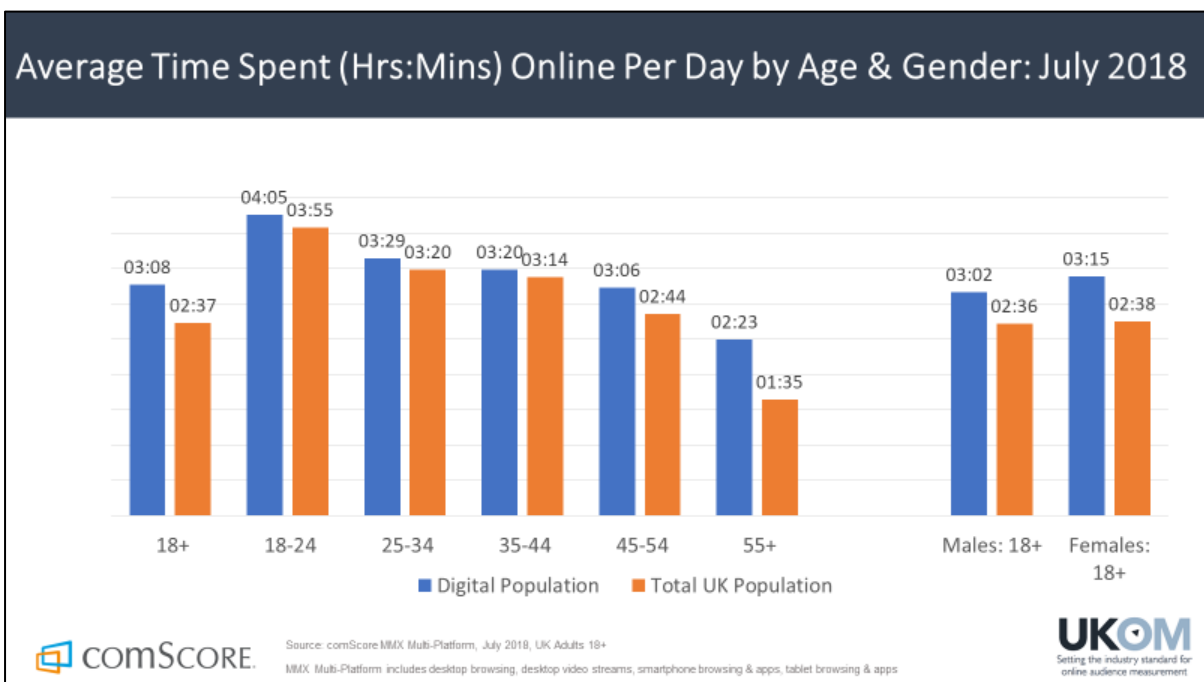


# UKOM Insights

## How much time do people spend online each day?

The IPA recently launched its latest Touchpoints survey which compared how much time people spend on different media each day. In the study, online time was split across several categories, so this month UKOM asks ‘How much time do people spend online per day in total and how does this differ by audience?’

There are two ways of looking at ‘average time spent online’ – average time spent among those who use the internet and average time spent among the total UK population. Arguably, the latter is better used when compared with other media such as TV to make it a fair comparison. The chart below shows both sets of data, based on July 2018 UKOM approved comScore data which includes desktop/laptops, tablets and smartphone devices for UK adults (18+).



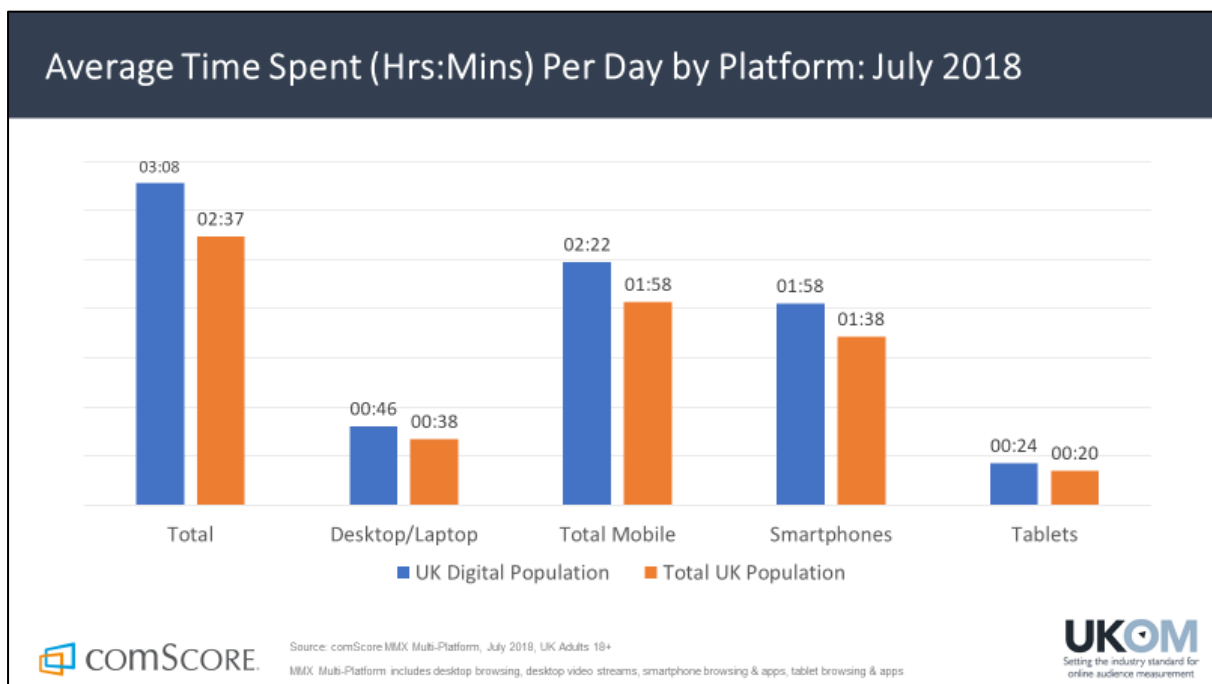
According to the data, the average time the UK adult digital population spends per day online is 3 hours and 8 minutes, but this varies considerably by age from 4 hours 5 minutes for 18-24s to only 2 hrs 23 minutes for internet users aged 55+. In terms of gender, females with internet access spend slightly longer (3 hours 15 minutes) than males (3 hours 2 minutes).

The gap between old and young is even bigger when the data is based on the total adult population. The over 55 age group make up over a quarter of the UK population, but they still have a relatively low online penetration of only 66% compared to over 95% for those aged 18-44. Whilst the difference in averages is only minimal for younger audiences, the lower penetration for over 55s means their average time spent per day online drops by a third from 2hrs 23 minutes to 1 hr 35 minutes when looking at overall population data.

Much has been written recently about the death of demographics in advertising, particularly in digital advertising. However, it's interesting to note that a recent [report](#) by Lotame among 300 US Marketers revealed that 76% usually or always target by age with demographics (age and gender) being their no.1 choice of targeting, ahead of behavioural and interest based.

The data in the chart above shows that 'average time spent online' differs considerably by age. Exploring UKOM approved comScore data in more detail can also reveal big differences by platform among young and old, males and females.

The chart below shows how much time people spend per day on different platforms – both among the Digital Population and the Total UK population. The Digital Population spends nearly 2 hours on average on smartphones each day, around ¾ hr on desktops and just 24 mins on tablets. Data for the UK population is slightly lower – reflecting the fact not everyone uses the internet each month.



However, there are again big variations by demographics. For example, when looking at the UK digital population, although on average males spend 13 minutes less time online each day than females, they spend longer on desktops - 56 minutes compared to only 36 minutes for women. 18-24s spend only 6 mins less than those aged 55+ on desktops/laptops, but almost 2 hours more than them on smartphones.

Average Time Online Per Day (Hr:Mins) - UK Digital Population					
	Total	Desktop	Total Mobile	Smartphones	Tablets
18+	03:08	00:46	02:22	01:58	00:24
18-24	04:05	00:39	03:26	03:02	00:24
25-34	03:29	00:47	02:42	02:23	00:19
35-44	03:20	00:50	02:30	02:05	00:25
45-54	03:06	00:46	02:20	01:54	00:25
55+	02:23	00:45	01:37	01:11	00:26
Males: 18+	03:02	00:56	02:06	01:44	00:22
Females: 18+	03:15	00:36	02:39	02:12	00:26

The table below shows these averages among the entire UK adult population – useful for comparing against other media as the data takes into account that not everyone is online. The story is the same but the averages are obviously lower, particularly for the over 55 age group.

Average Time Online Per Day (Hr:Mins) - Total UK Population					
	Total	Desktop	Total Mobile	Smartphones	Tablets
18+	02:37	00:38	01:58	01:38	00:20
18-24	03:55	00:37	03:17	02:54	00:23
25-34	03:20	00:45	02:34	02:16	00:18
35-44	03:14	00:48	02:26	02:01	00:24
45-54	02:44	00:40	02:03	01:41	00:22
55+	01:35	00:30	01:04	00:46	00:17
Males: 18+	02:36	00:48	01:48	01:29	00:19
Females: 18+	02:38	00:29	02:08	01:47	00:21

Segmenting media consumption by demographic gives a broad perspective on different consumers' online behavior. It is a perspective that provides multiple insights for strategic, communications and media planning.

UKOM's chief executive Ian Dowds recently wrote an article explaining why advertisers need transparency and objectivity in audience measurement and why some of the more "traditional" media planning disciplines and processes will continue to play a significant role. If you're interested, you can read it here - ['Still Care about Demographics? You're not Alone'](#)

**Notes on Data:**

All data is based on UKOM industry standard and development level approved comScore MMX Multi-Platform data. comScore MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps. Data is based on adults 18+ in July 2018.

Daily data has been calculated by dividing average minutes in July 2018 by 31 as there are 31 days in July.

Average data for the UK population has been calculated by using the Total Digital Population universes which come from ONS in comScore's Video Metrix Multi-Platform which are used to provide reach % and GRPS.