



Bringing it all together

# BT 21st Century Life Index<sup>®</sup>

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Consumer research report 2008

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## Preface

It's useful, every so often, to stop and take stock; to consider where we are, where we've been and where we're going.

Over the last 10 years, communications companies like BT have presented people with a wealth of new services and new capabilities, offering new ways to communicate, to live and to work. Sometimes, the pace of change means that the significance of this innovation can get lost on us, or taken for granted.

That's why BT has commissioned this research report. We wanted to take the temperature of how people in Britain feel about communications services in the early 21st century, to understand how they feel about what businesses like BT do for them, and to learn more about their hopes and expectations of what we can do in the future.

Not surprisingly, the research results tell us that much has changed in a decade. Most of it, people have told us, for the better. What people said they wanted 10 years ago has, by and large, been delivered.

Over the last decade, we've seen the birth of the online society, the broadband revolution and the evolution of mobile communications. The internet has changed the way we shop, do business and the way we are entertained. People have more information, greater choice and more power at their fingertips today than at any time in our history.

Communications in the 21st century is eroding cultural, geographic and social barriers. We distribute knowledge and information further and faster than ever before. It has given people the opportunity to understand and to challenge more about themselves and the world around them. It has given people a voice.

As we look to the future, we know the boundaries between fixed and mobile communications, between communications and computing and between information and entertainment will continue to blur as services converge and more powerful devices emerge.

The pace of innovation and opportunity is unrelenting in the 21st century. The challenge for businesses like BT is to harness that innovation to ensure it delivers the services that people want, that enrich their lives and make their businesses more efficient.

Communications matter to people today, more than ever before. It's a challenge BT relishes.

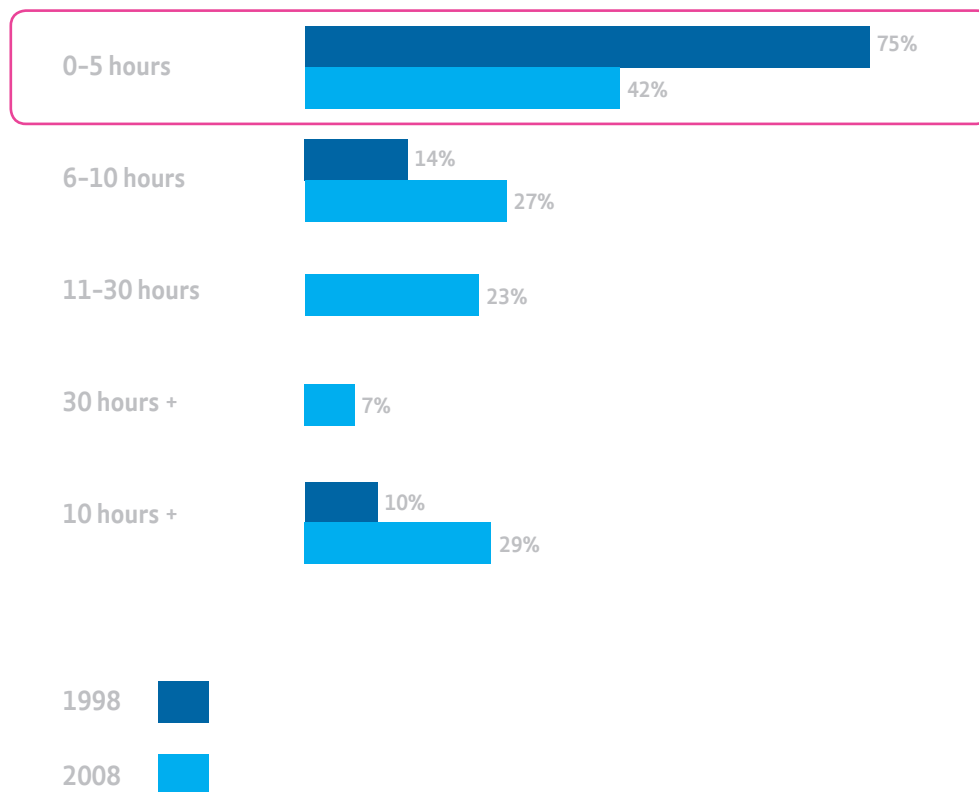
**John Petter**  
Managing Director, BT Consumer

# The last ten years of IT developments

The functionality that people desired from the internet in 1998 has now become the norm, with users seeing direct benefits to the way they live their lives today. People are able to access the information they need, when they want and where they want.

The survey data shows that we spend more time online and visit more websites than we did ten years ago, we're more keen on face-to-face communication and are less hooked on texting - but mobile phones are still our number one essential gadget.

## How long are we spending online per week?

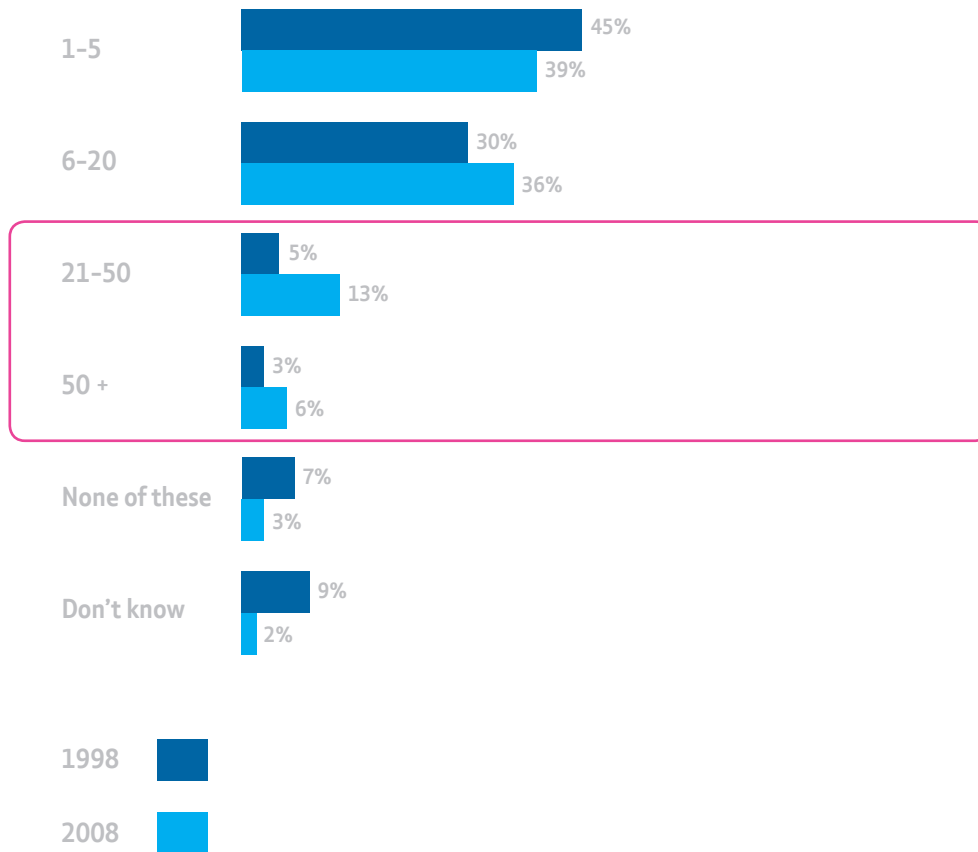


Base: All internet users; 2008 (1,150), 1999 (443), 1998 (553).

The scale of our reliance on the internet is reflected in the fact that the proportion of internet users now spending more than 5 hours per week online has more than doubled in the last 10 years, from just 25% in 1998 to 58% in 2008.

In 1998, only 14% of internet users spent between six and ten hours online - in 2008 this figure jumped to 27%, with a further 23% spending between 11 to 30 hours online. Another 7% are online for over 30 hours per week. And while three quarters of internet users (75%) spent less than six hours online ten years ago, this has dropped to only 42% in 2008.

## How many websites do we visit per week?

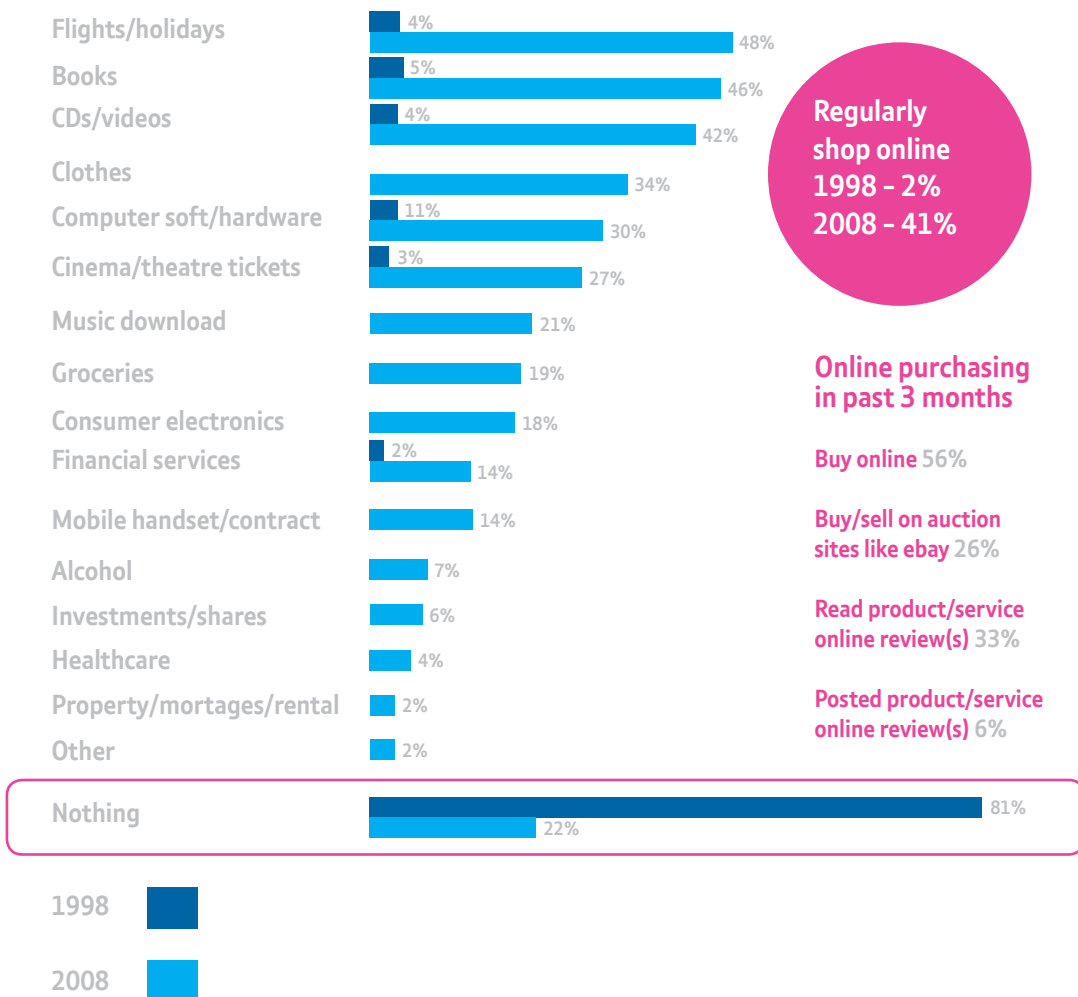


Base: All internet users; 2008 (1,150), 1999 (443), 1998 (553).

The average number of websites an internet user visits in any one week has also risen dramatically, with 19% of internet users now visiting more than 20 different sites. In 1999, 45% of internet users visited just one to five sites a week, down to 39% in 2008, while 35% visited between six and 50 sites per week, which has increased to 49% in 2008. A further 6% visit more than 50 sites, which is twice the number from 1999 when only 3% of users frequented more than 50 sites in a week.

## A nation of shoppers

Which if any, of the following have you ever bought online?



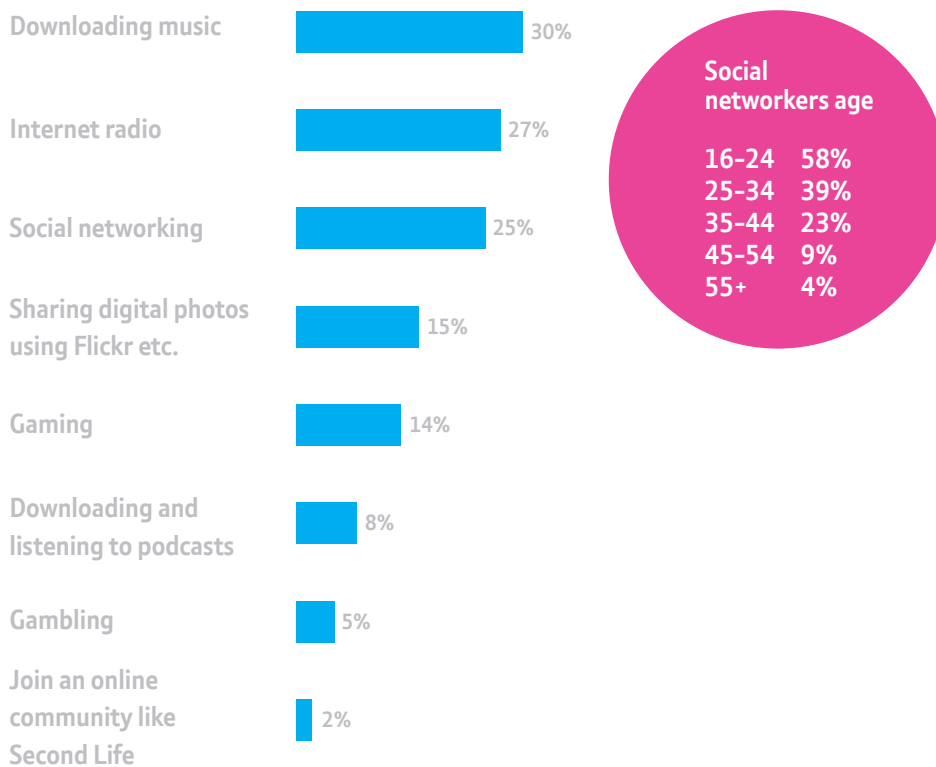
Base: All internet users; 2008 (1150), 1998 (553).

Just 22% of internet users have never shopped online, a considerable drop from 81% ten years ago, and 41% of us shop online regularly compared to just 2% in 1998. We're most likely to buy flights or holidays (48%), books (46%), CDs/videos (42%) or clothes (34%), whereas in 1998 the majority of internet shoppers purchased computer software or hardware. Fewer online shoppers are buying investments or shares, healthcare, property or mortgages over the internet than any other product surveyed.

56% of internet users said they had purchased items online in the last three months. 26% had bought or sold items on auction sites such as ebay, and 33% had read online product or service reviews, although only 6% had actually written these themselves.

## A quarter of internet users have used a social networking site

Which of the following have you done electronically in the last three months?



Base: All internet users; 2008 (1,150).

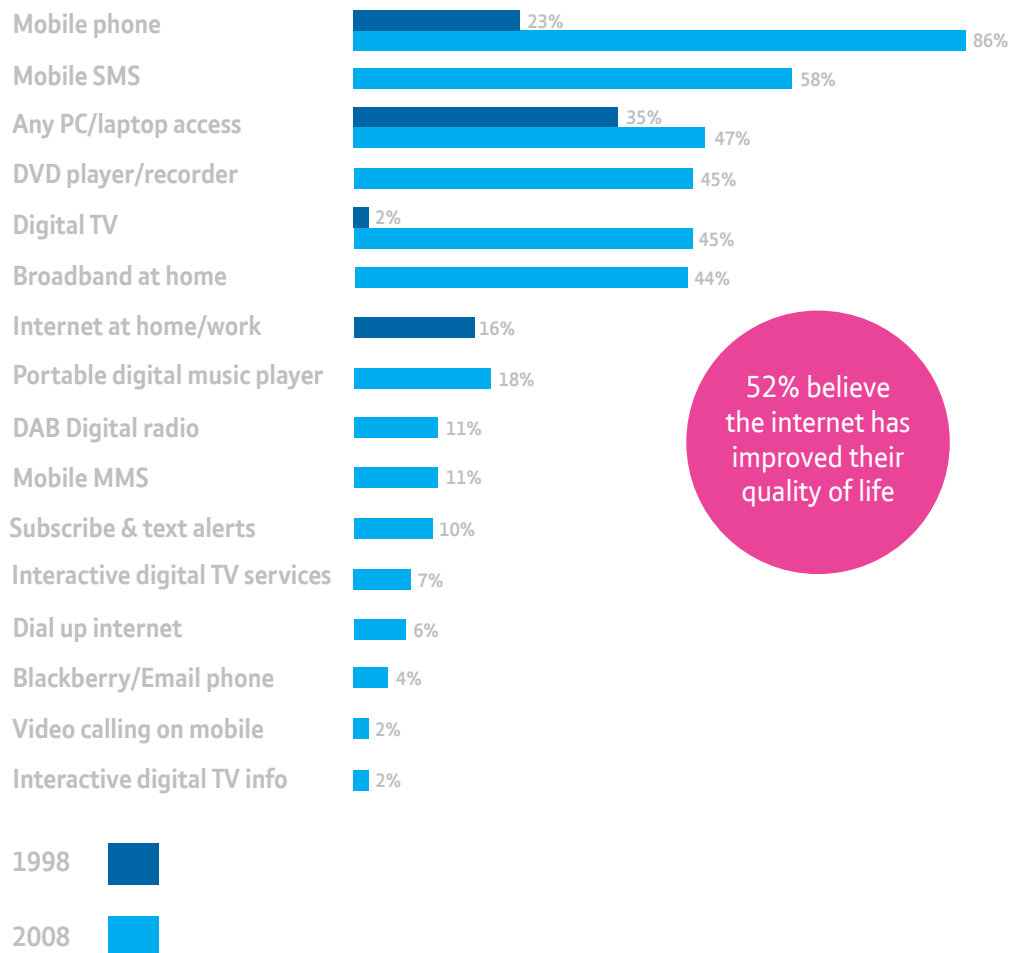
Social networking online is also increasingly becoming the norm, with 25% of internet users interacting with these sites in 2008. By far the biggest users of social networking are the 16-24 year olds (58%), followed by 25-34 year olds (39%). 15% of internet users are also using digital photo-sharing sites such as Flickr. 12% read blogs online and 4% write their own, with users visiting an average of 2.6 blogs or news websites per day.

Downloading music also proves to be a popular activity for those online, with 30% using the internet for this purpose. 27% listen to the radio via the internet, 14% use it for gaming and a further 5% of people go online to gamble. Podcasts have yet to hit the mainstream, with only 8% of people using them, and only 2% engage with online communities such as Second Life.

Interestingly, in both 1998 and 2008 62% of Brits used the internet for educational purposes. Similarly, there was also very little shift in the proportion using the internet to download software (23% in 1998 vs. 20% in 2008) or to access newsgroups (10% in 1998 vs. 9% in 2008).

## A broader repertoire

Which of these, if any, do you personally use?



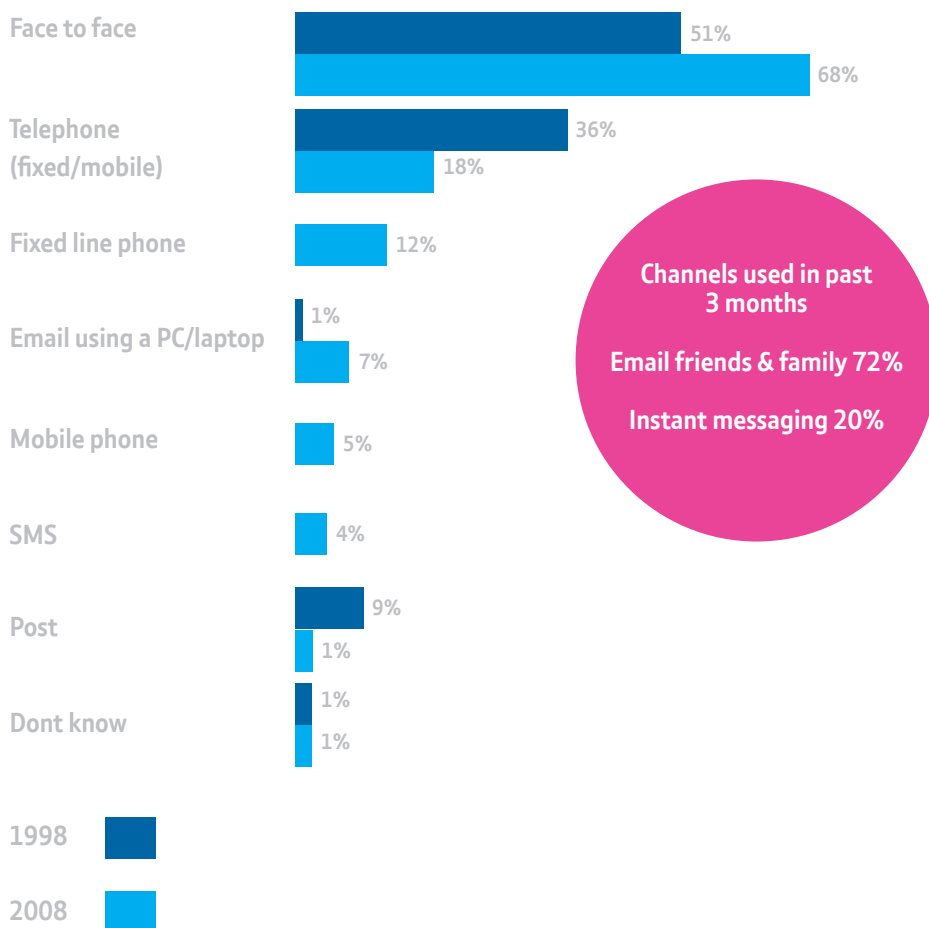
Base: All adults aged 16+; 2008 (2,006), 1998 (1,926).

In 2008, mobile phones top the list of most used technology with a staggering 86% using one, compared with only 23% in 1998. And while most of us don't think texting is essential, 58% use mobile SMS to communicate.

Computer usage is also up in 2008, with 47% of people now using a computer, compared with 35% in 1998. Digital TV has also experienced major growth in popularity, with usage figures rising from 2% in 1998 to 45% in 2008. Broadband internet is a new entry on the list and is now in 44% of households, with only 6% of us using dial-up internet access, and other new entries include portable digital music players (18%) and BlackBerry/email phones (4%).

## More now prefer face to face communications than 10 years ago

Which of these methods of communication do you generally prefer to use?



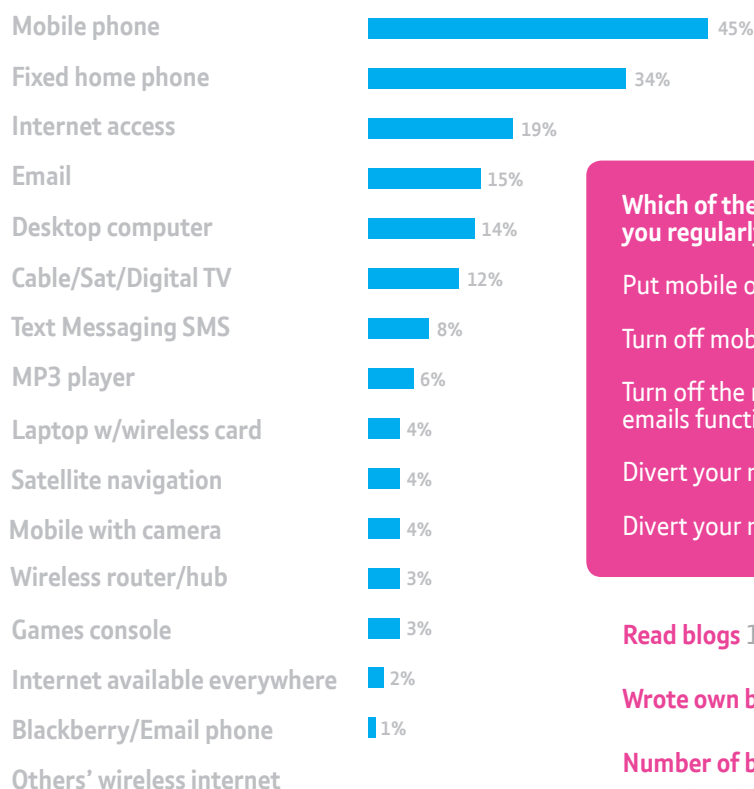
Base: All internet users; 2008 (1,150), 1998 (553).

Despite advances in technology and communication tools, the results show the preferred method of communication is still face to face. In fact, this has gained popularity with 68% of people preferring face to face contact compared to 51% ten years ago.

The telephone is less popular. 36% of respondents preferred this method of communication in 1998, compared with only 18% in 2008, while email has jumped in popularity from being preferred by 1% in 1998 to 7% in 2008, with workers checking their email an average of 4.9 times per hour. 72% of respondents say they have emailed friends and family within the past three months, and 20% have used instant messaging.

## ...the list is longer

Which, if any, of the following could you not live without?



### Which of the following do you regularly do...?

Put mobile on silent	52%
Turn off mobile device	42%
Turn off the receiving emails function	4%
Divert your mobile calls	7%
Divert your mobile emails	1%

Read blogs 12%

Wrote own blogs 4%

Number of blogs/news websites visited each day 2.6

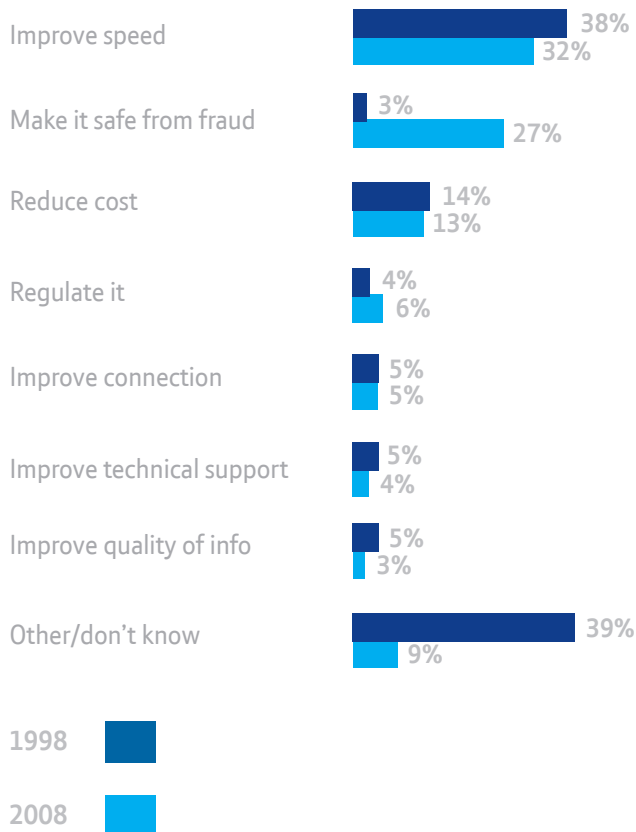
Base: All adults aged 16+; 2008 (2,006).

The telephone may have lost popularity as a preferred method of communication, but it's still our must-have gadget, with more of us saying we can't live without our mobile phones than in 1998. 45% of us say we couldn't live without our mobile phones, compared to 38% ten years ago. Interestingly, one in five of us consider internet access essential, which was the same proportion as ten years previously (19% in 2008 vs. 20% in 1998). This is perhaps surprising given how much more time we spend on the internet than we did ten years ago. Our internet use may have increased, but we'd rather sacrifice that than give up our phones.

We're also less attached to our landlines than we are to our mobiles, with 34% saying a home phone is a must-have. We prefer desktop computers (14%) to wireless-enabled laptops (4%) and cable/satellite/digital TV (12%) to MP3 players (6%) or games consoles (3%). And just 8% of us say we can't live without SMS/text messaging, whereas in 1998, 15% of us thought this was essential.

## Despite improved speeds, one third want faster access

If you could improve the internet in one way, what would you do?



We are more worried about online fraud than we were 10 years ago

Base: All internet users; 2008 (1150), 1998 (553)

When asked how people would improve the internet the top response was to make it faster, but it seems we are slightly happier with the speed overall, with 38% in 1998 compared to 32% in 2008 wanting speed improvements. In 2008, as in 1998, a similar proportion of internet users would improve the internet by reducing the cost to get connected (13% in 2008 vs. 14% in 1998).

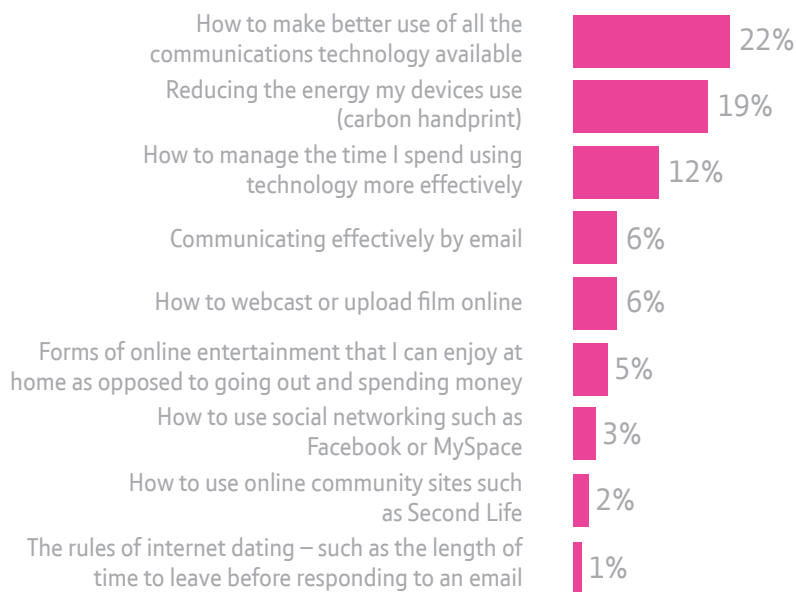
A major worry in 2008 is fraud, with 27% of internet users citing this as the single most important area for improvement. In 1998, this figure was only 3%. However, only 2% of non-internet users are concerned enough about identity theft and personal security to stay offline in 2008.

## Looking to the future

People want better lives in 2012. We want to learn to use technology more effectively and reduce the impact we have on the environment. The survey data shows that green issues and the quality of family life are at the forefront of our minds, along with concerns about how effective our use of technology is.

### One fifth would like advice on reducing their carbon handprint

In which, if any, of the following areas would you like more advice?



Base: All adults 16+; 2008 (2006)

When asked what areas they felt they needed advice on, the biggest concern among those surveyed was learning to make better, more effective use of all the communications technology available, with 22% of respondents saying they would like advice on this matter and 12% wanting help with managing the time they spend using technology in a more effective manner.

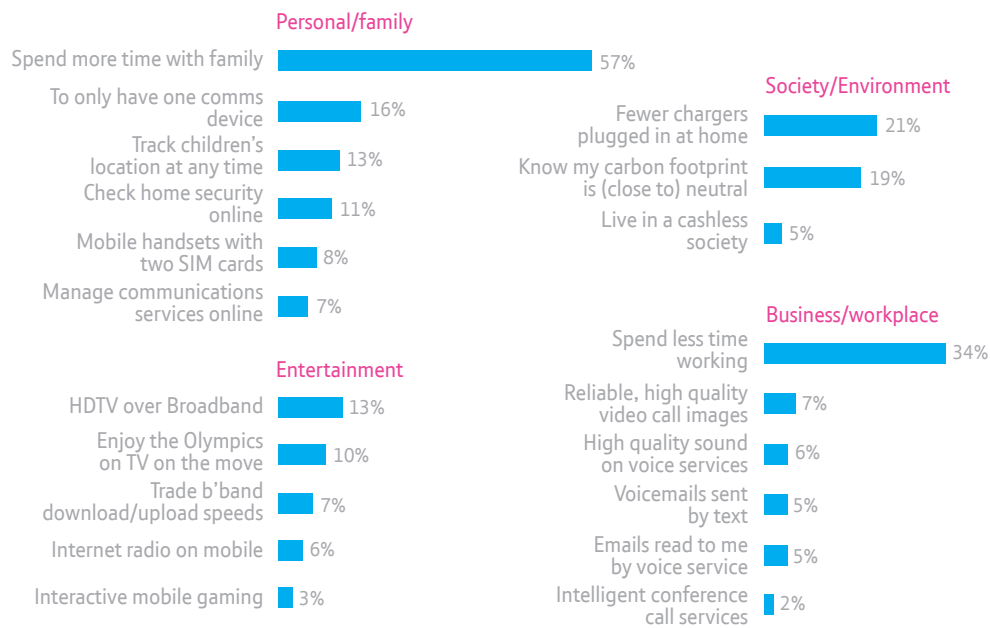
The data shows we are also concerned about the impact our use of technology is having on the environment. Almost one fifth (19%) want to learn how to reduce their carbon handprints, with 19% wanting this to be as close to neutral as possible by the year 2012, and 21% hoping to have fewer electronic chargers plugged in at home in the future. However, only 5% say they are interested in seeing a cashless society in operation by 2012.

Compared to the numbers of people wanting to learn more about personal effectiveness and reducing their carbon handprints, comparatively few say they feel in need of advice on engaging in social activities online. Only 6% would like advice on communicating more effectively by email, while 5% are concerned about finding forms of entertainment they can enjoy at home.

Very few respondents say they need more advice on using social networking sites (3%) or online community sites (2%), and just 1% want tips on the rules of internet dating, such as how long they should wait before responding to an email.

## People want a different life in 2012

Which, if any, of the following would you like to be able to do in 2012?



Base: All adults aged 16+; 2008 (2,006).

We are also more interested in seeing improvements in our personal and family lives than we are in seeing technological advances in the areas of entertainment or business communication.

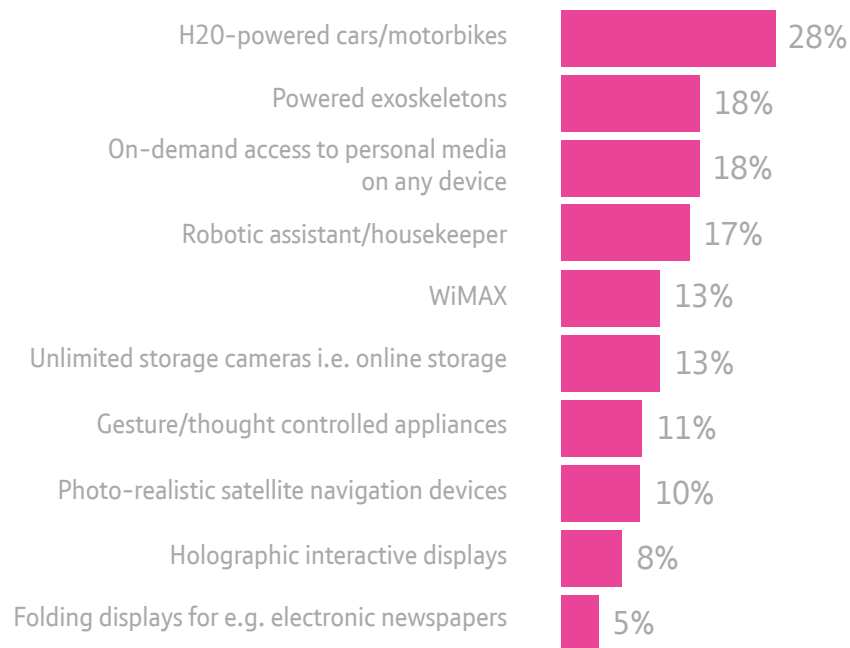
When asked what they would like to be able to do in 2012 that they can't do now, 57% of respondents wanted to spend more time with family. Not surprisingly, 34% say they would like to spend less time working, while just 16% would like to be able to use one sole communications device.

While 19% want to reduce their carbon handprints, only 13% say they want to be able to track their children's whereabouts online and just 11% want the ability to keep an eye on home security. Developments in the world of entertainment are less of a priority: 13% would like to receive HDTV over broadband and 10% want to watch the Olympics on the move, while only 6% are interested in receiving internet radio on mobile phones and just 3% want access to interactive mobile gaming services.

Business communication is also of lesser concern than social, environmental or family issues, with only 5% wanting to see new developments in voicemail or email services and just 2% saying they want to make intelligent conference calls.

## Significant interest in advanced options

Which, if any, of the following would you like to be able to do in 2012?



Base: All adults aged 16+; 2008 (2,006).

Our concerns about green issues extend to the technological developments we would like to see emerge by 2012. More of us want to see H2O-powered cars and motorbikes than any other new innovation listed, with 28% saying they would like to see these being used by 2012.

18% want on-demand access to personal media on any device and 13% would like access to WiMAX. We are also keen to see technology make our lives easier: 17% say a robotic housekeeper is on their wishlist, 11% are keen to see thought-controlled devices and 10% want photo-realistic satellite navigation displays.

These findings show that while we would like technology to assist us with our everyday lives in 2012 both in terms of everyday functionality and leisure pursuits, from providing high quality entertainment to giving us on-demand access to personal media, ultimately family and environmental concerns are more important to us than recreational pursuits.

## Fighting the credit crunch

Consumers are turning to the internet in reaction to recent talk of an impending recession to try and become wiser about financial matters, but the credit crunch hasn't discouraged them from spending money on technology.

### Three in ten have turned to the internet in response

Which, if any, of the following have you done as a result of recent talk about recession?



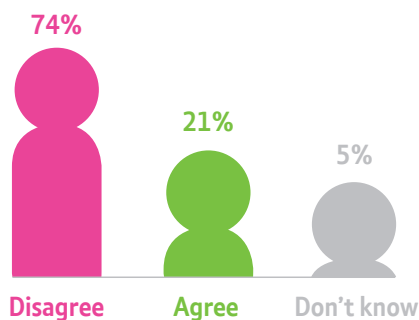
One in three internet users would advise others: you can find cheaper prices online than in the shops

In response to recent talk about recession internet users have become smarter shoppers, with almost a quarter (23%) either starting to use online price comparison tools before making a purchase or using them more often.

However, while one in three internet users say they would advise others that cheaper prices are available online, only 16% have shopped online to save money as a direct result of recession talk, while only 8% have sold items on the web because of this.

Other online activities respondents say they have engaged in as a direct result of talk about the credit crunch include looking for job vacancies (15%), checking local housing prices (14%), following up to the minute news and financial information online (14%) and checking stocks and shares information (8%).

### I worry about spending money on technology because of worries about recession



Just 4% say they have used the internet specifically to invest in technology to help them become more effective. But the majority of consumers aren't letting the credit crunch discourage them from spending money on technology, with almost three quarters (74%) saying that recession talk has not made them worry about this.

Base: All internet users (1,150)

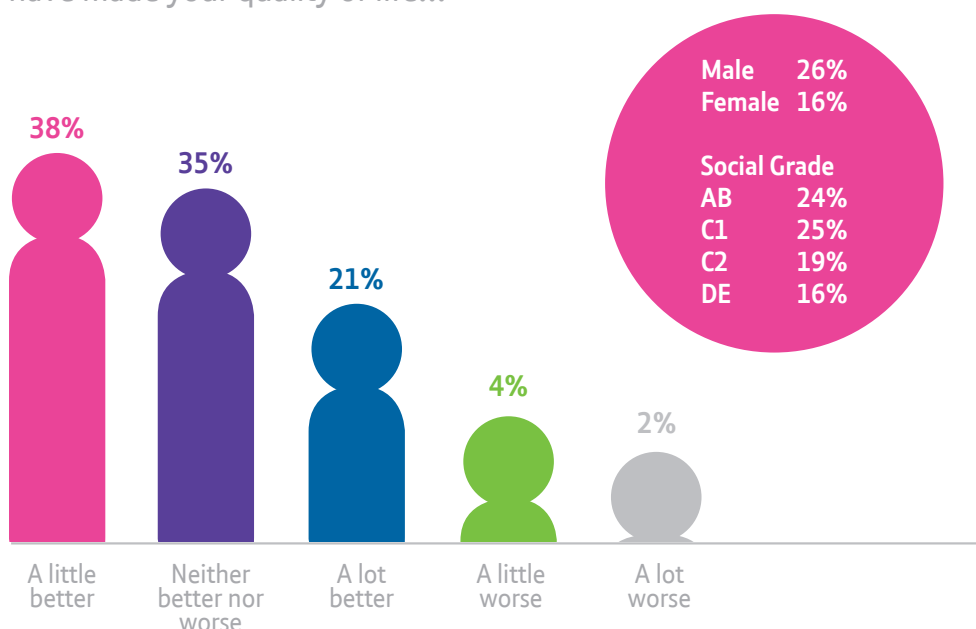
## Power and control online

Technology has made our lives more hectic, but it has also improved their quality and given us much more control. We're learning how to harness the power of technology to improve our own lives - and we think businesses and the media have benefited a lot more from that power than celebrities or politicians.

### Six in ten say new technologies have improved quality of life

Many new technologies have become available over the last decade. Mobile phones, the internet, broadband, digital TV and radio, MP3 players and gaming consoles are now widely used.

Overall, would you say, these new technologies have made your quality of life...



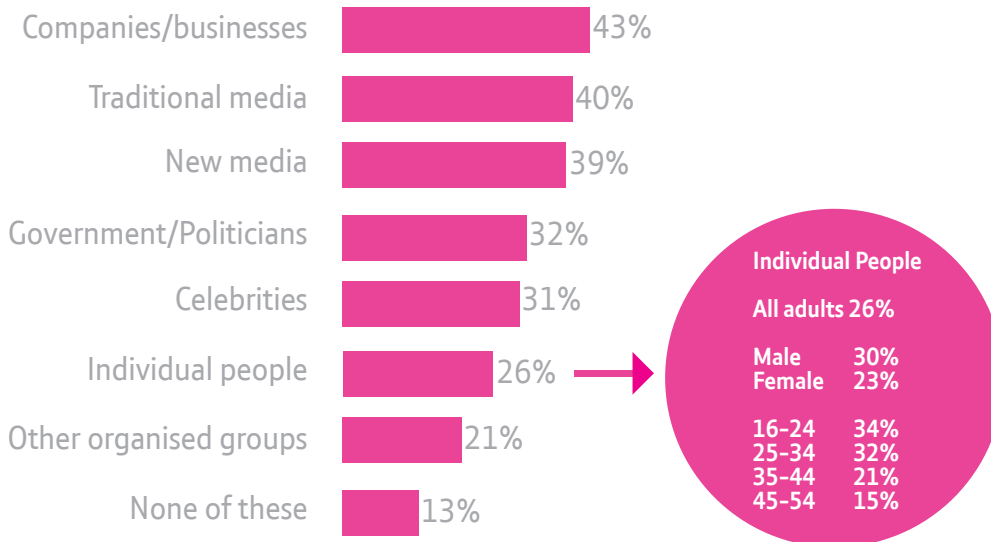
Base: All internet users (1,150)

The majority of us believe that technology has made our lives better, not worse. Six in ten (59%) say new technologies have improved their quality of life, with 21% saying life is a lot better and 38% saying there's been a little improvement. ABs and males are most likely to see technology in a positive light - more males (26%) than females (16%) think technology has improved their lives, with more coming from the AB (24%) and C1 (25%) groups than other social brackets.

Just 6% of us believe that technology has made their quality of life worse, even though 41% of all adults say that life is too hectic now because of technology. It seems we've accepted that our lives have become busier and are able to see the benefits offered by technology in spite of the frantic pace of modern life.

## Who has the power?

Which, if any, of the following would you say technology has made more powerful in the last few years?



Base: All internet users (1,150)

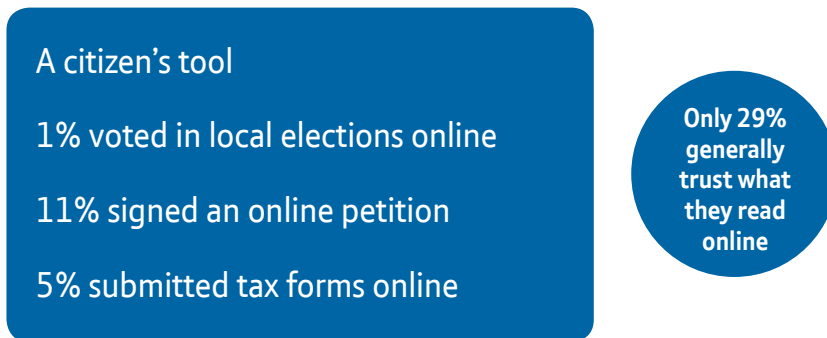
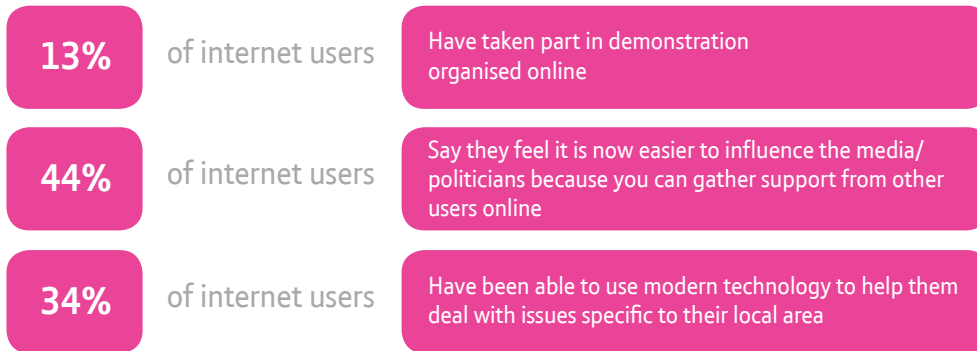
Most of us believe technology has made some groups and/or individuals more powerful in the last few years, with only 13% saying they don't think anyone has gained more power whatsoever.

But we don't think celebrities and politicians are gaining the most benefits. The survey data shows that we think it's companies/businesses and the media that have become much more powerful thanks to technology, rather than celebrities, politicians or individuals, with 43% agreeing that companies/businesses have benefited from technological developments.

Four in ten believe that technology has made new media more powerful in recent years (39%) and, despite the fact that new media relies on developments in technology, an equal proportion think technology has made traditional media more powerful (40%). A smaller proportion of people think government and politicians (32%) and celebrities (31%) are more powerful, while a quarter of us (26%) believe individuals have gained more power.

More males than females believe individual power has increased. The younger people are, the more likely they are to think this is the case, with the survey data showing a negative correlation from 34% of 16 to 24-year-olds down to just 15% of 45-54 year-olds. This indicates the effect an individual's age group can have on their perceptions of power online. It seems that younger people are more likely to recognise the potential the internet has to help individuals gain more power over their own lives.

## Exercising their democratic rights



Base: All internet users; 2008 (1,150)

We're not just sitting back and recognising the power others have gained from using technology. We're also starting to harness that power for ourselves.

11% of internet users have signed an online petition, 13% have taken part in a demonstration organised online and one third (34%) say they have been able to use modern technology to deal with issues specific to their local area, although only 1% have used the internet to vote in local elections.

44% of internet users believe it is easier to influence politicians and the media as they are able to gather support from other online users, despite the fact that only 29% of internet users generally trust what they read online.

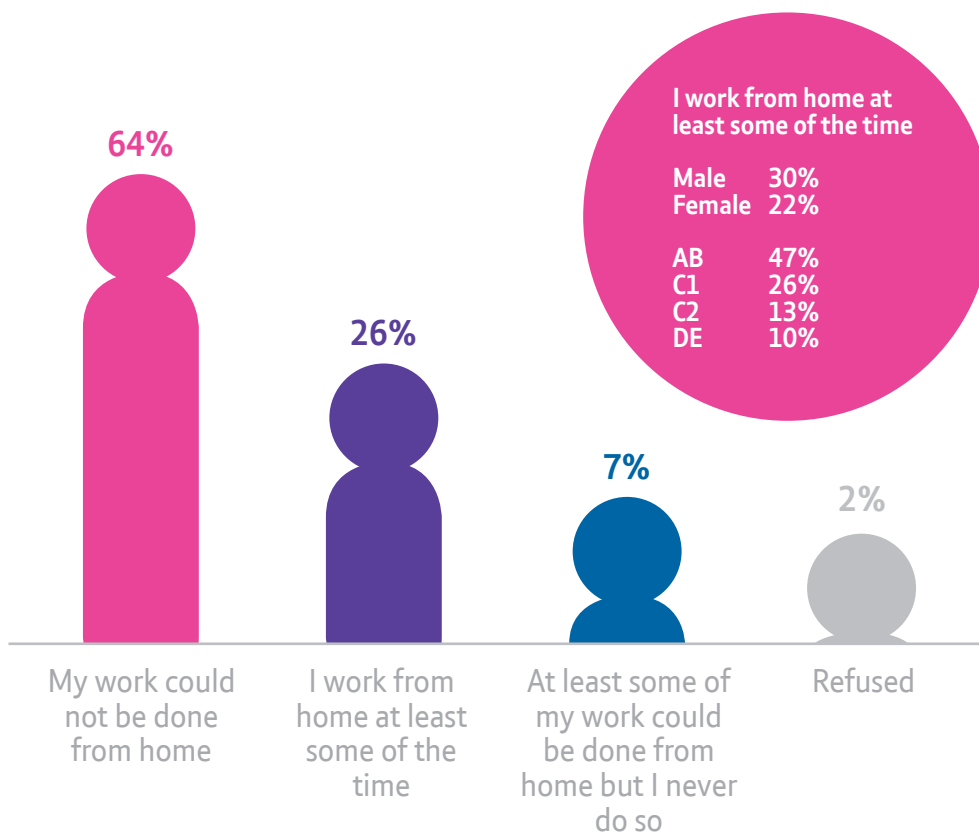
This shows that while we may not believe everything we read on the internet, we still recognise its potential to help us facilitate change. We are learning to see the internet as a source of agency that provides us with a sense of power, giving us the ability to take greater control.

## Home truths

Home working offers environmental gains by cutting the need to commute, and over half of home workers believe they are more productive away from the office. But it's clear that home working is still subject to stigma. More than one in ten people who can or do work from home are worried about putting their career progress in jeopardy, almost a quarter believe their colleagues will think they're just skiving - and almost one in five admit that sometimes, those colleagues would actually be right.

### More than one in four do some work from home

Which of the following best describes your position?

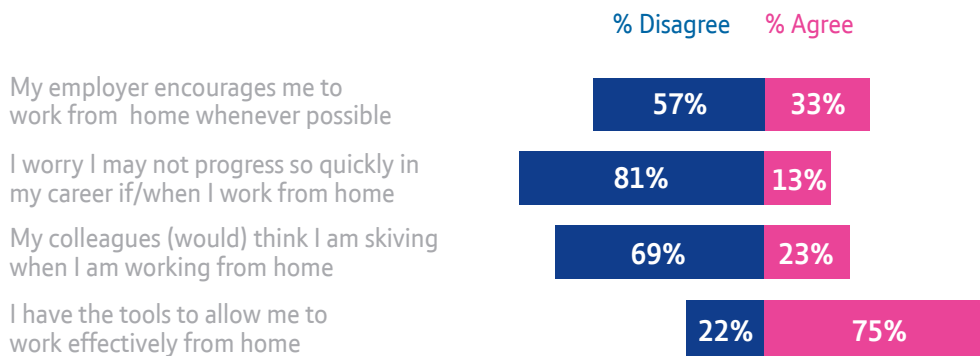


Base: All working full/part time (896)

More than a quarter (26%) of respondents work from home at least some of the time, while 64% say it would simply not be possible to carry out their duties away from the normal place of work. 7% say they have the potential to carry out some of their duties from home but never actually do.

Men are more likely to be home workers, as are those in the AB bracket, with almost half (47%) of home workers in the AB bracket and just over a quarter (26%) in C1.

## More than one in five lack tools to work effectively from home

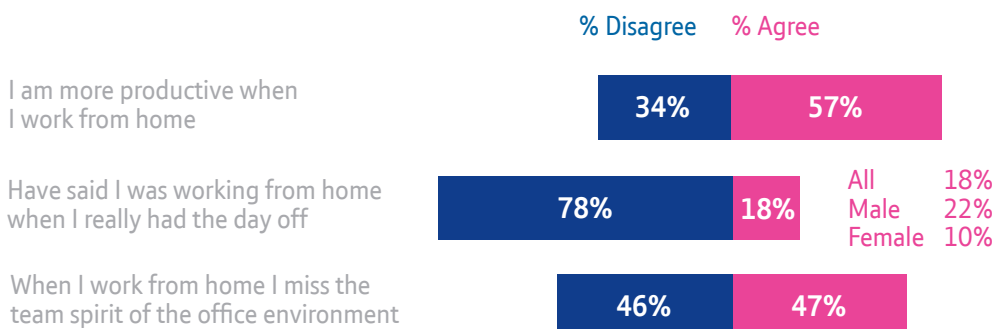


Base: All working full/part time who work from home or could work from home (279)

A third of respondents are encouraged to work from home whenever possible, but more than one in five (22%) say they lack the tools needed to do so effectively. And from what those who do work from home have to say, it's clear that home working has some way to go before it's perceived in a fully positive light.

13% of employees who either currently work from home or have the potential to do so are worried about the effect this may have on their career, saying they think it is likely to stunt their progress. And 23% are concerned about others' perceptions of home working, believing that colleagues are likely to equate it with skiving.

## Men are more likely than women to say they were working from home when they really had the day off



Base: All working full/part time who do work from home (215)

While 47% of home workers miss the team spirit and banter of working in an office environment, 57% say they are more productive when removed from workplace distractions.

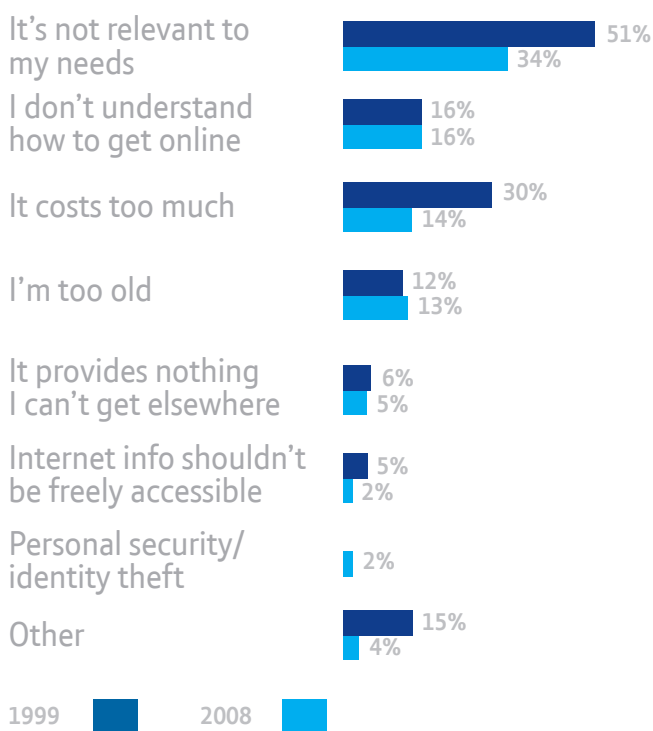
However, while those who believe home working improves their productivity are in the majority, almost one in five (18%) admit they have claimed to be working from home while simply taking the day off, with men more likely than women to pass off a day's illicit holiday as home working. It seems it's females who are more likely to actually use their time at home productively.

## Crossing the digital divide

Millions of people in Great Britain are missing out on the benefits the internet has to offer. The way in which we use the net has shifted dramatically over the past ten years, with twice as many users spending more than five hours on the web every week, but nearly a third of the British population is not going online at all.

Non-internet users are far more likely to be discouraged by a lack of confidence or understanding than by concerns about online security and identity theft. The survey data shows that more non-users are deterred by a belief that the internet is irrelevant to their needs or by a lack of understanding than any other concerns.

### What is the main reason why you are not on the internet?



Base: All non-internet users; 2008 (856), 1998 (1,842).

Of the non-internet users surveyed, 34% feel the internet is irrelevant to their needs, down from 51% in 1998. While these findings reveal a greater appreciation of the value of using the internet even among non-users, they also show that one third of non-users are still unaware of the potential offered by the web.

The second most common reason for non-use is a lack of understanding of technology and how to get online. Perhaps surprisingly, the number of non-users who say limited understanding is their primary reason for non-internet use is the same in 2008 as it was ten years ago, with 16% of respondents giving this as the key reason for their non-use.

This shows that while overall use of the internet has increased in Britain, a significant proportion of the population still lacks the knowledge and confidence needed to become internet users, despite the fact that a quarter of non-users live in households that already have internet connections.

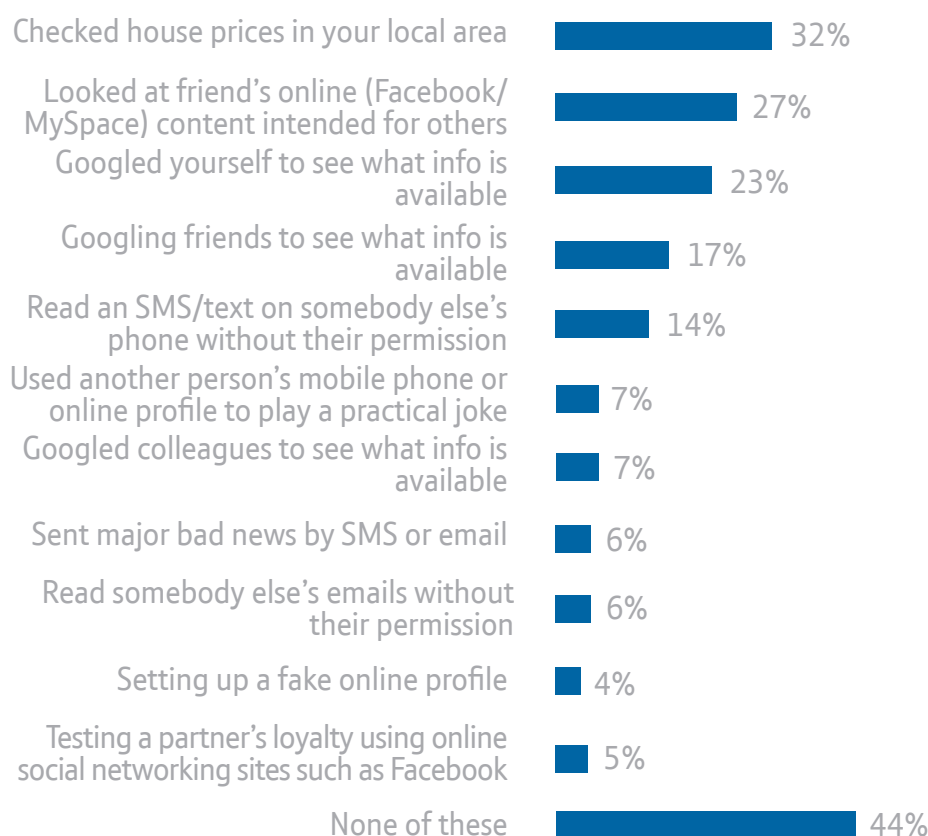
# Cyber Vanity

Checking me, checking you...it's what we can do!

With the dawn of Web 2.0, and more and more information circulating on the internet at an unstoppable rate, so the rise of personal information, often not originated by ourselves, lurks online for all to see.

As a result, it seems that we're using technology to check out what's been written about us online and then compare ourselves to friends and family as Britain becomes hooked on "Cyber Vanity" driving new passions such as "Profile Envy" and "Online Preening".

Which, if any, of the following have you ever done?



Base: All internet users; 2008 (556 Split sample)

In fact, a staggering 23% of internet users admit to Googling themselves, and we're much more interested in ourselves than in other people. 17% say they have Googled friends, 6 percentage points less than have looked themselves up, and just 7% have searched for information on their colleagues.

This is perhaps surprising given the fact that 41% say it is unacceptable to Google colleagues, and 47% think it's unacceptable to check up on friends.

## Not without permission!

Which, if any, of the following do you find unacceptable?



Base: All internet users; 2008 (594 Split sample)

“Online Preening” and massaging your personal profile to improve your online image is likely to become more popular as a huge 58% of internet users do not say that it's unacceptable to set up a fake profile online. Meanwhile, seven out of ten do not say that they think it's unacceptable to use social networking sites to test a partner's loyalty, although only 5% say they have actually done this. Less than half of internet users (45%) believe it's wrong to use someone else's mobile phone to play a practical joke, but only 7% admit to being guilty of this.

Just under one in five internet users (18%) say they don't think any of these actions are unacceptable, while a shocking 56% confess to being guilty of at least one of them.

Almost two out of five internet users (38%) do not say it's unacceptable to read someone else's emails without permission, while 6% admit to having done it themselves. More than one in two (56%) say it is unacceptable to read an SMS/text message on someone else's phone without their consent, but one in seven (14%) say they have actually done this themselves. Over half (52%) agree it's not right to break bad news via text or email, although 6% say they have done so.

# The Seven Deadly Sins of Technology

From Googling ourselves and buying things we don't need, to spending more time interacting with gadgets and technology than we do actually talking to people, technology is turning us into a nation of sinners.

## Lust

Base: All internet users (1150)



3% of internet users have used online dating or adult chatrooms



23% have Googled themselves

Four out of ten high earners in the 16 to 35 age bracket have Googled themselves (40%), with 23% of adults in this age group admitting to having done this. And the more affluent we are, the more likely we are to Google ourselves - twice as many of those earning £30,000 or more per annum have searched for themselves online (40%) compared to those in the £17,500 to £29,999 salary bracket (20%).

The number of people who have Googled themselves falls even further as salaries go down, with only 13% of those earning under £17,500 saying they have looked themselves up. In total, 31% of those in the ABC1 bracket have Googled themselves, compared to just 15% of C2DEs. It seems the higher our salaries are, the more self-interested we become.

Of those who have Googled themselves, 65% say they did so out of interest, with males much more likely to search for themselves out of curiosity - 74% of males say this was their motivation, compared to 53% of females. A quarter (24%) of self-Googleers did so just for fun. While more males Google themselves out of sheer curiosity, females are more likely to search for themselves just for fun, with 35% of females doing this compared to 16% of males.

## Gluttony

Base: All internet users (1150)



12% of British public have more than 4 technologies (mobile phone, broadband at home, digital music player, and digital TV)



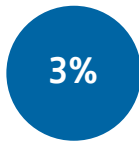
Avg No. of hours spent using gadgets and technology during a typical weekday

One in three under-35s (32%) spend 4 or more hours using gadgets and technology on a typical weekday, and almost a quarter (23%) actually spend more time using technology than they do interacting with other people face-to-face.

On average, we spend 3.4 hours using gadgets and technology on a typical weekday. 16 to 24-year-olds use technology the most, notching up 3.8 hours use on average compared to 3 hours for those in the 25 to 34 age bracket. And getting married means we devote even more of our time to interacting with technology, with married people clocking up an average of 3.8 hours use compared to 3 hours for single people.

## Greed

Base: All internet users (1150)



3% of British public who have more than 4 technologies and want more new products/ services



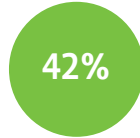
24% feel compelled to buy the latest gadgets

## Envy

Base: All internet users (1150)



21% of British public wish they had the latest gadgets



42% of all adults aged 16+ wish they had the latest technology



15% envy friends or relatives who always have the latest gadgets

A quarter of us (24%) feel compelled to buy the latest gadgets, even though we know that we don't actually need them - we just can't resist. 42% of all adults aged 16+ say they wish they had the latest technology, but only 15% of adults aged 16-35 actually admit to being jealous of friends or relatives who always have the most up-to-date gadgets.

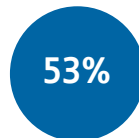
With only 15% wanting new technology out of sheer envy, why do a quarter of 16-35 year olds feel they have to keep up-to-date? It seems this is down to a mixture of desire and disposable income - almost one in four say they buy the latest gadgets purely because they can.

## Sloth

Base: All internet users (1150)



43% of non-internet users say they are not online because the internet is not relevant to their needs.  
47% of workers disagree that they are excited about new IT developments



53% agree that they don't bother trying to keep up with the latest technologies/ new gadgets

While some of us feel we have to splash out on the latest technology, more than half of us just aren't bothered. 53% are disengaged, saying they don't even try to keep up with the latest technologies or new gadgets.

More females (55%) than males (51%) say they're not interested in keeping up with technology, and despite the fact that married people spend more time (3.8 hours) on average interacting with technology than those who are single (3 hours), 55% of those who are married say they don't try to stay up to date with technology, compared to 41% of single people. It seems that married people spend longer using the technology they already have access to, but are less interested in acquiring new gadgets.

People in their late twenties and early thirties are also more likely to lack interest in keeping up to date with technological advancements, with 55% of 25 to 34-year-olds saying they don't bother to keep up with technology, compared to 51% of 16 to 24-year-olds. This suggests that someone who is young and single is much more likely to want to spend money on the latest gadgets, despite the fact that married couples spend more time actually using them.

## Wrath

Base: All internet users (1150)

43%

43% of non-internet users say they are not online because the internet is not relevant to their needs.  
47% of workers disagree that they are excited about new IT developments

39%

39% of adults aged 16+ are frustrated trying to keep up to date with IT developments

24%

24% are annoyed by trying to stay up to date with the latest technologies and new gadgets

Not only are many of us not bothered about keeping up with the latest developments, a lot of us are also fed up with trying to do so. Four in ten (39%) adults aged 16+ say they are frustrated trying to keep up with the latest IT developments, and a quarter (24%) are annoyed by trying to stay up to date with the latest technologies and new gadgets.

Men may be more engaged with technology and are more likely to care about keeping up with it, but they are also more likely to become frustrated trying to stay up to date with the latest developments, with 26% of males saying this is the case compared to 21% of females.

## Pride

Base: All internet users (1150)

10%

10% of British public say it's important for them to be first to have latest gadgets

23%

23% of internet users/38% of social networkers have Googled themselves

23%

23% of under 35 year olds like to show off their technology to friends

When we're not busy worrying about keeping up with technology and feeling frustrated as a result, almost a quarter of us are showing off to the people around them. In total, 23% of under 35-year-olds say they like to show off their technology to friends.

When the data is broken down into age groups, almost twice as many under-25s (30%) like to show off their gadgets to their friends, compared with 25 to 34-year-olds (16%). It seems that the younger we are, the more time we devote to interacting with technology, showing it off to others and wishing we could buy more of it - which leaves us with less time to spend actually talking to each other.

## Technical details

BT worked in conjunction with Ipsos MORI to undertake a three stage research study into the usage and attitudes of the general public towards technology in the 21st Century. This involved extensive desk research to establish a benchmark of life in Britain ten years ago, a nationwide survey comprising a total of 2,006 confidential face to face interviews conducted in-home across Great Britain between January 25th and January 31st 2008 and finally, a supplementary survey with 618 16-35 year olds, conducted in-home between May 2nd and 8th 2008. The results quoted above are based on data which have been weighted to be nationally representative.

The 1998 MORI study, which was used to benchmark the findings of the 2008 study, was also conducted face to face amongst 2,124 members of the general public across Great Britain.



## Offices worldwide

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