

Online Facts & Figures

PEOPLE ONLINE

- There are now **32m** people online, **67%** of the total GB Adult population (*NOP World, December 2006*).
- More than **85%** of UK internet users have been **online for at least 3 years** (*BMRB Internet Monitor, Aug 2007*).
- **13.1m people accessed the internet whilst at work in the last month** (*BMRB TGI.net, Wave 13 to Sept 2006*)

ONLINE BEHAVIOUR

- **Sites where people can buy products or services** are still proving to be the **most popular online destinations** with 18.3m people doing so in the last month (*BMRB, Aug 2007*).
- **Most popular online activities** (*BMRB, Aug 2007*):
 - Using email 28.2m
 - Sourcing info on activity/interest 24.3m
 - Making travel plans 18.1
 - cinema/theatre/concert listings 16.5m
 - To listen to music 13.6

BROADBAND

- **13.2m households** in the UK have a broadband connection (*Continental Research, Autumn 2007*).
- This accounts for **90% of all internet users**, up from 84% a year before (*BMRB, Aug 2007*).
- Broadband users spend **twice as long online** as their narrowband counterparts. They also view **3.2 times as many web-pages** as those accessing through dial-up (*Nielsen NetRatings, Sept 2006*).
- Broadband penetration is expected to continue rising, it is predicted that broadband will be in 75% of all homes by 2010 (*PriceWaterhouseCoopers, Global Entertainment and Media Outlook 2007-2011*)

MEDIA TIME

- **58%** of internet users are now **going online every day** (*BMRB, Aug 2007*).
- UK internet users are spending an average of **23 hours a week online** (*YouGov, Sept 2006*).
- The average length of each **user session is 53 minutes** (*Nielsen Netratings, Sept 2006*).

ONLINE ADVERTISING

- The UK online advertising industry is valued at **£1,334.3m** for the first half year of 2007, taking a **14.7% share** of the UK advertising industry (*IAB/PwC October 2007*).
- **Search accounts for 57.1%** of all online advertising; **display 21.5%** and **classifieds 20.8%**. The IAB has begun to track spend on solus email campaigns which accounted for **0.6%** of the market (*IAB/PwC, October 2007*).
- Search revenues **grew by 44%** year-on-year, **display by 33%** and **classifieds by 72%** (*IAB/PwC, October 2007*).

ECOMMERCE

- **£30.2bn** was spent online during 2006 (*IMRG, January 2007*).
- **22m people now shop online** in the UK, spending an average of £647 each in the last six months (*BMRB, Aug 2007*).
- **By 2011 32m** UK consumers will be shopping online. The value of goods they buy online in 2011 will add up to almost **£52bn**. (*Forrester, UK eCommerce Forecast 2006-2011, March 2007*)