



Ipsos MORI

The logo icon for Technology Tracker, consisting of three concentric, curved lines that resemble a stylized 'C' or a signal wave.

**TECHNOLOGY
TRACKER**

Q3 2019

Areas Covered

Half yearly tracker - trends in technology ownership, device usage and attitudes towards technology

GB face to face survey via Ipsos MORI Capibus

Latest wave quarter 3 2019
(fieldwork conducted 5th – 15th July)

Representative sample of 1,000
GB adults aged 15+



Technology
Ownership



Device Usage



Attitudes Towards
Technology



Social Networking

Summary

This quarter's Tech Tracker shows us for the first time the awareness of emerging technologies such as driverless cars, artificial intelligence and foldable smartphones amongst the British public.

Data shows us that emerging technology providers must improve knowledge of their products to increase uptake. As an example, VR devices are owned by just 7% of the GB population, but this number goes up to 24% ownership when it comes to people who already have a good level of awareness about them.

As awareness of a technology's benefits increases, so to does concern over its negatives. Our participants have shown they have strong opinions when it comes to concerns over their online privacy or their happiness in sharing their information online.

We have identified a group with the highest affinity towards new technology that we have termed *Tech Trendsetters*. This attitudinally different group are significantly more likely to own and be aware of emerging tech compared to the general population.

When it comes to online activities, smartphones have been cemented as the most popular device for functional activities, but it shares this crown with other devices when it comes to consumption of video and music on demand services. GB adults are using a wide variety of devices to consume the content they want, anytime, anywhere.

We hope you enjoy the tech highlights we have provided in this report and we look forward to updating you again in the New Year!





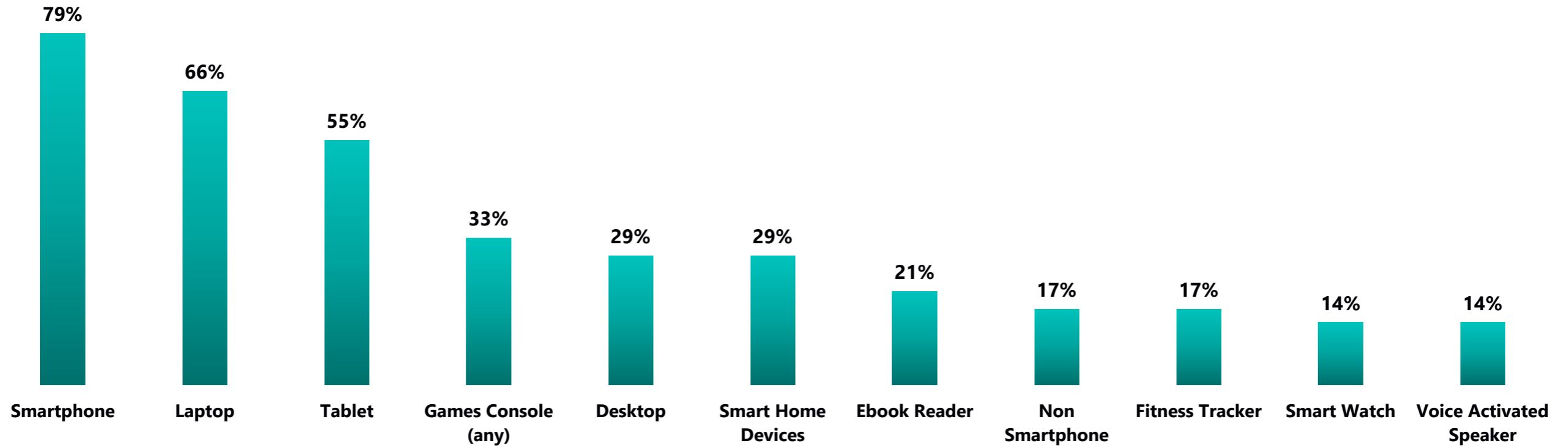
Technology Ownership

Smartphones are the most owned devices with 4 in 5 GB adults owning one



Ownership of Technology

Q01. Which, if any, of the following do you own?

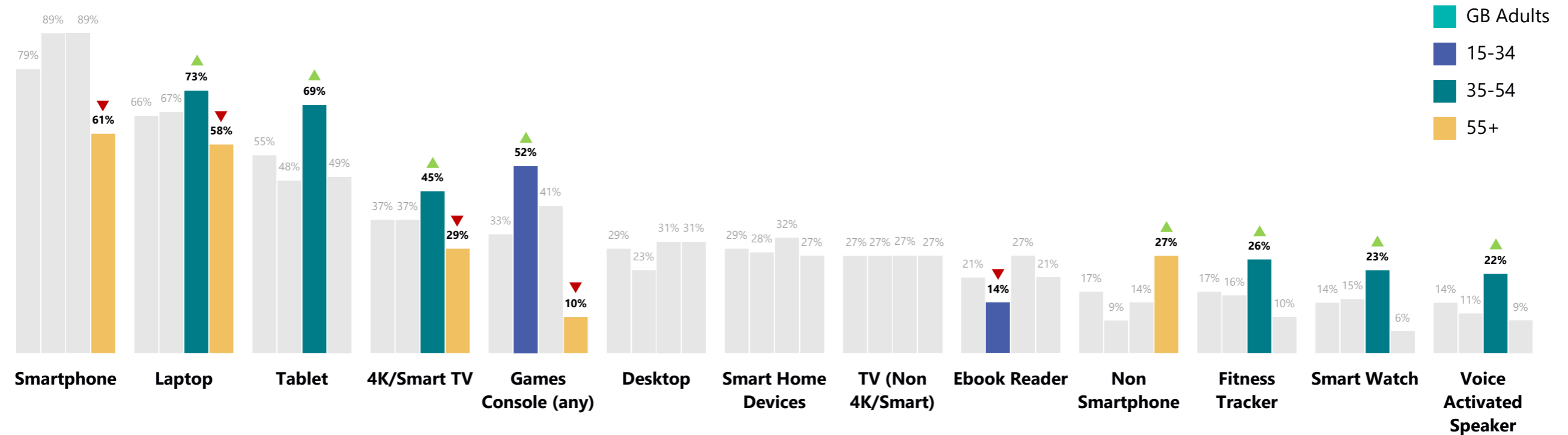


Those aged 35-54 are significantly more likely to own niche devices such as Voice Activated Speakers or Fitness Trackers



Ownership of Technology

Q01. Which, if any, of the following do you own?

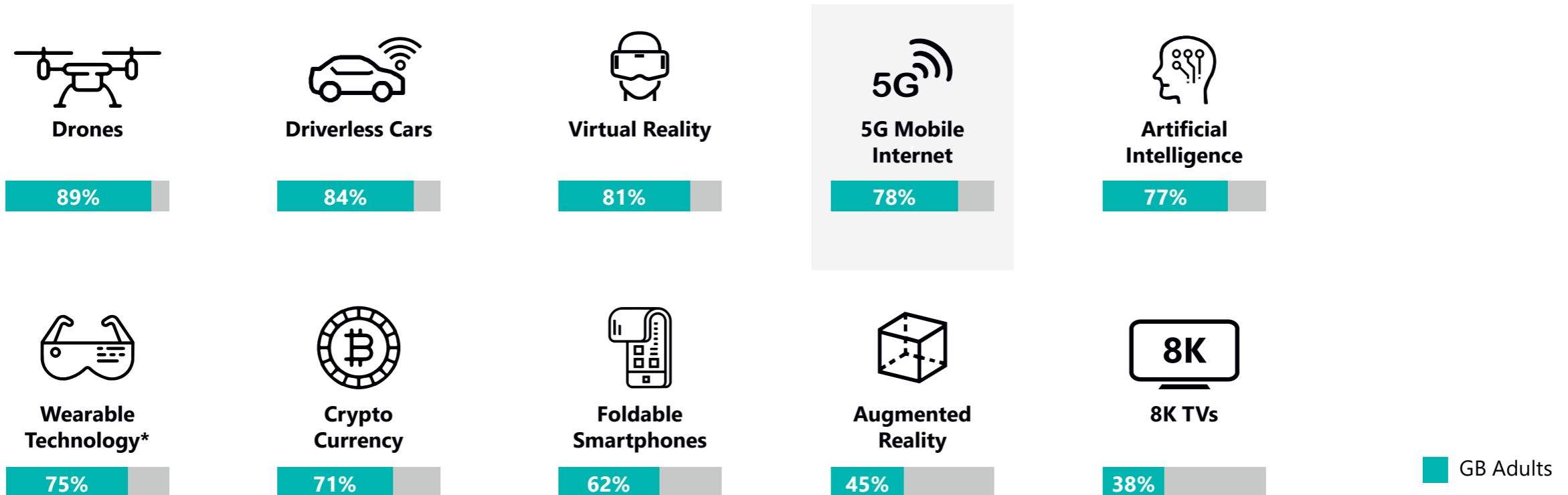


Having launched in the UK earlier this year, over ¾ of people are aware of 5G mobile internet



Awareness of Emerging Technology (includes: have heard of, know a little or know a lot)

Q02. How much, if anything, do you feel you know about these things?



*Wearable Technology (excluding smart watches and fitness trackers)

Base: 1,000 GB adults aged 15+ Q3 2019

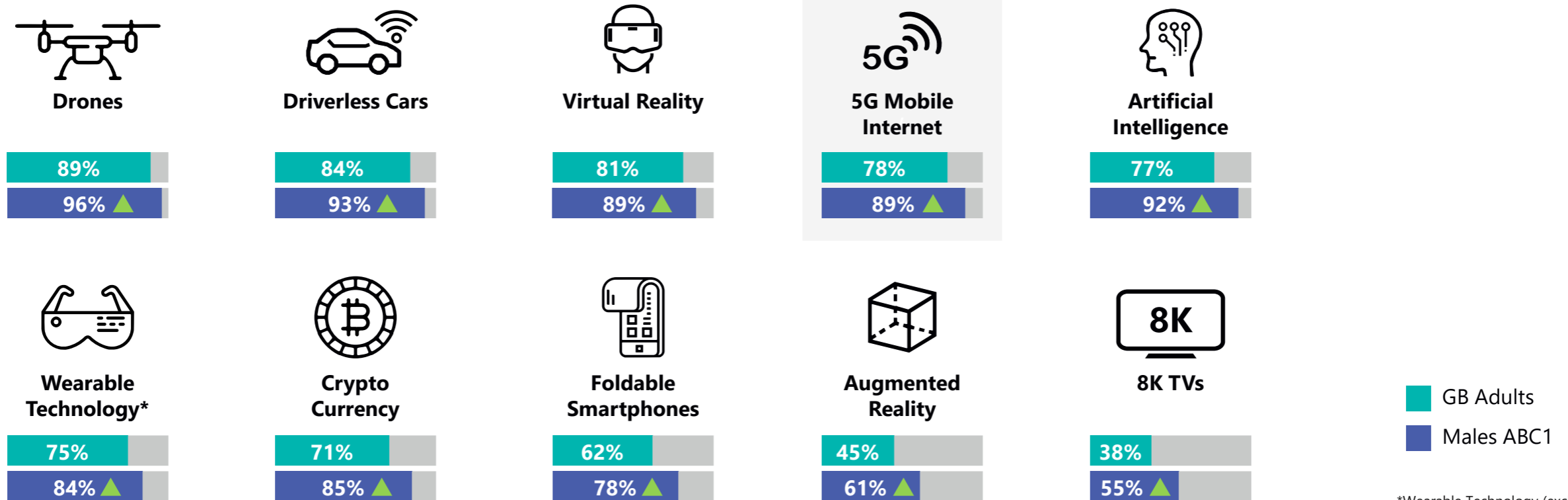
Source: Ipsos MORI

Males in the ABC1 Social Grade are significantly more likely to be aware of emerging technology than GB adults on average



Awareness of Emerging Technology (includes: have heard of, know a little or know a lot)

Q02. How much, if anything, do you feel you know about these things?



*Wearable Technology (excluding smart watches and fitness trackers)

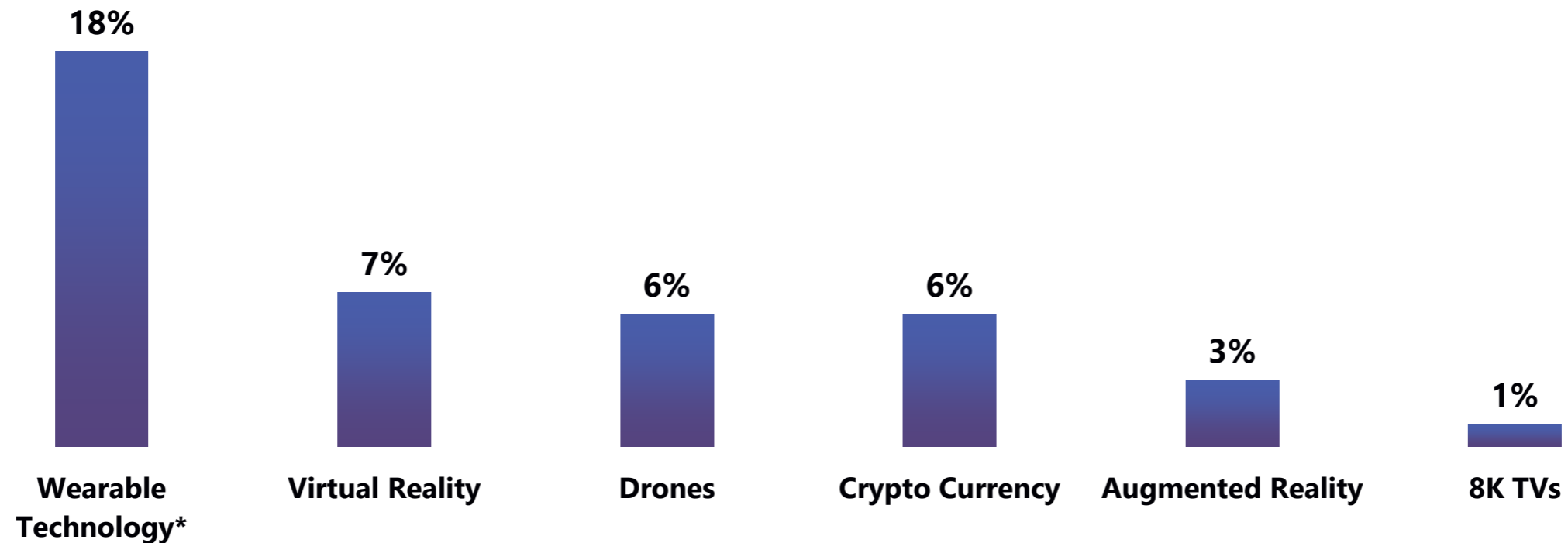
Base: 1,000 GB adults aged 15+ Q3 2019
Males ABC1: n=283
Source: Ipsos MORI

Of the emerging technologies available to purchase, Wearable Tech is the most popular with almost a fifth of people owning some



Ownership of Emerging Technology

Q03. Do you currently own or use any of these?



*Wearable Technology (excluding smart watches and fitness trackers)

Base: 1,000 GB adults aged 15+ Q3 2019

Source: Ipsos MORI

Emerging technology providers must improve knowledge of their products to increase uptake



Almost half of those who know a lot about wearable tech own a piece

Conversion of Awareness to Ownership for Emerging Tech

Q02. How much, if anything, do you feel you know about these things?

Q03. Do you currently own or use any of these?



Wearable Technology*

75% Aware

Of Those Aware
26% Know A lot

Of Those Who Know A Lot
49% Own

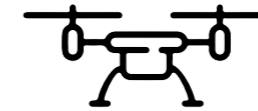


Virtual Reality

81% Aware

Of Those Aware
15% Know A lot

Of Those Who Know A Lot
24% Own



Drones

89% Aware

Of Those Aware
17% Know A lot

Of Those Who Know A Lot
18% Own

*Wearable Technology (excluding smart watches and fitness trackers)

Base: 1,000 GB adults aged 15+ Q3 2019
Those aware of emerging tech: Wearable Tech n=752, VR n=814, Drones n=886
Those who know a lot about emerging tech: Wearable Tech n=196, VR n=150, Drones n=166
Source: Ipsos MORI



Social Networking & Device Usage

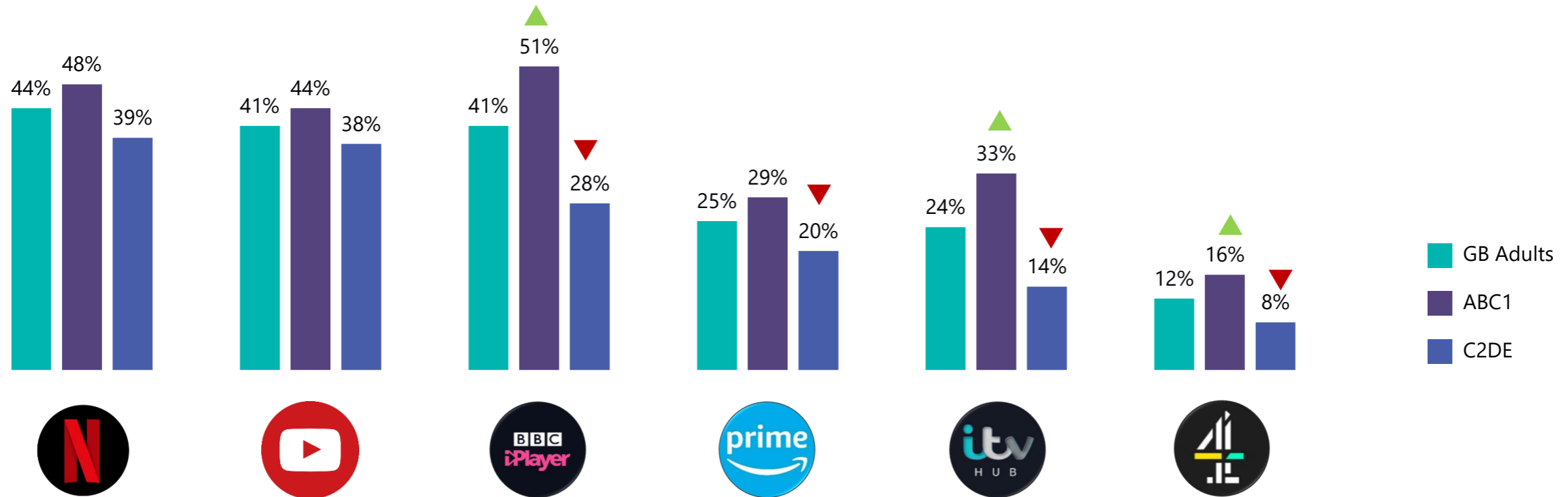
Netflix is the most popular VOD Service, but social grade is a large factor in use of each service



Catch-up TV services need to work harder to attract lower social grades

Usage of Video On Demand Services

Q05. Which of the following music or video on demand services, if any, do you use?

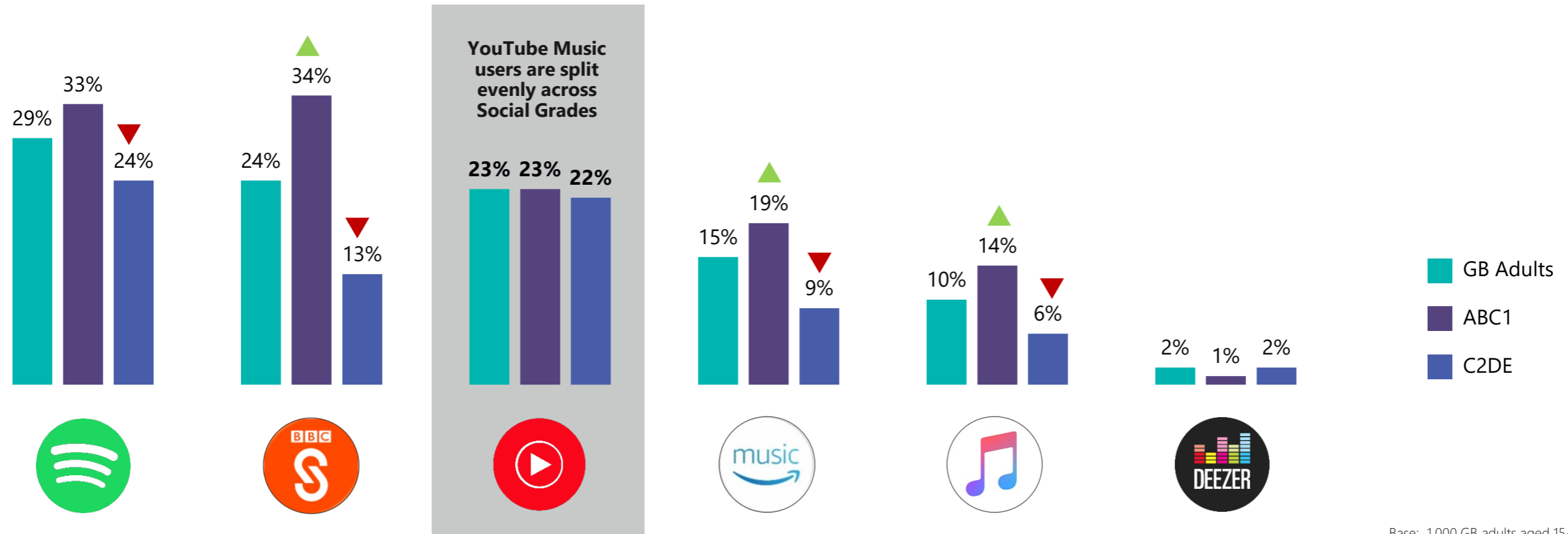


Spotify is the most popular Music On Demand service, whilst BBC Sounds comes in second but with higher presence amongst higher social grades



Usage of Music On Demand Services

Q05. Which of the following music or video on demand services, if any, do you use?



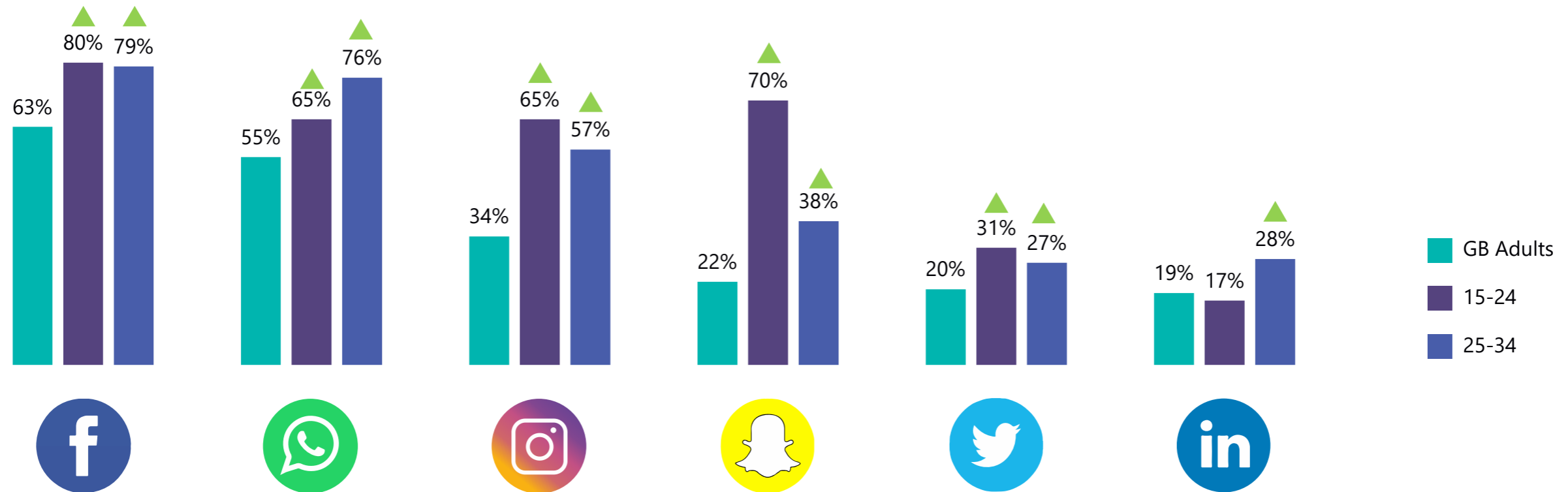
YouTube Music users are split evenly across Social Grades

Amongst social media brands, Snapchat has the largest difference by age, with 7 in 10 15-24s using the service compared to less than 4 in 10 25-34s



Usage of Social Media

Q06. Which of the following social networking services, if any, do you ever use?

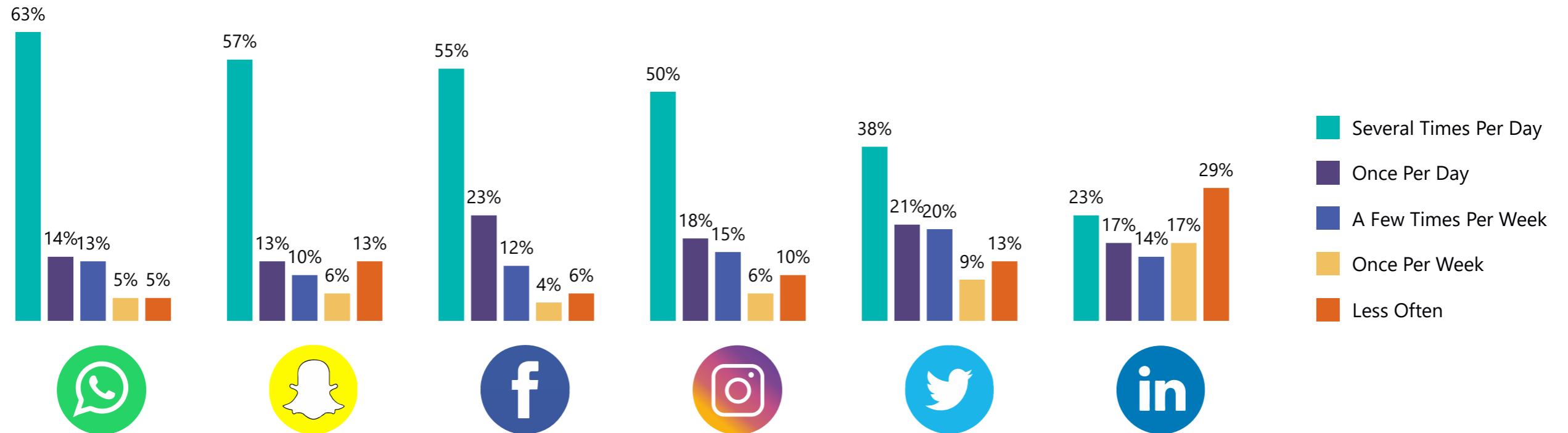


For most Social Media platforms, the majority of their users will use the service several times per day



Frequency of Social Media usage

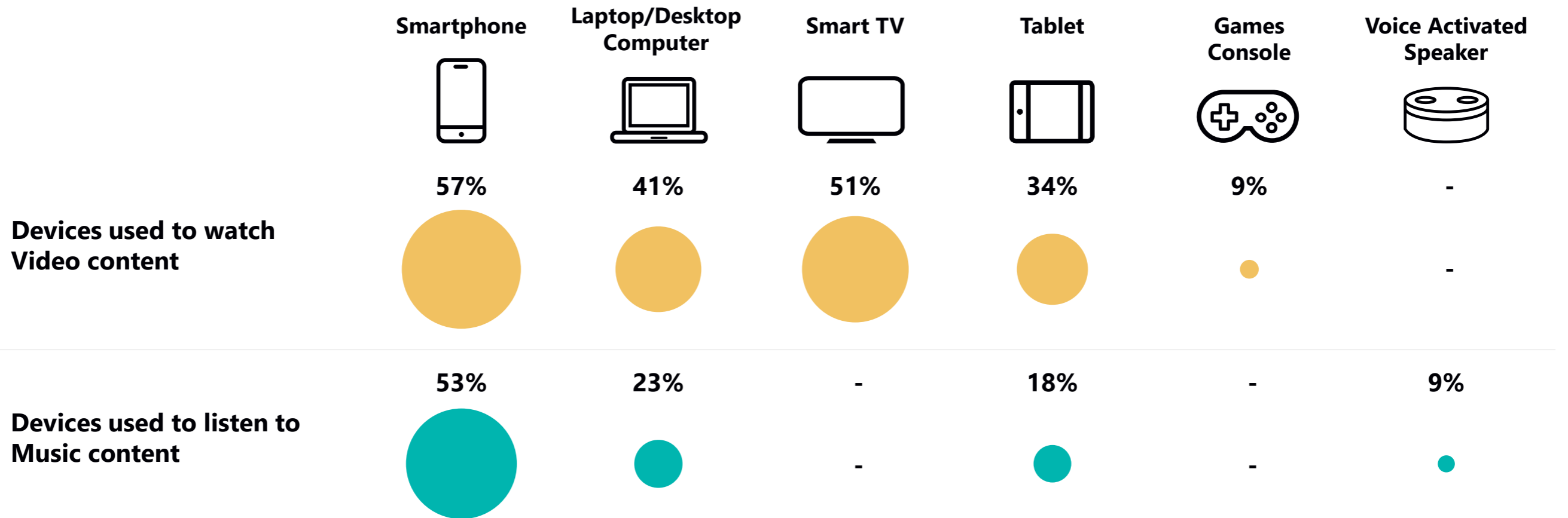
Q07. How often do you use each of these [Social Media]?



A wide variety of devices are used to consume video content whereas audio content skews more towards being consumed on a smartphone



Q04. Which device or devices, if any, do you use for the following activities?

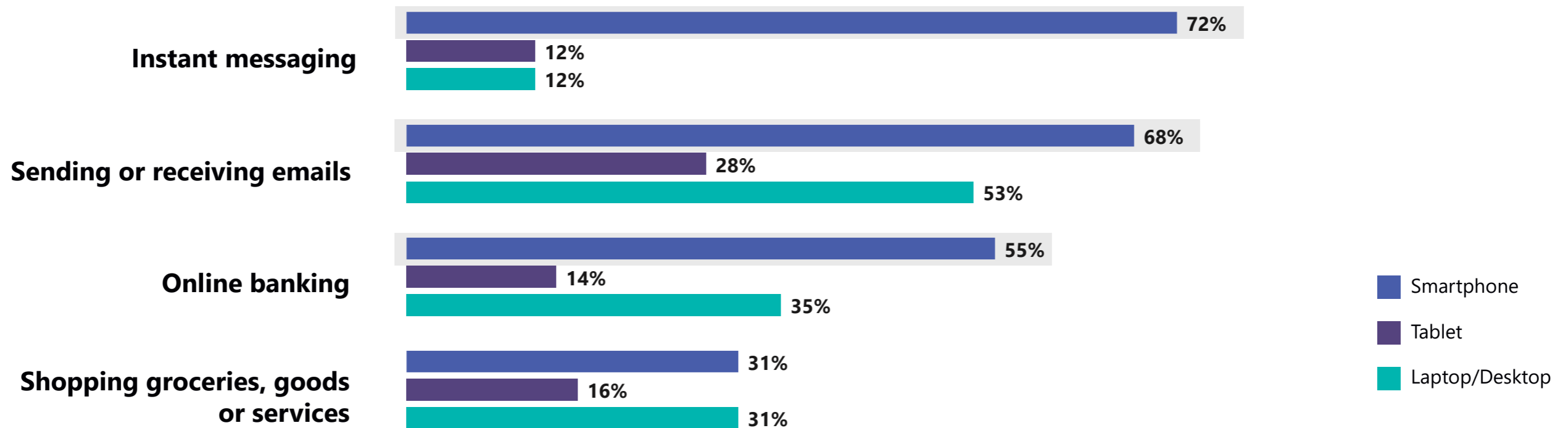


When it comes to more functional tasks (such as email or online banking) the use of a single device is often preferable



Online activities by device

Q04. Which device or devices, if any, do you use for the following activities?





Attitudes Towards Technology

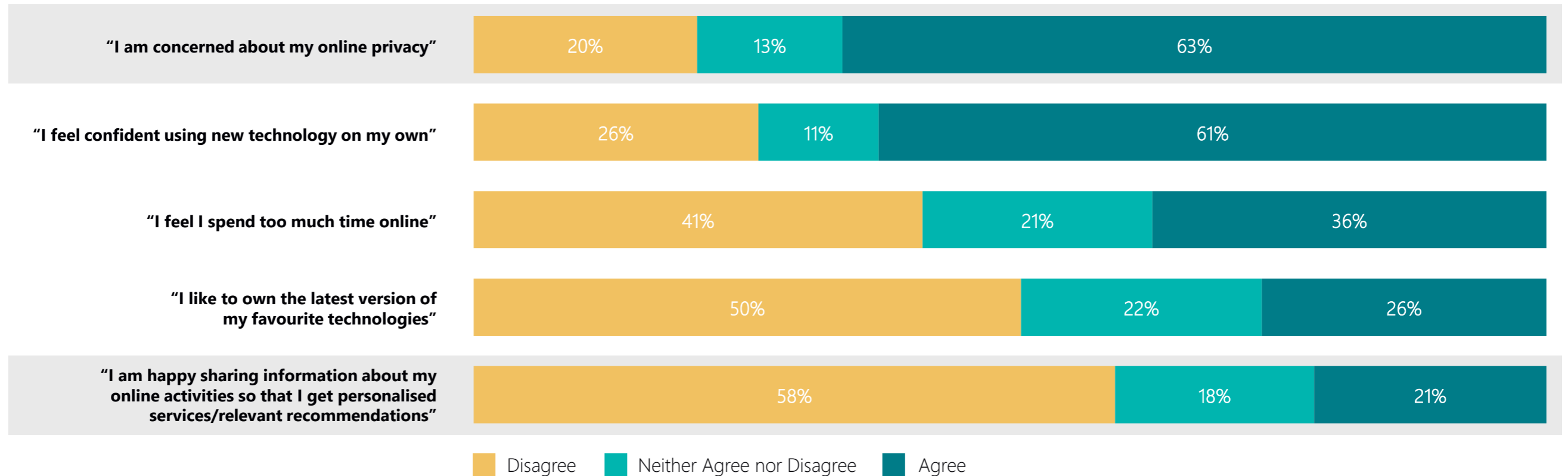
Almost 2 in 3 GB adults feel concerned about their online privacy



Which more than half unhappy about sharing data even for a personal benefit

Opinion of Technology Statements

Q08. To what extent do you agree or disagree with each of these statements?

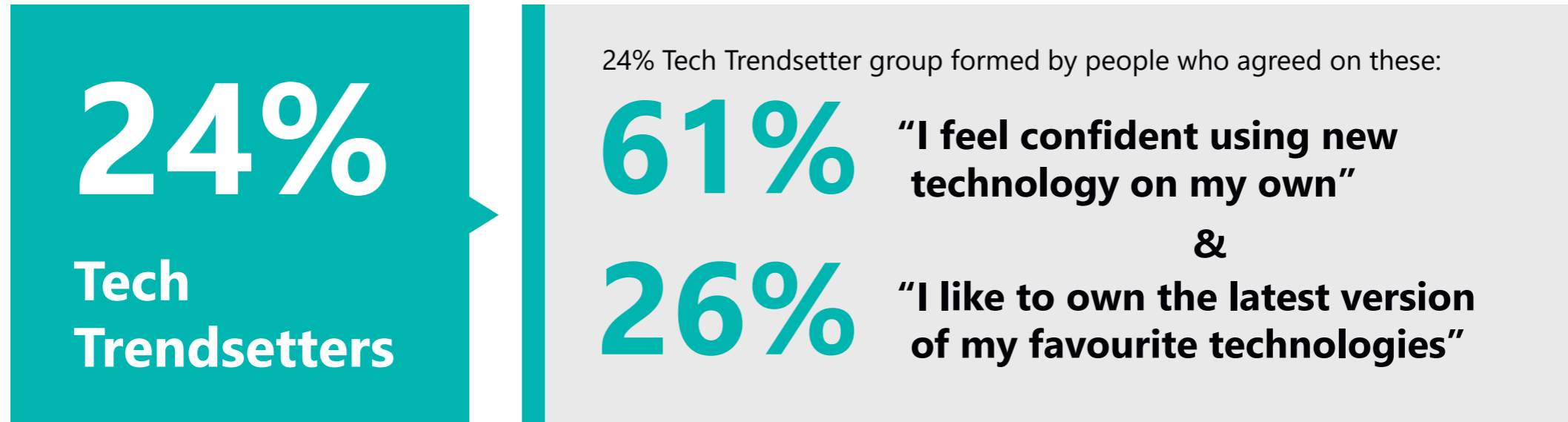


When analysing the previous statements a group emerges that are confident in using technology and who always like to own the latest versions of their favourite tech



We identified this group as the Tech Trendsetters

Q08. To what extent do you agree or disagree with each of these statements?

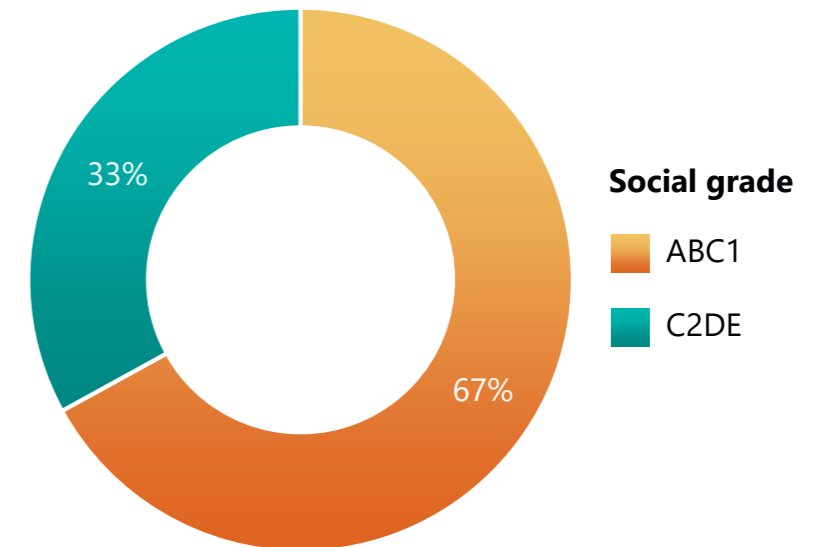
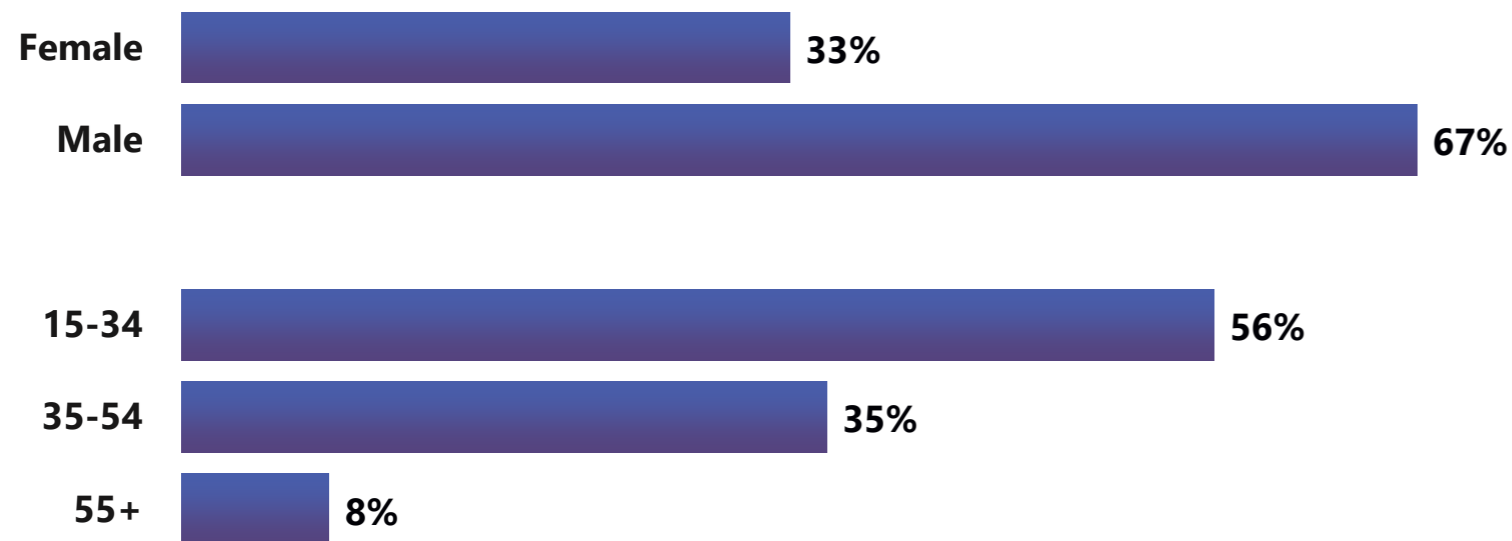


The Tech Trendsetters are more likely to be male, under 35 and ABC1 social grade



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Q08. To what extent do you agree or disagree with each of these statements?

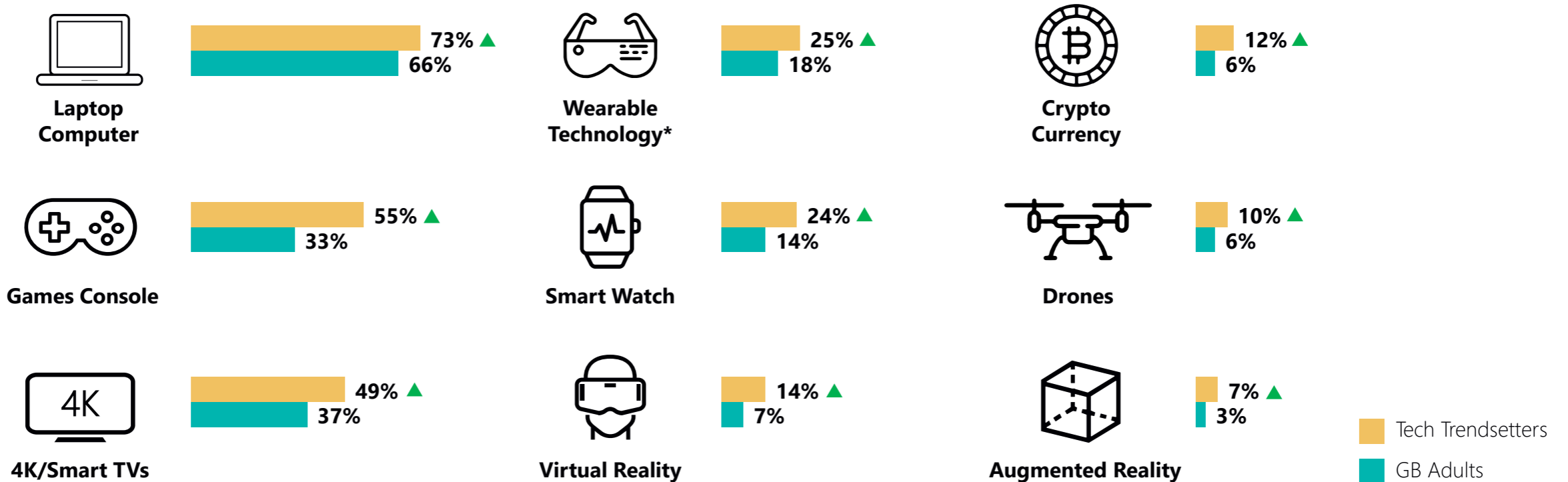


Tech Trendsetters are significantly more likely to own a wide range of technologies



Ownership of Technology

Q01. Which, if any, of the following do you own?
Q03. Do you currently own or use any of these?



*Wearable Technology (excluding smart watches and fitness trackers)
Base: 1,000 GB adults aged 15+ Q3 2019
Tech Trendsetters n=225
Source: Ipsos MORI

**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 **5th – 15th July 2019**.

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.

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