



THE SUN *TALKS TECH*

THE
Sun

THE *AGENDA*

1. OBJECTIVES & METHODOLOGY

2. THE ROLE OF TECH IN THE SUN READERS' LIVES

3. BUYING POWER AND BEHAVIOUR

4. A SPOTLIGHT ON PARENTS

5. THE ROLE WE PLAY

Hello

THE *OBJECTIVES*

- Show that our broad Sun user base is an audience that has a far more developed relationship with their technology than many may have thought
- Provide the editorial team with an up-to-date picture of current tastes and needs of The Sun readers to ensure the content of the tech pages stays relevant
- Develop a detailed understanding of how The Sun readers interact with and use technology
- Show where their preferences and tech behaviours sit, offer a point of difference vs. the general population for the benefit of advertisers

OUR *METHODOLOGY*

PHASE ONE

Quantitative Measurement

ONLINE SURVEY

15-minute survey with 1,023
The Sun readers and 503
nationally representative
respondents

PHASE TWO

Qualitative Follow-Up

ONLINE COMMUNITY

A series of short, self-filmed
auto-ethnographic videos,
exploring the participants'
attitudes and use of
technology – 5 mins of
footage submitted via our
dedicated platform

PHASE THREE

Qualitative Wrap-Up

IN-DEPTH INTERVIEWS

Follow-up in-depth interviews
x4 with superstars from
phase 2 (1 hour each via
Zoom), asking more probing
questions about technology
use and digging into
the detail

THE SUN AUDIENCE

MONTHLY BRAND REACH

ALL **30.7M**
DIGITAL **27.5M**

GENDER

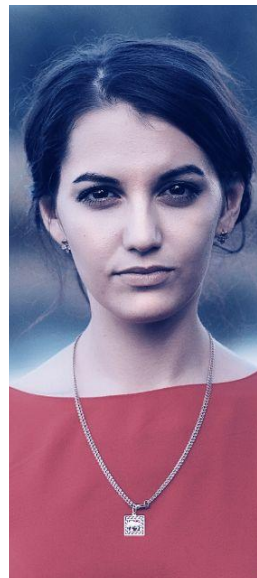
MALE **45%**
FEMALE **54%**

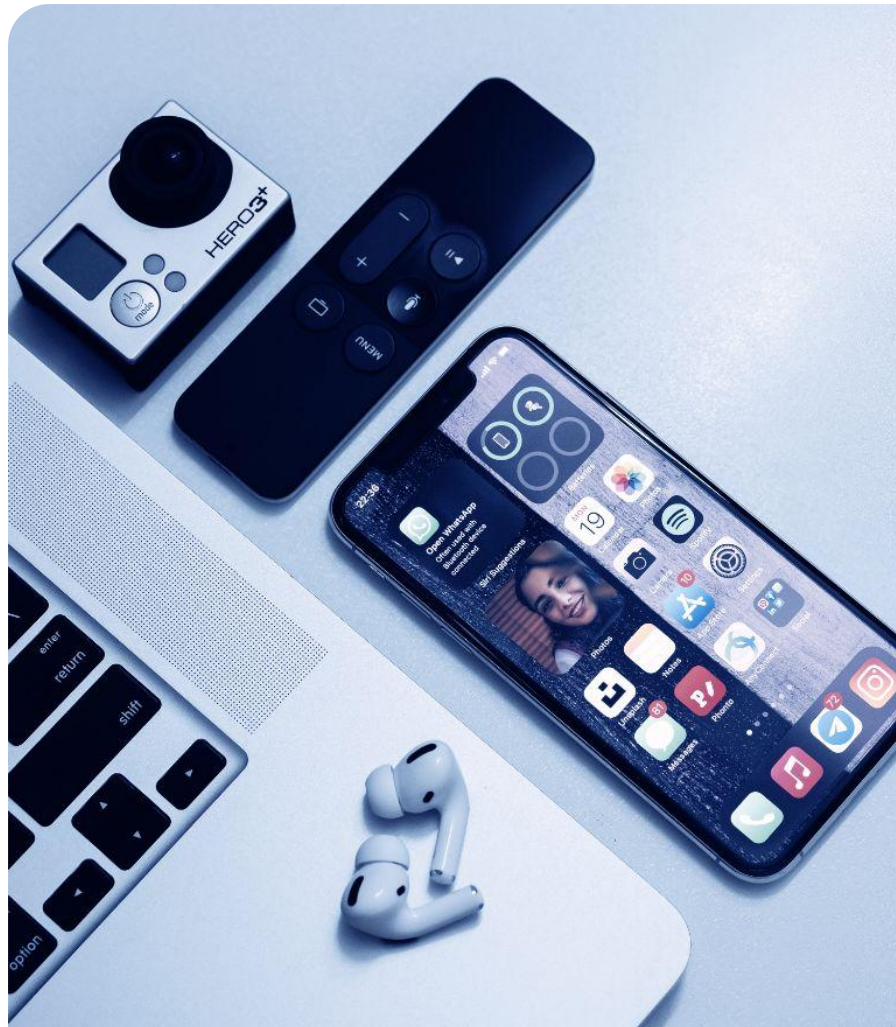
AGE

15-34 **29%**
35-54 **38%**

CORE DEMOGRAPHIC

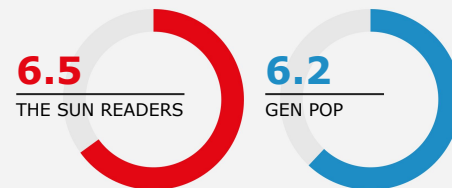
ABC1 **66%**





THE ROLE OF TECH *IN THE SUN READERS' LIVES*

A BROAD & DIVERSE RANGE OF TECH OWNERSHIP



DEVICES CURRENTLY HAVE IN HOUSEHOLD (TOP 10)

	TV	SMART PHONE	LAPTOP	TABLET	HEADPHONES	GAME CONSOLE	PORTABLE SPEAKER	DESKTOP	FITNESS TRACKER
	82%	81%	68%	65%	58%	54%	38%	38%	32%
USE WEEKLY	98%	99%	90%	90%	92%	85%	87%	90%	95%
USE WITH CONFIDENCE	98%	90%	88%	90%	90%	85%	89%	89%	93%

A1 Which of the following types of devices does your household currently have? A2 How often do you use this device? A3 (Top 5 on a 10-point scale) And how confident are you in using these devices?
Base: Sun readers (1023), Gen pop (503), Sun readers with devices in HH (range 358-842)

TECH IS INTEGRAL *TO THE SUN READERS' LIVES*

% WHO RELY ON TECH IN THESE AREAS OF LIFE



COMMUNICATION

92%



SHOPPING

92%



MONEY MANAGEMENT

90%



ENTERTAINMENT

88%



LIFESTYLE

82%

GENERAL POPULATION

88%

80%

82%

72%

66%

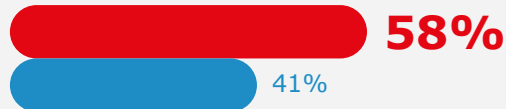
B2 (Rely greatly/to some extent) - Thinking about consumer technology of today, to what extent, if at all, do you and / or other people in your household rely on it in the following areas of life? Base: Sun readers (1023), Gen pop (503)

THERE'S A HEALTHY LEVEL OF INTEREST IN THE LATEST TECH ADVANCEMENTS

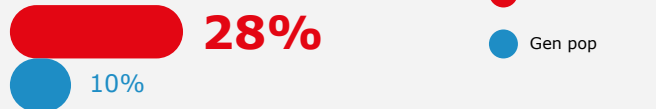
Interested in latest tech advancements



Like staying up-to-date on tech news



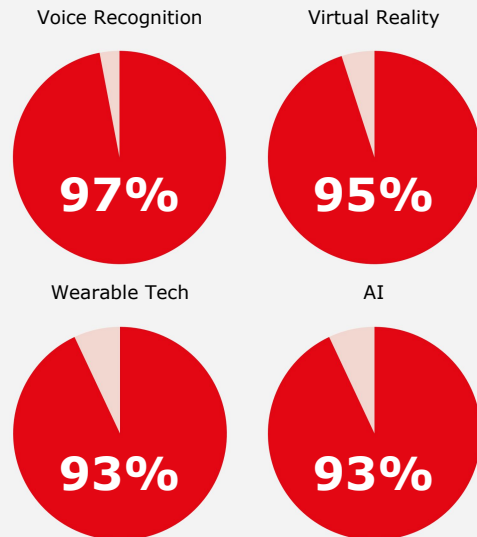
Use newsbrands to learn about tech trends



70% Believe technology will change lives for the better in the future

AWARENESS OF EMERGING TECH IS VERY HIGH

● Heard of it/know a lot about it ● Never heard of it



B1 (Top 2 on a 5-point scale) - To what extent, if at all, do you agree or disagree with the following statements? C1 (Top 2 on a 5-point scale) - How interested are you in the latest advancements in consumer technology? C2 Which of the following are your go-to sources to learn about the latest tech trends? Base: Sun readers (1023), Gen pop (503) C3 Which of the following best describes you when it comes to these emerging technologies? Base: Sun readers (1023)

SMART DEVICES IN *THE SUN READERS'* *HOUSEHOLDS*



Have at least one smart device:

The Sun readers **90%**

Gen pop **76%**

Average no of smart devices:

The Sun readers **2.6**

Gen pop **1.9**

THE SUN READERS USE SMART DEVICES AND ARE INTERESTED IN WAYS TO MAKE THEIR HOMES "SMART"

ALMOST HALF OF THE SUN READERS WOULD CONSIDER HAVING THEIR HOME MANAGED BY AI

"I've been looking at a wifi washing machine i think it'll work well – you can just set it for when you want, if you're out working"

MALE 42

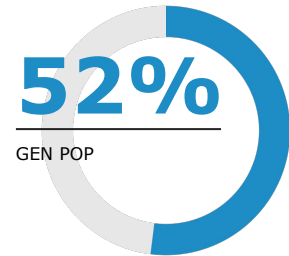
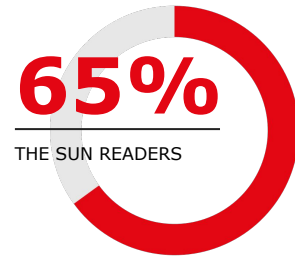
A5 Which of the following types of Smart Home devices does your household currently have? C2 (Top 2 on a 5-point scale)
- To what extent do you agree or disagree with the following statements? Base: Sun readers (1023), Gen pop (503)

A close-up photograph of a person's hand holding a smartwatch. The watch screen displays a coffee menu with the following items: 'Coffee' at the top, 'Tunnel Espresso' with a price of '9.0', 'Café' with a price of '5.5', and 'Café Différence' with a price of '8.9'. The time '5:43' is visible in the top right corner of the watch face. The background is a blurred blue and white.

BUYING POWER *AND* *BEHAVIOUR*



**THERE IS A CLEAR
APPRECIATION OF
THE BENEFITS OF TECH
*AND READINESS TO
SPEND MONEY ON IT***



Are happy to spend money
on devices that make life easier

B1 (Top 2 on a 5-point scale) - To what extent, if at all, do you agree or disagree with the following statements? Base: Sun readers (1023), Gen pop (503)



READERS OF THE SUN *ARE RECEPTIVE TO THE LATEST TECH TRENDS*



FOR PERSONAL USE

39%



REPLACE A
BROKEN VERSION

29%



AS A PRESENT

39%



ADVERTS/OFFERS

35%



FOMO

23%

GENERAL POPULATION

38%

28%

21%

25%

11%

77% ARE SPENDING THE SAME AMOUNT OR MORE ON TECH THAN 2 YEARS AGO (VS. 57% GEN POP)

Q - TOP REASONS FOR HAVING BOUGHT DEVICES/GADGETS IN RECENT YEARS

A8 Thinking about all the devices and gadgets you bought in the last couple of years, which of the following describes the reasons as to why you bought them? A9 Which of the following best describes you?

Base: Sun readers (1023), General pop (503)

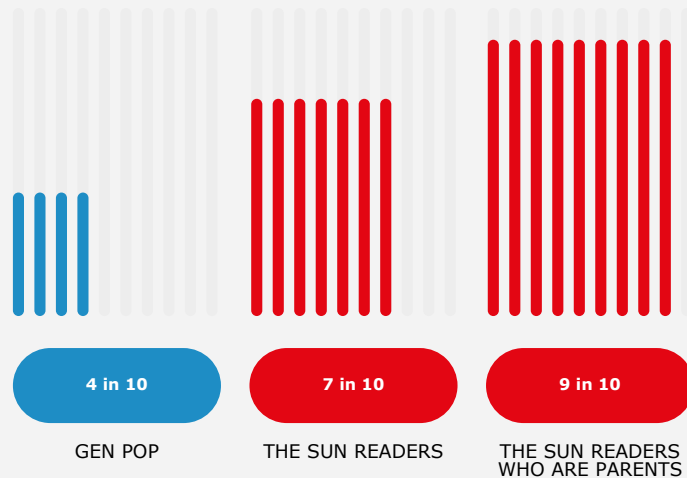
A woman with reddish-brown hair is sitting on a grey couch. She is holding a baby in a white onesie on her lap. To her left, a toddler with short brown hair is looking at a tablet computer. The woman is looking at the tablet with a slight smile. The background is a blurred indoor setting.

A SPOTLIGHT
ON PARENTS

THE SUN READERS

REGULARLY BUY TECH FOR CHILDREN

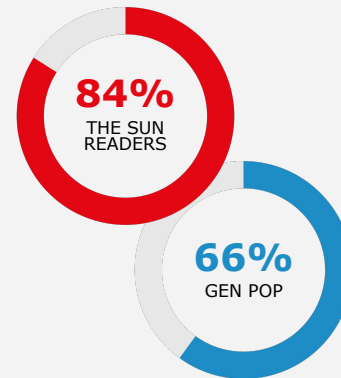
Ever buy devices/gadgets intended for kids



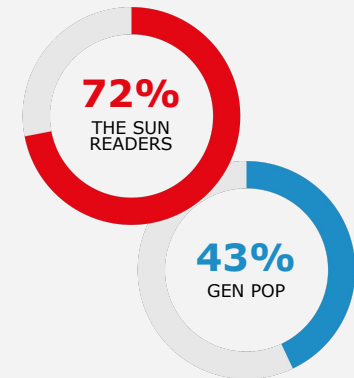
OUR READERS

ACKNOWLEDGE THE ROLE OF TECH WHEN RAISING CHILDREN

Utilise tech for education



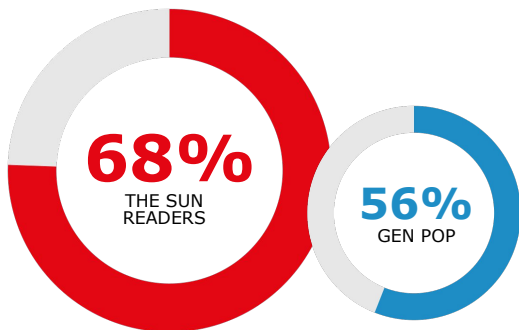
Embrace tech for parenting



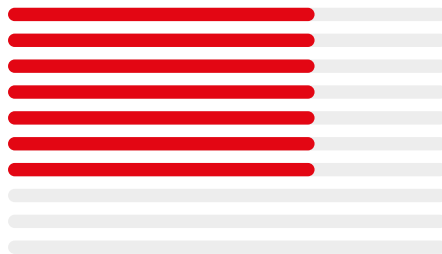
And almost every Sun reader who has kids will at some point buy a device or gadget intended for children. This makes Sun readers an attractive audience for tech brands
A7 How often do you buy devices and gadgets? Base: Sun readers (1023), Sun readers who have children 18 yo or under (570), General pop (503), Sun readers who ever buy gadgets for children (658)

CHILDREN ARE NOW GROWING UP *WITH TECHNOLOGY THAT PRE- EXISTED THEM*

THE CONSUMERS OF TOMORROW ARE ALREADY DIGITAL NATIVES

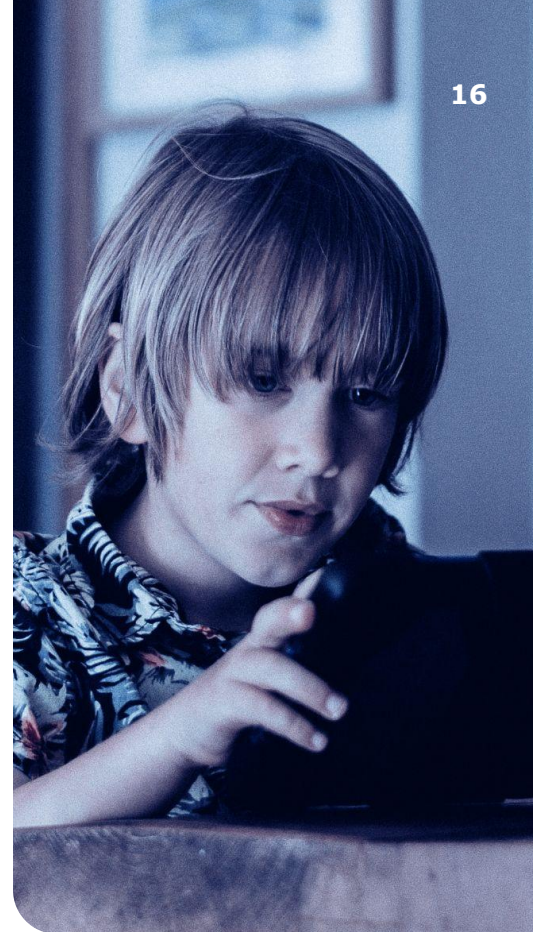


Agree technology is a positive force for the young generation



7 in 10

Parents believe that emerging tech will play a big role in their children's lives in the future



GAMING IS NO LONGER VIEWED *AS JUST A WAY TO PASS THE TIME*

PARENTS RECOGNISE, AND AGREE THAT GAMING CAN POSITIVELY IMPACT THEIR CHILDREN'S MENTAL ABILITY

"And she's getting better and better at it (his daughter). And she's learning from that. But it's a different kind of learning. And i do believe that it does help."

MALE 42

THE SUN READERS VALUE GAMING'S VERSATILITY AND ABILITY TO AFFECT PEOPLE POSITIVELY

"Gaming is unique in the sense that you're combing tech with the sorts of immersive worlds and that of competitiveness, which you don't really get from many other types of hobby, which is why i enjoy it because it enables me to sort of escape in a different way"

FEMALE 26



THE SUN READERS ACKNOWLEDGE THE FUTURE ROLE OF CUTTING-EDGE TECH *IN THEIR CHILDREN'S LIVES*

Augmented reality

73%

Metaverse

70%

Virtual Reality

68%

Tech that will play big role in children's lives in the future – and crucially, The Sun readers are not intimidated by new technology and want to stay up to date

C4 (Top 5 on a 10-point scale - How big a role do you think the following emerging technologies will play in your children's lives in the future?
Base: Sun readers aware of emerging tech and have children 18 yo or under (range 284-471)

ONLINE SAFETY *IS FRONT OF MIND*

**BUT IT DOESN'T STOP INDIVIDUALS FROM TAKING PART
AND PERFORMING THEIR DAILY ONLINE ACTIVITIES**

One of the top concerns is knowing who is on the other side

"My daughter is really into playing roblox. And that has an interactive element to it, which we asked her not to use, but it worries me more about the chat functions, you know, she's nice, she'll not know that person that's on there might not be another eight-year-old. So that concerns me ...people can hide behind usernames and things."

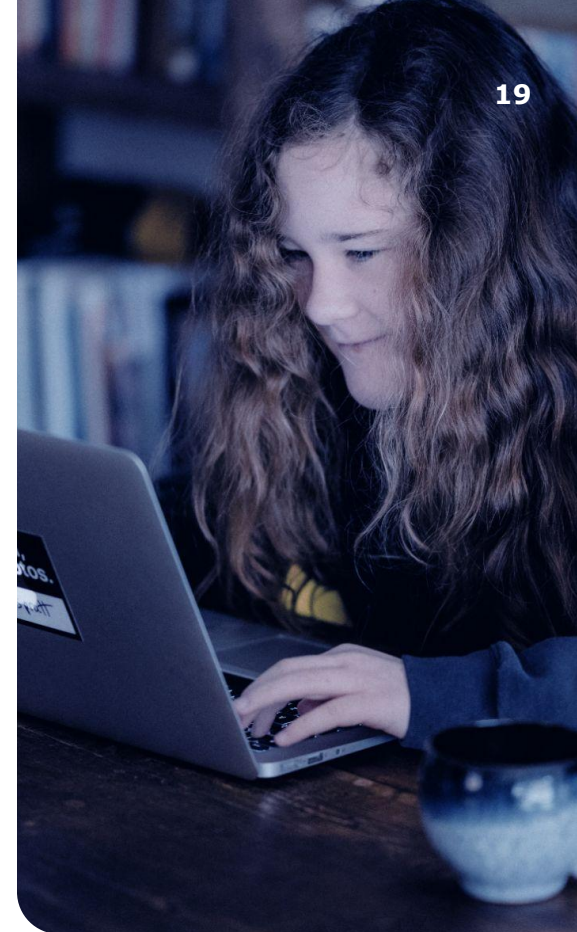
FEMALE 42

"I'd probably say, [most worried about] adult content, like every parent I suppose. You know, I mean, it's a massive thing, isn't it?"

MALE 55

"You don't want the wrong person to speak to your kids."

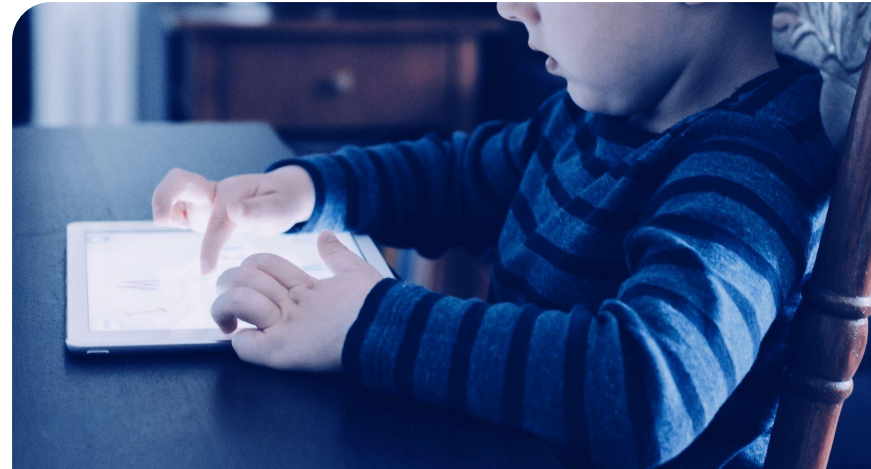
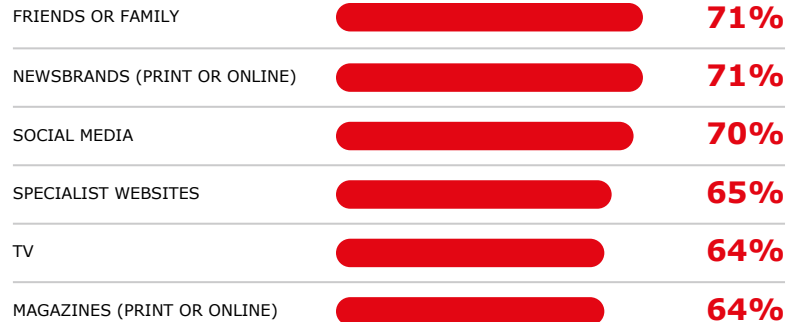
MALE 42



THE SUN CAN BE AN INFLUENTIAL GO-TO SOURCE FOR READERS *SEEKING INFO ON HOW TO PROTECT THEIR KIDS ONLINE*

AS WELL AS SERVING MORE SPECIFIC INFORMATIONAL AND EDUCATIONAL NEEDS

Sources used to learn about online dangers and how to keep children safe



83% Use newsbrands for general tech-related guidance

71% Think newsbrands are important for learning how to stay safe online

D4 / D5 (Top 2 on a 5-point scale) - How important are the following sources in educating you about digital dangers facing you / your children and how to keep them safe online? A12 How frequently, if at all, do you use the following sources for technology-related advice or guidance? Base: Sun readers (1023), Sun readers who have children 18 yo or under (570)

A photograph of two women with curly hair standing in a server room. They are both wearing black turtlenecks with the word 'KARMA' printed on the chest. They are holding and looking at white tablets. The server racks are on the left, and the room is lit with blue light. A large red banner is overlaid on the bottom right of the image.

THE ROLE *WE PLAY*

THE
Sun

7 IN 10 OF OUR READERS AGREE THAT WE ARE *DOING A GREAT JOB WITH OUR TECH COVERAGE*

**THE SUN'S TECH COVERAGE
IS SEEN AS EXTENSIVE AND
AS A TRUSTED SOURCE OF
INFORMATION**

"I would like to see more educational pieces on how you can protect yourself in different ways. Some myth-busting articles, they've done those in the past and those can be quite interesting..."

FEMALE 26

**READERS ARE ASKING FOR
MORE HELP FROM THE SUN,
E.G., "MYTH BUSTING ARTICLES",
REFLECTING TRUST IN THE SUN**

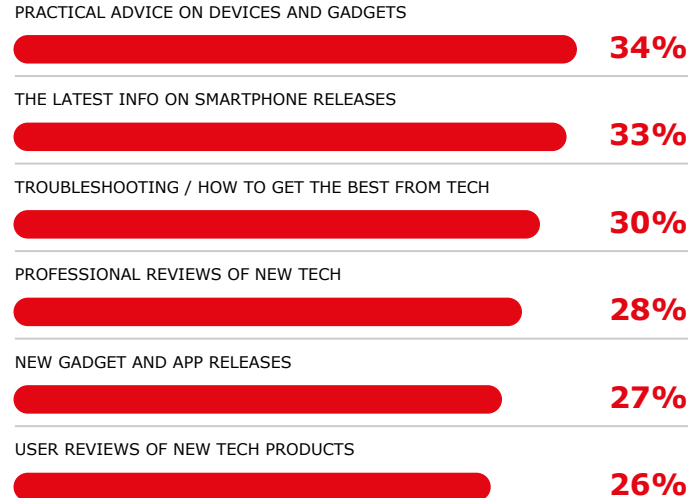
"I think it's quite extensive - no topics that are missing. [...] Maybe [more] finance or crypto."

MALE 55

THE AREAS OF INTEREST ARE BROAD
AND OFFER RICH ENVIRONMENTS FOR COMMERCIAL ALIGNMENT



TOPICS INTERESTED IN



9 in 10

INTERESTED IN AT LEAST ONE OF THE TOPICS COVERED

B3 Which of the following technology-related topics would you be interested in reading about?
 Base: Sun readers (1023)



**READERS SEE THE
SUN AS A TRUSTED
AND RELIABLE
SOURCE OF
*TECH INFO***



1 in 2 would consider
a tech product if read
about it in The Sun

HIGHEST AMONG

- MEN
- EARLY ADOPTERS
- THOSE AGED UNDER 55
- THOSE WITH KIDS IN HH



1 in 2 would trust product
reviews if read about
them in The Sun

HIGHEST AMONG

- EARLY ADOPTERS
- THOSE AGED UNDER 55
- THOSE WITH KIDS IN HH

E2 (Top 2 on a 5-point scale) - To what extent do you agree or disagree with the following statements?
Base: Sun readers (1023)

KEY TAKEOUTS

The Sun readers read, react and respond to our editorial content, and our tech content reflects a rich and trusted environment for our commercial partners.

The Sun readers have really embraced technology in their lives and the benefits of it for themselves and their families, with tech usage and ownership **far exceeding the behaviour of the general population**.

As more tech emerges, their passion for tech is only set to grow, with 77% spending the same or more than 2 years ago, far **SURPASSING** the general population.

THANK *YOU*

