

The Digital Dividend

Value of digital advertising to UK consumers

Digital advertising saves UK consumers a total of **£18bn** per year by providing free access to online services. That's over £600 per household...

£580 per year, per household from not having to pay to use free ad-supported online services.

£58 per year, per household by enabling consumers to find cheaper retail products online.

The cost-of-living crisis has heightened the value of free online services...

70% of adults say it is important to them that these services are available for free.

28% of adults have used free, often ad-supported online entertainment more in the last year.

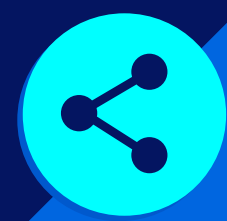
Digital advertising is saving UK consumers time, as well as money. Our consumer survey with Public First showed that...

72% of UK consumers save time by shopping online rather than in physical shops, and **61%** say they save money by doing so.

UK consumers really value the ad-supported digital services that they access for free. When asked how much they would have to be paid to give up access to these services, it works out at **£14,600** per household per year.

Value of digital advertising to UK consumers

Our survey shows that free digital services allow people to...



Stay connected

87% communicated on a messaging app in the previous month, while **81%** had used social media



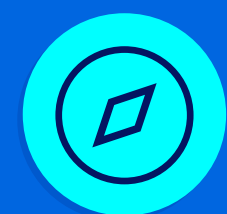
Stay informed

70% read local news for free on an online news brand in the previous month



Discover local businesses

43% have discovered a local business through an online ad, rising to **58%** of those under the age of 35



Discover new opportunities

62% of students and those unemployed used the internet to look for a job in the previous month

And finally, over half of the population would rather see online ads that are a closer match to their own interests over the same adverts as everyone else - rising to 67% for 18-24 year olds.