

# UK DIGITAL USERS

## Q1 2015 Complete eMarketer Forecast

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## EXECUTIVE SUMMARY

**The UK has one of Western Europe's largest digital audiences and one of the world's most highly penetrated user bases. As people across the country devote more of their time toward digital, the activities they engage in and the devices they use to do so will continue to shift.**

Social network users will represent more than 53% of the UK population by the end of 2015. Facebook is the country's No. 1 social network, with 90.5% of social networkers visiting the site at least monthly, while Twitter users will account for 37.5% of UK social network users this year. Approximately 82% of UK Facebook users and 90% of UK Twitter users will access these platforms via mobile phone in 2015.

Slightly less than 60% of the UK's population will use a smartphone this year, while those who use tablets will represent half of all people living in the UK. Growth has slowed significantly for the smartphone and tablet audiences—coming in at 9% for both groups this year—largely due to audience maturity.

The popularity of the iPhone 6, iPhone 6 Plus and other larger-screened smartphone models, 4G expansion and more affordable devices and data plans, will drive smartphone audience growth throughout the forecast period. At the same time, these larger-screen smartphones are expected to attract potential tablet users, causing tablet user gains to slow faster than expected.

### Select UK Digital Usage Metrics, 2015

% of population

Smartphone users	58.7%
Digital video viewers	58.7%
Tablet users	50.3%
Facebook users	48.3%
Mobile phone Facebook users	39.7%
Tablet social network users	31.7%
Tablet video viewers	30.4%
Mobile phone video viewers	30.2%
Twitter users	20.0%
Mobile phone Twitter users	18.7%

Source: eMarketer, Feb 2015

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## KEY QUESTIONS

- How many internet users, mobile phone users, smartphone users, mobile phone internet users, tablet users, iPad users and ereader users will there be in the UK between 2015 and 2019?
- How many internet users, mobile phone users and smartphone users will visit Facebook and Twitter regularly?
- What is the outlook for the digital, mobile and tablet social network user and video viewer audiences in the UK?
- How do age and gender affect digital usage patterns?

### ► What's Included?

This report includes eMarketer's forecast for UK internet users, mobile phone users, smartphone users, smartphone users by operating system, mobile phone internet users, tablet users, iPad users, ereader users, social network users, mobile phone social network users, tablet social network users, Facebook users, mobile phone Facebook users, Twitter users, mobile phone Twitter users, digital video viewers, mobile phone video viewers and tablet video viewers. The projections, which run through 2019, include breakouts by age and gender.

### ► Behind the Numbers

eMarketer bases all of its forecasts on a multipronged approach that focuses on both worldwide and local trends in the economy, technology and population, along with company-, product-, country- and demographic-specific trends, and trends in specific consumer behaviors. We analyze quantitative and qualitative data from a variety of research firms, government agencies, media outlets and company reports, weighting each piece of information based on methodology and soundness. In addition, every element of each eMarketer forecast fits within the larger matrix of all its forecasts, with the same assumptions and general framework used to project figures in a wide variety of areas. Regular re-evaluation of each forecast means those assumptions and framework are constantly updated to reflect new market developments and other trends.

## INTERNET USERS

### INTERNET USERS

- With 51.1 million internet users representing 78.4% of the country's population, the UK has one of the largest digital audiences in Western Europe and one of the most highly penetrated user bases worldwide.
- The number of internet users in the country will no longer increase significantly as a result of audience saturation. Annual growth rates will hover around 2% over the next few years.
- New users ages 11 and younger and 45 and older will primarily fuel increases, as will an increasing number of public Wi-Fi hotspots, which will allow for greater access throughout the country. eMarketer believes that these new hotspots, along with smartphone and tablet adoption, will help drive access frequency.
- Teens ages 12 to 17 and young adults ages 18 to 24 have the highest percentage of internet users, with respective penetration rates of 98.0% and 96.5% for 2015. About 93% of adults 25 to 44 and 90.0% of those 45 to 54 will go online regularly this year, while internet users will account for 82.7% of 55- to 64-year-olds.
- Seniors 65 and older and children younger than 12 will continue to underindex in internet usage throughout the forecast period, though these groups will see the fastest user gains throughout the forecast period. Their small bases, combined with growing smartphone and tablet usage, will help fuel growth. eMarketer expects the 12-to-24 and 35-to-54 age segments will lose slight share over the next few years to children and adults 55 and older.
- There will be a near-even split between male and female internet users throughout the forecast period, reflecting the general population breakdown. Men are slightly more likely than women to go online, but the penetration gap will shrink as the audience matures.
- eMarketer has lowered its forecast for UK internet users slightly since its earlier projections, based on updated population figures provided by the Office for National Statistics (ONS) - UK.

## MOBILE PHONE AND SMARTPHONE USERS

### MOBILE PHONE USERS

- Approximately 80% of all people in the UK will use a mobile phone in 2015. The UK mobile phone audience is almost fully saturated, and growth has plateaued, hovering just over 1% annually through 2019. New mobile phone users in the younger-than-12 and 65-and-older age groups will primarily fuel gains.
- Mobile phone users will account for between 92% and 99% of 12- to 64-year-olds in the UK throughout the forecast period. Between 2015 and 2019, the number of mobile phone users will increase, representing 74.0% to 81.5% of all seniors 65 and older. Penetration rates will be much lower among the youngest age segment of those 11 and younger, though parents are increasingly purchasing devices for their children—especially for those ages 7 and older, and often without a data plan—for constant contact and safety purposes.
- Mobile phone usage is similar among males and females. This year, 80.8% of men and 78.9% of women will use a mobile phone, making up a near-even audience balance of the two genders.
- New data suggests that a somewhat smaller percentage of the 65-and-younger population will use mobile phones than eMarketer previously forecast. eMarketer has slightly decreased its estimates for total UK mobile phone users based on this information.

### SMARTPHONE USERS

- Close to 59% of the UK population and three-fourths of all mobile phone users in the country will use a smartphone by the end of 2015, up 9.0% from 2014 levels.

- Growth has slowed significantly as the audience nears maturity but will remain moderate during the next few years as consumers still holding out on smartphones purchase these devices. Between 2015 and 2019, the UK smartphone audience will increase by 8.5 million, rising to 85.4% of mobile phone users and nearly 70% of the country's population.
- More than nine out of 10 mobile phone users ages 18 to 34 will use a smartphone this year, while between 86% and 89% of those 12 to 17 and 35 to 44 will do so. Smartphone users will account for 57% of mobile phone users 11 and younger and 55 to 64 years old, and 34.5% of those 65 and older.
- New smartphone users 55 and older will primarily boost total user gains over the next few years, fueled by expanding 4G availability, the proliferation of larger-screen phones, as well as smartphones and the mobile internet becoming increasingly essential parts of everyday life.
- Seniors 65 and older use smartphones at a higher rate than eMarketer expected in its earlier forecast. By 2018, half of all mobile phone users 65 and older will use a smartphone.
- Male and female smartphone users are close in number, though males are slightly more likely to use such a device. Smartphone usage will grow to parallel the UK's general population pattern over the next few years due to audience maturity.
- eMarketer has slightly decreased its forecast for the number of UK smartphone users based on updated comparative data indicating a smaller smartphone audience than previously projected for users 54 and younger.

## SMARTPHONE USERS BY OS

- Android remains the leading smartphone operating system in the UK, with 56.2% of the country's total smartphone audience using the OS this year. Strong sales of the Moto G and Moto X, along with the Samsung Galaxy series, helped boost recent user gains, and the OS's share will remain steady through 2017.
- Apple's iOS will grab the second-largest audience, with 32.2% of UK smartphone users overall. The iPhone 6 and 6 Plus have proved to be immensely popular with consumers. While many customers who have purchased these devices were existing iPhone users, these new models have led a small percentage of Android users to switch to Apple iOS. Like Android, iOS's audience share will be constant over the next two years.
- Windows Phone will take in 8.5% of the UK smartphone audience this year—slightly less than eMarketer previously forecast, but still a substantial share. The company is successfully targeting consumers who are looking for more affordable devices, especially with its Nokia Lumia series.
- BlackBerry's share of total UK smartphone users will fall below 2% for the first time this year, from 3.7% in 2014, and is forecast to drop to less than 1% in 2017. The operating system still has some hold on the corporate market, but its role as a major OS player is shrinking annually.
- eMarketer has adjusted Android's and iOS's shares of total smartphone users upward from its previous projections, while decreasing expected shares of Windows Phone, BlackBerry and other operating systems, based on new comparative data.

## MOBILE PHONE INTERNET USERS

- Mobile phone internet adoption closely mirrors smartphone uptake in the UK. Approximately 60% of the country's population, or three out of four mobile phone users, will access the internet through a mobile browser or an installed application regularly in 2015. This is on track to reach more than 70% of the UK population and 86% of mobile phone users by 2019.
- There continues to be a very small sector of smartphone users who do not use their phones for internet activities, as well as a small number of users who still go online via feature phones, which leads mobile phone internet users to account for a slightly higher percentage of mobile phone users than smartphone users do.
- All of the UK's major mobile carriers—EE, Vodafone, O2 and Three—now offer 4G coverage. EE recently announced plans to expand its offerings to cover more than 99% of the UK population by 2017, focusing on rural areas, roads and railways.
- eMarketer has lowered its forecast for UK mobile phone internet users slightly as a result of decreased projections for the country's smartphone audience.

## TABLET USERS

### TABLET USERS

- One out of every two people living in the UK will use a tablet at least once per month in 2015. These 33 million tablet users are up 9.1% from 2014 growth levels and will account for about 64% of internet users by the end of the year.
- The emergence of cheaper tablets, the expected release of the iPad Pro and the passing down of devices among family members will help fuel growth in 2015.
- Though the tablet audience will continue to increase in size, tablet sales declined in the UK last year due to longer replacement cycles, as well as the continuing popularity of the iPhone 6, 6 Plus and other larger-screen smartphones. Annual growth rates will be down dramatically in 2015 and the following years compared with the user gains seen in 2013 and 2014.
- UK adults ages 18 to 44 are more likely to use a tablet than any other age segment, with more than six out of 10 individuals in this group using such a device regularly in 2015. Tablet users will also account for the majority of those ages 12 to 17 and 45 to 54.
- Most children who are active on the internet in the UK go online via tablet. While tablet users only represent 40.0% of children overall, this group will account for 82.6% of children who are also internet users. These children tend to use devices belonging to parents or older adults in the household, as well as in educational settings. According to research from Barbie Clarke, managing director of the Family, Kids and Youth research group, "tablets are now being used, at least to some extent, in 68% of primary and 69% of secondary schools" across the UK. eMarketer forecasts that by 2019, more than half of all children in the country will use a tablet at least monthly.

- Teen tablet users are growing strongly in number as tablets become available in schools and at home via parents and other family members, and as prices drop. eMarketer expects the percentage of tablet users among teens to surpass that of 45- to 54-year-olds in 2016.
- The number of tablet users 55 and older will rise steadily over the next few years. Tablet user penetration among this age group is forecast to jump 10 percentage points between 2015 and 2019. Cheaper models, larger screens and simpler interfaces will drive adoption for these users.
- New data suggests that there are more tablet users in the 35-to-44 and 55-and-older age groups than previously expected. eMarketer has increased its projections for these age segments, as well as for the overall tablet audience, based on this information.
- Female tablet users outnumber that of men. Tablet users will account for 66.6% of female internet users and 51.0% of the female population in 2015, and 61.7% of male internet users and 49.5% of the male population. The UK tablet audience will be made up of 51.5% women and 48.5% men. The gender gap will grow slightly larger throughout the forecast period.
- eMarketer has adjusted its projected penetration rates slightly upward for 2015 for both genders based on the changes made to the overall tablet user forecast.
- eMarketer defines tablet users as individuals of any age who use a tablet at least once per month—a user does not need to own the device. Unlike smartphones, tablets are commonly shared among members of a household, so one device is likely to have multiple users.

## IPAD USERS

- Apple's iPad is still holding onto a majority share of the UK tablet market, with 51.0% of the country's tablet audience using such a device this year.
- However, 2015 will be the last year that the iPad captures the majority of tablet users. iPad's share will slip annually as consumers purchase lower-priced devices such as the Amazon Kindle Fire, Samsung Galaxy Tab and Microsoft Surface series. Less than 45% of UK tablet users will use an iPad by the end of 2019.
- The number of iPad users will increase 5.0% between 2014 and 2015, and annual growth rates will drop to the low single digits for the duration of the forecast period. While a new iPad model expected to be released later in 2015 will help boost growth, audience maturity combined with the popularity of the iPhone 6 and 6 Plus and other larger-screen smartphones will cause growth to slow.
- eMarketer forecasts iPad users to account for about one-third of UK internet users and slightly over one-fourth of the total population for the entirety of the forecast period.

## EREADER USERS

- About one in four people in the UK will use an ereader this year—less than half the number of individuals who will use a tablet. Older adults continue to make up the bulk of the country's ereader audience.
- The number of ereader users will rise 7.5% in 2015, just slightly slower than 2014's growth rate. While ebook sales are climbing at a healthy pace, ereader user gains will slow throughout the forecast period as the audience reaches maturity and users increasingly shift to reading ebooks on smartphones and tablets.
- According to James Daunt, the managing director of Waterstones, Britain's largest bookshop chain, "Kindle sales have disappeared to all intents and purposes," while sales of physical books have risen.
- Ereaders tend to be used by a single individual and, unlike tablets, are not likely to be shared among multiple users. Based on this fact, eMarketer does not expect that the gap between usage and ownership among ereader users is as large as that of tablet users.

## SOCIAL NETWORK USERS

- Close to 35 million people in the UK, or 68.1% of internet users and 53.4% of the UK population, will regularly access a social network in 2015.
- As with the UK's overall internet user base, its social network audience is highly saturated. Annual growth rates will range from 1.7% to 3.8% between 2015 and 2019, and penetration will only jump 3.4 percentage points during that time period. While the social networking space is expanding in offerings with newer and niche platforms, most users who will join a social network already do so by now.
- Social network usage is highest among 18- to 24-year-olds, with 95.5% of internet users in this age group visiting a social platform regularly this year. Internet users ages 25 to 34 and 12 to 17 will follow in penetration.
- eMarketer expects internet users 45 and older will see the largest jump in social network penetration through 2019 as social networks become more integrated into their digital lives and as more digitally savvy users move into these age groups. These users will grab share of the total audience at the expense of 12- to 44-year-olds throughout the forecast period.
- Women tend to use social networks more than men. This year, 72.6% of all UK female internet users will visit a social network regularly, compared with 63.6% of male internet users. Women will make up about 53% of social network users in the UK, while men will make up the remaining 47.1%. This difference among genders will remain constant throughout the forecast period.
- eMarketer has slightly increased its forecast for social network users as a result of higher-than-expected usage among internet users 45 and older.

## MOBILE PHONE SOCIAL NETWORK USERS

- Four out of five social networkers in the UK will visit a social platform on a mobile phone this year. This is up 8.9% from 2014 and will account for 53.5% of all mobile phone users.



- Almost all mobile phone social network users will use a smartphone to access these sites, representing 57.6% of smartphone users this year.
- Growth will be tepid over the next few years, driven by smartphone and mobile phone internet adoption, as well as the growing popularity of mobile-first social networks such as Instagram and Snapchat. Due to high saturation, mobile phone social network patterns will mirror mobile phone Facebook patterns.
- Mobile phone users 18 to 34 will be most likely to visit a social network on their mobile phone, followed by teens 12 to 17 and adults 35 to 44. Older adults 55 and older are much less likely to be social network users and to use their mobile devices to conduct everyday online activities. However, this group will see the largest jump in audience share in the coming years as these users integrate both mobile and social networking into their lives.
- Women tend to use social networks more than men, and are more likely to use mobile phones for the activity. Mobile phone social network users will account for approximately 44.0% of women and just over 41.5% of men this year, translating to a share breakdown of 52.2% female and 47.8% male users.
- eMarketer has lowered its projections for mobile phone social network users slightly based on decreases made to its mobile phone user forecast.

## TABLET SOCIAL NETWORK USERS

- Approximately 20.6 million individuals, or 63.0% of tablet users and 59.3% of social network users, will regularly visit social networks on a tablet in 2015. This is expected to rise to 68.0% of tablet users and 71.7% of social network users by 2019.
- The number of UK tablet social networkers will climb 13.6% this year. Growth will be moderate throughout the forecast period as tablet adoption slows.

- As social networks continue to become more mobile focused and mobile becomes a more central part of everyday life, audiences will increasingly visit social networks on a tablet, even when devices are shared among family members.

## FACEBOOK USERS

- Facebook continues to reign as the UK's No. 1 social network, with 90.5% of social network users in the country visiting the platform regularly this year. By 2019, one out of every two people residing in the UK will be a Facebook user.
- eMarketer expects there will be only 2 million new users between 2015 and 2019—nearly all people who will use Facebook already do so. While its UK audience is close to saturation, the social platform is striving to increase engagement by improving its News Feed quality. In addition, Facebook is adding new features such as autoplay videos, new Messenger and Facebook at Work apps and a yet-to-be-released “buy” button on ads and News Feed posts, which, according to Facebook, “will allow users to purchase a product directly from a business, without leaving the site.”
- Despite its strong grip on the market, Facebook is forecast to lose some of its share of the total social networking audience over the next few years. Facebook's user base is increasingly skewing older, and a small portion of younger users are expected to leave Facebook for messaging platforms and other social platforms such as Twitter, Pinterest, Instagram, Snapchat and WhatsApp. Based on this information, eMarketer has lowered its projections for Facebook users 34 and younger, while increasing its forecast for those 35 and older.
- Internet users 18 to 24 will boast the highest percentage of Facebook users, with adults 25 to 34 and teens 12 to 17 following in penetration. Those 45 to 54 will underindex in Facebook usage through 2016, but will surpass the UK's average penetration rate beginning in 2017.



- eMarketer expects individuals 45 and older to grab a larger share of Facebook's audience at the expense of its core younger user base throughout the forecast period. Between 2015 and 2019, this 45-and-older crowd will increase from 32.7% to 36.5% of the total Facebook audience in the UK.
- Women continue to be more likely to use Facebook than men. Nearly two-thirds of female internet users in the UK will visit the social network regularly in 2015, while 57.5% of male internet users will do so. The UK Facebook audience will be comprised of 53.0% women and 47.0% men this year, and the gap will widen slightly further throughout the forecast period.

## MOBILE PHONE FACEBOOK USERS

- Facebook's mobile users are making up a larger portion of the platform's overall audience year after year. Slightly less than 82% of Facebook users will access the social network via mobile browser or app in 2015. By 2019, more than 90% will do so.
- Growth for the mobile phone Facebook audience will come in slightly above 7% for 2015 and 2016 and will flatten in the later forecast years. Mobile Facebook uptake among older adults—who are currently much more likely to use a PC to access the platform compared with younger users—will help drive annual gains. Mobile-focused offerings such as Facebook Messenger and mobile video will also help attract new users and engage existing users.
- eMarketer has slightly lowered its forecast for mobile phone Facebook users as a result of new data pointing to a smaller audience than expected, as well as due to the continued growth of new mobile-first social networks such as Snapchat and Instagram, which are likely to take a small amount of share from Facebook's mobile audience.

## TWITTER USERS

- By the end of 2015, 37.5% of UK social network users, or 25.5% of internet users, will visit Twitter regularly, up 8.6% from 2014. While user gains have slowed significantly compared with earlier years, Twitter still has room for audience growth. By 2019, 42.5% of all UK social networkers and nearly 30% of the country's digital audience will be regular users.
- While Twitter will continue to grab a larger piece of the social networking pie annually, like Facebook, the platform is expected to lose a sliver of its younger audience to newer platforms such as Instagram, Snapchat and WhatsApp. Twitter is working to improve engagement with a new "buy" button, embedded video, social TV partnerships and a focus on live events.
- More than half of all internet users ages 18 to 24 will use Twitter at least monthly this year, the highest of any age group. Those ages 12 to 17 and 25 to 44 will also overindex in usage over the next few years. Users 45 and older and 11 and younger are much less likely to use Twitter, though these age segments will capture a small portion of share from the platform's core young adult audience throughout the forecast period.
- The number of men and women in the UK who use Twitter is nearly even. As in the overall social networking space, female internet users are slightly more likely to use the service, and the gap between the two genders will grow wider in the coming years as the audience matures.
- New data indicating lower usage has led eMarketer to significantly decrease its projections for Twitter users ages 12 to 44. eMarketer's forecast for overall UK Twitter users has been lowered as a result of this adjustment.

## MOBILE PHONE TWITTER USERS

- Nine out of 10 UK Twitter users—23.5% of mobile phone users and 18.7% of the UK population—will access Twitter on a mobile phone in 2015. By 2019, 96.7% of Twitter users will do so.
- Twitter has a highly active mobile user base, and the company is making efforts to improve mobile activity even further with features such as embedded video, group messaging and video capturing, editing and sharing.
- The number of mobile phone Twitter users will grow 13.3% in 2015 and another 10.9% in 2016. eMarketer expects there will be close to 4 million new mobile phone Twitter users between 2015 and 2019.
- New data indicates that mobile phone Twitter users make up a slightly larger portion of overall Twitter users in the UK than previously forecast.

## DIGITAL VIDEO VIEWERS

- This year, 38.2 million people—three out of four internet users in the UK and 58.7% of the population—will watch video on a PC or mobile device at least once per month.
- The number of digital video viewers will increase 4.2% in 2015. Growth will slow throughout the forecast period, dropping to 2.0% in 2019, as the audience nears saturation.
- Like other user groups close to its saturation point, children and adults on the youngest and oldest ends of the age spectrum will primarily drive overall increases, as will the growing prevalence of 4G networks, the adoption of smartphones with larger screens, an expanding array of video content on platforms such as Netflix, Hulu and Amazon Instant Video, and the integration of video into social platforms such as Facebook, Twitter and Instagram.
- Internet users ages 18 to 24 will be the top digital video viewers in the UK, with 95.0% of individuals in this group consuming video regularly this year. Teens 12 to 17 and adults 25 to 34 will follow in usage, and 35- to 44-year-olds will overindex in digital video viewing as well. The percentage of digital video viewers among internet users younger than 12 hovers slightly below that for the UK's overall penetration rate. Watching video content on smartphones and tablets has led to an increase in digital video viewing especially for these children, many of whom are borrowing their parents' devices.
- Male internet users are more likely than females to watch digital video content regularly. Just over 77% of males and 72.6% of females who go online will watch digital video at least once per month this year, translating to shares of 51.9% and 48.1%, respectively. The disparity between male and female video viewing will lessen slightly over the next few years, but men will continue to lead in number of viewers by the end of 2019.

## MOBILE PHONE VIDEO VIEWERS

- About 52% of digital video viewers will consume video content on a mobile phone via browser or app in 2015. These 19.7 million mobile phone video viewers will account for 30.2% of the UK population and 37.8% of mobile phone users this year.
- The number of mobile phone video viewers will jump 14.9% in 2015. Growth will moderate in the coming years as adoption plateaus, but will remain steady.
- Smartphone uptake, the increasing prevalence of larger-screen mobile phones, improved video quality and 4G expansion will spur user gains. In addition, YouTube's mobile audience continues to grow robustly, and Facebook has reported high mobile video engagement as short digital content rises in popularity.
- New data suggests that fewer people view video on their mobile phones than previously thought, as 4G rollout takes time and people turn to larger-screen tablets to consume video. eMarketer has lowered its mobile video viewer projections for the UK based on this new information.

## TABLET VIDEO VIEWERS

- The UK tablet video viewing audience will account for 60.5% of all tablet users and about 52% of all digital video viewers in 2015.
- Tablet video viewers tend to be young, and watching video content on such a device is quite common compared with other tablet activities among children and teens.

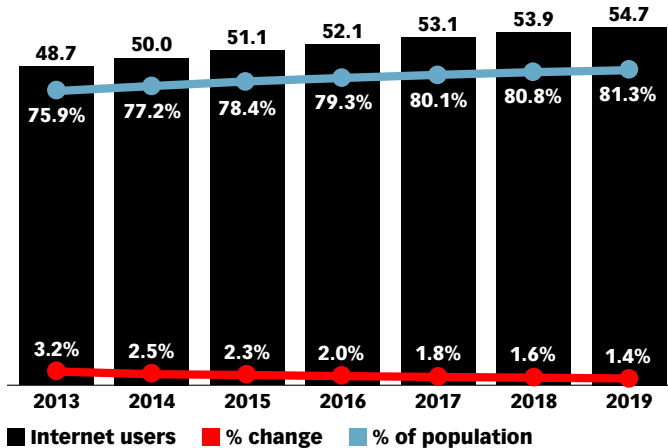
- The number of tablet video viewers will jump 13.8% from 2014 levels, and growth rates will slow throughout the forecast period. Overall tablet adoption, 4G availability, new viewers in the youngest and oldest age groups and an expanding array of available content—particularly on video services such as Netflix, Hulu and Amazon Instant Video—will fuel user gains over the next few years.
- By the end of the forecast period, tablet video viewers will represent about two out of every three tablet users and will approach the 50% mark for internet users overall.

# COMPLETE FORECAST

## INTERNET USERS

### UK Internet Users and Penetration, 2013-2019

millions, % change and % of population



Note: individuals of any age who use the internet from any location via any device at least once per month  
Source: eMarketer, Feb 2015

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### UK Internet User Metrics, by Age, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Internet users (millions)</b>							
0-11	4.2	4.4	4.7	4.9	5.1	5.4	5.6
12-17	4.3	4.3	4.2	4.2	4.2	4.2	4.3
18-24	5.6	5.7	5.7	5.6	5.6	5.6	5.5
25-34	8.0	8.1	8.3	8.5	8.7	8.8	8.8
35-44	7.7	7.7	7.7	7.8	7.8	7.9	7.9
45-54	7.8	8.1	8.2	8.4	8.4	8.4	8.3
55-64	5.8	6.0	6.1	6.3	6.5	6.7	6.9
65+	5.4	5.8	6.2	6.5	6.8	7.0	7.3
<b>Total</b>	<b>48.7</b>	<b>50.0</b>	<b>51.1</b>	<b>52.1</b>	<b>53.1</b>	<b>53.9</b>	<b>54.7</b>

<b>Internet user penetration (% of population)</b>							
0-11	45.2%	46.9%	48.4%	49.9%	51.4%	53.1%	54.5%
12-17	97.0%	97.5%	98.0%	98.2%	98.4%	98.5%	98.5%
18-24	95.0%	96.0%	96.5%	97.0%	97.5%	98.0%	98.5%
25-34	91.5%	92.4%	93.5%	95.0%	96.5%	97.0%	97.3%
35-44	91.0%	91.8%	93.0%	94.0%	94.3%	95.0%	95.3%
45-54	86.5%	88.4%	90.0%	91.0%	91.5%	92.0%	92.6%
55-64	79.0%	81.3%	82.7%	83.5%	84.5%	85.0%	85.4%
65+	48.5%	51.0%	53.0%	54.5%	56.0%	57.0%	58.0%
<b>Total</b>	<b>75.9%</b>	<b>77.2%</b>	<b>78.4%</b>	<b>79.3%</b>	<b>80.1%</b>	<b>80.8%</b>	<b>81.3%</b>

<b>Internet user share (% of total)</b>							
0-11	8.5%	8.9%	9.1%	9.4%	9.7%	10.0%	10.3%
12-17	8.9%	8.5%	8.2%	8.0%	7.9%	7.8%	7.9%
18-24	11.6%	11.4%	11.1%	10.8%	10.5%	10.3%	10.1%
25-34	16.3%	16.2%	16.2%	16.2%	16.3%	16.3%	16.2%
35-44	15.8%	15.4%	15.2%	14.9%	14.7%	14.6%	14.5%
45-54	16.0%	16.1%	16.1%	16.0%	15.8%	15.5%	15.2%
55-64	11.8%	11.9%	12.0%	12.1%	12.3%	12.5%	12.6%
65+	11.1%	11.6%	12.1%	12.4%	12.8%	13.0%	13.3%

Note: individuals who use the internet from any location via any device at least once per month  
Source: eMarketer, Feb 2015

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### UK Internet Users, by Gender, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Male (millions)</b>							
— of internet users	50.8%	50.6%	50.4%	50.2%	50.2%	50.2%	50.2%
— of male population	78.4%	79.4%	80.2%	80.7%	81.5%	82.1%	82.6%
<b>Female (millions)</b>							
— of internet users	49.2%	49.4%	49.6%	49.8%	49.8%	49.8%	49.8%
— of female population	73.5%	75.2%	76.7%	77.9%	78.8%	79.5%	80.0%
<b>Total (millions)</b>	<b>48.7</b>	<b>50.0</b>	<b>51.1</b>	<b>52.1</b>	<b>53.1</b>	<b>53.9</b>	<b>54.7</b>
— of population	75.9%	77.2%	78.4%	79.3%	80.1%	80.8%	81.3%

Note: individuals of any age who use the internet from any location via any device at least once per month  
Source: eMarketer, Feb 2015

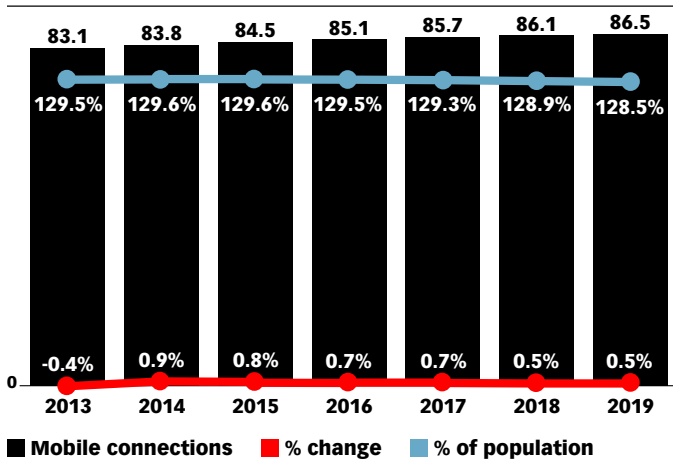
185310

www.eMarketer.com

# MOBILE CONNECTIONS

## UK Mobile Connections, 2013-2019

millions, % change and % of population



Note: data is for Dec of each year  
Source: eMarketer, Feb 2015

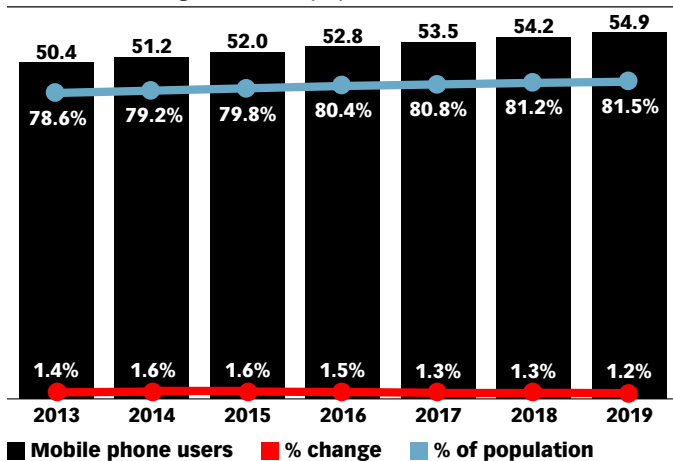
185372

www.eMarketer.com

# MOBILE PHONE USERS

## UK Mobile Phone Users and Penetration, 2013-2019

millions, % change and % of population



Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month  
Source: eMarketer, Feb 2015

185373

www.eMarketer.com

## UK Mobile Phone Users, by Age, 2013-2019

millions

	2013	2014	2015	2016	2017	2018	2019
0-11	0.6	0.7	0.8	1.0	1.1	1.2	1.3
12-17	3.0	3.3	3.4	3.6	3.7	3.8	3.9
18-24	5.0	5.2	5.4	5.5	5.6	5.5	5.5
25-34	6.8	7.6	7.9	8.3	8.6	8.7	8.8
35-44	6.4	6.9	7.2	7.4	7.6	7.6	7.7
45-54	5.1	5.9	6.7	7.4	7.9	8.2	8.3
55-64	2.7	3.3	3.9	4.5	5.2	5.6	5.9
65+	1.4	2.2	3.0	3.7	4.4	4.9	5.3
<b>Total</b>	<b>50.4</b>	<b>51.2</b>	<b>52.0</b>	<b>52.8</b>	<b>53.5</b>	<b>54.2</b>	<b>54.9</b>

Note: individuals who own at least one mobile phone and use the phone(s) at least once per month; numbers may not add up to total due to rounding  
Source: eMarketer, Feb 2015

185374

www.eMarketer.com

## UK Mobile Phone User Share, by Age, 2013-2019

% of total

	2013	2014	2015	2016	2017	2018	2019
0-11	2.7%	2.6%	2.7%	2.9%	3.0%	3.2%	3.3%
12-17	7.8%	7.7%	7.6%	7.5%	7.5%	7.5%	7.6%
18-24	11.5%	11.3%	11.1%	10.8%	10.6%	10.3%	10.0%
25-34	16.7%	16.6%	16.5%	16.4%	16.4%	16.3%	16.2%
35-44	16.3%	15.9%	15.6%	15.2%	15.0%	14.8%	14.8%
45-54	16.8%	16.8%	16.8%	16.6%	16.4%	16.1%	15.7%
55-64	13.0%	13.1%	13.1%	13.2%	13.4%	13.6%	13.8%
65+	15.2%	15.9%	16.6%	17.2%	17.7%	18.2%	18.6%

Note: individuals who own at least one mobile phone and use the phone(s) at least once per month; numbers may not add up to 100% due to rounding  
Source: eMarketer, Feb 2015

185375

www.eMarketer.com

## UK Mobile Phone User Penetration, by Age, 2013-2019

% of population in each group

	2013	2014	2015	2016	2017	2018	2019
0-11	14.6%	14.3%	14.8%	15.6%	16.2%	16.8%	17.4%
12-17	88.2%	90.8%	92.5%	93.5%	94.0%	94.5%	94.9%
18-24	98.0%	98.2%	98.3%	98.3%	98.4%	98.5%	98.6%
25-34	97.0%	97.1%	97.4%	97.5%	97.5%	97.5%	97.6%
35-44	97.0%	97.1%	97.2%	97.2%	97.3%	97.3%	97.4%
45-54	94.1%	94.5%	95.2%	95.6%	96.0%	96.3%	96.5%
55-64	90.2%	91.4%	92.1%	92.6%	93.0%	93.3%	93.6%
65+	68.7%	71.4%	74.0%	76.5%	78.5%	80.2%	81.5%
<b>Total</b>	<b>78.6%</b>	<b>79.2%</b>	<b>79.8%</b>	<b>80.4%</b>	<b>80.8%</b>	<b>81.2%</b>	<b>81.5%</b>

Note: individuals who own at least one mobile phone and use the phone(s) at least once per month  
Source: eMarketer, Feb 2015

185376

www.eMarketer.com

## UK Mobile Phone User Metrics, by Gender, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone users (millions)</b>							
Female	25.3	25.7	26.1	26.5	26.9	27.3	27.7
Male	25.1	25.5	26.0	26.3	26.6	26.9	27.2
<b>Total</b>	<b>50.4</b>	<b>51.2</b>	<b>52.0</b>	<b>52.8</b>	<b>53.5</b>	<b>54.2</b>	<b>54.9</b>
<b>Mobile phone user penetration (% of population)</b>							
Male	79.6%	80.1%	80.8%	81.2%	81.4%	81.6%	81.8%
Female	77.6%	78.3%	78.9%	79.6%	80.3%	80.9%	81.4%
<b>Total</b>	<b>78.6%</b>	<b>79.2%</b>	<b>79.8%</b>	<b>80.4%</b>	<b>80.8%</b>	<b>81.2%</b>	<b>81.5%</b>
<b>Mobile phone user share (% of total)</b>							
Female	50.2%	50.2%	50.1%	50.2%	50.3%	50.4%	50.4%
Male	49.8%	49.8%	49.9%	49.8%	49.7%	49.6%	49.6%

Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month  
Source: eMarketer, Feb 2015

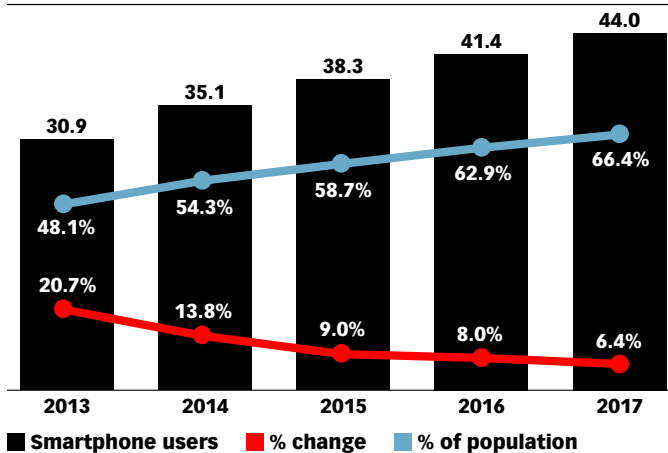
185377

www.eMarketer.com

## SMARTPHONE USERS

### UK Smartphone Users and Penetration, 2013-2017

millions, % change and % of population



Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month  
Source: eMarketer, Feb 2015

185371

www.eMarketer.com

### UK Smartphone Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Smartphone users (millions)</b>	<b>30.9</b>	<b>35.1</b>	<b>38.3</b>	<b>41.4</b>	<b>44.0</b>	<b>45.7</b>	<b>46.8</b>
—% change		20.7%	13.8%	9.0%	8.0%	6.4%	2.5%
—% of mobile phone users		61.2%	68.6%	73.6%	78.3%	82.2%	85.4%
—% of population		48.1%	54.3%	58.7%	62.9%	66.4%	69.6%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month  
Source: eMarketer, Feb 2015

185392

www.eMarketer.com

## UK Smartphone Users, by Age, 2013-2019

millions

	2013	2014	2015	2016	2017	2018	2019
0-11	0.6	0.7	0.8	1.0	1.1	1.2	1.3
12-17	3.0	3.3	3.4	3.6	3.7	3.8	3.9
18-24	5.0	5.2	5.4	5.5	5.6	5.5	5.5
25-34	6.8	7.6	7.9	8.3	8.6	8.7	8.8
35-44	6.4	6.9	7.2	7.4	7.6	7.6	7.7
45-54	5.1	5.9	6.7	7.4	7.9	8.2	8.3
55-64	2.7	3.3	3.9	4.5	5.2	5.6	5.9
65+	1.4	2.2	3.0	3.7	4.4	4.9	5.3
<b>Total</b>	<b>30.9</b>	<b>35.1</b>	<b>38.3</b>	<b>41.4</b>	<b>44.0</b>	<b>45.7</b>	<b>46.8</b>

Note: individuals who own at least one smartphone and use the smartphone(s) at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, Feb 2015

185395

www.eMarketer.com

## UK Smartphone User Penetration, by Age, 2013-2019

% of mobile phone users in each group

	2013	2014	2015	2016	2017	2018	2019
0-11	46.6%	52.0%	57.7%	63.2%	67.7%	71.5%	73.9%
12-17	76.2%	82.1%	86.8%	90.3%	93.1%	93.9%	94.4%
18-24	86.0%	90.0%	93.0%	96.0%	98.5%	99.0%	99.2%
25-34	80.1%	89.2%	92.0%	95.5%	98.0%	99.0%	99.3%
35-44	77.6%	85.0%	89.0%	92.0%	94.5%	95.0%	95.2%
45-54	59.7%	68.7%	76.7%	84.1%	89.7%	93.6%	96.5%
55-64	41.0%	49.5%	56.7%	64.9%	72.2%	76.3%	78.4%
65+	18.0%	27.2%	34.5%	40.4%	46.1%	50.0%	52.1%
<b>Total</b>	<b>61.2%</b>	<b>68.6%</b>	<b>73.6%</b>	<b>78.3%</b>	<b>82.2%</b>	<b>84.3%</b>	<b>85.4%</b>

Note: individuals who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, Feb 2015

185407

www.eMarketer.com

## UK Smartphone User Share, by Age, 2013-2019

% of total

	2013	2014	2015	2016	2017	2018	2019
0-11	2.0%	2.0%	2.2%	2.3%	2.5%	2.7%	2.8%
12-17	9.7%	9.3%	9.0%	8.7%	8.5%	8.3%	8.4%
18-24	16.2%	14.9%	14.0%	13.3%	12.6%	12.1%	11.7%
25-34	21.9%	21.6%	20.6%	20.1%	19.5%	19.1%	18.8%
35-44	20.6%	19.6%	18.8%	17.9%	17.2%	16.7%	16.5%
45-54	16.4%	16.8%	17.5%	17.9%	17.9%	17.9%	17.8%
55-64	8.7%	9.4%	10.1%	11.0%	11.8%	12.3%	12.7%
65+	4.5%	6.3%	7.8%	8.9%	9.9%	10.8%	11.4%

Note: individuals who own at least one smartphone and use the smartphone(s) at least once per month; numbers may not add up to 100% due to rounding

Source: eMarketer, Feb 2015

185418

www.eMarketer.com

## UK Smartphone User Metrics, by Gender, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Smartphone users (millions)</b>							
Male	16.1	18.1	19.3	20.6	21.8	22.6	23.2
Female	14.7	17.0	19.0	20.7	22.3	23.1	23.7
<b>Total</b>	<b>30.9</b>	<b>35.1</b>	<b>38.3</b>	<b>41.4</b>	<b>44.0</b>	<b>45.7</b>	<b>46.8</b>
<b>Smartphone user penetration (% of population)</b>							
Male	51.1%	56.9%	60.0%	63.6%	66.6%	68.7%	69.7%
Female	45.2%	51.8%	57.6%	62.3%	66.4%	68.2%	69.5%
<b>Total</b>	<b>48.1%</b>	<b>54.3%</b>	<b>58.7%</b>	<b>62.9%</b>	<b>66.4%</b>	<b>68.4%</b>	<b>69.6%</b>
<b>Smartphone user share (% of total)</b>							
Male	52.3%	51.6%	50.3%	49.9%	49.5%	49.6%	49.5%
Female	47.7%	48.4%	49.7%	50.2%	50.6%	50.5%	50.5%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month  
Source: eMarketer, Feb 2015

185421

www.eMarketer.com

## UK Smartphone Users, by OS, 2013-2017

millions, % change and % of total

	2013	2014	2015	2016	2017
<b>Android</b>	<b>16.5</b>	<b>19.6</b>	<b>21.5</b>	<b>23.3</b>	<b>24.9</b>
—% change	36.9%	19.3%	9.6%	8.4%	6.8%
—% of total	53.3%	55.9%	56.2%	56.4%	56.6%
<b>iOS</b>	<b>8.6</b>	<b>10.8</b>	<b>12.3</b>	<b>13.4</b>	<b>14.3</b>
—% change	26.6%	26.0%	14.0%	8.6%	7.1%
—% of total	27.8%	30.8%	32.2%	32.4%	32.6%
<b>Windows Phone</b>	<b>2.3</b>	<b>2.8</b>	<b>3.3</b>	<b>3.6</b>	<b>3.9</b>
—% change	81.1%	21.3%	15.9%	10.5%	8.9%
—% of total	7.5%	8.0%	8.5%	8.7%	8.9%
<b>BlackBerry</b>	<b>2.5</b>	<b>1.3</b>	<b>0.7</b>	<b>0.6</b>	<b>0.4</b>
—% change	-37.7%	-47.4%	-44.0%	-20.4%	-31.6%
—% of total	8.0%	3.7%	1.9%	1.4%	0.9%
<b>Other</b>	<b>1.0</b>	<b>0.6</b>	<b>0.5</b>	<b>0.5</b>	<b>0.4</b>
—% change	-31.6%	-46.5%	-18.2%	-1.0%	-3.2%
—% of total	3.4%	1.6%	1.2%	1.1%	1.0%

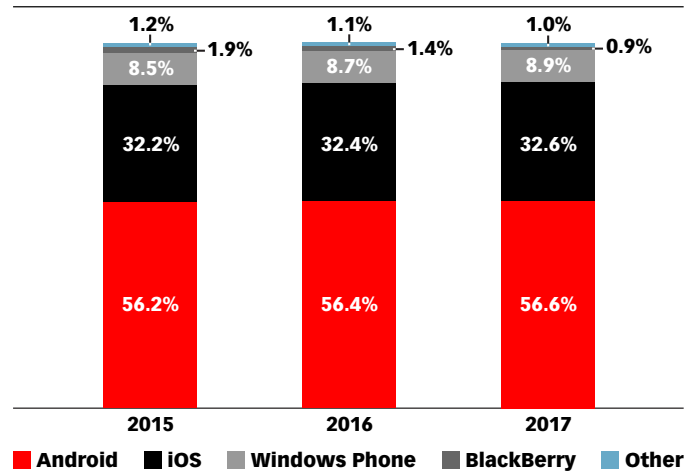
Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month  
Source: eMarketer, Feb 2015

185369

www.eMarketer.com

## UK Smartphone Users, by OS, 2015-2017

% of total



Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month  
Source: eMarketer, Feb 2015

185423

www.eMarketer.com

# MOBILE PHONE INTERNET USERS

## UK Mobile Phone Internet Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone internet users (millions)</b>	<b>31.4</b>	<b>35.6</b>	<b>38.8</b>	<b>41.9</b>	<b>44.5</b>	<b>46.2</b>	<b>47.3</b>
—% change	19.9%	13.6%	8.9%	7.9%	6.2%	3.8%	2.5%
—% of mobile phone users	62.2%	69.6%	74.6%	79.3%	83.1%	85.1%	86.2%
—% of population	48.9%	55.1%	59.5%	63.7%	67.1%	69.1%	70.3%

Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access  
Source: eMarketer, Feb 2015

185378

www.eMarketer.com

## UK Mobile Phone Internet Users, by Age, 2013-2019

millions

	2013	2014	2015	2016	2017	2018	2019
0-11	0.6	0.7	0.8	1.0	1.1	1.2	1.3
12-17	3.0	3.3	3.5	3.6	3.8	3.9	4.0
18-24	5.1	5.3	5.4	5.5	5.6	5.6	5.5
25-34	6.8	7.7	8.0	8.4	8.6	8.8	8.9
35-44	6.4	7.0	7.3	7.5	7.7	7.7	7.8
45-54	5.2	6.0	6.8	7.5	8.0	8.3	8.4
55-64	2.8	3.4	3.9	4.6	5.3	5.7	6.0
65+	1.5	2.3	3.1	3.8	4.5	5.0	5.4
<b>Total</b>	<b>31.4</b>	<b>35.6</b>	<b>38.8</b>	<b>41.9</b>	<b>44.5</b>	<b>46.2</b>	<b>47.3</b>

Note: mobile phone users who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access; numbers may not add up to total due to rounding  
Source: eMarketer, Feb 2015

185379

www.eMarketer.com



## UK Mobile Phone Internet User Penetration, by Age, 2013-2019

% of mobile phone users in each group

	2013	2014	2015	2016	2017	2018	2019
0-11	47.6%	53.0%	58.7%	64.2%	68.7%	72.5%	74.9%
12-17	77.2%	83.1%	87.8%	91.3%	94.1%	94.9%	95.4%
18-24	87.0%	91.0%	94.0%	97.0%	99.0%	99.5%	99.7%
25-34	81.1%	90.2%	93.0%	96.5%	98.5%	99.5%	99.8%
35-44	78.6%	86.0%	90.0%	93.0%	95.5%	96.0%	96.2%
45-54	60.7%	69.7%	77.7%	85.1%	90.7%	94.6%	97.5%
55-64	42.0%	50.5%	57.7%	65.9%	73.2%	77.3%	79.4%
65+	19.0%	28.2%	35.5%	41.4%	47.1%	51.0%	53.1%
<b>Total</b>	<b>62.2%</b>	<b>69.6%</b>	<b>74.6%</b>	<b>79.3%</b>	<b>83.1%</b>	<b>85.1%</b>	<b>86.2%</b>

Note: mobile phone users who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access

Source: eMarketer, Feb 2015

185380

www.eMarketer.com

## UK Mobile Phone Internet User Share, by Age, 2013-2019

% of total

	2013	2014	2015	2016	2017	2018	2019
0-11	2.0%	2.0%	2.2%	2.3%	2.5%	2.7%	2.8%
12-17	9.7%	9.3%	9.0%	8.7%	8.5%	8.3%	8.4%
18-24	16.1%	14.8%	14.0%	13.2%	12.6%	12.0%	11.6%
25-34	21.8%	21.5%	20.6%	20.0%	19.4%	19.0%	18.7%
35-44	20.5%	19.6%	18.8%	17.9%	17.2%	16.7%	16.5%
45-54	16.4%	16.8%	17.5%	17.8%	17.9%	17.9%	17.8%
55-64	8.8%	9.5%	10.2%	11.0%	11.8%	12.3%	12.7%
65+	4.6%	6.4%	7.9%	9.0%	10.0%	10.9%	11.5%

Note: mobile phone users who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access; numbers may not add up to 100% due to rounding

Source: eMarketer, Feb 2015

185381

www.eMarketer.com

## UK Mobile Phone Internet User Metrics, by Gender, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone internet users (millions)</b>							
Male	16.4	18.4	19.6	20.9	22.0	22.8	23.4
Female	14.9	17.2	19.3	21.0	22.5	23.3	23.9
<b>Total</b>	<b>31.4</b>	<b>35.6</b>	<b>38.8</b>	<b>41.9</b>	<b>44.5</b>	<b>46.2</b>	<b>47.3</b>
<b>Mobile phone internet user penetration (% of population)</b>							
Male	52.1%	57.9%	60.9%	64.5%	67.4%	69.3%	70.5%
Female	45.8%	52.4%	58.2%	63.0%	67.0%	69.0%	70.2%
<b>Total</b>	<b>48.9%</b>	<b>55.1%</b>	<b>59.5%</b>	<b>63.7%</b>	<b>67.1%</b>	<b>69.1%</b>	<b>70.3%</b>
<b>Mobile phone internet user share (% of total)</b>							
Male	52.4%	51.7%	50.4%	49.9%	49.5%	49.5%	49.5%
Female	47.6%	48.3%	49.6%	50.1%	50.5%	50.5%	50.5%

Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access

Source: eMarketer, Feb 2015

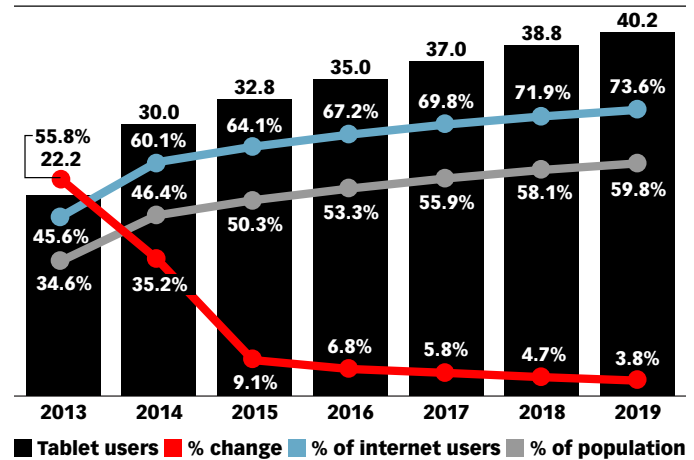
185391

www.eMarketer.com

## TABLET USERS

### UK Tablet Users and Penetration, 2013-2019

millions, % change, % of internet users and % of population



Note: individuals of any age who use a tablet at least once per month

Source: eMarketer, Feb 2015

185601

www.eMarketer.com

### UK Tablet Users, by Age, 2013-2019

millions and % change

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>3.1</b>	<b>3.5</b>	<b>3.9</b>	<b>4.2</b>	<b>4.6</b>	<b>5.0</b>	<b>5.4</b>
—% change	215.8%	11.4%	10.5%	9.7%	8.9%	8.1%	7.5%
<b>12-17</b>	<b>1.9</b>	<b>2.2</b>	<b>2.4</b>	<b>2.6</b>	<b>2.7</b>	<b>2.9</b>	<b>3.0</b>
—% change	92.7%	14.1%	8.1%	8.3%	6.4%	5.8%	4.8%
<b>18-24</b>	<b>2.4</b>	<b>3.3</b>	<b>3.5</b>	<b>3.8</b>	<b>4.0</b>	<b>4.0</b>	<b>4.1</b>
—% change	41.0%	33.7%	8.5%	7.0%	4.9%	1.7%	1.2%
<b>25-34</b>	<b>4.2</b>	<b>5.2</b>	<b>5.6</b>	<b>6.1</b>	<b>6.4</b>	<b>6.6</b>	<b>6.7</b>
—% change	35.4%	24.0%	9.2%	7.3%	5.3%	3.4%	2.0%
<b>35-44</b>	<b>4.1</b>	<b>5.3</b>	<b>5.6</b>	<b>5.7</b>	<b>5.9</b>	<b>6.0</b>	<b>6.2</b>
—% change	45.8%	27.2%	5.9%	2.6%	2.5%	3.0%	2.0%
<b>45-54</b>	<b>3.5</b>	<b>4.9</b>	<b>5.2</b>	<b>5.4</b>	<b>5.6</b>	<b>5.7</b>	<b>5.8</b>
—% change	27.2%	39.8%	6.1%	3.9%	3.1%	2.4%	1.7%
<b>55-64</b>	<b>1.9</b>	<b>3.0</b>	<b>3.4</b>	<b>3.6</b>	<b>3.9</b>	<b>4.2</b>	<b>4.4</b>
—% change	44.1%	58.7%	12.3%	6.7%	9.4%	6.7%	5.8%
<b>65+</b>	<b>1.0</b>	<b>2.7</b>	<b>3.2</b>	<b>3.6</b>	<b>4.0</b>	<b>4.3</b>	<b>4.6</b>
—% change	84.8%	173.1%	17.0%	13.8%	9.4%	8.7%	7.1%
<b>Total</b>	<b>22.2</b>	<b>30.0</b>	<b>32.8</b>	<b>35.0</b>	<b>37.0</b>	<b>38.8</b>	<b>40.2</b>
—% change	55.8%	35.2%	9.1%	6.8%	5.8%	4.7%	3.8%

Note: individuals of any age who use a tablet at least once per month

Source: eMarketer, Feb 2015

185602

www.eMarketer.com

## UK Tablet User Metrics, by Age, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Tablet users (millions)</b>							
0-11	3.1	3.5	3.9	4.2	4.6	5.0	5.4
12-17	1.9	2.2	2.4	2.6	2.7	2.9	3.0
18-24	2.4	3.3	3.5	3.8	4.0	4.0	4.1
25-34	4.2	5.2	5.6	6.1	6.4	6.6	6.7
35-44	4.1	5.3	5.6	5.7	5.9	6.0	6.2
45-54	3.5	4.9	5.2	5.4	5.6	5.7	5.8
55-64	1.9	3.0	3.4	3.6	3.9	4.2	4.4
65+	1.0	2.7	3.2	3.6	4.0	4.3	4.6
<b>Total</b>	<b>22.2</b>	<b>30.0</b>	<b>32.8</b>	<b>35.0</b>	<b>37.0</b>	<b>38.8</b>	<b>40.2</b>

### Tablet user penetration (% of population)

0-11	34.0%	37.0%	40.0%	43.0%	46.0%	49.0%	52.0%
12-17	43.0%	50.0%	55.0%	60.0%	64.0%	67.0%	69.0%
18-24	41.0%	55.0%	60.0%	65.0%	69.0%	71.0%	73.0%
25-34	48.0%	59.0%	64.0%	68.0%	71.0%	73.0%	74.0%
35-44	49.0%	63.0%	67.0%	69.1%	71.0%	73.0%	74.0%
45-54	39.0%	54.0%	57.0%	59.0%	61.0%	63.0%	65.0%
55-64	26.0%	41.0%	45.5%	47.7%	51.0%	53.2%	55.0%
65+	9.0%	24.0%	27.5%	30.7%	33.0%	35.2%	37.0%
<b>Total</b>	<b>34.6%</b>	<b>46.4%</b>	<b>50.3%</b>	<b>53.3%</b>	<b>55.9%</b>	<b>58.1%</b>	<b>59.8%</b>

### Tablet user share (% of total)

0-11	14.1%	11.6%	11.8%	12.1%	12.4%	12.8%	13.8%
12-17	8.6%	7.3%	7.2%	7.3%	7.3%	7.4%	7.8%
18-24	11.0%	10.8%	10.8%	10.8%	10.7%	10.4%	10.5%
25-34	18.8%	17.2%	17.2%	17.3%	17.2%	17.0%	17.4%
35-44	18.6%	17.5%	17.0%	16.3%	15.8%	15.6%	15.9%
45-54	15.8%	16.4%	15.9%	15.5%	15.1%	14.8%	15.0%
55-64	8.5%	10.0%	10.3%	10.3%	10.6%	10.8%	11.5%
65+	4.5%	9.1%	9.8%	10.4%	10.8%	11.2%	12.0%

Note: individuals who use a tablet at least once per month  
Source: eMarketer, Feb 2015

185605

www.eMarketer.com

## UK Tablet Users and Penetration, by Gender, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Female (millions)</b>	<b>11.2</b>	<b>15.3</b>	<b>16.9</b>	<b>18.2</b>	<b>19.3</b>	<b>20.2</b>	<b>20.9</b>
—% change	60.6%	36.6%	10.2%	7.9%	5.8%	4.7%	3.8%
—% of tablet users	50.5%	51.0%	51.5%	52.0%	52.0%	52.0%	52.0%
—% of female internet users	46.8%	62.0%	66.6%	70.1%	72.9%	75.1%	76.9%
—% of female population	34.4%	46.6%	51.0%	54.7%	57.4%	59.7%	61.5%
<b>Male (millions)</b>	<b>11.0</b>	<b>14.7</b>	<b>15.9</b>	<b>16.8</b>	<b>17.8</b>	<b>18.6</b>	<b>19.3</b>
—% change	51.2%	33.9%	8.0%	5.7%	5.8%	4.7%	3.8%
—% of tablet users	49.5%	49.0%	48.5%	48.0%	48.0%	48.0%	48.0%
—% of male internet users	44.4%	58.2%	61.7%	64.2%	66.8%	68.8%	70.4%
—% of male population	34.8%	46.2%	49.5%	51.9%	54.4%	56.5%	58.1%

Note: individuals of any age who use a tablet at least once per month  
Source: eMarketer, Feb 2015

185607

www.eMarketer.com

## UK iPad Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>iPad users (millions)</b>	<b>12.7</b>	<b>15.9</b>	<b>16.7</b>	<b>17.2</b>	<b>17.6</b>	<b>17.8</b>	<b>18.1</b>
—% change	32.5%	25.7%	5.0%	3.1%	2.2%	1.4%	1.3%
—% of tablet users	57.0%	53.0%	51.0%	49.2%	47.5%	46.0%	44.9%
—% of internet users	26.0%	31.8%	32.7%	33.1%	33.2%	33.1%	33.1%
—% of population	19.7%	24.6%	25.6%	26.2%	26.6%	26.7%	26.9%

Note: individuals of any age who use an iPad at least once per month  
Source: eMarketer, Feb 2015

185604

www.eMarketer.com

## EREADER USERS

### UK Ereader Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Ereader users (millions)</b>	<b>13.5</b>	<b>14.6</b>	<b>15.6</b>	<b>16.4</b>	<b>17.2</b>	<b>17.7</b>	<b>18.0</b>
—% change	41.0%	8.0%	7.5%	5.0%	4.8%	2.7%	1.9%
—% of internet users	27.7%	29.1%	30.6%	31.5%	32.4%	32.8%	33.0%
—% of population	21.0%	22.5%	24.0%	25.0%	26.0%	26.5%	26.8%

Note: individuals of any age who use an ereader at least once per month  
Source: eMarketer, Feb 2015

185612

www.eMarketer.com

## SOCIAL NETWORK USERS

### UK Social Network Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Social network users (millions)</b>	<b>31.4</b>	<b>33.5</b>	<b>34.8</b>	<b>36.0</b>	<b>36.8</b>	<b>37.6</b>	<b>38.2</b>
—% change	7.5%	6.7%	3.8%	3.3%	2.4%	2.0%	1.7%
—% of internet users	64.5%	67.1%	68.1%	69.0%	69.4%	69.7%	69.9%
—% of population	49.0%	51.8%	53.4%	54.7%	55.6%	56.3%	56.8%

Note: internet users of any age who use social networks via any device at least once per month  
Source: eMarketer, Feb 2015

185311

www.eMarketer.com

## UK Social Network User Metrics, by Age, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Social network users (millions)</b>							
0-11	0.9	1.0	1.1	1.2	1.2	1.3	1.3
12-17	3.6	3.6	3.6	3.6	3.6	3.7	3.8
18-24	5.2	5.3	5.4	5.4	5.4	5.3	5.3
25-34	6.8	7.2	7.3	7.5	7.7	7.8	7.9
35-44	5.7	5.9	6.1	6.1	6.2	6.3	6.4
45-54	4.5	5.1	5.3	5.6	5.8	5.9	5.9
55-64	2.9	3.2	3.4	3.7	3.9	4.1	4.2
65+	1.8	2.2	2.5	2.8	3.0	3.2	3.3
<b>Total</b>	<b>31.4</b>	<b>33.5</b>	<b>34.8</b>	<b>36.0</b>	<b>36.8</b>	<b>37.6</b>	<b>38.2</b>

### Social network user penetration (% of internet users in each group)

0-11	22.1%	22.8%	23.6%	24.0%	24.2%	24.0%	23.9%
12-17	83.0%	85.0%	86.0%	86.5%	87.0%	87.5%	87.8%
18-24	93.0%	94.0%	95.5%	96.0%	96.0%	96.0%	96.2%
25-34	85.6%	88.6%	88.6%	89.0%	89.0%	89.0%	89.0%
35-44	74.5%	77.1%	78.2%	79.0%	80.0%	80.5%	80.8%
45-54	57.4%	63.3%	64.9%	67.2%	68.6%	70.3%	71.6%
55-64	50.0%	54.0%	56.0%	58.0%	59.5%	60.5%	61.0%
65+	33.0%	37.0%	40.5%	43.0%	44.0%	45.0%	46.0%
<b>Total</b>	<b>64.5%</b>	<b>67.1%</b>	<b>68.1%</b>	<b>69.0%</b>	<b>69.4%</b>	<b>69.7%</b>	<b>69.9%</b>

### Social network user share (% of total)

0-11	2.9%	3.0%	3.2%	3.3%	3.4%	3.4%	3.5%
12-17	11.4%	10.8%	10.4%	10.1%	9.9%	9.9%	9.9%
18-24	16.7%	15.9%	15.6%	15.0%	14.6%	14.2%	13.9%
25-34	21.7%	21.4%	21.0%	21.0%	21.0%	20.8%	20.6%
35-44	18.2%	17.6%	17.4%	17.1%	16.9%	16.8%	16.8%
45-54	14.3%	15.2%	15.4%	15.6%	15.6%	15.6%	15.5%
55-64	9.2%	9.6%	9.9%	10.2%	10.6%	10.8%	11.0%
65+	5.7%	6.4%	7.2%	7.7%	8.1%	8.4%	8.8%

Note: internet users who use social networks via any device at least once per month

Source: eMarketer, Feb 2015

185312

www.eMarketer.com

## UK Social Network User Metrics, by Gender, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Social network users (millions)</b>							
Female	16.6	17.7	18.4	19.1	19.5	19.9	20.2
Male	14.9	15.8	16.4	16.9	17.3	17.7	17.9
<b>Total</b>	<b>31.4</b>	<b>33.5</b>	<b>34.8</b>	<b>36.0</b>	<b>36.8</b>	<b>37.6</b>	<b>38.2</b>

### Social network user penetration (% of internet users in each group)

Female	69.1%	71.7%	72.6%	73.4%	73.8%	74.2%	74.4%
Male	60.1%	62.6%	63.6%	64.6%	65.0%	65.2%	65.4%
<b>Total</b>	<b>64.5%</b>	<b>67.1%</b>	<b>68.1%</b>	<b>69.0%</b>	<b>69.4%</b>	<b>69.7%</b>	<b>69.9%</b>

### Social network user share (% of total)

Female	52.7%	52.8%	52.9%	53.0%	53.0%	53.0%	53.0%
Male	47.3%	47.2%	47.1%	47.0%	47.0%	47.0%	47.0%

Note: internet users who use social networks via any device at least once per month

Source: eMarketer, Feb 2015

185313

www.eMarketer.com

# MOBILE PHONE SOCIAL NETWORK USERS

## UK Mobile Phone Social Network Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone social network users (millions)</b>							
2013	23.1	25.6	27.9	30.1	32.2	33.5	34.3
—% change	39.3%	10.6%	8.9%	8.2%	6.8%	4.1%	2.5%
—% of mobile phone users	45.9%	50.0%	53.5%	57.0%	60.1%	61.7%	62.6%
—% of social network users	73.7%	76.6%	80.3%	84.0%	87.6%	89.3%	90.0%

Note: mobile phone users of any age who use social networks via mobile phone (browser or app) at least once per month

Source: eMarketer, Feb 2015

185432

www.eMarketer.com

## UK Mobile Phone Social Network Users, by Age, 2013-2019

millions

	2013	2014	2015	2016	2017	2018	2019
0-11	0.2	0.2	0.3	0.3	0.4	0.5	0.5
12-17	2.2	2.4	2.7	3.1	3.4	3.5	3.5
18-24	4.8	5.0	5.1	5.1	5.2	5.3	5.2
25-34	6.1	6.6	7.0	7.2	7.4	7.6	7.7
35-44	4.5	5.0	5.4	5.7	5.9	6.2	6.4
45-54	3.5	3.8	4.1	4.5	4.7	4.8	4.8
55-64	1.4	1.7	2.1	2.4	2.9	3.1	3.3
65+	0.5	0.8	1.2	1.7	2.3	2.7	2.9
<b>Total</b>	<b>23.1</b>	<b>25.6</b>	<b>27.9</b>	<b>30.1</b>	<b>32.2</b>	<b>33.5</b>	<b>34.3</b>

Note: mobile phone users who use social networks via mobile phone (browser or app) at least once per month; numbers may not add up total due to rounding

Source: eMarketer, Feb 2015

185441

www.eMarketer.com

## UK Mobile Phone Social Network User Share, by Age, 2013-2019

% of total

	2013	2014	2015	2016	2017	2018	2019
0-11	0.8%	0.9%	1.0%	1.1%	1.3%	1.4%	1.5%
12-17	9.3%	9.5%	9.8%	10.2%	10.4%	10.3%	10.3%
18-24	20.9%	19.5%	18.3%	17.1%	16.2%	15.7%	15.2%
25-34	26.2%	26.0%	25.0%	23.9%	23.2%	22.6%	22.4%
35-44	19.5%	19.4%	19.5%	19.0%	18.5%	18.5%	18.7%
45-54	15.1%	14.8%	14.7%	14.9%	14.5%	14.2%	14.0%
55-64	6.0%	6.8%	7.4%	8.1%	8.9%	9.2%	9.5%
65+	2.3%	3.2%	4.3%	5.7%	7.1%	8.0%	8.5%

Note: mobile phone users who use social networks via mobile phone (browser or app) at least once per month; numbers may not add up to 100% due to rounding

Source: eMarketer, Feb 2015

185443

www.eMarketer.com

## UK Mobile Phone Social Network User Penetration, by Age, 2013-2019

% of mobile phone users in each group

	2013	2014	2015	2016	2017	2018	2019
0-11	13.0%	17.0%	20.0%	22.0%	25.0%	27.0%	28.0%
12-17	55.0%	61.0%	69.0%	77.0%	84.0%	85.0%	85.5%
18-24	83.0%	86.0%	88.0%	90.0%	92.0%	94.0%	95.0%
25-34	72.0%	78.0%	81.0%	83.0%	85.0%	86.0%	86.5%
35-44	55.0%	61.0%	67.0%	71.0%	74.0%	77.0%	79.0%
45-54	41.0%	44.0%	47.0%	51.0%	53.0%	54.5%	55.5%
55-64	21.0%	26.0%	30.0%	35.0%	40.0%	42.0%	43.0%
65+	7.0%	10.0%	14.0%	19.0%	24.0%	27.0%	28.5%
<b>Total</b>	<b>45.9%</b>	<b>50.0%</b>	<b>53.5%</b>	<b>57.0%</b>	<b>60.1%</b>	<b>61.7%</b>	<b>62.6%</b>

Note: mobile phone users who use social networks via mobile phone (browser or app) at least once per month  
Source: eMarketer, Feb 2015

185444 [www.eMarketer.com](http://www.eMarketer.com)

## UK Mobile Phone Social Network User Metrics, by Gender, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone social network users (millions)</b>							
Female	12.0	13.3	14.5	15.8	16.9	17.6	18.0
Male	11.2	12.3	13.3	14.3	15.3	15.9	16.3
<b>Total</b>	<b>23.1</b>	<b>25.6</b>	<b>27.9</b>	<b>30.1</b>	<b>32.2</b>	<b>33.5</b>	<b>34.3</b>
<b>Mobile phone social network user penetration (% of population)</b>							
Female	36.8%	40.5%	44.0%	47.4%	50.4%	52.0%	53.0%
Male	35.3%	38.6%	41.5%	44.3%	46.8%	48.2%	49.1%
<b>Total</b>	<b>36.0%</b>	<b>39.5%</b>	<b>42.7%</b>	<b>45.8%</b>	<b>48.6%</b>	<b>50.1%</b>	<b>51.0%</b>
<b>Mobile phone social network user share (% of total)</b>							
Female	51.8%	52.0%	52.2%	52.4%	52.5%	52.5%	52.5%
Male	48.2%	48.0%	47.8%	47.6%	47.5%	47.5%	47.5%

Note: mobile phone users of any age who use social networks via mobile phone (browser or app) at least once per month  
Source: eMarketer, Feb 2015

185446 [www.eMarketer.com](http://www.eMarketer.com)

## UK Smartphone Social Network Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Smartphone social network users (millions)</b>							
—% change		40.9%	10.9%	9.2%	8.3%	7.1%	4.2%
—% of mobile phone social network users		73.2%	86.0%	94.5%	97.4%	98.6%	99.1%
—% of smartphone users		52.2%	55.8%	57.6%	63.3%	73.9%	72.0%
—% of social network users		18.2%	31.8%	46.1%	55.4%	72.7%	75.8%

Note: smartphone users of any age who use social networks via smartphone (browser or app) at least once per month  
Source: eMarketer, Feb 2015

185440 [www.eMarketer.com](http://www.eMarketer.com)

## TABLET SOCIAL NETWORK USERS

### UK Tablet Social Network Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Tablet social network users (millions)</b>							
—% change		69.3%	44.8%	13.6%	10.2%	7.5%	6.3%
—% of tablet users		56.5%	60.5%	63.0%	65.0%	66.0%	67.0%
—% of social network users		39.9%	54.2%	59.3%	63.3%	66.4%	69.2%
—% of internet users		25.8%	36.4%	40.4%	43.7%	46.1%	48.2%
—% of population		19.5%	28.1%	31.7%	34.6%	36.9%	38.9%

Note: individuals of any age who use social networks via tablet at least once per month  
Source: eMarketer, Feb 2015

185610 [www.eMarketer.com](http://www.eMarketer.com)

## FACEBOOK USERS

### UK Facebook Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Facebook users (millions)</b>							
—% change		5.9%	5.5%	2.6%	2.7%	1.7%	1.1%
—% of social network users		92.6%	91.5%	90.5%	89.9%	89.3%	88.5%
—% of internet users		59.7%	61.4%	61.6%	62.0%	62.0%	61.7%
—% of population		45.3%	47.4%	48.3%	49.2%	49.7%	49.8%

Note: internet users who access their Facebook account via any device at least once per month  
Source: eMarketer, Feb 2015

185314 [www.eMarketer.com](http://www.eMarketer.com)

## UK Facebook User Metrics, by Age, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Facebook users (millions)</b>							
0-11	0.8	0.9	1.0	1.0	1.1	1.1	1.1
12-17	3.4	3.4	3.3	3.3	3.2	3.2	3.2
18-24	5.0	5.0	4.9	4.9	4.8	4.7	4.6
25-34	6.4	6.6	6.6	6.7	6.8	6.8	6.8
35-44	5.2	5.3	5.4	5.5	5.5	5.6	5.6
45-54	4.1	4.7	4.9	5.2	5.3	5.4	5.4
55-64	2.6	2.9	3.1	3.3	3.5	3.7	3.8
65+	1.6	1.9	2.3	2.5	2.7	2.8	3.0
<b>Total</b>	<b>29.1</b>	<b>30.7</b>	<b>31.5</b>	<b>32.3</b>	<b>32.9</b>	<b>33.3</b>	<b>33.5</b>

<b>Facebook user penetration (% of internet users in each group)</b>							
0-11	20.3%	20.5%	20.8%	20.6%	20.1%	20.1%	19.7%
12-17	78.9%	79.1%	78.3%	77.9%	77.4%	76.1%	74.6%
18-24	87.9%	87.4%	86.9%	86.4%	85.4%	84.0%	83.2%
25-34	80.0%	81.1%	79.7%	79.2%	78.3%	77.4%	76.5%
35-44	67.8%	69.4%	70.0%	70.7%	71.2%	71.2%	71.1%
45-54	52.7%	58.4%	59.7%	61.9%	63.0%	64.4%	65.5%
55-64	45.0%	48.8%	50.6%	52.4%	53.7%	54.6%	55.0%
65+	29.7%	33.4%	36.6%	38.8%	39.6%	40.5%	41.4%
<b>Total</b>	<b>59.7%</b>	<b>61.4%</b>	<b>61.6%</b>	<b>62.0%</b>	<b>62.0%</b>	<b>61.7%</b>	<b>61.4%</b>

<b>Facebook user share (% of total)</b>							
0-11	2.9%	3.0%	3.1%	3.1%	3.2%	3.3%	3.3%
12-17	11.7%	11.0%	10.5%	10.1%	9.9%	9.7%	9.6%
18-24	17.0%	16.2%	15.7%	15.1%	14.5%	14.0%	13.6%
25-34	21.9%	21.4%	20.9%	20.7%	20.7%	20.4%	20.2%
35-44	17.9%	17.4%	17.2%	17.0%	16.9%	16.8%	16.8%
45-54	14.1%	15.3%	15.6%	16.0%	16.1%	16.2%	16.2%
55-64	8.9%	9.5%	9.9%	10.2%	10.7%	11.0%	11.3%
65+	5.5%	6.3%	7.2%	7.8%	8.2%	8.6%	9.0%

Note: internet users who access their Facebook account via any device at least once per month  
Source: eMarketer, Feb 2015

185315 [www.eMarketer.com](http://www.eMarketer.com)

## UK Facebook User Metrics, by Gender, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Facebook users (millions)</b>							
Female	15.4	16.3	16.7	17.2	17.5	17.8	18.0
Male	13.7	14.4	14.8	15.1	15.4	15.5	15.6
<b>Total</b>	<b>29.1</b>	<b>30.7</b>	<b>31.5</b>	<b>32.3</b>	<b>32.9</b>	<b>33.3</b>	<b>33.5</b>
<b>Facebook user penetration (% of internet users in each group)</b>							
Female	64.3%	65.9%	65.8%	66.3%	66.3%	66.3%	66.1%
Male	55.2%	57.0%	57.5%	57.8%	57.7%	57.2%	56.7%
<b>Total</b>	<b>59.7%</b>	<b>61.4%</b>	<b>61.6%</b>	<b>62.0%</b>	<b>62.0%</b>	<b>61.7%</b>	<b>61.4%</b>

<b>Facebook user share (% of total)</b>							
Female	53.0%	53.0%	53.0%	53.2%	53.3%	53.5%	53.6%
Male	47.0%	47.0%	47.0%	46.8%	46.7%	46.5%	46.4%

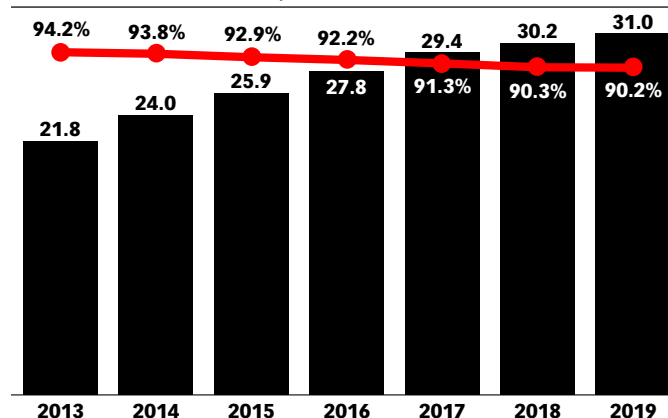
Note: internet users who access their Facebook account via any device at least once per month  
Source: eMarketer, Feb 2015

185325 [www.eMarketer.com](http://www.eMarketer.com)

## MOBILE PHONE FACEBOOK USERS

### UK Mobile Phone Facebook Users and Penetration, 2013-2019

millions and % of mobile phone social network users



■ Mobile phone Facebook users  
■ % of mobile phone social network users

Note: mobile phone users of any age who access their Facebook account via mobile phone (browser or app) at least once per month  
Source: eMarketer, Feb 2015

185448 [www.eMarketer.com](http://www.eMarketer.com)

### UK Mobile Phone Facebook Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone Facebook users (millions)</b>	<b>21.8</b>	<b>24.0</b>	<b>25.9</b>	<b>27.8</b>	<b>29.4</b>	<b>30.2</b>	<b>31.0</b>
—% change		44.3%	10.1%	7.8%	7.4%	5.8%	2.8%
—% of mobile phone users	43.2%	46.9%	49.7%	52.6%	54.9%	55.7%	56.4%
—% of Facebook users	74.4%	78.0%	81.5%	85.0%	88.2%	89.3%	90.2%

Note: mobile phone users of any age who access their Facebook account via mobile phone (browser or app) at least once per month  
Source: eMarketer, Feb 2015

185447 [www.eMarketer.com](http://www.eMarketer.com)

## TWITTER USERS

### UK Twitter Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Twitter users (millions)</b>	<b>10.9</b>	<b>12.0</b>	<b>13.1</b>	<b>14.0</b>	<b>14.9</b>	<b>15.6</b>	<b>16.2</b>
—% change		20.5%	10.7%	8.6%	7.6%	5.8%	5.0%
—% of social network users	34.6%	35.9%	37.5%	39.1%	40.4%	41.5%	42.5%
—% of internet users	22.3%	24.1%	25.5%	26.9%	28.0%	28.9%	29.7%
—% of population	16.9%	18.6%	20.0%	21.4%	22.4%	23.4%	24.1%

Note: internet users who access their Twitter account via any device at least once per month; growth rates based on unrounded figures  
Source: eMarketer, Feb 2015

185326 [www.eMarketer.com](http://www.eMarketer.com)

## UK Twitter User Metrics, by Age, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Twitter users (millions)</b>							
0-11	0.1	0.2	0.2	0.2	0.2	0.3	0.3
12-17	1.3	1.4	1.6	1.6	1.7	1.8	1.9
18-24	2.6	2.8	2.9	3.0	3.1	3.2	3.3
25-34	2.7	2.9	3.1	3.4	3.6	3.7	3.9
35-44	2.1	2.2	2.4	2.6	2.7	2.8	3.0
45-54	1.3	1.5	1.7	1.9	2.0	2.1	2.2
55-64	0.5	0.6	0.7	0.8	0.9	0.9	1.0
65+	0.2	0.3	0.4	0.5	0.6	0.7	0.8
<b>Total</b>	<b>10.9</b>	<b>12.0</b>	<b>13.1</b>	<b>14.0</b>	<b>14.9</b>	<b>15.6</b>	<b>16.2</b>

### Twitter user penetration (% of internet users in each group)

	2013	2014	2015	2016	2017	2018	2019
0-11	3.1%	3.6%	4.3%	4.6%	4.7%	4.8%	4.9%
12-17	30.7%	34.0%	37.0%	38.9%	40.9%	42.4%	43.5%
18-24	45.6%	48.9%	51.6%	53.8%	55.7%	57.6%	59.2%
25-34	34.2%	36.3%	38.1%	40.1%	40.9%	42.7%	43.6%
35-44	26.8%	29.3%	31.3%	33.2%	35.2%	36.2%	38.0%
45-54	16.1%	18.4%	20.1%	22.2%	24.0%	25.3%	26.5%
55-64	9.5%	10.8%	11.8%	12.8%	13.4%	13.9%	14.3%
65+	4.6%	5.6%	6.9%	8.2%	9.0%	9.9%	10.6%
<b>Total</b>	<b>22.3%</b>	<b>24.1%</b>	<b>25.5%</b>	<b>26.9%</b>	<b>28.0%</b>	<b>28.9%</b>	<b>29.7%</b>

### Twitter user share (% of total)

	2013	2014	2015	2016	2017	2018	2019
0-11	1.2%	1.3%	1.5%	1.6%	1.6%	1.7%	1.7%
12-17	12.2%	12.0%	11.9%	11.6%	11.5%	11.5%	11.5%
18-24	23.6%	23.1%	22.4%	21.6%	21.0%	20.5%	20.1%
25-34	25.1%	24.5%	24.1%	24.1%	23.9%	24.0%	23.8%
35-44	19.0%	18.7%	18.6%	18.4%	18.4%	18.3%	18.6%
45-54	11.6%	12.3%	12.7%	13.2%	13.6%	13.6%	13.5%
55-64	5.0%	5.4%	5.5%	5.7%	5.9%	6.0%	6.1%
65+	2.3%	2.7%	3.3%	3.8%	4.1%	4.5%	4.7%

Note: internet users who access their Twitter account via any device at least once per month  
Source: eMarketer, Feb 2015

185327

www.eMarketer.com

## UK Twitter User Metrics, by Gender, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Twitter users (millions)</b>							
Female	5.2	6.0	6.7	7.2	7.7	8.2	8.5
Male	5.6	6.0	6.4	6.8	7.1	7.4	7.7
<b>Total</b>	<b>10.9</b>	<b>12.0</b>	<b>13.1</b>	<b>14.0</b>	<b>14.9</b>	<b>15.6</b>	<b>16.2</b>

### Twitter user penetration (% of internet users in each group)

	2013	2014	2015	2016	2017	2018	2019
Female	21.7%	24.3%	26.3%	27.9%	29.2%	30.5%	31.3%
Male	22.8%	23.8%	24.8%	26.0%	26.8%	27.4%	28.1%
<b>Total</b>	<b>22.3%</b>	<b>24.1%</b>	<b>25.5%</b>	<b>26.9%</b>	<b>28.0%</b>	<b>28.9%</b>	<b>29.7%</b>

### Twitter user share (% of total)

	2013	2014	2015	2016	2017	2018	2019
Female	48.0%	50.0%	51.0%	51.5%	52.0%	52.5%	52.5%
Male	52.0%	50.0%	49.0%	48.5%	48.0%	47.5%	47.5%

Note: internet users who access their Twitter account via any device at least once per month  
Source: eMarketer, Feb 2015

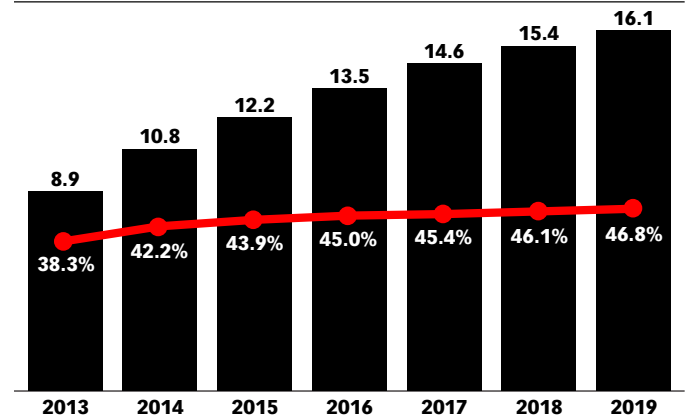
185335

www.eMarketer.com

## MOBILE PHONE TWITTER USERS

### UK Mobile Phone Twitter Users and Penetration, 2013-2019

millions and % of mobile phone social network users



■ Mobile phone Twitter users

■ % of mobile phone social network users

Note: mobile phone users of any age who access their Twitter account via mobile phone (browser or app) at least once per month  
Source: eMarketer, Feb 2015

185450

www.eMarketer.com

### UK Mobile Phone Twitter Users and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone Twitter users (millions)</b>	<b>8.9</b>	<b>10.8</b>	<b>12.2</b>	<b>13.5</b>	<b>14.6</b>	<b>15.4</b>	<b>16.1</b>
—% change	56.2%	21.7%	13.3%	10.9%	7.8%	5.6%	4.1%
—% of mobile phone users	17.6%	21.1%	23.5%	25.6%	27.3%	28.4%	29.3%
—% of Twitter users	79.5%	87.7%	91.6%	94.5%	96.4%	96.6%	96.7%

Note: mobile phone users of any age who access their Twitter account via mobile phone (browser or app) at least once per month  
Source: eMarketer, Feb 2015

185449

www.eMarketer.com

## DIGITAL VIDEO VIEWERS

### UK Digital Video Viewers and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Digital video viewers (millions)</b>	<b>34.8</b>	<b>36.7</b>	<b>38.2</b>	<b>39.6</b>	<b>40.8</b>	<b>41.9</b>	<b>42.8</b>
—% change	5.6%	5.5%	4.2%	3.6%	3.0%	2.7%	2.0%
—% of internet users	71.4%	73.5%	74.9%	76.1%	77.0%	77.8%	78.2%
—% of population	54.2%	56.8%	58.7%	60.3%	61.7%	62.8%	63.6%

Note: internet users who watch digital video content via any device at least once per month  
Source: eMarketer, Feb 2015

185336

www.eMarketer.com



## UK Digital Video Viewer Metrics, by Age, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Digital video viewers (millions)</b>							
0-11	2.9	3.1	3.4	3.7	3.9	4.1	4.3
12-17	3.7	3.7	3.7	3.8	3.8	3.9	4.0
18-24	5.2	5.3	5.4	5.4	5.4	5.4	5.3
25-34	6.5	7.0	7.2	7.4	7.6	7.8	7.9
35-44	6.1	6.3	6.4	6.5	6.6	6.7	6.8
45-54	5.3	5.6	5.9	6.1	6.2	6.3	6.3
55-64	3.2	3.5	3.7	3.9	4.2	4.4	4.6
65+	1.9	2.3	2.6	2.8	3.1	3.4	3.6
<b>Total</b>	<b>34.8</b>	<b>36.7</b>	<b>38.2</b>	<b>39.6</b>	<b>40.8</b>	<b>41.9</b>	<b>42.8</b>

<b>Digital video viewer penetration (% of internet users in each group)</b>							
0-11	69.3%	70.9%	72.6%	74.8%	75.7%	75.9%	76.2%
12-17	85.0%	87.0%	89.1%	91.2%	91.4%	91.7%	91.7%
18-24	92.0%	94.0%	95.0%	95.5%	96.0%	96.5%	96.8%
25-34	82.0%	86.0%	86.9%	87.0%	88.0%	89.0%	89.5%
35-44	79.5%	82.0%	83.0%	84.0%	85.0%	85.5%	86.0%
45-54	68.0%	69.0%	71.0%	73.0%	74.0%	75.0%	75.5%
55-64	55.0%	58.0%	60.0%	62.0%	64.0%	66.0%	67.0%
65+	36.0%	39.0%	42.0%	44.0%	46.0%	48.0%	49.5%
<b>Total</b>	<b>71.4%</b>	<b>73.5%</b>	<b>74.9%</b>	<b>76.1%</b>	<b>77.0%</b>	<b>77.8%</b>	<b>78.2%</b>

<b>Digital video viewer share (% of total)</b>							
0-11	8.3%	8.5%	8.8%	9.3%	9.5%	9.8%	10.0%
12-17	10.5%	10.1%	9.8%	9.6%	9.4%	9.3%	9.2%
18-24	14.9%	14.5%	14.1%	13.6%	13.2%	12.8%	12.4%
25-34	18.7%	19.0%	18.7%	18.6%	18.7%	18.6%	18.5%
35-44	17.6%	17.1%	16.8%	16.5%	16.2%	16.0%	15.9%
45-54	15.3%	15.1%	15.3%	15.4%	15.2%	15.0%	14.6%
55-64	9.1%	9.4%	9.6%	9.9%	10.2%	10.6%	10.8%
65+	5.6%	6.2%	6.8%	7.2%	7.6%	8.0%	8.4%

Note: internet users who watch digital video content via any device at least once per month  
Source: eMarketer, Feb 2015

185342 [www.eMarketer.com](http://www.eMarketer.com)

## UK Digital Video Viewer Metrics, by Gender, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Digital video viewers (millions)</b>							
Male	18.4	19.2	19.8	20.6	21.1	21.6	21.9
Female	16.4	17.5	18.4	19.1	19.7	20.4	20.9
<b>Total</b>	<b>34.8</b>	<b>36.7</b>	<b>38.2</b>	<b>39.6</b>	<b>40.8</b>	<b>41.9</b>	<b>42.8</b>

<b>Digital video viewer penetration (% of internet users in each group)</b>							
Male	74.2%	75.8%	77.1%	78.6%	79.3%	79.6%	79.8%
Female	68.5%	71.1%	72.6%	73.5%	74.6%	75.9%	76.7%
<b>Total</b>	<b>71.4%</b>	<b>73.5%</b>	<b>74.9%</b>	<b>76.1%</b>	<b>77.0%</b>	<b>77.8%</b>	<b>78.2%</b>

<b>Digital video viewer share (% of total)</b>							
Male	52.8%	52.2%	51.9%	51.9%	51.7%	51.4%	51.2%
Female	47.2%	47.8%	48.1%	48.1%	48.3%	48.6%	48.8%

Note: internet users who watch digital video content via any device at least once per month  
Source: eMarketer, Feb 2015

185343 [www.eMarketer.com](http://www.eMarketer.com)

# MOBILE PHONE VIDEO VIEWERS

## UK Mobile Phone Video Viewers and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone video viewers (millions)</b>							
—% change	32.7%	20.1%	14.9%	11.6%	8.1%	5.5%	4.2%
—% of mobile phone users	28.3%	33.5%	37.8%	41.6%	44.4%	46.2%	47.6%
—% of population	22.2%	26.5%	30.2%	33.4%	35.9%	37.5%	38.8%

Note: individuals of any age who watch streaming or downloaded video content via mobile phone (browser or app)  
Source: eMarketer, Feb 2015

185451 [www.eMarketer.com](http://www.eMarketer.com)

## UK Smartphone Video Viewers and Penetration, 2013-2019

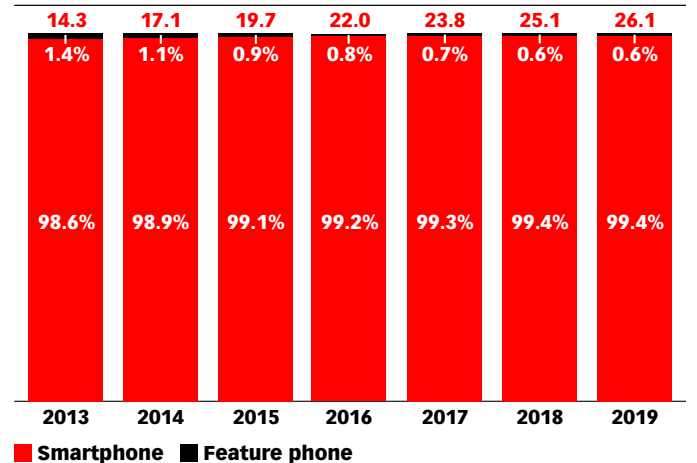
	2013	2014	2015	2016	2017	2018	2019
<b>Smartphone video viewers (millions)</b>							
—% change	33.8%	20.5%	15.1%	11.8%	8.2%	5.5%	4.2%
—% of mobile phone video viewers	98.6%	98.9%	99.1%	99.2%	99.3%	99.4%	99.4%
—% of smartphone users	45.5%	48.1%	50.7%	52.5%	53.4%	54.3%	55.2%
—% of population	21.9%	26.2%	29.9%	33.2%	35.6%	37.3%	38.6%

Note: individuals of any age who watch video content via smartphone through a mobile browser, subscriptions, downloads or app at least once per month  
Source: eMarketer, Feb 2015

185452 [www.eMarketer.com](http://www.eMarketer.com)

## UK Mobile Phone Video Viewer Share, by Phone Type, 2013-2019

millions and % of total



Note: individuals of any age who watch video content via smartphone through a mobile browser, subscriptions, downloads or app at least once per month  
Source: eMarketer, Feb 2015

185453 [www.eMarketer.com](http://www.eMarketer.com)



# TABLET VIDEO VIEWERS

## UK Tablet Video Viewers and Penetration, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Tablet video viewers (millions)</b>	<b>12.0</b>	<b>17.4</b>	<b>19.8</b>	<b>21.9</b>	<b>23.5</b>	<b>25.0</b>	<b>26.4</b>
—% change	69.9%	45.2%	13.8%	10.4%	7.5%	6.3%	5.4%
—% of tablet users	54.0%	58.0%	60.5%	62.5%	63.5%	64.5%	65.5%
—% of digital video viewers	34.5%	47.4%	51.8%	55.2%	57.6%	59.7%	61.6%
—% of internet users	24.6%	34.9%	38.8%	42.0%	44.3%	46.4%	48.2%
—% of population	18.7%	26.9%	30.4%	33.3%	35.5%	37.5%	39.2%

*Note: tablet users of any age who watch video content online on tablets at least once per month*

*Source: eMarketer, Feb 2015*

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