

Table 42

Q20 SOCACCT For which social media outlets do you have an account?

Base: All UK adults aged 18+

	SEX		AGE						SOCIAL GRADE				STANDARD REGION						Size of household				
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North, Yorks/ Humber	North West	East & West Midlands	South East/ East of England	Great London	Wales & West	1	2	3+
(Unweighted) Total	1003	478	525	66	102	139	175	190	292	275	291	118	280	72	134	107	162	240	125	163	329	321	342
(Weighted) Total	1003	491	512	114	159	188	148	154	213	295	298	116	253	88	132	116	164	232	131	140	270	310	415
Facebook	557	264	294	104	131	144	68	62	39	175	173	73	111	52	67	60	85	135	80	79	96	171	288
	56%	54%	57%	91%	82%	76%	46%	40%	18%	60%	58%	63%	44%	59%	51%	52%	52%	58%	61%	56%	36%	55%	69%
Twitter	258	143	115	73	65	60	26	21	7	90	73	27	55	30	27	35	35	61	45	25	29	81	147
	26%	29%	22%	64%	41%	32%	18%	14%	3%	30%	25%	23%	22%	34%	21%	30%	21%	26%	35%	18%	11%	26%	35%
Google Plus	195	103	91	49	41	30	30	26	13	51	58	28	48	19	26	24	35	34	25	32	30	68	95
	19%	21%	18%	43%	26%	16%	20%	17%	6%	17%	19%	24%	19%	21%	20%	20%	21%	15%	19%	23%	11%	22%	23%
LinkedIn	185	118	67	30	36	59	20	23	9	89	58	15	16	16	20	14	20	51	44	20	21	64	100
	18%	24%	13%	26%	23%	31%	14%	15%	4%	30%	19%	12%	6%	18%	15%	12%	12%	22%	34%	14%	8%	21%	24%
Flickr	76	43	33	17	21	22	5	5	4	32	23	7	13	8	6	14	13	9	9	16	9	28	39
	8%	9%	7%	15%	13%	12%	3%	3%	2%	11%	8%	6%	5%	9%	5%	12%	8%	4%	7%	11%	3%	9%	9%
Pinterest	56	13	43	10	18	18	2	5	2	27	24	3	2	5	7	6	6	13	8	12	5	18	33
	6%	3%	8%	9%	12%	10%	1%	3%	1%	9%	8%	3%	1%	5%	5%	5%	4%	6%	6%	9%	2%	6%	8%
YouTube	350	195	155	87	89	85	43	27	14	107	107	44	76	39	46	39	60	69	52	44	37	106	204
	35%	40%	30%	76%	56%	45%	29%	17%	6%	36%	36%	38%	30%	45%	35%	33%	37%	30%	40%	31%	14%	34%	49%
Instagram	126	59	66	51	35	25	10	4	1	40	41	13	25	12	12	17	15	27	27	16	7	35	84
	13%	12%	13%	45%	22%	13%	7%	2%	*	14%	14%	11%	10%	14%	9%	15%	9%	12%	21%	11%	3%	11%	20%
Refused	5	3	2	1	-	-	2	-	2	-	-	1	3	-	-	1	1	2	1	-	1	2	-
	1%	1%	*	1%	-	-	1%	-	1%	-	-	1%	1%	-	-	1%	1%	1%	*	-	1%	1%	-
Don't Know	3	1	2	-	-	-	1	-	2	-	2	1	*	-	-	2	-	1	*	-	2	-	1
	-	-	*	-	-	-	1%	-	1%	-	1%	1%	*	-	-	1%	-	*	-	-	1%	-	*
None of these	330	153	176	6	13	26	45	66	159	71	90	34	121	26	51	42	59	70	31	50	151	98	77
	33%	31%	34%	5%	8%	14%	30%	43%	74%	24%	30%	30%	48%	30%	39%	36%	36%	30%	24%	35%	56%	32%	19%



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	Highest Level of Education received					Working Status				Presence of children		Voting intention				
	No formal schooling / primary	Completed secondary education (GCSE/O-Level/CSE or equivalent)	High school education completed (A-Level/Highers or equivalent)	Further qualification (between high school and university)	University degree/ doctorate	Full time	Part time	Not working	Retired	No	Yes	Labour	Conservatives	Lib Dems	UKIP	
(Unweighted) Total	1003	82	268	175	151	281	399	126	141	331	798	205	214	186	59	70
(Weighted) Total	1003	67	233	199	154	305	493	122	143	239	725	277	214	169	70	58
Facebook	557	21	101	129	101	186	334	75	95	52	357	200	128	86	40	27
	56%	32%	44%	65%	66%	61%	68%	61%	66%	22%	49%	72%	60%	51%	57%	47%
Twitter	258	7	44	65	42	94	161	40	45	9	169	88	63	40	15	12
	26%	11%	19%	33%	27%	31%	33%	33%	31%	4%	23%	32%	29%	24%	21%	21%
Google Plus	195	7	43	40	40	59	105	28	41	20	136	59	55	33	3	11
	19%	10%	19%	20%	26%	19%	21%	23%	29%	8%	19%	21%	26%	19%	4%	18%
LinkedIn	185	-	12	27	32	111	140	21	14	9	117	68	34	42	10	7
	18%	-	5%	13%	21%	36%	28%	17%	10%	4%	16%	25%	16%	25%	14%	12%
Flickr	76	2	9	15	15	36	51	11	9	5	49	27	26	10	5	3
	8%	2%	4%	8%	9%	12%	10%	9%	6%	2%	7%	10%	12%	6%	7%	4%
Pinterest	56	2	1	10	13	30	48	4	3	2	34	23	16	9	4	*
	6%	3%	*	5%	9%	10%	10%	3%	2%	1%	5%	8%	7%	5%	6%	1%
YouTube	350	9	61	101	59	112	204	52	71	20	208	142	98	48	20	17
	35%	13%	26%	51%	39%	37%	41%	43%	50%	9%	29%	51%	46%	29%	29%	30%
Instagram	126	3	12	39	18	53	81	25	20	1	71	55	38	20	10	5
	13%	4%	5%	19%	11%	17%	16%	20%	14%	*	10%	20%	18%	12%	15%	8%
Refused	5	2	1	-	1	1	1	-	2	2	5	-	1	1	-	2
	1%	3%	*	-	*	*	*	-	1%	1%	1%	-	*	*	-	3%
Don't Know	3	2	1	*	-	-	-	1	*	2	2	1	-	2	-	-
	*	2%	*	*	-	-	-	1%	*	1%	*	-	-	1%	-	-
None of these	330	42	108	44	44	67	91	33	37	167	285	45	60	64	22	20
	33%	62%	46%	22%	28%	22%	18%	27%	26%	70%	39%	16%	28%	38%	32%	34%

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	Ethnicity		Internet Use			Social Networks			Personal Privacy Concern				
	White British	BME	Every day	One to six times per week	Never/Less than once a week	To communicate about issues and causes	To communicate with friends and family	I don't use social networking sites	Very concerned	Somewhat concerned	Only a little concerned	Not at all concerned	
(Unweighted) Total	1003	893	100	551	207	243	51	457	472	342	297	215	144
(Weighted) Total	1003	870	120	638	182	180	63	530	387	324	295	225	153
Facebook	557	465	85	477	72	8	55	469	20	174	173	133	76
	56%	53%	71%	75%	40%	5%	87%	89%	5%	54%	59%	59%	49%
Twitter	258	211	43	244	13	2	43	201	3	66	86	65	41
	26%	24%	35%	38%	7%	1%	69%	38%	1%	20%	29%	29%	27%
Google Plus	195	167	27	162	25	7	31	134	24	67	56	39	32
	19%	19%	22%	25%	14%	4%	49%	25%	6%	21%	19%	17%	21%
LinkedIn	185	148	36	176	9	-	30	137	9	58	58	40	29
	18%	17%	30%	28%	5%	-	48%	26%	2%	18%	20%	18%	19%
Flickr	76	65	11	72	4	-	18	55	2	23	17	20	16
	8%	7%	10%	11%	2%	-	28%	10%	1%	7%	6%	9%	10%
Pinterest	56	53	3	54	2	-	14	35	4	14	29	8	5
	6%	6%	3%	8%	1%	-	21%	7%	1%	4%	10%	3%	3%
YouTube	350	279	66	318	28	4	51	260	30	110	101	85	53
	35%	32%	55%	50%	16%	2%	80%	49%	8%	34%	34%	38%	35%
Instagram	126	93	32	122	3	1	17	104	2	38	46	23	18
	13%	11%	27%	19%	2%	*	26%	20%	*	12%	16%	10%	12%
Refused	5	5	-	1	2	2	-	2	2	4	-	1	1
	1%	1%	-	*	1%	1%	-	*	*	1%	-	*	*
Don't Know	3	2	1	*	1	2	-	*	2	2	1	-	-
	*	*	1%	*	*	1%	-	*	*	1%	*	-	-
None of these	330	305	22	84	81	161	1	15	310	109	90	70	57
	33%	35%	18%	13%	45%	90%	2%	3%	80%	34%	30%	31%	37%

