



TECHNOLOGY TRACKER

CELEBRATING 20 YEARS

Q2 2018

Areas covered

Quarterly tracker - **trends in internet usage, social media** and the **connected home**

GB **face-to-face** survey via Ipsos MORI Capibus

Latest Wave Quarter 2 2018
[field in May]

Representative sample of
c.1000 GB adults aged 15+
per wave



Social Media Deepdive



Internet usage



Connected home

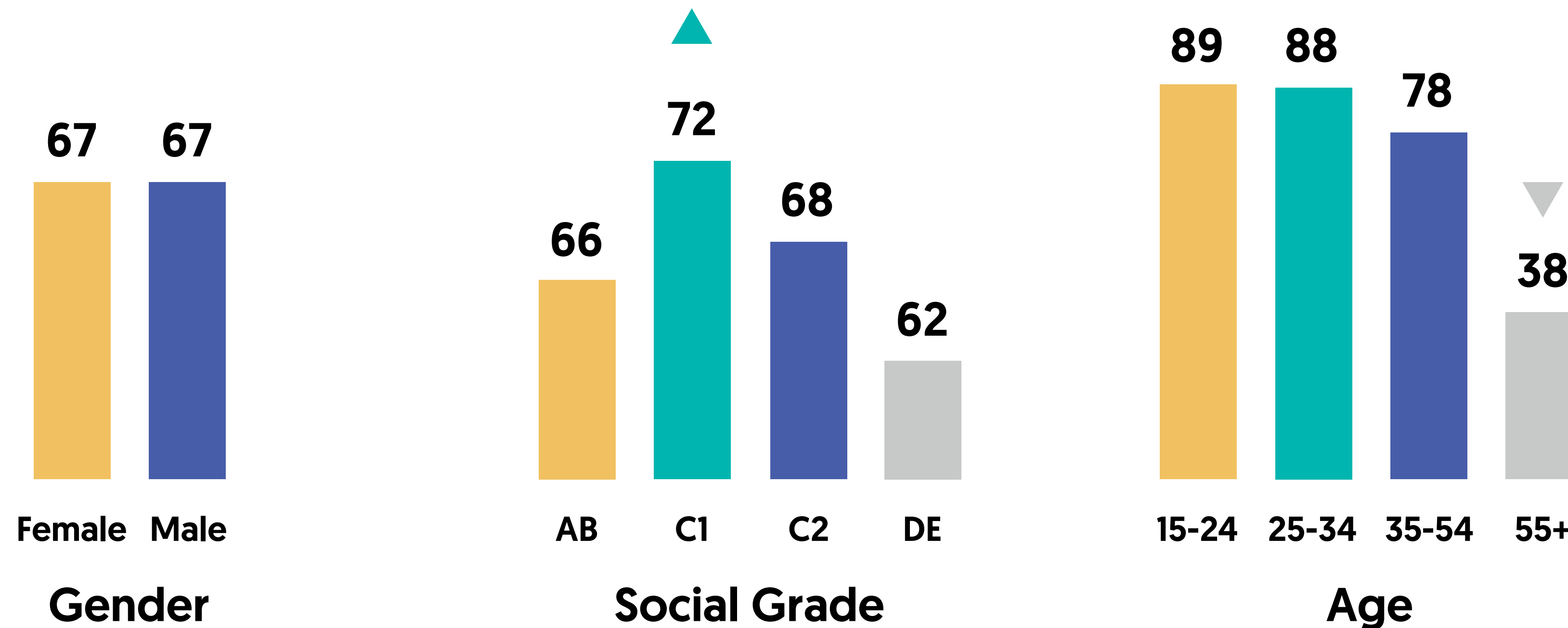


Social Media Deepdive

Two thirds of GB adults use social media



Whilst we see similarities between genders, we see a significant difference between social grades C1 and DE only, and social media use drops off amongst those aged 55+

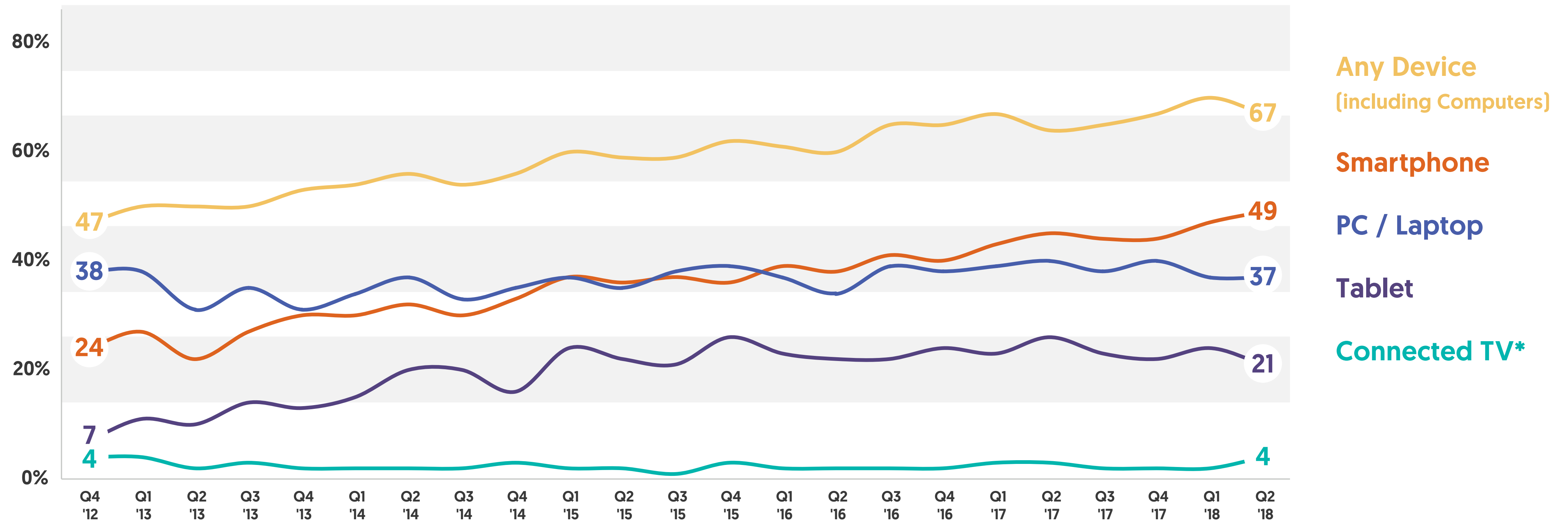


▲ Significantly higher than AB, C2 & DE at 95% confidence level
▼ Significantly lower than 15-24, 25-34, 35-54 at 95% confidence level

Base: Q2 2018 1,008 GB adults aged 15+ Female [515], Males [485], Social grade AB [246], C1 [322], C2 [197], DE [235], Age 15-24 [169], 25-34 [134], 35-54 [138], 55+ [412] Source: Ipsos MORI

A range of devices are used to access social media

Half of GB adults access social media via smartphones, a third via a laptop/PC, and a fifth via a tablet



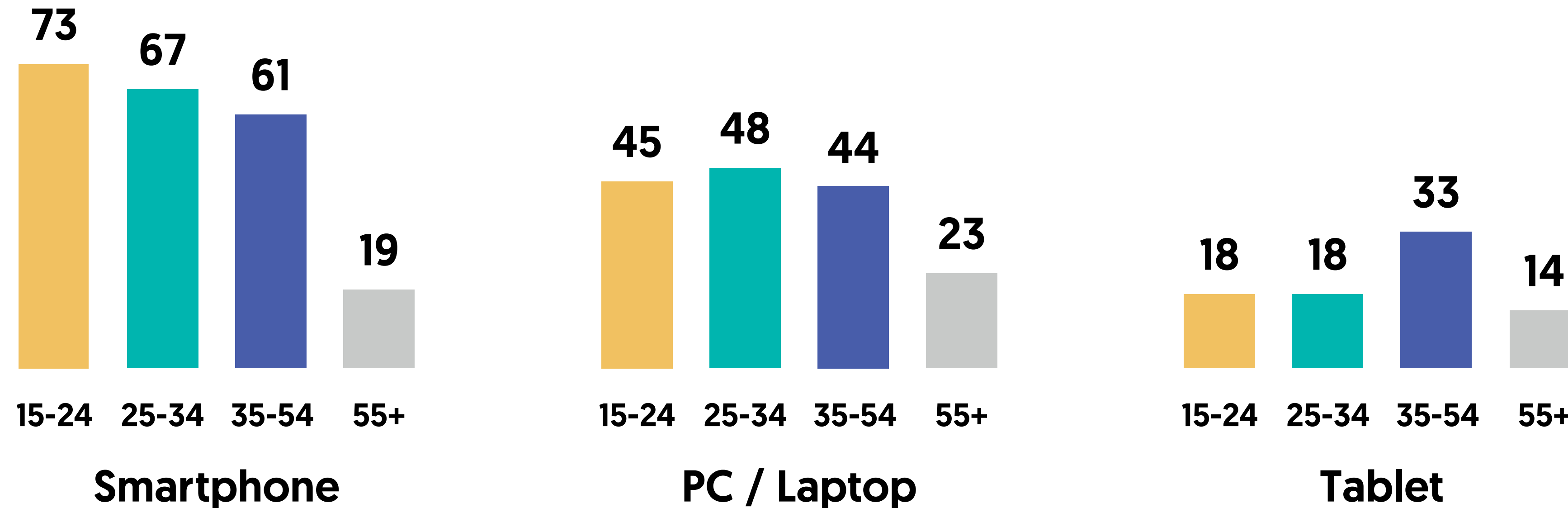
Connected TV* - Games console, web enabled TVs and PCs connected to a TV

Base: Q2 2018 1,008 GB adults aged 15+
Source: Ipsos MORI

Under 55s are more likely to access social media on smartphones than any other device



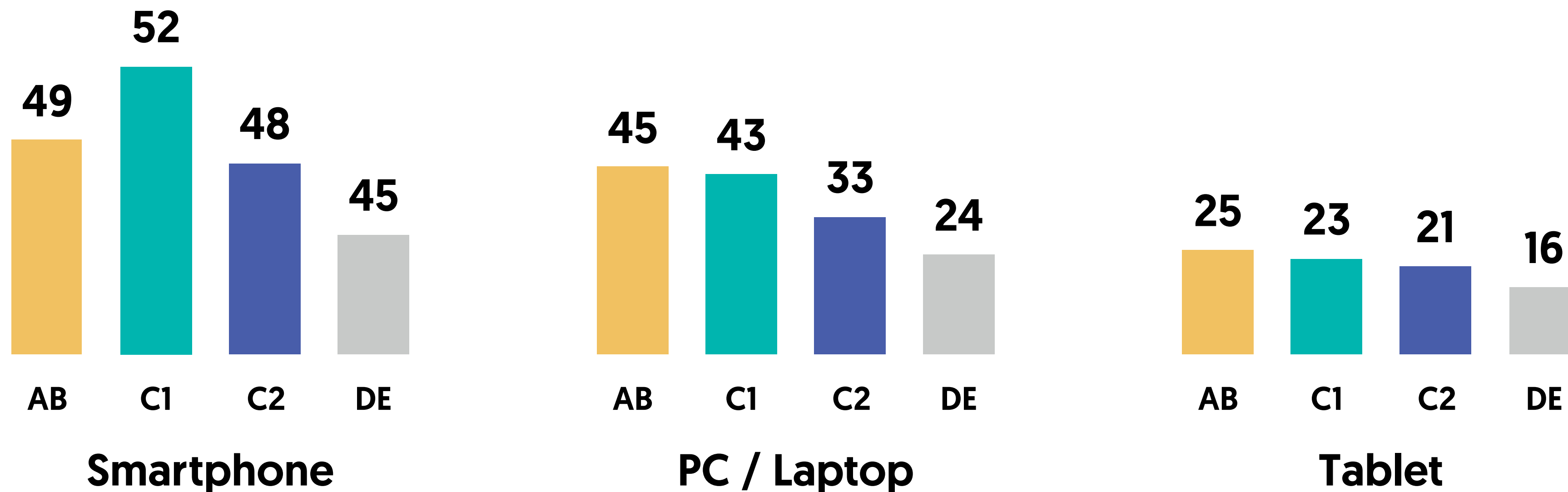
35-54 year olds are much more likely than any other age group to access social media via a tablet



Smartphones lead for social media across all social grades



Around half of all social grades use smartphones to access social media, with PCs and laptops being the next most likely device. On average, around a fifth use tablets



Facebook is the most popular social media service among GB adults



3 in 5 people have accessed Facebook in the past 3 months, with less than half of this number using the second most popular service, Instagram



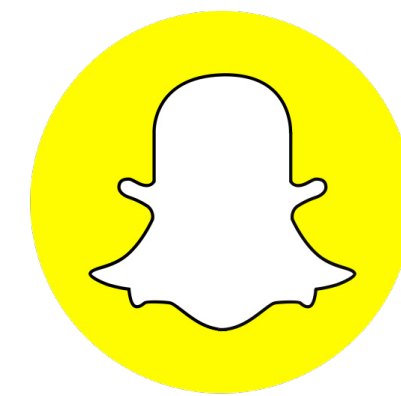
61%



28%



21%



19%



16%

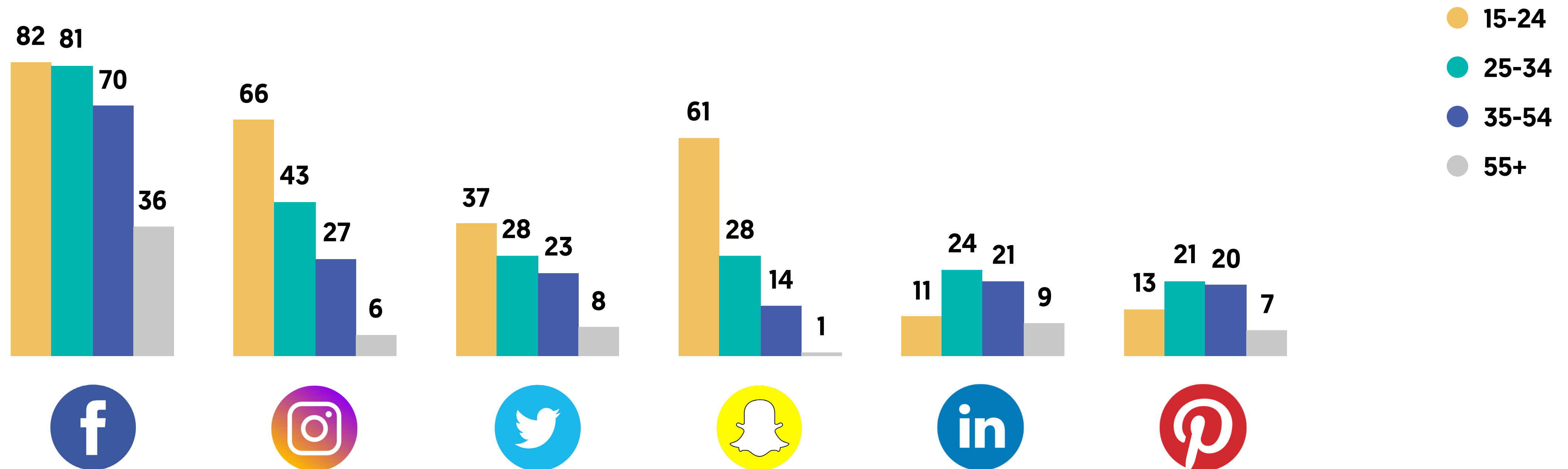


14%

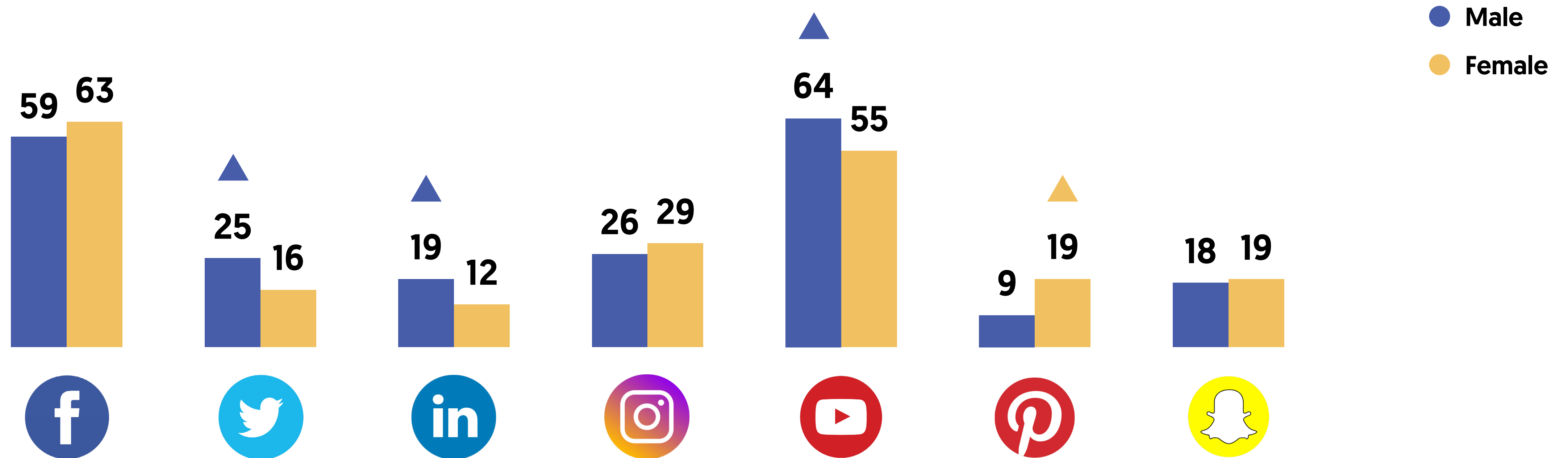
Facebook attracts far more aged 55+ than other platforms



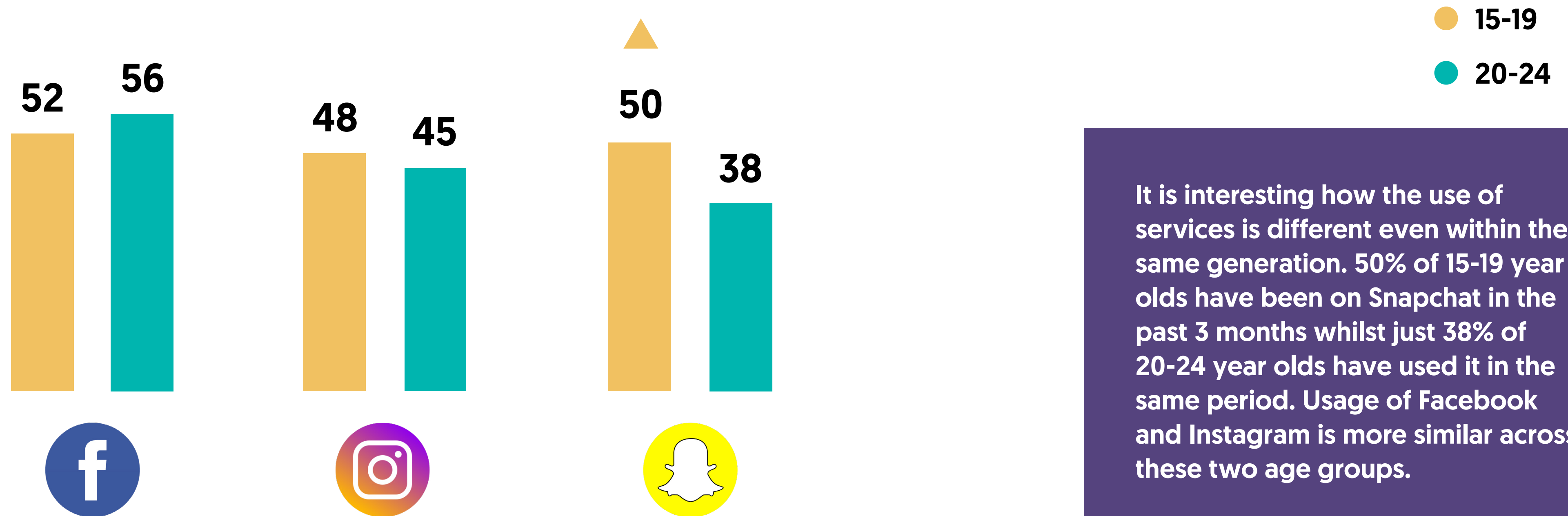
Around 1 in 3 aged 55+ have used Facebook in the last 3 months. Younger generations, particularly 15-24s, have a more diverse mix of social media use



Twitter, LinkedIn and YouTube are favoured by males, whilst more females use Pinterest



15-19s are significantly more likely to use Snapchat than 20-24s



It is interesting how the use of services is different even within the same generation. 50% of 15-19 year olds have been on Snapchat in the past 3 months whilst just 38% of 20-24 year olds have used it in the same period. Usage of Facebook and Instagram is more similar across these two age groups.

Summary

The biggest variance in accessing social media in the past 3 months is amongst those aged under 55 and 55+, social grade C1 and DE, with very few differences between genders. 9 in 10 people aged 15-24 access social media services, compared to 4 in 10 of those aged 55+.

The GB population are versatile in their methods of connecting with social media services. Half use a smartphone to connect, but tablets are particularly popular for social media use amongst 35-54s.

Facebook is the most popular social media service among the GB adult population. 6 in 10 have used Facebook in the past 3 months, while Instagram follows with 28%, and Twitter at 21%.

Facebook holds the broadest age profile of users, with 36% of those aged 55+ accessing in the past 3 months. Other social media services barely feature amongst this age group and have fewer than 10% accessing platforms such as LinkedIn [9%], or Twitter [8%].



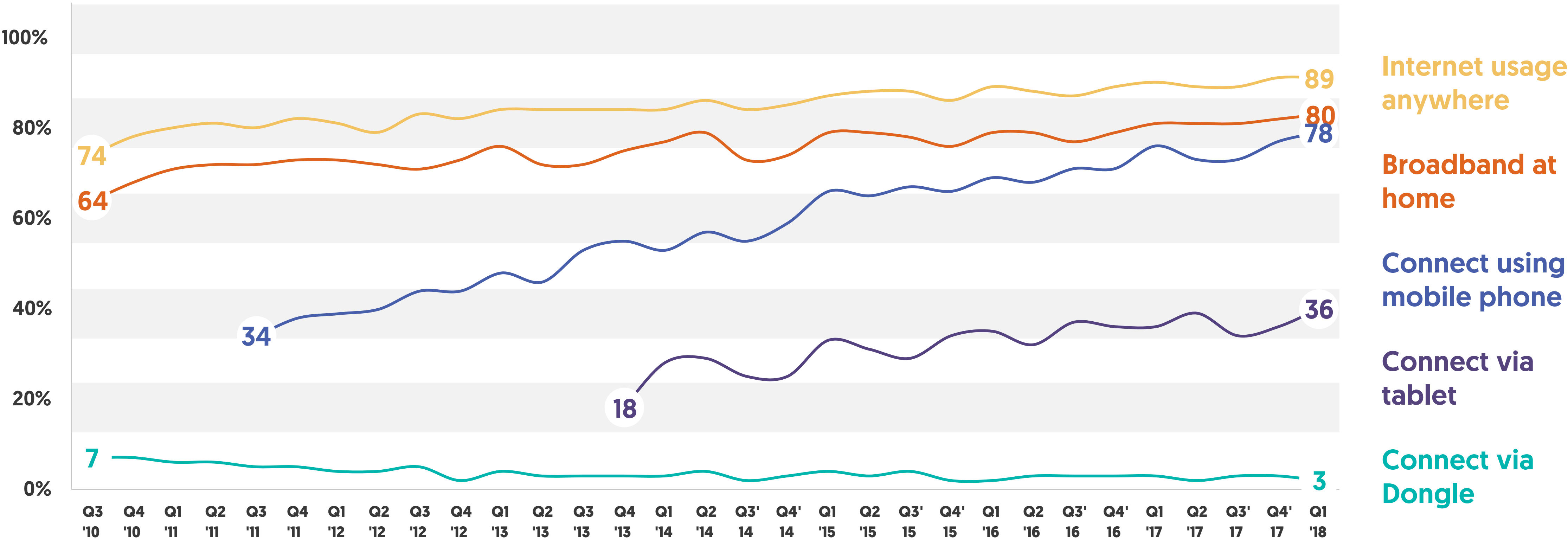
Internet Usage

How, Who, What for?

Almost 8 in 10 GB adults use a phone to access the internet



% How people connect to the internet



Base: circa 1000 GB adults aged 15+ per wave
Source: Ipsos MORI

Accessing the internet is lowest amongst those aged 65+ of DE social grade



% Accessing the internet by gender and social grade

| | All | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
|---------|-----|-------|-------|-------|-------|-------|-----|
| Males | 91% | 99% | 98% | 97% | 95% | 90% | 73% |
| AB | 97% | 100% | 99% | 100% | 100% | 99% | 91% |
| C1 | 95% | 100% | 99% | 99% | 99% | 90% | 77% |
| C2 | 91% | 100% | 100% | 99% | 98% | 91% | 61% |
| DE | 81% | 97% | 95% | 89% | 80% | 77% | 51% |
| Females | 89% | 98% | 99% | 97% | 97% | 91% | 66% |
| AB | 96% | 100% | 100% | 100% | 99% | 98% | 85% |
| C1 | 91% | 99% | 100% | 98% | 98% | 95% | 68% |
| C2 | 90% | 100% | 100% | 99% | 95% | 88% | 64% |
| DE | 80% | 95% | 97% | 91% | 93% | 78% | 50% |

0-49%

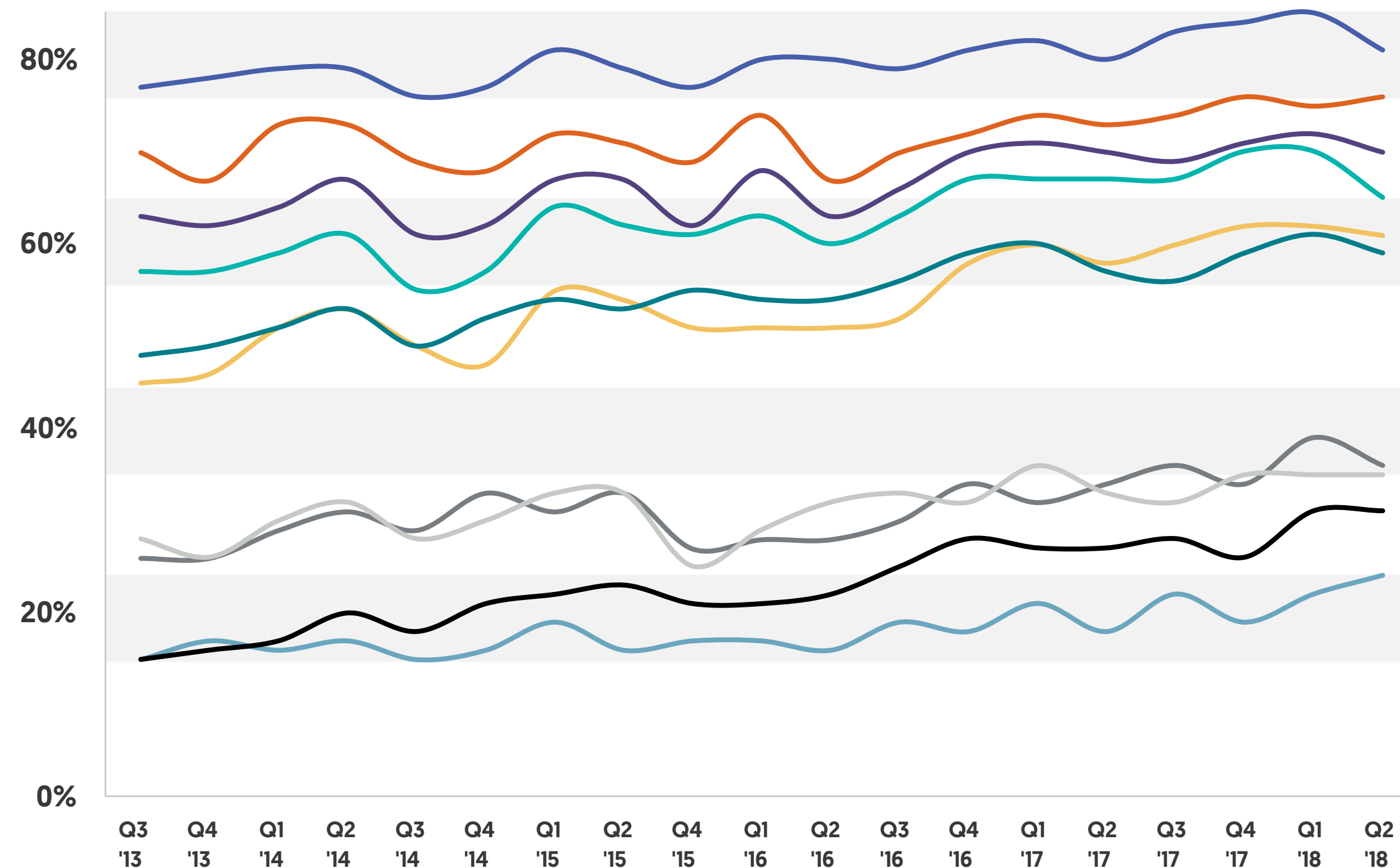
50-79%

80-100%

The internet is used for a broad range of activities, led by email



% Use of the internet in the past 3 months



Not asked in Q3 2015

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

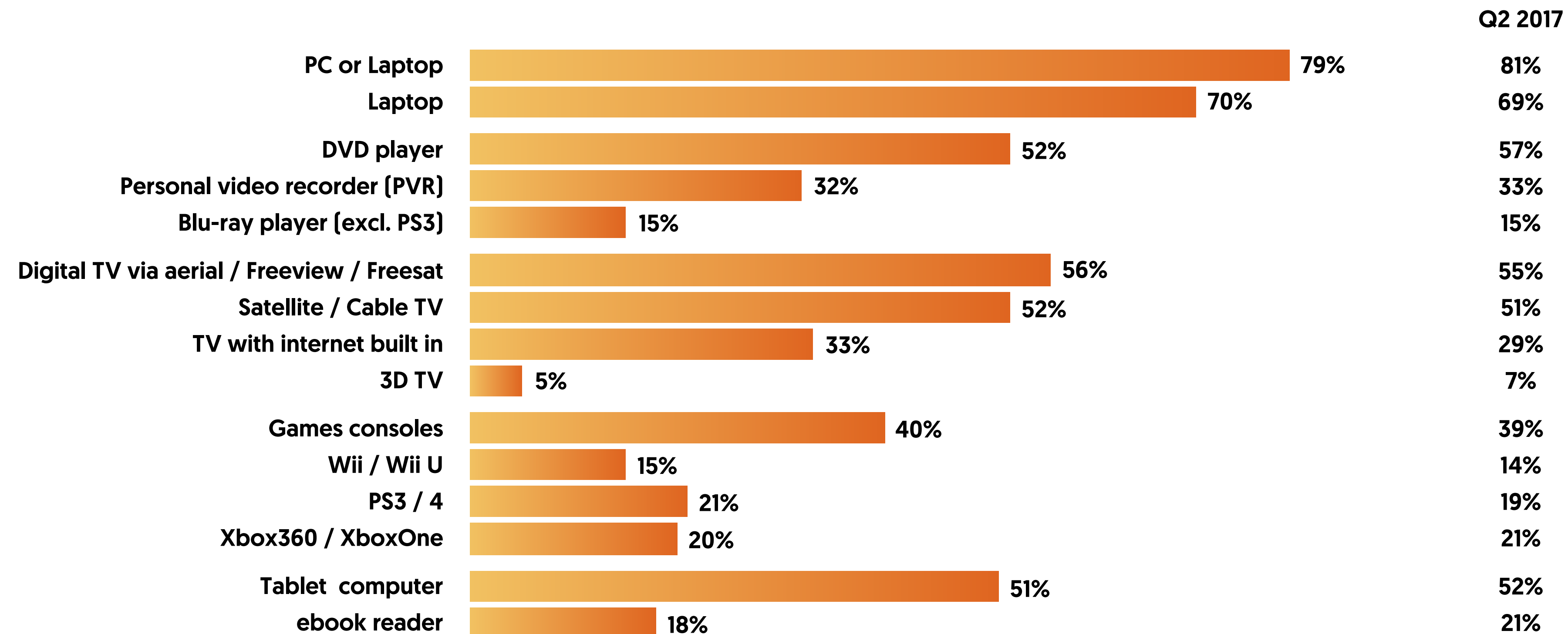


Connected Home

51% have a tablet computer and 40% have a games console in their home



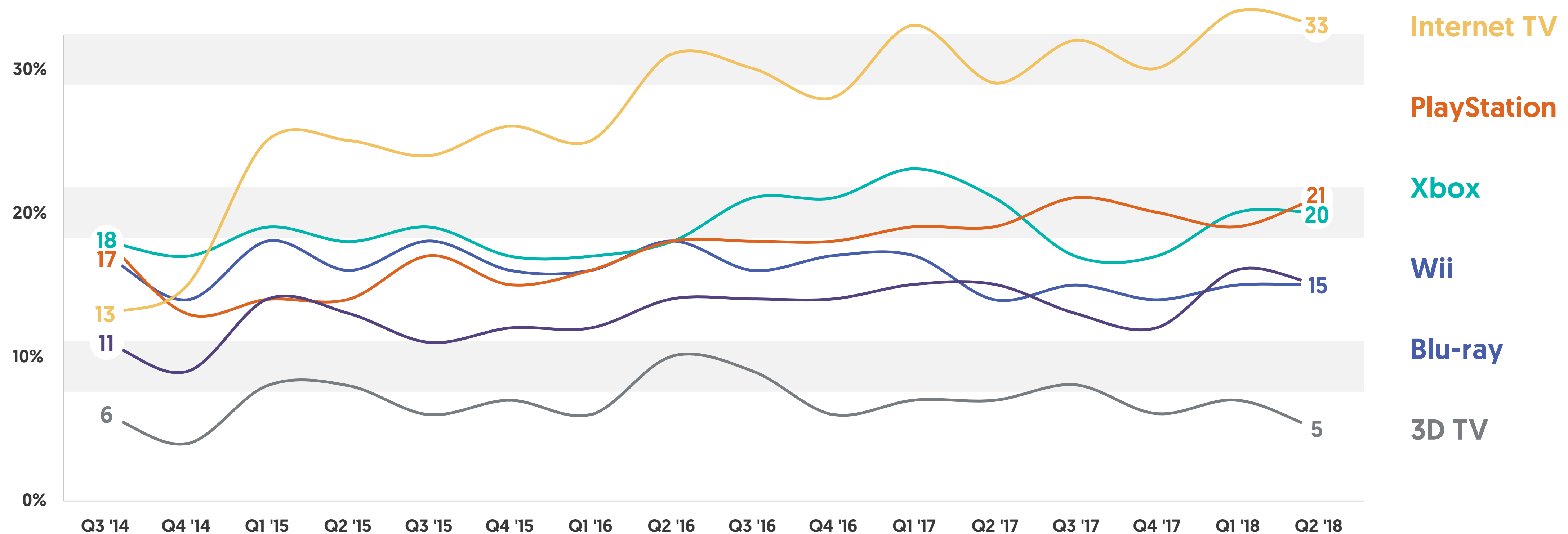
Which of the following do you own/have in your household?



A third have a smart TV in their household, more than any individual games console brand



Which of the following do you own/have in your household?



**Please contact us if you
would like further data**

Tech Tracker technical details

Ipsos MORI interviewed a quota sample of **1,000 adults aged 15+ in GB**.

The latest interviews were carried out face-to-face **27th April – 6th May 2018**.

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.

The standard Ipsos MORI terms and conditions apply to this report, as with all studies the company undertakes. No press release or publication of the findings shall be made without the prior approval of Ipsos MORI. Approval will only be withheld on the grounds of inaccuracy or misinterpretation of results. Ipsos MORI reserves the right to amend the Internet Usage Statistics at any time.

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.

For more information



Hannah Whyte-Smith

Hannah.Whyte-Smith@ipsos.com
020 8080 6135



Reece Carpenter

Reece.Carpenter@ipsos.com
020 861 8136



Eda Koray

Eda.Koray@ipsos.com
020 8861 8775



Hannah Roe

Hannah.Roe@ipsos.com
020 8861 8045