

# RESEARCH SUMMARY

<b>Title</b>	<b>Digital &amp; social media monitor - October 2012</b>		
<b>Objective</b>	Establish levels of various online activities including mobile internet and use of TfL's website		
<b>Date</b>	October 2012	<b>Agency:</b>	SPA Future Thinking
<b>Methodology</b>	Telephone interviews among 1,000 Londoners		

## Abstract

Use of smartphones grew strongly in 2012, being used by two thirds (67%) of Londoners by October, significantly up from 58% in January. This led to increased mobile internet usage, with half (49%) of Londoners accessing the internet via a mobile device everyday, up from 40% in January. Three quarters (77%) of Londoners use TfL's website, and the proportion using TfL's website via mobile device continues to increase, up to 46%. Well over half (61%) of Londoners carry out social networking online, and 51% of Londoners use Facebook, while 17% use Twitter.

## Key findings

Overall internet access continues to be steady, at close to nine in ten Londoners. Use of smartphones grew strongly in 2012, being used by two thirds (67%) of Londoners. People over 65 years old, those with a disability and those in the DE socio-economic group continue to be the least likely to have internet access.

Sending and receiving emails and finding/sourcing information continue to be undertaken by almost all those with internet access (94% and 89% respectively). 83% of internet users are using the internet for maps and directions, 76% to access live public transport information online and 65% to make day to day travel plans.

Two thirds of Londoners (67%) use a smartphone (significantly up from 58% in January 2012). This has led to strong growth in mobile internet usage in 2012; by October, two thirds of Londoners (63%) access the internet via a mobile device at least once a month, with half (49%) doing so everyday. Tablet users also continue to grow, up to 19% in this survey compared to 13% in January 2012.

Internet activities undertaken on mobile devices follow a similar pattern to general use of the internet, except for activities relating to purchases/finance or which require large data downloads/inputs – where use is generally lower on mobile devices. Accessing travel information via a mobile device has become more popular, with 73% of mobile internet users accessing live public transport information and 62% making day to day travel plans via a mobile device.

Three quarters of Londoners (77%) use TfL's website, with two thirds of Londoners (67%) using it at least once a month. The proportion of Londoners using TfL's website via mobile continues to increase, up to 46% in this survey.

Staff / announcements / displays are still the most used source of London travel information, used by 54% of online Londoners, closely followed by TfL's website on a mobile device, used by 51% of online Londoners. However, when asked what sources they are likely to use in the future, 84% of online Londoners say they would use TfL's website on a mobile device, which is higher than for non-TfL websites (61%). There is also very high claimed likelihood to use apps, Twitter and Facebook in the future for London transport information (around 90% of online Londoners)

Facebook is the most popular form of social media, used by 51% of Londoners, with Twitter at 17%.

Of the 62% of mobile phone users who use apps, 47% always prefer to use apps (as opposed to websites) compared to 23% who always prefer to use websites, while 30% sometimes use apps and sometimes use websites. The main reasons for deciding whether to use an app or a website are ease of use and speed.

**Job number:** 12093