JAN 2024

POPULATION ESSENTIALS
Demographics and Other Key Indicators

United Kingdom Flag

Total Population
67.85 MILLION

Female Population
50.6%

Male Population
49.4%

Year-on-Year Change in Total Population
+0.3% (+226 Thousand)

Median Age of the Population
40.2

Urban Population
84.8%

Population Density (People per km²)
279.5

Overall Literacy (Adults aged 15+)
99.0%

Female Literacy (Adults aged 15+)
99.0%

Male Literacy (Adults aged 15+)
99.0%

Sources: KEPIS Analysis, United Nations, Local Government Authorities, World Bank, UNESCO, CIA World Factbook, Our World in Data, INEGI, GWI, KNOMAD.

We Are Social
MeltwaterJanvier 2024

Répartition de la population par âge.
Le nombre de personnes dans chaque groupe d'âge et la part associée de la population.

3.45 M - Âge 0-4 : 5.1%
3.95 M - Âge 5-9 : 5.8%
4.19 M - Âge 10-14 : 6.2%
3.99 M - Âge 15-19 : 5.9%
3.86 M - Âge 20-24 : 5.7%
4.35 M - Âge 25-29 : 6.4%
4.61 M - Âge 30-34 : 6.8%
4.50 M - Âge 35-39 : 6.6%
4.39 M - Âge 40-44 : 6.3%
4.01 M - Âge 45-49 : 5.9%
4.42 M - Âge 50-54 : 6.5%
4.59 M - Âge 55-59 : 6.8%
4.24 M - Âge 60-64 : 6.2%
3.57 M - Âge 65-69 : 5.3%
3.16 M - Âge 70-74 : 4.7%
2.90 M - Âge 75-79 : 4.3%
1.83 M - Âge 80-84 : 2.7%
1.14 M - Âge 85-89 : 1.7%
518 K - Âge 90-94 : 0.8%
150 K - Âge 95-99 : 0.2%
24.2 K - Âge 100+ : <0.1%

Sources: extrapolations des données publiées par les Nations Unies et les autorités gouvernementales locales.
Remarques: les valeurs en pourcentage sous chaque barre représentent la part respective de chaque groupe d'âge dans la population totale.
Comparabilité: les changements de source et de base expliquent que les chiffres peuvent ne pas correspondre aux valeurs publiées dans les éditions précédentes.

JAN 2024
FINANCIAL AND DEVELOPMENTAL INDICATORS
WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

THE UNITED KINGDOM

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)
$3.33 TRILLION

PERCENTAGE OF THE POPULATION EARNING LESS THAN $3.65 (2017 PPP) PER DAY
0.5%

GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)
$3.87 TRILLION

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER
100%

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)
$48.9 THOUSAND

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION
99.1%

GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)
$56.8 THOUSAND

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY
100%

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
$36.1 THOUSAND

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
92.3%

SOURCES:
IMF World Bank (most recent published data) to (2023) Definitions: $3.65 (2017 PPP) reflects global purchasing power parity based on the World Bank's 2017 exchange benchmark. "Basic" drinking water: percentage of the total population using drinking water from an improved source, provided collection time was not more than 30 minutes round trip. "Basic" sanitation: percentage of the total population using improved sanitation facilities that are not shared. Where no comparable multinational figures are available, EIU or national statistics are used, which may contain estimates or BCG analysis. Additional regional data and information from individual nations within the UK and/or nation values are shown elsewhere in this report.

JAN 2024: POPULATION OVER TIME

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

JAN	POPULATION	PERCENT CHANGE
JAN 2014	64.5 M	+0.7%
JAN 2015	65.0 M	+0.7%
JAN 2016	65.4 M	+0.7%
JAN 2017	65.9 M	+0.6%
JAN 2018	66.3 M	+0.6%
JAN 2019	66.6 M	+0.5%
JAN 2020	67.0 M	+0.5%
JAN 2021	67.2 M	+0.3%
JAN 2022	67.4 M	+0.3%
JAN 2023	67.6 M	+0.3%
JAN 2024	67.9 M	+0.3%

Sources: United Nations; Local Government Authorities; KEPIO Analysis
Note: Where letters are shown next to figures above bars, “K” denotes thousands (e.g., “123 K” = 123,000); “M” denotes millions (e.g., “1.2 M” = 1,200,000); and “B” denotes billions (e.g., “1.2 B” = 1,200,000,000). Where no letter is present, values are shown as-is. Comparability: Source changes and base revisions; figures may not correlate with values published in our previous reports.

Logo: We Are Social
Logo: Meltwater

Digital 2024 The United Kingdom
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Langue sélectionnée : français**JAN 2024**

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

- **ANY KIND OF MOBILE PHONE**
  - 97.9%
  - Year-on-Year Change: +2.7% (+260 BPS)

- **SMART PHONE**
  - 97.5%
  - Year-on-Year Change: +3.0% (+280 BPS)

- **FEATURE PHONE**
  - 3.5%
  - Year-on-Year Change: -5.4% (-20 BPS)

- **LAPTOP OR DESKTOP COMPUTER**

- 69.9%
  - Year-on-Year Change: +4.3% (+290 BPS)

- **TABLET DEVICE**
  - 51.0%
  - Year-on-Year Change: +2.2% (+110 BPS)

- **GAMES CONSOLE**
  - 39.0%
  - Year-on-Year Change: +7.1% (+260 BPS)

- **SMART WATCH OR SMART WRISTBAND**
  - 36.4%
  - Year-on-Year Change: +6.1% (+210 BPS)

- **TV STREAMING DEVICE**
  - 32.4%
  - Year-on-Year Change: +3.8% (+120 BPS)

- **SMART HOME DEVICE**
  - 28.2%
  - Year-on-Year Change: +13.3% (+330 BPS)

- **VIRTUAL REALITY DEVICE**
  - 6.5%
  - Year-on-Year Change: -7.1% (-50 BPS)

SOURCE: GWI Q4 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64) SEE GWIDOC. **NOTE:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (AN INCREASE OF 10% FROM A STARTING VALUE OF 500M WOULD EQUAL 50M, NOT 10M). **BPS:** VALUES REPRESENT BASIS POINTS AND INDICATE ABSOLUTE CHANGES. **COMPARABILITY:** METHODOLOGY CHANGES SEE NOTES ON DATA.

DAILY TIME SPENT WITH MEDIA
THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

**TIME SPENT USING THE INTERNET

6H 02M
YEAR-ON-YEAR CHANGE
+4.5% (+15 MINS)

**TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)
3H 54M
YEAR-ON-YEAR CHANGE
-6.7% (-16 MINS)

**TIME SPENT USING SOCIAL MEDIA
1H 49M
YEAR-ON-YEAR CHANGE
-6.3% (-7 MINS)

**TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
1H 10M
YEAR-ON-YEAR CHANGE
-36.5% (-40 MINS)

**TIME SPENT LISTENING TO MUSIC STREAMING SERVICES
1H 19M
YEAR-ON-YEAR CHANGE
-17.3% (-16 MINS)

**TIME SPENT LISTENING TO BROADCAST RADIO
1H 12M
YEAR-ON-YEAR CHANGE
-10.6% (-8 MINS)

**TIME SPENT LISTENING TO PODCASTS
0H 43M
YEAR-ON-YEAR CHANGE
-27.2% (-15 MINS)

**TIME SPENT USING A GAMES CONSOLE
1H 00M
YEAR-ON-YEAR CHANGE
-14.2% (-9 MINS)

SOURCE: GWI 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64, SEE GWI.COM). NOTES: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY, TELEVISION INCLUDES LINEAR, BROADCAST AND CATCHUP TELEVISION CONSUMED ON A TV SET, BUT EXCLUDES VIDEO ON-DEMAND SERVICE; PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA, BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES MEAN THAT

FIGURES MAY DIFFER TO THOSE PUBLISHED IN PREVIOUS YEARS.

sources:
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MeltwaterJan 2024
MEDIA USE
THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

- Using the Internet via a mobile phone
  - 96.7%
  - Year-on-year change: +1.4% (+130 BPS)

- Using the Internet via a laptop, desktop, or tablet
  - 93.5%
  - Year-on-year change: -0.4% (-40 BPS)

- Using social media
  - 90.9%
  - Year-on-year change: +1.7% (+150 BPS)

- Watching linear and broadcast TV
  - 93.6%
  - Year-on-year change: -0.8% (-73 BPS)

- Watching streaming and on-demand TV
  - 76.6%
  - Year-on-year change: -0.4% (-33 BPS)

- Reading online press content
  - 66.2%
  - Year-on-year change: -2.9% (-195 BPS)

- Reading physical press content
  - 57.5%
  - Year-on-year change: -7.4% (-463 BPS)

- Listening to broadcast radio
  - 80.3%
  - Year-on-year change: -3.4% (-285 BPS)

- Listening to music streaming services
  - 63.4%
  - Year-on-year change: +0.2% (+11 BPS)

- Listening to podcasts
  - 61.7%
  - Year-on-year change: +1.1% (+68 BPS)

Source: GWI Q4 2023 figures represent the findings of a broad survey of internet users aged 16 to 64 (etc. see source at bottom left of image for full details).Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

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1. **TOTAL NUMBER OF INTERNET USERS**
   - 66.33 MILLION

2. **INTERNET USERS vs. TOTAL POPULATION**
   - 97.8%

3. **YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS**
   - +0.3%
   - +221 THOUSAND

4. **YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION**
   - 0%
   - [UNCHANGED]

5. **INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE**
   - 147.8

6. **PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES**
   - 94.7%

7. **AVERAGE DAILY TIME SPENT USING THE INTERNET**
   - 6H 02M

8. **YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET**
   - +4.5%
   - +15 MINS

Sources:
- KEPIOS analysis
- ITU
- GSMA Intelligence
- Eurostat
- CIA World Factbook
- Ookla
- Kantor & IAB
- Local Government Authorities
- United Nations
- Time Spent and Mobile Share Data from GWI, Q4 2023 Base: Online and Broad Survey of Internet Users Aged 16 to 64 See GWI.com - Advisory: Figures for Internet User Growth May Under-Represent Actual Trends. See Notes on Data Comparability, Source and Base Changes.

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Logos:
- "We Are Social"
- "Meltwater"

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INTERNET ADOPTION RATE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

[Bar Graph Data]

JAN 2014: 92.4% (+0.3%)
JAN 2015: 92.7% (+2.9%)
JAN 2016: 95.4% (-0.4%)
JAN 2017: 95.1% (-0.2%)
JAN 2018: 94.9% (+1.0%)
JAN 2019: 95.9% (+2.0%)
JAN 2020: 97.8% (0%)
JAN 2021: 97.8% (0%)
JAN 2022: 97.8% (0%)
JAN 2023: 97.8% (0%)

JAN 2024: 97.8%

SOURCES: ITU, USA, USTELEGPAGE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, GSMA, KANTAR I IMRB, GOVERNMENT RESOURCES, UNITED NATIONS. NOTES: Data is not provided for all points in previous years. MID-YEAR DATA FROM THE MOST RECENT REPORTED PERIOD PRIOR TO REPORTED PERIODS. COMPARABLE FIGURES SHOW THE RELATIVE CHANGE IN INTERNET ADOPTION – THE REPORTED FIGURES REPRESENT THE AVERAGE OF ESTIMATES, and FIGURES OBTAINED FROM KEY INDICATOR SOURCES – THE SOURCES. WE ARE SOCIAL AND INSITE DATA CATALOGS, ALL FIGURES USE THE LATEST AVAILABLE DATA, but sources should be not publish throughout 2023 as of now. Figures for global generation. INTERNET ACTUAL ADOPTION in the INSITE DATA.

INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS:
ITU
64.69 MILLION
vs. POPULATION
95.3%

INTERNET USERS:
CIA WORLD FACTBOOK
64.99 MILLION
vs. POPULATION
95.8%

INTERNET USERS:
INTERNETWORLDSTATS
65.05 MILLION
vs. POPULATION
95.9%

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER

FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR 'VS. POPULATION'. COMPARABILITY: POTENTIAL MISMATCHES: INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

DAILY TIME SPENT USING THE INTERNET
AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

THE UNITED KINGDOM

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
6H 02M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
2H 57M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
3H 05M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
48.9%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

[Bar chart showing yearly internet usage]

- JAN 2014:
  - 59.6 M
  - +1.0%

- JAN 2015:
  - 60.3 M

  - +3.6%

- JAN 2016:
  - 62.5 M
  - +0.3%

- JAN 2017:
  - 62.6 M
  - +0.4%

- JAN 2018:
  - 62.9 M
  - +1.5%

- JAN 2019:
  - 63.8 M
  - +2.5%

- JAN 2020:
  - 65.5 M
  - +0.3%

- JAN 2021:
  - 65.7 M
  - +0.3%

- JAN 2022:
  - 65.9 M
  - +0.3%

- JAN 2023:
  - 66.1 M
  - +0.3%

- JAN 2024:
  - 66.3 M
  - +0.3%

[Sources and notes section at the bottom]:
SOURCES: KEPIOS ANALYSIS (THE GSMA; ITU; EUROSTAT; GOOGLE’S ADVERTISING RESOURCES; CINIC; KANTAR IIMRB; GOVERNMENT RESOURCES; UNITED NATIONS. NOTE: WHERE LEFTS ARE SHOWN NEXT TO FIGURES ABOVE, ACE SECTIONS COMPARE DATA IN "SUR! ZKEY"); IAMAI, MAP DIMENSIONS SOURCES: E.G. 12 M = 120,000,000 APB OF BUTTON SOURCE IMES E.G. * X2 EaE 130,000,000 SWED AND THE NSW MAY MAY NOT PUBLISH THISE E... OH COMPARATIVE = TO THE PREVIOUS EM THE OUALTO. ALL

FIGURES USE THE AVERTS AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR THESE PERIODS MAY REPRESENT ACTUAL USE.

NOTES ON DATA: WE DO SOCTEA ATON FARMITED.

[Left corner, slide number and total pages]:
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[Language Setting]:
français

[Bottom Logos]:
- We Are Social
- Meltwater

[Top right corner]:
Flag of the United Kingdom
THE UNITED KINGDOM

[Bottom right corner logo]:
DatareportalJAN 2024
INTERNET CONNECTION SPEEDS
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS
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Download (Mbps): 48.43
Upload (Mbps): 7.12
Latency (ms): 34

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS
ookla
Download: +5.2%
Upload: 0%
Latency: -8.1%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS
ookla
Download (Mbps): 92.10
Upload (Mbps): 25.78
Latency (ms): 13

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Meltwater
Download: +25.8%
Upload: +29.0%
Latency: -13.3%

SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2023. TIP: A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY.

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JAN 2024

DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

UK Flag

MOBILE PHONE (ANY)
94.7%
YEAR-ON-YEAR CHANGE
+6.5% (+580 BPS)

LAPTOP OR DESKTOP (ANY)
73.7%
YEAR-ON-YEAR CHANGE
-1.2% (-90 BPS)

SMART PHONE
93.2%
YEAR-ON-YEAR CHANGE
+5.8% (+510 BPS)

FEATURE PHONE
2.8%
YEAR-ON-YEAR CHANGE
-26.3% (-100 BPS)

TABLET DEVICE

43.1%
YEAR-ON-YEAR CHANGE
+2.4% (+100 BPS)

PERSONAL LAPTOP OR DESKTOP
64.3%
YEAR-ON-YEAR CHANGE
-2.7% (-180 BPS)

WORK LAPTOP OR DESKTOP
30.3%
YEAR-ON-YEAR CHANGE
-7.1% (-230 BPS)

CONNECTED TELEVISION
38.3%
YEAR-ON-YEAR CHANGE
+3.0% (+110 BPS)

SMART HOME DEVICE
33.1%
YEAR-ON-YEAR CHANGE
+16.5% (+470 BPS)

GAMES CONSOLE
23.8%
YEAR-ON-YEAR CHANGE
+8.7% (+190 BPS)

SOURCE: GWI, Q3 2023.
NOTES: MOBILE PHONE (ANY) INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE.
LAPTOP OR DESKTOP (ANY) INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER.
PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.
METHODOLOGY DETAILS: SEE NOTES ON DATA.

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Voici la retranscription textuelle de l'image :

JAN 2024
MAIN REASONS FOR USING THE INTERNET
PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

1. FINDING INFORMATION - 72.9%
2. RESEARCHING HOW TO DO THINGS - 64.5%
3. STAYING IN TOUCH WITH FRIENDS AND FAMILY - 63.8%
4. KEEPING UP TO DATE WITH NEWS AND EVENTS - 58.6%
5. RESEARCHING PRODUCTS AND BRANDS - 55.5%
6. WATCHING VIDEOS, TV SHOWS OR MOVIES - 55.4%
7. MANAGING FINANCES AND SAVINGS - 52.1%
8. ACCESSING AND LISTENING TO MUSIC - 50.7%
9. FILLING UP SPARE TIME AND GENERAL BROWSING - 50.1%
10. RESEARCHING PLACES, VACATIONS AND TRAVEL - 48.7%
11. FINDING NEW IDEAS OR INSPIRATION - 45.2%
12. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS - 36.9%
13. EDUCATION AND STUDY-RELATED PURPOSES - 32.0%
14. ORGANISING DAY-TO-DAY LIFE - 31.5%
15. GAMING - 26.2%

(Source : GWI Q3 2023)
Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM

Comparability methodology changes, see notes on data.

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(Logo We Are Social et Meltwater en bas à droite) JAN 2024

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

1. MOBILE PHONES
   - 47.17%
   - YEAR-ON-YEAR CHANGE: -3.8% (-188 BPS)

2. LAPTOP AND DESKTOP COMPUTERS
   - 48.62%
   - YEAR-ON-YEAR CHANGE: +5.9% (+273 BPS)

3. TABLET DEVICES
   - 4.10%
   - YEAR-ON-YEAR CHANGE: -17.2% (-85 BPS)

4. OTHER DEVICES
   - 0.11%
   - YEAR-ON-YEAR CHANGE: +10.0% (+1 BP)

SOURCE: StatCounter. NOTES: Figures represent the number of web pages served to browsers running on each type of device compared with the total number of web pages served to browsers running on any device in December 2023. Percentage change values represent the change in the number of BPS from a starting value of 50%.

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MOBILE'S SHARE OF WEB TRAFFIC (YOY)
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

18.70%
DEC 2013
+63.3%

30.53%
DEC 2014
-7.3%

28.31%
DEC 2015
+21.5%

34.40%
DEC 2016
+9.5%

37.67%
DEC 2017
+5.6%

39.79%
DEC 2018
+21.4%

48.30%
DEC 2019
-3.3%

46.72%
DEC 2020
+0.9%

47.14%
DEC 2021
+4.1%

49.05%
DEC 2022
-3.8%

47.17%
DEC 2023

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 6%). NOT YOY.
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Digital 2024 The United Kingdom
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SHARE OF WEB TRAFFIC BY BROWSER
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

Chrome: 51.5%
Safari: 31.3%

Edge: 8.2%
Samsung Internet: 3.4%
Firefox: 3.0%
Opera: 1.3%
Android: 0.8%
Others: 0.5%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN DECEMBER 2023.

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*The United Kingdom (represented by a flag)*Voici la retranscription textuelle de l'image :

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JAN 2024

TOP TYPES OF WEBSITES VISITED AND APPS USED
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

| | |
|---|---|
| CHAT AND MESSAGING | 93.1% |
| SOCIAL NETWORKS | 92.7% |
| SEARCH ENGINES OR WEB PORTALS | 87.5% |
| SHOPPING, AUCTIONS, OR CLASSIFIEDS | 87.4% |
| EMAIL | 71.0% |
| MAPS, PARKING, OR LOCATION-BASED SERVICES | 58.6% |
| WEATHER | 58.1% |
| NEWS | 44.6% |
| BANKING, INVESTING, OR INSURANCE | 42.9% |
| MUSIC | 42.9% |
| ENTERTAINMENT | 36.4% |
| FOOD TAKEAWAY AND DELIVERY | 30.3% |
| TRAVEL | 30.0% |
| SPORTS | 29.5% |
| GAMES | 28.9% |

SOURCE: GWI, Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:
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METHODOLOGY CHANGES; SEE NOTES ON DATA.

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SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

[Flag of the United Kingdom]

GOOGLE - 93.8%

BING - 3.9%

YAHOO! - 1.3%

DUCKDUCKGO - 0.6%

ECOSIA - 0.2%

YANDEX - 0.1%

AOL - 0.04%

OTHERS - 0.1%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE, YEAR-ON-YEAR CHANGE I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%. BPS VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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ACCESSING ONLINE INFORMATION
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

1. USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH: 87.5%
```

2. USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK: 22.1%
3. VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS: 30.4%
4. USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH: 17.3%
5. SCAN A QR CODE ON A MOBILE PHONE EACH MONTH: 35.3%
6. USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK: 18.3%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM
COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

TV CONSUMPTION AND STREAMING

Exploring the TV viewing behaviours of internet users aged 16 to 64

Percentage of internet users who watch any kind of TV each month
- 98.6%

Year-on-year change in internet users who watch any kind of TV
- +0.1%
- +10 BPS

Daily time that internet users spend watching any kind of TV
- 3H 54M

Year-on-year change in daily TV viewing time (all forms of content delivery)
- -6.7%
- -16 MINS

Internet users who stream TV content vs. internet users who watch any kind of TV
- 95.1%

Daily time spent watching TV content streamed over the internet
- 1H 25M

Year-on-year change in daily time spent watching streaming TV content

- -12.4%
- -11 MINS

Time spent watching streaming TV content as a percentage of total TV time
- 36.2%

Source: GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See Notes on Data.
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TOP GOOGLE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	BBC	100
02	WEATHER	97
03	NEWS	85
04	GOOGLE	48
05	AMAZON	44
06	BBC NEWS	41
07	YOUTUBE	36
08	FACEBOOK	36
09	BBC WEATHER	22
10	LIVERPOOL	20

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	WORDLE	20
12	AMAZON UK	19
13	TESCO	19
14	NEXT	18
15	EBAY	18
16	TRANSLATE	17
17	DAILY MAIL	17
18	TWITTER	17
19	ASDA	16
20	BBC SPORT	16

SOURCE: GOOGLE TRENDS. BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023.
NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN MEASURES EACH SEARCH QUERY'S RELATIVE SEARCH VOLUME COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ALTHOUGH 'GOOGLE TRENDS' USES DYNAMIC SAMPLING TO SHARE ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, FOR BOTH THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

TOP WEBSITES: SEMRUSH RANKING
SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023

(GRAY SECTOR ON THE LEFT)

#	WEBSITE	TOTAL VISITS (MONTHLY AVG)	UNIQUE VISITORS (MONTHLY AVG)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	4.98 B	246 M	23M 56S	3.5
02	YOUTUBE.COM	3.96 B	168 M	37M 20S	5.9
03	BBC.CO.UK	690 M	57.9 M	15M 02S	3.3
04	FACEBOOK.COM	583 M	88.6 M	24M 00S	2.5
05	AMAZON.CO.UK	463 M	47.2 M	13M 41S	5.4
06	PORNHUB.COM	380 M	52.5 M	15M 55S	7.4
07	WIKIPEDIA.ORG	369 M	63.3 M	10M 27S	2.0
08	REDDIT.COM	337 M	56.1 M	18M 29S	2.7
09	TWITTER.COM	279 M	54.5 M	25M 13S	3.0
10	DAILYMAIL.CO.UK	273 M	23.7 M	18M 22S	3.0

(BLUE SECTOR ON THE RIGHT)

#	WEBSITE	(MONTHLY AVG)	UNIQUE VISITORS	AVERAGE TIME PER VISIT	AVERAGE PAGES
11	DUCKDUCKGO.COM	258 M	13.1 M	24M 05S	2.5
12	GOOGLE.CO.UK	255 M	28.3 M	18M 48S	4.1
13	INSTAGRAM.COM	214 M	53.5 M	17M 38S	2.0
14	THEGUARDIAN.COM	196 M	24.2 M	15M 45S	3.1
15	EBAY.CO.UK	192 M	39.4 M	13M 17S	4.7
16	YAHOO.COM	184 M	26.9 M	22M 30S	3.1
17	XVIDEOS.COM	179 M	31.6 M	12M 08S	7.8
18	BING.COM	173 M	31.5 M	15M 26S	3.3
19	LIVE.COM	131 M	24.7 M	20M 26S	3.3
20	TIKTOK.COM	125 M	38.1 M	09M 23S	1.8

SOURCE: SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING USERS, BUT MAY NOT REPRESENT INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES FOR SOME WEBSITES, INCLUDING SITES CONTAINING INHERENT MEASUREMENT CHALLENGES, SUCH AS NETFLIX AND LINKEDIN, ARE NOT INCLUDED. WEBSITE AUDIENCES SOME SITES CONTAIN MATURE OR QUESTIONABLE CONTENT WHICH MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

TOP WEBSITES: SIMILARWEB RANKING (Jan 2024)

SIMILARWEB's RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

Website Rankings:

#	Website	Total Visits (Monthly Avg)	Unique Visitors (Monthly Avg)	Average Time per Visit	Average Pages per Visit
01	google.com	3.24 B	58.6 M	11M 37S	8.5
02	youtube.com	1.15 B	38.2 M	20M 09S	11.5
03	facebook.com	595 M	32.9 M	9M 21S	7.5
04	bbc.co.uk	503 M	31.8 M	5M 22S	3.4
05	amazon.co.uk	314 M	34.3 M	6M 42S	8.3
06	twitter.com	293 M	28.6 M	11M 37S	9.8
07	google.co.uk	244 M	15.4 M	7M 56S	10.2
08	wikipedia.org	230 M	27.2 M	4M 18S	3.3
09	ebay.co.uk	213 M	22.3 M	8M 53S	9.1
10	instagram.com	179 M	27.4 M	7M 09S	9.7
11	reddit.com	175 M	14.4 M	9M 21S	7.4
12	dailymail.co.uk	174 M	20.3 M	5M 10S	3.4
13	live.com	172 M	11.9 M	7M 42S	7.7
14	theguardian.com	150 M	17.3 M	5M 43S	3.9
15	service.gov.uk	128 M	25.0 M	5M 53S	8.1
16	yahoo.com	126 M	10.6 M	8M 18S	5.4
17	gov.uk	120 M	29.6 M	3M 04S	2.2
18	pornhub.com	119 M	14.8 M	9M 32S	8.5
19	office.com	114 M	7.06M	10M 32S	7.2
20	linkedin.com	94.5 M	11.6 M	8M 31S	8.1

Source:
Similarweb. Ranking and Values based on traffic between December 2022 and November 2023. **Notes:** Values in the "Unique Visitors" column represent the number of distinct internet access in a site, but may not represent an individual. As some people may use multiple devices or browsers. Values for "Total Visits" and "Unique Visitors" represent website averages higher or lower than the number shown. **Advisory:** Some sites featured in this ranking may contain adult content. Minors, make an offense content readers should avoid visiting unknown domains.

Additional Information:
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MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	THE GRINCH	100
02	HARRY POTTER AND THE PHILOSOPHER'S STONE	46
03	ROALD DAHL'S MATILDA THE MUSICAL	42
04	HARRY POTTER AND THE CHAMBER OF SECRETS	39
05	LUTHER: THE FALLEN SUN	39
06	FALL	35
07	NOBODY	34
08	GLASS ONION: A KNIVES OUT MYSTERY	33
09	HARRY POTTER AND THE HALF-BLOOD PRINCE	33
10	HOW THE GRINCH STOLE CHRISTMAS	33

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	THE NIGHT AGENT	100
02	LOVE IS BLIND	84
03	YOU	79
04	GINNY & GEORGIA	77
05	THE CROWN	76
06	THE LINCOLN LAWYER	74
07	THE WITCHER	70
08	WEDNESDAY	69
09	BECKHAM	66
10	SELLING SUNSET	61

SOURCE: FLIXPATROL SEE FLIXPATROL.COM
NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY
FOR FULL-YEAR 2023. "INDEX" VALUES COMPARE THE RELATIVE "POINTS" VALUE FOR EACH TITLE IN THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

WATCHING ONLINE VIDEO CONTENT
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK
THE UNITED KINGDOM

ANY KIND OF VIDEO
84.7%
YOY: -0.2% (-20 BPS)

MUSIC VIDEO
36.0%
YOY: +2.6% (+90 BPS)

COMEDY, MEME, OR VIRAL VIDEO
31.1%
YOY: +5.1% (+150 BPS)

VIDEO LIVESTREAM
16.8%
YOY: -2.3% (-40 BPS)

TUTORIAL OR HOW-TO VIDEO
25.6%
YOY: +2.4% (+60 BPS)

EDUCATIONAL VIDEO
17.0%
YOY: +9.0% (+140 BPS)

PRODUCT REVIEW VIDEO
16.2%
YOY: -3.6% (-60 BPS)

SPORTS CLIP OR HIGHLIGHTS VIDEO

20.4%
YOY: +0.5% (+10 BPS)

INFLUENCER VIDEOS AND VLOGS
14.5%
YOY: -2.7% (-40 BPS)

GAMING VIDEO
18.8%
YOY: +4.4% (+80 BPS)

SOURCE: GWI Q3 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. GWI.COM/QUICK NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE OF USERS FROM A STARTING VALUE OF 0%. YOY WOULD Equal 0% , NOT 10%, 10% YOY VALUES REPRESENT BASIS POINTS, AND WER INDICATE THE ABSOLUTE CHANGES. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS
36.0%
YEAR-ON-YEAR CHANGE
+2.6% (+90 BPS)

LISTEN TO MUSIC STREAMING SERVICES
39.8%
YEAR-ON-YEAR CHANGE
+9.6% (+350 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS
22.0%
YEAR-ON-YEAR CHANGE
-2.2% (-50 BPS)

LISTEN TO PODCASTS
24.1%

YEAR-ON-YEAR CHANGE
+16.4% (+340 BPS)

LISTEN TO AUDIO BOOKS
10.7%
YEAR-ON-YEAR CHANGE
-4.5% (-50 BPS)

SOURCE: GWI Jan 2024 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM). NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN A PERCENTAGE OF PPPS. WITH A STARTING VALUE OF 50%, WOULD EQUAL 0.2P. NOT 1P97-899- VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODLOGY CHANGES. SEE NOTES ON DATA.

français**JAN 2024 | MOST STREAMED CONTENT ON DISNEY+**

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON DISNEY+:

#	MOVIE NAME	INDEX
01	MOANA	100
02	ENCANTO	40
03	FROZEN	28
04	ELEMENTAL	23
05	HOME ALONE	17
06	AVATAR: THE WAY OF WATER	17
07	GUARDIANS OF THE GALAXY VOLUME 3	13
08	BLACK PANTHER: WAKANDA FOREVER	12
09	ANT-MAN AND THE WASP: QUANTUMANIA	10
10	A HAUNTING IN VENICE	9

MOST STREAMED TV SHOWS ON DISNEY+:

#	TV SHOW NAME	INDEX
01	GREY'S ANATOMY	100

02 | MODERN FAMILY | 80
03 | FAMILY GUY | 73
04 | THE SIMPSONS | 69
05 | BLUEY | 52
06 | CRIMINAL MINDS | 35
07 | THE KARDASHIANS | 34
08 | THE MANDALORIAN | 17
09 | THE WALKING DEAD | 14
10 | AHSOKA | 12

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. **NOTES**: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONVERT THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

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JAN 2024

DEVICES USED TO PLAY VIDEO GAMES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

ANY DEVICE
77.4%
YOY: +6.9% (+500 BPS)

SMARTPHONE
59.5%
YOY: +21.4% (+1,050 BPS)

LAPTOP OR DESKTOP
32.0%
YOY: +20.3% (+540 BPS)

GAMES CONSOLE
39.0%
YOY: +14.0% (+480 BPS)

TABLET
24.6%
YOY: +15.0% (+320 BPS)

HAND-HELD GAMING DEVICE
14.6%
YOY: +20.7% (+250 BPS)

MEDIA STREAMING DEVICE
9.5%
YOY: +15.9% (+130 BPS)

VIRTUAL REALITY HEADSET
6.9%
YOY: -9.2% (-70 BPS)

Source: GWI (Jan 2024) Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. **Notes:** "YOY" figures represent year-on-year change. **Percentage change values** represent the change in percentage points from a starting value of 100%. For example, a starting value of 50% would equal a 10% *YOY*, not *10%pts* *Values represent basis points, and indicate the absolute changes.* **Comparability:** Methodology changes. See **Notes on Data**.

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This text represents all the information from the image in a textual format.**JAN 2024**

MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

#	Movie Name	Index
01	Operation Fortune: Ruse de Guerre	100
02	Everything Everywhere All at Once	93
03	Guy Ritchie's The Covenant	87
04	Dune	78

05	Kandahar	75
06	Culpa Mía	61
07	John Wick: Chapter 4	59
08	Shotgun Wedding	55
09	Air	52
10	Mindcage	52

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV Show Name	Index
01	Clarkson's Farm	100
02	Reacher	67
03	Tom Clancy's Jack Ryan	57
04	The Summer I Turned Pretty	41
05	The Grand Tour	38
06	Gen V	35
07	The Wheel of Time	32
08	Citadel	31
09	Star Trek: Picard	31
10	The Boys	24

Source: FlixPatrol. See flixpatrol.com. Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the FlixPatrol "Points" value for each title in the FlixPatrol "Points" value of the top-ranked title in each platform's ranking.

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ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

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1. **Express concern about what is real vs. what is fake on the internet**
   - **68.9%**

2. **Worry about how companies might use their online data**

   - **38.4%**

3. **Decline cookies on websites at least some of the time**
   - **44.3%**

4. **Use a tool to block advertisements on the internet at least some of the time**
   - **28.1%**

5. **Use a virtual private network (VPN) to access the internet at least some of the time**
   - **26.0%**

SOURCES:
DATA FOR "CONCERNS ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT. FIGURES REPRESENT THE FINDINGS OF A STUDY OF ONLINE NEWS CONSUMERS AGED 18+ (SEE: DIGITALNEWSREPORT.ORG). DATA FOR ALL OTHER DATA POINTS VIA GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. (SEE: GWI.COM)

AVERAGE ANNUAL REVENUE PER SMART HOME
AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)
THE UNITED KINGDOM

Penetration of Smart Home Devices
53.5%
Year-on-Year Change: +16.6% (+762 BPS)

ARPU: Spend on All Smart Home Devices
$604
Year-on-Year Change: +5.2% (+$30.00)

ARPU: Smart Home Appliances
$631
Year-on-Year Change: -1.4% (-$9.10)

ARPU: Smart Home Control & Connectivity Devices
$242
Year-on-Year Change: -2.6% (-$6.50)

ARPU: Smart Home Security Devices
$175
Year-on-Year Change: -6.2% (-$11.50)

ARPU: Smart Home Entertainment Devices
$175
Year-on-Year Change: -10.8% (-$21.10)

ARPU: Smart Home Comfort & Lighting
$159
Year-on-Year Change: -4.4% (-$7.30)

ARPU: Smart Home Energy Management
$77.72
Year-on-Year Change: -9.0% (-$7.69)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM. NOTES: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SERVICED, AUTOMATED, AND/OR MONITORED VIA A NETWORK OF COMMUNICATION. NUMBERS THAT DO NOT CONNECT SERIES ARE ADJUSTED TO ENSURE CONSISTENCY. BPS = BASIS POINTS.

Definitions:
Penetration: SHARE OF HOUSEHOLDS THAT INCLUDE INSTALLABLE SMART HOME AROUND ENTIRE POPULATION.
ARPU: AVERAGE REVENUE PER SMART HOME.

FOR 2024 NUMBERS. SOURCES FOR HISTORIC AND FORECASTING UNITY ARE BASED ON A WEIGHTED COMBINATION OF INPUTS AND SOURCES.

Comparability: BASE CHANGES IN VALUES MAY REFLECT A DIFFERENTIAL WEIGHTING ACROSS INPUT SOURCES.

SMART HOME MARKET OVERVIEW
Value of the market for smart home devices (U.S. dollars)

NUMBER OF HOMES WITH SMART HOME DEVICES
15.79 MILLION
Year-on-Year Change
+17.1% (+2.3 MILLION)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET
$9.54 BILLION
Year-on-Year Change
+23.3% (+$1.8 BILLION)

VALUE OF SMART HOME APPLIANCES MARKET
$2.67 BILLION
Year-on-Year Change
+24.2% (+$520 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
$3.02 BILLION
Year-on-Year Change
+24.8% (+$600 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET
$1.06 BILLION
Year-on-Year Change
+23.3% (+$200 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET
$990.0 MILLION
Year-on-Year Change
+13.8% (+$120 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET
$1.20 BILLION
Year-on-Year Change
+25.0% (+$240 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$600.0 MILLION
Year-on-Year Change
+22.4% (+$110 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE statista.com/notes. NOTES: "SMART HOME DEVICE"DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLED, MONITORED AND SERVICED WITH A SLIGHTLY HIGHER DEGREE OF AUTONOMY THAN EXISTING REMOTE CONTROL EQUIPMENT (E.G. INFRARED AND BLUETOOTH REMOTE CONTROLS).

WITH DEFINED MODELS, SUBSCRIPTIONS AND SERVICES INCLUDED IN SMART HOME MARKET SEGMENTS/FUNCTIONALITIES, FOLLOW STATISTAS` MARKET MODEL WHICH HOUS- HOLDS ORIGINATING FROM FOCUS RESEARCH AND REVENUE DATA WHICH REFLECT MAINSTREAM ADOPTION. NUMBERS THAT ARE CONNECTED SURVEYS AND FORECAST REVENUES. END OF YEAR DATA, DIGITAL INCLUSION SURVEY 2023 IN 45 COUNTRIES HAS BEEN CONTINUOUSLY MONITORED AND FOLLOWED FOR ANY ADJUSTMENTS TO GROWTH. SOME OF THE CHANGES IN YEAR ON YEAR GROWTH RATES ARE INFLUENCED BY CHANGES TO COMPARABILITY. BEST CHANGES.

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JAN 2024
USE OF ONLINE FINANCIAL SERVICES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH
Icon representing banking/insurance
42.9%
YOY: +6.2% (+250 BPS)

USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH
Icon representing mobile payment
34.1%
YOY: +18.0% (+520 BPS)

OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
Icon representing cryptocurrency
8.3%
YOY: -12.6% (-120 BPS)

SOURCE: GWI (Q4 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENTATIVE CHANGE IN PERCENTAGE OF P.P. FROM A STARTING VALUE OF 0.0%. (E.G. A VALUE OF 1.0% WOULD EQUAL 40% YOY). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.
COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Icons for We are social and Meltwater.

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Icons representing previous, share, download, and translate/toggle languages.

français

This document appears to provide statistics on the use of different types of online financial services among internet users aged 16 to 64 in the United Kingdom as of January 2024. The statistics include year-on-year (YOY) percentage changes.Voici la retranscription textuelle de l'image fournie :

JAN 2024

OVERVIEW OF SOCIAL MEDIA USE

Headlines for social media adoption and use (note: user identities may not represent unique individuals).

Number of Social Media User Identities
56.20 MILLION
Social media user identities vs. total population **82.8%**

Quarter-on-Quarter Change in Social Media User Identities
90
0% [UNCHANGED]
Social media user identities aged 18+ vs. population aged 18+ **90.9%**

Year-on-Year Change in Social Media User Identities
365
-1.6% (-900 THOUSAND)
Social media user identities vs. individuals using the internet **84.7%**

Average Daily Time Spent Using Social Media
1H 49M
YOY: -7 MINS

Average Number of Social Platforms Used Each Month
6.4

Female Social Media User Identities vs. Total Social Media User Identities
49.9%

Male Social Media User Identities vs. Total Social Media User Identities
50.1%

Sources:
KPE; Analysis; Company Advertising Reports; Online, App, Research; Sensor Tower; CDD-UNC; GWI Q4 2023. Note: Average number of platforms includes data for YouTube.

Advisory:
Social media user identities may not represent unique individuals. Comparisons with population and internet user data sources and methodology changes (age breaks, weightings, address-based reporting periods, and inconsistencies between census counts and resident populations). Comparability: Source and methodology at: datreize .net.

FOOTNOTE:
Digital 2024 The United Kingdom

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JAN 2024

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

Chart Data:
- **18 - 24 YEARS OLD:**
  - FEMALE: 10.3%
  - MALE: 8.9%

- **25 - 34 YEARS OLD:**
  - FEMALE: 12.8%
  - MALE: 12.0%

- **35 - 44 YEARS OLD:**
  - FEMALE: 10.2%
  - MALE: 9.2%

- **45 - 54 YEARS OLD:**
  - FEMALE: 7.7%
  - MALE: 6.7%

- **55 - 64 YEARS OLD:**
  - FEMALE: 6.6%
  - MALE: 5.1%

- **65+ YEARS OLD:**
  - FEMALE: 5.9%
  - MALE: 4.5%

Sources:
Kepios analysis: Meta’s advertising resources

Note:
Meta only permits people aged 13 and above to use its platforms, so while there may be users below the age of 13, they do not feature in the available data. Meta's advertising resources only publish gender data for "female" and "male".

Comparability:
Important base data revisions and source reporting changes values are not comparable with values published in our previous reports.

We Are Social Meltwater

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Language: françaisJAN 2024

MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION IN GWI’S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING

1. WHATSAPP - 79.0%
2. FACEBOOK - 73.0%
3. FACEBOOK MESSENGER - 60.1%
4. INSTAGRAM - 59.7%
5. X (TWITTER) - 44.2%
6. TIKTOK - 40.0%
7. iMESSAGE - 38.3%

8. SNAPCHAT - 31.3%
9. LINKEDIN - 30.2%
10. PINTEREST - 26.8%

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTE. YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. THIS CHART'S SURVEY REFERS INTERNET USERS AGED 16 TO 64 WHO SAY THEY USE EACH PLATFORM EACH MONTH; HOWEVER, YOUTUBE'S OMISSION IN THIS QUESTION’S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN A SIMILAR CHART IN PREVIOUS REPORTS.

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Monthly Social Media App Sessions
Average number of times that active users of each platform's Android app open the respective app each month.

The United Kingdom

1. Snapchat - 587.1
2. WhatsApp - 373.7
3. TikTok - 324.1
4. Facebook - 245.7
5. Instagram - 200.0
6. LINE - 198.8
7. YouTube - 173.4
8. Facebook Messenger - 139.4
9. X (Twitter) - 104.1
10. Telegram - 97.3
11. LinkedIn - 42.3
12. Pinterest - 33.4

Source: Data.ai Intelligence. See Data.ai Notes. "Active users" denote users who open the respective platform's app on an Android phone at least once in a given calendar month. Figures represent the average number of times that active users of the respective platform's Android app opened that app each month between 01 July and 30 September 2023.

We Are Social. Meltwater.Voici la retranscription textuelle de l'image :

JAN 2024

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR “FAVOURITE” SOCIAL MEDIA PLATFORM

1. **WHATSAPP**: 23.6%
2. **FACEBOOK**: 19.0%
3. **INSTAGRAM**: 15.0%
4. **TIKTOK**: 11.5%
5. **X (TWITTER)**: 6.1%
6. **FACEBOOK MESSENGER**: 4.0%
7. **SNAPCHAT**: 3.4%
8. **IMESSAGE**: 2.3%
9. **REDDIT**: 2.0%
10. **PINTEREST**: 1.5%

Source: GWI (Q3 2023)
Notes: Data includes internet users aged 16 to 64 who have used at least one social media platform in the past month. Respondents could choose from the options shown on this chart. Some values may not sum to 100%. YouTube is not available as an answer for this question in GWI's survey. We report GWI's values for TikTok in China separately as “Douyin,” as per ByteDance’s corporate reporting of user numbers for each platform. Comparability: methodology changes. See notes on data.

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(Mentions en bas de page : we are social, Meltwater)

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*Ceci est une transcription textuelle de l'image fournie.*JAN 2024

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

THE UNITED KINGDOM

KEEPING IN TOUCH WITH FRIENDS AND FAMILY 55.4%

FILLING SPARE TIME 40.0%

READING NEWS STORIES 27.5%

FINDING CONTENT (E.G. ARTICLES, VIDEOS) 24.4%

SEEING WHAT'S BEING TALKED ABOUT 23.3%

FINDING INSPIRATION FOR THINGS TO DO AND BUY 23.0%

POSTING ABOUT YOUR LIFE 19.7%

FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS 18.0%

SEEING CONTENT FROM YOUR FAVOURITE BRANDS 17.8%

WATCHING OR FOLLOWING SPORTS 17.5%

AVOIDING MISSING OUT ON THINGS (FOMO) 16.8%

SHARING AND DISCUSSING OPINIONS WITH OTHERS 16.2%

WATCHING LIVE STREAMS 16.1%

FOLLOWING CELEBRITIES OR INFLUENCERS 15.4%

FINDING PRODUCTS TO PURCHASE 15.0%

SOURCE: GWI (Q4 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTES FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTE ON DATA.

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

TIKTOK: 49H 29M

YOUTUBE: 19H 10M

FACEBOOK: 16H 45M

SNAPCHAT: 12H 30M

INSTAGRAM: 9H 42M

LINE: 7H 27M

WHATSAPP: 5H 31M

X (TWITTER): 3H 41M

FACEBOOK MESSENGER: 3H 34M

TELEGRAM: 1H 56M

PINTEREST: 1H 23M

LINKEDIN: 0H 59M

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.**JAN 2024**

USE OF SOCIAL MEDIA FOR BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

1. **Any Kind of Social Media Platform**
   - **55.0%**
   - YOY: -1.4% (-80 BPS)

2. **Social Networks**
   - **30.4%**
   - YOY: +7.4% (+210 BPS)

3. **Question & Answer Sites (E.G., QUORA)**
   - **15.0%**

   - YOY: -3.2% (-50 BPS)

4. **Messaging and Live Chat Services**
   - **8.4%**
   - YOY: -6.7% (-60 BPS)

5. **Forums and Message Boards**
   - **11.5%**
   - YOY: -8.0% (-100 BPS)

6. **Micro-Blogs (E.G., X / Twitter)**
   - **6.5%**
   - YOY: +1.6% (+10 BPS)

7. **VLOGS (Blogs in a Video Format)**
   - **6.4%**
   - YOY: -11.1% (-80 BPS)

8. **Online Pinboards (E.G., Pinterest)**
   - **6.5%**
   - YOY: -4.4% (-30 BPS)

SOURCE: GWI Q3 2023 Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. NOTE: Values for "Any Kind of Social Media Platform" include at least one of social networks, question and answer sites (e.g., Quora), forums and message boards, messaging and live chat services (e.g., Facebook Messenger, WhatsApp, Snapchat), video blogs, micro-blogs (e.g., Twitter), blogs (e.g., Tumblr), social livestreams (e.g., Discord), VLOGS (i.e., blogs recorded in a video format), and online pinboards (e.g., Pinterest). Source and methodology changes: See notes on data.

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Icons:
- **GWI**: GWI logo icon.
- **KONOS**: Konos icon.
- **We are social**: We Are Social logo.
- **Meltwater**: Meltwater logo.JAN 2024
SOCIAL MEDIA ACCOUNT TYPES FOLLOWED
PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

1. FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW - 54.5%
2. ACTORS, COMEDIANS, OR OTHER PERFORMERS - 30.1%
3. TV SHOWS OR CHANNELS - 28.5%

4. BANDS, SINGERS, OR OTHER MUSICIANS - 28.4%
5. ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS - 25.9%
6. SPORTS PEOPLE AND TEAMS - 24.5%
7. RESTAURANTS, CHEFS, OR FOOD PERSONALITIES - 23.6%
8. COMPANIES AND BRANDS YOU PURCHASE FROM - 22.2%
9. INFLUENCERS OR OTHER EXPERTS - 19.8%
10. EVENTS YOU'RE ATTENDING - 18.7%
11. COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM - 17.9%
12. WILDLIFE ORGANISATIONS OR ANIMALS - 15.6%
13. FITNESS EXPERTS OR ORGANISATIONS - 15.4%
14. CONTACTS RELEVANT TO YOUR WORK - 15.2%
15. COMPANIES RELEVANT TO YOUR WORK - 14.5%

[Notes en bas: SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES; SEE NOTES ON DATA.
Digital 2024 The United Kingdom 64 sur 136]
[Logos en bas à droite: we ARE social, Meltwater]

Texte en bas des colonnes: DATAREPORTAL GWIVoici la transcription textuelle de l'image :

JAN 2024
FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS
WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)
(UK FLAG IMAGE)
THE UNITED KINGDOM

- DEC 2013: 52.99% (+53.0%)
- DEC 2014: 81.06% (-0.04%)
- DEC 2015: 81.03% (-0.4%)
- DEC 2016: 80.72% (-9.7%)
- DEC 2017: 72.88% (-2.8%)
- DEC 2018: 70.81% (-43.3%)
- DEC 2019: 40.18% (+25.8%)
- DEC 2020: 50.56% (+15.8%)
- DEC 2021: 58.56% (-14.8%)
- DEC 2022: 49.89% (+13.1%)
- DEC 2023: 56.44%

Source: STATCOUNTER. Notes: Data are only available for a selection of platforms, and percentages reflect Facebook's share of available platforms only. Figures represent the share of web traffic arriving on third-party websites via links or shares in posts published on FB, expressed as a percentage of total web page traffic arriving from social media platforms, not the share of social media platform referral traffic as a percentage of total web traffic. Values shown represent relative year-on-year change in net change of share. For example, an increase from 50% to 55% would be a +10%, from 50%, not from 5%. All values represent basis points, and indicate the absolute change.

Digital 2024 The United Kingdom (PAGE COUNTER 66 sur 136)
(FOOTER WITH VARIOUS ICONS AND LOGOS)
- we are social
- MeltwaterBien sûr, voici la retranscription textuelle de l'image :

JAN 2024
FACEBOOK ENGAGEMENT RATES: LOCOWISE
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE

1. **Average Facebook Page Post Engagements vs. Page Fans: All Post Types**
   - Icon: Blue circle with a pencil and paper.
   - Engagement Rate: **0.12%**

2. **Average Facebook Page Post Engagements vs. Page Fans: Photo Posts**
   - Icon: Green circle with an image.
   - Engagement Rate: **0.13%**

3. **Average Facebook Page Post Engagements vs. Page Fans: Video Posts**
   - Icon: Orange circle with a play button.
   - Engagement Rate: **0.07%**

4. **Average Facebook Page Post Engagements vs. Page Fans: Link Posts**
   - Icon: Red circle with a link chain.
   - Engagement Rate: **0.20%**

5. **Average Facebook Page Post Engagements vs. Page Fans: Status Posts**
   - Icon: Green circle with a text icon.
   - Engagement Rate: **0.17%**

SOURCE: *Locowise figures represent averages for the period between 1 September and 30 November 2023.* **NOTES:** *Percentages compare the combined total of reactions, comments, and shares with the total number of page fans. Figures are averages based on a wide variety of different kinds of page, with different audience sizes, in various countries around the world.*

Logos:
- There is a British flag with "The United Kingdom".
- Other logos: We Are Social, Meltwater.

JAN 2024
FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS
0.19%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS
0.30%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS
0.31%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS
0.22%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS
0.15%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS
0.11%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES, WITH DIFFERENT AUDIENCE SIZES.

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH, AS REPORTED BY SOCIAL INSIDER

FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS
14.19%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS
6.78%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS
5.47%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS
8.06%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS
16.67%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS
9.30%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES, WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES, WITH DIFFERENT AUDIENCE SIZES.

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

UNION FLAG
THE UNITED KINGDOM

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE:
OVERALL AVERAGE
Icon of Facebook
ENGAGEMENTS vs. PAGE FOLLOWERS
0.22%
ENGAGEMENTS vs. POST REACH

8.14%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER THAN 10,000 FANS
Icon of a person
ENGAGEMENTS vs. PAGE FOLLOWERS
0.42%
ENGAGEMENTS vs. POST REACH
5.96%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO 100,000 FANS
Icon of three persons
ENGAGEMENTS vs. PAGE FOLLOWERS
0.25%
ENGAGEMENTS vs. POST REACH
7.41%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE THAN 100,000 FANS
Icon of a group of people
ENGAGEMENTS vs. PAGE FOLLOWERS
0.14%
ENGAGEMENTS vs. POST REACH
9.35%

SOURCE: SOCIALINSIDER, FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023.

NOTES: FIGURES FOR "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITHIN THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITHIN THE NUMBER OF USERS TO WHOM THE PAGE'S POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
37.10 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION
54.7%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS
55.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
+0.8% +300 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
+7.8% +2.7 MILLION

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
53.0%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
47.0%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
68.9%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
71.7%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
66.4%

français

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO REPORTED TOTAL.

AVIS IMPORTANT: VEUILLEZ LIRE LES NOTES IMPORTANTES À DÉBUT DE CE RAPPORT AVANT DE COMPARER LES DONNÉES DE CETTE TABLEAU AVEC CELLES DE RAPPORTS PRÉCÉDENTS.

NOTES: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

*Reach figures are based on the total potential advertising reach numbers published in Meta’s tools, and change on a frequent basis.

NOTES: BASED ON MIDPOINTS OF PUBLISHED RANGES.

COMPARABILITY: Some differences may exist due to differences in reporting and changes in service definitions. Jan 2024
YOUTUBE: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE. NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
56.20 MILLION

YOUTUBE AD REACH vs. TOTAL POPULATION
82.8%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS
84.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
-1.6%
-900 THOUSAND

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD

REACH AGED 18+
49.9%

SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+
50.1%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
90.9%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
88.8%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
93.0%

Sources: Google's advertising resources; Kepios analysis
Notes: Data are not available for all countries. Values based on available data; age and gender data are only available for internet users aged 18 and above. Values represent addressable ad audience. Values for ad reach may not represent unique individuals. SEE IMPORTANT NOTES ON COMPATIBILITY FOR MORE INFO.Voici la retranscription textuelle de l'image :

JAN 2024

TOP YOUTUBE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX
01	SONG	100
02	SONGS	54
03	MUSIC	46
04	BABY	30
05	LYRICS	30
06	DANCE	26
07	NEWS	24
08	ASMR	23
09	MINECRAFT	21
10	ROBLOX	19

11	FUNNY	16	
12	FORTNITE	15	
13	SIDEMEN	14	
14	TIKTOK	13	
15	CHRISTMAS	13	
16	FOOTBALL	13	
17	YOUTUBE	12	
18	PEPPA PIG	11	
19	COCOMELON	9	
20	KARAOKE	9	

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023.

NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE REPLICATED AS IS, TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE EXPRESS WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH QUERIES TO HELP GAUGE WHICH TERMS HAVE THE HIGHEST VOLUME OF QUERIES.

ADVISORY: GOOGLE TRENDS USES MULTIPLE SAMPLING, SO DATA ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

Digital 2024 The United Kingdom [74 sur 136]

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INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

THE UNITED KINGDOM

...

AVERAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL AVERAGE FOR BUSINESS ACCOUNTS

Engagements vs. Followers: 0.89%
Engagements vs. Post Reach: 5.02%

...

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH FEWER THAN 10,000 FOLLOWERS

Engagements vs. Followers: 0.87%
Engagements vs. Post Reach: 4.88%

...

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000 TO 100,000 FOLLOWERS

Engagements vs. Followers: 0.91%
Engagements vs. Post Reach: 5.87%

...

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS

Engagements vs. Followers: 0.88%
Engagements vs. Post Reach: 5.30%

...

SOURCE: SOCIALINSIDER FIGURES PRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF PEOPLE REACHED BY THE POSTS. RESULTS INCLUDE ACCOUNTS FROM A VARIETY OF INDUSTRY SECTORS. ALL ENGAGEMENT RATE RESULTS MAY BE OVER-ESTIMATED, DUE TO THE INCLUSION OF AN ACCURATE FOR A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS WITH DIFFERENT AUDIENCE SIZES, IN MARKETS AND REGIONS AROUND THE WORLD.

...

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...

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

THE UNITED KINGDOM

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: ALL POST TYPES

Icon: Instagram logo
ENGAGEMENTS vs. FOLLOWERS
0.89%
ENGAGEMENTS vs. POST REACH
5.02%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: IMAGE POSTS

Icon: Image
ENGAGEMENTS vs. FOLLOWERS
0.77%
ENGAGEMENTS vs. POST REACH
5.44%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: REELS POSTS

Icon: Video camera
ENGAGEMENTS vs. FOLLOWERS
1.03%
ENGAGEMENTS vs. POST REACH
4.82%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: CAROUSEL POSTS

Icon: Multiple images
ENGAGEMENTS vs. FOLLOWERS
0.92%
ENGAGEMENTS vs. POST REACH

4.52%

SOURCE: SOCIALINSIDER FIGURES PRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE AVERAGE NUMBER OF POST LIKES OR COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS RATES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE AVERAGE NUMBER OF POST LIKES OR COMMENTS WITH THE NUMBER OF ACCOUNT FOLLOWERS REACH RATES ARE ENGAGEMENTS IN ONE WEEK, COMPARED TO THE MEDIAN NUMBER OF BUSINESS ACCOUNT: WITH DIFFERENT ACCOUNT SIZES, BUSINESS AND INDUSTRIES IN THE WORLD.

We Are SocialVoici la retranscription textuelle de l'image :

JAN 2024
INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

- **TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM**
  33.10 MILLION

- **INSTAGRAM AD REACH vs. TOTAL POPULATION**
  48.8%

- **INSTAGRAM AD REACH vs. TOTAL INTERNET USERS**
  49.9%

- **QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH**
  +5.8%
  +1.8 MILLION

- **YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH**
  +15.1%
  +4.4 MILLION

- **SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+**
  55.4%

- **SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+**
  44.6%

- **ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+**
  59.8%

- **ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+**
  65.0%

- **ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+**
  54.5%

- SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: BASED ON COMPANY'S PUBLISHED FIGURES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTALS.
- ADVISORY: INCLUDES CONSIDERABLE DUPLICATION OF AUDIENCES ACROSS DIFFERENT PLATFORMS; MAY NOT REPRESENT UNIQUE INDIVIDUALS.
- SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.
- ENQUIRE ABOUT "WE ARE SOCIAL" NEWS AND EVENTS, AND CHANGES IN RESPONDENT POPULATIONS.

TIKTOK: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH

PREVIOUS REPORTS.

(THE UNITED KINGDOM FLAG)

TOTAL POTENTIAL REACH OF ADS ON TIKTOK
22.71 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION
33.5%

TIKTOK AD REACH vs. TOTAL INTERNET USERS
34.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH
+13.6% (+2.7 MILLION)

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH
+15.5% (+3.0 MILLION)

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+
50.2%

SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+
49.8%

ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
42.2%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
41.5%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
42.9%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: DOES NOT INCLUDE DUPLICATES; REACH DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 18+. DATA ARE NOT AVAILABLE FOR 'ALL' USERS. VALUES BASED ON MIDPOINTS OF ADVERTISING AUDIENCE BRACKETS REPORTED IN TIKTOK'S TOOLS AND MAY NOT MATCH THE ABSOLUTE VALUES REPORTED IN TIKTOK'S TOOLS.

ICONS:

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
in
39.00
MILLION

LINKEDIN AD REACH VS. TOTAL POPULATION
57.5%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS
58.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
90
+2.6%
+1.0 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
365
+11.4%
+4.0 MILLION

SHARE: FEMALE LINKEDIN
AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+
44.4%

SHARE: MALE LINKEDIN
AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+
55.6%

ADOPTION: OVERALL LINKEDIN
AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
72.5%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+

58.3%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
75.9%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; ERSIAD ANALYSIS. NOTES: VALUES REFER TO REGISTERED "MEMBERS" SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE" AGES 18+ ADVERTISING AUDIENCE REACH NUMBERS MAY BE SIGNIFICANTLY LOWER THAN TOTAL ACTIVE USERS. SEE PAGE FAIR NOTES ON COMPARABILITY AND DEFINITIONS. AD REACH DATA BASED ON TOTAL NUMBER OF IDENTIFIABLE ACCOUNTS, DEFERENTIAL PRIVACY, AND EXCLUSION OF IDENTIFIABLE MEMBERS EXCLUSION OF ACCOUNTS AND USERS INCESSANT REPORTING DATES, AND CHANGES IN REPORTED POPULATIONS.

COMPARABILITY
INSIGHTS BASED ON DATA.

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

23.67 MILLION

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT

34.9% SNAPCHAT AD REACH VS. TOTAL POPULATION

35.7% SNAPCHAT AD REACH VS. TOTAL INTERNET USERS

+2.3% +525 THOUSAND QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH

+6.9% +1.5 MILLION YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH

53.6% SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ VS. OVERALL SNAPCHAT AD REACH AGED 18+

45.4% SHARE: MALE SNAPCHAT AD REACH AGED 18+ VS. OVERALL SNAPCHAT AD REACH AGED 18+

35.1% ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+

36.9% ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+

32.6% ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ VS. MALE POPULATION AGED 18+

SOURCES: SNAP’S ADVERTISING RESOURCES; KEPOS ANALYSIS ”äðTES: DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. VALUES BASED ON INDICATIONS OF AVAILABLE DATA ONLY. GENDER DATA ARE FOR USERS AGED 18+ VALUES FOR “FEMALE” AND “MALE” AUDIENCE VALUES MAY NOT ADD UP TO 100% DUE TO ROUNDING. NUMERATORS AND DENOMINATORS IN GENDER METRICS MAY VARY DEPENDING ON AUDIENCE BREAKDOWNS. ‘VERSION” NUMBERS INDICATE THE EDITION OF INDIVIDUAL PLATFORMS' SELF-SERVICE ADVERTISING TOOLS USED TO INFORM REACH ESTIMATES - SEE THE FULL REPORT FOR FULL DETAILS AND FULL SOURCES. NO COMPARABILITY WITH PREVIOUS REPORTS: IMPORTANT NOTES ON DATA COMPARABILITY CAN BE FOUND HERE.

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MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON MESSENGER
27.75 MILLION

MESSENGER AD REACH VS. TOTAL POPULATION
40.9%

MESSENGER AD REACH VS. TOTAL INTERNET USERS
41.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH
-1.8%
-500 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
+4.1%
+1.1 MILLION

SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+
54.9%

SHARE: MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+
45.1%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
51.6%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
55.0%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
47.1%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS; NOTES: BASED ON PUBLISHERS' RANGES: GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR REACH BY GENDER WAS NOT PUBLICLY PUBLISHED FOR "OTHER" GENDERS; AD REACH FIGURES MAY NOT CORRESPOND WITH POP. FIGURES DUE TO DIFFERENCES IN TARGETING PARAMETERS AND POPULATION AVAILABILITY AT AGE OF CAMPAIGN; FOR MORE IN-DEPTH DATA & NOTES PLEASE REFER TO REPORT; ADVERTISING, METAVERSE & DIGITAL SHOPPING INSIGHTS (INCLUDES COMPARABILITY NOTES)
page78

X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER) NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
25.60 MILLION

X AD REACH VS TOTAL POPULATION
37.7%

X AD REACH VS TOTAL INTERNET USERS
38.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
+5.3% +1.3 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
+10.6% +2.4 MILLION

SHARE: FEMALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+
38.1%

SHARE: MALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+
61.9%

ADOPTION: OVERALL X AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
43.5%

ADOPTION: FEMALE X AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
32.4%

ADOPTION: MALE X AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
55.0%

SOURCES: ITU; ADVERTISING RESOURCES; KEPIOS ANALYSIS NOTES: VALUES USE IMPRESSIONS OF PUBLISHED BANNERS. GLOBAL DATA ARE ONLY AVAILABLE FOR “FEMALE” AND “MALE” ADVISORY: SIGNIFICANT AMOUNTS OF SOCIAL MEDIA USERS DO NOT IDENTIFY AS NEITHER MALE NOR FEMALE. THEREFORE, GENDER INSIGHTS FOR SOCIAL MEDIA SERVICES MAY NOT INCLUDE ALL USERS. UNIQUE GLOBAL NUMBERS MAY NOT BE EQUAL TO GLOBAL NUMBERS, DUE TO VARIABILITY IN AGE GROUPING AND GENDERS.

ADOPTION VALUES ARE CALCULATED USING INTERNET USERS AGED 16-64 ONLY. COMPARABLE STATS: EQUIVALENT DIGITAL REPORTS.

We Are Social MeltwaterJAN 2024
MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

[Icon of a mobile phone]
NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
88.86 MILLION

[Icon of three people]
NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
131.0%

[Icon of a signal bar with up and down arrows]
YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
+1.2%
+1.1 MILLION

[Icon of a radio tower]
SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
99.3%

[Logo of GSMA]

SOURCE GSMA INTELLIGENCE

NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY: EACH CHART INCLUDES WEIGHTS OF THE CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURE CELLULAR CONNECTION FIGURES THAT INCLUDE CELLULAR IoT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

[Logo of GSMA]

[Logo of the United Kingdom flag with text: "THE UNITED KINGDOM"]

[Logo of We Are Social]
[Logo of Meltwater]

Digital 2024 The United Kingdom

icône de téléchargement, icône d'impression, icône de zoom, icône d'adaptation, icône d'exportation, icône de traduction.**JAN 2024**
CELLULAR MOBILE CONNECTIONS OVER TIME
NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

Q4 2021: 86.6M (-0.05%)
Q1 2022: 86.5M (+0.4%)
Q2 2022: 86.8M (+0.9%)
Q3 2022: 87.7M (+0.1%)
Q4 2022: 87.8M (-0.07%)
Q1 2023: 87.7M (+0.4%)
Q2 2023: 88.1M (+0.6%)
Q3 2023: 88.6M (+0.3%)
Q4 2023: 88.9M

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Source: GSMA Intelligence
Note: Excludes cellular IoT connections. Where letters are shown next to figures above bars, "K" denotes thousands (e.g. "123.1K" = 123,100), "M" denotes millions (e.g. "1.23M" = 1,230,000), and "B" denotes billions (e.g. "1.23B" = 1,230,000,000). Where no letters are present, values are shown as is. Comparability base changes: see notes on data.

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françaisJAN 2024
SHARE OF MOBILE TIME BY APP CATEGORY
TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF TOTAL TIME SPENT USING ANDROID PHONES OVERALL

TOTAL TIME SPENT USING SMARTPHONES EACH DAY
3H 49M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS
27.4%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS
35.3%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY
15.6%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)
12.2%

SHARE OF SMARTPHONE TIME: SHOPPING APPS
1.6%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS
7.9%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES*
6.5%

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 1 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA AS IT IS CATEGORIZED BY DATA.AI IN LISTING AND MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. * WEB BROWSERS AND SEARCH ENGINES IS A SUBCATEGORY OF THE 'UTILITY & PRODUCTIVITY' PRIMARY IS CLASSIFICATION. COMPARABILITY: SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

français**JAN 2024 SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS**

(Percentage of web page requests originating from mobile handsets running each mobile operating system in December 2023)

Share of mobile web traffic originating from Android devices
- 47.05%
- Year-on-year change: -0.7% (-34 BPS)

Share of mobile web traffic originating from Apple iOS devices
- 52.46%
- Year-on-year change: +0.8% (+41 BPS)

Share of mobile web traffic originating from Samsung OS devices
- 0.42%
- Year-on-year change: -14.3% (-7 BPS)

Share of mobile web traffic originating from Kai OS devices
- 0%
- Year-on-year change: [UNCHANGED]

Share of mobile web traffic originating from other OS devices
- 0.07%
- Year-on-year change: [UNCHANGED]

(Flag of the United Kingdom)

SOURCE: Statcounter. **NOTES:** Figures represent the number of web pages served to browsers on mobile phones running each operating system compared with the total number of web pages served to mobile browsers in December 2023. Figures change where specified to reflect degree changes in operating system's share of served web pages compared with the 11 months to December 2022.

MOBILE APP MARKET OVERVIEW
HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

TOTAL NUMBER OF MOBILE APP DOWNLOADS
2.30 BILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS
+3.9%
+86 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)
$4.45 BILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
+16.4%

+$627 MILLION

Data source: DATA.AI INTELLIGENCE. See DATA.AI NOTES: Figures represent combined consumer activity across the Google Play Store, Apple iOS App Store, and third-party Android App Stores between January and December 2023. "Consumer spend" only includes spend on apps and in-app purchases via app stores, and does not include revenues from ecommerce transactions or mobile advertising. Consumer spend figures are in U.S. dollars.

PINTEREST : ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

1. **TOTAL POTENTIAL REACH OF ADS ON PINTEREST**
   - 13.54 MILLION

2. **PINTEREST AD REACH vs. TOTAL POPULATION**
   - 19.9%

3. **QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH**
   - +33.8%
   - +3.4 MILLION

4. **YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH**
   - +77.9%
   - +5.9 MILLION

5. **PINTEREST AD REACH vs. TOTAL INTERNET USERS**
   - 20.4%

6. **PINTEREST AD REACH vs. POPULATION AGED 13+**
   - 23.4%

7. **FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH**
   - 71.0%

8. **MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH**
   - 22.4%

SOURCES: PINTEREST ADVERTISING RESOURCES; KEPIS ANALYSIS
**NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO AVAILABLE FOR 'UNSPECIFIED,' SO VALUES FOR FEMALE AND MALE MAY NOT SUM TO 100%. AD REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR ACTIVE USERS AS REPORTED IN USER BASE FIGURES ELSEWHERE. VALUES MAY INCLUDE SIGNIFICANT NUMBERS OF DUPLICATE ACCOUNTS, SINGLE-USER MULTIPLE ACCOUNTS, BUSINESS ACCOUNTS AND ORGANIZATIONAL ACCOUNTS, SPONSORED RESEARCH ADS, AND CHANGES IN REPORT BASELINE. YEAR-ON-YEAR COMPARABILITY MAY BE LIMITED; VALUES FOR 2023 MAY INCLUDE SIGNIFICANT PROXIES OR ESTIMATES. FIND FULL NOTES ON DATA AND REPORTS HERE.*

*Note: The description contains a British flag, aligned to the right.*JAN 2024
APP RANKING: MONTHLY ACTIVE USERS
MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

MOBILE APP COMPANY
01 WHATSAPP MESSENGER META
02 YOUTUBE GOOGLE
03 GOOGLE MAPS GOOGLE
04 FACEBOOK META
05 GOOGLE GOOGLE
06 CHROME BROWSER GOOGLE
07 FACEBOOK MESSENGER META
08 GMAIL GOOGLE
09 AMAZON AMAZON
10 INSTAGRAM META

MOBILE GAME COMPANY
01 ROBLOX ROBLOX
02 SUBWAY SURFERS TENCENT
03 MONOPOLY GO! FAMILY BOARD GAME SCOPELY
04 POKEMON GO NIANTIC
05 CANDY CRUSH SAGA ACTIVISION BLIZZARD
06 GACHA LIFE 2 LUNIME
07 GEOMETRY DASH ROBTOP
08 BITLIFE STILLFRONT
09 COIN MASTER MOON ACTIVE
10 ROYAL MATCH DREAM GAMES

SOURCE DATA AI INTELLIGENCE. SEE DATA [LOGO] NOTES: RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

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we are social [LOGO] MeltwaterBien sûr ! Voici la retranscription textuelle de l'image :

JAN 2024 APP RANKING: DOWNLOADS

Ranking of mobile apps and mobile games by total number of downloads between 01 January and 31 December 2023

#	MOBILE APP	COMPANY
01	TEMU	PDD Holdings
02	Tesco Groceries	Tesco
03	Threads	Meta
04	Vinted	Vinted
05	TikTok	ByteDance
06	WhatsApp Messenger	Meta
07	CapCut	ByteDance
08	SHEIN	SHEIN
09	Microsoft Authenticator	Microsoft
10	Microsoft Teams	Microsoft

#	MOBILE GAME	COMPANY
01	Monopoly Go: Family Board Game	Scopely
02	Royal Match	Dream Games
03	Roblox	Roblox
04	Gacha Life 2	Lunime
05	Block Blast Adventure Master	Hungry Studio
06	Magic Tiles 3	Amanotes
07	My Perfect Hotel	SayGames
08	Subway Surfers	Tencent
09	Gardenscapes by Playrix	Playrix
10	Chess.com	Chess.com

Source: Data.ai Intelligence. See Data.ai Notes. Rankings based on combined consumer activity across the Google Play Store and Apple iOS App Store between 01 January and 31 December 2023.

Logos:

- We Are Social
- Meltwater

Page footer:
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---JAN 2024
WEEKLY ONLINE SHOPPING ACTIVITIES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

Purchased a product or service online - 60.9%
Ordered groceries via an online store - 27.3%
Bought a second-hand item via an online store - 14.9%
Used an online price comparison service - 22.3%
Used a buy now, pay later service - 11.0%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.
we are social - Meltwater

Digital 2024 The United Kingdom - 95 sur 136**JAN 2024**
FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

ACCOUNT WITH A FINANCIAL INSTITUTION

- Female: 99.9%
- Male: 99.6%
- Total: 99.8%

CREDIT CARD OWNERSHIP

- Female: 64.1%
- Male: 60.1%
- Total: 62.1%

DEBIT CARD OWNERSHIP

- Female: 96.0%
- Male: 94.9%
- Total: 95.5%

MOBILE MONEY ACCOUNT (E.G., MPESA, GCASH)

- Female: [N/A]
- Male: [N/A]
- Total: [N/A]

MADE A DIGITAL PAYMENT (PAST YEAR)

- Female: 98.3%
- Male: 98.9%
- Total: 98.6%

MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)

- Female: 62.9%
- Male: 66.0%
- Total: 64.4%

USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)

- Female: 53.0%
- Male: 49.4%
- Total: 51.2%

USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)

- Female: 52.8%
- Male: 51.9%

- Total: 52.4%

SOURCE: WORLD BANK NOTES (SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE. NO DIGITAL POPULATION.)

ONLINE PURCHASE DRIVERS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

1. FREE DELIVERY - 66.1%
2. COUPONS AND DISCOUNTS - 43.3%
3. EASY RETURNS POLICY - 41.7%
4. SIMPLE ONLINE CHECKOUT - 35.3%
5. LOYALTY POINTS - 34.3%
6. CUSTOMER REVIEWS - 32.9%
7. NEXT-DAY DELIVERY - 31.1%
8. GUEST CHECKOUT - 25.2%
9. ECO-FRIENDLY CREDENTIALS - 16.3%
10. CLICK AND COLLECT - 15.7%
11. INTEREST-FREE PAYMENTS - 13.6%
12. SOCIAL LIKES & COMMENTS - 11.7%
13. EXCLUSIVE CONTENT OR SERVICES - 6.3%
14. SOCIAL BUY BUTTONS - 6.1%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Comparability: Methodology changes. See notes on data.

APP RANKING: CONSUMER SPEND
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE

02	TINDER	MATCH GROUP
03	DISNEY+	DISNEY
04	GOOGLE ONE	GOOGLE
05	YOUTUBE	GOOGLE
06	BUMBLE APP	BUMBLE
07	DUOLINGO: LEARN LANGUAGES	DUOLINGO
08	AUDIBLE	AMAZON
09	LINKEDIN	MICROSOFT
10	HINGE	MATCH GROUP

#	MOBILE GAME	COMPANY
01	COIN MASTER	MOON ACTIVE
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	ROBLOX	ROBLOX
04	ROYAL MATCH	DREAM GAMES
05	MONOPOLY GO: FAMILY BOARD GAME	SCOPELY
06	GARDENSCAPES BY PLAYRIX	PLAYRIX
07	POKÉMON GO	NIANTIC
08	HOMESCAPES	PLAYRIX
09	CLASH OF CLANS	TENCENT
10	TOWNSHIP	PLAYRIX

SOURCE: DATA INTELLIGENCE. SEE DATA AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CONSUMER SPEND ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

PAYMENT METHODS USED FOR ECOMMERCE
PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS
35.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS
46.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS
9.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY
1.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS
9.0%

SOURCE: IPRO, NOTE: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER OF B2C ECOMMERCE TRANSACTIONS IN 2022.

Ecommerce: Consumer Goods Categories
Estimated Annual Spend in Each Consumer Goods Ecommerce Category (B2C Only, US Dollars, Full-Year 2023)

Electronics

$23.70 Billion
Year-on-Year Change: +7.7% (+$1.7 Billion)

Fashion

$39.08 Billion
Year-on-Year Change: +13.8% (+$4.7 Billion)

Food

$11.09 Billion
Year-on-Year Change: +10.1% (+$1.0 Billion)

Beverages

$10.15 Billion
Year-on-Year Change: -5.9% (-$570 Million)

DIY & Hardware

$1.91 Billion
Year-on-Year Change: -8.6% (-$180 Million)

Furniture

$5.15 Billion
Year-on-Year Change: +23.8% (+$990 Million)

Physical Media

$4.19 Billion
Year-on-Year Change: -5.4% (-$240 Million)

Beauty & Personal Care

$4.12 Billion
Year-on-Year Change: +2.5% (+$100 Million)

Tobacco Products

$2.27 Billion
Year-on-Year Change: +4.1% (+$90 Million)

Toys & Hobby

$2.71 Billion
Year-on-Year Change: -1.1% (-$30 Million)

Household Essentials

$960.0 Million
Year-on-Year Change: +14.3% (+$120 Million)

Over-the-Counter Pharmaceuticals

$1.40 Billion
Year-on-Year Change: -2.1% (-$30 Million)

Luxury Goods

$3.10 Billion
Year-on-Year Change: +8.8% (+$250 Million)

Eye-wear

$1.21 Billion
Year-on-Year Change: +4.3% (+$50 Million)

Source: Statista Ecommerce Market, see Statista.com. Notes:
Figures represent estimates of full-year B2C spend in US Dollars and comparisons with the previous calendar year. The "physical media" category does not include digital downloads or streaming. Comparability: Significant base revisions and major category definition changes mean that some figures are not comparable with previous reports.

JAN 2024 ONLINE TRAVEL AND TOURISM
ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)

FLIGHTS
$20.38 BILLION
YEAR-ON-YEAR CHANGE +27.9% (+$4.4 BILLION)

TRAINS
$4.22 BILLION
YEAR-ON-YEAR CHANGE +38.8% (+$1.2 BILLION)

CAR RENTALS
$1.83 BILLION
YEAR-ON-YEAR CHANGE +9.5% (+$158 MILLION)

LONG-DISTANCE BUSES
$488.3 MILLION
YEAR-ON-YEAR CHANGE +33.4% (+$122 MILLION)

HOTELS
$17.41 BILLION
YEAR-ON-YEAR CHANGE +13.3% (+$2.0 BILLION)

PACKAGE HOLIDAYS
$8.17 BILLION
YEAR-ON-YEAR CHANGE +22.9% (+$1.5 BILLION)

VACATION RENTALS
$3.44 BILLION
YEAR-ON-YEAR CHANGE +11.9% (+$368 MILLION)

CRUISES
$536.0 MILLION
YEAR-ON-YEAR CHANGE +37.0% (+$145 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK; SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, HITCHHIKING, OR COMMUTER SERVICES. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

TOP GOOGLE SHOPPING SEARCHES
SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

SEARCH QUERY INDEX vs. TOP QUERY

01	NIKE	100
02	AMAZON	92
03	BOOTS	84
04	CAR	52
05	EBAY	47
06	IPHONE	42
07	LEGO	40
08	ADIDAS	38
09	ARGOS	38
10	TESCO	37

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	ASDA	31
12	GAME	30
13	PS5	26
14	NEXT	22
15	AMAZON UK	22
16	LAPTOP	18
17	PRIME	18
18	PC	17
19	SHEIN	16
20	IKEA	15

SOURCE: GOOGLE TRENDS. BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" FOR RELEASING TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES.
GOOGLE DOESN'T PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE INDEX FOR EACH QUERY SHOWS RELATIVE SEARCH VOLUME FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLE, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES
18.11 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS

+1.0% +180 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$4.59 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS
+4.6% +$200 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$253

Source: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTES: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF PASSENGER VEHICLES (I.E., MINI, CITY, CAR) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

DIGITAL HEALTH TREATMENT & CARE OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
36.29 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+12.6% +4.1 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)
$1.80 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET
+0.6% +$10 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
$49.71

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM.

NOTES: INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONE/MOBILE HEALTH APPS OR SMART DEVICES FOR GENERAL FITNESS TRACKING. VALUES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR.

FINANCIAL VALUES ARE IN US DOLLARS. PERCENTAGE CHANGE VALUES ARE YEAR-ON-YEAR; VALUES SHOW ABSOLUTE CHANGE.

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ONLINE DOCTOR CONSULTATIONS OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

Number of people using online doctor consultation services
1.93 million

Year-on-year change in users of online doctor consultation services
+5.5%
+100 thousand

Total annual value of online doctor consultations (USD, 2023)
$640.0 million

Year-on-year change in market value online doctor consultations
+8.5%
+$50 million

Average annual value per user: online doctor consultations (USD, 2023)
$333

SOURCE: Statista Digital Market Outlook, see statista.com. NOTES: Includes telemedicine and other digital tools that enable patients to consult with doctors remotely. Figures represent estimates for full-year 2023, and comparisons to equivalent values for the previous calendar year. Financial values are in US Dollars. Percentage change values are relative. "%+" values show absolute change.

Logos: statista, Meltwater, we are social

Digital 2024 The United Kingdom

103 sur 136

français
Bien sûr, voici le texte de l'image retranscrit :

JAN 2024

DIGITAL MEDIA SPEND
FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

TOTAL
$20.40 BILLION
YEAR-ON-YEAR CHANGE
+17.0% (+$3.0 BILLION)

VIDEO GAMES
$7.94 BILLION
YEAR-ON-YEAR CHANGE
+16.6% (+$1.1 BILLION)

VIDEO-ON-DEMAND
$7.85 BILLION
YEAR-ON-YEAR CHANGE
+22.8% (+$1.5 BILLION)

EPUBLISHING
$2.24 BILLION
YEAR-ON-YEAR CHANGE
+7.2% (+$150 MILLION)

DIGITAL MUSIC
$2.36 BILLION
YEAR-ON-YEAR CHANGE
+9.8% (+$210 MILLION)

Source: *STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADED AS SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. COMPARABILITY: SIZE AND CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.*

Il y a aussi le drapeau du Royaume-Uni.JAN 2024
DIGITAL FITNESS & WELL-BEING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES
23.45 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS
+9.1% +2.0 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)
$1.88 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET
+13.3% +$220 MILLION

AVERAGE ANNUAL VALUE PER USER, DIGITAL FITNESS & WELL-BEING (USD, 2023)
$80.00

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM NOTES INCLUDE SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, NUTRITION APPS (E.G. CALORIE COUNTING, AND MEDITATION AND WELLNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, MEDICATION TRACKING APPS, GPS WATCH, BLOOD PRESSURE MONITOR, CONTINUOUS GLUCOSE MONITORING (CGM),SMART INSULIN TRACKER, SMART THERMOMETERS, SMART INHALERS, AND SMART IMPLANTS. VALUES FOR THE DIGITAL FITNESS & WELL-BEING MARKET INCLUDE ADVERTISING REVENUE FROM THIRD PARTIES. VALUES SHOW ABSOLUTE CHANGE.

Sources de la Découverte de Marque

JAN 2024

Pourcentage d'utilisateurs d'Internet âgés de 16 à 64 ans qui découvrent de nouvelles marques, produits et services via chaque canal ou support.

1. Moteurs de recherche : 36.5%
2. Publicités télévisées : 34.3%
3. Bouche-à-oreille : 34.0%
4. Sites de vente au détail : 32.3%
5. Sites de marque : 26.2%
6. Publicités sur les réseaux sociaux : 25.5%
7. Promotions en magasin : 23.0%
8. Publicités sur les sites web : 21.2%
9. Émissions de télévision et films : 19.9%
10. Sites d'avis consommateurs : 18.2%
11. Emails ou courrier physique : 18.1%
12. Sites de comparaison de produits : 17.7%
13. Publicités dans les applications mobiles : 16.7%
14. Commentaires sur les réseaux sociaux : 15.9%
15. Publicités vidéo pré-roll en ligne : 13.6%

Source : GWI (Q3 2023) Les chiffres représentent les résultats d'une enquête de marque auprès des utilisateurs d'Internet âgés de 16 à 64 ans. Voir GWI.COM. Comparabilité : changements de méthodologie. Voir Notes sur les données.

ENGAGEMENT WITH DIGITAL MARKETING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY

THE UNITED KINGDOM

1. **Research brands online before making a purchase**
   - **55.7%**
   - YOY: +4.5% (+240 BPS)

2. **Visited a brand's website in the past 30 days**
   - **62.2%**
   - YOY: +7.6% (+440 BPS)

3. **Clicked or tapped on a banner ad on a website in the past 30 days**
   - **9.3%**
   - YOY: -2.1% (-20 BPS)

4. **Clicked or tapped on a sponsored social media post in the past 30 days**
   - **11.8%**
   - YOY: +8.3% (+90 BPS)

5. **Downloaded or used a branded mobile app in the past 30 days**
   - **16.8%**
   - YOY: +15.1% (+220 BPS)

SOURCE: GWI Q4 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTES. *YOY* FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN VALUES OF 50 PDM FROM A STARTING VALUE OF 100 WOULD EQUAL 50% ON. NOTE. BPS VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)

Total ad spend (including online and offline channels)
$54.84 BILLION

Year-on-year change in total ad spend (all channels)
+7.1%
+$3.6 BILLION

Digital ad spend (including search and social media)
$43.69 BILLION

Year-on-year change in digital ad spend
+9.0%
+$3.6 BILLION

Digital ad spend as a percentage of total ad spend
79.7%

Source: Statista Market Outlooks; see estatista.com.
Notes: Figures represent estimates for full-year 2023, and comparisons with equivalent values for the previous calendar year.
Financial values in U.S. Dollars; percentage change values are relative. Advertisement costs from an advertising value of USD would equal cost, not comparable measure.
Numbers abbreviated for ease of reporting: million = 1,000,000; billion = 1,000,000,000.
This chart includes a broader variety of channels and activities than the related figures for digital media ad spend, which might not double all reports.

PROGRAMMATIC ADVERTISING OVERVIEW
SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

Annual Spend on Programmatic Advertising (USD)
$36.47 billion

Year-on-Year Change in Programmatic Advertising Spend (USD)
+9.4%
+$3.1 billion

Programmatic’s Share of Total Digital Advertising Spend
83.5%

Year-on-Year Change in Programmatic’s Share of Total Digital Advertising Spend
+0.3%
+27 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK, SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024 AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FIGURES ARE GIVEN IN U.S. DOLLARS. PERCENTAGE CHANGES ARE BASED ON ABSOLUTE FIGURES. AN INCREASE OF 100 BPS (BASIS POINTS) IS EQUIVALENT TO AN INCREASE OF 1 PERCENTAGE POINT. “-$100M” MEANS USD 100 MILLION. DOLLAR VALUES REPRESENT ESTIMATED SPENDS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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