

# NEMS market research

22 Manor Way, Belasis Hall Technology Park, Billingham, TS23 4HN

Telephone 01642 373355 | Website [www.nemsmr.co.uk](http://www.nemsmr.co.uk) | Twitter [www.twitter.com/nemsmr](https://www.twitter.com/nemsmr)

## Measuring and Understanding Public Opinion:

### Internet Access

November 2015

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This public opinion data has been collected and analysed by NEMS from a survey of representative sample of UK adults.

This has been conducted through **NEMS Market Research's Telephone Omnibus**, a national survey of 1000 adults conducted every week with questions from £250.

More details of our Omnibus service can be found at:

<http://www.nemsmr.co.uk/omnibus/default.aspx>

You are free to use this data, providing you acknowledge/reference the source as "NEMS Market Research, November 2015".

If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.

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## Internet Access

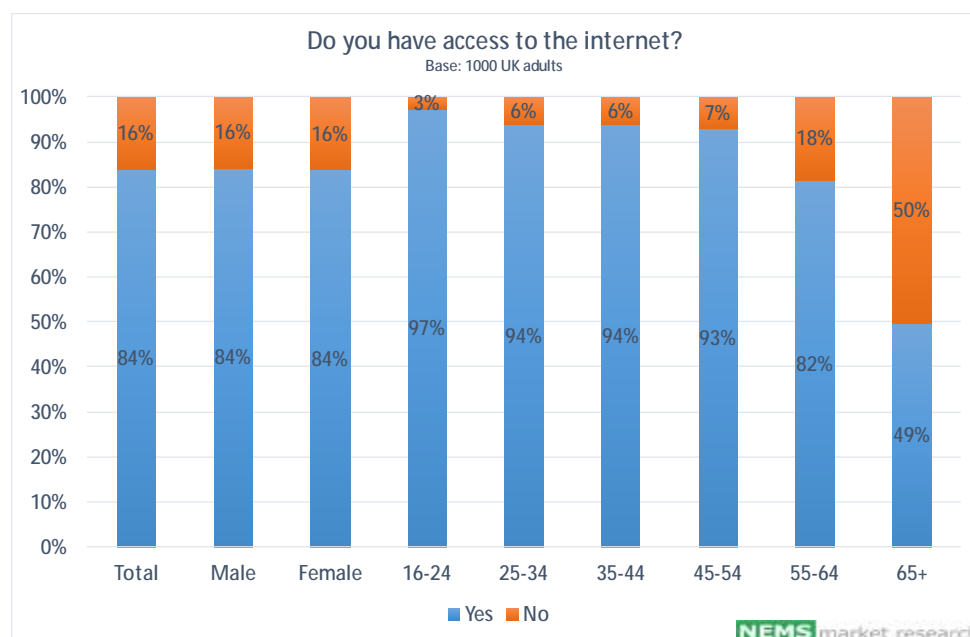
### *Do you have access to the internet?*

As of August 2015, 84% of the country's population have access to the internet with no geographical differences across the country or between men and women.

Among the different age groups there are noticeable differences with 97% of 16-24 year olds having access to the internet, a figure which gradually reduces with age to 82% among 55-64 year olds. However, internet access suddenly falls off a cliff among the oldest cohort in society with less than half (49%) of those aged 65+ being online.

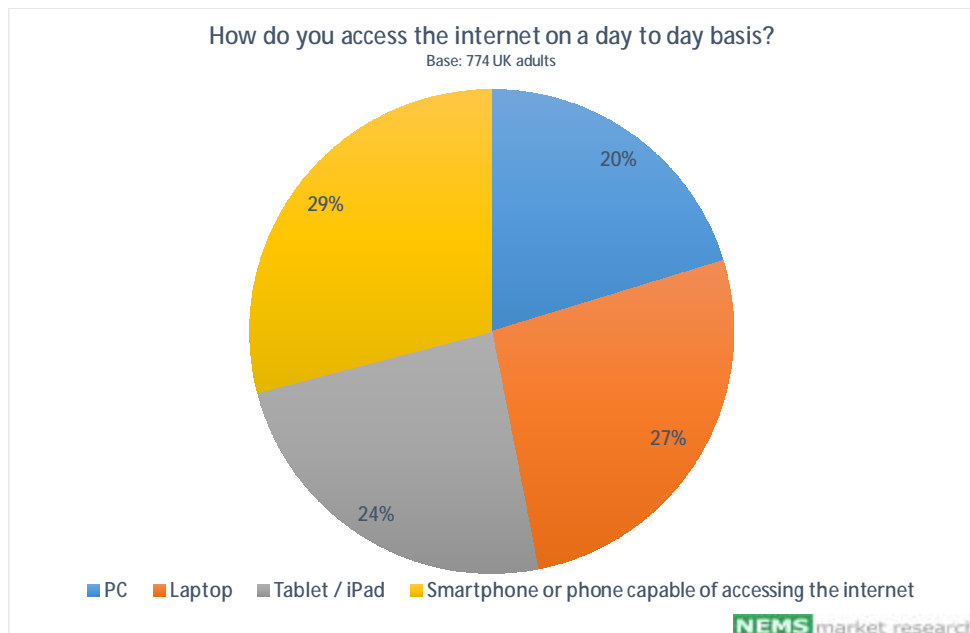
This has implications not only in being able to access information but also restricts other aspects of modern life such as price comparison / price checking, online shopping, online savings products and other products or services which offer preferential rates or terms for online customers.

Finally, it can be argued that lack of internet access could contribute to loneliness, i.e. an inability to communicate with friends / family online either directly through email or Skype but also through social media.

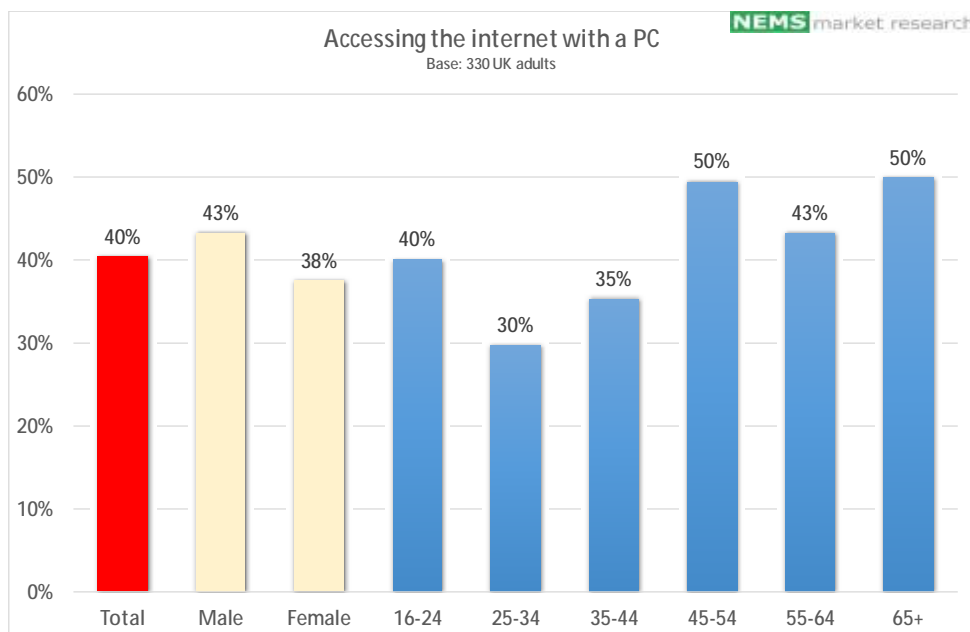


## How do you access the internet on a day to day basis?

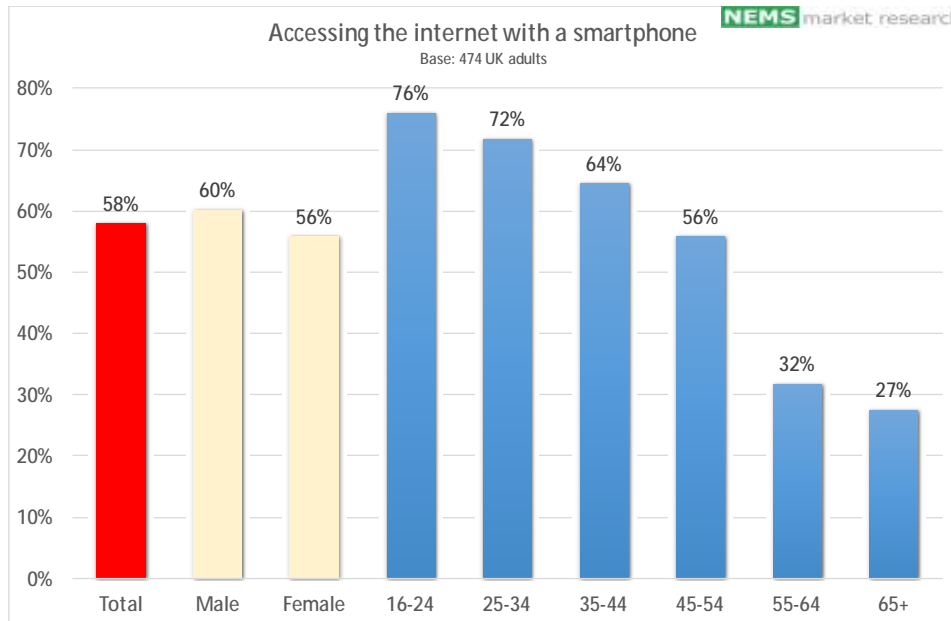
Mobile computing has eclipsed traditional computing for accessing the internet with only 40% of the online population connecting to the internet via a PC.



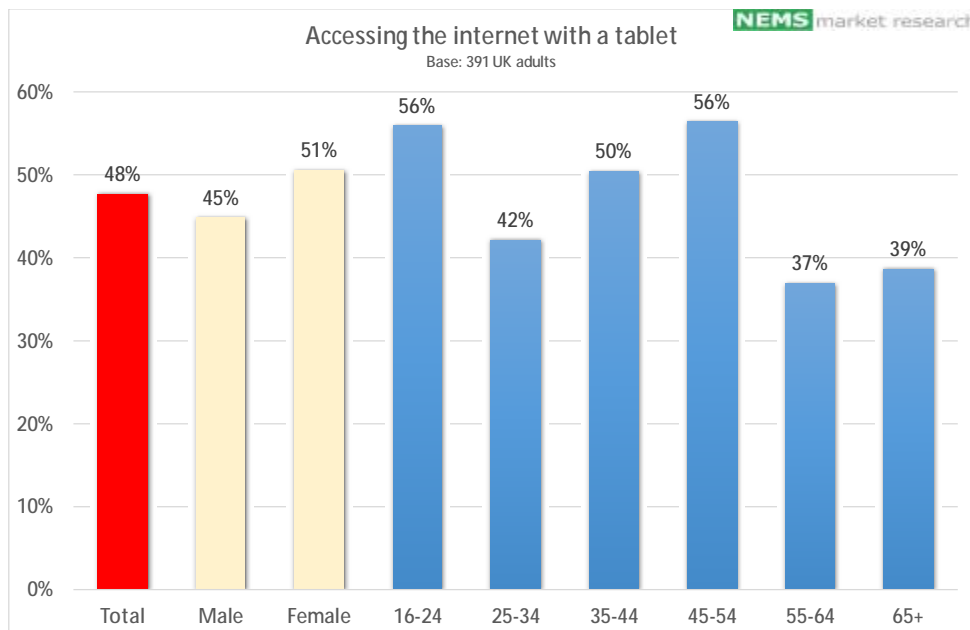
PCs are the preferred choice for accessing the internet among those aged 65+ but among all other age groups, different technologies for going online are more popular.



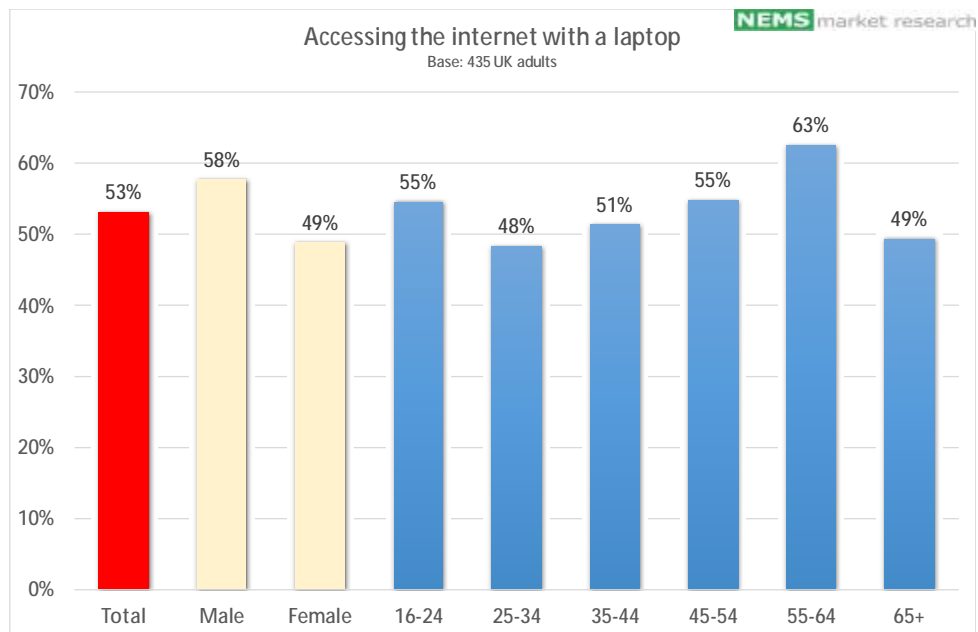
Smartphones are the device of choice to access the internet for nearly 6 out of 10 people. This is especially the case among the younger age groups, for example three quarters of 16-24 year olds access the web via a smartphone whereas just 27% of those aged 65+ use a smartphone.



Tablets are used by 48% of the online population but these have more universal appeal and don't show the same usage differences between the age group compared to smartphones. However, the two oldest age groups use tablets the least. Tablet computing is more popular among women compared to men.



Laptops are still used by more than half (53%) of the online population, being most popular among men and those aged 55-64.



## Conclusions

Although it seems everyone is on the internet and everyone is doing things on the internet, hidden are an offline, silent yet sizeable proportion of the population. Namely the elderly or more accurately those aged over 65.

Today 18% of population are aged 65+ and more than half of these are not able to access to the internet; imagine no social media, no apps, no online shopping, no special online tariffs, no email, no catch-up TV. They are removed from an aspect of society that most now take for granted.

What is unknown is what will happen in the future when by 2034 it is forecast that nearly a quarter of the population will be aged 65+<sup>1</sup>. Will tomorrow's pensioners still be connected to the internet or does something need to be done to keep them online.

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<sup>1</sup> ONS: Population Ageing in the United Kingdom, March 2012

Weighted:

## Internet Access

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
<b>INT Do you have access to the internet ?</b>																		
Yes	83.9%	818	84.1%	399	83.7%	418	97.4%	144	93.8%	160	93.8%	168	92.8%	147	81.6%	104	49.4%	94
No	16.0%	156	15.7%	74	16.3%	81	2.6%	4	6.2%	11	6.2%	11	7.2%	11	18.4%	24	50.0%	95
(Don't know)	0.1%	1	0.2%	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
<b>INT2 How do you access the internet on a day-to-day basis? [MR/PR]</b>																		
<i>Those with internet access at INT</i>																		
PC	40.4%	330	43.3%	173	37.5%	157	40.2%	58	29.8%	48	35.4%	59	49.5%	73	43.3%	45	50.0%	47
Laptop	53.1%	435	57.7%	231	48.8%	204	54.6%	78	48.3%	77	51.3%	86	54.8%	81	62.6%	65	49.3%	46
Tablet / iPad	47.8%	391	44.9%	179	50.6%	212	56.0%	80	42.1%	68	50.4%	85	56.4%	83	37.0%	38	38.7%	36
Smartphone or phone capable of accessing the internet	57.9%	474	60.1%	240	55.8%	233	76.0%	109	71.8%	115	64.4%	108	55.7%	82	31.7%	33	27.5%	26
Other	0.3%	3	0.4%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.4%	0
Weighted base:		818		399		418		144		160		168		147		104		94
Sample:		774		374		400		54		65		150		231		118		156
<b>SEX Sex of respondent</b>																		
Male	48.7%	475	100.0%	475	0.0%	0	51.2%	75	49.7%	85	50.1%	90	50.2%	80	49.8%	64	42.6%	81
Female	51.3%	500	0.0%	0	100.0%	500	48.8%	72	50.3%	86	49.9%	90	49.8%	79	50.2%	64	57.4%	110
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
<b>AGE To ensure we get a representative sample, could I ask how old you are ?</b>																		
16 to 24	15.1%	147	15.9%	75	14.4%	72	100.0%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25 to 34	17.5%	171	17.9%	85	17.2%	86	0.0%	0	100.0%	171	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35 to 44	18.4%	179	18.9%	90	17.9%	90	0.0%	0	0.0%	0	100.0%	179	0.0%	0	0.0%	0	0.0%	0
45 to 54	16.3%	159	16.8%	80	15.8%	79	0.0%	0	0.0%	0	0.0%	0	100.0%	159	0.0%	0	0.0%	0
55 to 64	13.1%	128	13.4%	64	12.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	128	0.0%	0
65 +	19.6%	191	17.1%	81	21.9%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	191
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
<b>SEG Socio-economic group</b>																		
A	3.0%	29	4.5%	22	1.5%	8	6.7%	10	0.0%	0	3.2%	6	4.0%	6	2.3%	3	2.2%	4
B	13.9%	135	15.5%	73	12.4%	62	13.1%	19	15.9%	27	17.4%	31	14.0%	22	11.1%	14	11.0%	21
C1	29.9%	292	26.1%	124	33.6%	168	37.1%	55	23.2%	40	33.2%	59	32.2%	51	31.7%	40	24.3%	46
C2	31.4%	306	34.8%	165	28.1%	141	26.0%	38	38.0%	65	34.4%	62	34.8%	55	33.2%	42	22.7%	43
D	11.4%	111	11.6%	55	11.2%	56	15.2%	22	17.5%	30	8.8%	16	11.7%	19	9.8%	13	6.3%	12
E	10.4%	102	7.5%	35	13.2%	66	1.9%	3	5.4%	9	3.1%	5	3.3%	5	11.8%	15	33.5%	64
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
<b>EMP Which of the following best describes your current employment status ? [PR]</b>																		
Working full-time (30+ hours a week)	44.5%	434	55.3%	262	34.4%	172	42.6%	63	69.3%	118	57.2%	103	59.5%	94	35.0%	45	6.0%	11
Part-time	17.8%	174	10.0%	48	25.2%	126	18.1%	27	16.0%	27	30.3%	54	23.5%	37	15.0%	19	4.6%	9
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	11.6%	113	12.6%	60	10.6%	53	36.2%	53	7.5%	13	8.9%	16	9.8%	16	8.8%	11	2.0%	4
Not working (retired / invalid)	25.5%	249	21.8%	103	29.0%	145	1.9%	3	6.0%	10	3.1%	6	6.7%	11	41.3%	53	87.4%	167
(Refused)	0.6%	5	0.3%	1	0.8%	4	1.2%	2	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312

Column %ges.

Weighted:

## Internet Access

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
<b>SHP Main shopper:</b>																		
Yes	74.0%	722	63.0%	299	84.6%	423	25.3%	37	81.1%	139	82.1%	147	81.1%	129	85.7%	109	84.2%	161
No	26.0%	253	37.0%	176	15.4%	77	74.7%	110	18.9%	32	17.9%	32	18.9%	30	14.3%	18	15.8%	30
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>																		
One	24.0%	234	25.5%	121	22.5%	113	7.4%	11	15.7%	27	15.5%	28	23.3%	37	31.6%	40	47.6%	91
Two	48.8%	476	47.5%	225	50.0%	250	30.3%	45	57.8%	99	67.0%	120	40.0%	64	53.3%	68	42.2%	81
Three	17.5%	171	17.1%	81	17.9%	90	38.7%	57	18.2%	31	11.6%	21	20.8%	33	10.5%	13	8.1%	16
Four	7.4%	72	7.6%	36	7.2%	36	17.7%	26	6.3%	11	4.6%	8	12.7%	20	4.0%	5	1.0%	2
Five	0.7%	7	0.8%	4	0.5%	3	0.0%	0	0.0%	0	0.8%	1	2.5%	4	0.7%	1	0.2%	0
Six or more	1.1%	11	1.1%	5	1.1%	5	5.9%	9	0.8%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0
(Refused)	0.5%	5	0.4%	2	0.7%	3	0.0%	0	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.9%	2
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
<b>CHI How many children live in your household, aged 15 years and under ?</b>																		
None	72.9%	710	75.2%	357	70.6%	353	75.9%	112	54.8%	94	42.5%	76	76.4%	121	95.3%	122	97.4%	186
One	11.7%	114	9.7%	46	13.5%	68	14.8%	22	21.6%	37	18.2%	33	11.2%	18	1.7%	2	1.3%	2
Two	10.0%	98	8.9%	42	11.1%	56	6.6%	10	12.7%	22	28.0%	50	8.4%	13	1.6%	2	0.4%	1
Three	4.6%	45	5.3%	25	3.9%	20	2.7%	4	9.7%	17	10.2%	18	3.3%	5	0.6%	1	0.0%	0
Four	0.3%	3	0.5%	2	0.1%	0	0.0%	0	0.0%	0	0.6%	1	0.3%	0	0.9%	1	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.5%	5	0.4%	2	0.7%	3	0.0%	0	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.9%	2
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
<b>HLD Size of household</b>																		
One	21.9%	214	24.6%	117	19.3%	97	7.4%	11	10.0%	17	11.4%	20	21.5%	34	31.6%	40	47.6%	91
Two	31.9%	311	30.9%	147	32.8%	164	19.7%	29	30.2%	52	24.2%	43	26.3%	42	51.7%	66	41.5%	79
Three	20.2%	197	18.8%	89	21.5%	108	35.8%	53	27.5%	47	17.6%	32	22.4%	36	10.4%	13	8.7%	17
Four	16.4%	160	15.4%	73	17.3%	87	24.6%	36	17.8%	30	31.0%	56	21.3%	34	2.1%	3	0.4%	1
Five or more	9.1%	88	9.9%	47	8.2%	41	12.5%	18	13.3%	23	15.2%	27	8.0%	13	4.2%	5	1.0%	2
(Refused)	0.5%	5	0.4%	2	0.7%	3	0.0%	0	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.9%	2
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
<b>IS2 ISBA region</b>																		
Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	8.7%	84	9.7%	46	7.7%	38	10.6%	16	11.1%	19	8.3%	15	7.5%	12	7.5%	10	6.9%	13
North / Borders	6.3%	62	6.7%	32	6.0%	30	8.3%	12	7.1%	12	7.3%	13	6.1%	10	4.3%	5	4.6%	9
Lancashire	12.1%	118	13.8%	65	10.5%	53	8.7%	13	17.0%	29	11.6%	21	13.2%	21	11.9%	15	9.9%	19
Yorkshire	9.9%	97	9.4%	45	10.4%	52	5.3%	8	11.5%	20	11.1%	20	8.3%	13	9.1%	12	13.0%	25
Wales & South West	10.9%	107	10.6%	50	11.3%	56	14.0%	21	15.0%	26	7.6%	14	9.2%	15	10.2%	13	9.9%	19
Midlands	15.3%	149	13.1%	62	17.4%	87	28.4%	42	2.7%	5	14.0%	25	18.9%	30	13.5%	17	15.7%	30
East England	7.3%	71	5.3%	25	9.2%	46	8.8%	13	3.1%	5	6.6%	12	7.9%	12	8.8%	11	9.0%	17
London	19.6%	191	21.6%	102	17.7%	89	9.3%	14	20.8%	36	21.8%	39	20.6%	33	24.8%	32	20.1%	38
Southern	9.9%	97	10.0%	47	9.8%	49	6.6%	10	11.6%	20	11.6%	21	8.2%	13	9.8%	12	10.8%	21
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312