DIGITAL FACTS 2016 Infographic

Digital in the UK

Source: www.wearesocial.com - Digital in 2016

TOTAL **POPULATION**

64.91

MILLION









ACTIVE SOCIAL

38.00 **MILLION**



MOBILE

74.92 **MILLION**



33.00 **MILLION**

ACTIVE MOBILE

92% of the population actively use the internet, whilst at nearly 75 million, or 115%, there are more mobile connections than people.

AVERAGE DAILY USE Via a PC or Tablet 3 hrs 47 mins 85% Use the internet every day Via a Mobile Phone 1 hrs 33 mins

30 DAYS IN E-COMMERCE









Average annual saving online in UK

Source: Accenture - Consumer Digital Index 2016

helps save them money

of people say the intemet

Where % of users make greatest savings

- 79% insurance premiums
- 73% hobbies and leisurely pursuits
- 70% clothing



