RESEARCH SUMMARY

Title   **Digital Media Monitor 2012**

Objective Establish levels of use of various online activities including TfL's website and mobile internet

Date   March 2012   **Agency:** SPA Future Thinking

Methodology Telephone interviews among 1,000 Londoners

Abstract

A telephone survey was carried out among 1,000 Londoners to provide an update on various online activities. While overall internet access has reached a plateau at close to nine in ten Londoners, mobile internet access has continued to grow; 55% of Londoners use mobile internet at least once a month, and 40% use it everyday.

Key findings

Overall internet access continues to be steady at close to nine in ten Londoners, and almost all of those with access use the internet at least once a day (88%). The proportion of internet users buying goods and services online has increased again this year, rising to 87% from 81% a year ago.

Mobile internet has grown substantially, both in terms of penetration (to 55% of Londoners using at least once a month) and frequency of use (to 40% of Londoners using every day). Although the range of activities carried out via mobile internet continues to grow, transactional activities such as shopping and banking are relatively lower than they are via the internet overall. Almost two thirds (64%) of mobile internet users now access live public transport information on their mobile devices.

Three quarters of Londoners use TfL's website, and a quarter of Londoners use it at least 3 or 4 times a week, much the same as in 2011. A third of Londoners use TfL's website on a mobile device; although the majority of these users do so while on the move (89%), there are also substantial proportions who do so from work or education (57%) and from home (45%). Almost three quarters of Londoners who access TfL's website on a mobile device find it useful (and 40% score it 5 out of 5 on usefulness).

TfL's website continues to dominate the online sources which are used for London travel information. However, mobile apps and Facebook are also very important as sources of online information about problems and delays during

journeys. As yet, Twitter is not strongly developed as a source of information about problems and delays during journeys.

More than half of Londoners (55%) are aware of mobile apps for booking taxis or minicabs but only 6% have downloaded such an app. The small number of people who have used such an app are fairly satisfied with it, but the main reasons for not using TPH apps concern not having a need to do so, or preferring another method.

Around a third of Londoners are aware of the next bus arrival service (ie up-to-the minute information on the times of next buses at specific stops by looking at the TfL website or by text). However only 13% of Londoners have used the website for this and 5% have used the SMS service. Again, the main reasons for not using this service concern not needing to use it.

18% of Londoners as a whole say they know what QR codes are; however there are large variations according to demographics – awareness is highest among men, among the higher socioeconomic groups and among the 35 – 44 age group. 36% of those aware of QR codes have scanned one successfully (and 4% have tried but couldn't do it).

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