Technology Tracker
Data Book

Q1 2020

Ipsos MORI

About Tech Tracker

A half yearly tracker looking at trends in technology ownership, device usage and attitudes towards technology.

Tech Tracker is a free-to-use compendium of data and charts. Please feel free to use this data provided Ipsos is referenced as the original source.

Technology Ownership

Device Usage

Attitudes Towards Technology

Social Networking

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In detail

Latest wave: Quarter 1 2020

Fieldwork conducted: 7th – 16th Feb 2020

GB face to face survey via Ipsos MORI Capibus. Representative sample of 1,004 GB adults aged 15+

Please note, this wave was not impacted by Covid-19.

Technology Ownership

Device Usage
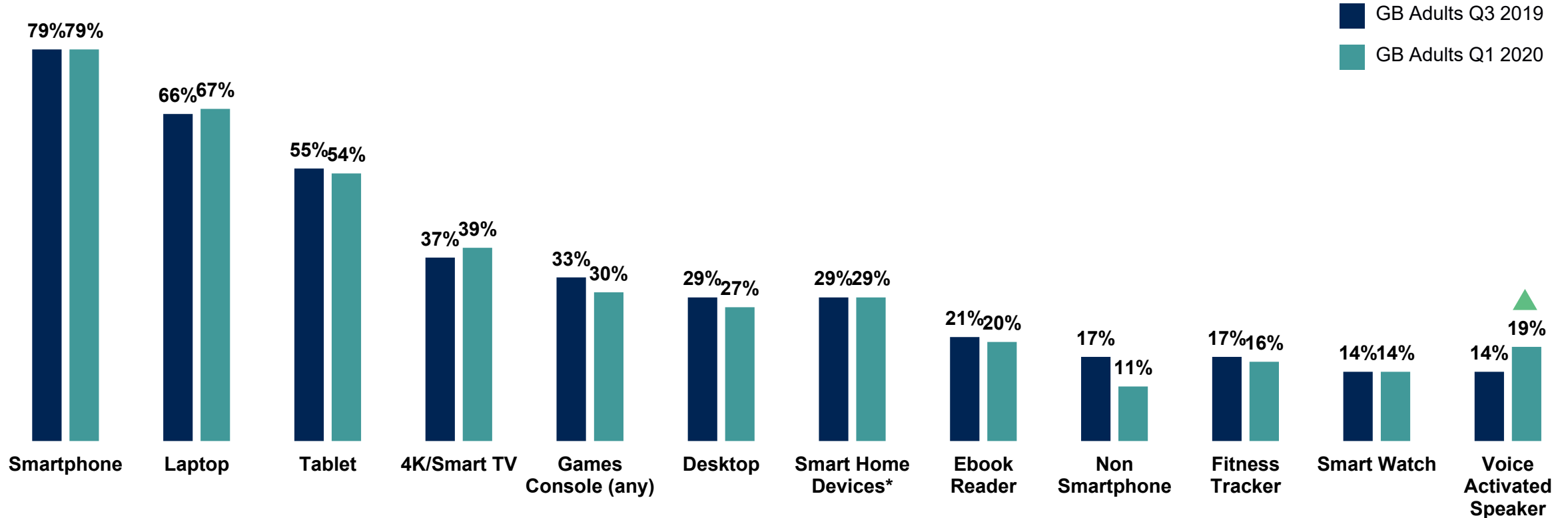
Attitudes Towards Technology

Social Networking

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Technology Ownership

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Ownership of Technology

Q01. Which, if any, of the following do you personally own or have access to?

Legend:
- GB Adults Q3 2019 (dark blue)
- GB Adults Q1 2020 (teal)

Device	Q3 2019	Q1 2020
Smartphone	79%	79%
Laptop	66%	67%
Tablet	55%	54%
4K/Smart TV	37%	39%
Games Console (any)	33%	30%
Desktop	29%	27%
Smart Home Devices*	29%	29%
Ebook Reader	21%	20%
Non Smartphone	17%	11%
Fitness Tracker	17%	16%
Smart Watch	14%	14%
Voice Activated Speaker	14%	19% ▲

▲▼ Significantly higher / lower @ 95% confidence level vs. Total sample

*Smart home devices including: smart meters, smart home appliances (Ring doorbell, Philips Hue lightbulbs etc.)
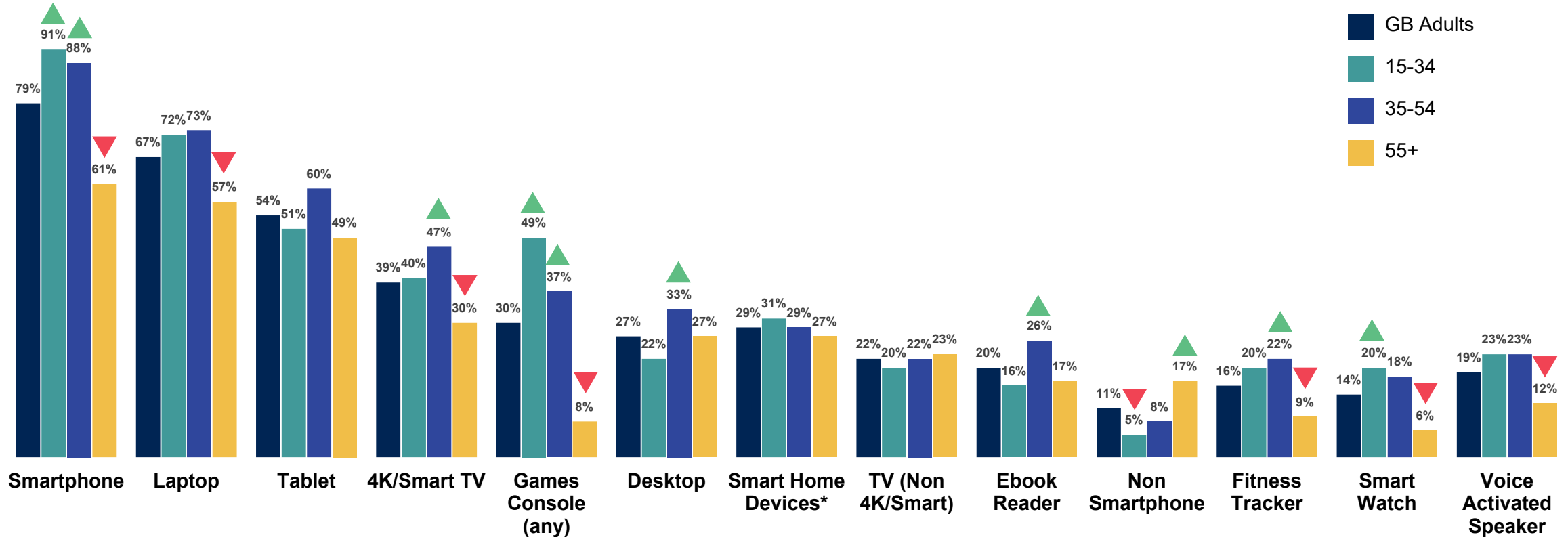
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Ownership of Technology Across Ages

Q01. Which, if any, of the following do you personally own or have access to?

Legend:
- GB Adults (dark navy)
- 15-34 (teal)
- 35-54 (blue)
- 55+ (yellow)

Smartphone: 79%, 91% ▲, 88% ▲, 61% ▼
Laptop: 67%, 72%, 73%, 57% ▼
Tablet: 54%, 51%, 60%, 49%
4K/Smart TV: 39%, 40%, 47% ▲, 30% ▼
Games Console (any): 30%, 49% ▲, 37% ▲, 8% ▼
Desktop: 27%, 22%, 33% ▲, 27%
Smart Home Devices*: 29%, 31%, 29%, 27%
TV (Non 4K/Smart): 22%, 20%, 22%, 23%
Ebook Reader: 20%, 16%, 26% ▲, 17%
Non Smartphone: 11%, 5% ▼, 8%, 17% ▲
Fitness Tracker: 16%, 20%, 22% ▲, 9% ▼
Smart Watch: 14%, 20% ▲, 18%, 6% ▼
Voice Activated Speaker: 19%, 23%, 23%, 12% ▼

▲▼ Significantly higher / lower @ 95% confidence level vs. Total sample

*Smart home devices including: smart meters, smart home appliances (Ring doorbell, Philips Hue lightbulbs etc.)
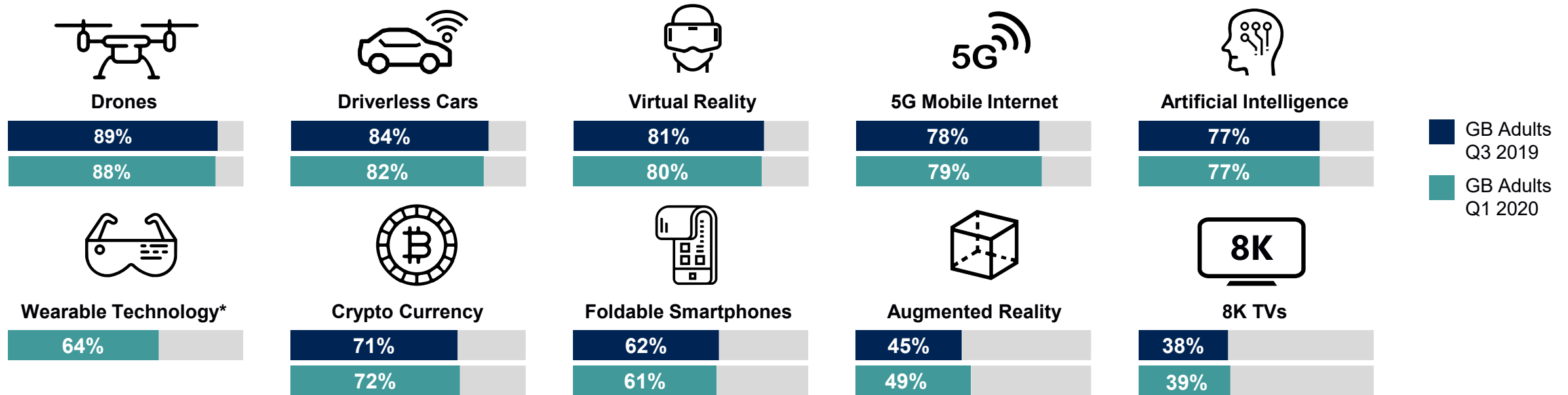
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Awareness of Emerging Technology
(includes: have heard of, know a little or know a lot)

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

GB Adults Q3 2019
GB Adults Q1 2020

Drones
- 89%
- 88%

Driverless Cars
- 84%
- 82%

Virtual Reality
- 81%
- 80%

5G Mobile Internet
- 78%
- 79%

Artificial Intelligence
- 77%
- 77%

Wearable Technology*
- 64%

Crypto Currency
- 71%
- 72%

Foldable Smartphones
- 62%
- 61%

Augmented Reality
- 45%
- 49%

8K TVs
- 38%
- 39%

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

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

	Drones	Driverless Cars	Virtual Reality	5G Mobile Internet	Artificial Intelligence	Wearable Technology*	Crypto Currency	Foldable Smartphones	Augmented Reality	8K TVs
Total	88%	82%	80%	79%	77%	64%	72%	61%	49%	39%
Gender										
Male	90%	89%	85%	84%	82%	72%	78%	70%	60%	50%
Female	85%	76%	76%	73%	71%	55%	66%	52%	39%	29%
Age										
15-34	89%	83%	89%	88%	80%	78%	77%	72%	62%	50%
35-54	92%	86%	84%	85%	82%	72%	79%	69%	60%	47%
55+	82%	78%	70%	66%	69%	45%	63%	45%	30%	23%
Social Grade										
ABC1	92%	90%	89%	86%	85%	71%	80%	67%	57%	41%
C2DE	82%	74%	70%	70%	66%	54%	62%	53%	40%	36%
Trendsetter	91%	90%	91%	92%	82%	79%	81%	78%	67%	62%
Trend Followers	82%	77%	65%	59%	65%	35%	57%	36%	25%	16%

*Wearable Technology (excluding smart watches and fitness trackers)

Trendsetters and those who feel confident using technology and like to be up to date with the latest tech.
Trend Followers are those who lack confidence using technology and of lag behind in the adoption of new tech trends.

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Ownership of Emerging Technology

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

Legend:
- GB Adults Q3 2019 (dark navy)
- GB Adults Q1 2020 (teal)

Technology	GB Adults Q3 2019	GB Adults Q1 2020
Video Game Streaming Services	-	10%
Wearable Technology*	-	9%
Drones	6%	5%
5G Mobile Internet	-	4%
Virtual Reality	7%	4%
Crypto Currency	6%	3%
Augmented Reality	3%	2%
Foldable Smartphones	-	1%
8K TVs	1%	1%
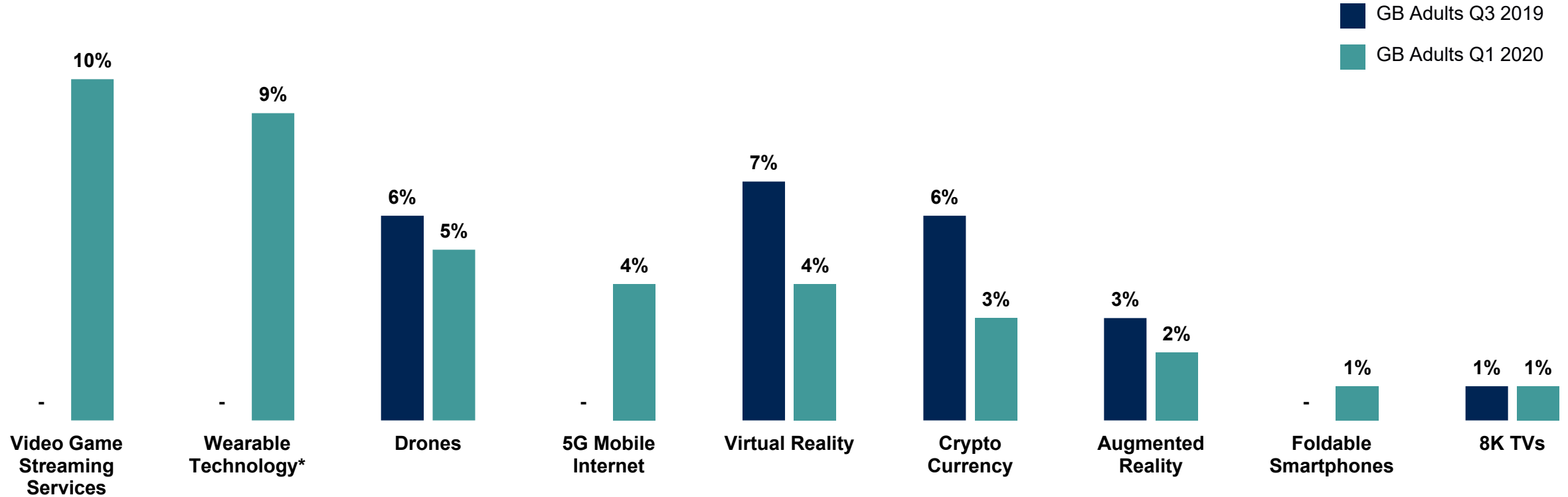
Base: 1,000 GB adults aged 15+ Q3 2019
Base: 1,004 GB adults aged 15+ Q1 2020
Source: Ipsos MORI

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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?

Drones
- 88%
- 15%
- 6%

Video Game Streaming
- 68%
- 23%
- 15%

Virtual Reality
- 80%
- 14%
- 5%

5G Mobile Internet
- 79%
- 16%
- 5%

Legend:
- Aware
- Of Those Aware – Know A Lot
- Of Those Aware – Own or Use

Wearable Technology*
- 64%
- 20%
- 14%

Crypto Currency
- 72%
- 14%
- 4%

Foldable Smartphones
- 61%
- 16%
- 2%

Augmented Reality
- 49%
- 20%
- 4%

8K TVs
- 39%
- 16%
- 2%

Wearable Technology (excluding smart watches and fitness trackers)

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Social Networking & Device Usage

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Usage of Video On Demand Services

Q05. Which, if any, of the following music or video on demand services have you used in the past 6 months?

■ GB Adults Q3 2019
■ GB Adults Q1 2020

Netflix: 44% / 53% ▲
BBC iPlayer: 41% / 45%
Prime: 25% / 31% ▲
ITV Hub: 24% / 26%
Channel 4: 12% / 13%
Sky: 9% / 9%
My5: 5% / 6%

▲▼ Significantly higher / lower @ 95% confidence level vs. Q3 19 Total Sample

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Usage of Video On Demand Services by demographics

Q05. Which, if any, of the following music or video on demand services have you used in the past 6 months?

	Netflix	BBC iPlayer	Amazon Prime	ITV Hub	All4	Sky Go	My5
Total	53%	45%	31%	26%	13%	9%	6%
Gender							
Male	54%	45%	33%	26%	12%	12%	7%
Female	52%	45%	29%	27%	13%	7%	6%
Age							
15-34	78%	45%	42%	31%	22%	15%	7%
35-54	60%	51%	38%	25%	10%	12%	6%
55+	28%	41%	15%	23%	7%	3%	6%
Social Grade							
ABC1	59%	57%	39%	33%	17%	11%	8%
C2DE	47%	30%	20%	18%	8%	7%	5%
Trendsetter	75%	47%	44%	31%	17%	16%	8%
Trend Followers	33%	36%	15%	21%	8%	1%	9%

Base: 1,004 GB adults aged 15+: Q1 2020 | Gender: Male: 517, Female: 486 | Age: 15-34: 268, 35-54: 290, 55+: 446
Social Grade: ABC1 n=605, C2DE n=399 | Trendsetter: 221, Trend Follower: 201
Source: Ipsos MORI

Trendsetters and those who feel confident using technology and like to be up to date with the latest tech.
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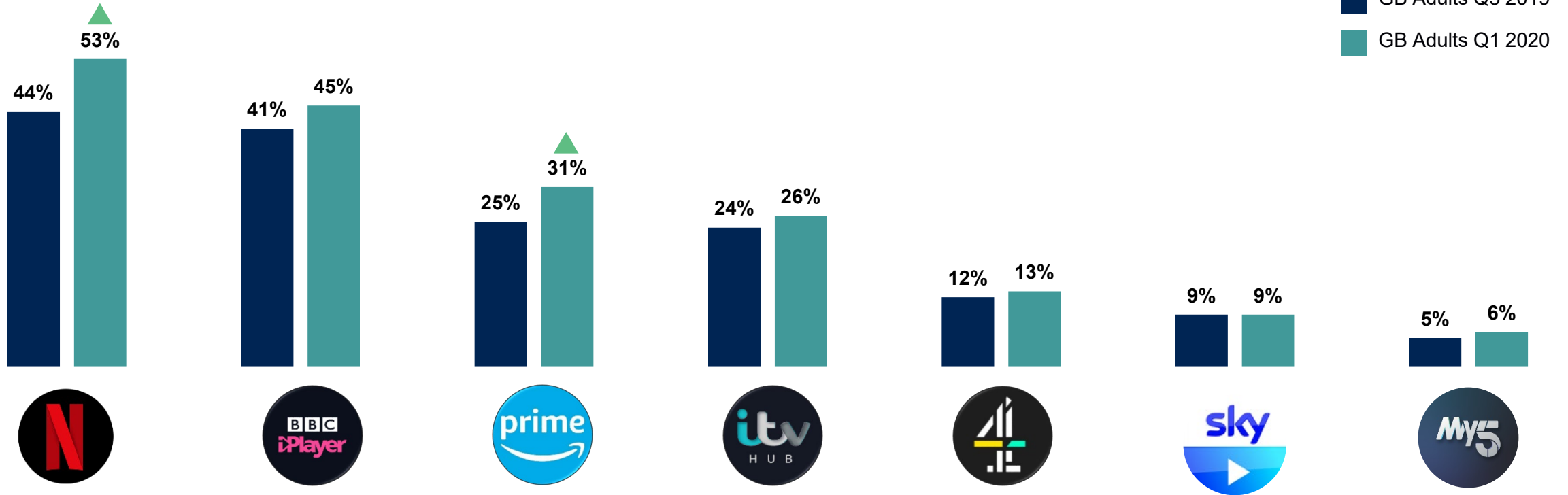Ipsos MORI

Usage of Music On Demand Services

Q05. Which, if any, of the following music or video on demand services have you used in the past 6 months?

GB Adults Q3 2019
GB Adults Q1 2020

29%   29%

24%   16%*▼

23%   15%*▼

15%   14%

10%   11%

2%   2%

▲▼ Significantly higher / lower @ 95% confidence level vs. Q3 19 Total Sample

*Question text for these services was altered between waves

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Usage of Video On Demand Services by demographics

Q05. Which, if any, of the following music or video on demand services have you used in the past 6 months?

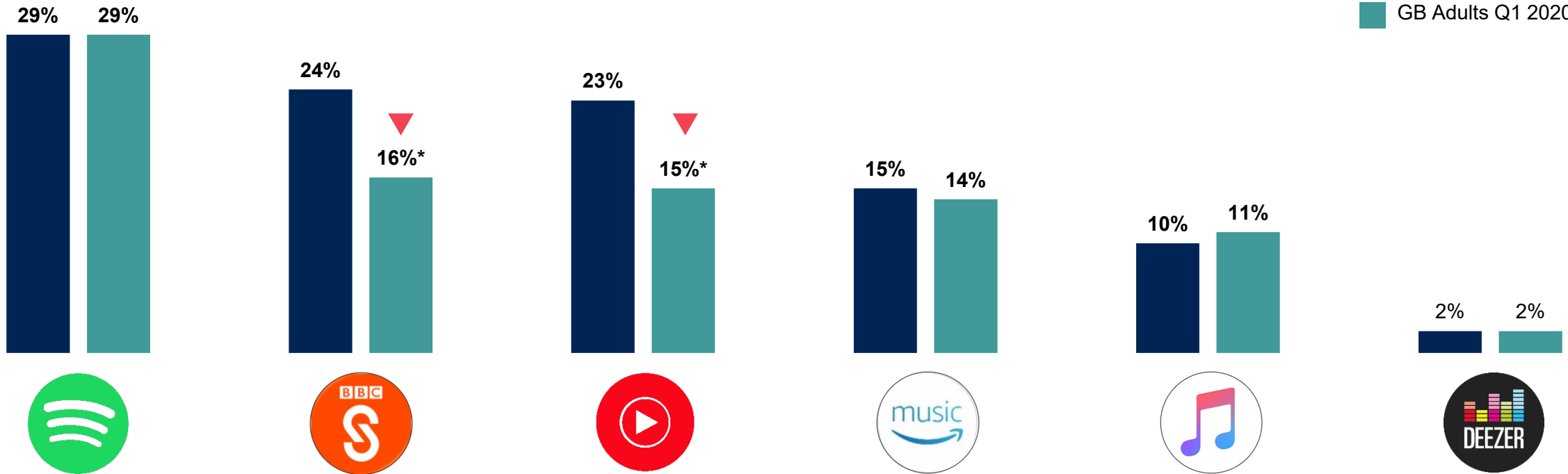|	Spotify	BBC iPlayer/ BBC Sounds	YouTube Music	Amazon Prime Music	Apple Music	Deezer
Total	29%	16%	15%	14%	11%	2%
Gender						
Male	31%	18%	14%	16%	13%	2%
Female	26%	15%	15%	11%	9%	1%
Age						
15-34	48%	14%	27%	21%	20%	3%
35-54	29%	19%	13%	14%	12%	2%
55+	13%	16%	6%	7%	3+	0%
Social Grade						
ABC1	37%	24%	18%	16%	13%	2%
C2DE	19%	7%	11%	11%	8%	2%
Trendsetters	39%	17%	19%	22%	23%	3%
Trend Followers	14%	9%	7%	4%	2%	1%

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Podcasting: Reach and Listening Time

Podcast Listeners on any device EVER

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

	Podcast Listeners
Total	42%
Gender	
Male	43%
Female	42%
Age	
15-34	54%
35-54	53%
55+	23%
Social Grade	
ABC1	53%
C2DE	29%
Trendsetters	58%
Trend Followers	15%

Podcast Listening – Weekly Mean hours

Q09. On average, how long do you spend listening to podcasts per week?

	Mean Hours of Podcast Listening
Total	1hr 50
Gender	
Male	2hr 6
Female	1hr 40
Age	
15-34	2hrs 6
35-54	1hr 55
55+	1hr 35
Social Grade	
ABC1	1hr 45
C2DE	2hrs 2
Trendsetters	1hr 52
Trend Followers	1hr 44

Base: 1,004 GB adults aged 15+: Q1 2020 | Gender: Male: 517, Female: 486 | Age: 15-34: 268, 35-54: 290, 55+: 446
Social Grade: ABC1 n=605, C2DE n=399 | Trendsetter: 221, Trend Follower: 201
Source: Ipsos MORI

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Usage of Social Media

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

Legend:
- GB Adults Q3 2019 (dark blue)
- GB Adults Q1 2020 (teal)

	Facebook	WhatsApp	Instagram	Snapchat	Twitter	LinkedIn
GB Adults Q3 2019	63%	55%	34%	22%	20%	19%
GB Adults Q1 2020	60%	59%	33%	16% ▼	24% ▲	18%

▲▼ Significantly higher / lower @ 95% confidence level vs. Q3 19 Total Sample

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Usage of Social Media

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

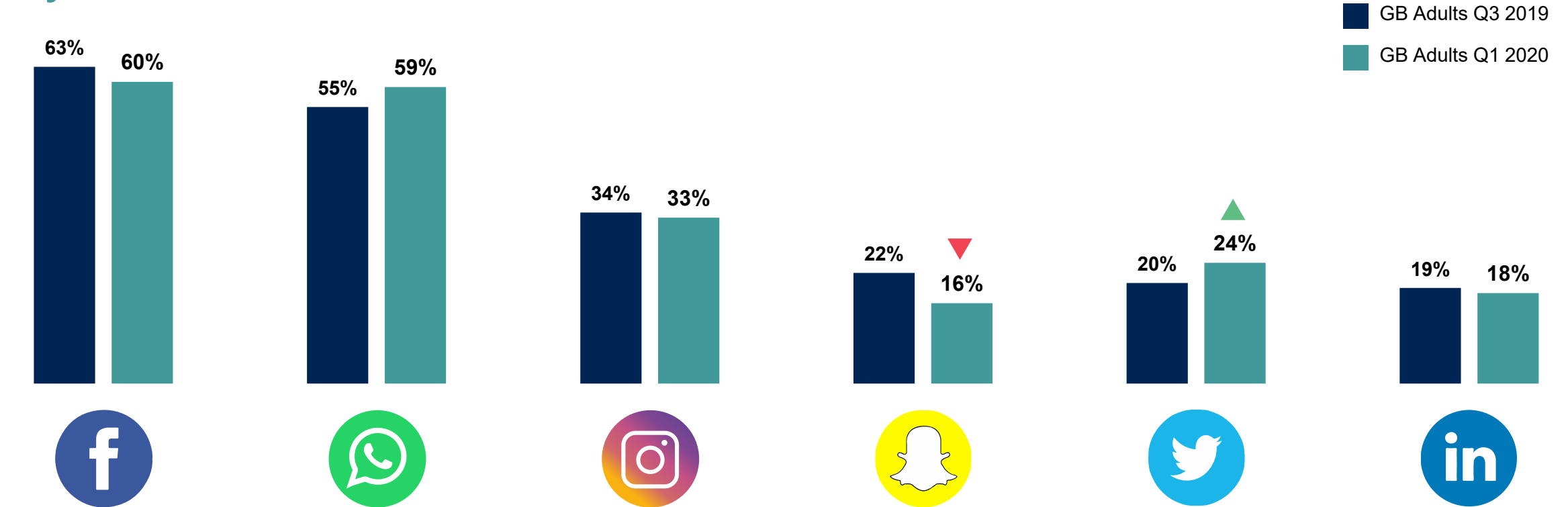|	Facebook	WhatsApp	Instagram	Snapchat	Twitter	LinkedIn
Total	60%	59%	33%	16%	24%	18%
Gender						
Male	58%	58%	31%	14%	25%	23%
Female	62%	60%	34%	18%	22%	14%
Age						
15-34	81%	75%	66%	43%	38%	24%
35-54	64%	70%	32%	8%	29%	26%
55+	40%	36%	6%	1%	8%	7%
Social Grade						
ABC1	65%	67%	39%	17%	31%	26%
C2DE	54%	50%	26%	15%	15%	8%
Trendsetters	76%	73%	55%	31%	35%	28%
Trend Followers	29%	30%	10%	5%	10%	5%

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Frequency of Social Media usage - Amongst users

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

Legend:
- Several Times Per Day
- Once Per Day
- A Few Times Per Week
- Once Per Week
- Less Often

WhatsApp: 65%, 16%, 11%, 5%, 1%

Snapchat: 63%, 15%, 5%, 6%, 7%

Facebook: 58%, 20%, 12%, 4%, 2%

Instagram: 54%, 21%, 12%, 8%, 1%

Twitter: 43%, 19%, 15%, 10%, 3%

LinkedIn: 14%, 17%, 10%, 30%, 8%
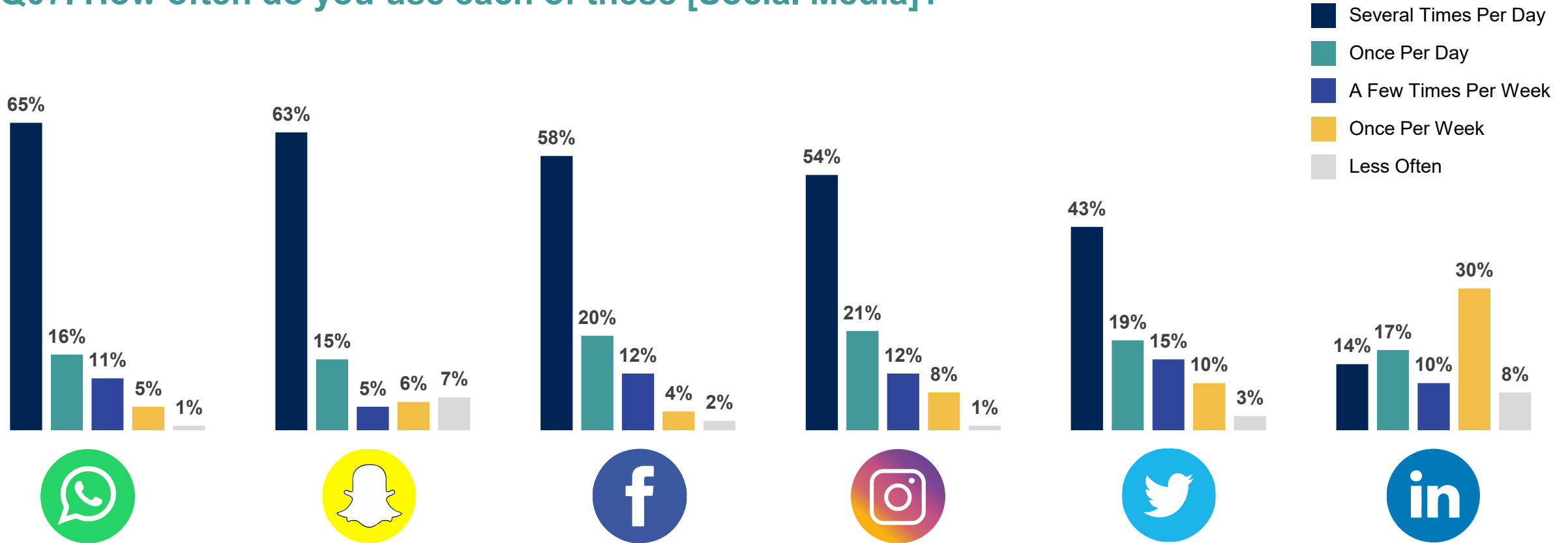
Base: Social Media Users: Facebook n=583, Twitter n=210, Instagram n=300, WhatsApp n=558, Snapchat n=155, LinkedIn n=164
Source: Ipsos MORI

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Frequency of Social Media usage – Several Times Per Day Amongst users

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

	Facebook	WhatsApp	Instagram	Snapchat	Twitter	LinkedIn
Total	58%	65%	54%	63%	43%	14%
Gender						
Male	54%	63%	49%	68%	43%	15%
Female	61%	68%	59%	59%	43%	13%
Age						
15-34	69%	74%	62%	69%	50%	21%
35-54	54%	69%	43%	39%	38%	10%
55+	45%	45%	37%	20%	30%	8%
Social Grade						
ABC1	53%	67%	57%	67%	43%	13%
C2DE	64%	63%	51%	58%	44%	18%
Trendsetter	63%	66%	62%	73%	38%	8%
Trend Follower	47%	56%	67%	37%	24%	0%

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Devices used to watch video content

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

	Smartphone	Tablet	Laptop/Desktop Computer	Smart TV	Games Console
Watching Any Content (NET)	59%	32%	39%	54%	8%
Watching on demand TV services	22%	15%	19%	45%	5%
Watching video content through a subscription service	26%	15%	20%	41%	6%
Watching videos or clips on video sharing platforms	56%	26%	32%	17%	4%
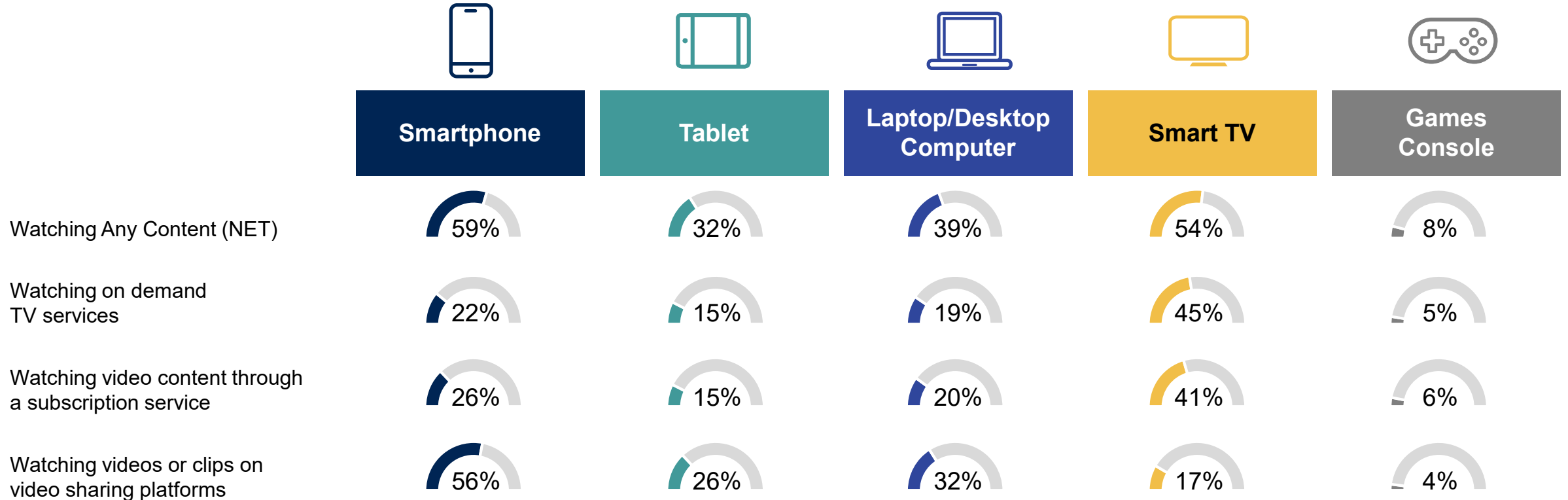
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Devices used to listen to music content

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

	Smartphone	Tablet	Laptop/Desktop Computer	Smart TV	Voice Activated Speaker
Listening to any content (NET)	55%	16%	22%	9%	11%
Music from free services	31%	8%	11%	5%	7%
Music from subscription services	43%	10%	13%	5%	7%
Listening to podcasts	35%	7%	9%	-	2%
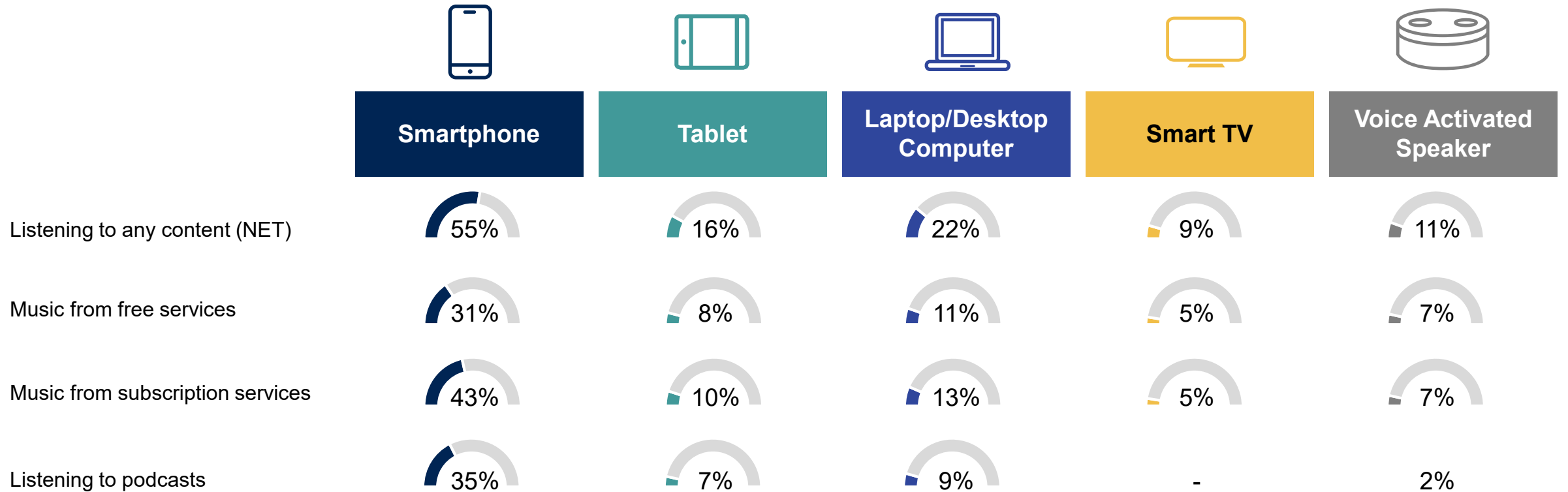
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Devices used for entertainment activities

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

	Smartphone	Tablet	Laptop/Desktop Computer	Smart TV	Games Console
Browsing websites for general news / entertainment / personal interests	70%	32%	43%	7%	2%
Visiting social media	64%	22%	23%	2%	1%
Instant messaging	75%	10%	11%	-	-
Playing video games online or offline	18%	7%	12%	-	17%
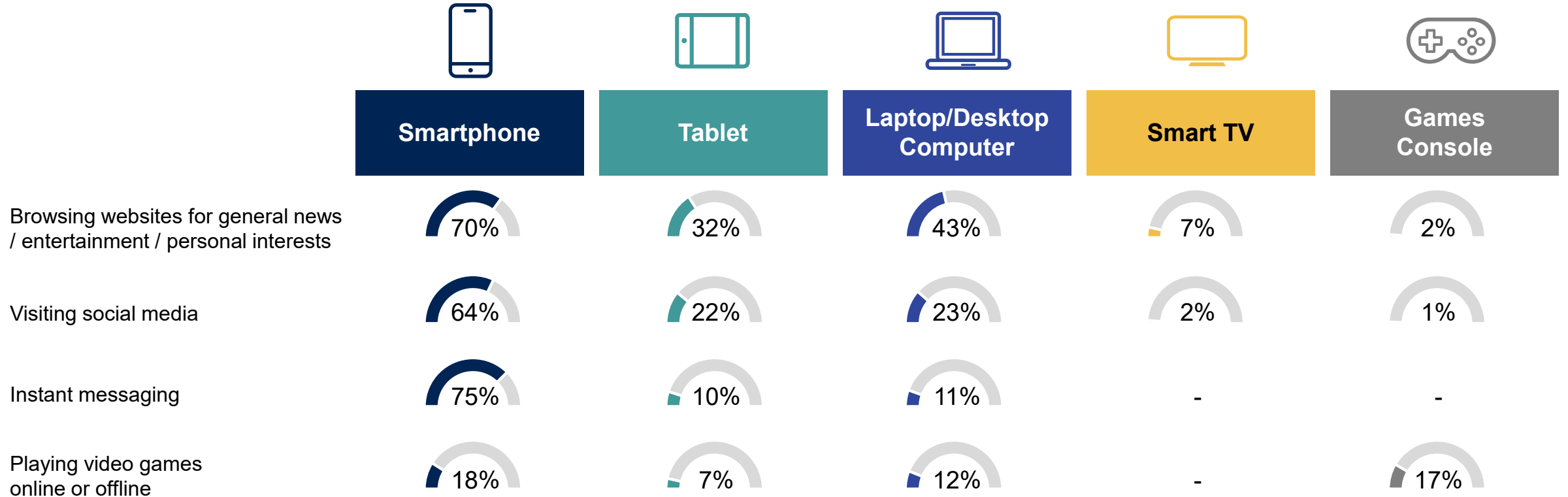
Base: 1,004 GB adults aged 15+: Q1 2020
Source: Ipsos MORI

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Devices used for functional activities

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

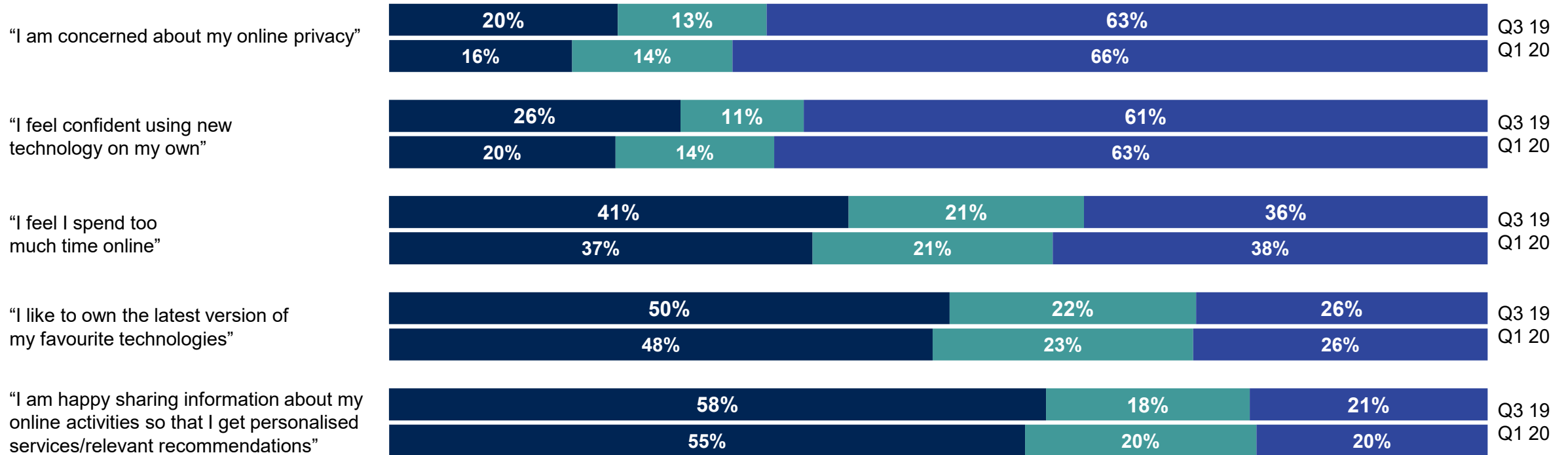|	Smartphone	Tablet	Laptop/Desktop Computer
Shopping for groceries, goods or services	34%	17%	28%
Online banking	58%	14%	31%
Sending or receiving emails	72%	28%	50%
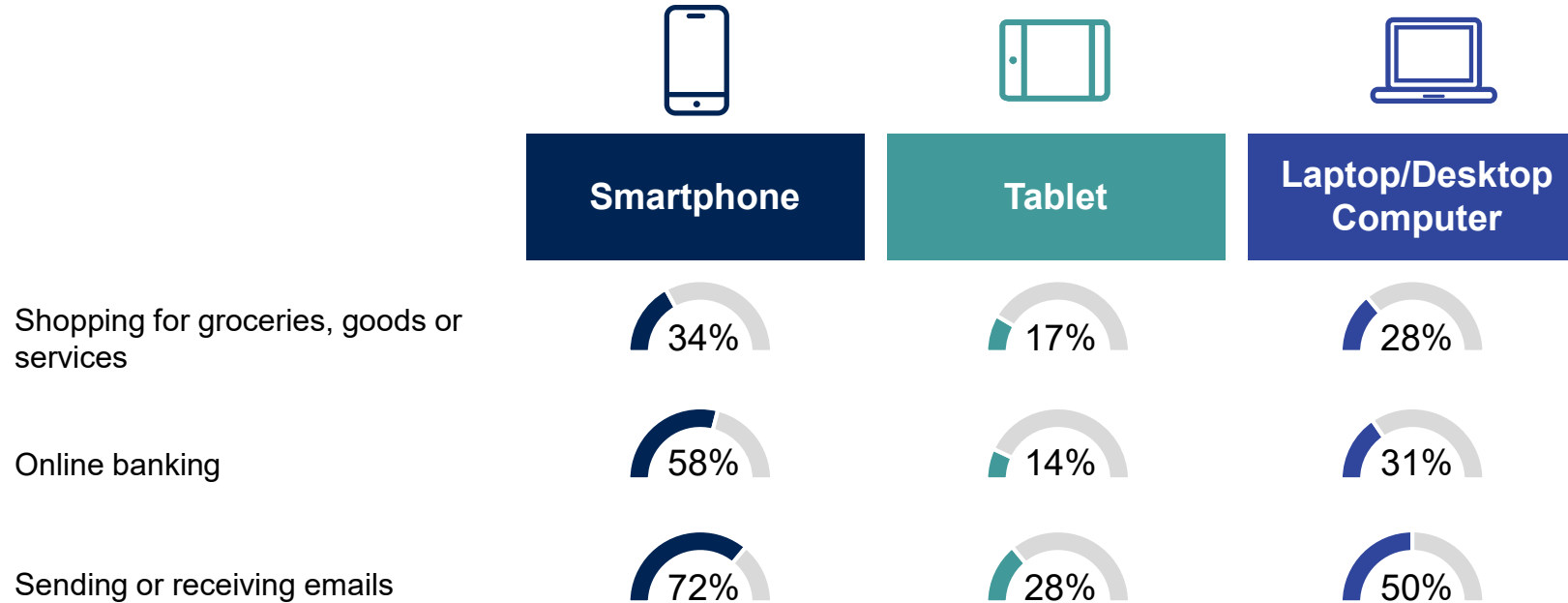
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Attitudes Towards Technology

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Opinions of Technology use

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

"I am concerned about my online privacy"
- Q3 19: Disagree 20% | Neither 13% | Agree 63%
- Q1 20: Disagree 16% | Neither 14% | Agree 66%

"I feel confident using new technology on my own"
- Q3 19: Disagree 26% | Neither 11% | Agree 61%
- Q1 20: Disagree 20% | Neither 14% | Agree 63%

"I feel I spend too much time online"
- Q3 19: Disagree 41% | Neither 21% | Agree 36%
- Q1 20: Disagree 37% | Neither 21% | Agree 38%

"I like to own the latest version of my favourite technologies"
- Q3 19: Disagree 50% | Neither 22% | Agree 26%
- Q1 20: Disagree 48% | Neither 23% | Agree 26%

"I am happy sharing information about my online activities so that I get personalised services/relevant recommendations"
- Q3 19: Disagree 58% | Neither 18% | Agree 21%
- Q1 20: Disagree 55% | Neither 20% | Agree 20%

Legend: ■ Disagree ■ Neither Agree nor Disagree ■ Agree

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Tech Trendsetters & Trend Followers

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

22%

Tech Trendsetters

Tech Trendsetter group formed by people who <u>agreed</u> on the statements:

63% "I feel confident using new technology on my own"

&

26% "I like to own the latest version of my favourite technologies"

20%

Tech Trend Followers

Trend Followers group formed by people who <u>disagreed</u> on the statements:

20% "I feel confident using new technology on my own"

&

48% "I like to own the latest version of my favourite technologies"
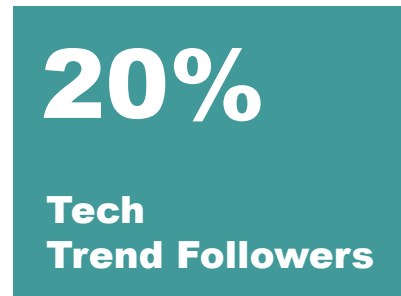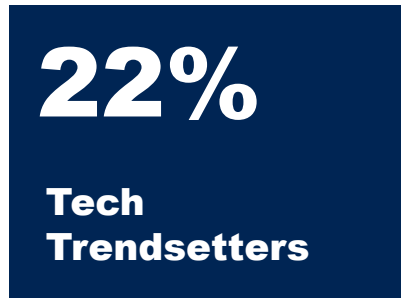
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Opinion of Technology Statements
(NET Agree)

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

	I feel confident using new technology on my own	I like to own the latest version of my favourite technologies	I am happy sharing information about my online activities so that I get personalised services/relevant recommendations	I am concerned about my online privacy	I feel I spend too much time online
Total	63%	26%	20%	66%	38%
Gender					
Male	69%	31%	19%	66%	39%
Female	57%	21%	21%	66%	37%
Age					
15-34	84%	46%	33%	62%	58%
35-54	69%	25%	21%	70%	45%
55+	39%	11%	10%	66%	15%
Social Grade					
ABC1	67%	26%	21%	70%	43%
C2DE	57%	26%	20%	61%	32%
Trendsetters	100%	100%	44%	74%	61%
Trend Followers	0%	0%	7%	60%	13%

Base: 1,004 GB adults aged 15+: Q1 2020 | Gender: Male: 517, Female: 486 | Age: 15-34: 268, 35-54: 290, 55+: 446
Social Grade: ABC1 n=605, C2DE n=399 | Trendsetter: 221, Trend Follower: 201
Source: Ipsos MORI

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Who Are The Tech Trendsetters and Trend Followers?

Q01. Which, if any, of the following do you personally own or have access to?

Devices Owned	Trendsetters	Trend Followers
Standard Mobile Phone	6%	18%
Smartphone	90%	57%
TV (not 4K or smart)	18%	30%
4K or Smart TV	43%	22%
Tablet	54%	45%
eBook reader	21%	16%
Desktop Computer	32%	18%
Laptop Computer	73%	55%
Fitness Tracker	20%	8%
Smart Watch	22%	4%
Voice Activated Speaker	25%	5%
Smart Meter (Gas/Electric/Water)	29%	18%
Smart Home Appliance	12%	4%
Any Games Console	43%	10%

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

Devices Used For Activity	Trendsetters	Trend Followers
Watching on demand TV services	77%	47%
Watching video content through a subscription service	85%	39%
Watching videos or clips on video sharing platforms	92%	46%
Browsing websites for general news / entertainment / personal interests	99%	66%
Visiting social media	92%	37%
Instant messaging	94%	50%
Music from free services	55%	19%
Music from subscription services	75%	18%
Listening to podcasts	58%	15%
Playing video games online or offline	65%	13%
Shopping for groceries, goods or services	64%	39%
Online banking	89%	45%
Sending or receiving emails	98%	70%
Watching any content (NET)	97%	62%
Listening to any content (NET)	85%	34%

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Trend Followers are those who lack confidence using technology and of lag behind in the adoption of new tech trends.

Base: 1,004 GB adults aged 15+ Q1 2020
Tech Trendsetters: 221, Trend followers: 201
Source: Ipsos MORI

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Please contact us if you would like further data

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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 between 7th – 16th Feb 2020.

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.

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. available exclusively to you.

Ipsos MORI

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