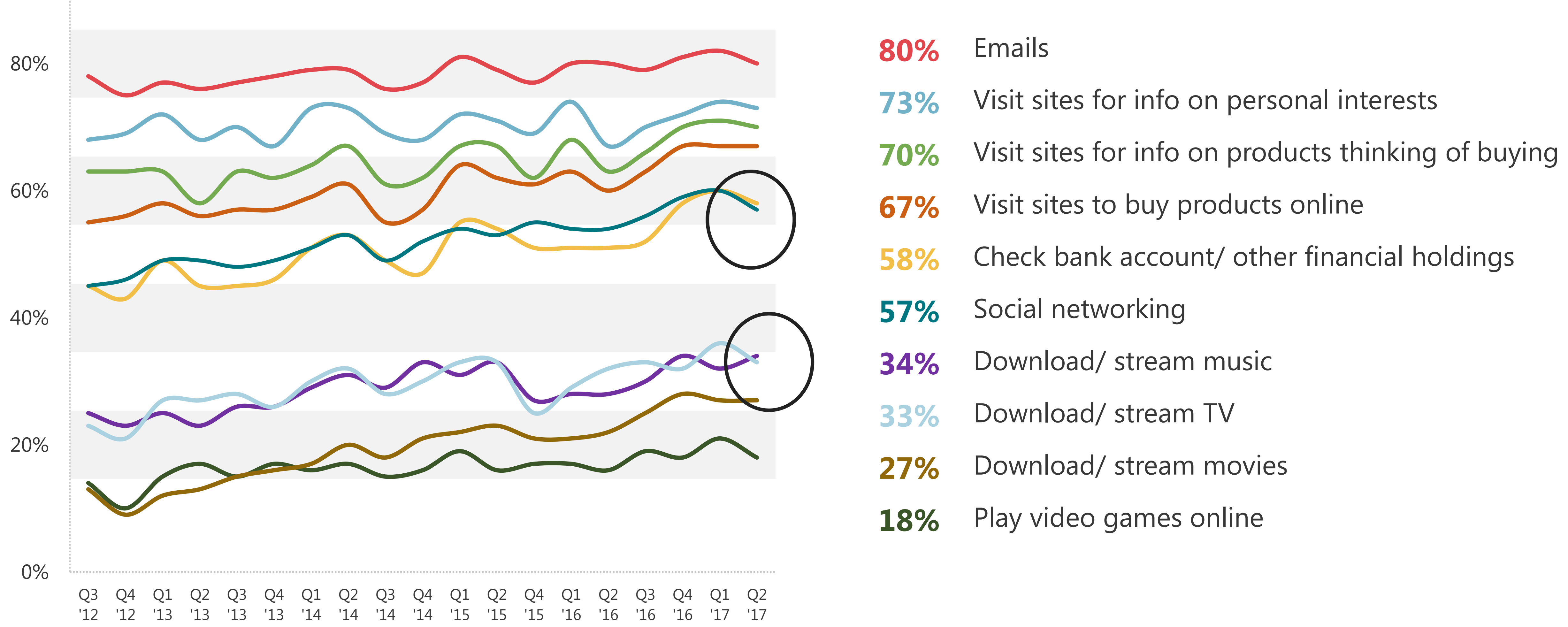
0-49% 50-79% 80-100%

Base: circa 4,000 GB adults aged 15+: Q3/ Q4 2016/ Q1/ Q2 2017

Source: Ipsos MORI

Equal usage between downloading/ streaming music and TV, online banking and social networking

% USE OF THE INTERNET IN THE PAST 3 MONTHS



Not asked in Q3 2015

Base: circa 2,000 interviews per wave until Quarter 1 2010, circa 1,000 GB adults aged 15+ per wave thereafter

Source: Ipsos MORI

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CONNECTED HOME

Ipsos Connect

Ownership of PC & Laptops shifting towards tablets

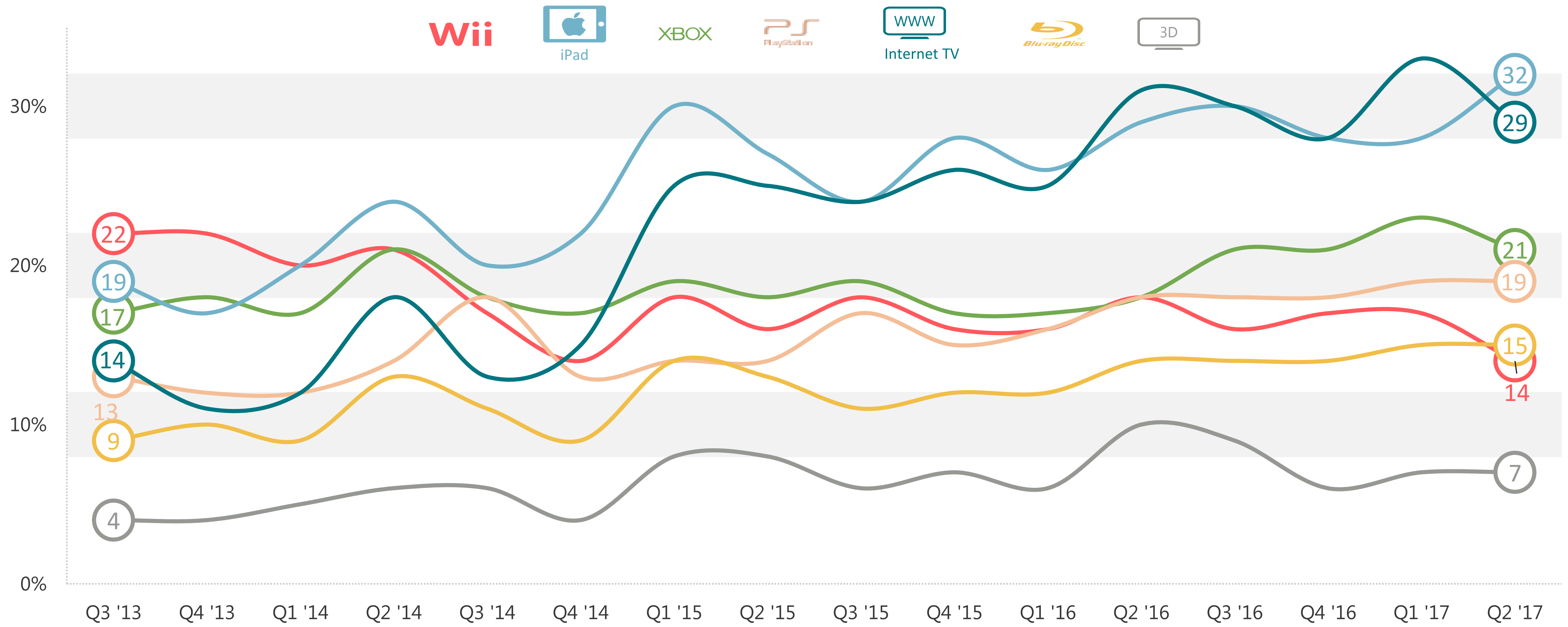
WHICH OF THE FOLLOWING DO YOU OWN/HAVE IN YOUR HOUSEHOLD?

Base: circa 1,000 GB adults aged 15+: Quarter 2 2017

Source: Ipsos MORI

3 in 10 have an iPad and 3 in 10 have a Smart TV

WHICH OF THE FOLLOWING DO YOU OWN/HAVE IN YOUR HOUSEHOLD?



Base: circa 1,000 GB adults aged 15+ per wave

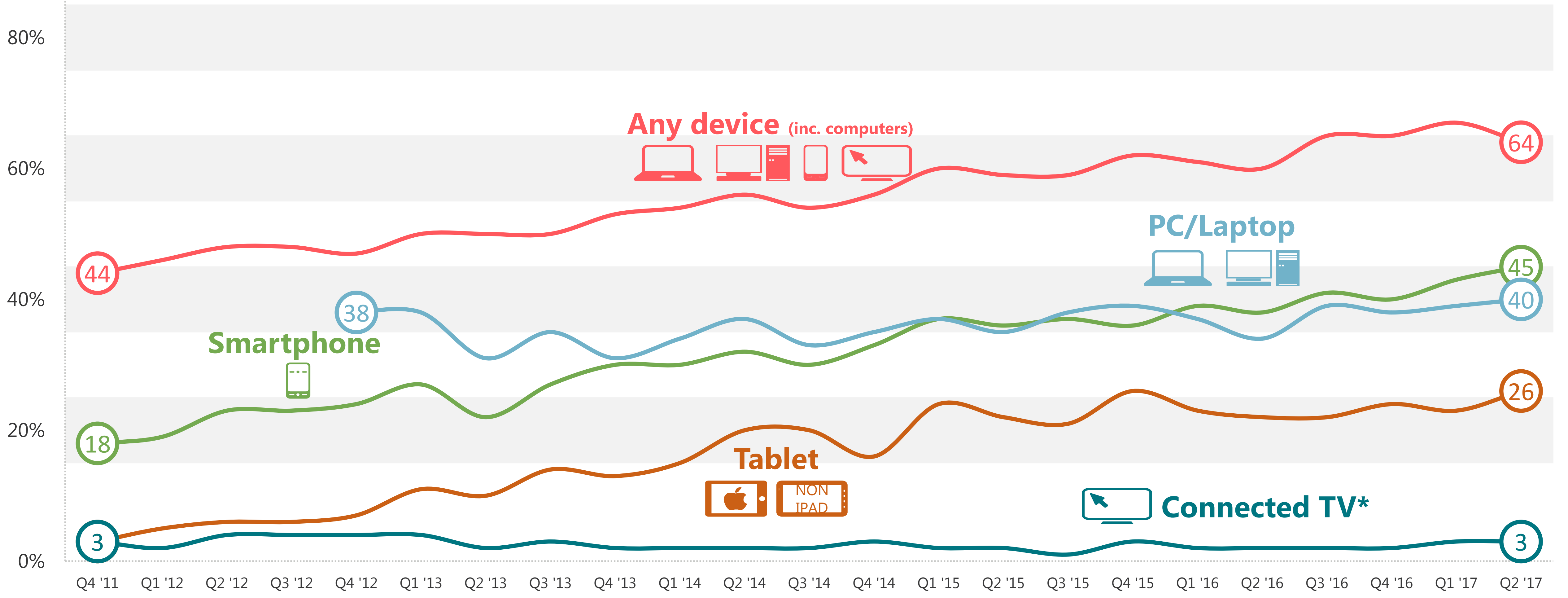
Source: Ipsos MORI

SOCIAL NETWORKING

Smartphones becoming predominant devices for social networking

% VISITING SOCIAL NETWORKING SITES

Connected TV* - Games console, web enabled TVs and PCs connected to a TV

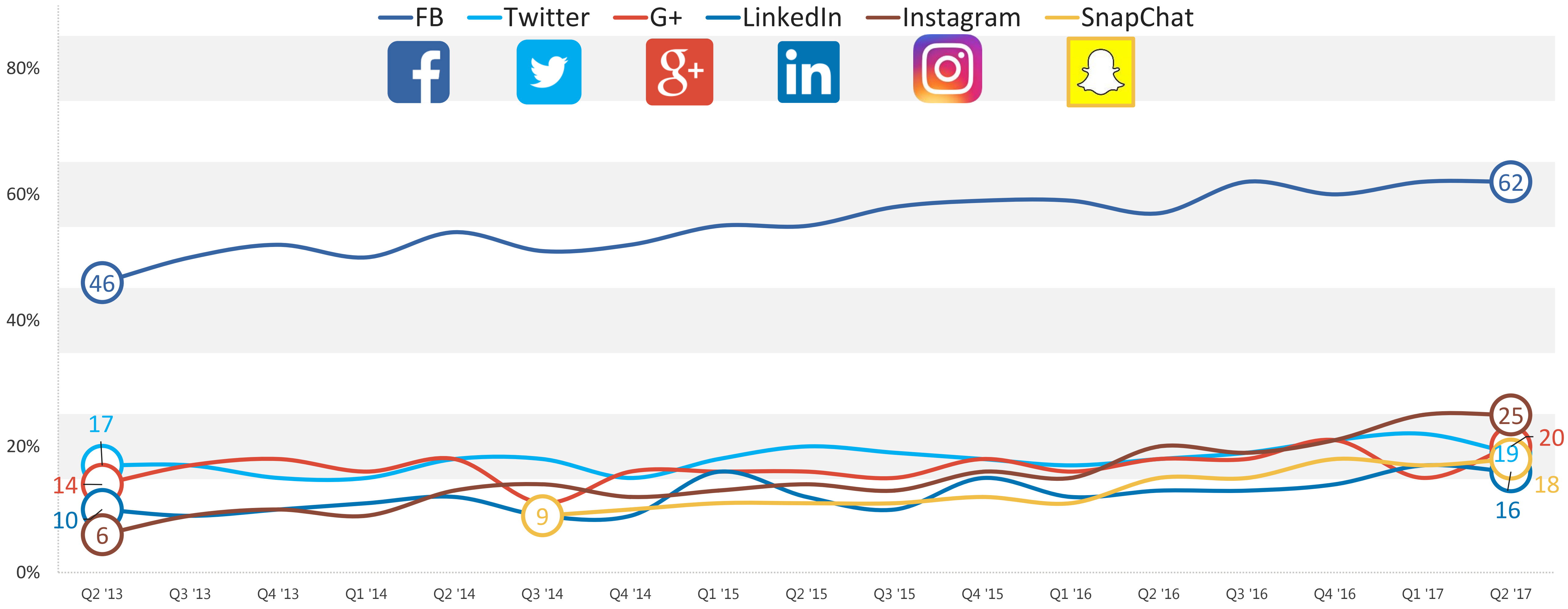


Base: circa 1,000 GB adults aged 15+ per wave

Source: Ipsos MORI

Visitation of social networking platforms remain stable

% VISITED IN LAST 3 MONTHS



Base: circa 1,000 GB adults aged 15+ per wave

Source: Ipsos MORI

Profile of Facebook users continue to closely match those of the GB population

ALL ADULTS		Facebook users
49%	Male	47
51%	Female	53
15%	15-24	21
17%	25-34	22
15%	35-44	19
17%	45-54	16
36%	55+	22
27%	AB	28
28%	C1	32
21%	C2	20
25%	DE	20
77%	Own Smartphone	92
52%	Own Tablet	60

The profile of Facebook users continues to be evenly spread over the GB adult population in terms of age, both the young and older demographics making up relatively level proportions of usage.

Smartphone and Tablet ownership is higher amongst Facebook users in comparison to the GB adult population with 9 in 10 owning a smartphone and almost 3 in 5 owning a tablet.

Base: circa 1,000 GB adults / All visiting / using Facebook in last 3 months (634) Q2 2017

Source: Ipsos MORI

Facebook usage expanding amongst 55+

% ACCESSING FACEBOOK IN THE PAST 3 MONTHS, BY GENDER AND SOCIAL GRADE

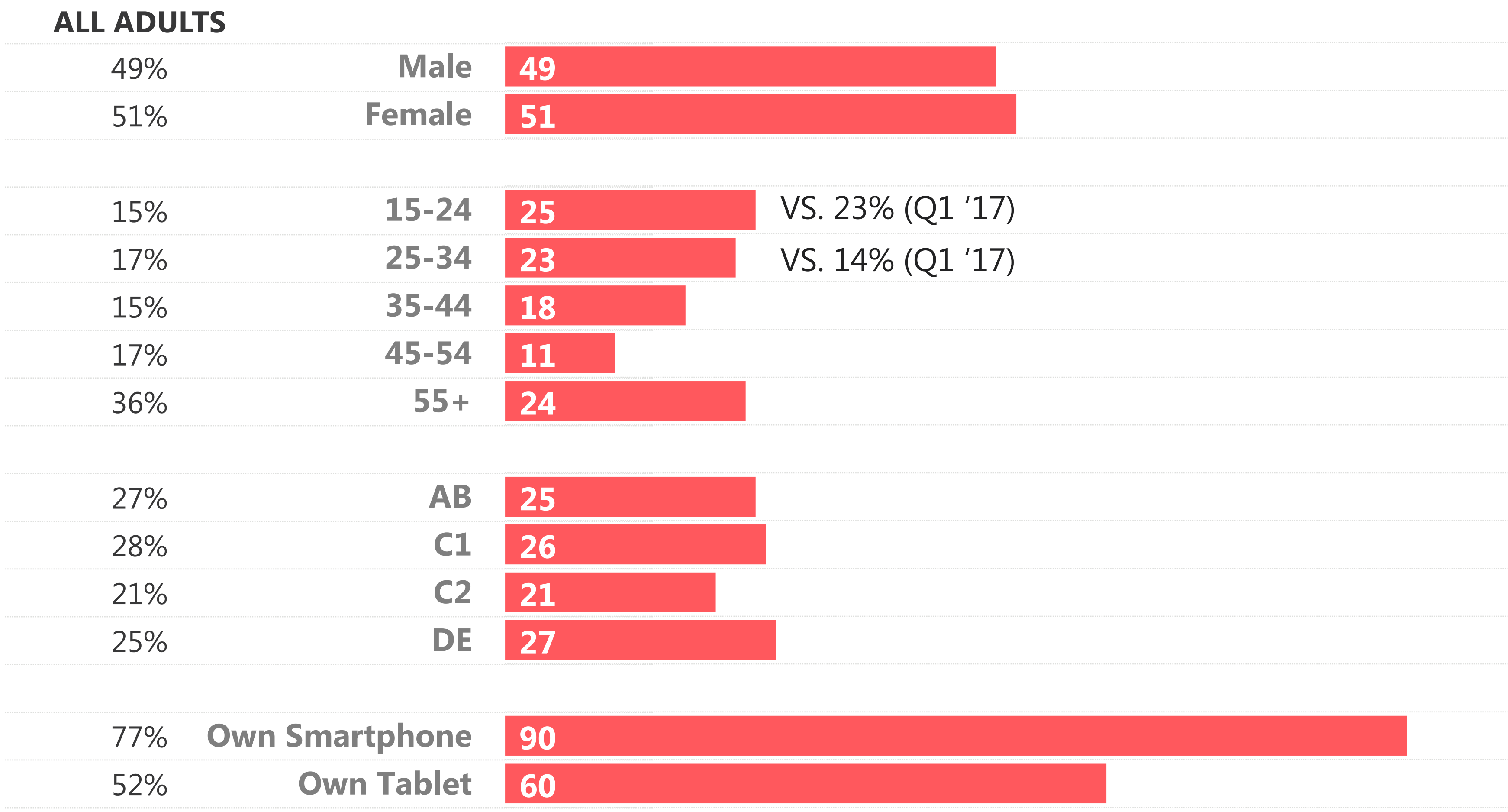
	All	15-24	25-34	35-44	45-54	55-64	65+
Males	60%	82%	83%	70%	63%	41%	26%
Males AB	58%	86%	87%	71%	67%	39%	31%
Males C1	67%	85%	87%	78%	66%	47%	26%
Males C2	60%	83%	80%	68%	59%	42%	21%
Males DE	54%	78%	75%	60%	55%	39%	19%
Females	64%	86%	87%	80%	65%	58%	24%
Females AB	68%	91%	95%	83%	71%	57%	35%
Females C1	67%	90%	89%	79%	66%	57%	30%
Females C2	65%	86%	88%	87%	62%	61%	18%
Females DE	55%	80%	80%	74%	59%	56%	15%

0-24% 25-49% 50-100%

Base: circa 4,000 GB adults aged 15+: Q3/ Q4 2016/ Q1/ Q2 2017

Source: Ipsos MORI

Almost half of Google+ users are aged between 15-34



Google+ users are fairly split among males and females and have a younger profile than the GB adult population.

Both smartphone and tablet ownership continues to be relatively higher than the GB population (90% for smartphones and 60% for tablets).

Base: circa 1,000 GB adults / All visiting / using Google+ in last 3 months (201) Q2 2017

Source: Ipsos MORI

Young females tend to access Google+ more so than anyone else

% ACCESSING GOOGLE+ IN THE PAST 3 MONTHS, BY GENDER AND SOCIAL GRADE

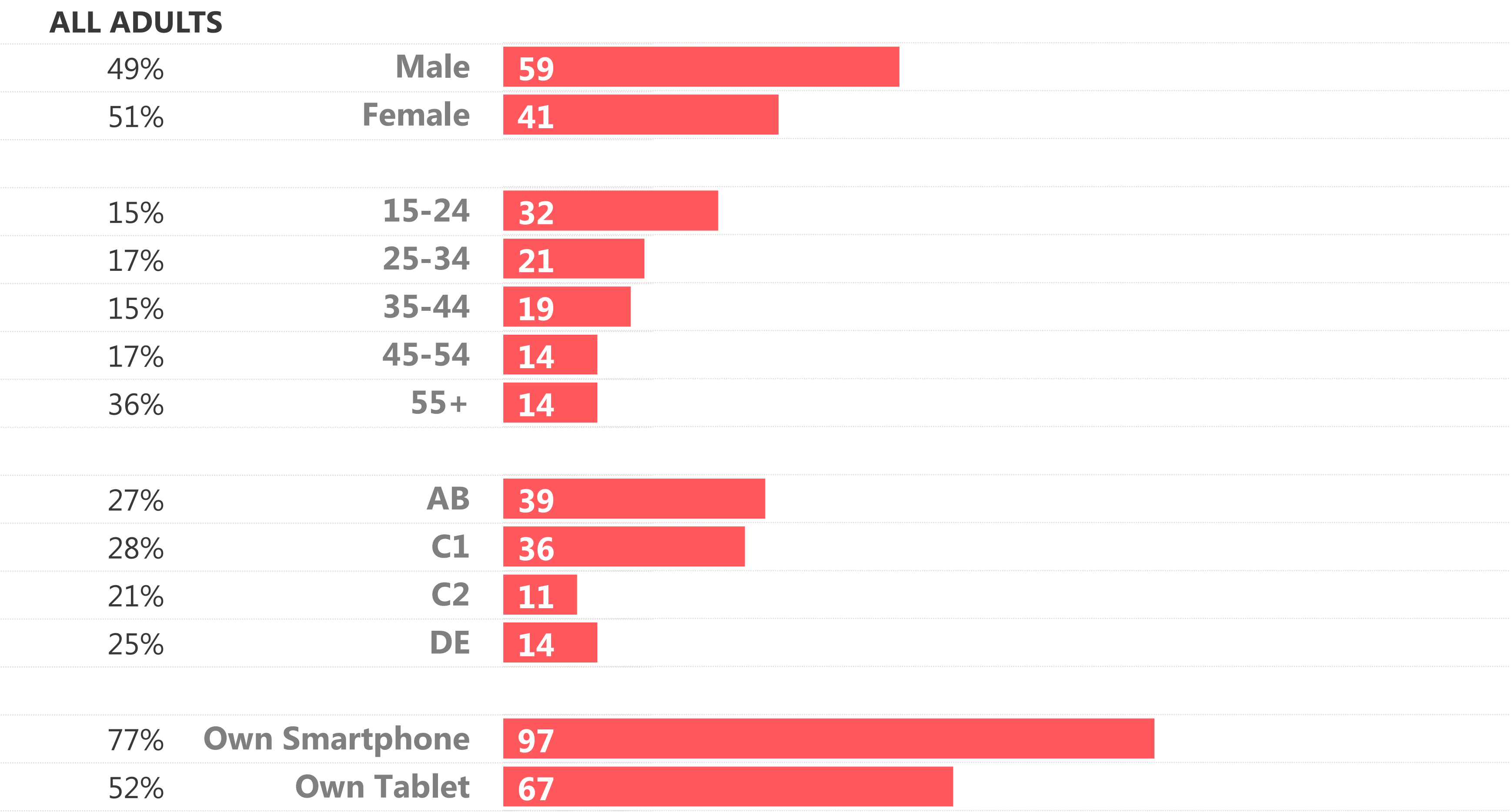
	All	15-24	25-34	35-44	45-54	55-64	65+
Males	19%	24%	21%	22%	22%	18%	11%
Males AB	22%	23%	29%	21%	25%	24%	14%
Males C1	21%	31%	18%	22%	27%	17%	9%
Males C2	17%	17%	18%	25%	25%	15%	4%
Males DE	16%	22%	18%	21%	8%	13%	12%
Females	18%	31%	24%	25%	19%	13%	6%
Females AB	18%	32%	20%	24%	20%	17%	6%
Females C1	18%	32%	26%	21%	14%	11%	7%
Females C2	18%	29%	20%	36%	17%	6%	8%
Females DE	19%	32%	28%	24%	23%	13%	3%

0-24% | 25-49% | 50-100%

Base: circa 4,000 GB adults aged 15+: Q3/ Q4 2016/ Q1/ Q2 2017

Source: Ipsos MORI

1 in 3 Twitter users are aged 15-24



Over two thirds of Twitter users are ABC1s.

Unsurprisingly, smartphones continue to be the preferred mode of access, with 45+ using twitter less compared to Q1.

Base: circa 1,000 GB adults / All visiting / using Twitter in last 3 months (194) Q2 2017

Source: Ipsos MORI

AB males aged between 15-24 and 34-45, have the highest usage of twitter

% ACCESSING TWITTER IN THE PAST 3 MONTHS, BY GENDER AND SOCIAL GRADE

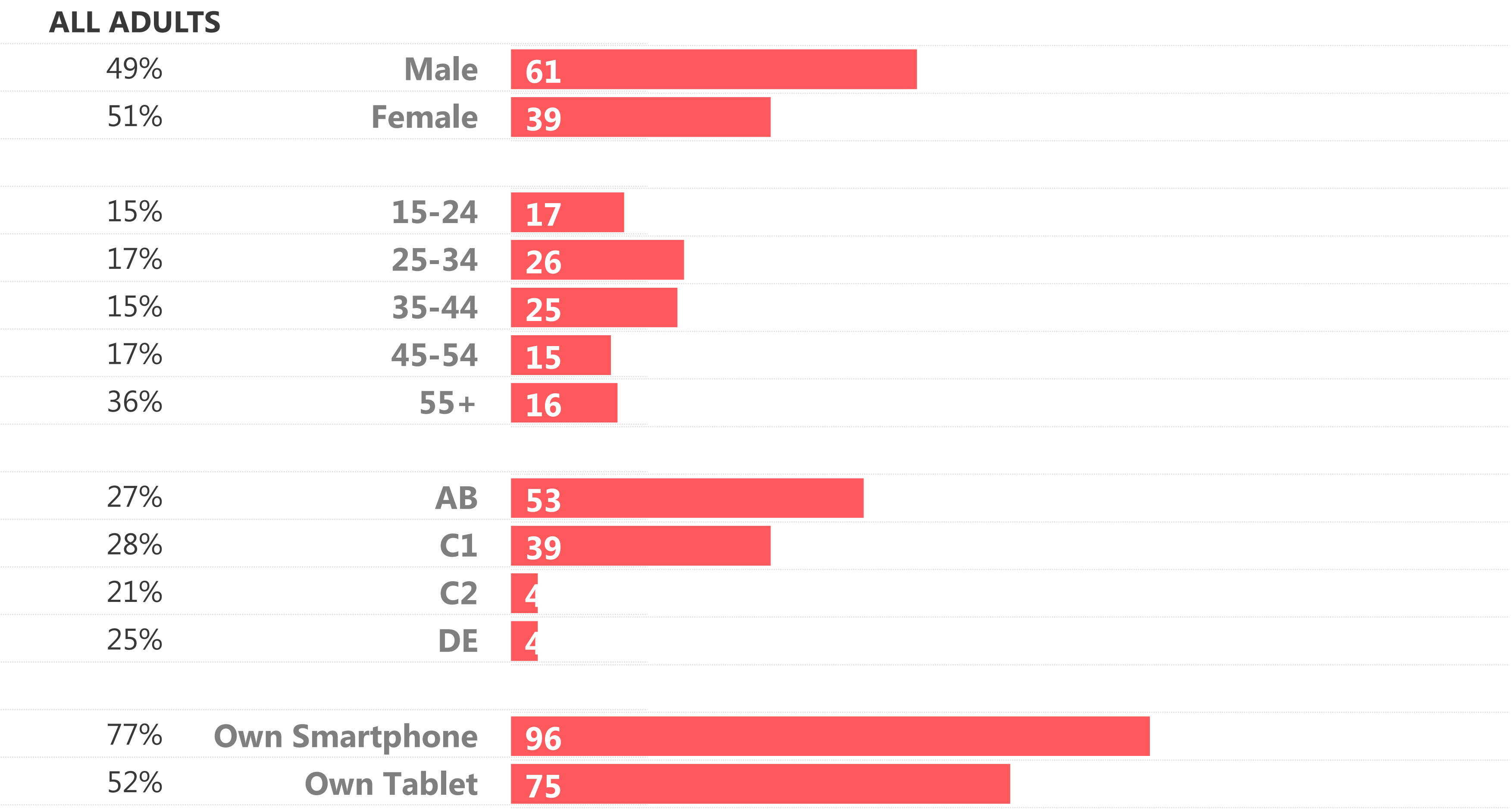
	All	15-24	25-34	35-44	45-54	55-64	65+
Males	22%	38%	31%	33%	20%	13%	5%
Males AB	29%	62%	43%	52%	24%	20%	9%
Males C1	30%	42%	44%	37%	25%	17%	5%
Males C2	16%	30%	13%	21%	20%	8%	1%
Males DE	13%	29%	18%	16%	5%	3%	1%
Females	18%	37%	21%	23%	20%	12%	3%
Females AB	25%	46%	39%	31%	31%	17%	5%
Females C1	20%	43%	22%	24%	16%	15%	3%
Females C2	14%	27%	18%	17%	18%	7%	3%
Females DE	12%	33%	10%	13%	12%	7%	2%

0-24% 25-49% 50-100%

Base: circa 4,000 GB adults aged 15+: Q3/ Q4 2016/ Q1/ Q2 2017

Source: Ipsos MORI

LinkedIn is predominantly used by 25-44 year olds



LinkedIn, a more specific social network, has the highest use among 25+ years and over half fall into AB social grade.

Base: circa 1,000 GB adults / All visiting / using LinkedIn in last 3 months (163) Q2 2017

Source: Ipsos MORI

AB males aged 35-44 use LinkedIn the most

% ACCESSING LINKEDIN IN THE PAST 3 MONTHS, BY GENDER AND SOCIAL GRADE

	All	15-24	25-34	35-44	45-54	55-64	65+
Males	18%	15%	23%	26%	26%	18%	5%
Males AB	33%	29%	37%	53%	43%	34%	11%
Males C1	26%	20%	37%	36%	34%	22%	4%
Males C2	7%	10%	9%	4%	13%	6%	0%
Males DE	3%	7%	0%	6%	1%	3%	2%
Females	12%	14%	17%	20%	15%	10%	1%
Females AB	24%	24%	46%	31%	30%	17%	5%
Females C1	13%	17%	16%	20%	20%	9%	0%
Females C2	6%	6%	9%	12%	1%	10%	1%
Females DE	3%	8%	3%	8%	3%	1%	0%

0-24% 25-49% 50-100%

Base: circa 4,000 GB adults aged 15+: Q3/ Q4 2016/ Q1/ Q2 2017

Source: Ipsos MORI

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Females have a greater Instagram usage than males

ALL ADULTS		
49%	Male	43
51%	Female	57
15%	15-24	40
17%	25-34	24
15%	35-44	18
17%	45-54	12
36%	55+	5
27%	AB	29
28%	C1	36
21%	C2	15
25%	DE	20
77%	Own Smartphone	97
52%	Own Tablet	67

Two thirds of all Instagram users are aged 15-34, with the majority being female.

Instagram's functionality lends itself to almost universal smartphone ownership amongst its users, with tablet slowly increasing.

Base: circa 1,000 GB adults / All visiting / using Instagram in last 3 months (248) Q2 2017

Source: Ipsos MORI

6 in 10 young females aged between 15-24 have used Instagram in the past 3 months

% ACCESSING INSTAGRAM IN THE PAST 3 MONTHS, BY GENDER AND SOCIAL GRADE

	All	15-24	25-34	35-44	45-54	55-64	65+
Males	20%	49%	35%	19%	11%	6%	2%
Males AB	18%	62%	34%	24%	14%	9%	3%
Males C1	26%	51%	43%	25%	13%	7%	2%
Males C2	20%	44%	31%	18%	12%	4%	3%
Males DE	15%	45%	30%	6%	2%	2%	0%
Females	25%	66%	39%	28%	19%	10%	1%
Females AB	27%	77%	51%	35%	21%	14%	2%
Females C1	28%	71%	43%	27%	18%	12%	1%
Females C2	20%	47%	31%	28%	17%	2%	0%
Females DE	23%	66%	31%	19%	22%	7%	2%

0-24% 25-49% 50-100%

Base: circa 4,000 GB adults aged 15+: Q3/ Q4 2016/ Q1/ Q2 2017

Source: Ipsos MORI

Over half of Snapchat users are 15-24s

ALL ADULTS		
49%	Male	41
51%	Female	59
15%	15-24	56
17%	25-34	22
15%	35-44	11
17%	45-54	8
36%	55+	3
27%	AB	22
28%	C1	33
21%	C2	21
25%	DE	24
77%	Own Smartphone	98
52%	Own Tablet	61

Higher usage of Snapchat amongst females.

Snapchat functionality also lends itself to almost universal smartphone ownership.

Base: circa 1,000 GB adults / All visiting / using Snapchat in last 3 months (176) Q2 2017

Source: Ipsos MORI

Almost 7 in 10 females aged 15-24 use Snapchat

% ACCESSING SNAPCHAT IN THE PAST 3 MONTHS, BY GENDER AND SOCIAL GRADE

	All	15-24	25-34	35-44	45-54	55-64	65+
Males	14%	54%	17%	8%	8%	2%	1%
Males AB	13%	61%	23%	6%	15%	4%	0%
Males C1	19%	67%	17%	10%	5%	2%	1%
Males C2	11%	36%	13%	6%	7%	2%	1%
Males DE	15%	53%	13%	9%	4%	0%	0%
Females	19%	67%	33%	14%	9%	2%	0%
Females AB	15%	62%	29%	15%	10%	4%	0%
Females C1	21%	69%	36%	9%	6%	2%	0%
Females C2	21%	65%	36%	20%	9%	0%	0%
Females DE	20%	68%	28%	16%	12%	1%	1%

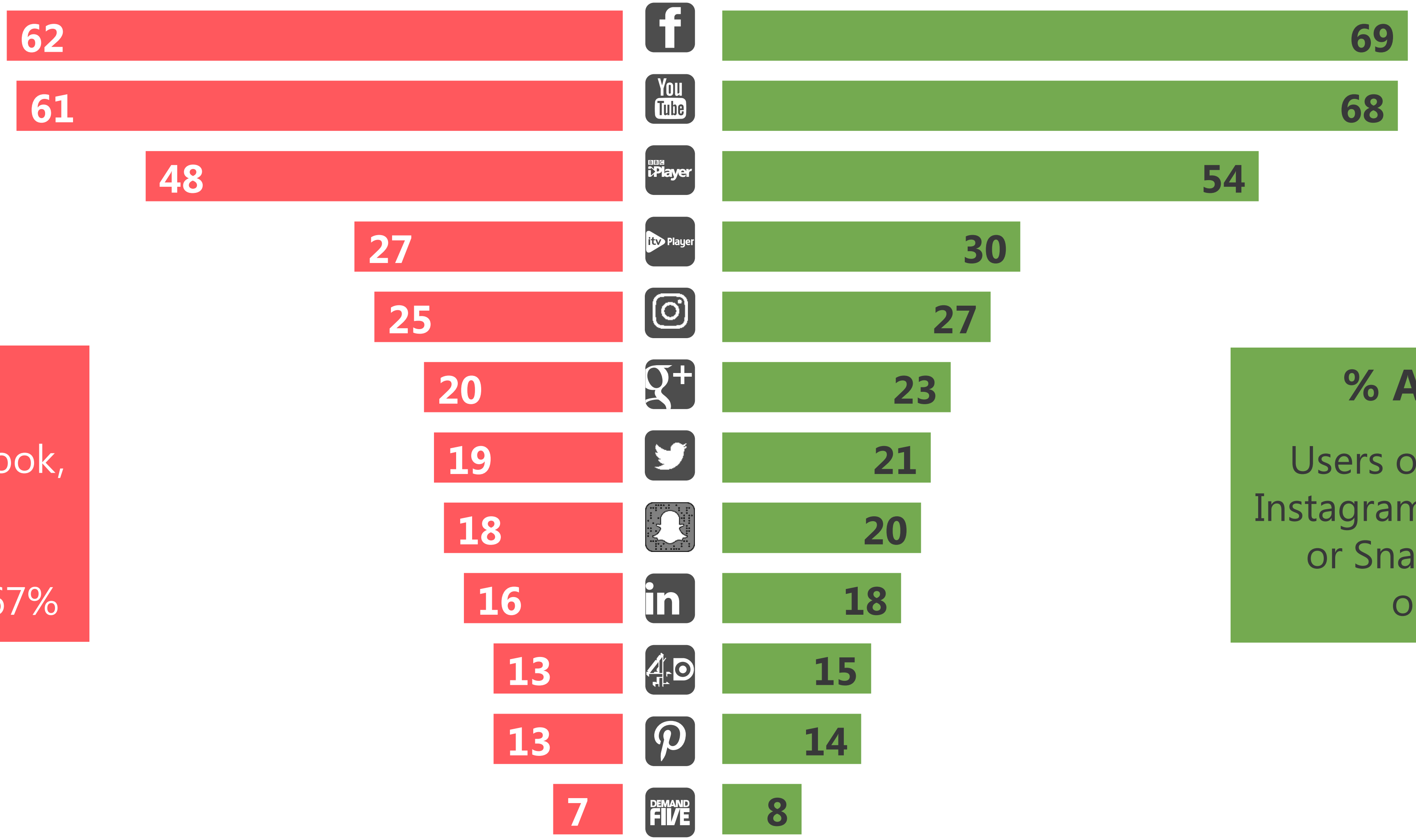
0-24% 25-49% 50-100%

Base: circa 4,000 GB adults aged 15+: Q3/ Q4 2016/ Q1/ Q2 2017

Source: Ipsos MORI

Facebook takes the lead as the most visited platform

% VISITED IN LAST 3 MONTHS



% All adults

Users of either Facebook, Instagram, Twitter, LinkedIn or Snapchat amongst all adults - 67%

% All online adults

Users of either Facebook, Instagram, Twitter, LinkedIn or Snapchat amongst all online adults - 74%

Base: circa 1,000 GB adults aged 15+: Q2 2017

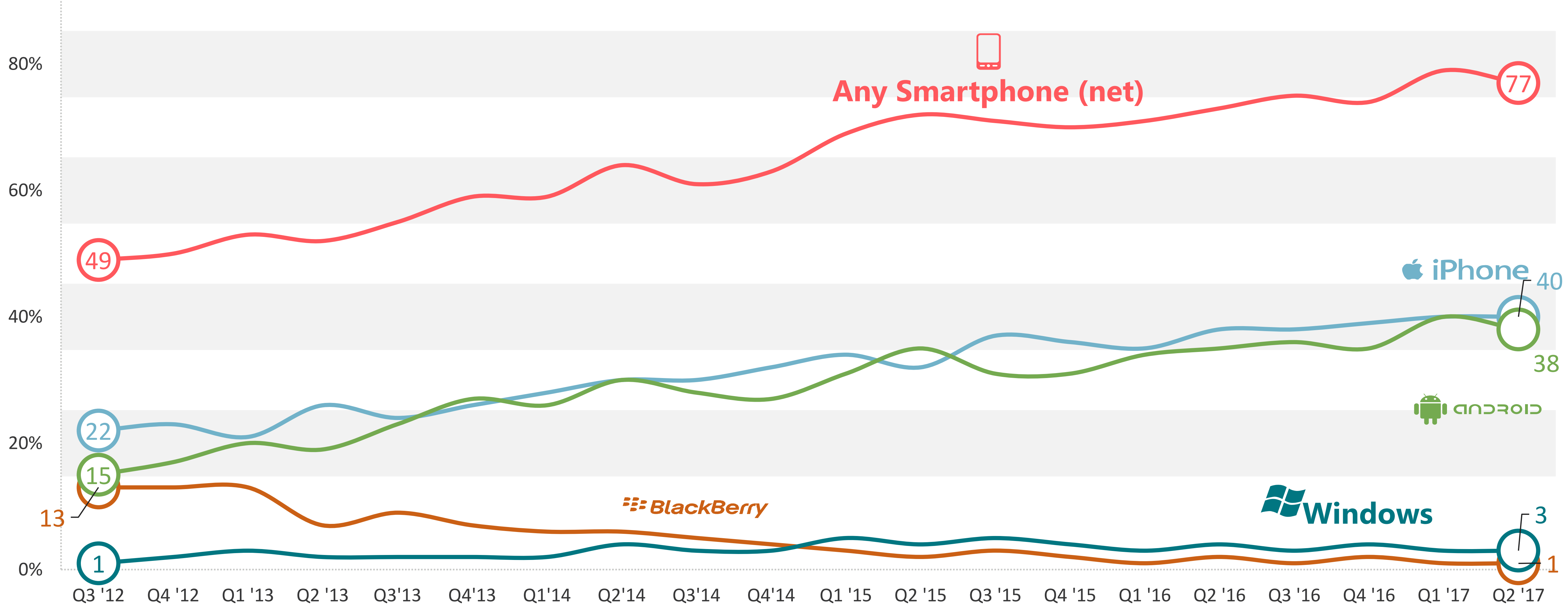
Base: 932 GB online adults aged 15+: Q2 2017

Source: Ipsos MORI

SMARTPHONE OWNERSHIP

Android and iPhone ownership remains stable vs. previous waves

% OWN BY MANUFACTURER



Base: circa 1,000 GB adults aged 15+ per wave

Source: Ipsos MORI

Ownership amongst AB's under 44 is nearly universal

% OWN A SMARTPHONE BY GENDER AND SOCIAL GRADE

	All%	15-24%	25-34%	35-44%	45-54%	55-64%	65+%
Males%	79%	96%	96%	89%	85%	71%	42%
Males AB%	83%	96%	98%	95%	94%	85%	54%
Males C1%	84%	98%	96%	92%	87%	77%	44%
Males C2%	79%	97%	97%	90%	79%	70%	33%
Males DE%	68%	93%	89%	80%	76%	46%	28%
Females%	74%	96%	94%	92%	85%	70%	29%
Females AB%	84%	97%	100%	100%	93%	86%	50%
Females C1%	78%	97%	93%	91%	89%	72%	35%
Females C2%	74%	93%	97%	87%	87%	72%	15%
Females DE%	60%	97%	88%	84%	67%	45%	15%

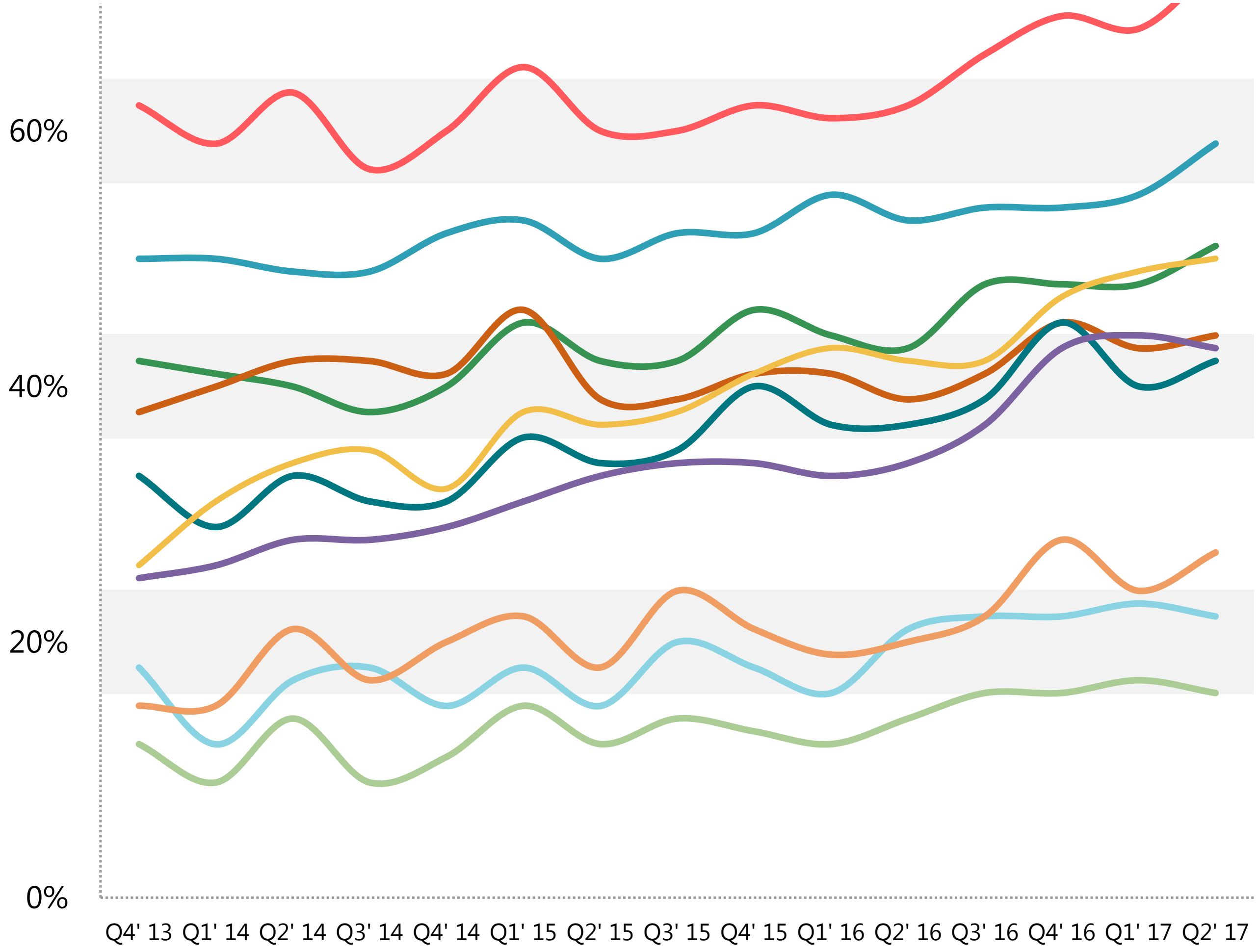
0-24% 25-49% 50-100%

Base: circa 4,000 GB adults aged 15+: Q3/ Q4 2016/ Q1/ Q2 2017

Source: Ipsos MORI

Smartphone capabilities continue to increase as the majority use their smartphones to read/check emails

USE OF SMARTPHONE IN THE PAST 3 MONTHS



- 73% Read or send emails
- 59% Visit social networking sites
- 51% Browse websites for personal interests
- 50% Online banking
- 44% Download apps for free
- 43% Online shopping
- 42% Watch video clips on sites such as YouTube
- 27% Download/ stream music over the internet
- 22% Use instant messaging services such as BBM
- 16% Watch catch-up TV

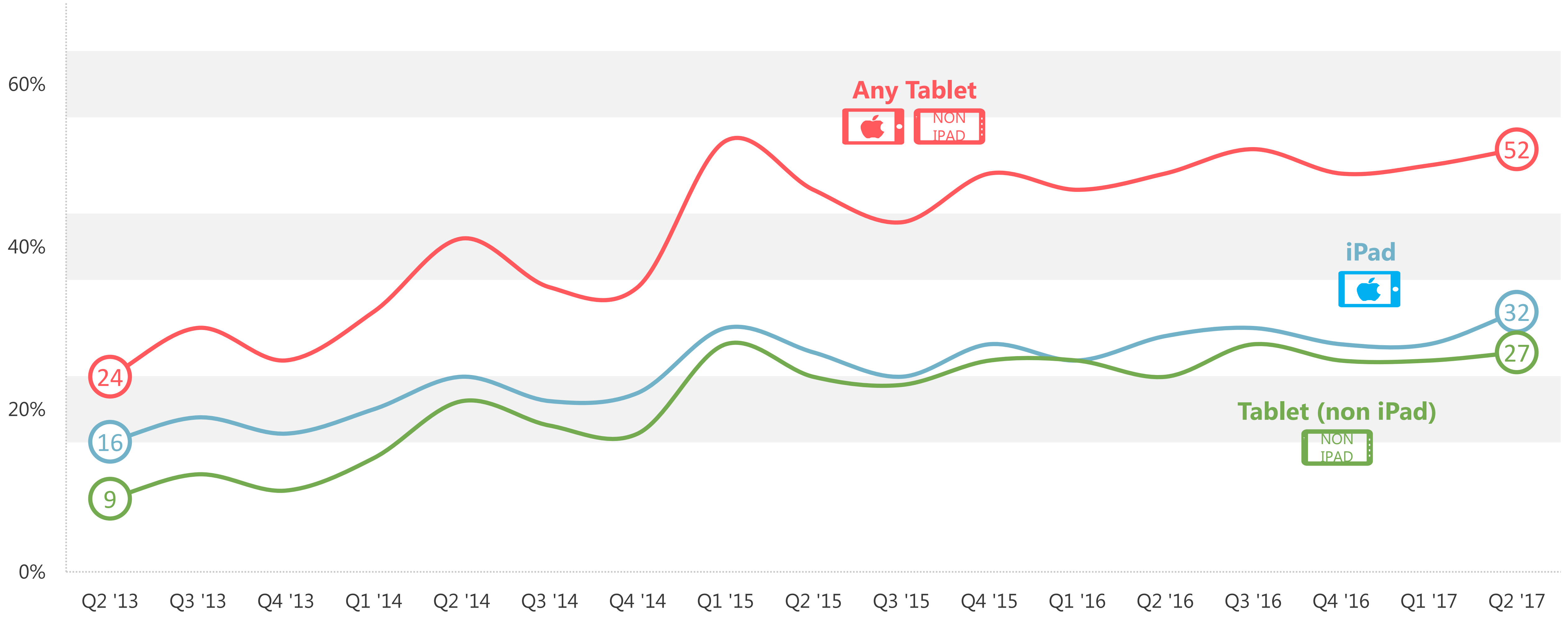
Base: circa 500-750 smartphone owners per wave

Source: Ipsos MORI

TABLET OWNERSHIP

Tablet ownership rises

% OWN A TABLET IN THE HOUSEHOLD



Base: circa 1,000 GB adults aged 15+ per wave

Source: Ipsos MORI

Ipsos Connect

Half of GB adults own a tablet

% OWN A TABLET BY GENDER AND SOCIAL GRADE

	All	15-24	25-34	35-44	45-54	55-64	65+
Males	49%	43%	47%	60%	57%	50%	41%
Males AB	65%	49%	60%	71%	78%	68%	58%
Males C1	51%	43%	53%	63%	49%	57%	44%
Males C2	43%	45%	39%	50%	53%	42%	30%
Males DE	34%	39%	33%	51%	37%	26%	20%
Females	52%	58%	56%	61%	61%	53%	33%
Females AB	66%	82%	63%	69%	73%	64%	53%
Females C1	54%	63%	50%	63%	67%	56%	32%
Females C2	53%	44%	65%	68%	57%	56%	30%
Females DE	37%	49%	52%	40%	44%	31%	19%

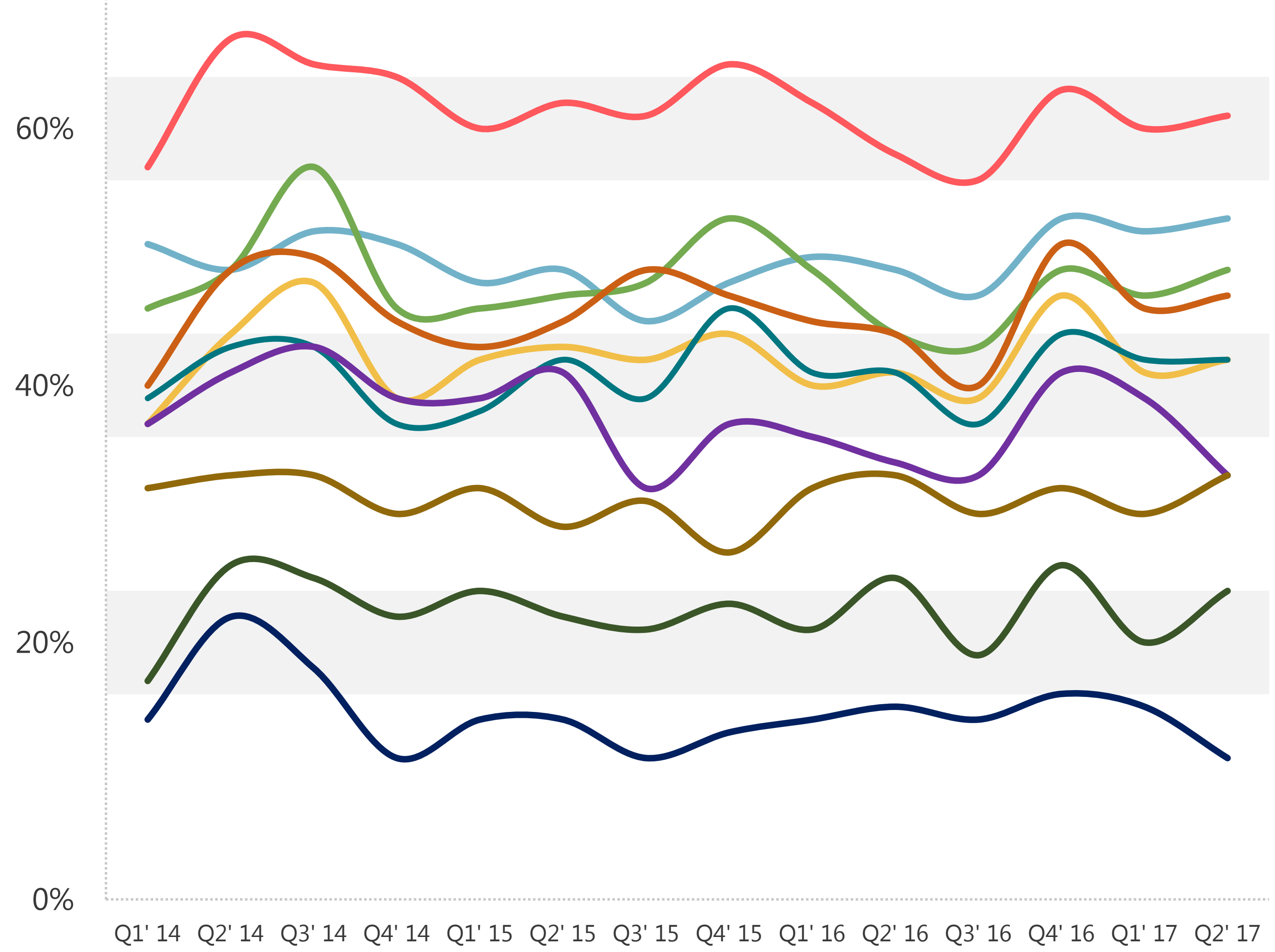
0-24% 25-49% 50-100%

Base: circa 4,000 GB adults aged 15+: Q3/ Q4 2016/ Q1/ Q2 2017

Source: Ipsos MORI

Online banking and YouTube-ing is head to head

USE OF TABLET IN THE PAST 3 MONTHS



61% Read or send emails

53% Browse websites for personal interests

49% Visit social networking sites

47% Online shopping

42% Watch video clips on sites such as YouTube

42% Online banking

33% Download apps for free

33% Watch catch-up TV

24% Download/ stream music over the internet

11% Use the internet to make video calls (VOIP)

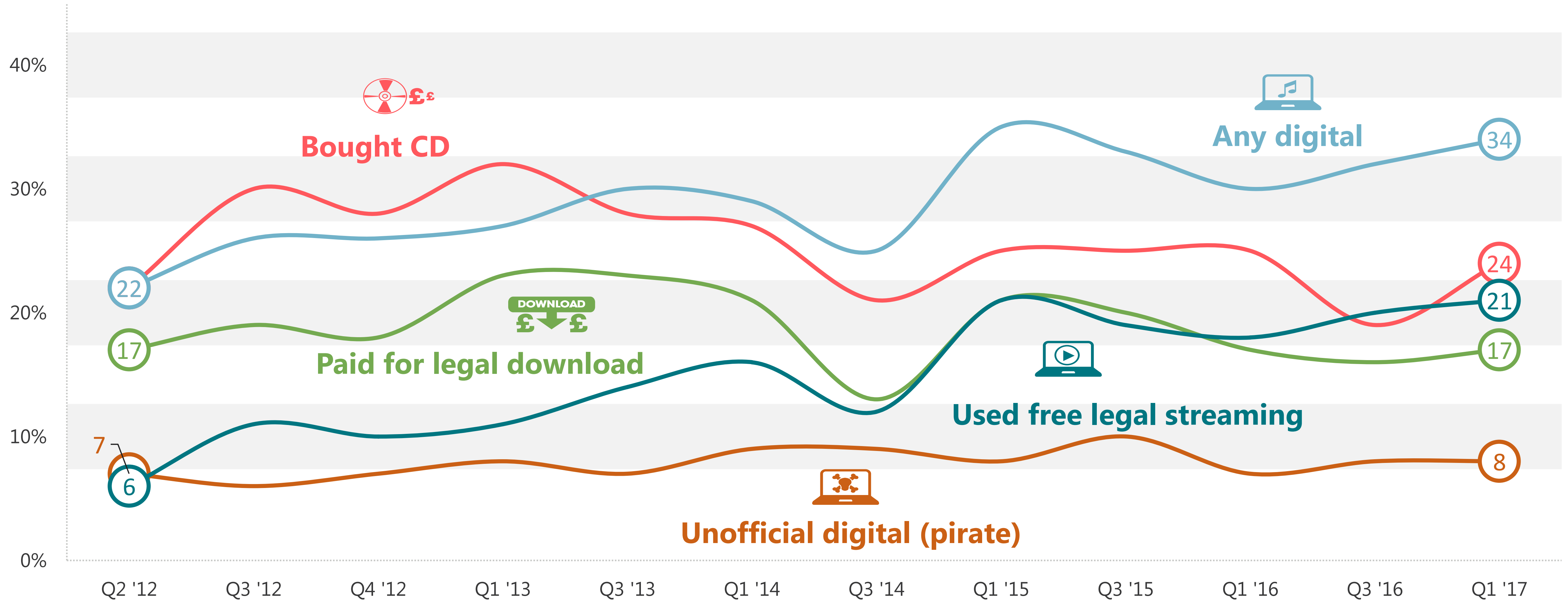
Base: circa 300-500 adults 15+ who own tablets

Source: Ipsos MORI

Content consumption
Music / Games / TV / Movies

Music channels remain stable

MUSIC CONSUMPTION

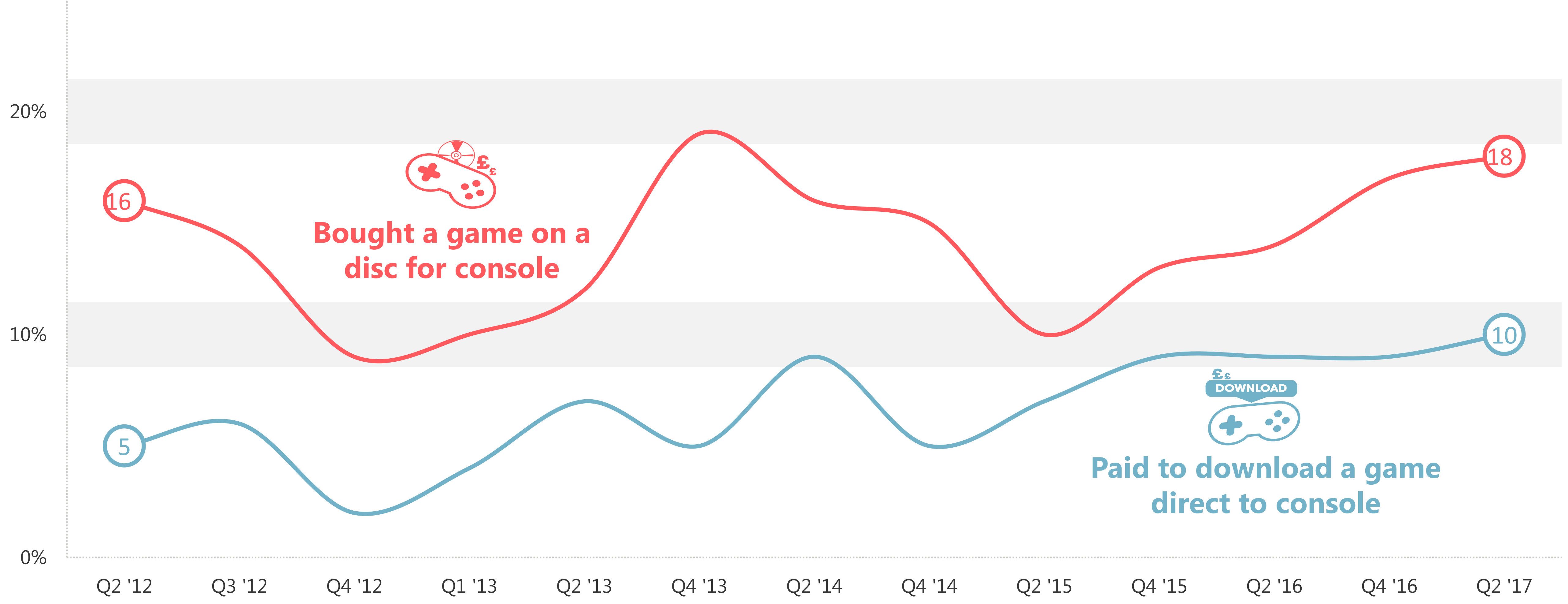


Base: circa 1,000 GB adults aged 15+ per wave / Music consumption is tracked every 6 months

Source: Ipsos MORI

Both downloading and buying games has risen

GAMES CONSUMPTION

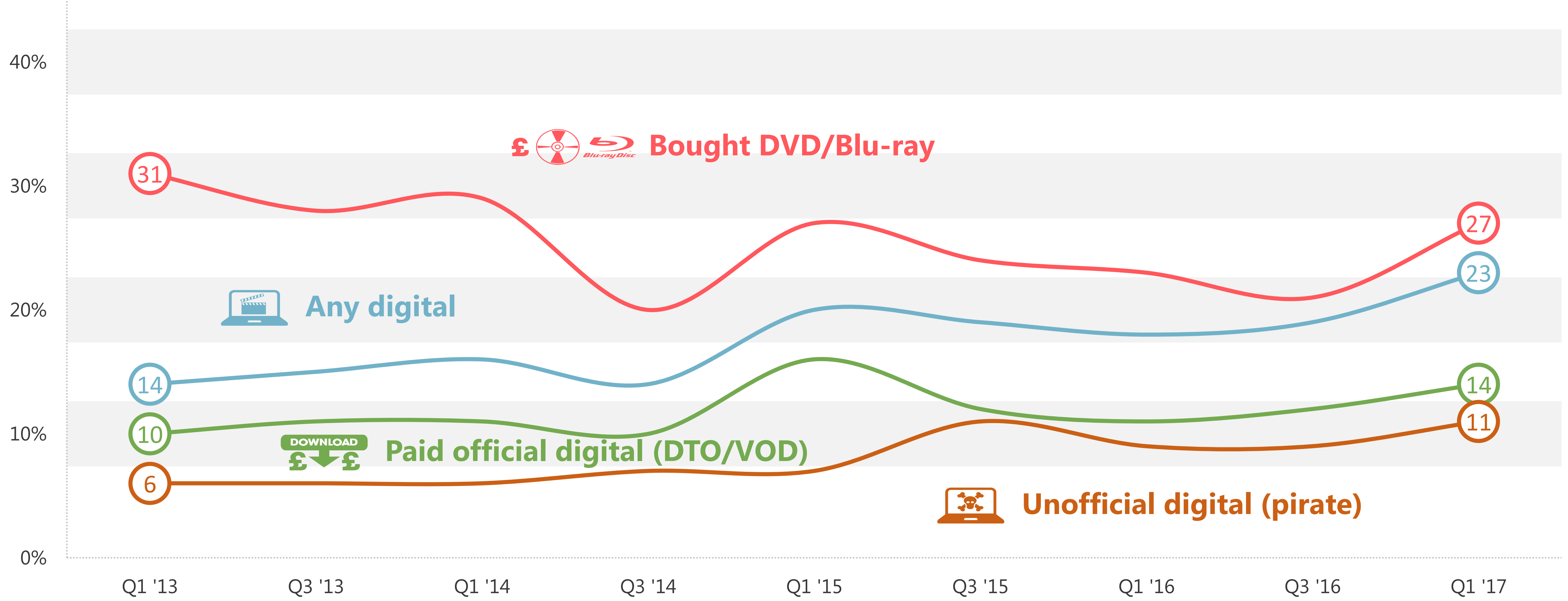


Base: circa 1,000 GB adults aged 15+ per wave / Games consumption is tracked every 6 months

Source: Ipsos MORI

Buying DVDs/Blu-ray remains unchanged

MOVIE CONSUMPTION

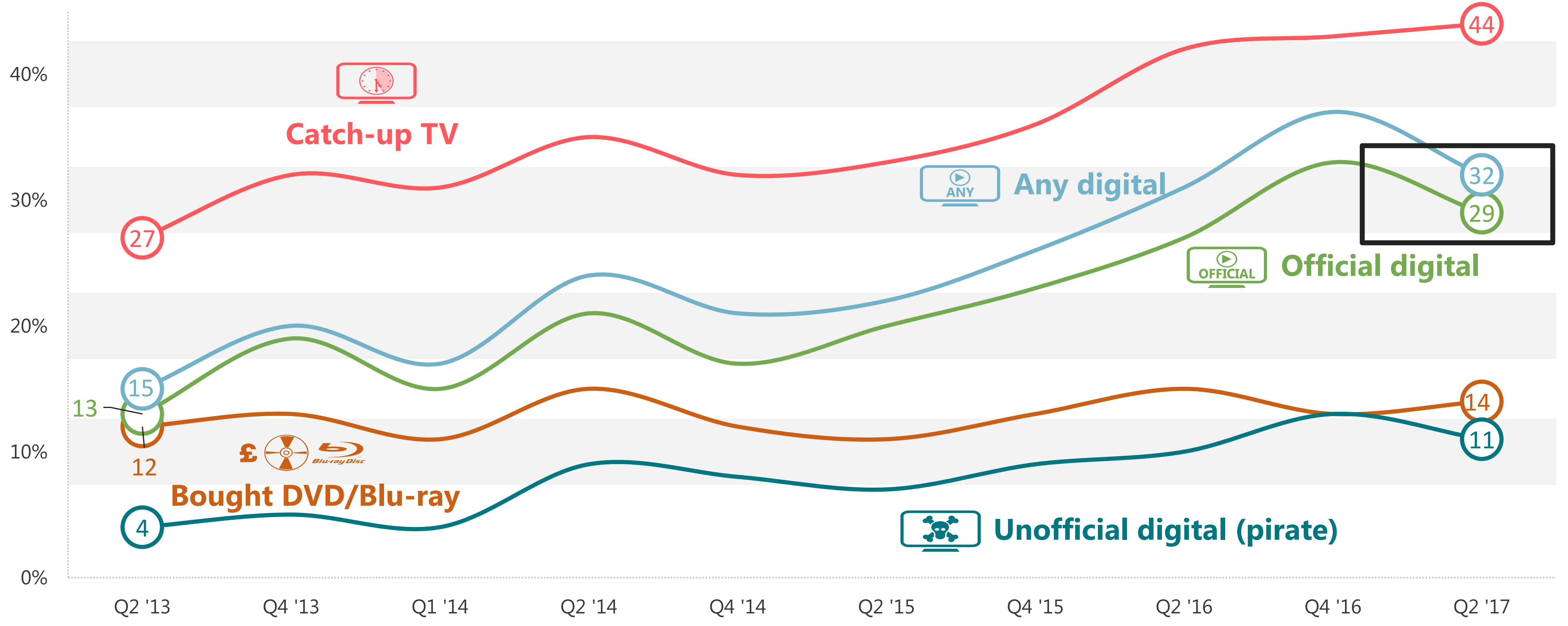


Base: circa 1,000 GB adults aged 15+ per wave / Movie consumption is tracked every 6 months

Source: Ipsos MORI

TV series consumption via any digital means drops

TV SERIES CONSUMPTION



Base: circa 1,000 GB adults aged 15+ per wave / TV consumption is tracked every 6 months

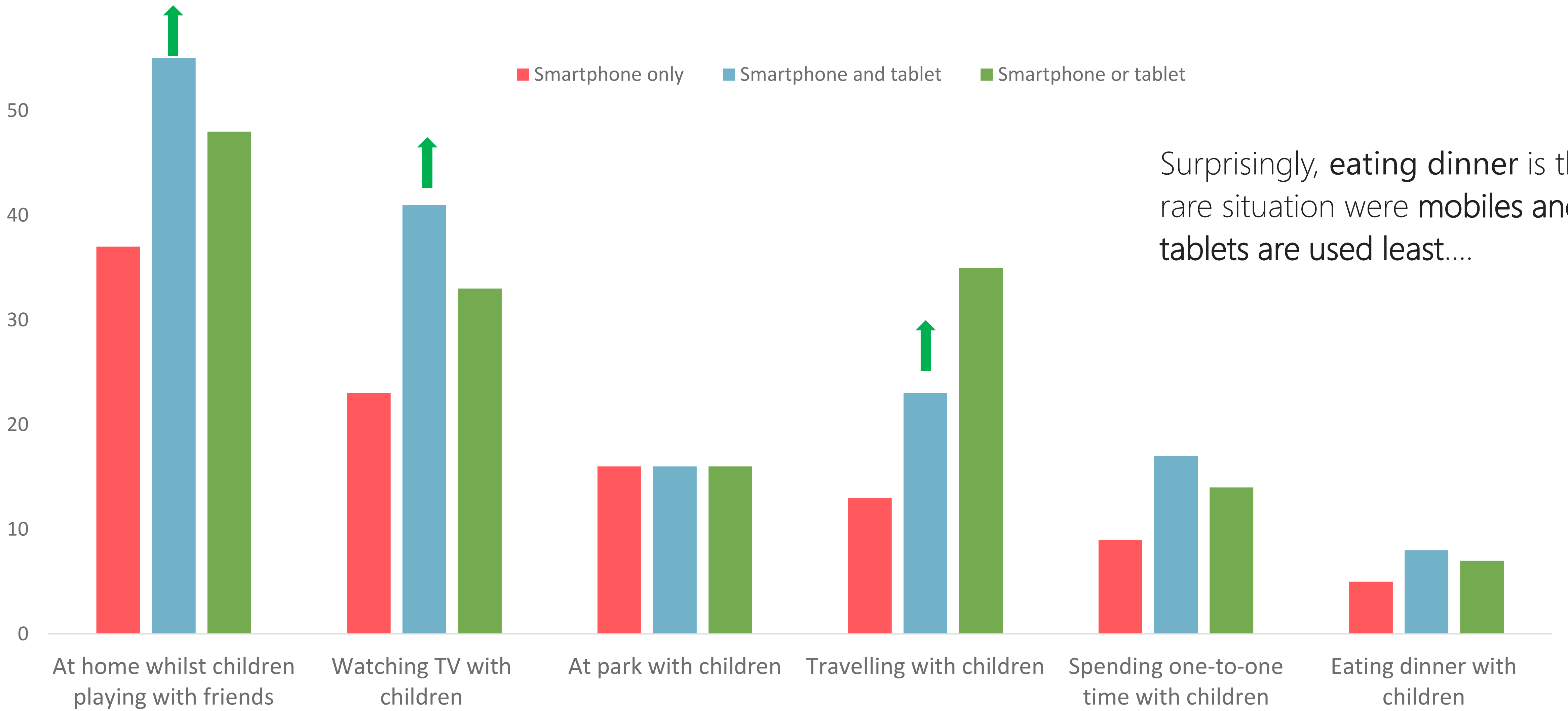
Source: Ipsos MORI

Technology and Parenting

Ipsos Connect

Smartphone usage increases when children are preoccupied…

SPENDING TIME ON MOBILE DEVICES FOR PERSONAL USE



Surprisingly, **eating dinner** is the rare situation were **mobiles and tablets are used least**….

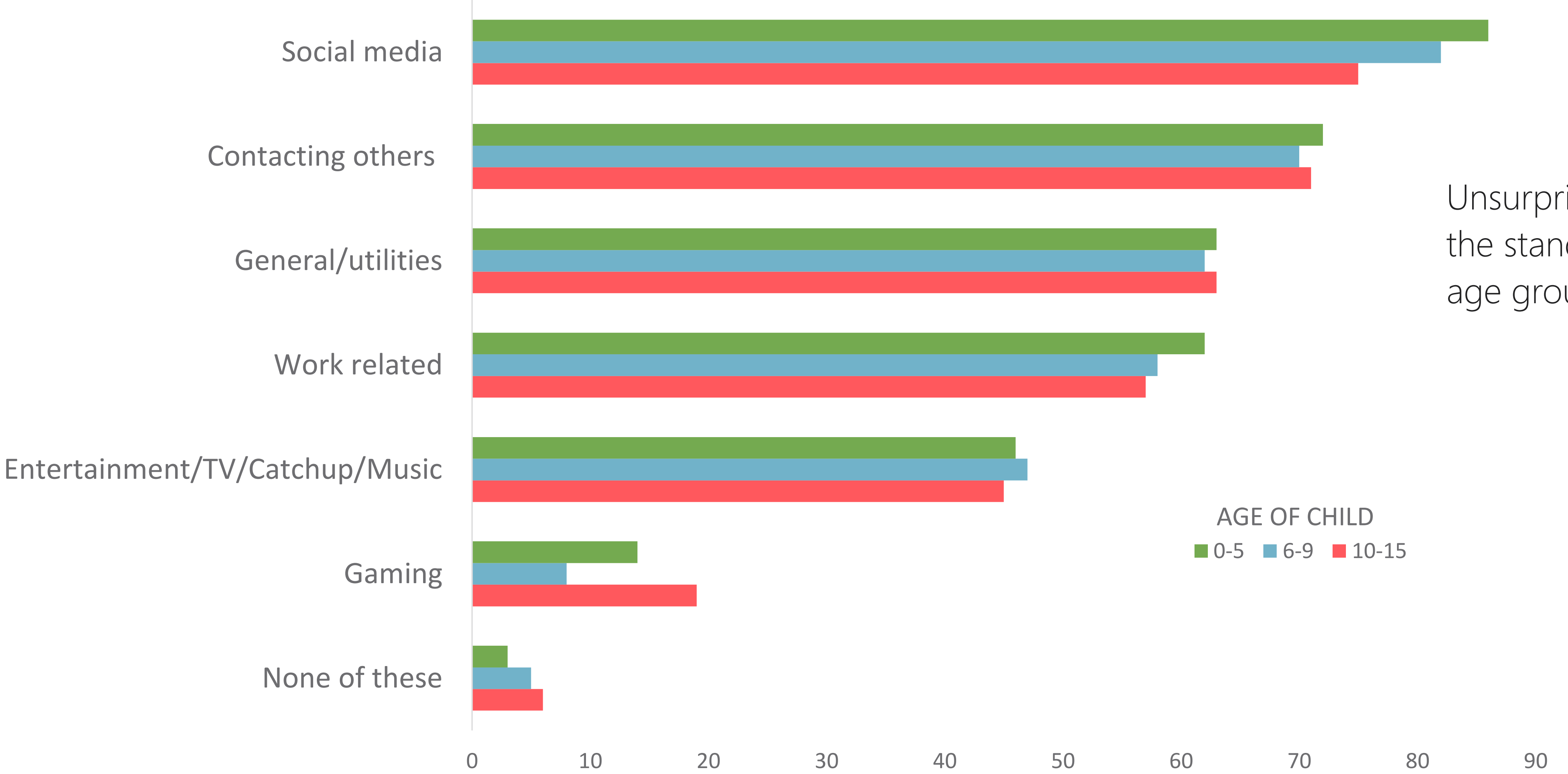
- Base: Smartphone only (90) Smartphone and tablet (145) Smartphone or tablet (241) TTPART22: In which, if any, of the following situations do you spend time on your smartphone or tablet forr personal use?

Sig. higher/lower than smartphone only @ 95% CI

Ipsos Connect

The most common activities that are less time consuming tend to be carried out by parents with younger children

SMARTPHONE/TABLET CONSUMPTION AROUND CHILDREN

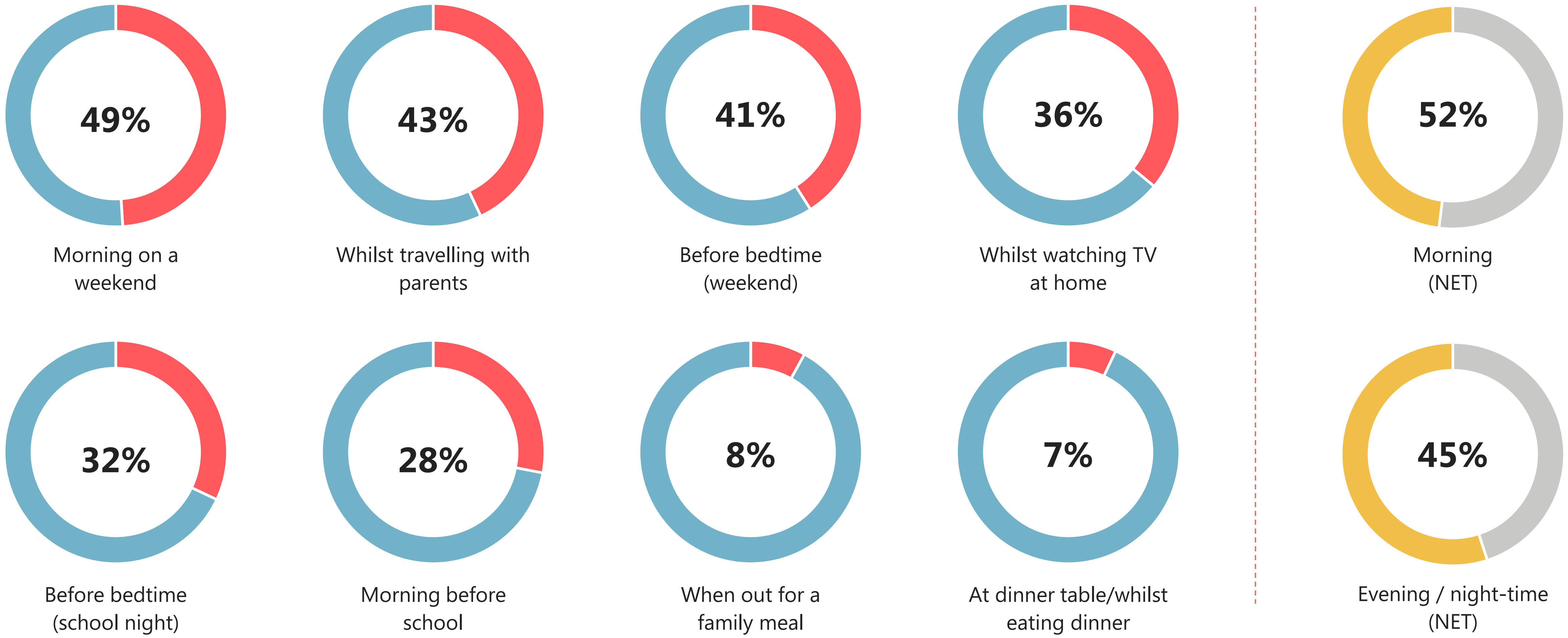


Unsurprisingly, **social media** is the stand out activity across all age groups

- Base: All parents of children aged 0-5 (91); 6-9 (64); 10-15 (68) TTPART23: Still thinking about personal use of your smartphone or tablet, which, if any, of the following do you do when in the company of your children?

Children are most likely to be using a device at the weekend, or whilst travelling

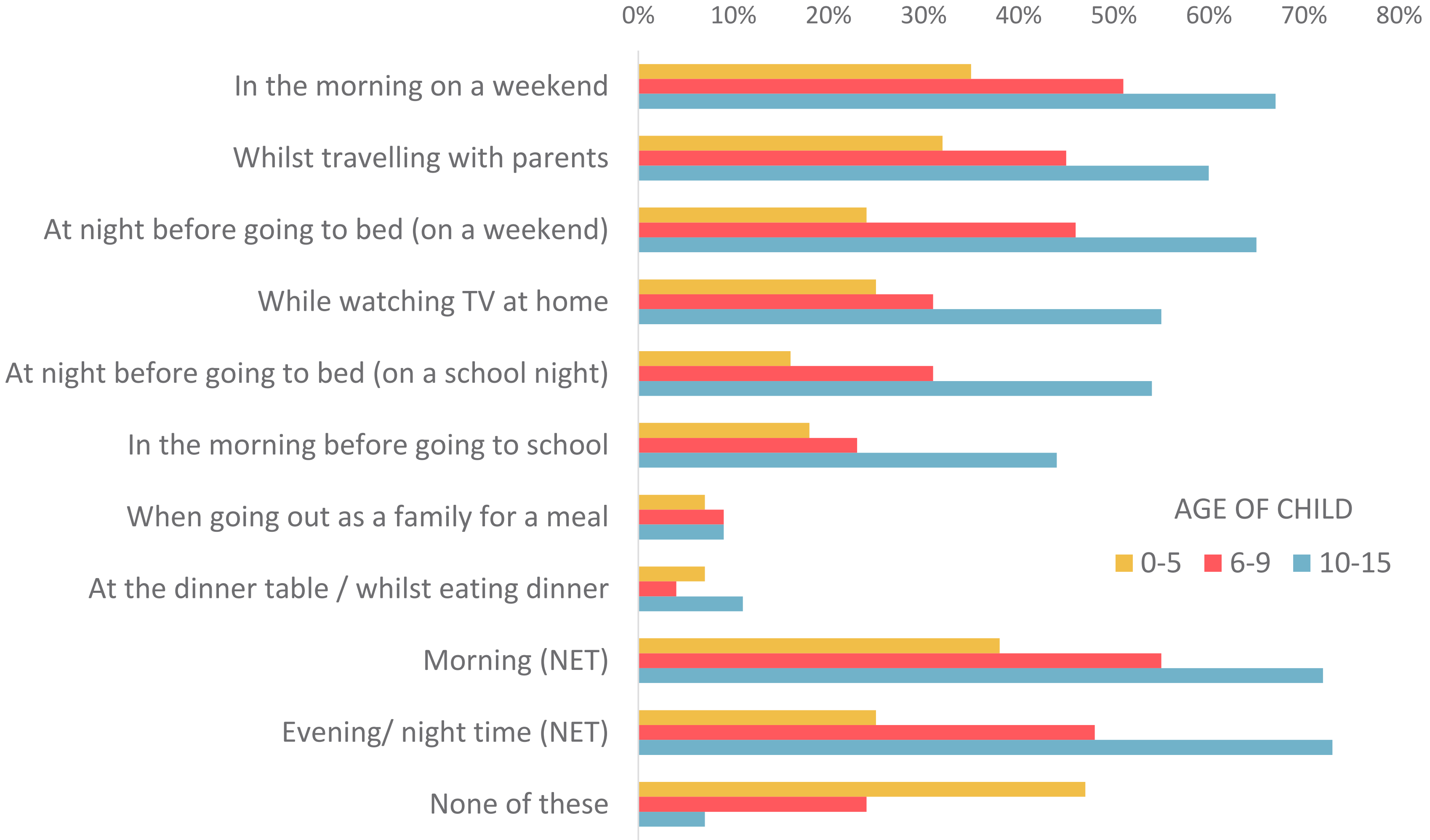
WHERE CHILDREN ARE ALLOWED TO USE A SMARTPHONE OR TABLET…



Base: All parents of children aged 15 or younger and own a smartphone or tablet (241)
TTPART22: In which, if any, of the following situations do you tend to spend time on your smartphone or tablet for your personal use? Personal use does not include smartphone/tablet activities done with your child. Please select all that apply.

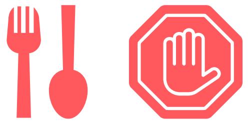
The older a child is, the more likely they are to be allowed to use a device

WHEN CHILDREN ARE ALLOWED TO USE A SMARTPHONE OR TABLET…



With most statements, acceptability increases with the child's age – except for one or two…

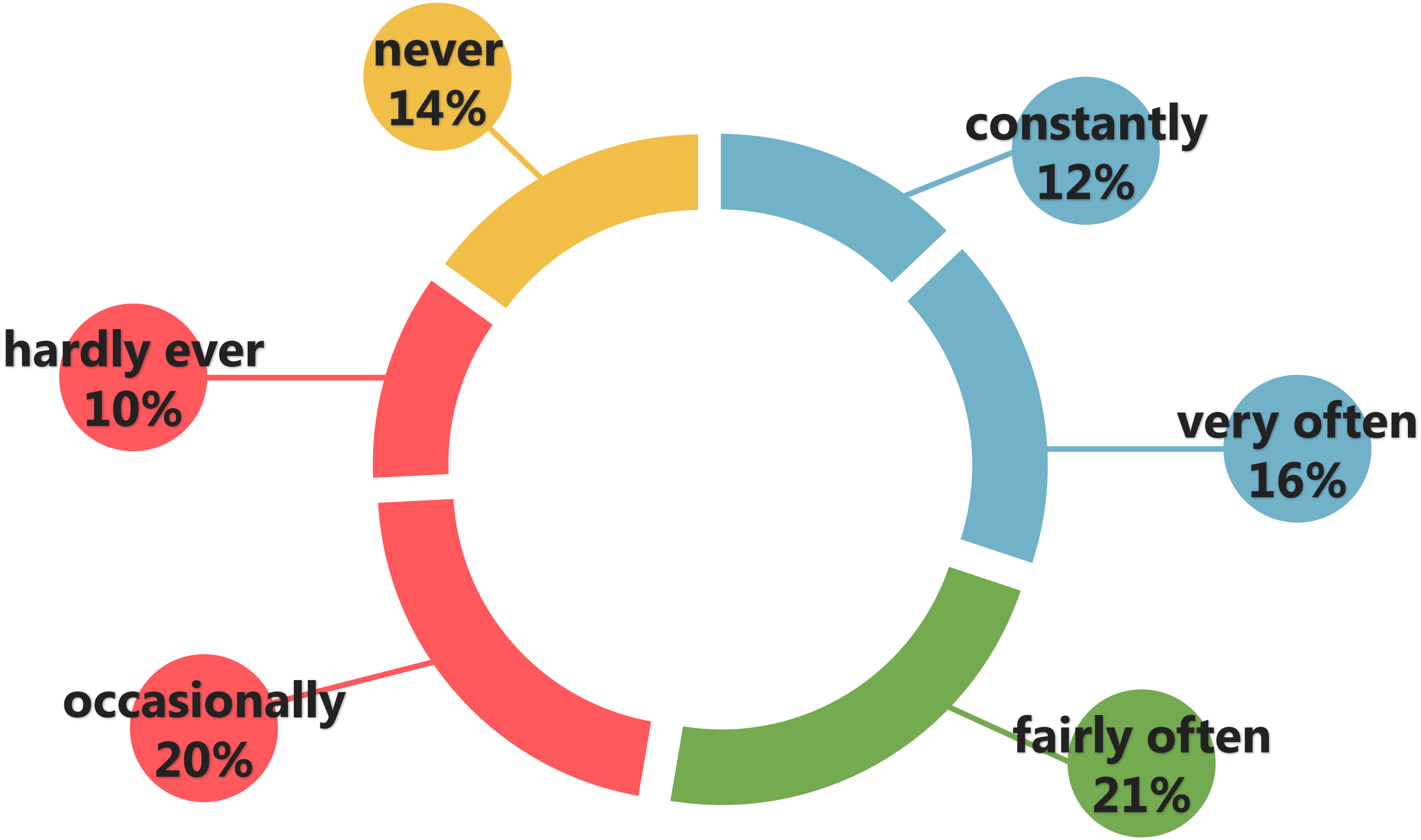
When out for a meal with the family and at the dinner table at home



Base: All parents of children aged 0-5 (133); 6-9 (91); 10-15 (99)
TTPART22: In which, if any, of the following situations do you tend to spend time on your smartphone or tablet for your personal use? Personal use does not include smartphone/tablet activities done with your child. Please select all that apply.

Parents are divided in how frequently they check on their children

FREQUENCY OF CONTACTING CHILDREN WHEN THEY'RE NOT WITH PARENTS



FREQUENTLY
28%

INFREQUENTLY
30%

Base: All parents of children aged 15 or younger and own a smartphone or tablet (241)
TTPART24: Still thinking of the child whose birthday was most recent, thinking of occasions when you're not with your child, how frequently, if at all, do you contact them, or the person who is looking after them to see if they are ok? Please do not include times when your child is at school/nursery.

5 in 10 parents have spoken with their child about online safety, with 4 in 10 having applied parental controls and limited their child’s online time

MEASURES TAKEN BY PARENTS TO ENSURE CHILD SAFETY

Parent’s of children aged 10-15 are more likely to do these. It is at this age where children begin to go online and go out with friends, and so parents may feel like they need to do more to help them stay safe

I speak with my child about how to stay safe online	I have applied parental controls on my child's online activity	I set time limits on my child's daily online activity	I know the passwords to my child's social media accounts	I use an app that tracks my child’s whereabouts	None of these
48%	39%	39%	24%	11%	30%
0-5: 23%	**0-5: 30%**	**0-5: 35%**	**0-5: 12%**	**0-5: 6%**	**0-5: 47%**
6-9: 55%	**6-9: 52%**	**6-9: 55%**	**6-9: 34%**	**6-9: 13%**	**6-9: 24%**
10-15: 83%	**10-15: 50%**	**10-15: 42%**	**10-15: 42%**	**10-15: 19%**	**10-15: 6%**

Base: All parents of children aged 15 or younger and own a smartphone or tablet (241)
TTPART25: Which, if any, of the following statements apply to you? Please select all that apply to your child whose birthday was most recent.

TECH TRACKER TECHNICAL DETAILS

- Ipsos MORI interviewed a quota sample of **1055 adults aged 15+ in GB**.
- The latest interviews were carried out face to face **21st April – 27th April 2017**.
- Data is weighted to a **nationally representative profile**.
- **A variety of other demographic breakdowns** are available, including: working status, household composition, ethnicity, income, and newspaper readership.

If you are **interested in adding a question(s)** these can be added for a single measure on a single wave or on a tracking basis.

While the Tech Tracker is a multi-client study, results of customised questions would be made available exclusively to you.

Ipsos Connect is a global specialised business to co-ordinate Ipsos services in the domains of Brand Communications, Advertising and Media. Ipsos Connect amalgamates the legacy brands of Ipsos ASI and Ipsos MediaCT.

As the world of brand communications, advertising and media become increasingly complex, fragmented and digitalized, Ipsos is helping clients better embrace this modern complexity with investment in new approaches and products that will fit with the digital age. Ipsos Connect aims to be the preferred global partner for companies to measure and amplify how media, brands and consumers connect through compelling content, great communication and relevant media planning.

Ipsos Connect is a specialist division within Ipsos, one of the world's largest market research agencies. Ipsos has offices in 87 countries, generating global revenues of €1.669,5 million (2 218,4M$) in 2014.

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