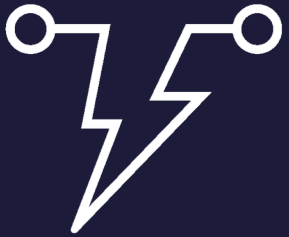




Digital is everywhere

## Digital offers scale to ensure you reach your audience



**91%**

of adults were  
recent internet  
users in 2019



**7 in 10**

are dependent on  
online services



**3.5hrs**

spent online per day  
by the average UK  
adult

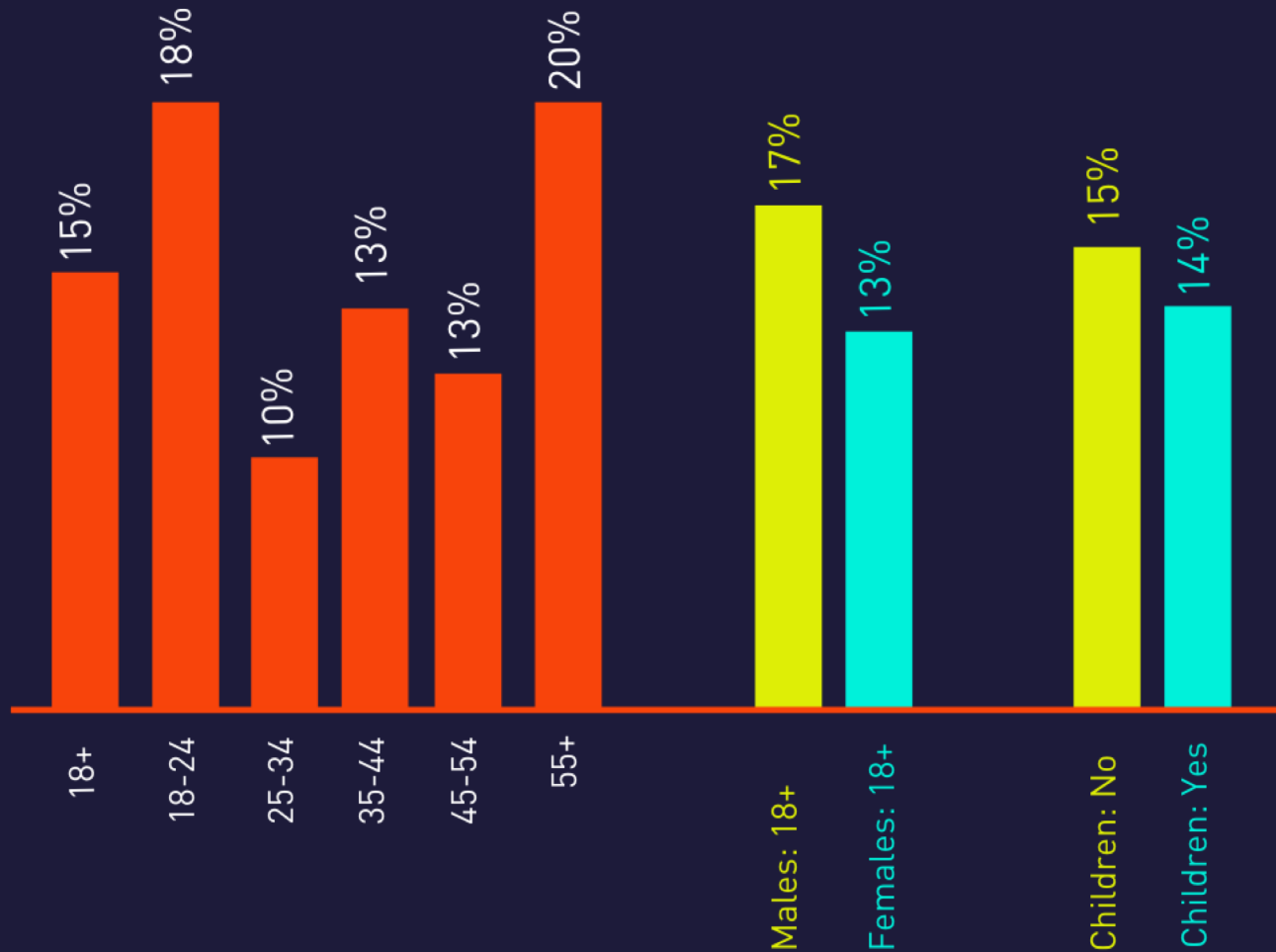


**9.4m**

tune into podcasts  
every week

# Lockdown means we are spending more time online than ever before

The opportunity to view digital has never been greater



Time online % change by demographics:  
Jan – March 2020

Total minutes increased by 8% -  
higher among 18-24's and 55+

# Online is the go-to for education and tech during lockdown

