

# The positive impact of online shopping

Brought to you by Mediatel Connected's Consumer Surveys



# Introduction

It's become a cliché already, but these are extraordinary times we are living in. The global pandemic has affected everyone in so many different ways, not least in our shopping habits.

According to a Alvarez & Marsel report in partnership with Retail Economics, the Covid-19 pandemic was forecast to generate £4.5 billion in UK online sales in 2020. In addition, 17.2 million UK consumers are expecting to make permanent changes to their shopping habits.

This research is backed up by another report from global eCommerce agency, Melody, in their UK tracking study from April 2020 which stated that 60% of consumers believe they'll maintain these shopping habits once this pandemic is over.

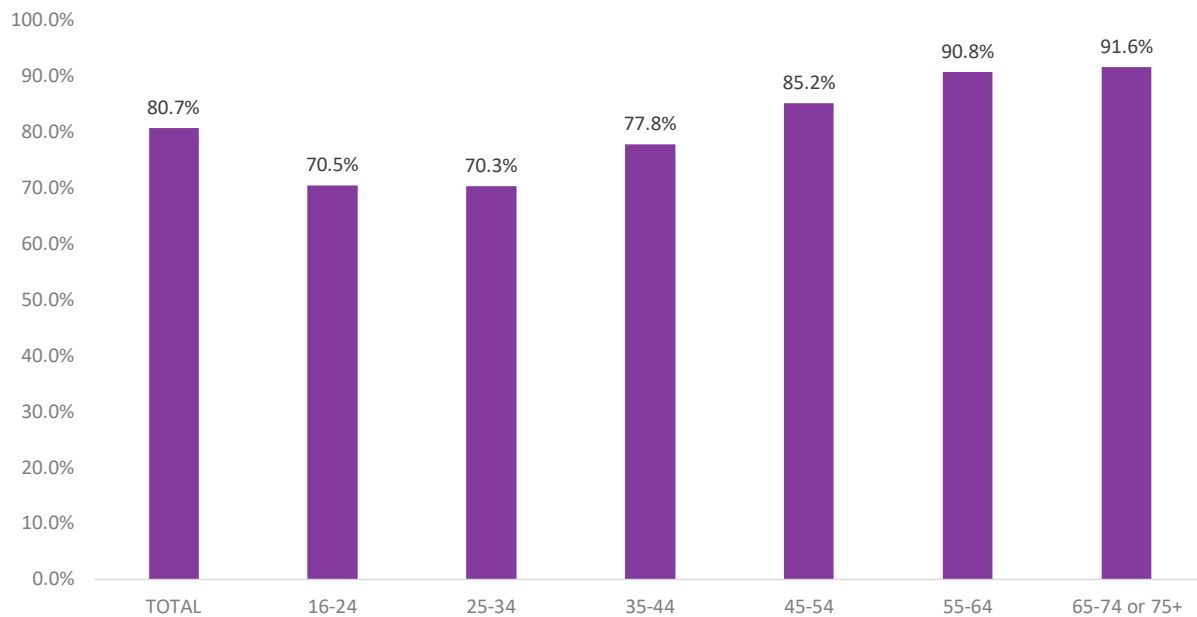
I've set the scene to a backdrop of a pandemic; however, this report isn't about Covid, but about general online shopping, whilst looking at which consumers are actively embracing it - and how.

The fieldwork was conducted in the second half of 2020, after the first lockdown but covering the second national lockdown in November. As part of the research for this whitepaper, I looked back at previous fieldwork periods, expecting there to be seismic shifts in opinion, attitude and behaviour generally around online shopping. However these surprisingly didn't come to the fore, with general period on period shifts as would be expected if times were "normal".

All data in this whitepaper comes from Mediatel Connected's exclusive tracking survey, Connected Screens. Subscribers to the Consumer Surveys app from Mediatel Connected can dig further into the data from these questions, to look at trends or overlay other demographics and media behaviour to explore the market in more detail.

This whitepaper serves as a snapshot of the current market and provides some very interesting insights into different age groups' attitudes and behaviours. It suggests opportunities for online retailers to capitalise on the demographic groups who are open and ready to shop.

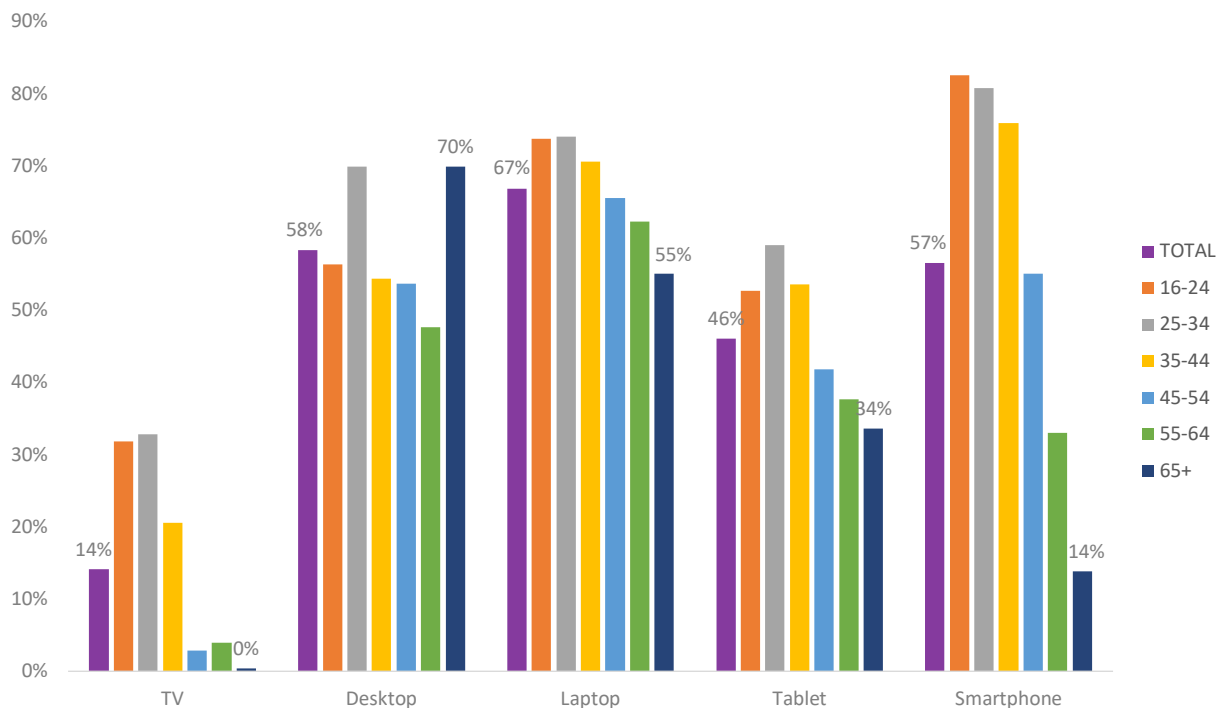
## Ever purchased goods or services online



Source: Connected Screens survey / Mediatek Connected, H2 2020  
Base: (2,005)

- Overall, 81% of respondents claim to have ever purchased an item through online shopping.
- The older age groups are more likely to have bought goods or services online, with the highest percentage coming from the over 65s, with 92% claiming to have ever done so.
- The younger age groups sit around the 70% mark; however, in the next chart we will look at the frequency of these purchases.
- It is important for businesses to appreciate that the older generation are already familiar with and have bought in to online shopping. The 'grey pound' now accounts for £320bn of overall annual household spending, according to ECI partners, and the over-50s hold over three-quarters of the nation's financial wealth.

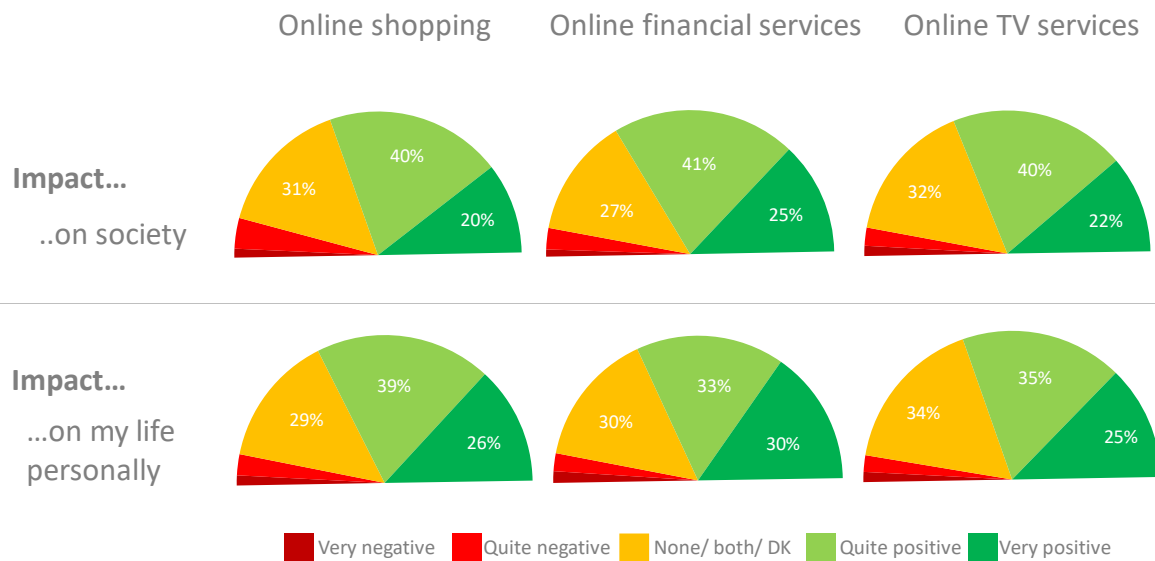
## Monthly online shopping: device by age



Source: Connected Screens survey / Mediatek Connected, H2 2020  
Base: (2,005)

- Moving from claiming to ever shop online, to monthly online shoppers, the chart above also looks at the devices used, along with the age split.
- The laptop is the most popular device for online shopping, followed by desktop computers and smartphones.
- Smartphone has an interesting pattern where 16-44s are much more likely to use that device to have shopped online in the past month than some of the older generation, perhaps demonstrating how that age group is more accepting of and adapted to using that technology.
- Laptop has a downward trajectory of usage for online shopping by age group. However, there is not as much of a difference between the youngest shoppers to the oldest shoppers, with 55% of 65+ audience claiming to shop online using a laptop at least monthly.
- The greatest number using desktop computers for online shopping comes from the 65+ audience, with 70% claiming to shop online via a desktop at least monthly, compared to the average of 58%.
- For tablets, 35% of the over 65s claim to use one on a monthly basis, over double that for smartphones.
- With so much ecommerce aimed at the younger generation, there seems to be a clear opportunity for advertising campaigns aimed at the older generation who are already proving through their claimed behaviour that they are sold on the concept and process of online purchasing.

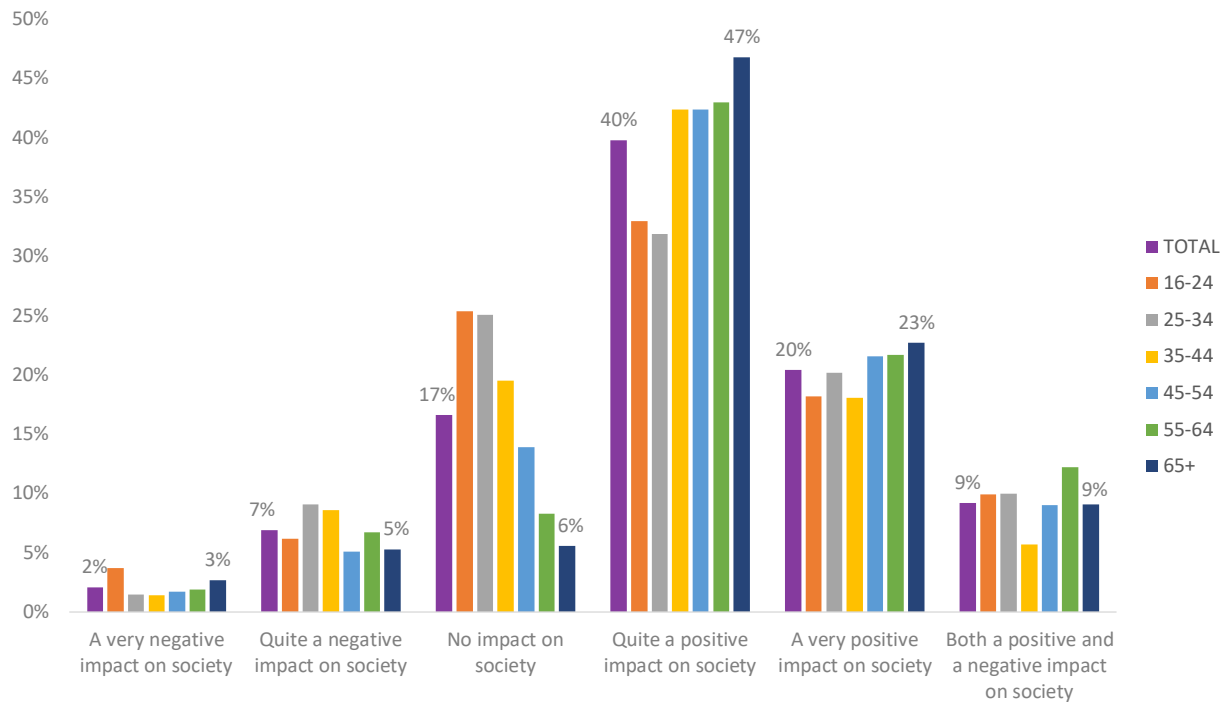
## Online services – impact on society and personally



Source: Connected Screens survey / Mediatel Connected, H2 2020  
Base: (2,005)

- Questions surrounding the social and personal impact of online services which are now available were added to the Connected Screens survey last year, and the charts above reflect the latest data.
- It can be observed, at a swift glance, that the respondents feel very positively about the impact of not only online shopping's impact on society but also on themselves personally. For comparison purposes, a similar positive view can be seen for both online financial services and online TV services.
- Online shopping is thought by 60% of respondents to have had an either quite positive or very positive impact on society, and by comparison 65% have the same positive response on online shopping's impact on their own life personally.

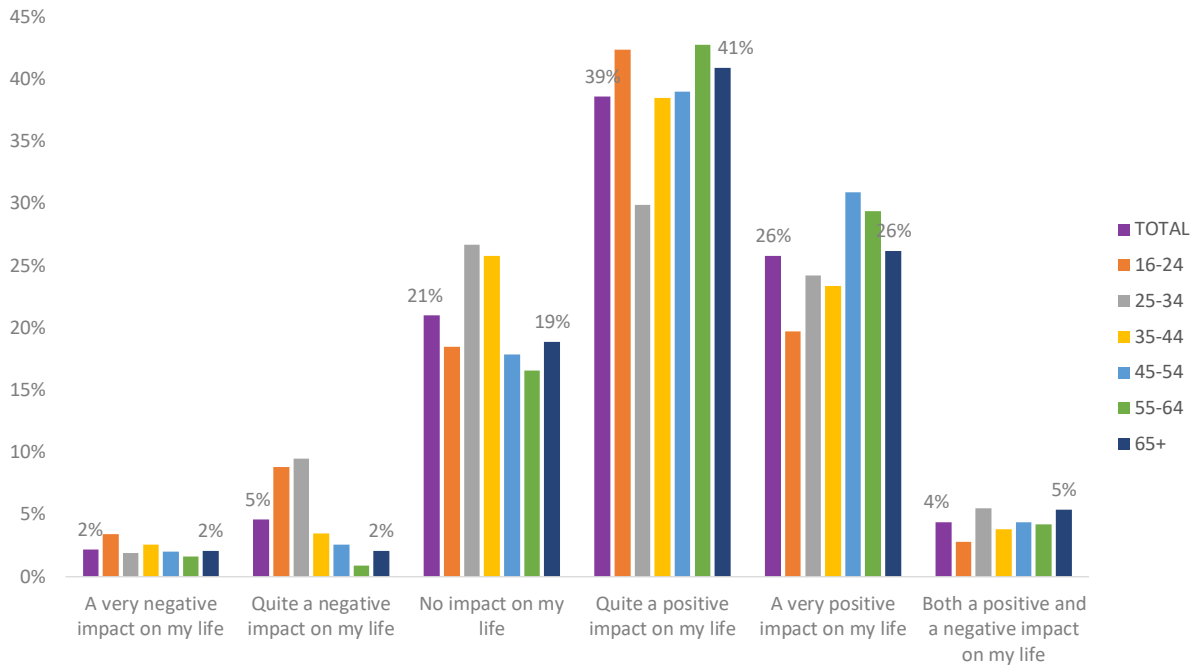
## Online shopping: Impact on society by age group



Source: Connected Screens survey / Mediatel Connected, H2 2020  
Base: (2,005)

- Breaking down the impact of online shopping on society data by age group reveals a deeper story.
- The over 65s feel that online shopping's impact on society has been both quite positive and very positive, with this age group providing the highest positive responses within all the age groups.
- The age group of 16-24s, by comparison, has the largest negative view on online shopping's societal impact. However, these numbers are still much lower than the positive impact that this audience felt it had had on society.
- The age groups who have grown up with the internet as a standard part of life have the largest proportion believing that the internet has had neither a negative or positive impact, perhaps because they have not experienced anything different to reflect upon.

## Online shopping: Personal impact by age group



Source: Connected Screens survey / Mediatel Connected, H2 2020  
Base: (2,005)

- Looking at the same age breaks for the impact that online shopping has had on the individuals' lives personally, there are some interesting differences in the 16-24 age group.
- Although still predominantly viewing online shopping as having had a quite positive impact on their life personally, 10% state that it has had a quite negative impact on their life.
- Likewise, within this age group only 20% believe it has had a very positive impact on their life personally, quite below the average of 26%.
- Overall there is still a positive view of online shopping and its impact on the lives personally of the respondents, with the 45+ age groups slightly above the average.
- With this golden age group already claiming in large numbers to be actively using online shopping services in the past month, and their positive opinions to the services both on society and personally, it provides a great backdrop for advertisers to pitch campaigns to better speak to this valuable audience.

# Further information

Connected Screens is a study designed and commissioned by Mediatel Connected to track media use and advertising across multiple screens on an ongoing basis, to help understand how consumers juggle the range of screens available to them to connect with broadcast and broadband media, and advertising. The full dataset from this Connected Screens study is available within the Consumer Surveys app in Mediatel Connected

Consumer Surveys is a simple yet powerful app which makes quick work of interrogating hundreds of questions from Mediatel's Connected Screens survey and five other trusted industry surveys:

Consumer Surveys is just one of many data modules provided by Mediatel Connected, the

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## Mediatel's Connected Screens survey

6 monthly

2,000 respondents, nationally representative

Exclusive. Online survey, broadband households

Track screen ownership and screen behaviour

## BARB Establishment Survey

Quarterly, constant feedback

53,000 interviews per year

Nationally representative

Device ownership and subscription levels

## TouchPoints

Annual

6,000 online self-completion questionnaire

Nationally representative

Covering attitudes, shopping and media behaviour

## Ofcom Technology Tracker

6 monthly

Around 3,000 face-to-face home interviews

Nationally representative

Track attitudes and behaviour on broadcasting

## YouGov Video & Voice

6 monthly

2,000 respondents

Exclusive. Online survey, broadband households

Video & audio brands; voice activated market

## RAJAR MIDAS

Quarterly

2,000 RAJAR respondents

Online diary and questionnaire

Digital audio across different platforms and devices

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