The Internet in Britain

Oxford Internet Survey and Social Media

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Oxford Internet Institute
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Internet Trends in Britain

- Rising overall use

- Rising social media use

- Persistent digital divides

- Growing use of government websites

- Persisting non-use & ex-use

Oxford Internet Surveys

- Representative probability sample
- England, Scotland & Wales
- Waves: 2003, 2005, 2007, 2009, 2011, 2013
- About 2,000 respondents: 14 years and older
- Face-to-face Interviews
- Component of World Internet Project (WIP)

Strengths of OxIS

- Quality
  - Random sample
  - High response rate: 51% in 2013
  - Face-to-face interviews improve reliability
  - Ofcom uses it as a benchmark

- Consistency
  - Track trends and changes across years

- Comprehensiveness
  - 300 questions cover dozens of topics of interest

- Best quality, most comprehensive Internet data in the world
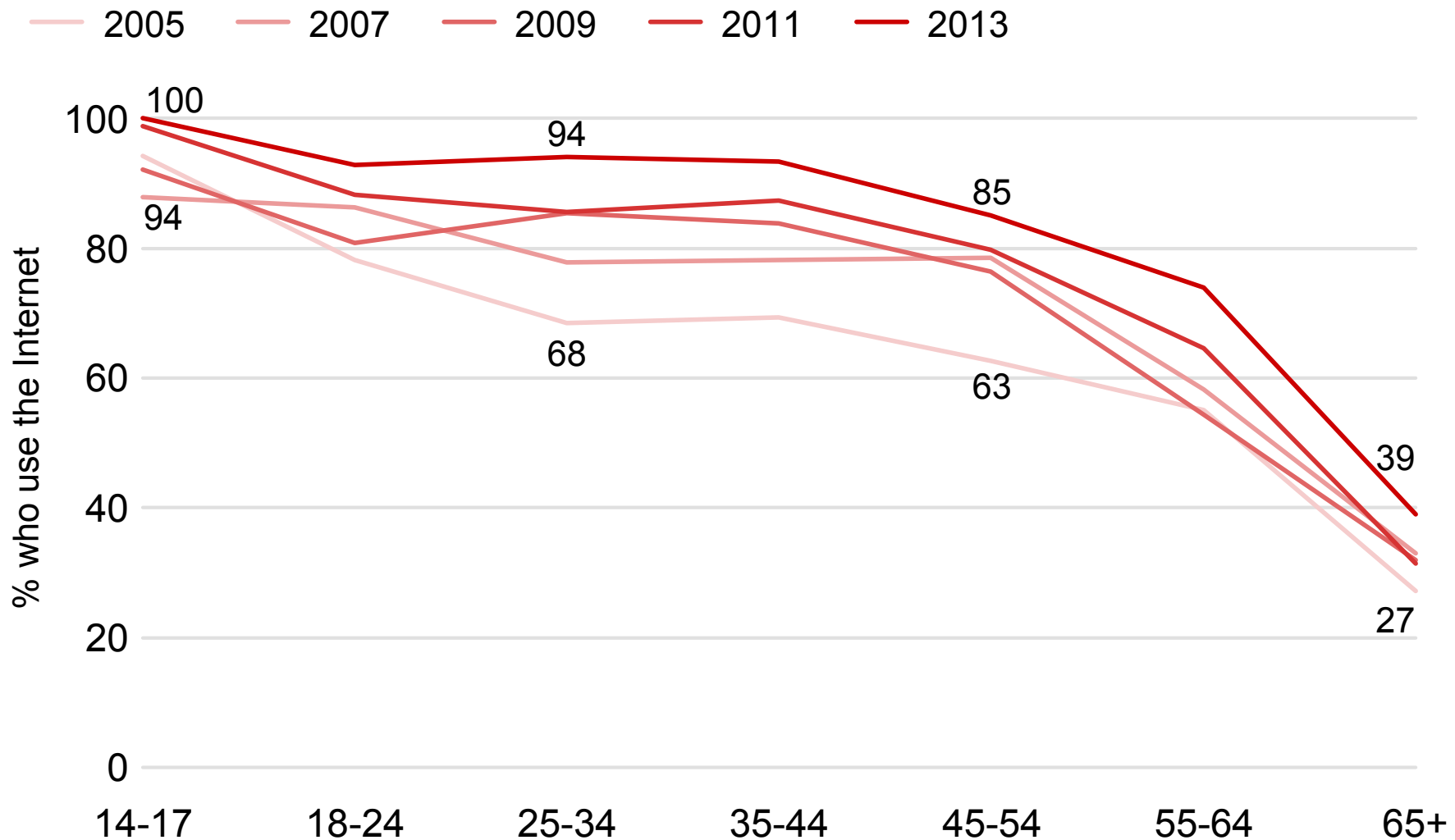
Internet Users 2003-2013 (QH13)
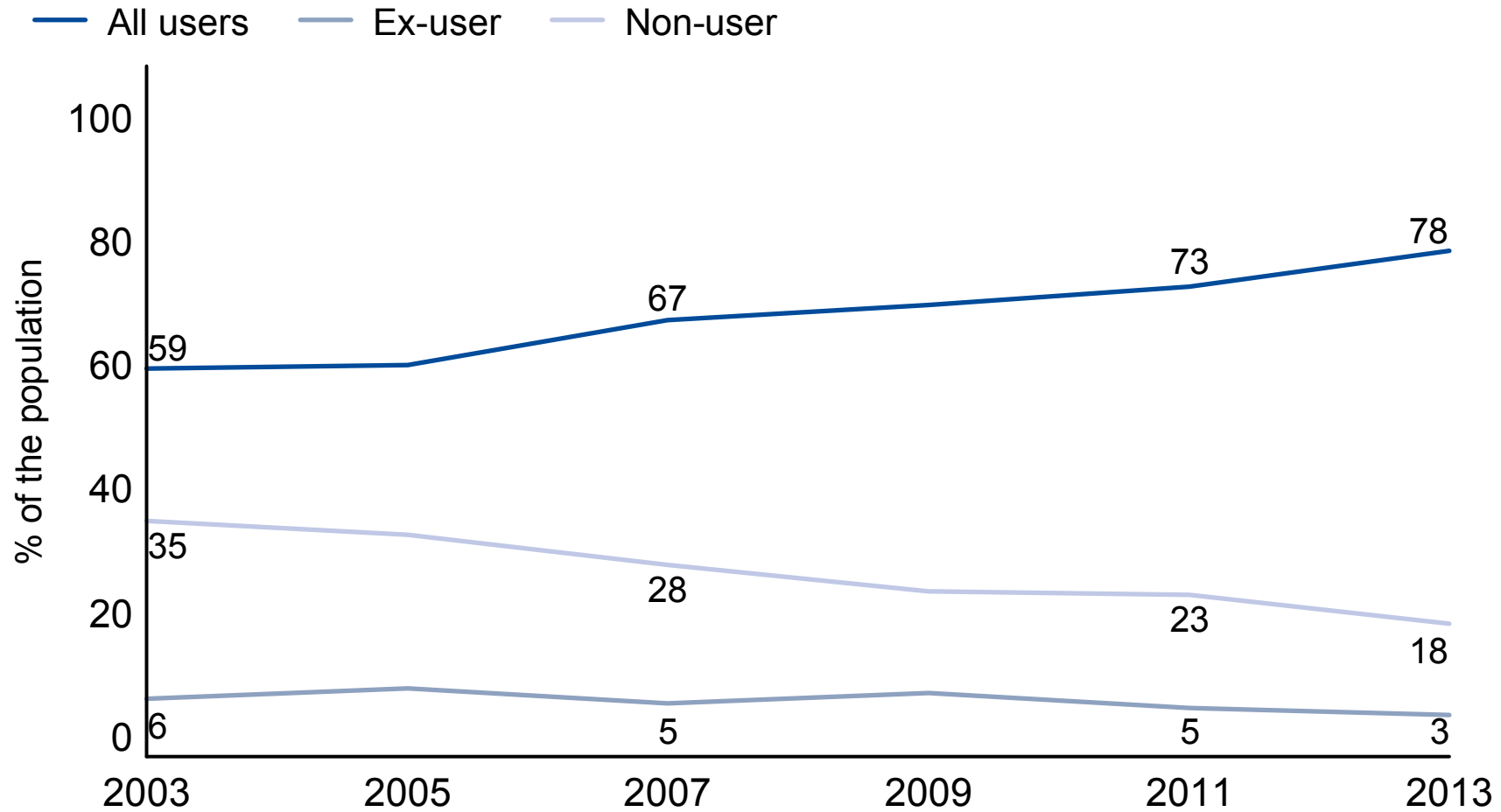
OxIS 2003 N=2,029; 2005 N=2,185; 2007 N=2,350; 2009 N=2,013; 2011 N=2,057; 2013 N=2,657

Use by Lifestage (QH13 by QO1)

■ Students ■ Employed ■ Retired

% who use the Internet

Year	Students	Employed	Retired
2003	96	76	22
2005	96	72	31
2007	97	81	31
2009	100	86	33
2011	99	87	36
2013	100	93	45

OxIS 2003 N=2,029; 2005 N=2,185; 2007 N=2,350; 2009 N=2,013; 2011 N=2,057; 2013 N=2,657

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Use by Household Income (QH12 by SC2)
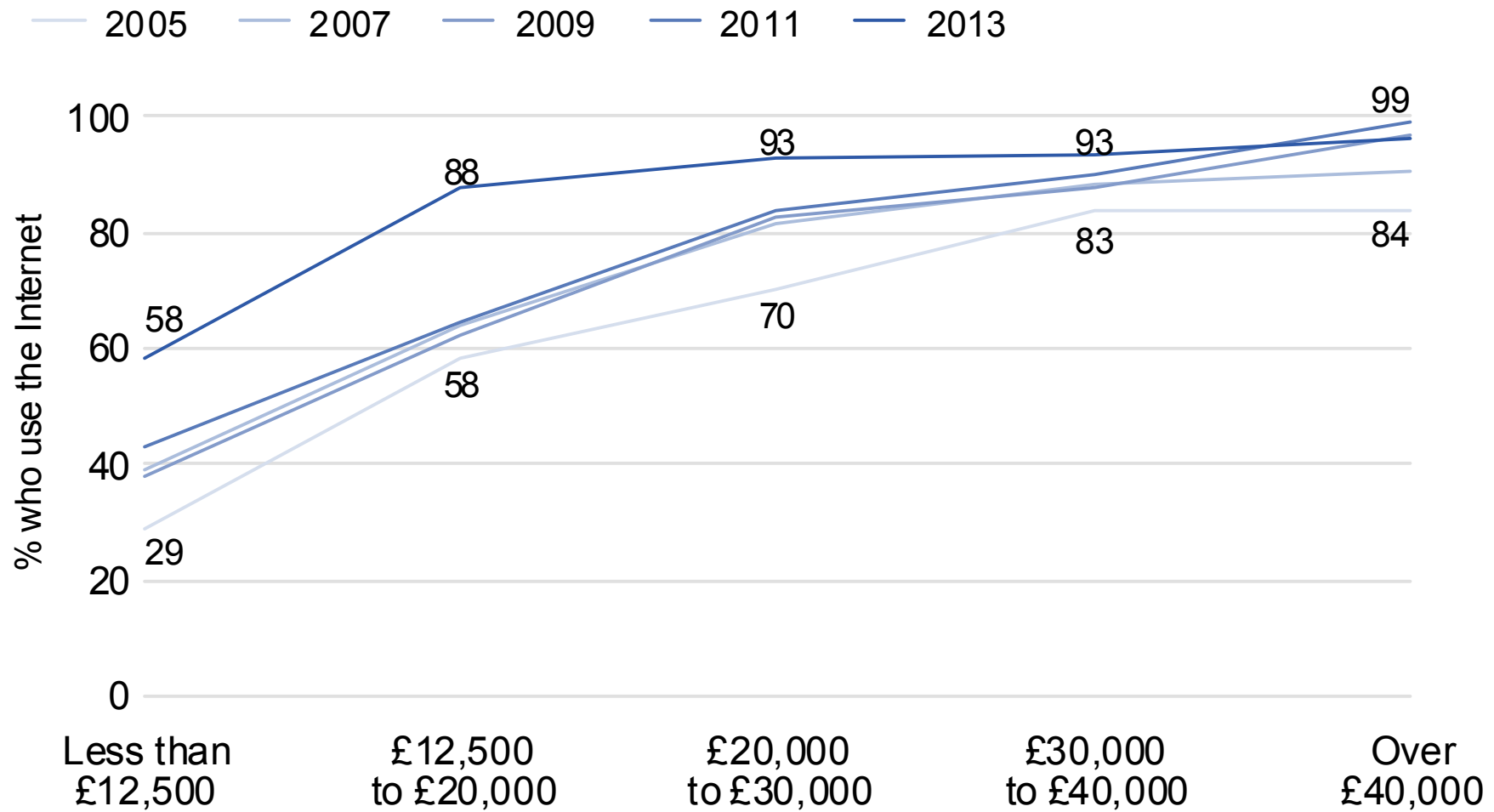
— 2005   — 2007   — 2009   — 2011   — 2013

% who use the Internet

99

93

93

88

83

84

58

70

58

58

29

| 100 |
| 80 |
| 60 |
| 40 |
| 20 |
| 0 |

Less than £12,500   £12,500 to £20,000   £20,000 to £30,000   £30,000 to £40,000   Over £40,000

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Use by Educational Qualifications (QH13 by QL1)

Legend: ☐ No qualifications ☐ Basic qualifications ☐ Further education ☐ Higher education

% who use the Internet

2011
- No qualifications: 31
- Basic qualifications: 80
- Further education: 79
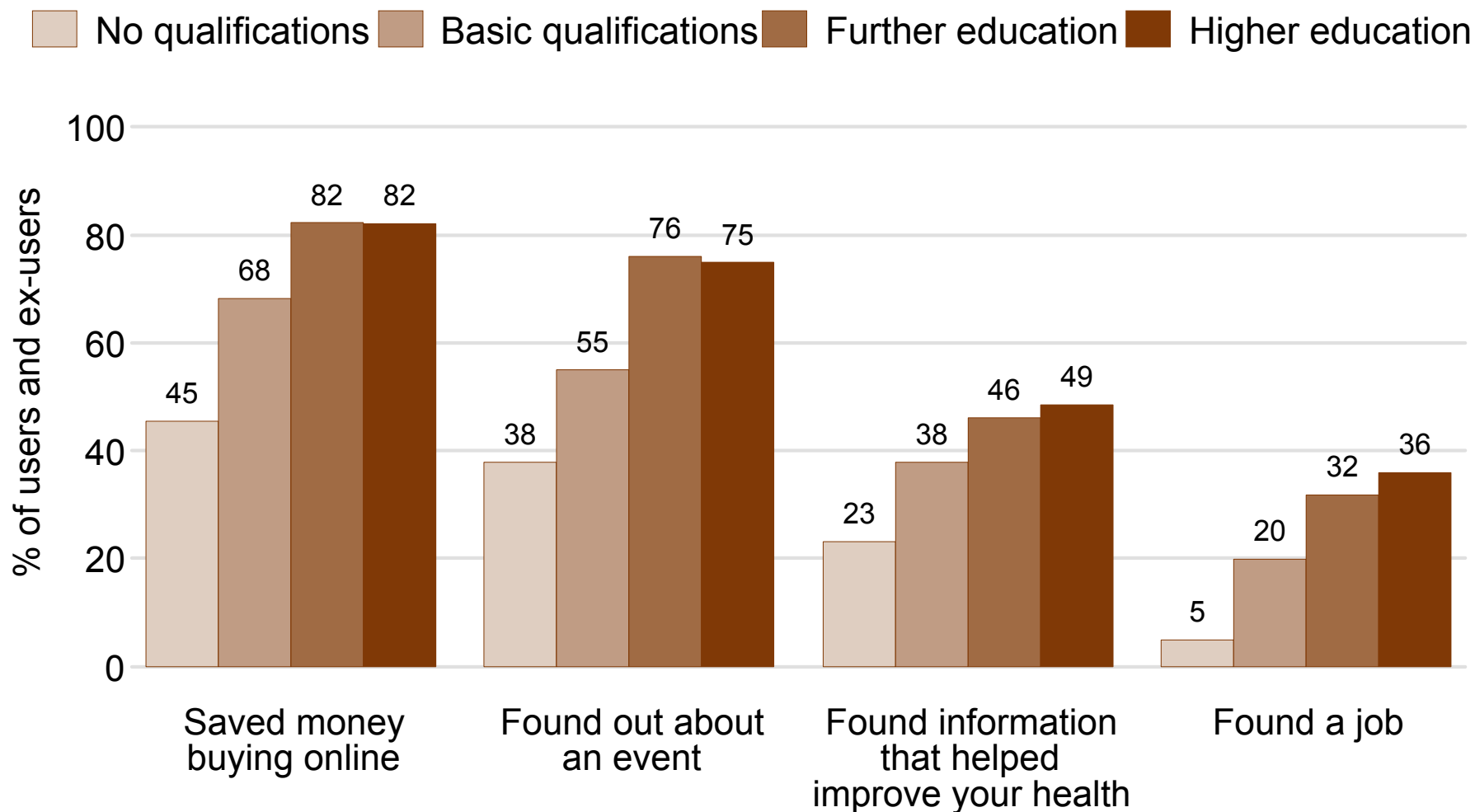- Higher education: 91

2013
- No qualifications: 40
- Basic qualifications: 84
- Further education: 92
- Higher education: 95
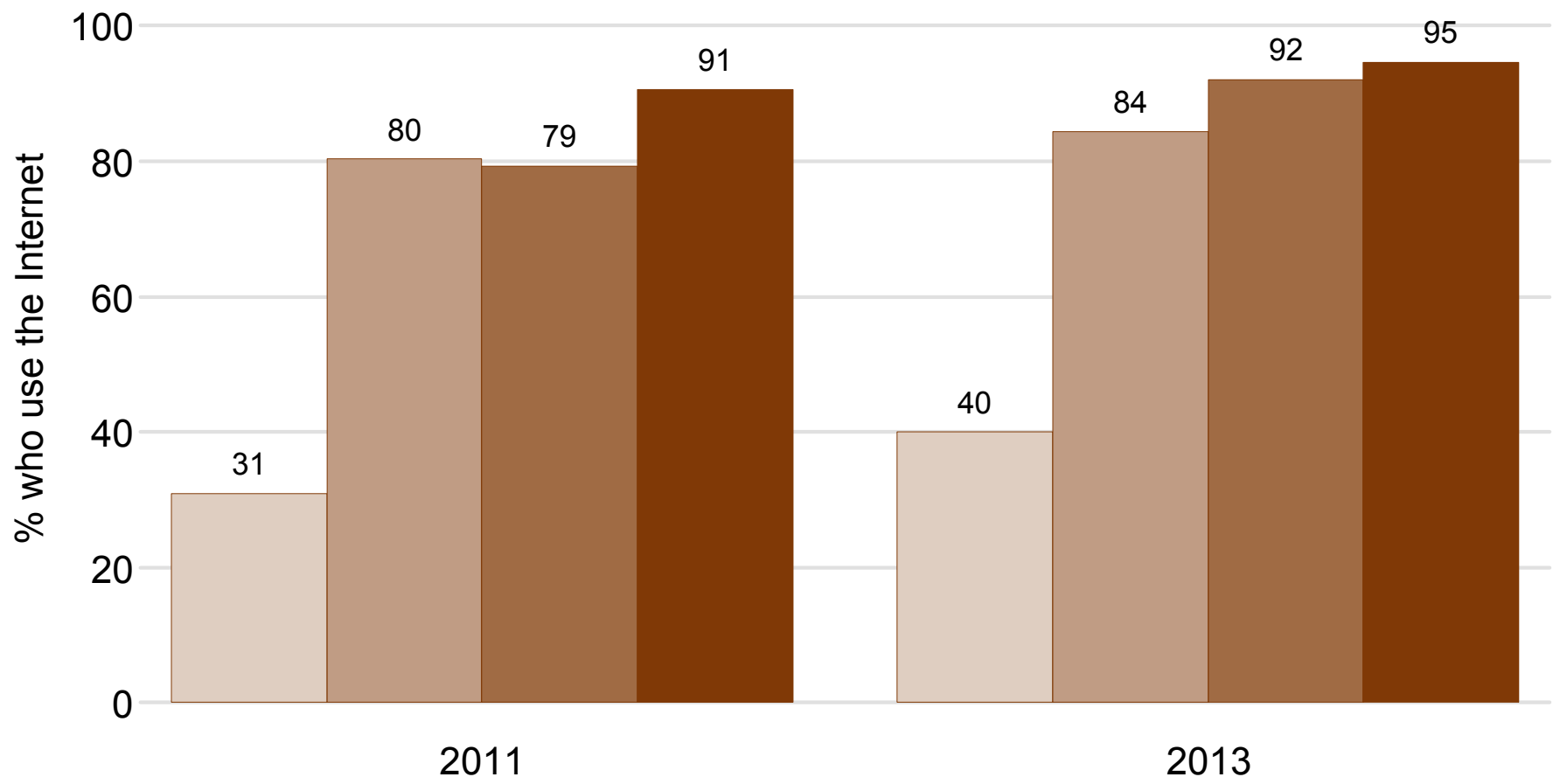
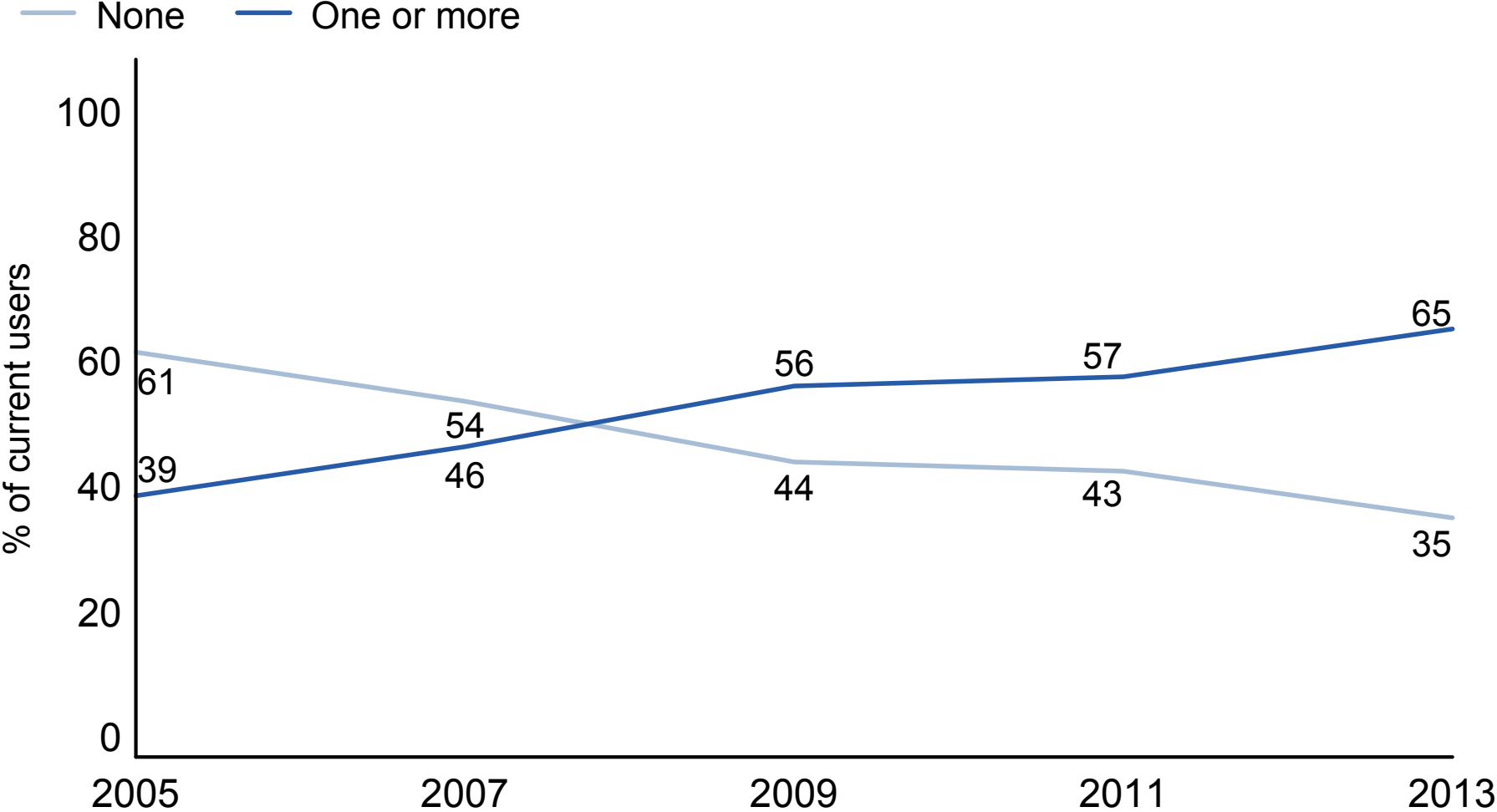OxIS 2011 N=2,057; 2013 N=2,657
Note: Students were excluded.

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Effectiveness of Internet Use by Education
(QC22 and QE10 by QO4)

Legend: ☐ No qualifications ☐ Basic qualifications ☐ Further education ☐ Higher education

% of users and ex-users

Saved money buying online
- No qualifications: 45
- Basic qualifications: 68
- Further education: 82
- Higher education: 82

Found out about an event
- No qualifications: 38
- Basic qualifications: 55
- Further education: 76
- Higher education: 75

Found information that helped improve your health
- No qualifications: 23
- Basic qualifications: 38
- Further education: 46
- Higher education: 49

Found a job
- No qualifications: 5
- Basic qualifications: 20
- Further education: 32
- Higher education: 36

OxIS 2013: Current users N=2,083; Ex-users N=91

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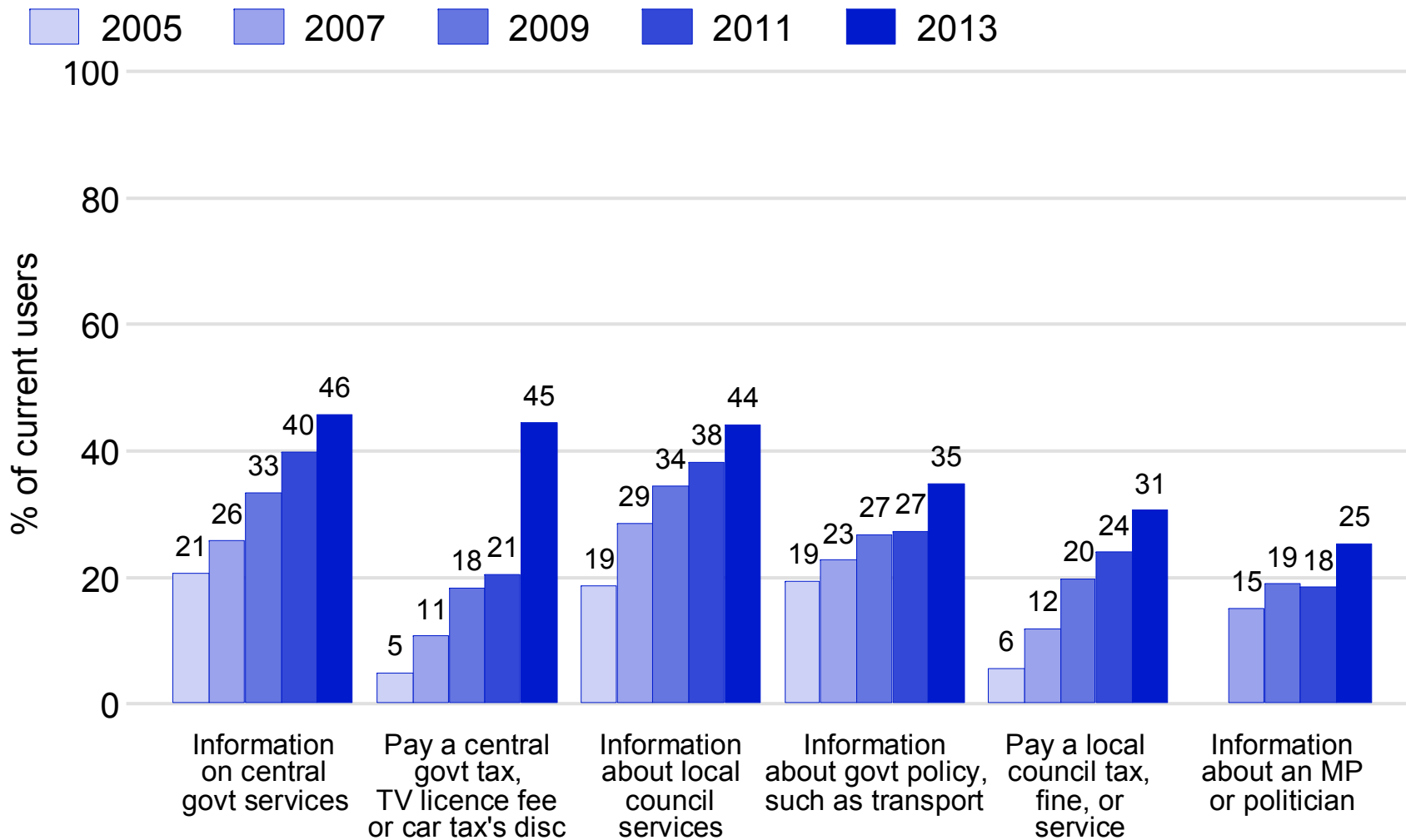Oxford Internet Institute
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Use of Online Government Services by Year (QC33)

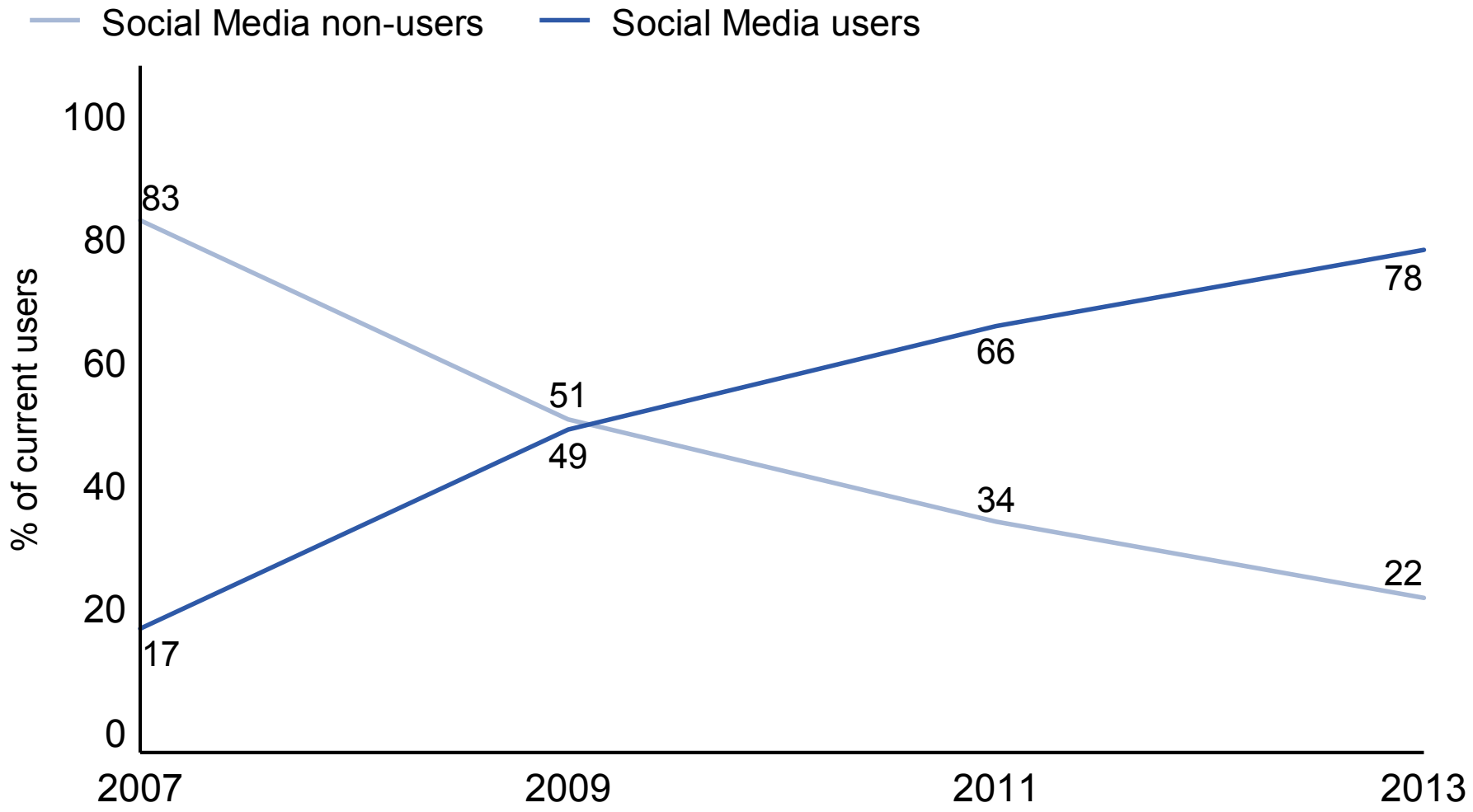OxIS current users: 2005 N=1,309; 2007 N=1,578; 2009 N=1,401; 2011 N=1,498; 2013 N=2,083

Detailed Use of Online Government Services

Legend: 2005, 2007, 2009, 2011, 2013

% of current users

Information on central govt services
- 2005: 21
- 2007: 26
- 2009: 33
- 2011: 40
- 2013: 46

Pay a central govt tax, TV licence fee or car tax's disc
- 2005: 5
- 2007: 11
- 2009: 18
- 2011: 21
- 2013: 45

Information about local council services
- 2005: 19
- 2007: 29
- 2009: 34
- 2011: 38
- 2013: 44

Information about govt policy, such as transport
- 2005: 19
- 2007: 23
- 2009: 27
- 2011: 27
- 2013: 35

Pay a local council tax, fine, or service
- 2005: 6
- 2007: 12
- 2009: 20
- 2011: 24
- 2013: 31

Information about an MP or politician
- 2007: 15
- 2009: 19
- 2011: 18
- 2013: 25

OxIS current users: 2005 N=1,309; 2007 N=1,578; 2009 N=1,401; 2011 N=1,498; 2013 N=2,083

Use of Social Media by Year (QC8)

Use of Social Media by Year (QC8)

Legend: Social Media non-users — Social Media users

Y-axis: % of current users (0, 20, 40, 60, 80, 100)
X-axis: 2007, 2009, 2011, 2013
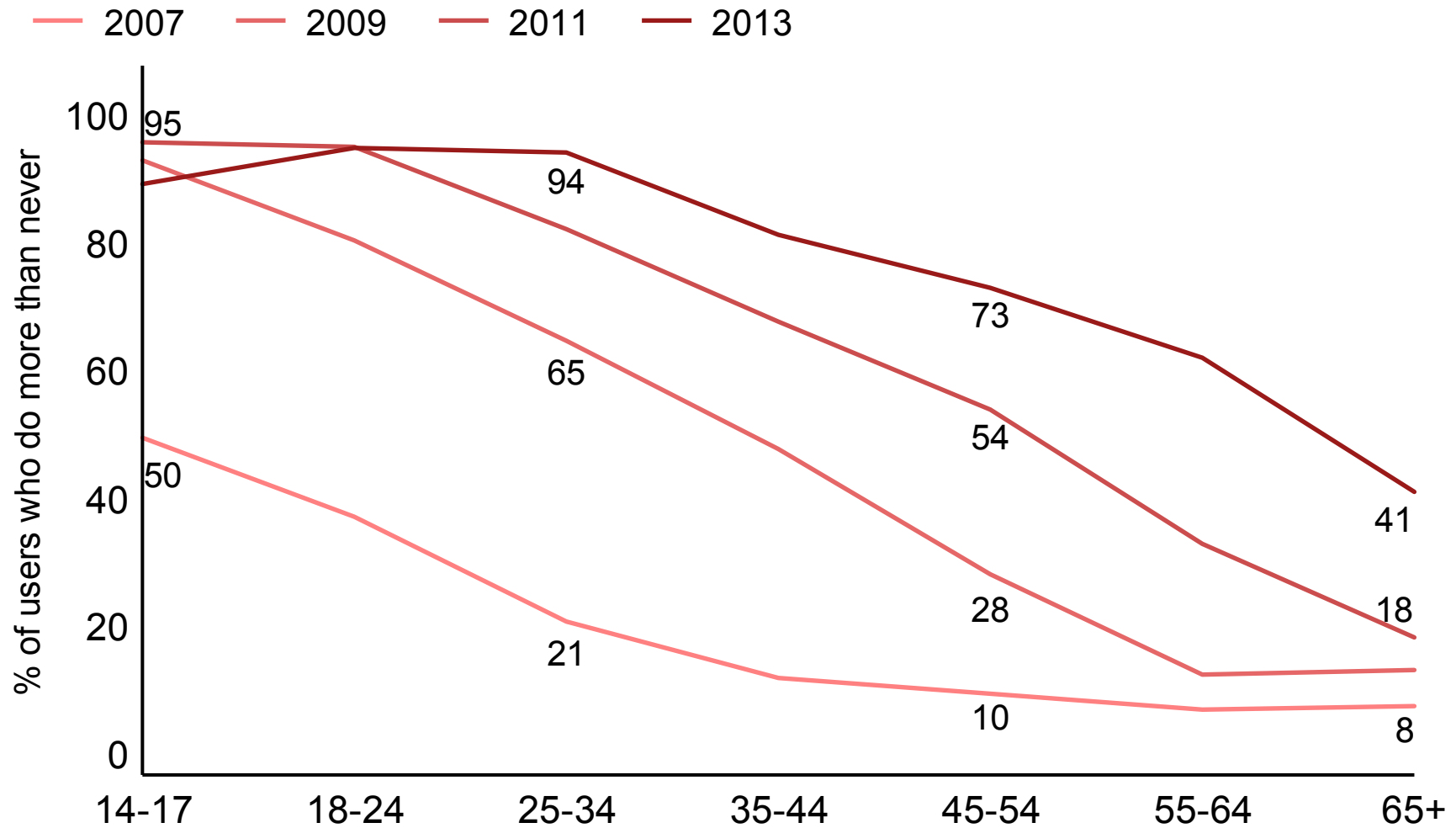
Social Media non-users: 83, 51, 34, 22
Social Media users: 17, 49, 66, 78

OxIS current users: 2007 N=1,578; 2009 N=1,401; 2011 N=1,498; 2013 N=2,083
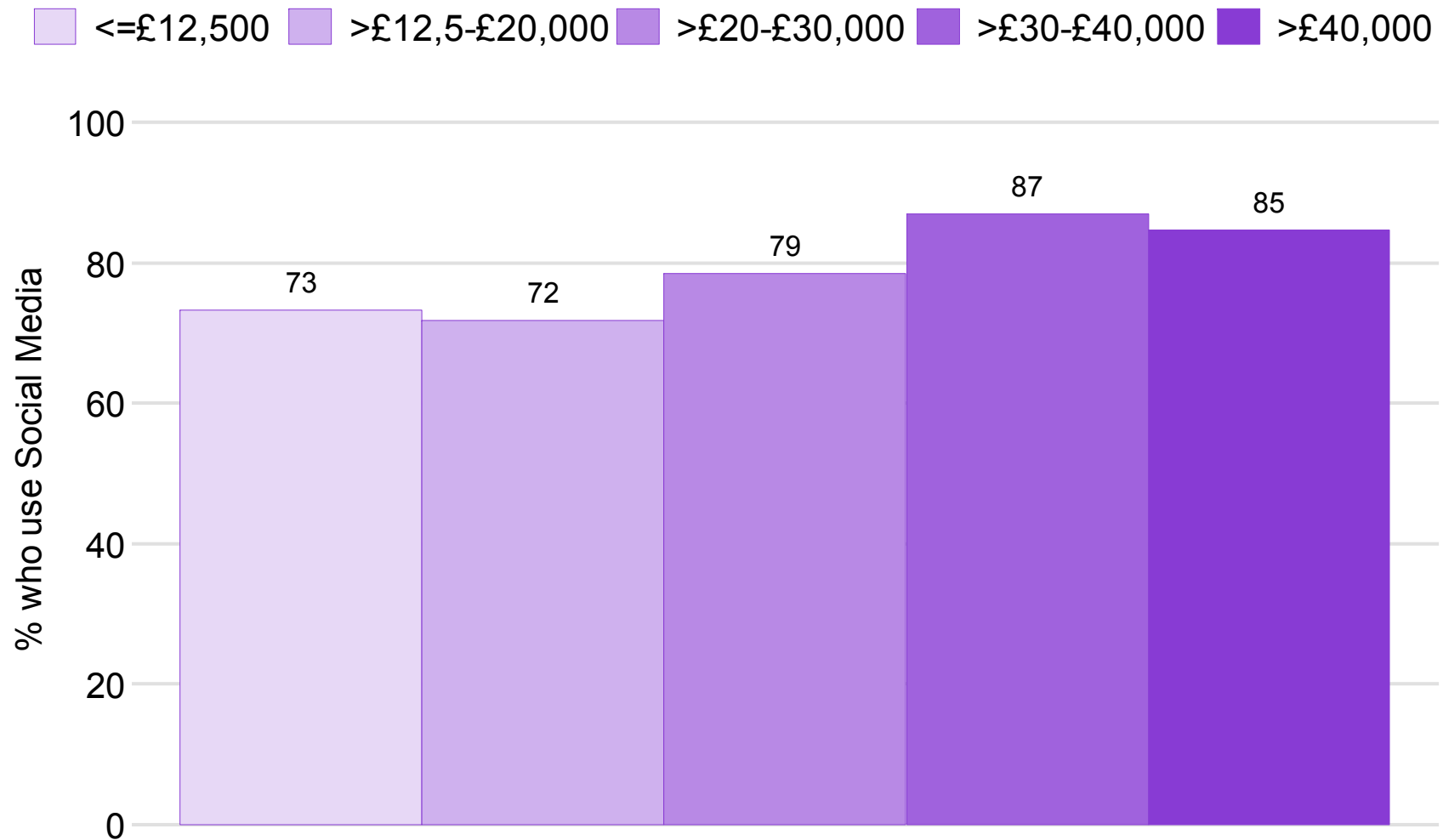Note: The social media question changed in 2009.

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Use of Social Media by Age (QC8 by QD1)

Legend: — 2007 — 2009 — 2011 — 2013

% of users who do more than never

| | 14-17 | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |

Data labels shown: 95, 94, 73, 41 (2013); 65, 54, 28, 18 (2011); 50, 21, 10, 8 (2007)

OxIS current users: 2007 N=1,578; 2009 N=1,401; 2011 N=1,498; 2013 N=2,083

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Social Media Use by Household Income

% who use Social Media

73 72 79 87 85

Current social media users. OxIS 2013 N=1,276

Social Media Use by Household Income

■ <=£12,500   ■ >£12,5-£20,000   ■ >£20-£30,000   ■ >£30-£40,000   ■ >£40,000
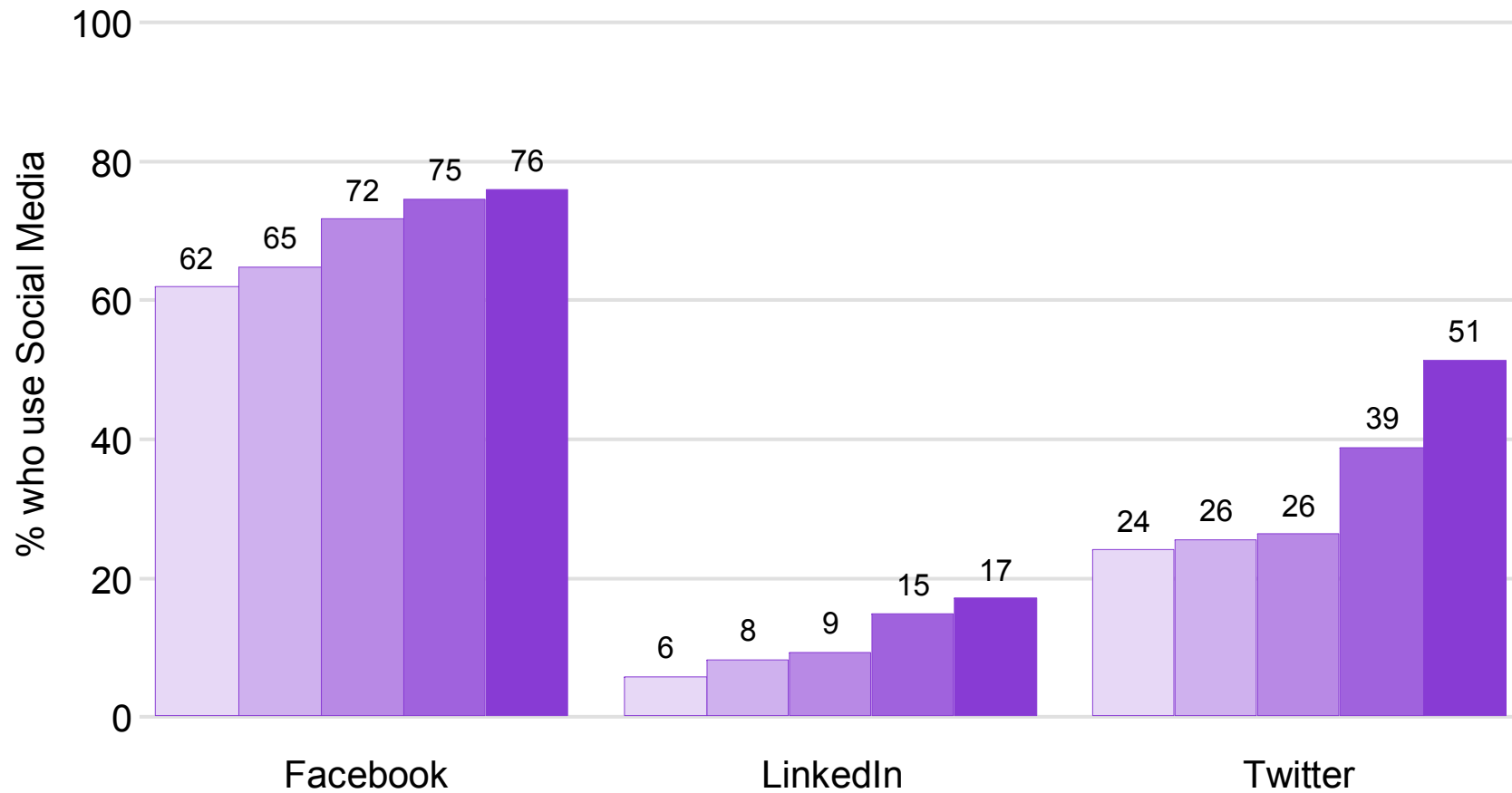
% who use Social Media

Facebook: 62, 65, 72, 75, 76
LinkedIn: 6, 8, 9, 15, 17
Twitter: 24, 26, 26, 39, 51

Current social media users. OxIS 2013 N=1,276

Social Media Use by Educational Qualifications

Legend: No qualifications · Basic qualifications · Further education · Higher education

Y-axis: 2013 % who use Social Media (0, 20, 40, 60, 80, 100)

Bar values: 67, 77, 87, 75

Current social media users. OxIS 2013 N=1,276
Note: Students were excluded.

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Social Media Use by Educational Qualifications

■ No qualifications ■ Basic qualifications ■ Further education ■ Higher education

% who use Social Media

Facebook: 55, 69, 80, 62

LinkedIn: 5, 5, 10, 16

Twitter: 13, 30, 30, 30
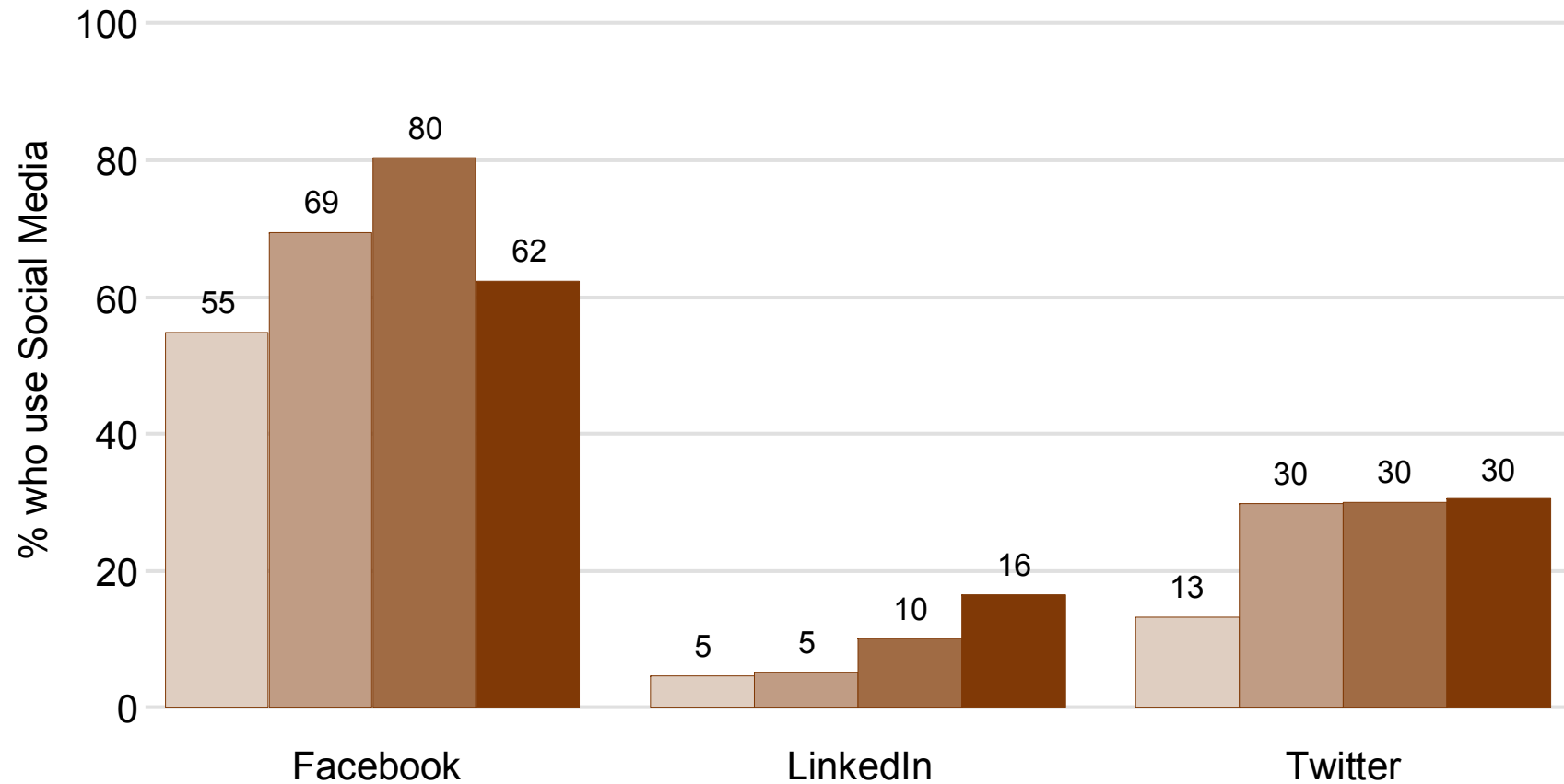
Current social media users. OxIS 2013 N=1,276
Note: Students were excluded.

Informational & Social Activities on Social Media
(Q35 and QP6)

Legend: Never, Less than monthly, Monthly, Weekly, Daily, More than daily

Social: 35 | 65

Informational: 82 | 18

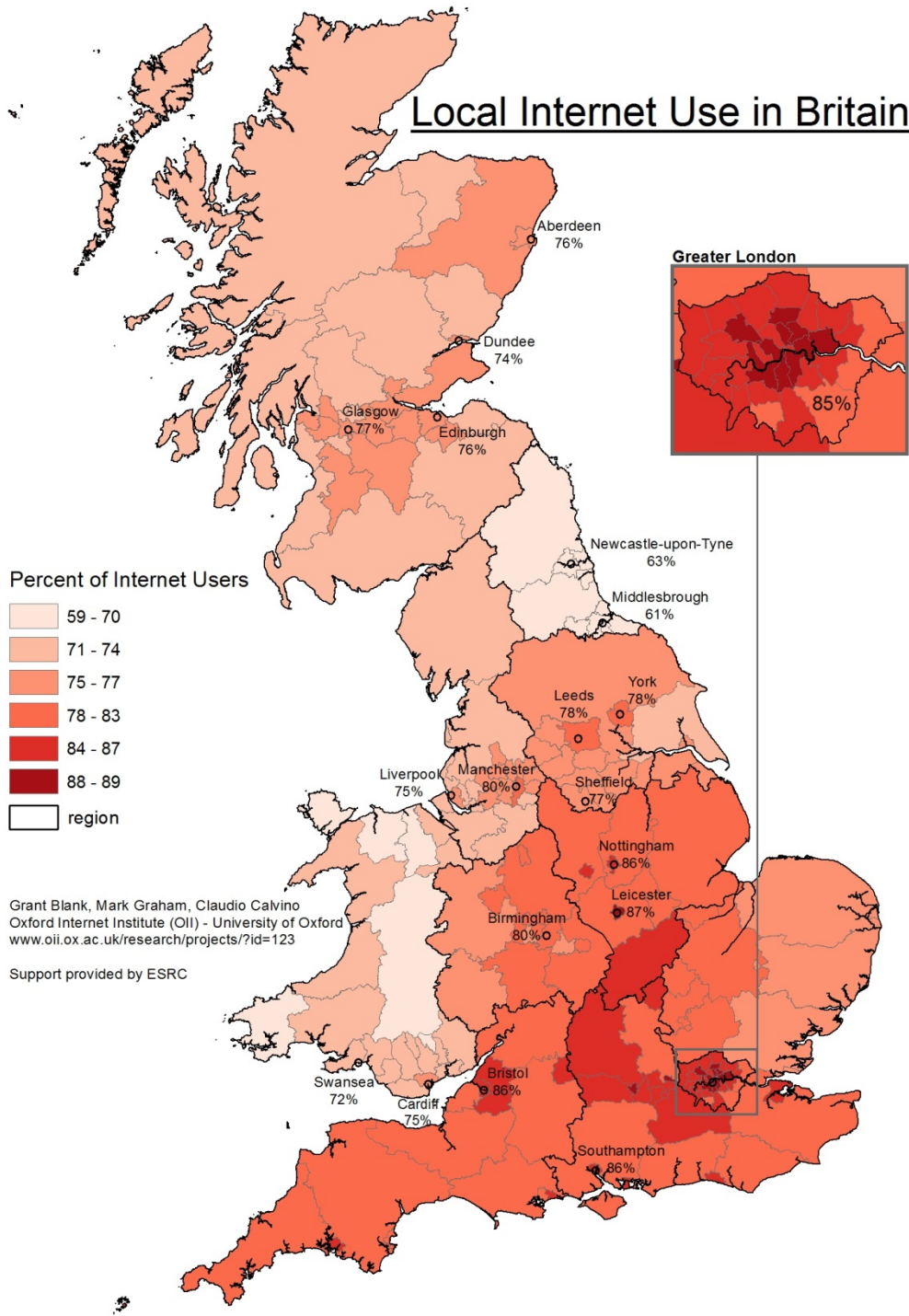% of social network site users

100 75 50 25 0 25 50 75 100
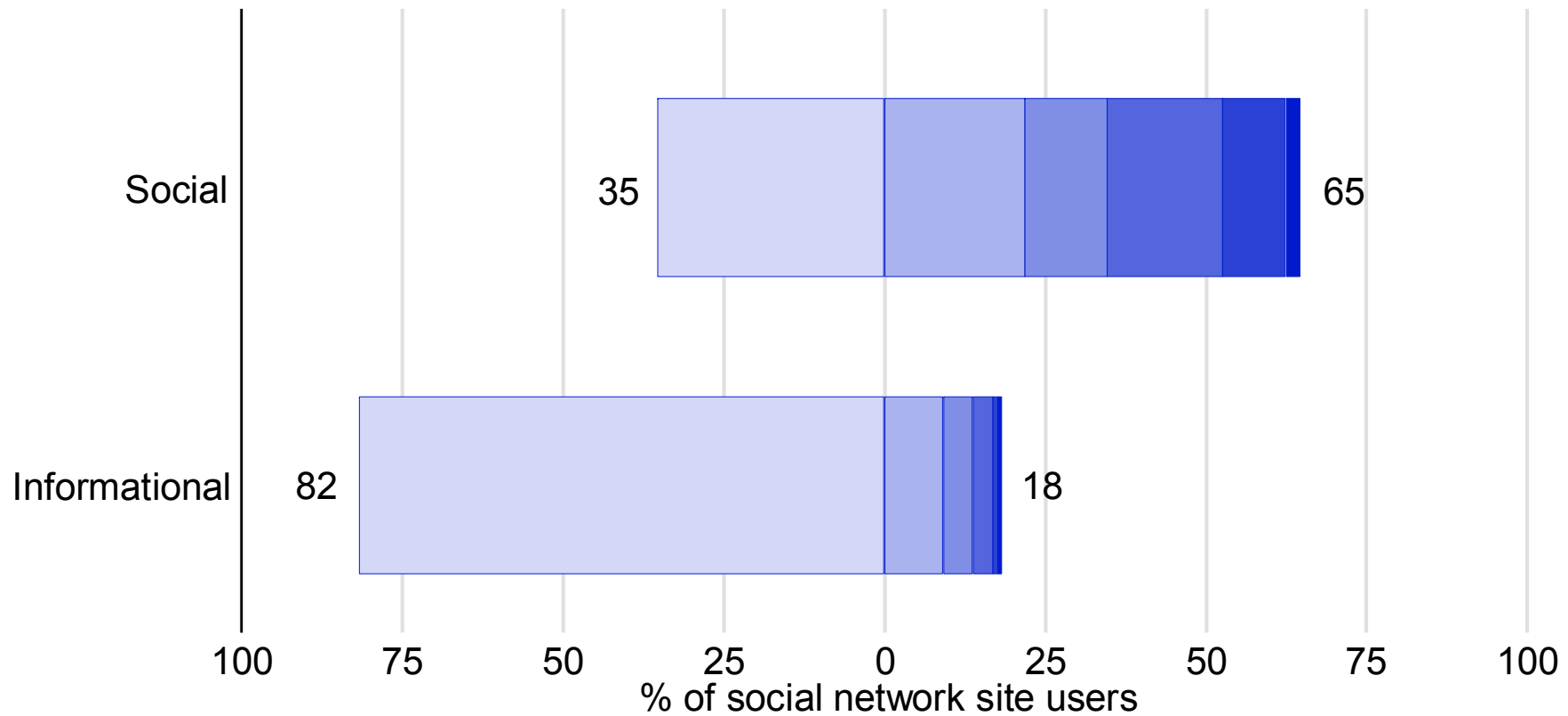
Current social network site users. OxIS 2013 N=1,276
Social activities are commenting on status, updating status or personal information, and posting pictures.
Informational activities include receiving news, learning about issues, clicking on links, and commenting on issues.

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Local Internet Use in Britain

Aberdeen
76%

Dundee
74%

Glasgow
77%

Edinburgh
76%

Greater London

85%

Newcastle-upon-Tyne
63%

Middlesbrough
61%

Leeds
78%

York
78%

Liverpool
75%

Manchester
80%

Sheffield
77%

Nottingham
86%

Leicester
87%

Birmingham
80%

Bristol
86%

Swansea
72%

Cardiff
75%

Southampton
86%

Percent of Internet Users

- 59 - 70
- 71 - 74
- 75 - 77
- 78 - 83
- 84 - 87
- 88 - 89
- region

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www.oii.ox.ac.uk/research/projects/?id=123

Support provided by ESRC

Summary of British Social Media Use

- Continued rise in social media use

- Continued stratification by age, income, education

  – Users: wealthy, well-educated, young

- Most social media users are interested in socializing

  – Not receiving information

Lessons for Local Authorities

- Who will you reach?
    - Social media disproportionately reach wealthy, educated, young

- What is the best you can do?
    - Depends on the group
    - Best among young: a maximum of about 95%

- Pick your media carefully
    - Different social media reach different groups

- Hard to reach groups remain hard to reach
    - Elderly, uneducated, poor

Thank you

Questions?

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