

YouGov Survey Results

Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Gender		Age			Social Grade	
Base	Male	Female	55-64	65-74	75+	ABC1	C2DE

To what extent do you agree or disagree with the following statement?

In general, my life has improved as a result of being online (i.e. because I now have internet access)

	Unweighted Base	3064	1525	1539	1653	1200	211	1906	1158
Base: All UK online adults aged 55+		2082	1053	1029	1202	617	264	1243	840
Strongly agree	30%	31%	29%	31%	30%	26%		35%	23%
Tend to agree	48%	50%	46%	49%	48%	47%		47%	50%
Tend to disagree	12%	11%	13%	13%	12%	11%		10%	15%
Strongly disagree	3%	3%	4%	2%	4%	7%		3%	3%
Don't know	6%	5%	8%	6%	6%	10%		5%	8%

YouGov Survey Results

Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

To what extent do you agree or disagree with the following statement?

In general, my life has improved as a result of being online (i.e. because I now have internet access)

	Unweighted Base	3064	674	427	269	394	773	157	296	74
	Base: All UK online adults aged 55+	2082	481	306	165	269	515	100	205	43
Strongly agree	30%	29%	28%	32%	28%	31%	38%	27%	36%	
Tend to agree	48%	49%	50%	49%	48%	48%	40%	48%	54%	
Tend to disagree	12%	14%	12%	12%	10%	11%	10%	13%	3%	
Strongly disagree	3%	3%	2%	0%	5%	3%	6%	6%	3%	
Don't know	6%	5%	7%	6%	8%	7%	6%	6%	3%	

YouGov Survey Results

Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

To what extent do you agree or disagree with the following statement?

In general, my life has improved as a result of being online (i.e. because I now have internet access)

	Unweighted Base	3064	781	270	1051	2	1812	45	154
	Base: All UK online adults aged 55+	2082	538	172	710	1	1227	36	109
Strongly agree	30%	32%	33%	32%	38%	29%	24%	29%	
Tend to agree	48%	47%	45%	47%	62%	50%	50%	41%	
Tend to disagree	12%	12%	13%	12%	-	11%	12%	20%	
Strongly disagree	3%	2%	-	2%	-	4%	2%	0%	
Don't know	6%	7%	8%	7%	-	6%	13%	9%	

YouGov Survey Results

Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

To what extent do you agree or disagree with the following statement?

In general, my life has improved as a result of being online (i.e. because I now have internet access)

	Unweighted Base	3064	2052	162	424	230	196	2875	120	30	10	160	29
Base: All UK online adults aged 55+		2082	1415	106	263	157	142	1948	84	20	6	110	24
Strongly agree	30%	30%	40%	27%	34%	26%	30%	20%	26%	33%	22%	35%	
Tend to agree	48%	49%	45%	45%	48%	53%	48%	57%	61%	59%	57%	53%	
Tend to disagree	12%	11%	8%	21%	8%	9%	12%	19%	9%	8%	17%	4%	
Strongly disagree	3%	4%	1%	1%	4%	2%	3%	1%	-	-	1%	2%	
Don't know	6%	6%	6%	6%	6%	10%	7%	4%	3%	-	3%	6%	

YouGov Survey Results

Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

To what extent do you agree or disagree with the following statement?

In general, my life has improved as a result of being online (i.e. because I now have internet access)

	Unweighted Base	3064	124	302	248	207	220	269	394	446	327	157	296	74
Base: All UK online adults aged 55+		2082	89	206	186	132	174	165	269	286	229	100	205	43
Strongly agree	30%	21%	30%	33%	28%	29%	32%	28%	32%	30%	38%	27%	36%	
Tend to agree	48%	51%	47%	49%	48%	52%	49%	48%	48%	48%	40%	48%	54%	
Tend to disagree	12%	22%	14%	10%	16%	9%	12%	10%	8%	15%	10%	13%	3%	
Strongly disagree	3%	0%	4%	2%	1%	3%	0%	5%	4%	1%	6%	6%	3%	
Don't know	6%	5%	5%	6%	7%	7%	6%	8%	8%	7%	6%	6%	3%	

YouGov Survey Results

Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

To what extent do you agree or disagree with the following statement?

In general, my life has improved as a result of being online (i.e. because I now have internet access)

	Unweighted Base	3064	1500	262	128	306
	Base: All UK online adults aged 55+	2082	937	155	106	188
Strongly agree	30%	38%	48%	38%	47%	
Tend to agree	48%	46%	42%	34%	46%	
Tend to disagree	12%	9%	4%	20%	5%	
Strongly disagree	3%	2%	1%	6%	0%	
Don't know	6%	6%	5%	2%	1%	

YouGov Survey Results

Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Gender		Age			Social Grade	
Base	Male	Female	55-64	65-74	75+	ABC1	C2DE

In which, if any, of the following ways would you say that being online has changed your life?
(Please tick all that apply)

	Unweighted Base	3064	1525	1539	1653	1200	211	1906	1158
Base: All UK online adults aged 55+		2082	1053	1029	1202	617	264	1243	840
I feel less lonely	10%	7%	12%	10%	9%	10%	9%	10%	
I feel closer to my grandchildren	11%	10%	11%	8%	14%	13%	11%	10%	
I feel closer to my friends and family	23%	21%	26%	22%	26%	24%	24%	22%	
I see my family in person more often (e.g. because I can more easily organise get-togethers, I feel more compelled to see them)	4%	3%	4%	4%	5%	3%	4%	4%	
I am more independent	19%	21%	18%	18%	21%	22%	19%	20%	
I have saved money	44%	50%	38%	48%	41%	34%	46%	41%	
I feel I have more control over my healthcare	8%	8%	9%	8%	7%	9%	9%	7%	
I now can't imagine my life without the internet	42%	42%	42%	44%	41%	36%	46%	37%	
I can pursue hobbies	32%	36%	27%	33%	31%	24%	33%	30%	
I feel happier	11%	13%	9%	10%	12%	17%	10%	13%	
I have greater control over issues that affect me (e.g. by being able to contact the local council, MP, businesses etc.)	37%	42%	31%	39%	37%	26%	39%	34%	
I don't feel as close to my family	1%	2%	1%	2%	1%	0%	1%	1%	
I don't go out as much	7%	8%	7%	8%	5%	8%	6%	9%	
I am more worried about personal security (e.g. identity theft, fraud etc.)	15%	15%	14%	16%	15%	11%	15%	14%	
I feel like I waste time on my computer now rather than being more active	20%	18%	21%	21%	20%	14%	21%	17%	
I find it easier to overspend and get carried away with online shopping	4%	4%	5%	5%	4%	2%	4%	5%	
Other	4%	5%	4%	5%	4%	2%	5%	4%	
Not applicable - being online has not changed my life	14%	12%	15%	11%	17%	18%	10%	18%	
Don't know	2%	2%	2%	2%	1%	3%	2%	2%	

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Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

In which, if any, of the following ways would you say that being online has changed your life?
(Please tick all that apply)

	Unweighted Base	3064	674	427	269	394	773	157	296	74
	Base: All UK online adults aged 55+	2082	481	306	165	269	515	100	205	43
I feel less lonely	10%	10%	8%	13%	10%	9%	9%	9%	8%	16%
I feel closer to my grandchildren	11%	9%	11%	10%	5%	12%	12%	13%	13%	27%
I feel closer to my friends and family	23%	18%	25%	30%	24%	23%	21%	28%	28%	30%
I see my family in person more often (e.g. because I can more easily organise get-togethers, I feel more compelled to see them)	4%	3%	5%	5%	5%	4%	2%	3%	3%	5%
I am more independent	19%	21%	19%	22%	16%	17%	24%	21%	21%	24%
I have saved money	44%	49%	50%	44%	38%	41%	43%	38%	38%	37%
I feel I have more control over my healthcare	8%	9%	6%	9%	9%	8%	11%	6%	6%	9%
I now can't imagine my life without the internet	42%	43%	39%	47%	42%	43%	45%	39%	39%	41%
I can pursue hobbies	32%	32%	36%	37%	23%	31%	34%	32%	32%	34%
I feel happier	11%	11%	13%	11%	10%	9%	17%	12%	12%	11%
I have greater control over issues that affect me (e.g. by being able to contact the local council, MP, businesses etc.)	37%	34%	35%	41%	35%	40%	39%	36%	36%	33%
I don't feel as close to my family	1%	2%	0%	1%	1%	1%	3%	1%	1%	-
I don't go out as much	7%	7%	7%	7%	9%	7%	7%	7%	7%	4%
I am more worried about personal security (e.g. identity theft, fraud etc.)	15%	14%	17%	15%	18%	13%	11%	13%	13%	21%
I feel like I waste time on my computer now rather than being more active	20%	16%	24%	17%	19%	22%	15%	18%	18%	23%
I find it easier to overspend and get carried away with online shopping	4%	5%	4%	5%	4%	5%	2%	2%	2%	5%
Other	4%	4%	4%	3%	5%	5%	6%	3%	3%	4%
Not applicable - being online has not changed my life	14%	16%	12%	13%	15%	14%	13%	13%	12%	8%
Don't know	2%	1%	2%	1%	2%	2%	1%	4%	4%	4%

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Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

In which, if any, of the following ways would you say that being online has changed your life?
(Please tick all that apply)

	Unweighted Base	3064	781	270	1051	2	1812	45	154
Base: All UK online adults aged 55+		2082	538	172	710	1	1227	36	109
I feel less lonely	10%	8%	13%	9%	62%	9%	15%	20%	
I feel closer to my grandchildren	11%	7%	8%	7%	-	13%	2%	11%	
I feel closer to my friends and family	23%	21%	22%	21%	-	25%	18%	25%	
I see my family in person more often (e.g. because I can more easily organise get-togethers, I feel more compelled to see them)	4%	3%	3%	3%	-	4%	5%	6%	
I am more independent	19%	17%	23%	19%	100%	20%	24%	20%	
I have saved money	44%	50%	41%	48%	62%	42%	21%	45%	
I feel I have more control over my healthcare	8%	7%	11%	8%	-	8%	8%	12%	
I now can't imagine my life without the internet	42%	46%	50%	46%	62%	40%	33%	45%	
I can pursue hobbies	32%	33%	33%	33%	-	31%	20%	41%	
I feel happier	11%	10%	11%	10%	-	12%	9%	13%	
I have greater control over issues that affect me (e.g. by being able to contact the local council, MP, businesses etc.)	37%	41%	39%	40%	38%	35%	28%	35%	
I don't feel as close to my family	1%	2%	1%	2%	-	1%	-	1%	
I don't go out as much	7%	7%	8%	8%	-	7%	12%	9%	
I am more worried about personal security (e.g. identity theft, fraud etc.)	15%	16%	17%	17%	62%	14%	9%	16%	
I feel like I waste time on my computer now rather than being more active	20%	19%	27%	20%	-	19%	20%	16%	
I find it easier to overspend and get carried away with online shopping	4%	6%	3%	5%	-	4%	5%	4%	
Other	4%	5%	6%	5%	38%	4%	3%	6%	
Not applicable - being online has not changed my life	14%	11%	8%	10%	-	16%	15%	12%	
Don't know	2%	2%	2%	2%	-	2%	-	1%	

YouGov Survey Results

Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

In which, if any, of the following ways would you say that being online has changed your life? (Please tick all that apply)

	Unweighted Base	3064	2052	162	424	230	196	2875	120	30	10	160	29
	Base: All UK online adults aged 55+	2082	1415	106	263	157	142	1948	84	20	6	110	24
I feel less lonely		10%	7%	9%	17%	19%	10%	10%	8%	6%	28%	9%	4%
I feel closer to my grandchildren		11%	13%	7%	7%	8%	0%	11%	7%	5%	19%	7%	4%
I feel closer to my friends and family		23%	23%	24%	24%	28%	19%	23%	15%	25%	28%	18%	40%
I see my family in person more often (e.g. because I can more easily organise get-togethers, I feel more compelled to see them)		4%	4%	4%	3%	3%	4%	4%	2%	5%	11%	3%	21%
I am more independent		19%	18%	15%	16%	36%	26%	19%	21%	25%	37%	22%	23%
I have saved money		44%	47%	47%	35%	34%	38%	44%	35%	43%	48%	37%	34%
I feel I have more control over my healthcare		8%	7%	12%	9%	8%	11%	8%	4%	3%	22%	5%	5%
I now can't imagine my life without the internet		42%	41%	50%	39%	47%	46%	43%	35%	43%	22%	36%	10%
I can pursue hobbies		32%	32%	38%	28%	33%	29%	32%	31%	20%	48%	30%	27%
I feel happier		11%	11%	11%	10%	17%	12%	11%	12%	3%	22%	11%	16%
I have greater control over issues that affect me (e.g. by being able to contact the local council, MP, businesses etc.)		37%	37%	45%	37%	37%	27%	36%	48%	48%	52%	48%	16%
I don't feel as close to my family		1%	1%	1%	1%	0%	1%	1%	1%	6%	-	2%	-
I don't go out as much		7%	6%	13%	8%	9%	9%	7%	12%	13%	11%	12%	4%
I am more worried about personal security (e.g. identity theft, fraud etc.)		15%	15%	16%	15%	11%	14%	15%	15%	11%	45%	16%	5%
I feel like I waste time on my computer now rather than being more active		20%	20%	25%	19%	18%	15%	20%	20%	19%	19%	19%	8%
I find it easier to overspend and get carried away with online shopping		4%	4%	4%	6%	7%	4%	4%	8%	3%	-	7%	2%
Other		4%	4%	7%	3%	4%	4%	4%	4%	-	11%	4%	-
Not applicable - being online has not changed my life		14%	14%	10%	15%	9%	11%	14%	9%	22%	11%	12%	20%
Don't know		2%	2%	2%	2%	2%	1%	2%	1%	3%	-	2%	2%

YouGov Survey Results

Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

In which, if any, of the following ways would you say that being online has changed your life? (Please tick all that apply)

	Unweighted Base	3064	124	302	248	207	220	269	394	446	327	157	296	74
	Base: All UK online adults aged 55+	2082	89	206	186	132	174	165	269	286	229	100	205	43
I feel less lonely	10%	6%	9%	12%	7%	9%	13%	10%	8%	11%	9%	8%	16%	
I feel closer to my grandchildren	11%	9%	7%	11%	12%	10%	10%	5%	9%	16%	12%	13%	27%	
I feel closer to my friends and family	23%	14%	16%	22%	28%	22%	30%	24%	22%	25%	21%	28%	30%	
I see my family in person more often (e.g. because I can more easily organise get-togethers, I feel more compelled to see them)	4%	4%	3%	4%	3%	7%	5%	5%	4%	4%	2%	3%	5%	
I am more independent	19%	12%	20%	25%	18%	21%	22%	16%	19%	16%	24%	21%	24%	
I have saved money	44%	47%	51%	48%	42%	57%	44%	38%	39%	44%	43%	38%	37%	
I feel I have more control over my healthcare	8%	6%	12%	8%	6%	7%	9%	9%	6%	9%	11%	6%	9%	
I now can't imagine my life without the internet	42%	45%	44%	41%	39%	39%	47%	42%	46%	39%	45%	39%	41%	
I can pursue hobbies	32%	30%	31%	33%	31%	39%	37%	23%	26%	37%	34%	32%	34%	
I feel happier	11%	8%	10%	14%	9%	15%	11%	10%	9%	9%	17%	12%	11%	
I have greater control over issues that affect me (e.g. by being able to contact the local council, MP, businesses etc.)	37%	31%	36%	33%	33%	36%	41%	35%	41%	39%	39%	36%	33%	
I don't feel as close to my family	1%	-	1%	3%	0%	1%	1%	1%	1%	2%	3%	1%	-	
I don't go out as much	7%	4%	9%	7%	7%	8%	7%	9%	6%	8%	7%	7%	4%	
I am more worried about personal security (e.g. identity theft, fraud etc.)	15%	11%	15%	16%	18%	16%	15%	18%	12%	15%	11%	13%	21%	
I feel like I waste time on my computer now rather than being more active	20%	16%	18%	15%	25%	24%	17%	19%	21%	23%	15%	18%	23%	
I find it easier to overspend and get carried away with online shopping	4%	2%	8%	3%	2%	6%	5%	4%	6%	4%	2%	2%	5%	
Other	4%	3%	5%	5%	7%	2%	3%	5%	4%	6%	6%	3%	4%	
Not applicable - being online has not changed my life	14%	21%	15%	14%	15%	10%	13%	15%	16%	10%	13%	12%	8%	
Don't know	2%	-	1%	1%	2%	2%	1%	2%	2%	3%	1%	4%	4%	

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Sample Size: 8530

Fieldwork: 15th-21st February 2013

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

In which, if any, of the following ways would you say that being online has changed your life?
(Please tick all that apply)

	Unweighted Base	3064	1500	262	128	306
	Base: All UK online adults aged 55+	2082	937	155	106	188
I feel less lonely	10%	14%	12%	12%	17%	
I feel closer to my grandchildren	11%	14%	11%	17%	14%	
I feel closer to my friends and family	23%	33%	28%	32%	36%	
I see my family in person more often (e.g. because I can more easily organise get-togethers, I feel more compelled to see them)	4%	6%	7%	6%	7%	
I am more independent	19%	23%	26%	22%	27%	
I have saved money	44%	46%	52%	39%	53%	
I feel I have more control over my healthcare	8%	10%	12%	9%	13%	
I now can't imagine my life without the internet	42%	50%	59%	38%	70%	
I can pursue hobbies	32%	36%	43%	39%	45%	
I feel happier	11%	15%	12%	14%	18%	
I have greater control over issues that affect me (e.g. by being able to contact the local council, MP, businesses etc.)	37%	43%	52%	35%	54%	
I don't feel as close to my family	1%	2%	1%	-	1%	
I don't go out as much	7%	9%	9%	19%	12%	
I am more worried about personal security (e.g. identity theft, fraud etc.)	15%	14%	15%	13%	16%	
I feel like I waste time on my computer now rather than being more active	20%	21%	25%	21%	24%	
I find it easier to overspend and get carried away with online shopping	4%	4%	5%	5%	7%	
Other	4%	5%	8%	5%	7%	
Not applicable - being online has not changed my life	14%	8%	2%	6%	2%	
Don't know	2%	1%	2%	1%	1%	