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Measuring and Understanding Public Opinion:

Social Media

February 2016

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>

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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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SOCIAL MEDIA

SPEED READ

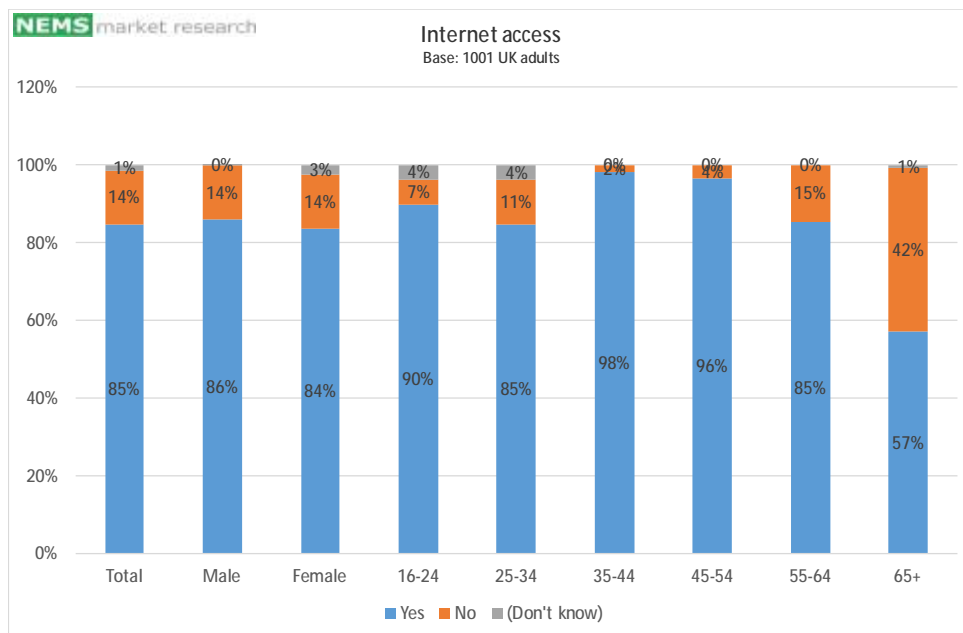
- 85% of adults have access to the internet;
- 52% of all adults use social media at least once a week;
- The three most widely used social media sites are each accessed in excess of 70 times a month;
- Handheld devices, especially smartphones are most commonly used to access social media;
- 25% of social media 'follow' at least one shop;
- Typically, social media users receive 3.4 notifications every day however more than half of these are ignored.

Internet Access

Who has access to the internet

It goes without saying that in order to use social media one needs to have access to the internet!

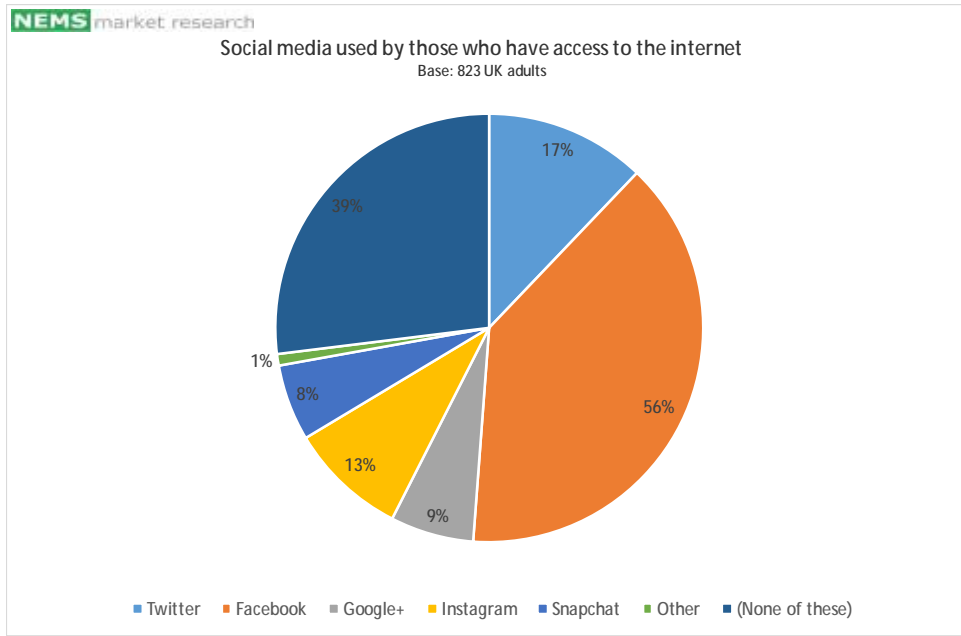
Overall 85% of the population have access to the internet and for some age groups it's effectively universal (35-44 year olds), however as can be seen below there is a significant tranche of the population that isn't online. 42% of those aged 65+ are digitally excluded. Social media, for better or worse, is not part of their lives.



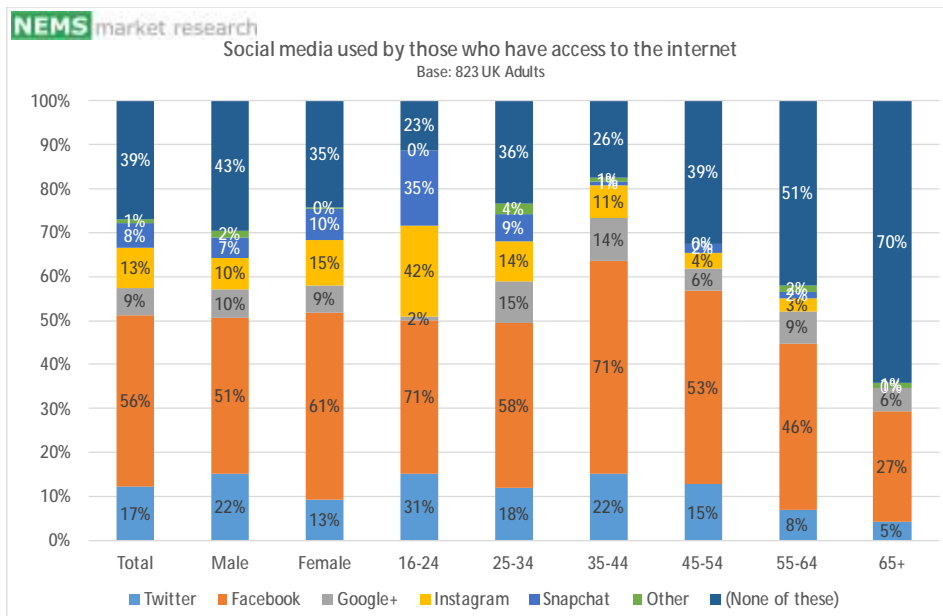
Social Media User Profile

Usage of Social Media

As has been demonstrated above, 85% of the population have access to the internet. Among this sizeable proportion of the population, more than half (61%) regularly use social media, i.e. at least once a week. This equates to 52% of the *total* adult population using social media more than once a week.



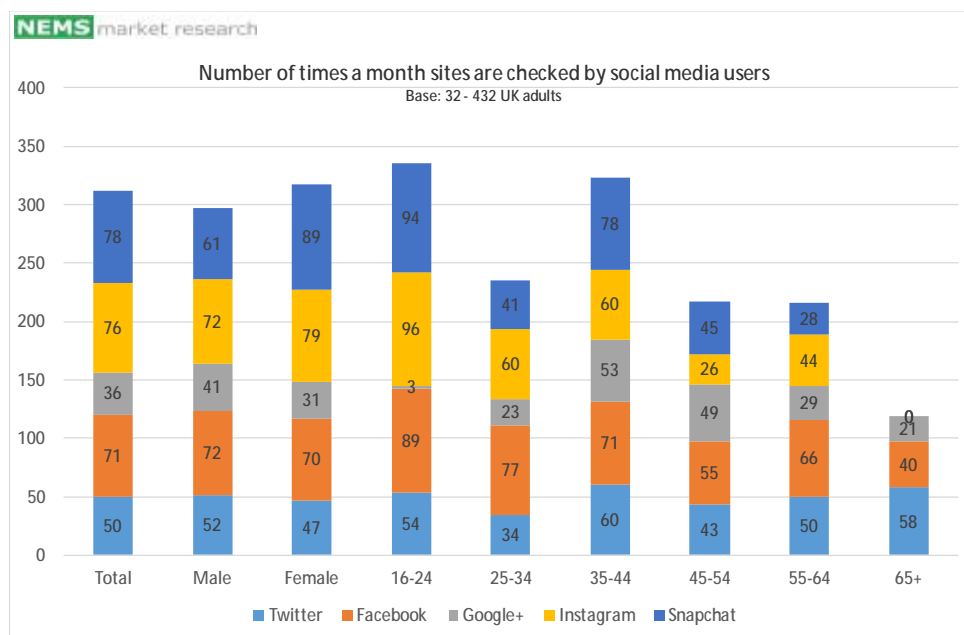
As can be seen from the chart below, social media usage quickly falls away among the older age groups resulting in the usage of anything other than Facebook being effectively niche.



Frequency of using Social Media sites

Social media sites are checked or looked at very frequently. Despite not being the biggest platforms, Snapchat and Instagram are the two that are looked at the most often, typically 78 and 76 times a month on average. This high level of usage is driven by the youngest age groups, i.e. those aged 16-24 who are looking / using these sites in excess of 90 times a month.

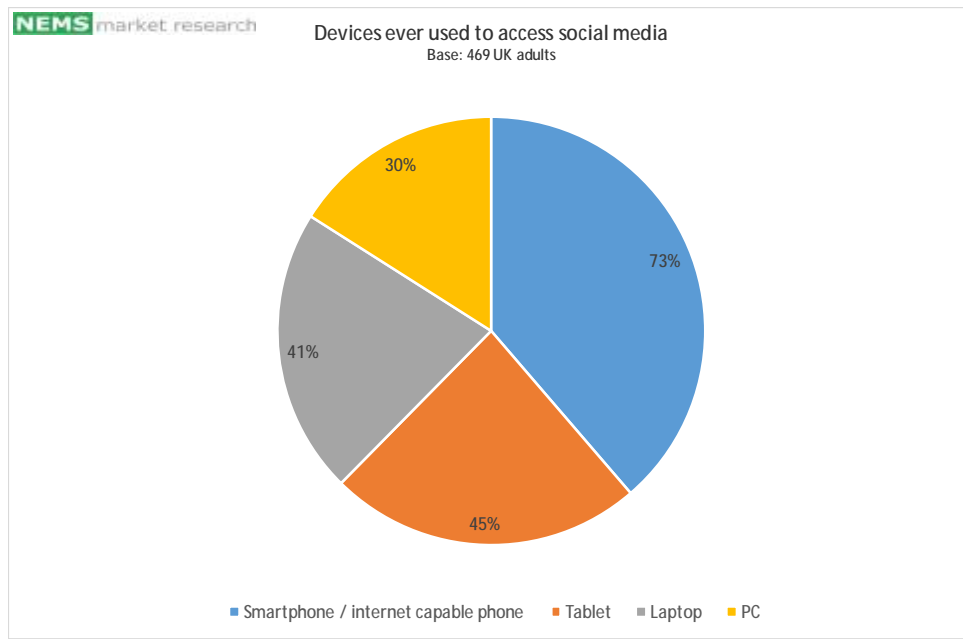
Despite Facebook being the most used site, it comes third in terms of visiting / usage frequency, typically 70 times a month but is looked at the most often among all age groups bar the 16-24 year olds. Twitter is looked at 50 times a month and Google+ a 'mere' 36 times a month.



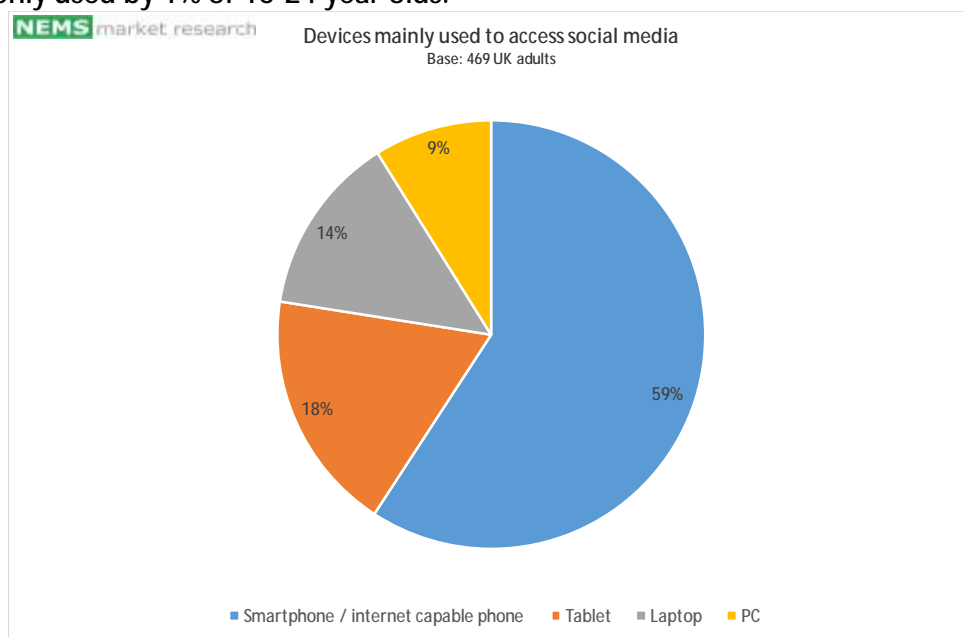
Devices

Devices used to access Social Media

With social media being accessed with such high frequency, users aren't wasting time booting up PCs, in fact it is the least popular device to access social media accounting for just 30% of social media users. Instead Smartphones are the tool of choice for nearly three quarters (73%) of social media users, followed by Tablets (45%) and Laptops (41%).



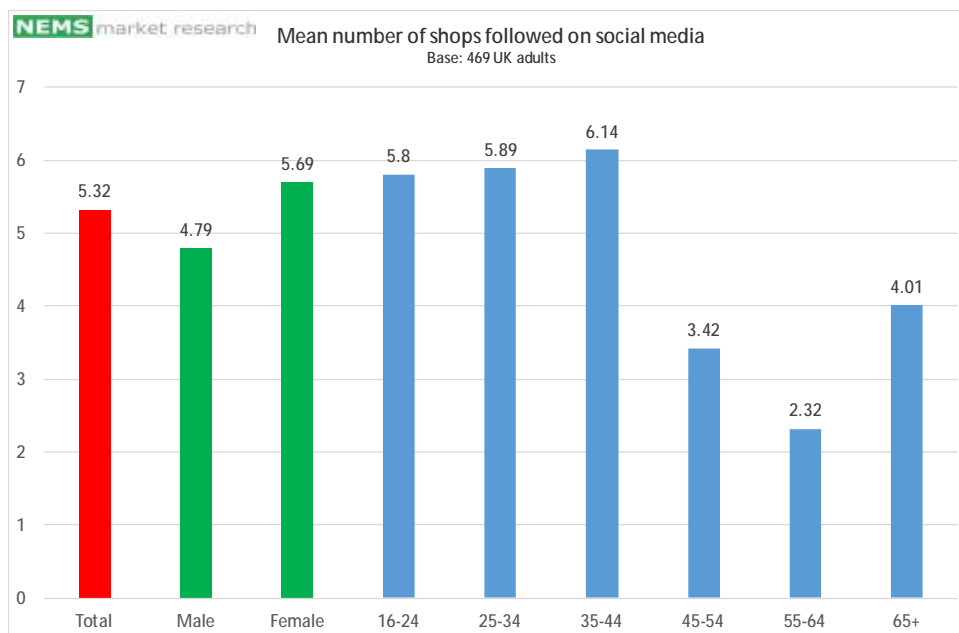
As for the devices that are *mainly* used, Smartphones are the most popular for 59% of social media users and PCs the least used (9%). Great differences between age groups exist with regard to the device mainly used. 82% of 16-24 year olds mainly use a Smartphone to access social media compared to 18% of those aged 65+. PCs are mainly used by 28% of over 65s but are only used by 1% of 16-24 year olds.



Followed

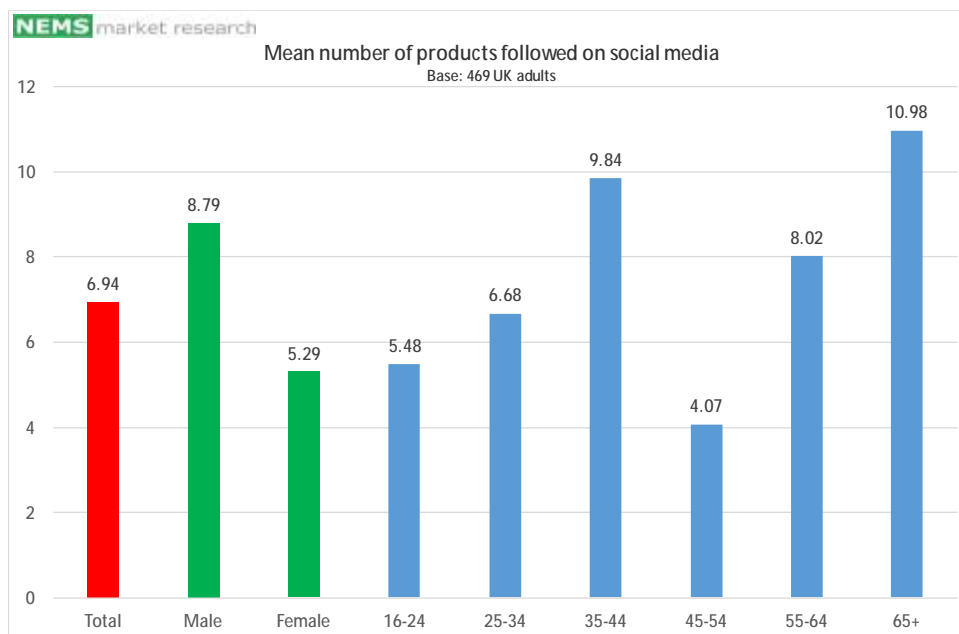
Retailers followed on Social Media

Among social media users, a quarter (25%) follow at least one shop or retailer. In fact, the average among those that do is just over five shops, with women following more shops than men and younger age groups following more than the older age groups.



Products followed on Social Media

Among social media users, 18% follow at least one product. This time among followers, an average of seven products are followed. Men follow noticeably more products than women but the appeal of following products among the younger age groups is lower than with the older cohorts in society.



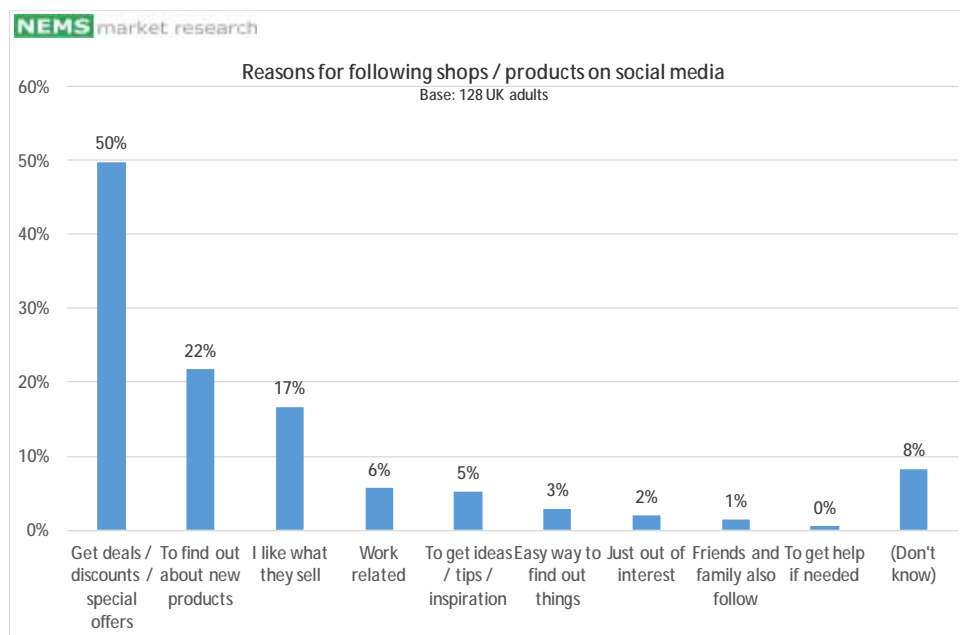
Reasons for following retailers and products on Social Media

As to why people bother following retailers and products on social media, pecuniary reward is admitted by half of followers, i.e. to get deals / discounts / special offers. This is more important for women compared to men and a popular reason for the 16-24 year olds to follow a retailer or product.

More than a fifth of followers (22%) use social media as a means of finding out about new products.

17% of followers do so because they are loyal to the retailer and / or product.

Other reasons for following are all minority / relatively small scale.

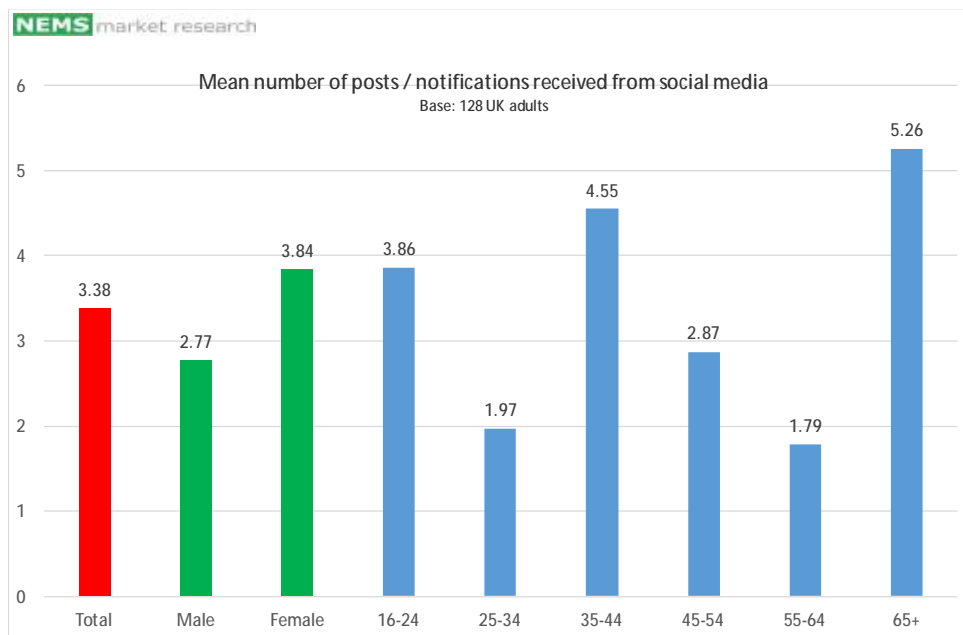


Posts and Notifications

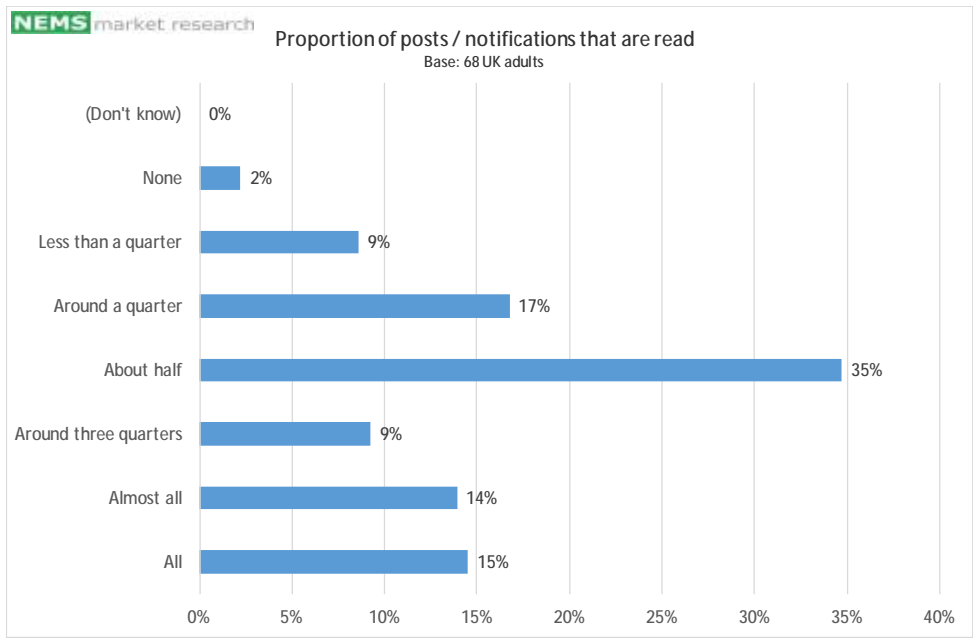
Number of posts / notifications received in a typical day

Shops and products post out on Twitter and Facebook with a range of frequency from the occasional to the very frequent, for example Top Shop typically tweets up to 15 times a day! Multiply this by however many shops / products people follow and the numbers start to become significant.

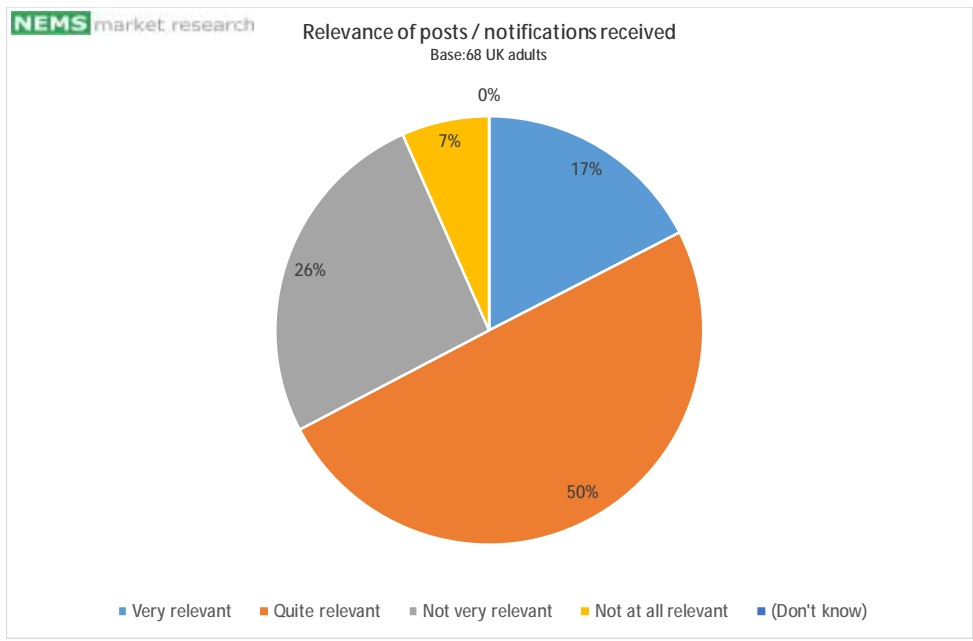
On average, social media users are receiving 3.4 posts or notifications a day, or more than a 1200 a year! This is a lot of time spent looking at posts / notifications irrespective of whether they are read or not.



Perhaps just as amazing is that more than half are actually read (typically 56%), but within this figure, 15% of social media users read all their posts / notifications and 14% read almost all of them. Just 9% read less than a quarter of the posts / notifications and 2% never read any of them.

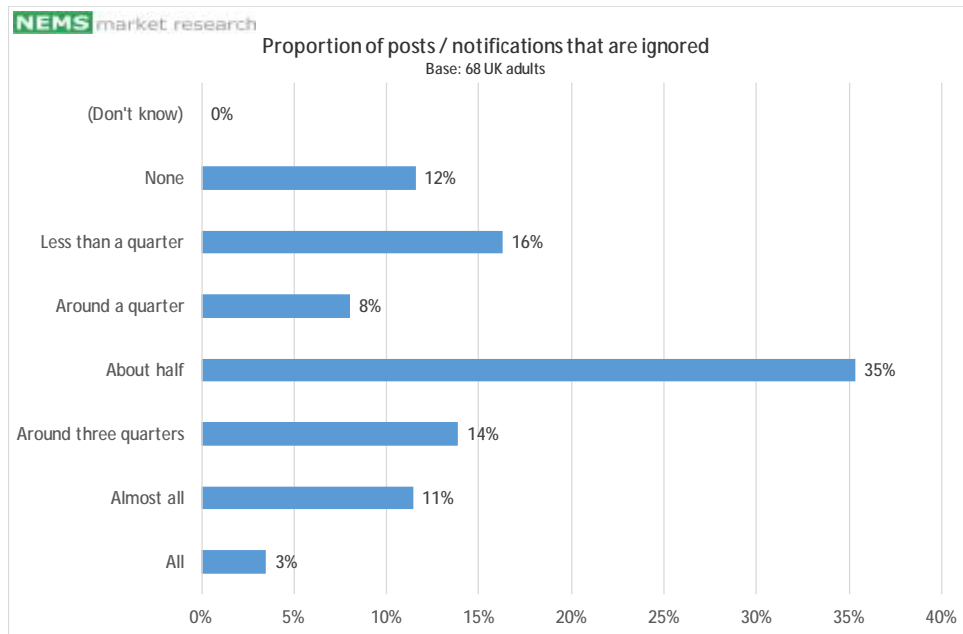


With this level of interaction, two thirds (67%) of the posts / notifications are considered to be quite or very relevant which is just as well considering the amount of time expended reading them all.



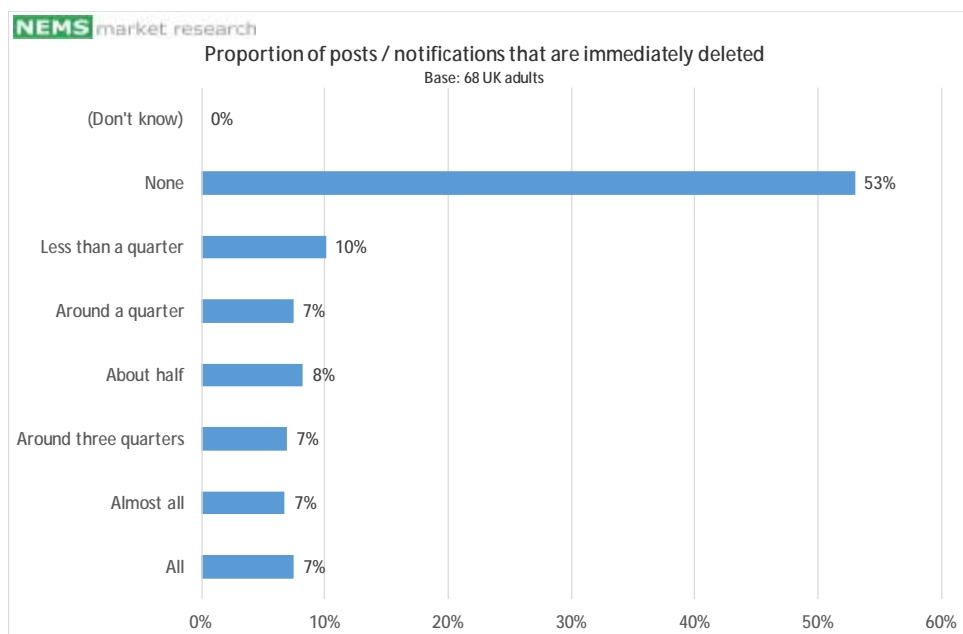
Proportion ignored

Despite the fact that three quarters of posts are deemed to be of relevance, 60% of social media users ignore at least half of the posts they receive. At the other end of the scale, 12% claim not to ignore any of the posts they receive.



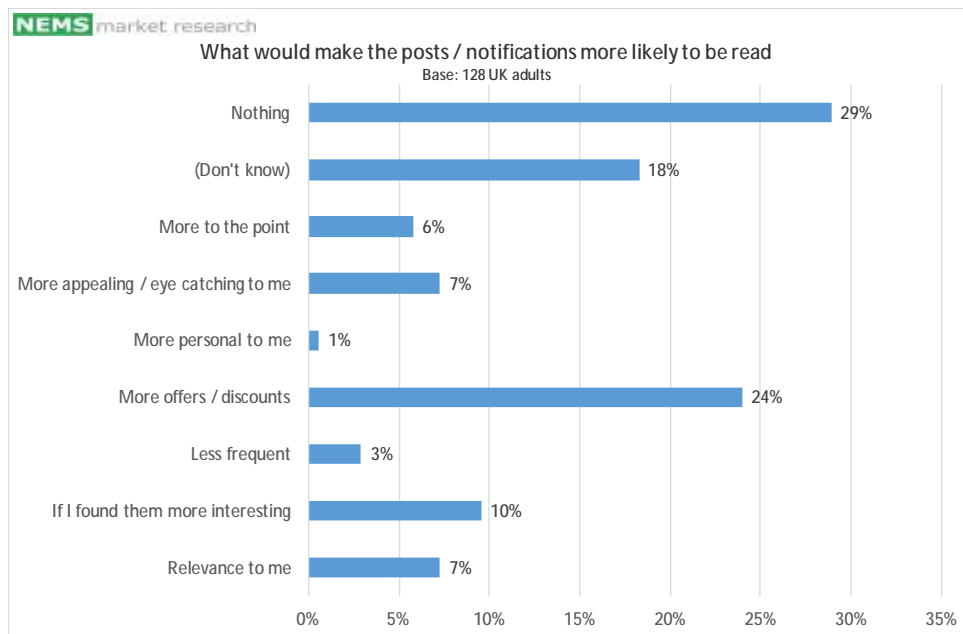
Proportion deleted

More than half of social media users (53%) never immediately delete posts or notifications that they receive. Nevertheless 7% immediately delete all the posts they receive and another 7% delete almost all of them, the same proportion who delete about three quarters of the posts.



How to encourage greater reading of posts / notifications

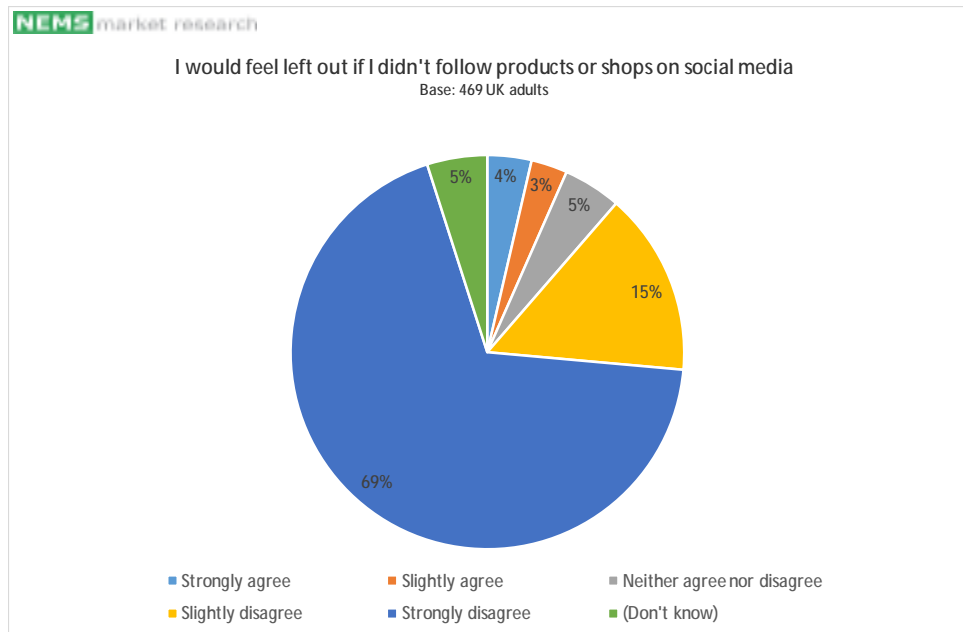
Mirroring why people follow shops or products, if more offers or discounts were included in the content received then a quarter of social media users would be more likely to read what they are sent. Greater interest in the content would influence 10% of the social media users, followed by more relevance (7%). For 29% of social media users there is nothing that would make them more likely to read the posts / notifications.



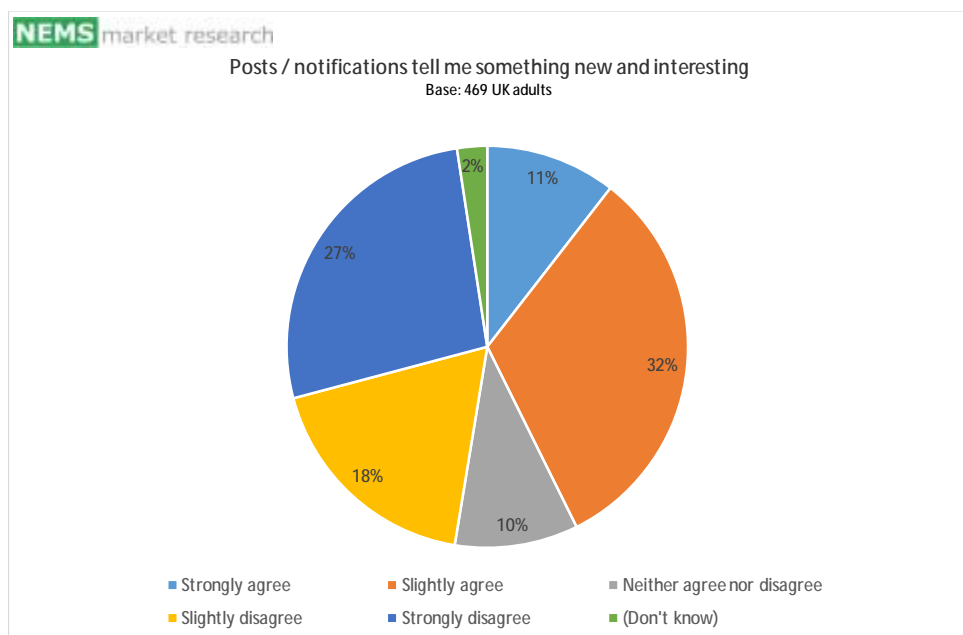
Attitudes

Attitudes towards Social Media

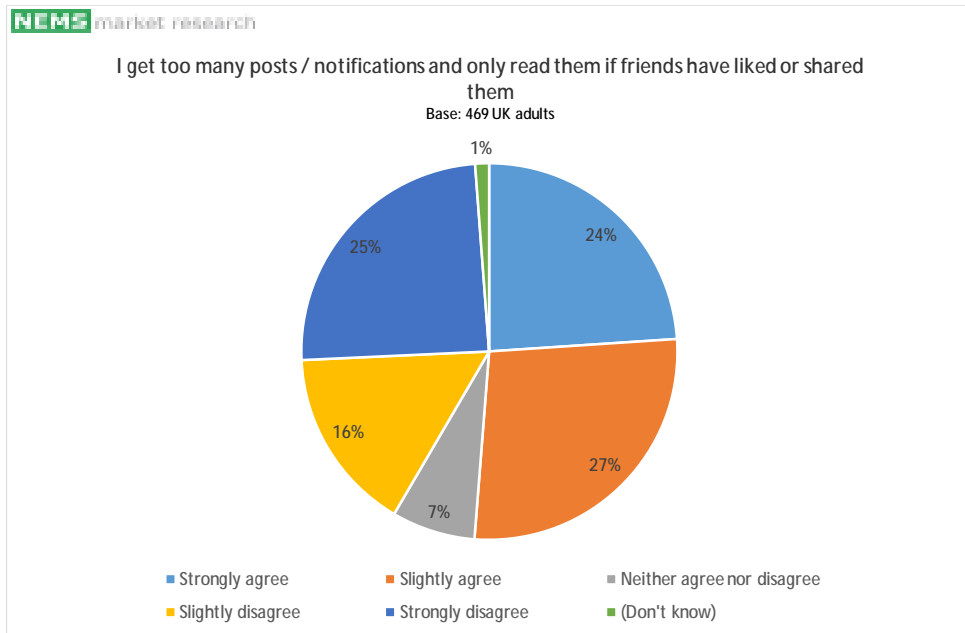
A small proportion of social media users (7%) would feel left out if they didn't follow products or shops on social media, but for the majority this is not a sentiment they associate with themselves.



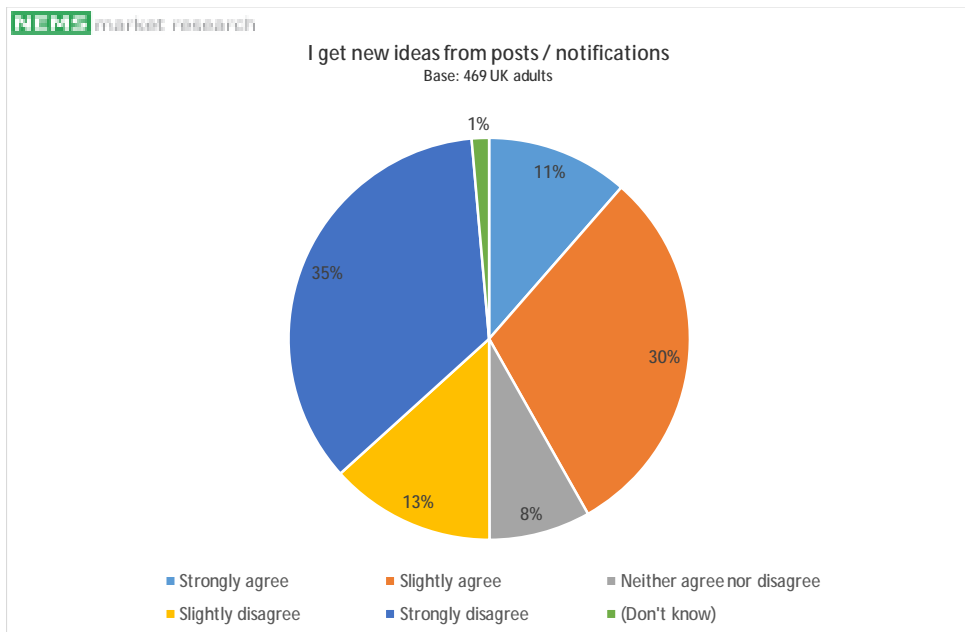
Nearly half of social media users (44%) are of the opinion that posts / notifications tell them something new and interesting.



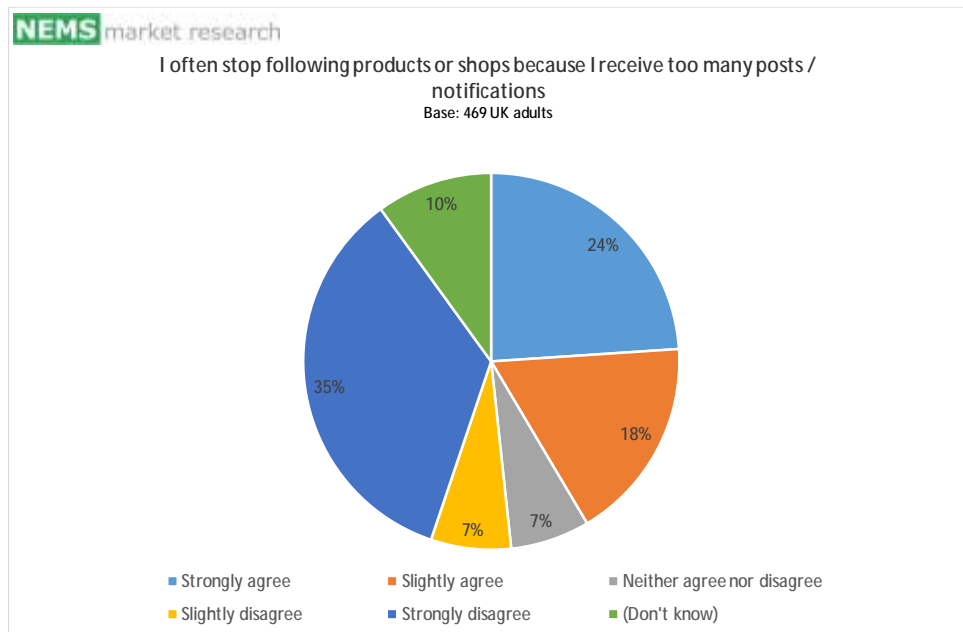
More than half of social media users (51%) say that they get too many posts / notifications and that they only read them if their friends have liked or shared them.



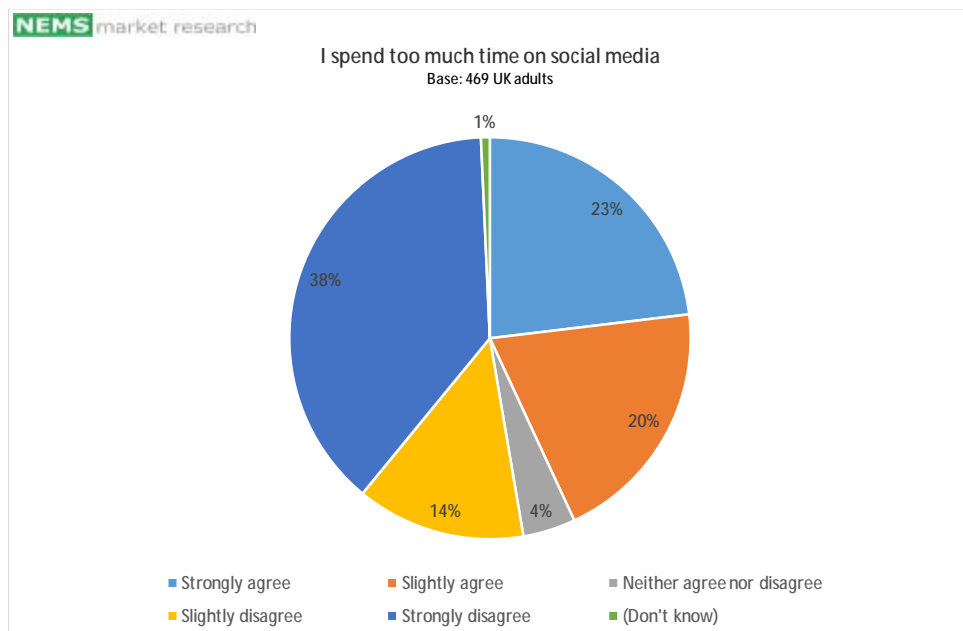
Four out of ten social media users (41%) get new ideas from the posts / notifications they receive.



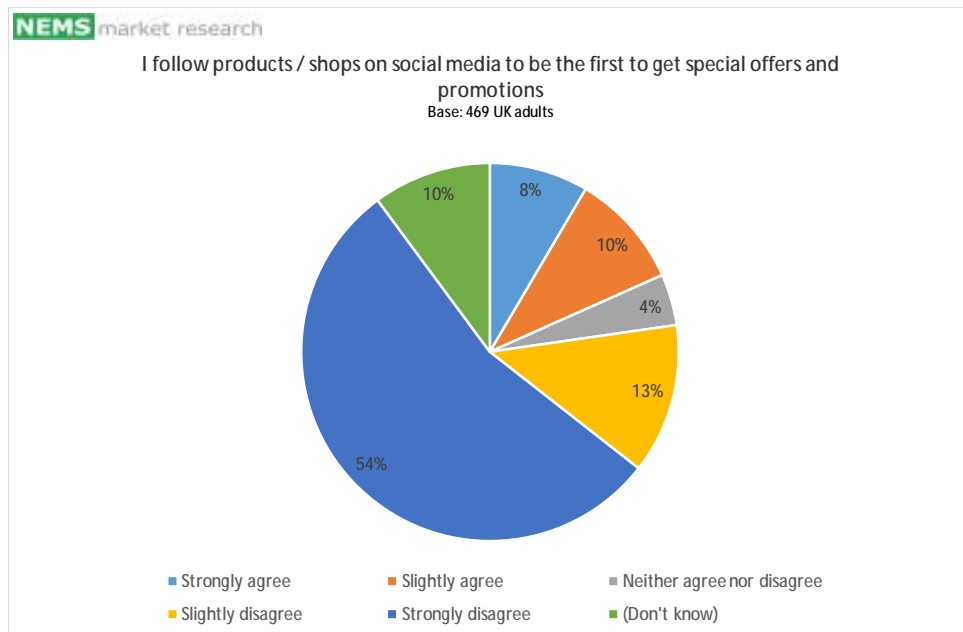
More than four out of ten social media users (42%) often stop following products or shops because they receive too many posts / notifications.



More than four out of ten social media users (43%) think that they spend too much time on social media, with nearly a quarter strongly agreeing with this sentiment.



18% of social media users follow products / shops in order to be the first to get special offers and promotions.



Conclusions

More than half the adult population are social media users, however those aged 65+ are conspicuous by their absence. Four out of ten people in this age group are not even online but even among those that are the majority are not connecting with social media – only 30% of over 65s who have access to the internet are using social media such as Facebook, Twitter, Google+ etc. Even among those aged 55-64, the majority are not using social media.

Those are not using social media probably think that they aren't missing much and who is to argue with this viewpoint. However, among social media users something must appeal because typically they are receiving more than three posts or notifications day, this equates to more than 1200 year. And this is just an average, so there will be large numbers of people receiving significantly more posts and notifications.

Despite such high volumes not many posts or notifications are ignored or deleted implying that users are able to self filter social media that is relevant to them. This is endorsed by the attitude that social media helps provide information which is new and interesting and a source of new ideas.

There are still opportunities for shops and or products to use social media more effectively since just a quarter of social media users follow shops or products. Those that do are hoping to receive deals, discounts or special offers.

Whether this is cause or effect is unknown but older users of social media are most likely to be users of older technology, for example the over 65s most favoured technology is a PC, yet social media is a very mobile technology with more than three quarters mainly using smartphones and tablets to access social media.

The challenge for advertisers is significant. Get it right and you reach an audience which will share your product and service with its peers. However, with the crowded social media environment and immediacy any campaign has to be pertinent, relevant and timely otherwise it will be ignored (i.e. deleted). Whilst much is made of the ease of placing advertising on social media, ensuring it is effective is just as hard as ever; the only difference being that ineffective / poorly targeted advertising generally doesn't incur significant media costs thanks to cost per click. Nevertheless, the creative efforts and costs remain as with any campaign.

Weighted:

Social Media

February 2016

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
INT Do you have access to the internet ?																		
Yes	84.7%	826	85.8%	409	83.6%	418	89.7%	132	84.8%	145	98.1%	176	96.3%	147	85.4%	121	57.1%	105
No	13.9%	136	14.0%	66	13.8%	69	6.6%	10	11.3%	19	1.9%	3	3.7%	6	14.6%	21	42.0%	77
(Don't know)	1.4%	14	0.2%	1	2.6%	13	3.7%	5	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Weighted base:		976		476		500		148		171		179		152		142		183
Sample:		1001		478		523		58		90		150		250		196		257

Q01 Which of the following social media do you use regularly, by that I mean at least once a week ? [MR/PR]

Twitter	14.8%	144	18.7%	89	11.0%	55	27.9%	41	15.3%	26	21.9%	39	14.7%	22	7.0%	10	2.6%	5
Facebook	48.3%	471	43.6%	207	52.8%	264	64.7%	96	51.9%	89	69.7%	125	51.3%	78	38.9%	55	15.4%	28
Google+	7.7%	75	8.2%	39	7.2%	36	1.7%	3	12.4%	21	14.0%	25	6.0%	9	7.5%	11	3.4%	6
Instagram	11.2%	109	8.8%	42	13.4%	67	38.8%	57	12.9%	22	10.6%	19	4.0%	6	3.0%	4	0.0%	0
Snapchat	7.3%	72	5.7%	27	8.9%	45	33.0%	49	8.6%	15	1.5%	3	2.3%	4	1.4%	2	0.0%	0
Other	1.0%	10	1.7%	8	0.4%	2	0.0%	0	3.1%	5	1.0%	2	0.0%	0	1.5%	2	0.6%	1
(None of these)	47.4%	463	50.8%	242	44.2%	221	29.5%	44	42.7%	73	27.2%	49	41.7%	63	57.8%	82	82.7%	152
Weighted base:		976		476		500		148		171		179		152		142		183
Sample:		1001		478		523		58		90		150		250		196		257

Mean score (checks per month):
Q02 On average how often do you check / look at.... [PR]
Those who use social media at least once a week at Q01
Twitter

Five or more times a day	15.4%	22	17.3%	15	12.2%	7	24.5%	10	13.7%	4	10.4%	4	11.9%	3	7.8%	1	18.3%	1
2 – 4 times a day	19.5%	28	18.7%	17	20.6%	11	13.6%	6	0.0%	0	40.4%	16	11.5%	3	27.6%	3	25.5%	1
Once a day	22.3%	32	22.8%	20	21.6%	12	7.1%	3	34.7%	9	19.7%	8	35.3%	8	38.3%	4	13.4%	1
Once every few days	10.1%	15	4.8%	4	18.8%	10	5.6%	2	9.6%	3	9.2%	4	22.1%	5	5.1%	1	13.5%	1
Once a week	25.7%	37	26.7%	24	24.0%	13	32.7%	14	38.4%	10	14.1%	6	19.3%	4	21.2%	2	29.3%	1
Once a fortnight	6.4%	9	9.7%	9	1.1%	1	16.5%	7	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0
Once a month	0.6%	1	0.0%	0	1.7%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once a month	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
Mean:		49.94		51.65		47.15		53.61		34.03		59.91		42.81		49.63		57.66
Weighted base:		144		89		55		41		26		39		22		10		5
Sample:		106		61		45		12		14		31		34		10		5

Facebook

Five or more times a day	23.1%	109	27.2%	56	19.8%	52	37.1%	35	27.3%	24	25.0%	31	9.0%	7	17.6%	10	3.4%	1
2 – 4 times a day	27.2%	128	20.9%	43	32.2%	85	30.3%	29	23.3%	21	24.3%	30	31.3%	25	31.9%	18	20.9%	6
Once a day	31.4%	148	32.6%	68	30.4%	80	13.7%	13	43.3%	38	33.1%	41	34.7%	27	30.1%	17	39.7%	11
Once every few days	11.8%	56	12.8%	26	11.1%	29	9.3%	9	4.7%	4	13.0%	16	15.3%	12	13.0%	7	26.1%	7
Once a week	4.1%	19	5.6%	12	2.8%	8	3.9%	4	0.0%	0	3.0%	4	9.0%	7	5.1%	3	6.8%	2
Once a fortnight	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Once a month	2.3%	11	0.9%	2	3.4%	9	5.8%	6	1.5%	1	1.6%	2	0.0%	0	2.4%	1	3.1%	1
Less often than once a month	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
Mean:		70.44		71.54		69.57		88.59		75.55		71.46		54.73		66.29		40.13
Weighted base:		471		207		264		96		89		125		78		55		28
Sample:		436		177		259		37		48		101		135		76		39

Google+

Five or more times a day	8.1%	6	14.3%	6	1.4%	1	0.0%	0	0.0%	0	17.8%	4	13.6%	1	3.0%	0	0.0%	0
2 – 4 times a day	13.5%	10	9.4%	4	17.9%	6	0.0%	0	13.8%	3	18.1%	5	11.2%	1	10.3%	1	7.9%	0
Once a day	29.7%	22	24.9%	10	34.8%	13	0.0%	0	17.2%	4	29.0%	7	59.1%	5	42.3%	4	22.5%	1
Once every few days	11.2%	8	11.3%	4	11.1%	4	0.0%	0	21.3%	5	3.0%	1	0.0%	0	7.5%	1	36.9%	2
Once a week	30.4%	23	38.7%	15	21.5%	8	72.2%	2	43.3%	9	25.6%	6	8.9%	1	23.5%	2	32.7%	2
Once a fortnight	0.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	6.2%	5	1.4%	1	11.3%	4	27.8%	1	4.4%	1	3.7%	1	7.4%	1	13.4%	1	0.0%	0
Less often than once a month	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
Mean:		36.11		40.56		31.32		3.17		22.54		53.33		48.51		28.69		20.67
Weighted base:		75		39		36		3		21		25		9		11		6
Sample:		68		33		35		2		10		21		13		14		8

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+
Instagram									
Five or more times a day	27.1%	29 29.5%	12 25.6%	17 38.8%	22 10.4%	2 25.9%	5 0.0%	0 0.0%	0 0.0%
2 – 4 times a day	31.0%	34 21.2%	9 37.2%	25 36.1%	21 37.3%	8 14.9%	3 11.4%	1 30.5%	1 0.0%
Once a day	16.6%	18 19.3%	8 14.9%	10 16.7%	10 9.0%	2 14.0%	3 34.3%	2 40.5%	2 0.0%
Once every few days	11.8%	13 14.7%	6 10.0%	7 0.0%	0 29.3%	6 17.6%	3 29.6%	2 29.0%	1 0.0%
Once a week	9.9%	11 15.2%	6 6.5%	4 8.4%	5 14.1%	3 6.9%	1 24.7%	2 0.0%	0 0.0%
Once a fortnight	2.5%	3 0.0%	0 4.0%	3 0.0%	0 0.0%	0 14.1%	3 0.0%	0 0.0%	0 0.0%
Once a month	1.2%	1 0.0%	0 1.9%	1 0.0%	0 0.0%	0 6.7%	1 0.0%	0 0.0%	0 0.0%
Less often than once a month	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%
Mean:	75.74	72.00	78.10	96.03	56.78	59.71	25.96	43.97	0.00
Weighted base:	109	42	67	57	22	19	6	4	0
Sample:	59	20	39	18	13	16	7	5	0

Snapchat									
Five or more times a day	25.7%	18 23.1%	6 27.3%	12 30.4%	15 15.5%	2 40.4%	1 7.3%	0 0.0%	0 0.0%
2 – 4 times a day	33.1%	24 14.2%	4 44.6%	20 45.0%	22 0.0%	0 19.2%	1 36.2%	1 0.0%	0 0.0%
Once a day	24.7%	18 34.1%	9 19.1%	8 24.6%	12 27.4%	4 0.0%	0 0.0%	0 84.2%	2 0.0%
Once every few days	8.1%	6 21.4%	6 0.0%	0 0.0%	0 37.2%	5 0.0%	0 0.0%	0 15.8%	0 0.0%
Once a week	3.1%	2 3.3%	1 2.9%	1 0.0%	0 8.8%	1 0.0%	0 25.0%	1 0.0%	0 0.0%
Once a fortnight	3.8%	3 0.0%	0 6.2%	3 0.0%	0 11.1%	2 0.0%	0 31.5%	1 0.0%	0 0.0%
Once a month	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%
Less often than once a month	1.5%	1 3.9%	1 0.0%	0 0.0%	0 0.0%	0 40.4%	1 0.0%	0 0.0%	0 0.0%
Mean:	77.17	61.00	87.01	93.49	37.62	78.07	45.12	27.63	0.00
Weighted base:	72	27	45	49	15	3	4	2	0
Sample:	34	13	21	15	9	3	5	2	0

Other									
Five or more times a day	22.6%	2 13.0%	1 60.9%	1 0.0%	0 18.4%	1 0.0%	0 0.0%	0 13.6%	0 100.0%
2 – 4 times a day	7.9%	1 0.0%	0 39.1%	1 0.0%	0 0.0%	0 45.0%	1 0.0%	0 0.0%	0 0.0%
Once a day	10.5%	1 13.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 50.4%	1 0.0%
Once every few days	59.0%	6 73.9%	6 0.0%	0 0.0%	0 81.6%	4 55.0%	1 0.0%	0 36.0%	1 0.0%
Once a week	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%
Once a fortnight	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%
Once a month	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%
Less often than once a month	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%
Mean:	53.04	34.49	126.52	0.00	39.84	48.76	0.00	40.93	150.00
Weighted base:	10	8	2	0	5	2	0	2	1
Sample:	10	7	3	0	2	2	0	5	1

Q03 Which of these do you use to check on / view the social media sites ? [MR/PR]

Those who use social media at least once a week at Q01

Ever Use									
Smartphone / internet capable phone	73.5%	377 70.2%	164 76.3%	213 91.2%	95 77.4%	76 81.5%	106 66.4%	59 48.4%	29 37.9%
Tablet	44.5%	228 41.0%	96 47.4%	132 32.0%	33 46.3%	45 49.7%	65 42.7%	38 53.8%	32 45.2%
Laptop	40.5%	208 40.4%	95 40.6%	113 38.4%	40 39.8%	39 42.5%	55 41.5%	37 37.6%	23 43.8%
PC	30.1%	154 32.4%	76 28.1%	78 22.2%	23 25.6%	25 38.1%	50 24.6%	22 37.8%	23 38.1%
Weighted base:	513	234	279	104	98	131	89	60	32
Sample:	473	206	267	39	52	106	148	84	44

Mainly use									
Smartphone / internet capable phone	59.8%	307 58.0%	136 61.3%	171 82.1%	85 66.5%	65 69.9%	91 49.3%	44 25.8%	15 17.7%
Tablet	18.0%	92 15.4%	36 20.2%	56 4.8%	5 16.7%	16 16.4%	21 18.4%	16 38.6%	23 31.9%
Laptop	13.4%	69 14.6%	34 12.4%	35 12.2%	13 9.9%	10 8.4%	11 19.8%	18 18.1%	11 22.6%
PC	8.8%	45 12.0%	28 6.1%	17 0.9%	1 6.9%	7 5.3%	7 12.5%	11 17.6%	11 27.8%
Weighted base:	513	234	279	104	98	131	89	60	32
Sample:	473	206	267	39	52	106	148	84	44

Weighted:

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	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Mean score (number of shops):																		
Q04 How many shops do you follow on social media ?																		
<i>Those who use social media at least once a week at Q01</i>																		
Less than 5	13.3%	68	12.6%	29	13.8%	39	10.0%	10	11.0%	11	17.4%	23	12.9%	11	16.5%	10	8.7%	3
5 to 9	6.9%	35	7.0%	16	6.7%	19	20.6%	21	8.8%	9	3.4%	5	0.8%	1	0.0%	0	0.0%	0
10 to 14	3.6%	18	1.5%	3	5.4%	15	10.1%	10	0.0%	0	4.1%	5	1.8%	2	0.5%	0	2.0%	1
15 to 20	0.4%	2	0.5%	1	0.3%	1	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
21 to 30	0.7%	4	0.5%	1	1.0%	3	0.0%	0	1.4%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0
31 to 40	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
41+	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
None	75.1%	385	78.0%	183	72.7%	203	59.3%	62	77.9%	76	72.3%	94	84.5%	75	82.9%	50	89.3%	28
Mean:		5.32		4.79		5.67		5.77		5.89		6.14		3.42		2.32		4.01
Weighted base:		513		234		279		104		98		131		89		60		32
Sample:		473		206		267		39		52		106		148		84		44

Mean score (number of products):**Q05 How many products do you follow on social media ?***Those who use social media at least once a week at Q01*

Less than 5	8.5%	44	7.2%	17	9.6%	27	16.4%	17	6.7%	7	9.5%	12	4.2%	4	4.1%	2	4.1%	1
5 to 9	5.7%	29	6.4%	15	5.2%	14	14.6%	15	7.5%	7	3.7%	5	0.3%	0	2.7%	2	0.0%	0
10 to 14	1.6%	8	1.4%	3	1.8%	5	3.4%	4	2.2%	2	1.3%	2	1.1%	1	0.0%	0	0.0%	0
15 to 20	1.0%	5	2.2%	5	0.0%	0	4.0%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
21 to 30	0.6%	3	0.3%	1	0.9%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.8%	1	2.1%	1
31 to 40	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
41+	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
None	82.3%	422	82.1%	192	82.6%	230	61.6%	64	82.2%	81	83.8%	109	94.4%	84	91.4%	55	93.8%	30
Mean:		6.90		8.79		5.28		5.46		6.68		9.84		4.07		8.02		10.98
Weighted base:		513		234		279		104		98		131		89		60		32
Sample:		473		206		267		39		52		106		148		84		44

Q06 What are your reasons for following these products or shops on social media ? [MR]*Those who use social media at least once a week and follow shops and/or products at Q04/Q05*

Get deals / discounts / special offers	49.3%	79	43.0%	29	53.8%	51	54.7%	31	36.8%	11	52.9%	21	38.6%	6	59.0%	8	41.1%	2
To find out about new products	21.4%	34	23.8%	16	19.8%	19	39.3%	23	0.0%	0	24.4%	10	4.1%	1	12.4%	2	0.0%	0
I like what they sell	16.5%	27	17.6%	12	15.7%	15	15.0%	9	33.9%	10	11.4%	4	7.2%	1	5.7%	1	32.3%	1
Work related	5.6%	9	6.4%	4	5.1%	5	0.0%	0	6.0%	2	10.0%	4	13.6%	2	7.8%	1	0.0%	0
To get ideas / tips / inspiration	5.2%	8	5.9%	4	4.7%	4	2.6%	1	0.0%	0	10.3%	4	12.5%	2	5.6%	1	0.0%	0
Easy way to find out things	2.9%	5	1.4%	1	4.0%	4	0.0%	0	0.0%	0	3.9%	2	0.0%	0	10.0%	1	42.8%	2
Just out of interest	1.9%	3	4.6%	3	0.0%	0	0.0%	0	7.2%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Friends and family also follow	1.4%	2	0.0%	0	2.3%	2	2.2%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get help if needed	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
(Don't know)	9.3%	15	10.0%	7	8.8%	8	6.6%	4	12.9%	4	10.9%	4	15.4%	2	3.8%	1	0.0%	0
Weighted base:		161		67		94		57		30		39		16		14		4
Sample:		129		49		80		18		20		35		29		21		6

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Mean score (number of posts):																		
Q07 Approximately, how many posts / notifications as a result of following these products or shops on social media do you receive in a typical day ?																		
<i>Those who use social media at least once a week and follow shops and/or products at Q04/Q05</i>																		
Less than 1	21.6%	35	19.8%	13	22.9%	22	14.3%	8	46.6%	14	17.8%	7	7.9%	1	28.1%	4	9.4%	0
1 post or notification	15.6%	25	21.8%	14	11.2%	11	15.9%	9	17.8%	5	15.1%	6	17.6%	3	13.1%	2	0.0%	0
2 posts or notifications	19.0%	31	24.7%	16	14.9%	14	14.1%	8	16.3%	5	20.9%	8	26.9%	4	31.2%	4	16.1%	1
3 to 5 posts or notifications	11.7%	19	11.2%	7	12.0%	11	13.4%	8	0.0%	0	9.6%	4	25.8%	4	18.2%	3	15.6%	1
6 to 10 posts or notifications	14.8%	24	10.0%	7	18.2%	17	22.8%	13	14.1%	4	8.3%	3	9.0%	1	0.0%	0	42.8%	2
11 to 15 posts or notifications	1.8%	3	0.0%	0	3.1%	3	2.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
16 to 20 posts or notifications	1.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
21 to 30 posts or notifications	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
31 to 50 posts or notifications	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
51 to 75 posts or notifications	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
76 to 100 posts or notifications	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
101 or more posts or notifications	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
(Don't know)	13.6%	22	10.9%	7	15.5%	15	16.9%	10	5.2%	2	16.9%	7	12.8%	2	9.4%	1	16.1%	1
Mean:		3.38		2.77		3.84		3.86		1.97		4.55		2.87		1.79		5.26
Weighted base:		161		67		94		57		30		39		16		14		4
Sample:		129		49		80		18		20		35		29		21		6

Mean score: [Very relevant = 4, Quite relevant = 3, Not very relevant = 2, Not at all relevant = 1]

Q08 In general how relevant do you find these posts / notifications ? [PR]

Those who use social media at least once a week at Q01

Very relevant	17.4%	14	26.2%	8	11.6%	5	34.0%	10	0.0%	0	10.1%	2	0.0%	0	12.4%	1	20.9%	1
Quite relevant	49.9%	39	36.7%	12	58.7%	28	59.4%	18	49.2%	5	42.2%	8	51.5%	5	40.9%	3	21.7%	1
Not very relevant	26.0%	21	27.1%	9	25.3%	12	6.6%	2	50.8%	5	35.7%	7	44.6%	4	10.2%	1	57.4%	2
Not at all relevant	6.6%	5	10.0%	3	4.4%	2	0.0%	0	0.0%	0	12.0%	2	3.9%	0	36.5%	2	0.0%	0
(Don't know)	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
Mean:		2.78		2.79		2.78		3.27		2.49		2.50		2.48		2.29		2.64
Weighted base:		79		32		47		30		9		20		10		7		3
Sample:		68		23		45		9		7		20		19		9		4

Mean score: [All = 100, Almost all = 87.5, Around three quarters = 75, About half = 50, Around a quarter = 25, Less than a quarter = 12.5, None = 0]

Q09 What proportion of these do you read ?

Those who use social media at least once a week at Q01

All	14.5%	11	15.4%	5	14.0%	7	0.0%	0	10.2%	1	27.7%	5	23.0%	2	25.0%	2	35.6%	1
Almost all	13.9%	11	23.5%	7	7.5%	4	22.4%	7	0.0%	0	4.1%	1	16.9%	2	15.8%	1	21.7%	1
Around three quarters	9.2%	7	16.9%	5	4.2%	2	16.9%	5	0.0%	0	8.4%	2	5.1%	1	0.0%	0	0.0%	0
About half	34.7%	27	24.4%	8	41.6%	20	38.7%	12	56.8%	5	19.2%	4	49.3%	5	7.7%	1	42.7%	1
Around a quarter	16.8%	13	11.0%	3	20.6%	10	22.0%	7	22.5%	2	18.3%	4	5.7%	1	4.8%	0	0.0%	0
Less than a quarter	8.6%	7	5.4%	2	10.7%	5	0.0%	0	10.5%	1	13.3%	3	0.0%	0	46.7%	3	0.0%	0
None	2.2%	2	3.4%	1	1.5%	1	0.0%	0	0.0%	0	8.9%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know)	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
Mean:		56.28		64.26		50.96		57.12		45.55		53.49		67.68		49.71		75.94
Weighted base:		79		32		47		30		9		20		10		7		3
Sample:		68		23		45		9		7		20		19		9		4

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Mean score: [All = 100, Almost all = 87.5, Around three quarters = 75, About half = 50, Around a quarter = 25, Less than a quarter = 12.5, None = 0]																		
Q10 What proportion of these do you ignore ?																		
<i>Those who use social media at least once a week at Q01</i>																		
All	3.5%	3	6.5%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Almost all	11.4%	9	11.9%	4	11.1%	5	0.0%	0	33.0%	3	13.3%	3	2.1%	0	46.7%	3	0.0%	0
Around three quarters	13.9%	11	4.5%	1	20.2%	10	22.0%	7	0.0%	0	18.3%	4	3.6%	0	4.8%	0	0.0%	0
About half	35.3%	28	24.4%	8	42.6%	20	38.7%	12	56.8%	5	19.2%	4	54.0%	5	7.7%	1	42.7%	1
Around a quarter	8.0%	6	13.8%	4	4.2%	2	16.9%	5	0.0%	0	3.5%	1	5.1%	1	0.0%	0	0.0%	0
Less than a quarter	16.3%	13	30.9%	10	6.5%	3	22.4%	7	0.0%	0	11.4%	2	21.0%	2	15.8%	1	21.7%	1
None	11.6%	9	8.0%	3	14.0%	7	0.0%	0	10.2%	1	20.4%	4	14.1%	1	25.0%	2	35.6%	1
(Don't know)	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
Mean:	45.61	39.81	49.47	42.88	57.27	51.15	35.49	50.29	24.06									
Weighted base:	79	32	47	30	9	20	10	7	3									
Sample:	68	23	45	9	7	20	19	9	4									

Mean score: [All = 100, Almost all = 87.5, Around three quarters = 75, About half = 50, Around a quarter = 25, Less than a quarter = 12.5, None = 0]																		
Q11 What proportion of these do you immediately delete ?																		
<i>Those who use social media at least once a week at Q01</i>																		
All	7.5%	6	7.5%	2	7.5%	4	0.0%	0	17.8%	2	5.8%	1	0.0%	0	36.5%	2	21.7%	1
Almost all	6.8%	5	5.0%	2	7.9%	4	0.0%	0	10.5%	1	8.5%	2	16.3%	2	15.8%	1	0.0%	0
Around three quarters	6.9%	5	8.5%	3	5.8%	3	0.0%	0	13.6%	1	5.0%	1	25.5%	3	10.2%	1	0.0%	0
About half	8.2%	7	14.7%	5	4.0%	2	6.6%	2	0.0%	0	13.3%	3	12.7%	1	0.0%	0	20.9%	1
Around a quarter	7.4%	6	0.0%	0	12.4%	6	11.6%	4	0.0%	0	6.6%	1	0.0%	0	0.0%	0	35.6%	1
Less than a quarter	10.1%	8	12.3%	4	8.7%	4	7.2%	2	0.0%	0	13.6%	3	13.0%	1	17.4%	1	21.8%	1
None	53.0%	42	52.0%	16	53.7%	25	74.7%	23	58.1%	5	47.2%	9	32.5%	3	20.1%	1	0.0%	0
(Don't know)	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
Mean:	25.85	27.11	25.01	7.09	37.20	27.00	41.35	60.13	43.76									
Weighted base:	79	32	47	30	9	20	10	7	3									
Sample:	68	23	45	9	7	20	19	9	4									

Q12 What would make you more likely to read these posts / notifications you receive ? [MR]																		
<i>Those who use social media at least once a week at Q01</i>																		
Relevance to me	7.2%	12	3.8%	3	9.6%	9	9.9%	6	3.1%	1	8.9%	4	5.6%	1	3.8%	1	0.0%	0
If I found them more interesting	9.5%	15	14.5%	10	5.9%	6	3.5%	2	8.3%	2	15.1%	6	7.8%	1	21.0%	3	15.6%	1
Less frequent	2.9%	5	2.3%	2	3.3%	3	0.0%	0	8.7%	3	2.7%	1	6.0%	1	0.0%	0	0.0%	0
More offers / discounts	23.7%	38	17.1%	11	28.4%	27	37.6%	22	10.4%	3	13.7%	5	24.5%	4	25.1%	3	16.1%	1
More personal to me	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
More appealing / eye catching to me	7.2%	12	4.6%	3	9.0%	8	4.5%	3	6.0%	2	14.2%	6	3.2%	1	0.0%	0	26.5%	1
More to the point	5.7%	9	2.6%	2	7.9%	7	2.6%	1	14.7%	4	6.2%	2	0.0%	0	6.2%	1	0.0%	0
(Don't know)	18.1%	29	14.3%	10	20.7%	20	19.8%	11	22.9%	7	13.0%	5	19.0%	3	14.2%	2	16.1%	1
Nothing	29.7%	48	40.8%	27	21.9%	21	28.3%	16	35.1%	11	28.8%	11	28.2%	5	29.7%	4	25.6%	1
Weighted base:	161	67	94	57	30	39	16	14	4									
Sample:	129	49	80	18	20	35	29	21	6									

Mean score: [Strongly agree = 2, Slightly agree = 1, Neither agree nor disagree = 0, Slightly disagree = -1, Strongly disagree = -2]																		
Q13 How much do you agree or disagree with the following statements other people have made about social media: [PR]																		
<i>Those who use social media at least once a week at Q01</i>																		
<i>I would feel left out if I didn't follow products or shops on social media</i>																		
Strongly agree	3.6%	18	2.8%	7	4.2%	12	5.4%	6	5.0%	5	2.4%	3	2.2%	2	1.4%	1	6.1%	2
Slightly agree	3.0%	15	3.1%	7	2.8%	8	1.9%	2	2.8%	3	0.8%	1	4.4%	4	6.9%	4	4.4%	1
Neither agree nor disagree	4.7%	24	6.4%	15	3.3%	9	7.8%	8	5.6%	5	4.9%	6	2.4%	2	2.4%	1	2.1%	1
Slightly disagree	14.8%	76	12.8%	30	16.5%	46	20.4%	21	11.5%	11	17.6%	23	8.7%	8	15.1%	9	11.9%	4
Strongly disagree	67.7%	347	70.2%	164	65.6%	183	56.3%	59	62.8%	62	74.3%	97	78.6%	70	66.4%	40	64.8%	21
(Don't know)	6.2%	32	4.8%	11	7.5%	21	8.3%	9	12.4%	12	0.0%	0	3.6%	3	7.8%	5	10.6%	3
Mean:	-1.49	-1.52	-1.48	-1.31	-1.42	-1.61	-1.63	-1.50	-1.40									
Weighted base:	513	234	279	104	98	131	89	60	32									
Sample:	473	206	267	39	52	106	148	84	44									

Weighted:

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	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Posts / notifications tell me something new and interesting																		
Strongly agree	10.4%	53	9.3%	22	11.3%	31	13.9%	15	10.6%	10	7.6%	10	12.0%	11	9.4%	6	6.3%	2
Slightly agree	31.7%	163	32.6%	76	30.9%	86	40.6%	42	39.0%	38	26.5%	35	24.3%	22	35.6%	21	14.8%	5
Neither agree nor disagree	9.8%	50	10.6%	25	9.1%	25	2.2%	2	17.0%	17	10.6%	14	7.3%	6	9.4%	6	16.9%	5
Slightly disagree	18.0%	93	18.2%	43	17.9%	50	28.2%	29	13.6%	13	19.6%	26	14.5%	13	12.6%	8	12.3%	4
Strongly disagree	26.3%	135	27.7%	65	25.1%	70	11.5%	12	10.6%	10	34.5%	45	39.1%	35	31.5%	19	43.8%	14
(Don't know)	3.8%	19	1.5%	4	5.7%	16	3.5%	4	9.1%	9	1.2%	2	2.8%	2	1.4%	1	6.0%	2
Mean:	-0.19		-0.23		-0.16		0.18		0.28		-0.48		-0.46		-0.22		-0.77	
Weighted base:	513		234		279		104		98		131		89		60		32	
Sample:	473		206		267		39		52		106		148		84		44	
I get too many posts / notifications and only read them if friends have liked or shared them																		
Strongly agree	23.6%	121	20.1%	47	26.6%	74	15.1%	16	14.1%	14	32.9%	43	26.2%	23	25.1%	15	32.0%	10
Slightly agree	27.0%	138	26.3%	62	27.5%	77	30.9%	32	37.7%	37	23.7%	31	23.3%	21	24.4%	15	9.4%	3
Neither agree nor disagree	7.1%	36	8.8%	21	5.6%	16	0.0%	0	7.3%	7	9.7%	13	9.3%	8	8.9%	5	9.3%	3
Slightly disagree	15.6%	80	14.5%	34	16.6%	46	25.0%	26	13.3%	13	10.3%	13	12.3%	11	22.4%	13	10.7%	3
Strongly disagree	24.2%	124	29.6%	69	19.6%	55	27.3%	28	18.5%	18	23.4%	31	27.0%	24	19.2%	12	36.2%	11
(Don't know)	2.6%	13	0.8%	2	4.0%	11	1.7%	2	9.1%	9	0.0%	0	1.9%	2	0.0%	0	2.4%	1
Mean:	0.10		-0.07		0.26		-0.19		0.17		0.32		0.10		0.14		-0.10	
Weighted base:	513		234		279		104		98		131		89		60		32	
Sample:	473		206		267		39		52		106		148		84		44	
I get new ideas from posts / notifications																		
Strongly agree	11.3%	58	6.8%	16	15.0%	42	9.9%	10	12.6%	12	13.3%	17	8.9%	8	12.3%	7	7.7%	2
Slightly agree	30.0%	154	26.7%	63	32.7%	91	38.0%	40	28.9%	28	32.2%	42	18.8%	17	32.4%	19	24.4%	8
Neither agree nor disagree	8.1%	41	9.1%	21	7.2%	20	12.6%	13	9.9%	10	7.6%	10	4.4%	4	4.8%	3	5.4%	2
Slightly disagree	13.1%	67	16.3%	38	10.5%	29	11.4%	12	17.7%	17	9.8%	13	14.3%	13	16.4%	10	9.3%	3
Strongly disagree	34.8%	179	40.0%	94	30.4%	85	26.3%	27	21.8%	21	35.9%	47	52.3%	46	34.1%	20	50.7%	16
(Don't know)	2.8%	14	1.0%	2	4.2%	12	1.7%	2	9.1%	9	1.2%	2	1.3%	1	0.0%	0	2.4%	1
Mean:	-0.31		-0.57		-0.09		-0.06		-0.08		-0.23		-0.83		-0.28		-0.73	
Weighted base:	513		234		279		104		98		131		89		60		32	
Sample:	473		206		267		39		52		106		148		84		44	
I often stop following products or shops because I receive too many posts / notifications																		
Strongly agree	23.6%	121	21.5%	50	25.4%	71	22.3%	23	14.3%	14	26.6%	35	30.3%	27	21.1%	13	30.5%	10
Slightly agree	17.3%	89	13.8%	32	20.2%	56	28.2%	29	23.2%	23	11.1%	14	9.9%	9	16.3%	10	11.3%	4
Neither agree nor disagree	6.7%	34	8.9%	21	4.9%	14	0.0%	0	13.2%	13	8.1%	11	6.1%	5	4.6%	3	9.0%	3
Slightly disagree	6.8%	35	7.8%	18	6.0%	17	5.4%	6	3.5%	3	10.5%	14	6.5%	6	9.5%	6	2.1%	1
Strongly disagree	34.3%	176	37.1%	87	32.0%	89	30.4%	32	21.9%	21	39.7%	52	43.1%	38	35.5%	21	36.6%	12
(Don't know)	11.2%	58	10.9%	26	11.5%	32	13.6%	14	24.0%	24	4.0%	5	4.1%	4	12.9%	8	10.6%	3
Mean:	-0.12		-0.28		0.01		0.08		0.06		-0.27		-0.23		-0.25		-0.03	
Weighted base:	513		234		279		104		98		131		89		60		32	
Sample:	473		206		267		39		52		106		148		84		44	
I spend too much time on social media																		
Strongly agree	22.8%	117	16.3%	38	28.2%	79	26.0%	27	36.6%	36	17.5%	23	15.5%	14	20.4%	12	16.1%	5
Slightly agree	19.7%	101	20.2%	47	19.3%	54	20.4%	21	20.2%	20	26.7%	35	15.4%	14	16.9%	10	4.8%	2
Neither agree nor disagree	4.2%	21	6.8%	16	2.0%	5	2.1%	2	6.9%	7	1.3%	2	7.7%	7	6.5%	4	0.0%	0
Slightly disagree	13.4%	69	16.2%	38	11.1%	31	17.9%	19	13.3%	13	10.9%	14	14.1%	13	13.8%	8	7.3%	2
Strongly disagree	37.8%	194	40.4%	95	35.6%	99	32.0%	33	13.9%	14	43.6%	57	47.2%	42	42.3%	25	71.8%	23
(Don't know)	2.1%	11	0.0%	0	3.8%	11	1.7%	2	9.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.24		-0.44		-0.07		-0.10		0.58		-0.37		-0.62		-0.41		-1.14	
Weighted base:	513		234		279		104		98		131		89		60		32	
Sample:	473		206		267		39		52		106		148		84		44	

Weighted:

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	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
I follow products / shops on social media to be the first to get special offers and promotions.																		
Strongly agree	8.4%	43	7.3%	17	9.2%	26	8.4%	9	11.2%	11	10.1%	13	6.2%	5	4.3%	3	6.2%	2
Slightly agree	9.7%	50	5.5%	13	13.3%	37	22.4%	23	6.1%	6	8.7%	11	4.9%	4	3.1%	2	9.5%	3
Neither agree nor disagree	4.3%	22	6.2%	14	2.7%	8	3.3%	3	7.2%	7	4.5%	6	3.2%	3	3.0%	2	3.3%	1
Slightly disagree	12.7%	65	16.1%	38	9.8%	27	21.2%	22	11.4%	11	10.7%	14	10.1%	9	12.5%	7	4.0%	1
Strongly disagree	53.6%	275	53.0%	124	54.0%	151	32.4%	34	41.1%	40	62.1%	81	69.9%	62	62.0%	37	64.5%	20
(Don't know)	11.4%	58	11.9%	28	11.0%	31	12.2%	13	23.0%	23	4.0%	5	5.7%	5	15.1%	9	12.5%	4
Mean:	-1.05		-1.16		-0.97		-0.53		-0.85		-1.10		-1.41		-1.47		-1.27	
Weighted base:	513		234		279		104		98		131		89		60		32	
Sample:	473		206		267		39		52		106		148		84		44	
SEX Sex of respondent																		
Male	48.8%	476	100.0%	476	0.0%	0	51.3%	76	49.8%	85	50.2%	90	49.2%	75	50.3%	71	43.1%	79
Female	51.2%	500	0.0%	0	100.0%	500	48.7%	72	50.2%	86	49.9%	89	50.8%	77	49.7%	71	56.9%	104
Weighted base:	976		476		500		148		171		179		152		142		183	
Sample:	1001		478		523		58		90		150		250		196		257	
AGE To ensure we get a representative sample, could I ask how old you are ?																		
16 to 24	15.1%	148	15.9%	76	14.4%	72	100.0%	148	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%	89	0.0%	0	0.0%	0	100.0%	179	0.0%	0	0.0%	0	0.0%	0
45 to 54	15.6%	152	15.7%	75	15.5%	77	0.0%	0	0.0%	0	0.0%	0	100.0%	152	0.0%	0	0.0%	0
55 to 64	14.6%	142	15.0%	71	14.1%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	142	0.0%	0
65 +	18.8%	183	16.6%	79	20.9%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	183
Weighted base:	976		476		500		148		171		179		152		142		183	
Sample:	1001		478		523		58		90		150		250		196		257	
SEG Socio-economic group																		
A	4.6%	45	7.0%	33	2.2%	11	8.5%	13	3.1%	5	4.1%	7	3.0%	5	3.5%	5	5.4%	10
B	18.0%	176	16.7%	80	19.2%	96	14.4%	21	15.6%	27	24.9%	45	18.2%	28	18.3%	26	16.1%	29
C1	25.4%	248	26.1%	124	24.9%	124	30.0%	44	26.3%	45	25.8%	46	28.4%	43	28.0%	40	16.2%	30
C2	29.8%	291	30.4%	145	29.2%	146	24.7%	36	39.0%	67	32.0%	57	34.9%	53	28.6%	41	20.0%	37
D	11.0%	108	11.3%	54	10.7%	54	12.9%	19	11.0%	19	8.8%	16	11.8%	18	14.3%	20	8.5%	16
E	11.1%	109	8.4%	40	13.7%	69	9.6%	14	4.9%	8	4.5%	8	3.7%	6	7.3%	10	33.8%	62
(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:	976		476		500		148		171		179		152		142		183	
Sample:	1001		478		523		58		90		150		250		196		257	
EMP Which of the following best describes your current employment status ? [PR]																		
Working full-time (30+ hours a week)	39.5%	386	51.8%	247	27.8%	139	27.4%	40	47.1%	81	67.2%	121	58.5%	89	36.1%	51	2.1%	4
Part-time	17.6%	172	8.2%	39	26.6%	133	19.3%	29	22.7%	39	23.0%	41	19.9%	30	18.3%	26	3.8%	7
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	12.1%	118	10.6%	50	13.5%	67	34.2%	51	10.5%	18	8.0%	14	14.8%	22	8.8%	12	0.0%	0
Not working (retired / invalid)	30.4%	296	28.6%	136	32.1%	160	19.0%	28	19.2%	33	1.2%	2	6.8%	10	36.0%	51	93.6%	172
(Refused)	0.4%	4	0.8%	4	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.8%	1	0.5%	1
Weighted base:	976		476		500		148		171		179		152		142		183	
Sample:	1001		478		523		58		90		150		250		196		257	
ADU How many adults aged 16 years or older, including yourself, live in your household ?																		
One	26.8%	262	27.7%	132	26.0%	130	14.0%	21	21.2%	36	18.2%	33	19.1%	29	31.3%	45	53.7%	98
Two	49.0%	478	50.7%	241	47.3%	236	34.9%	52	65.2%	112	58.4%	105	45.7%	70	49.6%	70	38.1%	70
Three	14.1%	138	15.0%	71	13.3%	67	24.2%	36	8.0%	14	16.7%	30	22.2%	34	11.9%	17	4.3%	8
Four	7.1%	69	4.3%	21	9.7%	48	21.5%	32	2.1%	4	3.9%	7	9.8%	15	5.0%	7	2.4%	4
Five	1.6%	15	1.3%	6	1.8%	9	2.9%	4	3.4%	6	0.0%	0	3.3%	5	0.2%	0	0.0%	0
Six or more	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Refused)	1.4%	13	0.8%	4	1.9%	10	2.4%	4	0.0%	0	2.9%	5	0.0%	0	1.5%	2	1.4%	3
Weighted base:	976		476		500		148		171		179		152		142		183	
Sample:	1001		478		523		58		90		150		250		196		257	

Weighted:

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	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
CHI How many children live in your household, aged 15 years and under ?																		
None	68.6%	669	74.8%	356	62.7%	313	61.9%	91	67.8%	116	31.3%	56	66.3%	101	90.0%	128	96.5%	177
One	12.8%	125	8.9%	42	16.5%	83	23.9%	35	12.0%	21	16.8%	30	19.9%	30	3.8%	5	1.9%	3
Two	12.8%	125	12.8%	61	12.9%	64	8.5%	13	8.6%	15	40.9%	73	12.6%	19	3.0%	4	0.5%	1
Three	3.4%	34	2.7%	13	4.2%	21	3.3%	5	6.9%	12	7.3%	13	0.9%	1	1.7%	2	0.0%	0
Four	0.8%	8	0.0%	0	1.6%	8	0.0%	0	3.7%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Five	0.2%	2	0.0%	0	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.1%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
(Refused)	1.3%	13	0.8%	4	1.8%	9	2.4%	4	0.0%	0	2.9%	5	0.0%	0	1.5%	2	1.2%	2
Weighted base:		976		476		500		148		171		179		152		142		183
Sample:		1001		478		523		58		90		150		250		196		257
HLD Size of household																		
One	24.9%	243	26.8%	128	23.2%	116	12.7%	19	17.8%	31	14.4%	26	16.6%	25	31.3%	45	53.7%	98
Two	29.3%	286	32.4%	154	26.4%	132	18.1%	27	40.9%	70	9.9%	18	25.3%	39	45.0%	64	37.8%	69
Three	16.1%	157	16.8%	80	15.4%	77	23.7%	35	16.5%	28	16.2%	29	27.3%	42	11.9%	17	3.2%	6
Four	19.5%	191	17.3%	83	21.6%	108	30.5%	45	11.1%	19	42.6%	76	22.7%	35	6.5%	9	3.5%	6
Five or more	8.8%	86	5.9%	28	11.5%	58	12.7%	19	13.7%	23	13.9%	25	8.1%	12	3.9%	6	0.5%	1
(Refused)	1.4%	13	0.8%	4	1.9%	10	2.4%	4	0.0%	0	2.9%	5	0.0%	0	1.5%	2	1.4%	3
Weighted base:		976		476		500		148		171		179		152		142		183
Sample:		1001		478		523		58		90		150		250		196		257
IS2 ISBA region																		
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	8.4%	82	8.3%	40	8.5%	42	9.6%	14	7.7%	13	10.4%	19	9.4%	14	4.1%	6	8.6%	16
North / Borders	6.3%	61	7.1%	34	5.5%	28	6.8%	10	7.5%	13	6.4%	11	5.4%	8	7.2%	10	4.7%	9
Lancashire	11.7%	114	10.2%	49	13.1%	65	6.6%	10	15.7%	27	9.4%	17	9.7%	15	15.2%	22	13.1%	24
Yorkshire	9.9%	97	9.0%	43	10.8%	54	11.6%	17	15.3%	26	9.7%	17	9.3%	14	7.2%	10	6.6%	12
Wales & South West	10.7%	104	12.8%	61	8.8%	44	8.0%	12	6.1%	10	12.0%	22	16.6%	25	11.3%	16	10.6%	19
Midlands	16.2%	158	19.3%	92	13.2%	66	14.4%	21	21.6%	37	18.9%	34	13.7%	21	14.5%	21	13.2%	24
East England	7.4%	73	6.7%	32	8.1%	41	11.0%	16	8.0%	14	6.4%	12	3.8%	6	6.6%	9	8.7%	16
London	19.8%	193	19.6%	94	20.0%	100	22.4%	33	13.0%	22	16.6%	30	19.1%	29	25.5%	36	23.4%	43
Southern	9.6%	93	6.9%	33	12.1%	60	9.6%	14	5.2%	9	10.1%	18	13.1%	20	8.4%	12	11.1%	20
Weighted base:		976		476		500		148		171		179		152		142		183
Sample:		1001		478		523		58		90		150		250		196		257